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Emerging Social Issues Division
Social Policy and Population Section

Asia-Pacific Population Journal

Article **The Strategies, Experiences and Future Challenges of the Information Component in the Indonesian Family Planning Programme**

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Abstract This article traces the history of the family planning programme in Indonesia from the time when it was seen as part of the Government's efforts to improve maternal and child health care services to the time when it had developed its own well-accepted identity through a multiplicity of services, each aimed at reaching different audiences. It discusses the strategy of the information, education and communication campaign and its further development as part of a sophisticated social marketing programme.

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