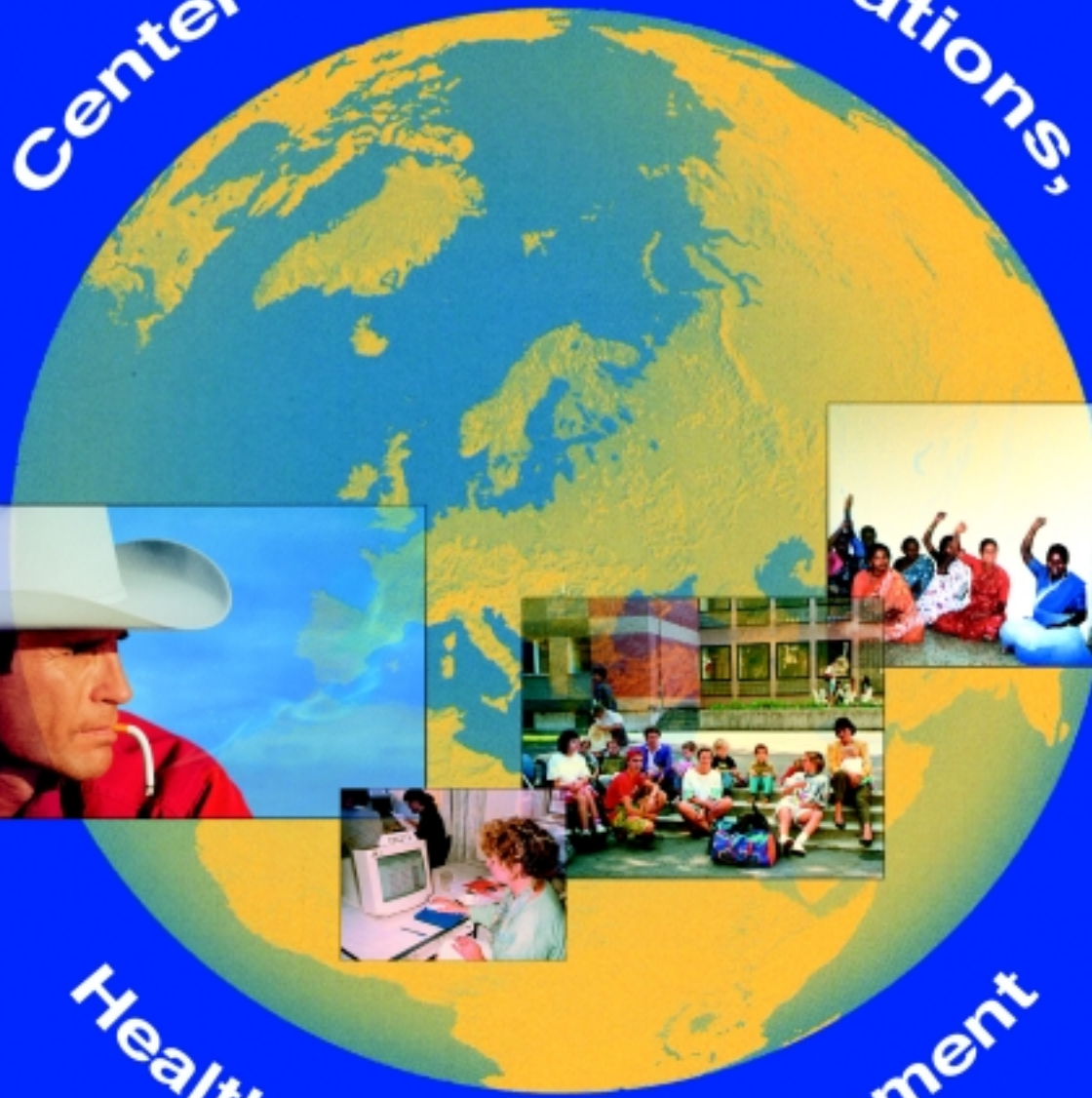
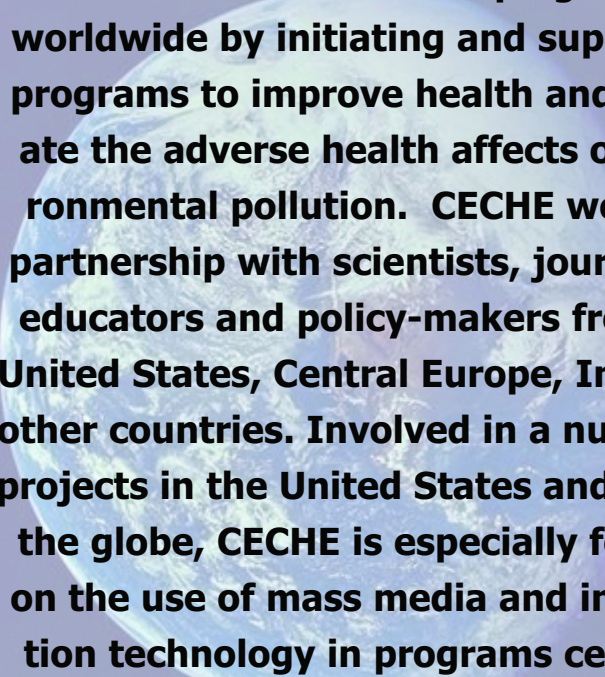


Center for Communications,



Health and the Environment

ANNUAL REPORT 2000-2001



The Center for Communications, Health and the Environment (CECHE) is a private, non-profit, 501(c)(3) American institution based in Washington, DC. Founded in 1990, CECHE's mission is to assist under-served communities in the United States and developing nations worldwide by initiating and supporting programs to improve health and alleviate the adverse health affects of environmental pollution. CECHE works in partnership with scientists, journalists, educators and policy-makers from the United States, Central Europe, India and other countries. Involved in a number of projects in the United States and around the globe, CECHE is especially focused on the use of mass media and information technology in programs centered around five areas: community and school-based intervention; environment and public health programs and policy; professional training in media and health; public education; and private voluntary sector development.

A Message from the Chair

The advent of the new millennium and, coincidentally, CECHE's tenth anniversary gave us pause to reflect on our activities and achievements over the past decade as well as the opportunity to consider new directions.

We concluded that the lessons of the last 10 years deserve a special review of their own and have created a separate timeline illustrating our achievements during the decade. Simultaneously, our board of directors considered how to optimize resources and impact, and in view of the changing health scenario — and world scene — at home and abroad, determined that CECHE should increasingly assume the role of a catalyst and facilitator rather than a project manager. In doing so, CECHE can achieve substantial impact by helping to conceptualize programs, identify key players, and facilitate implementation, evaluation, dissemination and strategic support for high-priority projects. To reflect this new agenda, we combined our advisory board and advisory subcommittee into a larger body — The CECHE Council — to guide and participate in specific CECHE programs and activities.



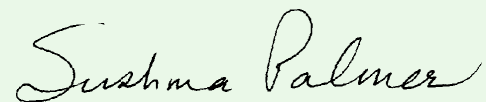
While we are continuing our projects on mass media in general and international tobacco control in particular, to reflect our new role as a catalyst and facilitator, we have initiated several joint projects in partnership with US and overseas organizations, including: Georgetown University Child Development Center (GTUCDC), the University of the District of Columbia (UDC), Freedom House, Center for Science in the Public Interest (CSPI), Syracuse University and Lady Irwin College in New Delhi, India.

Meanwhile, we forged ahead on the domestic and international fronts:

- completing our World Bank InfoDev Trust Fund program with our Czech partners, which resulted in an Internet-based network and a grassroots entity — the *Czech Heart Association* — both devoted to tobacco control in the Czech Republic
- co-sponsoring the *Caring For Children Global Symposium* in May 2001 as part of GTUCDC's ongoing Communities Can! project that CECHE helped launch in 1992
- collaborating in an *Internet campaign to "Save Harry"* with DC-based CSPI and a coalition of national and international NGOs to protect children from aggressive advertising of soft drinks
- launching an *annual nutrition scholarship program* at UDC to address the dearth of trained nutritionists in the inner city
- sponsoring Syracuse University's Newhouse School of Public Communications to conduct an *educational program among South Indian mothers* and field testing of a PSA series developed for North India in 1998 to assess wider applicability
- launching the *Global Health for Global Democracy Program* to recognize that in the wake of September 11th democracy and human rights are integral to good health for all.

We look forward to another productive year and the beginning of our second successful decade.

Thank you for your wisdom and support!



Sushma Palmer, D.Sc.
Chairman

Community and School-Based Intervention

CECHE's community and school-based intervention programs employ public health and medical approaches and education designed to reduce risk factors in high-risk individuals and communities at large. These programs involve research, professional training, curriculum development and public education, and they target chronic diseases such as heart disease and cancer commonly linked to such lifestyle factors as poor diet, smoking, a sedentary lifestyle, excess alcohol consumption, and environmental factors such as food contamination and pollution. CECHE's model community intervention programs include its cardiovascular disease prevention program in the Czech Republic and a program in India designed to combat malnutrition and diseases of affluence in Indian communities. Its school-based programs, primarily in the Czech Republic and Washington, DC, focus on introducing public health into the curriculum in elementary, middle and high schools.



Caring for Children: A Global Perspective

As we enter the 21st century, there is growing concern for the current welfare and future prospects of the world's children. Recognizing this, on May 17, 2001, as part of their ongoing Communities Can! project, CECHE and the Georgetown University Child Development Center

(GTUCDC) hosted a symposium, "Caring for Children: A Global Perspective," at the Marriott Marquis Hotel in New York City.

The principle for the symposium was the belief that all children worldwide have basic needs for protection, health,



and the guarantee of human rights. With the new millennium as the target date to reach such universal goals as education and health care for all (as expressed in the UN Convention on the Rights of the Child), this symposium looked at childhood from a cultural perspective, health and educational challenges for the 21st century, and community successes in caring for children. It served as a forum for scholars, public policy specialists and concerned citizens to think through the diversity of childhood and the consequences of policies for the future of the world's children.

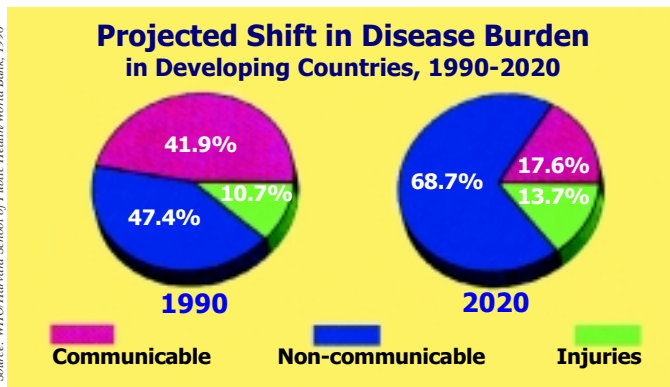
underlying principle of the symposium was the belief that all children worldwide have basic needs for protection, health, and the guarantee of human rights.

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Communities CAN!

The results of "Caring for Children: A Global Perspective" will be incorporated into the GTUCDC's Center for Child Health and Mental Health Policy's ongoing, international Communities Can! project. Communities Can! builds on previous efforts of the American Academy of Pediatrics and the federal Maternal and Child Health Bureau to support communities that are developing systems of care recognizing the central role of the family. Through its extensive network in Central and Eastern Europe and the Newly Independent States, in 1992-93, CECHE assisted GTUCDC in launching the project in the region. CECHE remains a project partner.

Source: WHO/Harvard School of Public Health/World Bank, 1996



Highlights from the event included keynote speaker, CECHE vice chairman, Ambassador Mark Palmer's remarks. These emphasized global democracy as a fundamental need and globalization as an immense good for children, stressing that both provide potential for unprecedented achievement over the next 25, 50 and 100 years.

As a member of the panel on Health and Educational Challenges for the 21st Century,

CECHE's chairman, Dr. Sushma Palmer, discussed "Global Health in Transition," remarking that a new paradigm in global health could ensure that children not only survive, but realize their full potential for good health. She proposed a Global Health Agenda for this decade. It emphasized: *greatly reducing the burden of excess mortality and morbidity* suffered by the poor; *developing more effective health systems* to cope with present and future challenges; *investing in expanding the global research and knowledge base* that made the 20th century health revolution possible; and *providing global leadership and advocacy, especially for global or regional health problems* such as HIV/AIDS and malaria.

Look for a monograph representing the symposium.



UDC Nutrition and Food Science Program Director Dr. Prema Ganganna poses with two of the CECHE scholarship winners Erica Hudson (top) and Kimelia Alexis Austin (right).

Nutrition Scholarships

In spring 2001, CECHE established an annual nutrition scholarship program at the University of the District of Columbia's (UDC) Nutrition and Food Science Program in the university's Department of Biological and Environmental Sciences. The program was created to enhance UDC's American Dietetic Association-accredited program, and at the request of the university, which, while successfully recruiting freshmen, has been unable to retain these recruits through to degree completion primarily due to financial constraints.

CECHE scholarship funds help recruit *and retain* deserving, academically strong students every year. It is also hoped that the program will strengthen the productive partnership with community organizations in general to seek scholarship funding and increase student enrollment.

New recruits must: have a minimum 2.5 high school GPA; be motivated to pursue a career in the field of nutrition or food science; and have an established need for financial assistance. The incoming freshman must also submit a short essay on his/her "future plans of action as a nutritionist in the community."

The criteria for the retention scholarship include continuation in UDC's Nutrition and Food Science Program; achievement of the highest GPA in the program and/or a position on the dean's list during the previous academic year; and an established need for financial assistance. An advisory committee consisting of the faculty of the Nutrition and Food Science Program screens candidates and awards the scholarships.

The 2001 CECHE Nutrition and Food Science Scholarships were awarded to sophomores Erica Hudson and Lisa D. Bethea for student recruitment and junior Kimelia Alexis Austin for student retention.

Training in Media and Health

Major health and environmental concerns demand professionals with up-to-date knowledge and skills for addressing challenges across the globe. CECHE seeks to create teams of well-trained leaders and specialists who can introduce public health and environmental sciences into formal training and public education worldwide. It does this by supporting professional training programs, including workshops, conferences, in-country hands-on training and fellowships for gifted scientists, media mavens, environment and health experts, and other professionals from Central and Eastern Europe, India and other countries. One key target of such training is tobacco control.

Global Tobacco Control Internet Program in Czech Republic

In 2000, CECHE completed its 18-month, World Bank/InfoDev-funded Internet-Based Tobacco Control Program in the Czech Republic. The main aim was to enhance the capacity of Czech health professionals, and government and non-government organizations (NGOs) to reach the public, schools, policy-makers, businesses and homes with the latest information and approaches to curtail or prevent tobacco use — the number one killer in Central and Eastern Europe. The ultimate goal was to create an electronic network of Czech health professionals and NGOs, and to establish the Czech Heart Association, the first domestic grassroots membership organization dedicated to smoking and cardiovascular disease prevention. A secondary goal was to create a model health-promotion program for possible replication in Hungary, Poland, Bulgaria and other parts of the region.

Led by CECHE's Czech partners, Dr. Rudolf Poledne of the Institute of Clinical and Experimental Medicine and Dr. Hana Sovinova of the National Institute of Public Health (NIPH), the project trained health professionals from more than 30 Czech district hygiene stations as well as

other tobacco-control professionals and NGOs in applying contemporary information technology for public-policy advocacy and tobacco control. CECHE project partners collaborated in: training the Czechs in policy reform and media outreach (Washington, DC-based Campaign for Tobacco-Free Kids and the Advocacy Institute); assisting them with Internet communications (Geneva-based UICC GLOBALink); guiding the establishment of the Czech Heart Association (American Heart Association); and providing general support and counsel (the Cardiovascular Research Institute of

the University of California, San Francisco). The project as a whole also led to a series of local, national and international partnerships, which enhanced project implementation and impact.



Czech tobacco-control and Internet trainees hard at work during one of many Internet-training workshops in Prague.

Project Results

- A self-sustaining Tobacco-Control Training and Communications Program (TOB-CCP) with excellence in communications technology, and regional, national and international linkage and outreach
- Targeted information technology and skills transfer workshops conducted in October 1999, April 2000 and June 2000, and a Tobacco-Control Conference in October 2000
- A demand-based resource service on tobacco control equipped with high-quality materials and computerized database and research capabilities
- A comprehensive data collection system to assess impact and support program operations and pre- and post-surveys of knowledge, skills and applications for participants
- Continuous electronic-media tobacco-control campaigns, which increasingly engage more groups in Czech society in tobacco control
- A Web site with an electronic bulletin board, resource directory and a Czech-language list-serve
- Monthly electronic bulletins with nationwide and international circulation

Tobacco Control Network

The Czech Internet-Based Tobacco Control Program eventually led to the establishment of a Tobacco-Control Training & Communications Program (TOB-CCP) and an Internet-Based Tobacco Control Network. This network is a coalition of public-health practitioners from Czech district hygiene stations and health-related NGOs devoted to using the Web for research and communications on tobacco-control issues. Representatives from these groups attended Internet training workshops in October 1999, December 1999 and March 2000 at NIPH in collaboration with CECHE's Geneva-based partner UICC GLOBALink. Gradually, a network evolved with one to three individuals from each organization. The Network has grown from an original group of 11 in fall 1999 to more than 40 members in December 2000.

Internet training enabled Network members to increase their communications and collaboration, enhance contact with local and regional press for health stories, and participate in drafting new legislative bills for parliamentary consideration. A focal point of Network action was participation in the World Health Organization's bi-annual "Quit & Win" campaign, a worldwide program to reward smokers who kicked the habit.

*Participants interview
Ruben Israel of project
partner and tobacco-
control information service
UICC GLOBALink.*



In October Network members completed an assessment of communications research, tobacco-e-mail for professional workshop participation and technological connectivity. Results revealed that a large majority had written health

Assessment

Increase in knowledge and skills...especially Internet networking rated highest among the gains from the Network and participation in TOB-CCP.

2000, 25 of the 40 members participated in their Internet activities, including control campaigns, social activities, participation and technology. Results revealed that a majority had written news stories, a

Project Unveiled at 11th WCTOH

"The Czech media face a major challenge in engaging the public in anti-tobacco action. Warnings that smoking causes lung disease or cancer are not enough," said Czech media expert Renate Cervenkova at CECH's workshop on its Czech Internet-Based Tobacco Control Program at the 11th World Conference on Tobacco or Health (WCTOH) in Chicago, attended by over 4,500 tobacco-control advocates from around the globe in August 2000.

Led by CECH chairman, Dr. Sushma Palmer, and attended by CECH's Czech and international project partners, the workshop addressed the Internet as a tool for tobacco control and this project as a model for expansion and replication in the region. Emphasized for the Internet in particular were issues of *access, technical skills, cost and efficacy*. With regard to project replication, the major issues were *primary agents of change* (e.g., health professionals, NGOs), *barriers to tobacco control at the national level* (e.g., the tobacco industry, a lack of awareness, government incentives/revenues), and *involvement or access to key influential groups*, including policy-makers, media, businesses and the public.

Participants concluded that using the Internet as a tobacco-control tool holds potential for success in other countries.

sizeable group regularly used health Web sites, and a budding group contributed to tobacco-control legislation using the Internet. Increase in knowledge and skills, as well as contacts with each other and with other health professionals through GLOBALink, for example, rated highest among the gains members said they had acquired from the formation of the Network and participation in the TOB-CCP. (See chart below.)

Despite technological connectivity among a majority, only two-thirds of respondents reported daily Internet access, underlining the high cost and limitations of Internet use in the Czech Republic. That so many participated in writing health news stories and contacting journalists, however, demonstrates the success of their media outreach training. While most indicated reticence in legislative advocacy, overall, Network members became technologically proficient.

The Network will continue as a loose partnership, with regular communications via electronic means, and e-conferences via Czech GLOBALink and its electronic bulletin and list-serve. In addition, the Network is participating in the World Health Organization's Framework Convention on Tobacco Control and is supporting a bill "on protection against the harmful effects of tobacco products, alcohol and other addictive drugs," while becoming a central tool to help reduce the tobacco epidemic in the Czech Republic.

Tobacco Control Network Profile

Summary of Participation in TOB-CCP
(percentage responses)



Private Voluntary Sector Development

Private volunteer organizations play a key role in pressuring and lobbying government for reform and helping to create a broad non-government sector through increasing service delivery options and advocacy for key components of public health programs and policy. CECHE's support of private voluntary sector development (particularly in Russia and Central and Eastern Europe) has focused on helping nongovernment organizations (NGOs) develop and implement health-related programs and become self-sufficient by improving their basic managerial, organizational, professional, and communications skills and capacity. CECHE has also facilitated the formation of NGO networks to improve efficiency and enhance impact.

The Czech Heart Association

In October 2000, members of the TOB-CCP Network, Czech experts in related fields and international partners convened at a Tobacco-Control Conference in Podebrady, Czech Republic to launch the Czech Heart Association (CHA) and help develop its strategy and program policies.

Modeled after the American Heart Association, the CHA is a grassroots organization using public outreach, legislative advocacy and media relations to curtail tobacco use and prevent cardiovascular disease (CVD) in the Czech Republic. An 11-member board of directors, chaired by CHA Executive Director Jan Bruthans, M.D. and including CECHE partner Dr. Rudolph Poledne, oversees the organization.

Since its inception, the CHA has developed informational materials and conducted programs to establish its leadership in tobacco control and CVD prevention. Two legislative advocacy and tobacco-control project dissemination workshops in cooperation with TOB-CCP's Internet-Based Tobacco Control Network — one in February 2001 on the acceleration of tobacco-control legislation changes and a regional symposium in May 2001 on dissemination of the TOB-CCP model to other Central and Eastern Europe countries — exemplify the organization's efforts. A CHA Web site (<http://www.casrdce.cz>) also became operational in early 2001.

The CHA is currently developing and distributing smoking cessation software for cardiologists to use in counseling post-myocardial infarction patients. And it is producing information leaflets on angina and myocardial

Despite a health warning, this Czech billboard for Petra, the most popular domestic cigarette brand, preaches "One for all, all for the gang." Messages such as these are among the many hurdles the CHA must face in its quest to combat tobacco use and CVD.



MINISTR ZDRAVŮNICTVÍ VARUJE: KOUŘENÍ ZPŮSOBUJE RAKOVINU.

infarction symptoms for distribution by district groups and general practitioners throughout the country.

The association's future agenda targets school outreach, Internet training, media relations and advocacy. Collaboration with Czech State TV on educational efforts is also in the works.

Public Education Using Mass Media

CECHE's public education program — in place since 1992 — harnesses the style, techniques and technologies of mass-market electronic media to globally disseminate public service messages and television series about healthy living. The program is also aimed at the prevention of cardiovascular disease, cancer and other leading killers through multimedia communications, programming, collaboration and education on tobacco, smoking cessation and diet. CECHÉ's *Global Health & Environment MONITOR*, PSA series and multi-part television programs are part of the organization's extensive mass-media efforts.

Communications Strategies, PSA Testing in India

Among the first countries in the world to have a government-sponsored family planning campaign, India continues to suffer from a serious problem of too many people and too few resources. Only 36 percent of married women aged 13 to 49 currently use modern contraception, and women with no education have 1.8 more children than women with a high-school education. India's maternal mortality ratio also remains high, which researchers attribute to a lack of access to health care.

To examine the impact of health beliefs on family planning in India, during June and July 2000, CECHÉ sponsored the fieldwork of graduate student Kalyani Subbiah, working under Prof. Fiona Chew of the SI Newhouse School of Public Communications at Syracuse University in New York. With the objective to develop optimal communications strategies for family planning, Subbiah interviewed 74 economically and educationally disadvantaged married women of reproductive or childbearing age in Chennai, South India. The interviews addressed family-planning practices, nutrition and socio-cultural factors specific to India, such as

Global Health & Environment

Published since 1993, the *MONITOR* reaches more than 10,000 health professionals and policy-makers in 57 countries with expert-written articles on the gravity of the health crisis worldwide and programs being implemented to combat this crisis.

The staggering facts about AIDS were the focus of the first *MONITOR* of the new millennium. This issue addressed the global challenge of the virus and the potential for prevention — perhaps the most promising strategy to combat HIV/AIDS.

In preparation for the August 2000 11th World Conference on Tobacco or Health in Chicago, the Summer 2000 *MONITOR* related personal stories and official accounts of key players in fighting the tobacco wars. Simultaneously, the issue pointed to the growing menace of tobacco — especially in the developing world, where women and children are primary targets.

The Spring 2001 issue looked at alternative medicine, a growing complement to standard health care worldwide, while the Winter 2001 *MONITOR* featured the effectiveness of the Internet and related information technologies in the global fight against Big Tobacco.





Indian women of child-bearing age await nutrition counselling in a pediatric clinic.

gender issues, and female feticide and infanticide.

Initial data show that, in India, family planning is not a health, economic or education issue alone. It is a social issue, with the diversity in culture, religion and society individually impacting choices.

Simultaneously, Subbiah helped CECHE test the impact of four maternal and child health public service announcements (PSAs) it produced in 1998 during

its media-training program in India. Depicted using a semi-dramatic format, the topics were: visiting a doctor during pregnancy; preparing to use a trained birth attendant during birthing; oral rehydration; and breastfeeding.

Disadvantaged, childbearing women were recruited using a snowball sample and randomly assigned to a treatment or experimental group (where they viewed the four videos) or to a control group (where no videos were shown). PSAs were tested on 22 women in the experimental group, and the responses compared with 19 women in the control group. The research objective is to assess whether exposure to a specific PSA would predispose the viewer to adopt the behavior promoted. The data are currently being analyzed, and results will soon follow.

Save Harry!

CECHE is supporting the Center for Science in the Public Interest (CSPI), a leading U.S. nutrition-advocacy organization, in a campaign to save “Harry Potter”— the iconoclastic figure created by author J. K. Rowling and adored by children around the world.

In fall 2001, Warner Brothers released “Harry Potter and the Sorcerer’s Stone,” the first movie based on the “Harry Potter” books, in more than 50 countries. Coca-Cola paid Warner Brothers an estimated \$150 million for exclusive global marketing rights for the film. Rowling reportedly received \$15 million as part of the deal.

CSPI is spearheading the global “Save Harry” campaign to urge Rowling to end the agreement with Coca-Cola, Warner Brothers and herself, to stop all future sponsorship by Coca-Cola, and to donate the royalties from the current deal to fund nutrition campaigns.

More than 16,000 people have used CSPI’s data-filled Web site, www.SaveHarry.com, to send a protest letter to Rowling. Meanwhile, 30+ organizations in 10 countries support the campaign, the latest in efforts to protect children from aggressive advertising of soft drinks, which promote tooth decay and help fuel obesity and diseases related to it, including diabetes, high blood pressure, stroke and heart disease.



Environmental and Public Health Programs and Policy

CECHE-sponsored policy programs bring together scientists, educators and policy-makers to highlight critical health and environmental issues, identify deficiencies in health policy infrastructure, impact decisions on programming and policies pertinent to environmental betterment and chronic disease prevention, and support institution-building and progressive infrastructure development. The objective is to introduce environmental and public health priorities into policy-making through disseminating information and forming partnerships, and to catalyze collaborative initiatives through workshops, conferences, fellowship programs, mass media programs for public education and policy advisory programs.

Global Democracy

There is an inextricable link between honest and clear communications, better health and a clean environment, and the growth of democracy and human rights.

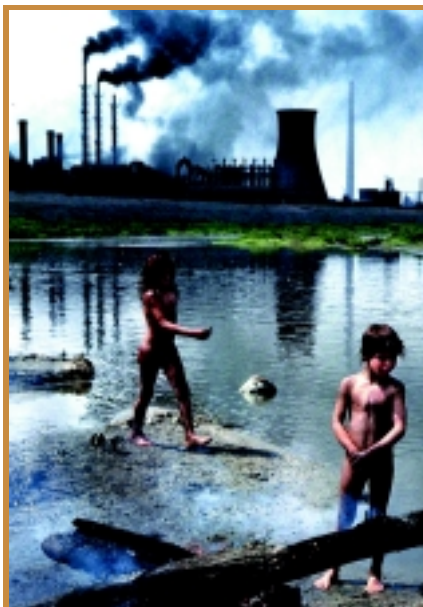
As Nobel laureate and Cambridge University professor Amartya Sen observed, no democracy has ever experienced a famine. The American Public Health Association (APHA) has drafted a set of “Principles of Public Human Rights” to bridge the gap between public health and human rights. Key among these principles is the right to good health and access to good health care — rights that are often denied to women and children in certain developing or nondemocratic nations.

CECHE commends APHA’s foresight and has added a new operational dimension — working to encourage democracy on a global scale. The events of September 11, 2001 underline the importance of this effort.

CECHE’s first venture, begun in 1999 under the leadership of Vice Chairman Mark Palmer, was to help organize and participate in the historic

first meetings of all the world’s democratic governments and democratic non-governmental organizations. Held in Warsaw on June 25-28, 2000, these meetings provided CECHE the venue to produce and disseminate more than 1,000 brochures and buttons designed to promote universal democracy by the year 2025. On June 30, 2000, *The Wall Street Journal* noted that Vice Chairman Palmer “was one of the architects of the first global conference to promote worldwide democracy.”

Further meetings of the world’s democracies and democrats are scheduled for 2002 in South Korea, and subsequently in Chile, Mali and Portugal. One of CECHE’s primary objectives — formation of a democracy caucus at the United Nations—is already a reality.



The cover of a CECHE brochure promoting universal democracy distributed at the 2000 conference in Warsaw (top) and the conditions such initiatives are combatting (left).

Partners in Finance

Since 1990, CECHE's efforts have been made possible by support from the following organizations and individuals:

American Cancer Society — Atlanta, Georgia

American Heart Association — Dallas, Texas

Agency for International Development — Through the University of California, San Francisco

Agency for International Development — Through World Learning, Inc., Washington, DC

Ambassador Ronald Lauder — New York, New York

American Institute for Cancer Research — Washington, DC

Anonymous Philanthropic Sources — The United States

Capital Systems Group, Inc. — Rockville, Maryland

CECHE Board Members, Partners and Friends — United States, Europe, Asia

Central European Development Corporation — New York, New York

Combined Federal Campaign — Washington, DC and Nationwide

DC Department of Health; Addiction Prevention & Recovery Administration — Washington, DC

Fannie E. Rippel Foundation — Annandale, New Jersey

Flack + Kurtz and Integ International Consulting Engineers — Berlin, New York, London

March of Dimes, National Capital Area — Washington, DC

National Center for Tobacco-Free Kids — Washington, DC

Open Society Institute — New York, New York

Pitney Bowes, Inc. — Stamford, Connecticut

Procter & Gamble — Germany

Rockefeller Family and Associates — New York, New York

Skyscraper Productions — London, United Kingdom

Soros Foundation-Hungary — New York, New York

The American Hungarian Friendship Forum — New York, New York

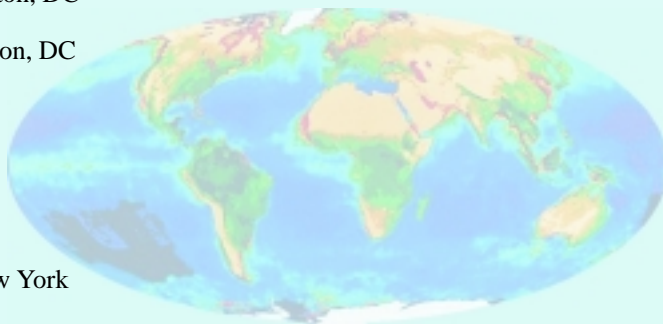
TRUST for Mutual Understanding — New York, New York

US Environmental Protection Agency — Washington, DC

United Way — Washington, DC and Nationwide

W.K. Kellogg Foundation — Battle Creek, Michigan

World Bank InfoDev Trust Fund — Washington, DC



Partners in Action

CECHE is indebted to dedicated professionals in many institutions, organizations and government agencies around the world edge the hundreds of other organizations that have made valuable contributions to CECHE's efforts over the past 10 years.

BULGARIA

National Center of Hygiene & Medical Ecology, Sofia

CANADA

Nutrition Research Division, Health & Welfare of Canada, Ottawa
University of Western Ontario, London

CROATIA

Rebro Clinical Hospital, Zagreb
Ruder Boskovic Institute, Zagreb

CZECH REPUBLIC

Center For Independent Journalism, Prague
Czech State Television, Prague
European Foundation for Family Studies, Prague
Institute of Clinical & Experimental Medicine, Prague
Litomerice District Hospital, Litomerice
National Centre for Health Promotion, Prague
National Institute of Public Health, Prague
NOVA Independent Television, Prague
Open Society Fund, Prague
US Agency for International Development, Prague

DENMARK

World Health Organization, Regional European Bureau, Copenhagen

FRANCE

International Agency for Research on Cancer, Lyon

GREECE

Athens School of Hygiene, Athens

HUNGARY

Children's Rehabilitation Center, Debrecen
Hungarian Institute of Cardiology, Budapest
Hungarian State Television, Budapest
Independent Ecology Center, Budapest
Institute of Public Health, Budapest
National Institute of Food, Hygiene & Nutrition, Budapest
National Institute of Health Education, Budapest
National Institute for Health Promotion, Budapest
National Public Health Center, Budapest
Simmelweis Medical University, Budapest
Soros Foundation, Budapest
US Agency for International Development, Budapest
US Information Agency, Budapest

INDIA

INDCARE, New Delhi
Lady Irwin College, New Delhi
Ministry of Health Services, Family We
Society for Service to Voluntary Agenci
Technical Teacher's Training Institute (T

POLAND

Independent Polish Television (NTP), W
National Institute of Cardiology, Warsaw
National Research Institute of Mother an
Polish TV, Warsaw
State Environmental Protection Inspecto

ROMANIA

Copsa Mica Hospital, Copsa Mica
Institute of Hygiene & Public Health, B

RUSSIA

All-Russia State Radio & Television, M
Association of Physicians of the Don, R
Consumer's Union of Russia, St. Peterst
Health & Environment Foundation, Mos
Internews Network, Moscow
Ostankino Television Network, Moscow
Research Center for Preventative Medic
Russian Academy of Medical Sciences,
Russian Cancer Research Center, Mosco
Russian Institute of Nutrition, Moscow
US Agency for International Developme
World Learning Inc., Moscow

SLOVAKIA

International Center for Family Studies,
National Cancer Center, Bratislava
National Institute of Hygiene & Epidem

SWITZERLAND

International Baby Food Action Networ
World Health Organization (WHO), Ger
UICC GLOBALink, Geneva

for their assistance with and support of CECHE programs. We would like to thank and name our major partners and acknowl-

UNITED KINGDOM

Central European Media Enterprises, Ltd. (CME), London
International Agency on Tobacco or Health, London
Skyscraper Productions, London
World Cancer Research Fund, London

UNITED STATES

Advocacy Institute, Washington, DC
Albany Medical College, Albany, NY
American Cancer Society, New York, NY
American Heart Association, Chicago, IL
American Institute for Cancer Research, Washington, DC
American Lung Association, New York, NY
American Public Health Association, Washington, DC
Cancer Research Center of Hawaii, Honolulu, HI
Capital Systems Group, Inc., Rockville, MD
Cardiovascular Research Institute, University of California at San Francisco, CA
Cause Kids Count, Washington, DC
Center for Science in the Public Interest, Washington, DC
DC Peaceable Schools, Washington, DC
DeWitt Wallace Center, Duke University, Durham, NC
Division of Nutrition, Cornell University, Ithaca, NY
Emory University, School of Medicine, Atlanta, GA
Environmental & Occupational Health Sciences Institute, Piscataway, NJ
Essential Information, Washington, DC
Freedom House, Washington, DC and New York, NY
Garden Resources of Washington, Washington, DC
Garfield Elementary School, Washington, DC
Georgetown University Child Development Center, Washington, DC
The Independent Journalism Foundation, New York, NY
National Cancer Institute, Bethesda, MD
National Center for Tobacco-Free Kids, Washington, DC
National Heart, Blood & Lung Institute, NIH, Bethesda, MD
NBC/PKO Television Ltd., New York, NY
New York Academy of Medicine, New York, NY
The New York Times, Editorial Department, New York, NY
School of Public Health, University of Massachusetts at Amherst, MA
Stanford University, Center for Research in Disease Prevention, Palo Alto, CA
Syracuse University, Newhouse School of Public Communications, Syracuse, NY
Time-Warner International, New York, NY
University of Pittsburgh Health Sciences Center, Pittsburgh, PA
University of the District of Columbia, Washington DC
US Agency for International Development, Washington, DC
US Chamber of Commerce-CIPE, Washington, DC
US Department of Health & Human Services, Washington, DC
US Environmental Protection Agency, Washington, DC
World Federation of Public Health Associations, Washington, DC
World Learning, Inc., Washington, DC

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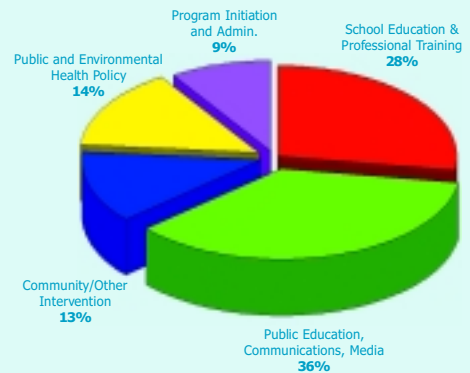
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Financial Position

Balance Sheet

	Dec. 31, 2001	Dec. 31, 2000
Current Assets		
Cash and Investments	\$715,241	\$778,472
Grants Receivable & Advances	0	24,988
Pledges Receivable	0	0
Total Current Assets	\$715,241	\$803,460
Fixed Assets		
Furniture & Equipment	\$13,600	\$13,600
Less: Accumulated Depreciation	(13,600)	(13,600)
Net Fixed Assets	—	—
Total Assets	\$715,241	\$803,460
Liabilities and Net Assets		
Unrestricted Assets	\$715,241	\$751,007
Temporarily Restricted Assets		
Accounts Payable	0	27,465
World Bank-InfoDev	0	24,988
Total Liabilities and Net Assets	\$715,241	\$803,460

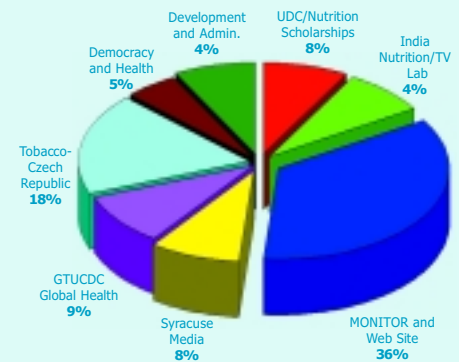
Program Activity Expenses: Fiscal Year 2001



Income Statement

	Dec. 31, 2001	Dec. 31, 2000
Unrestricted Income		
Palmer	9,164	104,390
World Bank-InfoDev	24,988	37,704
DCTV (Non-cash)	39,960	0
Czech TV (Non-cash)	161,940	0
IKEM (Non-cash)	12,000	0
Other	3,899	0
In-Kind Income	507,206	551,564
Investment Income	40,006	38,030
Subtotal, Unrestricted Income	\$799,163	\$731,688
Temporarily Restricted Income	0	(\$24,988)
Total Income	\$799,163	\$706,700
Program Expenses		
Program Expenses	\$820,736	\$895,893
Management and General	12,606	10,538
Fund Raising	1,587	584
Total Expenses	\$834,929	\$907,015
Net Assets, Beginning of the Year		
Unrestricted	\$775,995	\$978,787
Temporarily Restricted	751,007	800,830
	24,988	177,957
Change in Net Assets	(\$60,754)	(\$200,315)
Net Assets, End of the Year		
Unrestricted	\$715,241	\$778,472
Temporarily Restricted	715,241	803,460
	(0)	(24,988)

Projects Expenses: Fiscal Year 2001



Notes to Financial Statements

1. Description of the organization:

The Center for Communications, Health and the Environment (CECHE) works with public health and medical experts, scientists, democracy promoters, educators and policy-makers in North America, Asia, Central and Eastern Europe, and other parts of the world. The organization addresses health and environmental needs, including global health and democracy issues, in cooperation with local experts and reports them. It undertakes support programs aimed at technology transfer, health promotion and disease prevention for promotion of global health, environment and democracy. CECHE provides guidance on policy and infrastructure development, and promotes policy reform through support of private voluntary organizations.

CECHE is exempt from federal income tax under Section 501(C)(3) of the Internal Revenue Code and was incorporated under the nonprofit status of the District of Columbia on October 25, 1990 as the Central European Center for Health and the Environment. During 1996, CECHE formally changed its name to the Center for Communications, Health and the Environment.

2. Significant Accounting Policies:

Basis of accounting: From December 31, 2000, CECHE changed its accounting period to coincide with the calendar year. CECHE records revenues and expenses on the accrual basis of accounting.

Estimates: The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Cash and cash equivalent: For purpose of preparing the statements of financial position and cash flows, CECHE considers all investments purchased with a maturity of three months or less to be cash equivalents.

Pledges receivable: Pledges receivable represent promises to give, which have been made by donors but not yet received by CECHE. Pledges that are not received in the subsequent year are discounted using the estimated rate of return, which could be earned if such contributions had been made in the current year.

Furniture and equipment: Furniture and equipment are recorded at cost or estimated fair market value at the time donated. Depreciation on equipment is computed over an estimated useful life of 5 years using the straight-line method.

Donated goods and services: CECHE receives donated goods and services, which are used in its program activities. Donated goods and services include the use of office facilities and equipment, publishing and broadcasting services, and program management services. Donated goods and services are recorded at their fair market value at the time received and are reported as in-kind contributions and in-kind expenses on the statement of activities and the supplemental schedule of expenses by program.

Net assets: Net assets consist of the following:

- *Unrestricted:* Net assets that are neither permanently restricted nor temporarily restricted by donor-imposed stipulations
- *Temporarily restricted:* Net assets that are associated with donor-imposed restrictions and which permit CECHE to use up or expend the donated assets as specified and are satisfied either by the passage of time or by actions of CECHE.

Notes to Financial Statements cont.

Temporarily restricted net assets consist of:

<u>Project/Activity</u>	<u>December 31, 2001</u>	<u>December 31, 2000</u>
Internet-based tobacco-control training and communications program: contributions pledged and spent but not yet received	\$0	\$24,988
<u>Total</u>	<u>\$0</u>	<u>\$24,988</u>

3. Comments:

CECHE entered into a lease agreement for office space with a related party in April 1999. The agreement requires monthly payment of \$1,981 and may be cancelled at any time by CECHE. Total rent expense for the year ended December 31, 2001 was \$23,772.

In January 1999, CECHE entered into a 3-year lease agreement for copier equipment. The lease requires monthly payments of \$306 per month for 36 months. A related party shares the cost of copier rental. The total rent expense for the year ended December 31, 2001 was \$3,672. CECHE is considering the option of renewing the lease or purchasing the equipment at a discounted price of \$1,911. In case of copier purchase, the total minimum lease payments required over the next year for all operating and rental leases are: \$0.0.

4. Retirement Plan and Other Benefits:

CECHE has entered into a tax-deferred annuity plan qualified under section 403(b) of the Internal Revenue Code. The plan covers full-time employees of CECHE. CECHE contributes up to 10% of salaries for qualified employees of the plan. In addition, employees may make contributions to the plan up to the maximum amount allowed by the Internal Revenue Code, if they wish. Because CECHE incurred no payroll expenses in 2001, no contributions were charged to expense for the year ended December 31, 2001. CECHE continues to contribute to health insurance premiums for its program director.

5. Related Party Transactions:

CECHE receives a significant amount of cash and in-kind contributions from its officers and directors. In addition, beginning January 2001, CECHE program director is donating 100% of her time pro bono to managing CECHE programs. During the year ended December 31, 2001, CECHE received approximately \$278,000 in cash and in-kind contributions from its officers and directors.

As stated earlier in note 3, CECHE entered into a rental agreement for office space in March 1999 with a related party. Rental payments made to related party are below market value, and accordingly, are considered to be an arms length transaction. The same related party reimburses CECHE for its proportional share of copier use.

Directors, Council and Staff

CECHE's corporate offices are in Washington, DC. The organization is managed by a board of directors and assisted by a CECHE Council.

Board of Directors

Sushma Palmer, D.Sc. (Chair)

*President
CECHE
Washington, DC*

Ambassador Mark Palmer (Vice Chair)

*President and Chief Executive Officer
Capital Development Company
Washington, DC*

Dr. C. Wayne Callaway (Director)

*Internal Medicine, Endocrinology
and Metabolism
George Washington University
Washington, DC*

Leonard Silverstein, Esq. (Director)

*Silverstein and Mullens, PLLC
Washington, DC*

CECHE Council

Stuart Auerbach

*Director, Development and Trustee
The Media Development Loan Fund
Washington, DC*

Alexander Balin, MD

*Copsa Mica Hospital
Row City, Romania*

Ranjit Kumar Chandra, MD

*Director of Immunology
Janeway Child Health Centre
St. Johns, Newfoundland*

Junshi Chen, Ph.D

*Deputy Director
Institute of Nutrition and Food Hygiene
Chinese Academy of Preventive Medicine
Beijing, China*

Andrei K. Demin, Ph.D

*President
Health and Environment Foundation
Moscow, Russia*

Thomas Detre, MD

*Executive Vice President, Internat'l
and Academic Programs*

Director, Internat'l Medical Affairs

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Pittsburgh, Pennsylvania*

The Honorable Paula J. Dobriansky*

*Vice President/Director
The Council on Foreign Relations
Washington, DC*

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University of Massachusetts
Amherst, Massachusetts*

Bernard Goldstein, MD

*Dean, Grad. School of Public Health
University of Pittsburgh
Pittsburgh, Pennsylvania*

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*Director Emeritus
Cardiovascular Research Institute
University of California, San Francisco*

Dr. Leon E. Irish

*President
Internat'l Center for Not-for-Profit Law
Washington, DC*

Mihaly Kokeny, Ph.D

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Hungarian Ministry of Welfare
Budapest, Hungary*

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Cancer Research Center
of Hawaii, Honolulu*

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*Russian Institute of
Carcinogenesis
Russian Academy
of Medical Sciences
Moscow, Russia*

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Development Center
Georgetown University
Washington, DC*

Peter Makara, Ph.D

*Director, Hungarian National
Institute for Health Promotion
Budapest, Hungary*

Rudolf Poledne, Ph.D

*Associate Prof. of Biochemistry
Institute for Clinical and
Experimental Medicine (IKEM)
Prague, Czech Republic*

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Medical Ecology
Sofia, Bulgaria*

Zofia Slonska, MD

*Deputy Head
Health Promotion Department
National Institute of Cardiology
Warsaw, Poland*

Antonia Trichopoulou, MD

*Professor of Public Health
Athens School of Public Health
Athens, Greece*

David Zaridze, MD

*Director, Russian Institute of
Carcinogenesis
Russian Academy of Medical
Sciences
Moscow, Russia*

Staff and Consultants

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Beverly Jensen, Media & Prog. Consultant

Linda Thompson, Prog. Consultant

Dean Cowan, Adm. Consultant

Kathy Lewis, Admin. & Pub. Consultant

Valeska Stupak, Editorial & Design Consultant

Fiona Chew, Syracuse Univ., Comm. Consultant

Balagan Arumugaswamy, CPA, Consultant

Golynet Inc., Systems Mgr, Consultant

Michael Netherland, Web Site Consultant

Shiraz Mahyera, Systems Mgr (Volunteer)

* Through December 2000



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