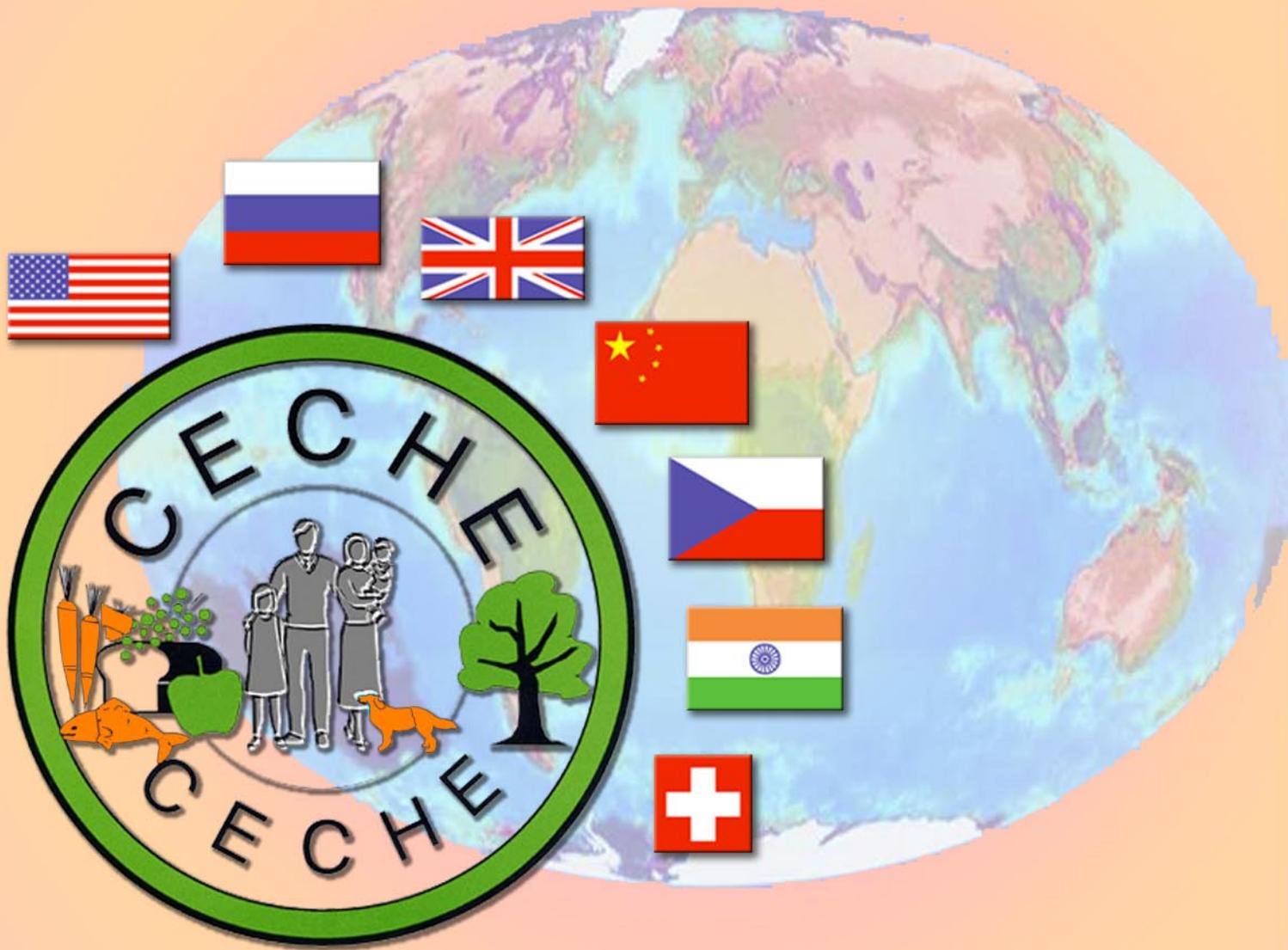


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# Promoting Healthy Lifestyles and Environments Through Global Partnerships



**The Center for Communications, Health and the Environment (CECHE) is a private, non-profit, 501(c)(3) American institution based in Washington, D.C. 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: public health programs and policy; community and school-based intervention; global health through global democracy; public education; and private voluntary sector development.**



2002 and 2003 were developmental years for CECHE. We continued to advance our partnership agenda, adding value to our many joint efforts through strategic support and the implementation, evaluation of impact and wide-scale dissemination of several important projects and initiatives.

During this time, we welcomed new partners and expanded our relationships with CECHE's primary U.S. and overseas partners: the Georgetown University Center for Child and Human Development (GUCDC); the University of the District of Columbia (UDC); Freedom House; the Center for Science in the Public Interest (CSPI); Syracuse University; and the World Health Organization (WHO) in Geneva.

Following are highlights of our domestic and international actions for 2002 and 2003:

- A pilot study with Syracuse University on how well *information technology serves family physicians' needs for patient health education and promotion* was completed – and is going national.
- Our collaboration with WHO's Office of Non-communicable Diseases and Mental Health in Geneva led to the first co-produced issue of the *Global Health & Environment MONITOR*, which became a strictly online publication in 2003.
- UDC honored 2002 and 2003 scholars as part of CECHE's *annual nutrition scholarship program* launched in 2001.
- A joint campaign with CSPI to "Save Harry" from the clutches of Coca Cola yielded major media attention, promoting better nutrition among youths while countering junk-food advertising.
- Field-testing of our PSA series among South Indian mothers recorded perceived benefits as well as a north-south cultural divide, while testing of a health belief model demonstrated the cultural roots of reproductive health behavior in the same population.
- Publication of Vice Chairman Mark Palmer's book, *Breaking the Real Axis of Evil: How to Oust the World's Last Dictators by 2025*, achieved a major milestone in our *Global Health for Global Democracy Program*. The program has also turned its focus to women's development in the Middle East after achieving one of its primary objectives – formation of a democracy caucus at the United Nations.
- Our new partnership with the Russian Cancer Research Center in Moscow resulted in an 18-month program to motivate and train Russian physicians in smoking-cessation assistance to enhance the number of knowledgeable, skilled tobacco-control clinicians in the country.

We also published a timeline of CECHE's first decade, celebrating the accomplishments and impact of our work with more than 100 organizations in 16 countries to increase awareness, enhance knowledge and positively impact public attitudes and actions about health.

We look forward to continued success as we further develop our partnerships, and pursue health promotion and disease prevention in 2004 and beyond.

Thank you for your ongoing wisdom and support!

*Sushma Palmer*  
Sushma Palmer, D.Sc.  
Chairman



*Smoker demonstrates diminished lung capacity in a smoking-cessation education program in Russia.*

## Tobacco Control Training Physicians in Russia

Russia has one of the highest smoking prevalences in the world, with mortality rates to match – 30 percent of total male and 4 percent of total female deaths are attributable to this addictive habit.

Despite the health and human toll, efforts to control tobacco use in the country are minimal and, for the most part, ineffective. In fact, no professional cessation counseling or assistance is available through the national public health service. And since smoking prevalence among Russian physicians mirrors that of the general population, the majority of them can neither model non-smoking behavior nor be easily persuaded to provide smoking-cessation counseling to patients. Ironically, these same physicians may be the best source of a strong and personalized cessation, or prevention, message, since health professionals (and doctors in particular) are traditionally perceived as the most valuable, credible and reliable source of health information.

Responding to a critical need for cost-effective, popular and efficacious methods to encourage and train Russian physicians to champion smoking cessation, CECHE and the Russian Cancer Research Center stepped up to the plate. Partnering with the Moscow Health Education Center and the Russian Public Health Association, the organizations designed and implemented a comprehensive 18-month program to expand the number of knowledgeable, skilled tobacco-control clinicians in the country. The program includes the development, implementation and dissemination of: a cross-sectional survey of 1,000 physicians in 15 Moscow clinics; a series of seminars in smoking-cessation counseling; courses on tobacco-related health problems, tobacco-control measures and methods of tobacco-dependence treatment; and a science-based, practical manual for physicians.

To date, 37 educational sessions have taken place in some 20 outpatient clinics and four hospitals in Moscow, involving 600 physicians.

Preliminary data from these educational sessions revealed that, while 66 percent of male doctors, 21 percent of female doctors and 34 percent of nurses are current or former smokers,

SUBGROUPS	#	RESPONSES (%)		
		NO	SOMETIMES	ALWAYS
Current Smokers	59	17	45	38
Ex-Smokers	29	7	50	43
Non-Smokers	214	9	33	58
All	302	11	37	52

only 42 percent of smoking health professionals want to quit, as opposed to 60 to 70 percent of current smokers in the general population. Sadly, a majority of surveyed health professionals could not name specific health hazards associated with smoking. And although 52 percent of health professionals said that they always advise their smoking patients to quit (chart), these data are questionable because surveys of patients in Moscow clinics show that less than 10 percent are questioned by a doctor about smoking.

Thankfully, however, patient referrals appear to be rising. Before project initiation, health professionals directed only 1 percent of smokers to smoking-cessation clinics; today that number has climbed to 20 percent.

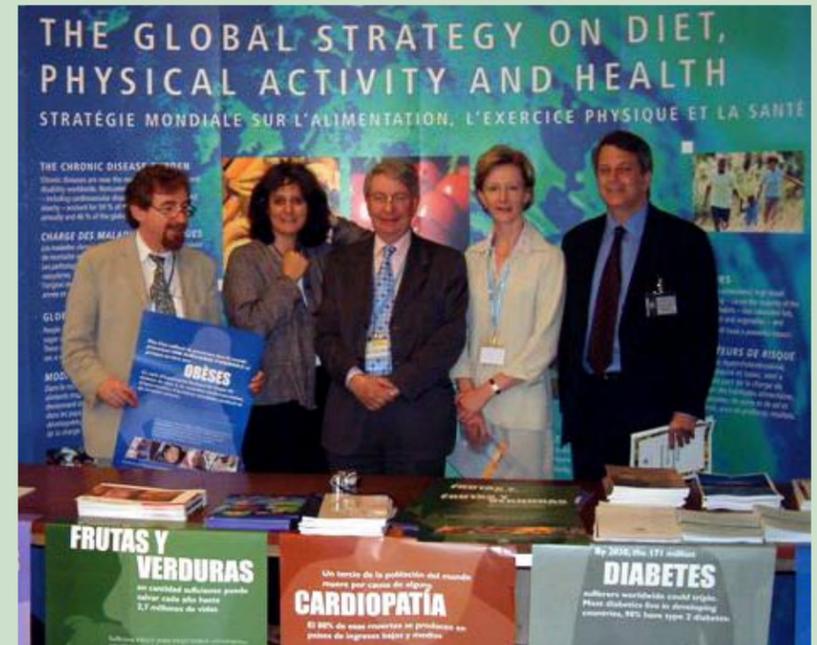
The ultimate goal of the project is to achieve a drop in smoking prevalence and a corresponding enhancement in health and life span in the Russian population. As Russians queue to quit, the partners plan to expand the program to other regions of the Russian Federation – and are currently in discussion to conduct workshops in Samara, Novgorod and Shatura.

## Global Dietary, Food Marketing and Health Project

In 2003, CECHE and CSPI joined forces in the Global Dietary, Food Marketing and Health Project to raise awareness among NGOs in developing countries and countries in economic transition about the undue burden the marketing of Western diets places on their public health systems and economy. The project saw a productive first year, generating increasing interest among target NGOs, the World Health Organization and consumers abroad.

In the coming year, the partners will continue to mobilize and support food-consumer advocacy groups in these developing countries to oppose unhealthy dietary trends, and will participate in international meetings on the subject while they:

- Prepare workbook materials and conduct on-site trainings to help NGOs expose and oppose marketing efforts by junk-food companies.
- Produce a handbook for NGOs on international junk-food marketing.
- Develop an independent, informational Web site with policy recommendations that NGOs can advocate.





**Project Director Rudolf Poledne explains to a reporter the health implications of tobacco control in the Czech Republic from his base in Prague (above).**



## Project Results

### Internet Program in the Czech Republic

In 1999, CECHE and its Czech partners, Dr. Rudolf Poledne of the Institute of Clinical and Experimental Medicine and Dr. Hana Sovinova of the National Institute of Public Health, unveiled an 18-month World Bank/InfoDev-funded Internet-Based Tobacco Control Program in the Czech Republic. The goals: to use the latest information technology to enhance the capacity of Czech health

professionals, government and non-government organizations (NGOs) to curtail or prevent tobacco use and promote cardiovascular disease prevention.

Today, the Czech Republic boasts a self-sustaining tobacco-control program with top-notch communications technology, and regional, national and

international linkage. Health and tobacco-control professionals, as well as NGOs across the country, were trained in applying this contemporary information technology for public-policy advocacy and tobacco control with assistance from the Campaign for Tobacco-Free Kids and the Advocacy Institute in Washington, D.C. and UICC GLOBALink in Geneva. The project as a whole led to a series of local, national and international partnerships, which enhanced project implementation and impact.

The program resulted in an Internet-Based Tobacco Control Network – 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. In addition, a multifunctional Web site and a Czech-language list-serve were developed to issue monthly electronic bulletins with nationwide and international circulation. Finally, the project led to the creation of the Czech Heart Association (CHA), which is now a member of the European Heart Network and is helping to coordinate NGO tobacco-control activities throughout Europe, thanks to early assistance from the American Heart Association and the Cardiovascular Research Institute of the University of California, San Francisco. After three years of campaigning, CHA succeeded in convincing the Czech parliament to ratify the international convention on tobacco control. The Czech Minister of Health signed this Framework into action on June 16, 2003.

## Caring for Children

### Communities Can! Program

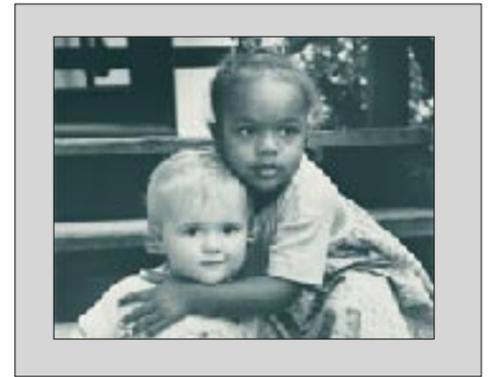
Reflecting a long-term partnership between CECHE and the Georgetown University Center for Child and Human Development (GUCCHD), the Caring for Children Communities Can! program supports a network of communities committed to comprehensive, coordinated systems of services and supports for all children, including those with disabilities, and their families.

Coordinated by GUCCHD and directed by federal agencies, the program's main aims are to:

- ◆ Bring families, businesses, providers, community leaders and neighbors together to ensure nurture and support for all children and families.
- ◆ Link up communities so they can share experiences and information through list-serves and other means, receive bulletins, and learn about successful models for serving families and children.
- ◆ Work with local governments and national organizations to give communities a voice in policy decisions at all levels.

A major program focus in 2002 was U.S. communities. Communities Can! is an international initiative, and in 2003, the experience from these U.S. communities was disseminated throughout Central and Eastern Europe through the Open Society Step-by-Step initiative and the annual planning meeting of the International Congress of Children with Special Needs.

Meanwhile, Communities Can! participated in founding *A Flagship on Education for All and the Right to Education for Persons with Disabilities: Towards Inclusion*, an alliance of global disability organizations, international development and intergovernmental agencies, and special- and inclusive-education experts from developed and developing nations. Communities Can! is actively engaged in the flagship's secretariat at UNESCO, which advocates the right to education for all children, youth and adults in its Education for All initiative, a global program expected to result in all children receiving a basic education by 2015.



### Viewing Their World

Affiliated with Communities Can!, Through the Eyes of Children is an

international endeavor that gathered artwork and photography from children across the globe in an effort to capture their perspectives on the world. Participating countries included the Czech Republic, Romania, Russia, Slovakia, Hungary, India, Iran, Egypt, South Africa, St. Thomas, Senegal, Israel and the United States. Unveiled on July 9, 2002 at Union Station in Washington, D.C., the art and photo galleries are currently located on the Internet at [www.gucdc.georgetown.edu/gallery.html](http://www.gucdc.georgetown.edu/gallery.html).



## Nutrition Scholarships

### University of the District of Columbia

To enhance the University of the District of Columbia's accredited Nutrition and Food Science Program, in 2000 CECHE established an annual nutrition scholarship at the school.

The only university in the Washington, D.C. metropolitan area to offer a Didactic Program in Dietetics (DPD), UDC was finding it difficult to retain freshmen, primarily due to financial constraints. CECHE's scholarship funds help recruit and retain exceptional students.

The first scholarships were awarded in spring 2001. 2002-2003 scholarship recipients included: sophomore Abdallah Mkanda and seniors Becky Salus (right), Lisa Martinez and Erica Lynne Hudson.



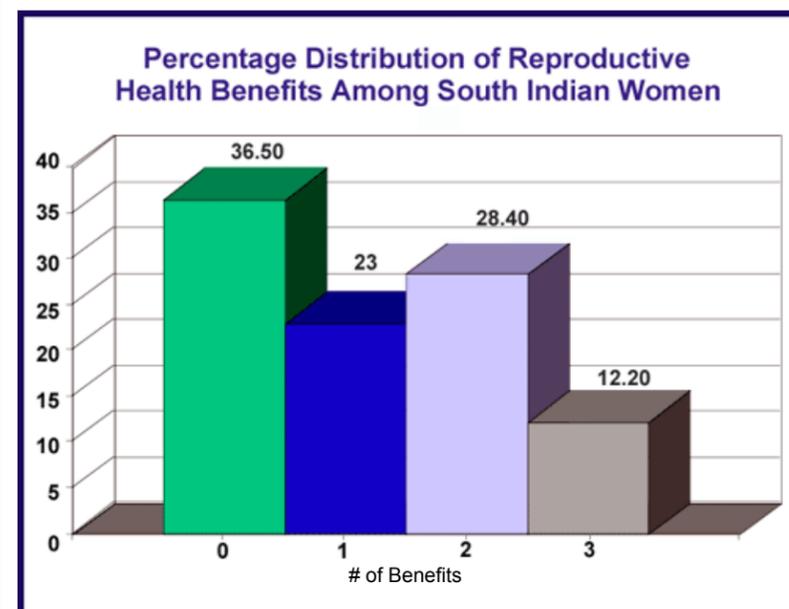
## Reproductive Health Behavior

### Family Planning Culturally Rooted in South India

Already more than 1 billion, India's population is expected to top 1.5 billion in 2040, making it the globe's most populous nation. Only 36 percent of married Indian women aged 13 to 49 currently use modern contraception, however, revealing a pressing need to educate women about the importance of health care to ensure healthy pregnancies, better planning and safe childbirths.

To examine the impact of health beliefs on family planning, CECHE-sponsored Syracuse University graduate student Kalyani Subbiah interviewed disadvantaged women in Chennai, South India in 2000. The survey assessed the women's health beliefs toward family planning, and the cultural and social factors impacting these beliefs. National health professionals were interviewed for additional qualitative insights.

In a detailed analysis of the perceived benefits, nearly two-thirds (63.6%) of the women reported at



least one benefit for using contraception (chart), including: a better lifestyle for children; affordability; freedom from fear of an unwanted pregnancy; spacing between children; and permanent contraception as an alternative to abortion. Two in five (40.6%) enjoyed two or more benefits.

The responses demonstrate that the women are motivated not by self when it comes to reproductive health behavior, but by the needs of their relatives and children – by the larger unit, the family. Such culturally rooted reproductive health behavior has vast implications for future health education.

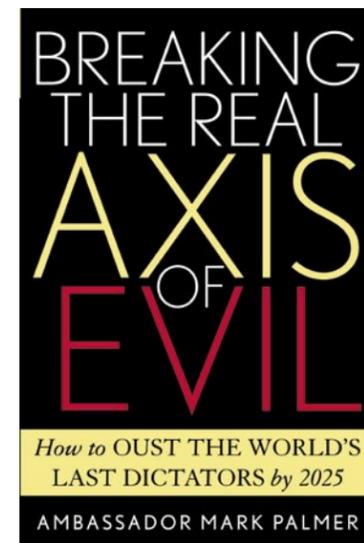
CECHE supports democracy through its *Global Good Health Through Global Democracy by 2025* program, which recognizes that key among the issues linking health and human rights are the universal and equal entitlements to good health and access to quality health care.

## SARS Illustrates the Link

In 2002 and 2003, severe acute respiratory syndrome (SARS) spread outwards from China across the world. The four-month delay by Chinese communist political leaders in sharing information and permitting World Health Organization officials to visit the outbreak area is a stark reminder of the inextricable link between honest and clear communications, better health and a clean environment — CECHE's founding objectives — and the growth of democracy and human rights.

Initiated in 1999, CECHE's first democracy and health venture involved CECHE Vice Chairman Mark Palmer helping to conceive and participating in history's first meeting of the world's democratic governments and nongovernmental organizations. The conference convened in Warsaw, Poland in June 2000 and caught the attention of *The Wall Street Journal*. The second meeting was in Seoul, South Korea in November 2002 and endorsed an action agenda emphasizing regional cooperation in Asia, Africa and the Middle East, where the major challenges to democracy are located. The next meetings are scheduled for Chile, Mali and Portugal.

Meanwhile, one of CECHE's first objectives – formation of a democracy caucus at the United Nations – is already a reality.

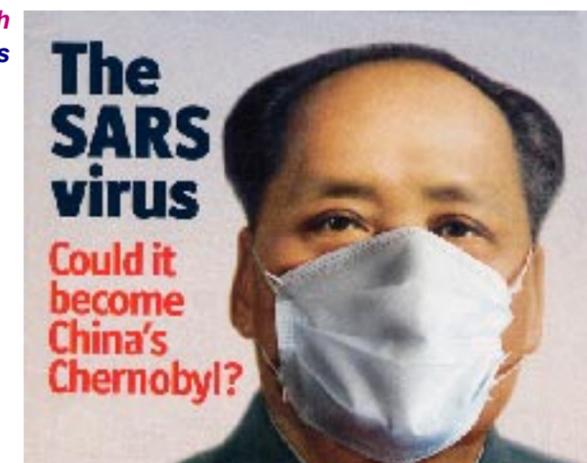


## Book Advocates Ousting of Dictators

More than 40 dictators continue to oppress their people, threaten their neighbors, give birth to terrorists, health problems and environmental degradation, and develop weapons of mass destruction. The United States and other democratic nations have significant security and moral interests in ousting the world's remaining dictators, but is military force the only answer?

*BREAKING THE REAL AXIS OF EVIL: How to Oust the World's Last Dictators by 2025* by CECHE vice chairman, Ambassador Mark Palmer, tells for the first time the story of these remaining dictators and how they can be removed without violence. Designing a new architecture of international political and military power, Palmer focuses on bringing together the world's democracies and democrats, and outlines an action plan to open these closed societies.

The book received advance praise from influential individuals, including Sen. John McCain; House minority leader, Rep. Nancy Pelosi; former director of the CIA and chairman of the board of Freedom House, R. James Woolsey; and investor and philanthropist George Soros. Post-publication events included a host of television and radio talk-show interviews. Congressional legislation based on the book is under development.



Source: *The Economist*, 2003

## PSA Testing

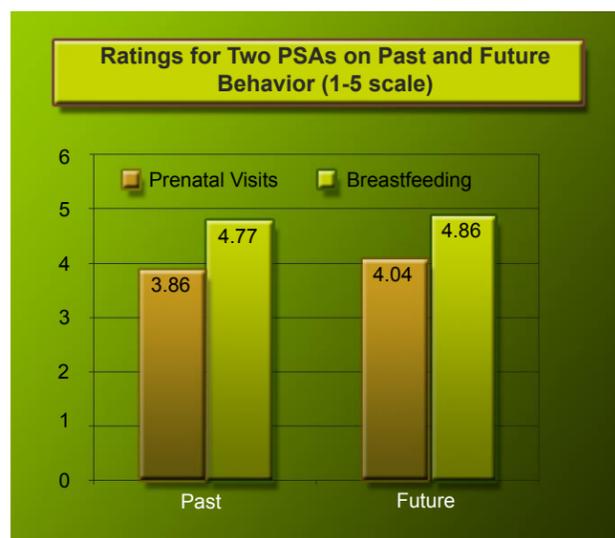
### Cultural Divide Revealed in South India

In 2000, CECHE tested the impact of four maternal and child health public service announcements on childbearing women in the urban slums of Chennai, South India. Assessment was completed in 2002.

The PSAs featured vignettes about a mother and her pregnant daughter, and addressed: visiting a doctor during pregnancy; breastfeeding; using a trained birth attendant; and oral rehydration. They were broadcast on national television in Punjab and shown in local district health clinics.

The research objective was to assess whether exposure to a specific PSA would predispose the viewer to adopt the behavior promoted in the spot. Results of the testing revealed:

- The PSAs on prenatal doctor visits and breastfeeding elicited high scores for past practice as well as future action (see chart), indicating that the PSAs served to reinforce existing behaviors.
- Past and future behavior scores for the birth attendant PSA were low, suggesting that this practice was not common in Chennai.
- The PSA on oral rehydration received moderate scores for past behavior and slightly higher scores for future behavior, suggesting that the women found this practice helpful and would employ oral rehydration if and when the need arose.
- Television is the most effective medium for reproductive health communication because more than 75 percent of the women surveyed watched television, and 59 percent took actions to improve their health, home, child care, food shopping and medicine use based on what they heard or saw on TV.



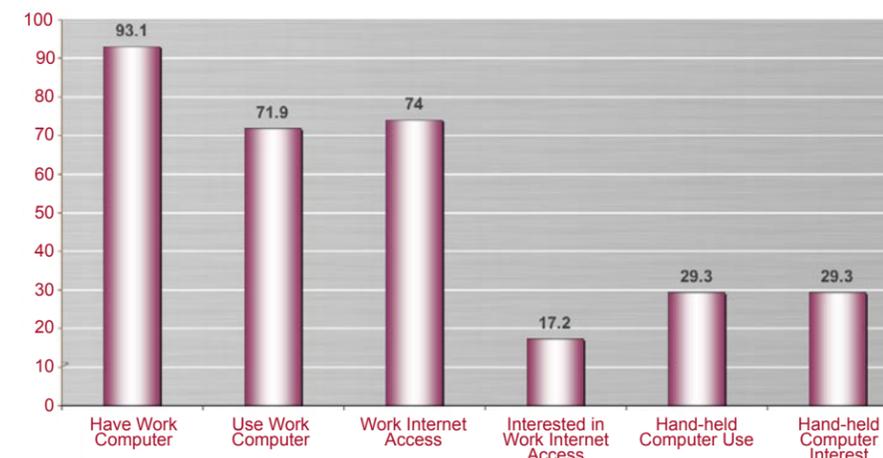
The absence of major impact of two of the PSAs highlights the cultural contrast between the original rural target audience in Punjab and the current urban test subjects in South India.

## Information Technology

### Serving Physicians' Needs for Patient Health Info

The most credible and relied-upon source of health information in America, family physicians require access to current, accurate medical and health promotion data and materials. To this end, a CECHE-sponsored project at Syracuse University measured how well information technology serves family physicians' needs for patient health education and promotion, and ways to update knowledge. The 12-month study surveyed physicians' use of information technology and related media, including the Internet, television,

### Technological Connectivity of Physicians (%)



conferences, pharmaceutical brochures and academic journals. In spring 2002, 101 primary-care and family physicians in Greater Syracuse were surveyed on their use of computers, the Internet, hand-held diagnostic computers, electronic patient records and e-mail communication with patients. More than 60 percent of the physicians responded. Of these, 70+ percent were affiliated with a major teaching hospital, 58.6 percent were male, 41.4 percent were female, and a majority (55%) completed their professional training more than 10 years ago.

Nearly all the physicians reported having computers at work — and three-fourths enjoyed Internet access. Hand-held computers, which assist in clinical diagnosis, were used by almost 30 percent, and sought after by a similar proportion. Electronic recordkeeping was used by less than one-fifth, although desired by half. About one in four physicians reported receiving e-mails from patients, and more than 20 percent said they reply in kind to these messages. The level of computer use and the Internet, and the use of and interest in related technologies, may reflect the large proportion of respondents affiliated with major teaching hospitals.

Overall, the study revealed that those family physicians who were more likely to perceive technology benefits, compatibility and ease of application integrated new information technology into their medical practices. In addition, most family physicians seemed to access the wealth of useful information on the Internet — thus confirming the value of online sources for these practitioners.

## Saving Harry Potter



In 2001, CECHE partnered with The Center for Science in the Public Interest to save Harry Potter, the iconoclastic figure adored by children around the world, from being used to promote soft drinks. Aimed at advancing better nutrition while countering junk-food advertising, the campaign focused on the release of the first Harry Potter movie, *Harry Potter and the Sorcerer's Stone*, and its exclusive \$150 million marketing arrangement with AOL-Time Warner and Coca-Cola. The marketing deal employed contests, games and a Web site to entice kids in both developed and developing nations to consume more soft drinks.

The campaign Web site, [www.saveharry.com](http://www.saveharry.com), generated 23,000 e-mails and hosted more than 2 million visitors. It also garnered tremendous media attention, with coverage in/on the *New York Times* and *Good Morning America*, as well as across outlets in the UK, Australia, Germany, Japan, Poland and Mexico.

While this ongoing campaign did not dislodge the marketing arrangement, it publicized well-founded concerns about the adverse health effects of the soft drinks being marketed through the film and strengthened Internet advocacy skills by conducting other, related health campaigns.

# The Global Health and Environment MONITOR

Launched in 1993 to report on health issues and programs in Central and Eastern Europe and the Newly Independent States, the MONITOR currently covers the public health crisis on a global scale. Over the years, this popular CECHE publication has increased its circulation to 10,000 and added an e-mail database of more than 3,000 subscribers, while reaching its target audience of health professionals and policy-makers in 57 countries.

In 2002, CECHE partnered with the World Health Organization's Office of Non-communicable Diseases and Mental Health to co-produce the MONITOR. The first CECHE-WHO in winter 2002 and highlighted the new World Health Report '02. In 2003, CECHE moved to convert the co-publication to an online publication. The first fully online issue in spring 2003 featured the joint WHO/Food Organization report, which sets a new paradigm of diet-related non-communicable diseases.

The MONITOR is featured prominently on both CECHE's and WHO's Web sites. Approximately four issues of the online publication are planned each year.

**Partnerships Promote Global Health**

**World Health Report '02 Makes Prevention Top Global Priority**

**Can a New Diet-Exercise Paradigm Combat The Chronic-Disease Pandemic?**

**WHO/FAO Tackle Diet-Disease Epidemic**

**Diets: Ancient vs. Modern**

**enter to Motivate, Tobacco Control**

MONITOR appeared in the World Health Report. The MONITOR produced MONITOR issues was unveiled and Agriculture for reducing the risk of diet-related non-communicable diseases.

## 10-Year Timeline

In 2002, CECHE published a timeline of its actions and accomplishments during its first decade. CECHE spearheaded more than 30 major projects from 1990-2000, working with media organizations, nonprofits, and scientists, journalists, educators and policy-makers from more than 100 organizations in 16 countries to increase awareness, enhance knowledge and positively impact public attitudes and actions on health across the globe.

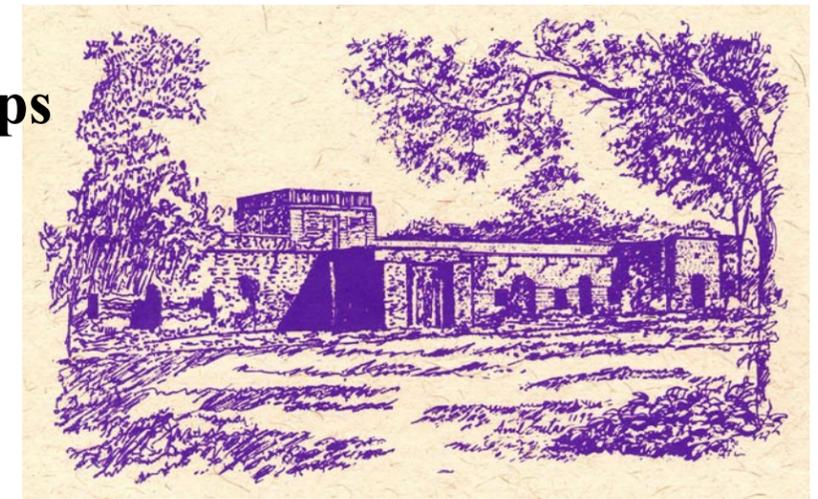
During its first 10 years, CECHE specialized in the use of mass media and information technology to promote healthy lifestyles through projects in community intervention, environmental and public health policy, professional training, public education and private voluntary sector development. In 2001, CECHE adopted a partnership agenda that focuses on catalyzing projects, rather than taking sole charge of implementing them, to continue to promote health and empower underserved communities worldwide to enhance their quality of life.

# Public Health Nutrition Scholarships Planned for India

CECHE is forming a partnership with the Food and Nutrition Department of Lady Irwin College in New Delhi, India to establish a scholarship program for masters and doctoral students in nutrition and public health. This scholarship opportunity is designed to increase the potential of students in these degree programs to enhance their training and research. The first scholarships are expected to be awarded in 2004.

Four public health nutrition scholarships will be awarded each year – two to doctoral students and two to master-degree students, selected on a merit-cum-means basis. A scholarship committee appointed by Lady Irwin College will screen applicants, compose the final candidate list and present its recommendations to CECHE for review and comment.

Established in 1932, Lady Irwin College is a pioneer institution for nutrition studies in India and is recognized throughout the world for imparting quality higher education to women. It is affiliated with the University of Delhi and is funded by the University Grant Commission. The college offers undergraduate, graduate and postgraduate courses in multidimensional disciplines.



Scholarship program partner Lady Irwin College, shown in its original pastoral setting, New Delhi, 1933.

## Guarding the Safety of the Food Supply

Dedicated to improving global food safety standards, Safe Food International is a new project under The Center for Science in the Public Interest's food safety banner. Its main objective is to develop guidelines for consumer and public health NGOs to evaluate their national food safety programs and to craft a common vision of food safety recommendations. Such guidelines will help to ensure that national governments would respond in a comprehensive and transparent manner in the event of intentional or unintentional contamination of the food supply.

The World Health Organization, the Food and Agricultural Organization, and CSPI, in collaboration with CECHE, will convene a conference in Geneva in 2004. Project evaluation will be based upon attracting a broad array of organizations concerned with food safety readiness to the conference, and developing and distributing recommendations based on conference proceedings.

CECHE is indebted to dedicated professionals in many institutions, organizations and government agencies around the world for their assistance with and support of CECHE programs. We would like to thank and name our major partners, and acknowledge the hundreds of other organizations that have made valuable contributions to CECHE's efforts over the past 13 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  
Semmelweis 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 Welfare, Government of Punjab  
Society for Service to Voluntary Agencies (SOSVA), New Delhi  
Technical Teacher's Training Institute (TTTTI), Chandigarh

**POLAND**

Independent Polish Television (NTP), Warsaw  
National Institute of Cardiology, Warsaw  
National Research Institute of Mother and Child, Warsaw  
Polish TV, Warsaw  
State Environmental Protection Inspectorate, Katowice

**ROMANIA**

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

**RUSSIA**

All-Russia State Radio & Television, Moscow  
Association of Physicians of the Don, Rostov-on-Don  
Consumer's Union of Russia, St. Petersburg  
Health & Environment Foundation, Moscow  
Internews Network, Moscow  
Ostankino Television Network, Moscow  
Research Center for Preventative Medicine, Moscow  
Russian Academy of Medical Sciences, Moscow  
Russian Cancer Research Center, Moscow  
Russian Institute of Nutrition, Moscow  
US Agency for International Development, Moscow  
World Learning Inc., Moscow

**SLOVAKIA**

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

**SWITZERLAND**

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

**UNITED KINGDOM**

Central European Media Enterprises, Ltd. (CME), 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  
Arthritis Foundation, Metro DC Chapter, Washington DC  
Cancer Research Center of Hawaii, Honolulu, HI  
Capital Systems Group, Inc., Rockville, MD  
Cardiovascular Research Institute, Univ. of Calif. at San Francisco, CA  
Cause Kids Count, Washington, DC  
The 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 Univ. Ctr. for Child and Human Development, Washington, DC  
The Independent Journalism Foundation, New York, NY  
National Cancer Institute, Bethesda, MD  
National Center for Tobacco-Free Kids, Washington, DC  
National Endowment For Democracy, 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, Univ. of Massachusetts at Amherst, MA  
Stanford Univ., Center for Research in Disease Prevention, Palo Alto, CA  
Syracuse Univ., Newhouse School of Public Comm., 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

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, SF

**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 and Council Members, and Friends** – United States, Europe, India

**Central European Development Corporation** – New York, New York

**DC Dpt. 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

**W.K. Kellogg Foundation** – Battle Creek, Michigan

**World Bank, InfoDev Trust Fund** – Washington, DC

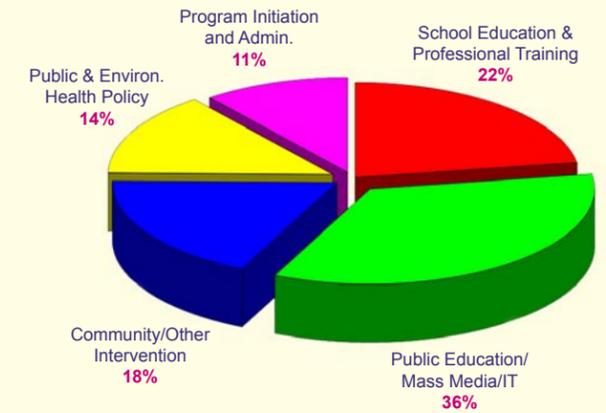
## Balance Sheet

	Dec. 31, 2003	Dec. 31, 2002
<i>Current Assets</i>		
Cash and Investments	\$679,054	\$670,155
Grants Receivable & Advances	0	0
Pledges Receivable	0	0
<b>Total Current Assets</b>	<b>\$679,054</b>	<b>\$670,155</b>
<i>Fixed Assets</i>		
Furniture & Equipment	\$13,600	\$13,600
Less: Accumulated Depreciation	(13,600)	(13,600)
<i>Net Fixed Assets</i>	—	—
<b>Total Assets</b>	<b>\$679,054</b>	<b>\$670,155</b>
<i>Liabilities and Net Assets</i>		
Unrestricted Assets	\$668,810	\$670,155
Temporarily Restricted Assets	10,244	0
Accounts Payable	0	0
<b>Total Liabilities and Net Assets</b>	<b>\$679,054</b>	<b>\$670,155</b>

## Income Statement

	Dec. 31, 2003	Dec. 31, 2002
<i>Unrestricted Income</i>		
DCTV (Non-cash)	\$24,300	\$48,000
Other Grants	37,739	24,930
In-Kind Income	458,128	260,100
Investment Income	33,399	32,857
<i>Subtotal, Unrestricted Income</i>	<i>\$543,322</i>	<i>\$365,887</i>
<i>Temporarily Restricted Income</i>	<i>\$10,244</i>	<i>0</i>
<b>Total Income</b>	<b>\$553,566</b>	<b>\$365,887</b>
<i>Program Expenses</i>		
Program Expenses	\$570,180	\$398,725
Management and General	7702	8752
Fund Raising	660	871
<b>Total Expenses</b>	<b>\$578,542</b>	<b>\$408,348</b>
<i>Net Assets, Beginning of the Year</i>	<i>\$670,155</i>	<i>\$715,242</i>
Unrestricted	670,155	715,242
Temporarily Restricted	0	0
<i>Change in Net Assets</i>	<i>\$33,875</i>	<i>(\$42,461)</i>
<i>Net Assets, End of the Year</i>	<i>\$679,054</i>	<i>\$670,155</i>
Unrestricted	668,810	670,155
Temporarily Restricted	10,244	0

## Program Activity Expenses: Fiscal Year 2003



## Projects Expenses: Fiscal Year 2003



### 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 on them.

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:

CECHE records revenues and expenses on the **accrual basis** of accounting. All accruals are recorded on the balance sheet. 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. For purposes of preparing the statements of financial position and the cash flows, CECHE considers all investments purchased with a maturity of three months or less to be **cash equivalents**.

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

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 development and 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 consist of *Unrestricted Net Assets*, which are neither permanently restricted nor temporarily restricted by donor-imposed stipulations, and *Temporarily Restricted Net Assets*, which 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.

### 3. Benefits and Related Party Transactions:

CECHE receives a significant amount of cash and in-kind contributions from its officers and directors. In addition, as of January 2001, CECHE's program director is donating full-time pro bono services to managing CECHE programs. CECHE continues to contribute to health insurance premiums for its program director. During the year ended December 31, 2003, CECHE received approximately \$205,000 in cash and in-kind contributions from its officers and directors.

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.

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

### Board of Directors

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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

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Copsa Mica Hospital  
Row City, Romania

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

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President  
Health and Environment Foundation  
Moscow, Russia

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Executive Vice President, Internat'l  
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Director, Internat'l Medical Affairs  
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Institute for Clinical and  
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National Center of Hygiene and  
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