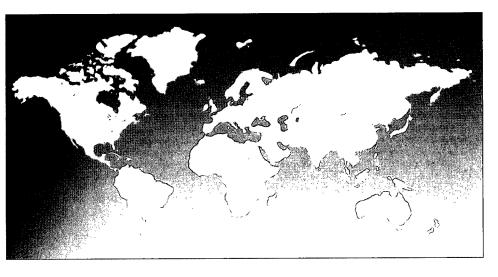


WORLD CONGRESS ON COMMUNICATION FOR DEVELOPMENT



Lessons, Challenges, and the Way Forward

The Communication Initiative Food and Agriculture Organization of the United Nations (FAO) The World Bank

Contents

Foreword	ix
Preface	xiii
Acknowledgments	xv
Executive Summary	xxvii
The Rome Consensus	xxxi
Abbreviations	xxxvii

1	The	First	World	Congress	on
---	-----	-------	-------	----------	----

Communication for Development
Organization of the Congress
Participants in the Congress

2	Communication and Health
	Sex, Lies, and Stories of AIDS 13
	The Race to Immunize Every Child: Communication
	for Polio Eradication and Immunization
	Of Birds and Humans: Communication Aspects
	of Avian Influenza
	Message and Voice
	Of Rubber and Road: Impact and Evidence
	Key and Emerging Issues for the Health Strand
	Papers Used in the Health Sessions

<u> </u>	Communication and Governance
	Securing Political Will: The Prerequisite for
	Public Sector Reform
	Strengthening Voice and Accountability: The End-Goal
	of Communication for Development
	Building Media Systems: Enabling an Effective
	Fourth Estate
	Fighting Corruption: Beyond Technocratic Solutions 47
	Making Public Institutions Transparent:
	The Cornerstone of an Open Society
	Good Governance in Practice: The Example of
	Infrastructure Projects
	Key and Emerging Issues for the Governance Strand58
	Papers Used in the Governance Sessions
	,
	·
4	Communication and Sustainable Development61
	The Regional Meetings
	The Plenary and Workshops on Communication
	for Sustainable Development64
	Communication for Food Security, Rural Development,
	and Livelihood Strategies
	Poverty Reduction and Equity Issues
	Communication and Sustainable Natural Resource
	Management
	Communication for Development and Global
	Environmental Issues
	Mainstreaming Communication in Sustainable
	Development Policies: Local Perspectives
	and Priorities
	Sustaining the Process: Local Appropriations of
	Communication for Sustainable Development81
	Key and Emerging Issues for the Sustainable
	Development Strand
	Papers Used in the Sustainable Development Sessions 85

5,	Communication Labs
	News Media as a Pro-Development Tool
	Fighting Poverty: Community Media and
	Communication for Development in the Digital Age 90
	Implementing Communication for Development
	Thinking in Southern Realities: Negotiating Politics,
	Profit, and Poverty toward Social Inclusion
	Impact and Assessment: Innovative Ways to
	Determine Communication Effectiveness
	The Rationale, Value, and Challenges for Adopting
	Participatory Communication in Development
	Programs
	Which Kind of Development Communication
	Does Attract Media?102
	Communication for Development and ICTs:
	Where Do They Meet? 104
	Communication and Disabilities
	Indigenous Peoples 107
	Overall Recommendations
	Recommendations from the Health Strand
	Recommendations from the Governance Strand 113
	Recommendations from the Sustainable
	Development Strand
	Recommendations from the Cross-Cutting Themes 117
	Key Recommendations from the Policy Makers' Forum 119
A D	PENDIXES
_	
• (Congress Participants 123
	Plenary Session Speakers124
	Full List of Participants127
Э.	Media Attendees
14	111cum 1111cnuces
_	

3	Communication for Development: Making	
	a Difference—A WCCD Background Study 209	

VÕÕ CONTENTS

1000

23	Papers Selected by the Scientific Committee for the World Congress on Communication		
	for Development.	293	
	References.	305	

~

.

,