



*two decades  
of action  
and impact*

# CECHE20

ANNUAL REPORT 2008-2010





**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 initiatives centered around: public and environmental health programs and policy; professional training in media and health; public education; community intervention; democracy promotion; and private voluntary sector development.**

# CHAIRMAN'S LETTER



## Two Decades of Action and Impact 1990-2010

**2010 is a seminal year for the Center for Communications, Health and the Environment (CECHE), as we celebrate 20 years of assisting under-served communities and promoting health initiatives around the world.**

Since our inception in 1990 as a nonprofit in Washington D.C., CECHE has dedicated itself to making a difference – initially in Central and Eastern Europe and the Newly Independent States (CEE-NIS), and subsequently in the United States and developing nations. Over the past two decades, we have spearheaded more than 50 major projects. These projects have involved partnerships with scientists, journalists, media groups, educators, nonprofits and policy-makers from more than 100 organizations in 17 countries, and our goal has been to promote health, nutrition and disease prevention; curb tobacco and alcohol use; and minimize the public health impact of environmental pollution and neglect.

CECHE's efforts during its first decade encompassed a range of long-term programs emanating from a series of international conferences to identify health and environmental priorities. This 10-year period gave rise to some of our most celebrated initiatives, exemplified by our high-profile tobacco-control/prevention programs in the Czech Republic, Russia and India; and health-related public service announcements and television series *A Family Year*, *Elixir of Life* and *Eat Smart*, which were produced in multiple languages and countries, and broadcast on national TV stations in 17 CEE-NIS countries and the United States, positively impacting millions. Schools and under-served areas of Washington, D.C. also benefited from our health-promotion programs on substance abuse, health education and healthy eating. Other notable achievements during this time included establishment of the following:

- Private voluntary organizations such as the Russian Health & Environmental Foundation, the Russian Public Health Association and the Czech Heart Association
- Global print/online periodicals, including the *Global Health & Environment Monitor* and *Global Health and Environment Bulletin*
- Training programs for hundreds of biomedical, environmental and media fellows in CEE and India
- Cardiovascular disease prevention programs in the Czech Republic
- A Model Community Health Promotion Program in India
- A Global Democracy and Health Program, emphasizing the link between democracy, human rights and human health.

In December 2000, a decade after its formation, CECHE adopted a partnership agenda, providing seed grants and strategic assistance to catalyze projects, rather than taking sole charge of implementing them. This agenda opened the door to a series of new initiatives and collaborations, including:

- Internet and multifaceted campaigns to combat soft drink consumption, and domestic nutrition and food safety policy projects to counter salt and trans fat, with Center for Science in the Public Interest (CSPI).
- Global food safety policy efforts like Safe Food International, with CSPI and the World Health Organization.
- Public health and nutrition scholarships in India and Washington, D.C. with Lady Irwin College and the University of the District of Columbia.
- Mass media and information technology programs; surveys on health-related topics; and health and nutrition publications for students, with Syracuse University's Newhouse School of Public Communications.

CECHE continues to partner with many of these, and other, organizations. It also pursues solo initiatives related to democracy and produces its own periodicals, including *In Focus*, a global online publication launched in 2006.

We are proud of our accomplishments over the last 20 year; but we know that there is still much to be done. CECHE remains dedicated to public-health promotion and to empowering under-served communities worldwide to enhance their quality of life. We expect this next decade to be as fruitful and action-oriented as the first two, as we continue to tackle local, national and global health concerns, ranging from food safety to tobacco use and obesity.

  
Sushma Palmer, D.Sc., Chairman

# PUBLIC HEALTH

## PROGRAMS & POLICIES

### Success for South Indian Tobacco-Control Program

The Tobacco Control Communications Program launched by CECHE and Chennai-based nonprofit Roshni in the South Indian village of Pattur has been providing vocational training and job placement in non-tobacco trades for families since 2005. It has been offering incentives to refrain from tobacco-related activities and organizing self-help groups to train Pattur families in smoking cessation, nutrition, health and hygiene. The program has also facilitated enforcement of laws against smoking in public places, employing mass-media campaigns, competitions and health-education drives to reach its audience and promote its goals.

When the program began, all 2,500 families in Pattur supported themselves by rolling beedis (small, unfiltered cigarettes). Today, only 250 families earn their living this way, smoking rates in Pattur have plummeted 60 percent, and more than 220 individuals and 20 families have left beedi production for garment design, tailoring, embroidery, leather goods production and grocery businesses.

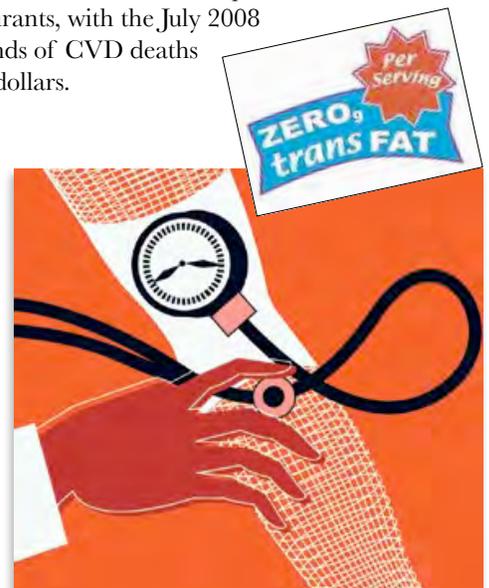
Having achieved its primary goals of creating awareness of the health hazards of smoking and training selected members, especially women, in skills suitable for non-tobacco trades, the program is scaling back its tobacco-control activities and turning its attention to new-skills development in non-tobacco trades.

## CECHE and CSPI Partner for Healthy Hearts

The leading cause of death in the United States, cardiovascular disease (CVD) kills more than 830,000 each year (an average of one person every 38 seconds) and costs hundreds of billions of dollars in annual health expenditures and lost productivity.

Alarmed by this escalating health crisis, Center for Science in the Public Interest (CSPI), with CECHE support, has been conducting a “Campaign for Healthy Hearts” to ban and reduce trans fat and sodium in restaurant and packaged foods, with targeted efforts, especially in California, New York and Massachusetts. The partners have made great strides over the past few years:

- They prompted California to become the first state to pass a law phasing out trans fat from restaurants, with the July 2008 move helping to prevent thousands of CVD deaths and save millions of healthcare dollars.
- The partners persuaded numerous restaurants and packaged-foods manufacturers to switch to healthier fats (assisted by publicity from California and New York City laws, and CSPI actions against Burger King and KFC), removing more than half of the artificial trans fat from the nation’s food supply over the last several years.
- They published “Heart Attack Entrees with Side Orders of Stroke,” a report on unsafe levels of sodium in chain restaurant meals that exposed meals with dangerously high sodium amounts and renewed CSPI’s call on industry and government to reduce sodium levels in foods.



**Making Hearts Healthier**  
CSPI and CECHE are committed to eliminating trans fat and reducing sodium levels to battle CVD disability and death.

The partners also convened a meeting of state/local health department officials in July 2008 to inform them of the risks of high-sodium diets and the role they could play in lowering sodium levels in the food supply in their jurisdictions and nationally. Co-sponsored with the leading membership organizations of these officials, the meeting, which included a brainstorming session on possible actions and strategies, attracted 21 health commissioners or deputies, representing 18 cities and states, and three representatives from the Centers for Disease Control and Prevention. Meanwhile, based on CSPI urging, 10 health departments filed comments with the U.S. Food and Drug Administration (FDA) in 2009, pressing it

to revoke the “Generally Recognized As Safe” status of salt and reclassify it as a (more tightly regulated) “food additive.”

CSPI also submitted comments on sodium recommendations for the 2010 joint updated U.S. Department of Agriculture (USDA) and Health and Human Services (HHS) dietary guidelines, a cornerstone of federal policy and nutrition education activities. In addition, the group contributed to two influential studies: “Strategies to Reduce Sodium Intake in the United States,” published by the Institute of Medicine in April 2010; and a RAND study on the economic benefits of lowering U.S. sodium consumption, which appeared in the September/October 2009 issue of the *American Journal of Health Promotion* and concluded that a one-third reduction would save more than \$18 billion a year in direct medical costs. And in April 2010, CSPI’s work inspired New York City’s health department to finalize the National Sodium Reduction Initiative, which encourages companies to voluntarily reduce sodium levels and sets sodium targets for 2012 and 2014 for a wide range of processed and restaurant foods.

#### Foodborne Outbreaks

Bacteria is a major cause of crippling and deadly food safety issues.



## U.S. Food Safety Reform Is Top Priority

In July 2009, the U.S. House of Representatives passed the Food Safety Enhancement Act. The bill gives the FDA authority to recall products and to require more frequent FDA inspections of food-processing plants; it also addresses problems with food imports and requires the creation of a food-tracing system.

More than a year later, the U.S. Senate joined suit, passing the sweeping and historic Food

Safety Modernization Act on November 30, 2010 by an overwhelming, bipartisan margin. In addition to greatly expanding the FDA’s mandate, the legislation, which awaits House vote and presidential approval, places new responsibilities on farmers and food companies, and establishes safety standards for imported foods. Meanwhile, between July 2009 and September 2010, America suffered 85 separate food product recalls, including a massive egg recall, resulting in 13 known



#### Safe Eating

Heart-healthy foods are too often the source of foodborne illnesses. Food safety reform would help curb such hazards.

outbreaks and at least 1,850 illnesses nationwide, many from Salmonella, Listeria and E. coli.

These staggering figures are the result of a recently released report by researchers from the Consumer

Federation of America, U.S. Public Interest Research Group and CSPI. Together with CECHE, CSPI has been urging the FDA and Congress to reform America's antiquated food safety laws, and Senate passage of the FDA-reform legislation is a high point in the organization's 10-year effort to improve U.S. food safety standards, inspections and enforcement.

CECHE joined CSPI in its food safety mission last summer after learning that some of the most nutritious foods – leafy greens, eggs, tuna, tomatoes, sprouts and berries – are among the riskiest foods regulated by the FDA and account for nearly 40 percent of all foodborne outbreaks linked to agency-regulated food.

With hazards in food causing an estimated 76 million illnesses, 325,000 hospitalizations and 5,000 deaths in the United States each year, CSPI's Food Safety Program attempts to ensure that government

regulators, policy-makers and industry work harder to protect Americans from the threats of food contamination and reduce the burden of foodborne illnesses. The program also informs the public, policy-makers and regulators on food safety issues, and is responsible for "Outbreak Alert," an ongoing CSPI compilation of foodborne illnesses and outbreaks that is used by scientists and policy-makers worldwide.

CSPI is currently working on two new reports aimed at encouraging the FDA to improve the foundations of its food safety mission: one on the agency's inspection record, and a second on its enforcement actions. CSPI also has been following up on its March 2010 study that evaluated states' reporting of foodborne illness outbreaks and will publish a report that grades states' food-safety monitoring and reporting activities.

Casting a wider net, CSPI helped to support a World Health Organization (WHO) food safety initiative adopted by the World Health Assembly in May 2010. And the group's food safety director is a participating expert in a WHO panel to design and promote integrated surveillance systems for antibiotic-resistant bacteria that are moving from live animals into human food, an important new area of work for the food safety project.

### Russian Program Enrolls Physicians to Tackle Smoking Cessation

Since late 2003, CECHE and the Russian Cancer Research Center (RCRC), in partnership with the Moscow Public Health Department and the Moscow Medical Academy, have been administering a comprehensive program to educate, motivate and train Russian physicians to champion smoking cessation. Given baseline program surveys, the Center sponsors seminars for physicians in smoking-cessation counseling and holds courses on tobacco-related health problems, control measures and dependence treatment.

Nearly 2,000 health professionals have participated in approximately 50 educational sessions in 32 outpatient clinics and 10 hospitals in and around Moscow and the Nizhny Novgorod and Altay regions since 2005. Twelve one-day training workshops have also been conducted in Moscow, and the Moscow and Altay regions, and approximately 1,000 copies of smoking-cessation guidelines for physicians have been distributed via workshops and medical bookstores. In addition, a Tobacco or Health educational training course, started at the Moscow Medical Academy in 2006 for post-graduate students devoted to treating tobacco use and dependence, continues to impact newcomers to the field. Meanwhile, the number of smokers visiting RCRC's smoking-cessation service following physicians' recommendations has more than doubled, indicating that the quantity of knowledgeable and skilled tobacco-control clinicians has expanded in the Moscow area.

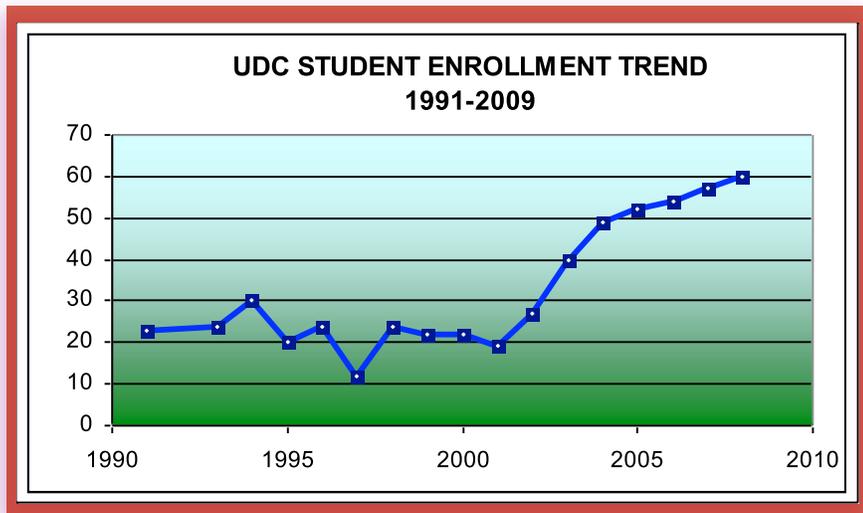
# PROFESSIONAL TRAINING

## SCHOLARSHIPS IN NUTRITION

### Nutrition Scholarships at UDC Enable Enrollment, Retention

Aimed at stimulating student enrollment and retention, CECHE's Nutrition Scholarship Program at the University of the District of Columbia (UDC) has done both over the past eight years. The university's Nutrition and Food Science (NFS) Program has seen a 62 percent increase in enrollment since

the scholarships were introduced in 2001, from 19 to 63 students (see chart), and an equally impressive increase in retention. To date, 41 UDC nutrition and dietetics majors have received scholarships as part of the CECHE initiative, and it has helped to retain almost 90 percent of the students enrolled in the NFS Program. From 2008 to 2010, seven additional



students received scholarships through this CECHE initiative. One recipient was Camilla Henry, a senior majoring in nutrition and dietetics whose goal is to become a nutritionist and conduct research on the correlation between nutrition and the rehabilitation of persons with respiratory problems.

In addition to individual grants, in 2008, the scholarship program facilitated the awarding of a 10-year accreditation to UDC's NFS Program by the American Dietetic Association's Commission on Accreditation for Dietetic Education. Meanwhile, the NFS Program was upgraded: It became the Department of Nutrition and Food Science in UDC's new College of Agriculture, Urban Sustainability and Environmental Sciences in fall 2010 and launched a master's program in nutrition and dietetics with an emphasis on public policy, communications and clinical research.

Future scholarships under this CECHE program are expected to include more graduate students.

2010 Nutrition Scholar  
Camilla Henry



### Nutrition and Public Health Scholarships Continue in India

In 2010, India's Lady Irwin College, in partnership with CECHE, awarded its eighth round of nutrition and public health scholarships. CECHE partnered with the New Delhi-based school's Food and

Nutrition Department on the program in summer 2003 to give graduate and post-graduate students there an opportunity to enhance their training and research. At least three nutrition and public health grants are awarded each year — two to master's candidates and one to a doctoral student, on a merit-cum-means basis.



### Scholarship Recipients

To date, 27 students have been awarded scholarships. Selected recipients for 2010 were:

- **Vasundhara Singh**, a master's student assessing the microbial quality of dispensed and packaged soft drinks, and accompanying ice, sold in Delhi along with possible sources of contamination

- **Avneet Kaur Oberoi**, a master's candidate researching the effect of different fluids and improved awareness of hydration status on the physical and psychological profiles of 18- to 22-year-old female athletes

- **Nayera Massodi**, a doctoral student evaluating the quality of nutrition services and the nutritional status of long-term in-patients in hospitals in the Srinagar area to identify lapses and gaps, and ways to optimize their nutritional care.



#### 2010 Recipients

Singh (top), Oberoi and Massodi.

Ms. Massodi also received scholarships under the program in 2009 and 2008 to advance her research. Additional 2009 award recipients included master's candidates **Sakshi Methra** and **Ms. Jyoti**. Methra conducted a revealing food safety study on the sanitation, hygiene and microbiological quality of the meals and water served in a range of Delhi preschools, and developed an educational leaflet to raise awareness of desirable hygienic practices amongst food handlers. Meanwhile, Ms. Jyoti, whose thesis assessed the microbiological quality of selected sweetmeats sold in Delhi, performed a risk analysis to determine safety standards for popular ready-to-eat food products, emphasizing simple measures to ensure their safety and wholesomeness.

#### '09 Selects

Ms. Jyoti (right), and Methra (bottom).



Scholarship recipients for 2008 included: **Jasween Dhingra**, a master's student studying the quality of packaged spices in India, where adulteration is common; and **Priya Jain**, a master's candidate researching the preparation of semi-sweet biscuits using xylitol, and studying this crystal's physical properties and consumer acceptability.

# PUBLIC EDUCATION THROUGH MASS MEDIA

## Global Dump Soft Drinks Campaign Makes Further Inroads

**O**besity and diet-related disease, including diabetes, heart disease and cancer, are on the rise throughout the world as multinational food companies export processed western-style foods and beverages to all corners of the globe. Surges in soft drink sales grossly contribute to this health predicament, and less developed countries, along with children and youth, are particularly vulnerable to the aggressive, targeted marketing campaigns to promote consumption.

To generate awareness of the growing problem and foster improvement, CECHE is collaborating with Center for Science in the Public Interest (CSPI) on its Global Dump Soft Drinks Campaign. Launched in October 2007, the initiative aims to reduce consumption of high-calorie carbonated and non-carbonated beverages worldwide to improve diet and health. It seeks to establish working relationships with industry leaders and provide resources for advocates, including a detailed Web site, [www.dumpsoftdrinks.org](http://www.dumpsoftdrinks.org), that offers information in English and Spanish on the program's mission, health repercussions of soft drink consumption and media coverage surrounding the initiative.

CECHE has specifically supported CSPI's collaboration with VOICE, a consumer-advocacy coalition in India that is among more than a dozen nongovernmental organizations (NGOs) partnering with CSPI to "dump soda." In addition to urging the Indian government to curb soft drinks marketing and demanding product, portion and program actions, VOICE is working with CECHE and CSPI on a nationwide push to remove soft drinks from Indian schools. Along with a number of other nonprofits around the world, since early 2008, it also has been pressuring industry, and beverage makers PepsiCo and Coca-Cola, to step up, change marketing and labeling tactics, and become more transparent.

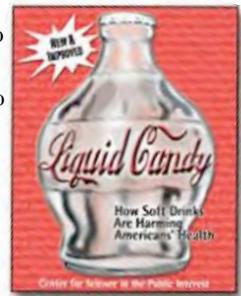
Also in 2008, the Global Dump Soft Drinks campaign enlisted the support of the World Heart Federation (WHF), the International Diabetes Federation and the International Union of Nutritional Sciences. The WHF agreed to devote significant resources to removing soft drinks from schools worldwide – and organized a negotiating session on October 25, 2008 in Geneva that included the other international health organizations, Coca-Cola, PepsiCo and the International Soft Drinks Council, with CSPI representing its International Association of Consumer Food Organizations (IACFO).

Based on this session and in response to a letter from WHF's president, PepsiCo indicated its willingness to continue negotiations, and in March 2010, the company unveiled a set of global goals to, among other things, reduce added sugar, sodium and fat across its food and beverage portfolio, and:

- Display calorie count and key nutrients on food and beverage packaging by 2012.
- Eliminate the direct sale of full-sugar soft drinks to primary and secondary schools around the globe by 2012.
- Lower the average added sugar per serving in its principal global beverage brands in key markets 25 percent by 2020.

Coca-Cola demurred, and continues to do so, on all fronts.

In the meantime, IACFO and the other organizations continue to exert international grassroots pressure, calling on NGOs to prod local Coca-Cola bottlers to remove soft drinks from elementary schools in their countries.



### Soda Truths

Graphics and images like the one above and below are ammunition in the fight to change the global perception, availability and effects of sugary beverages, especially among children and youth.



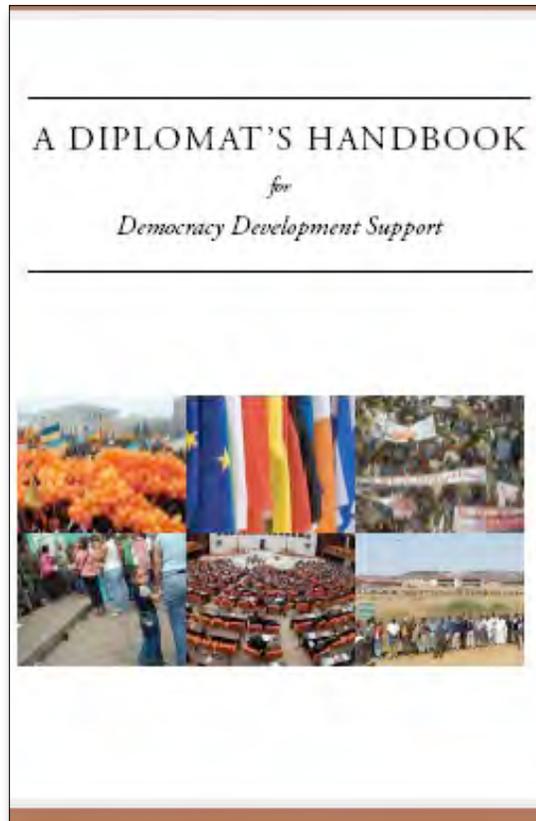
## Democracy and Health Project Sparks Internet Freedom Action

**C**ECHE works with its partners to support people around the world striving for human rights and democracy. In 2003, it backed the publication of CECHE Vice Chairman Ambassador Mark Palmer's book, *Breaking the Real Axis of Evil: Bringing Down the World's Last Dictators by 2025*. And in 2007, it stimulated development and passage of the ADVANCE Democracy Act, legislation based on Palmer's book that significantly strengthened U.S. government and nongovernmental democracy programs and was described by the Carnegie Endowment for Peace as the most important piece of legislation in this field in two decades. That same year, CECHE assistance enabled Freedom House, America's oldest global human rights organization, to launch a program focused on China. In 2007, CECHE also began work on a guide for diplomats on democratic development support with the Community of Democracies (which represents 120 democratic governments and nongovernmental organizations from free and not-free countries).

With financial contributions from foreign and local governments and private sources, the final version of *A Diplomat's Handbook for Democratic Development Support* was completed in spring 2008 and was posted on

CECHE's Web site and the handbook's own interactive [www.Diplomatshandbook.org](http://www.Diplomatshandbook.org). The preface was written personally by former Czechoslovakian and Czech Republic President Vaclav Havel, leader of the Velvet Revolution; and the introduction is by the foreign ministers of Portugal, Lithuania and Poland, who are the chair and permanent secretariat host of the Community of Democracies, respectively. An initial print run of 2,500 hard copies was distributed to the foreign ministries of participating nations in the Community of Democracies for the training of their diplomats and for operational use in embassies inside not-free countries. Nongovernmental, democracy-supporting organizations also are receiving copies. Meanwhile, Ambassador Jeremy Kinsman, Ambassador Palmer and others are developing courses built around the handbook with a variety of diplomatic training academies; and training sessions have already taken place involving diplomats and nongovernmental democracy activists from a number of countries.

In 2008, CECHE also launched an initiative devoted to achieving Global Internet Freedom. Currently, citizens of not-free countries use an unsanctioned system of software and servers developed by a consortium of Chinese-American companies to evade censorship, and to access the



World Wide Web and one another. With more than a million Chinese users daily, this system is now championed by people in 35 of the 42 not-free countries worldwide, including Iran, Cuba, Saudi Arabia and the United Arab Emirates. During the recent demonstrations against the rigged elections in Iran, increased Iranian use of this system caused the servers to collapse temporarily.

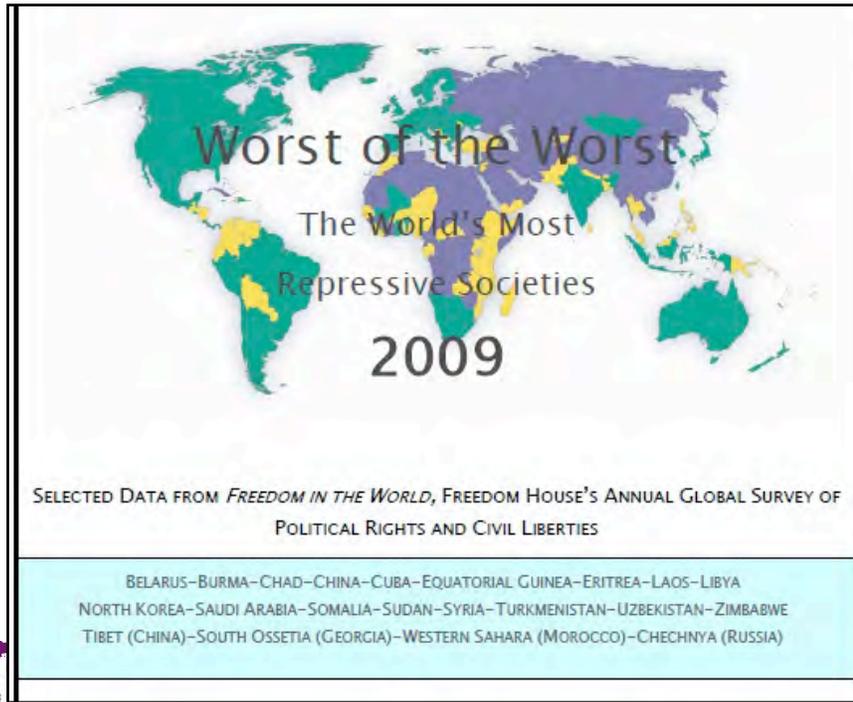
To scale up this system and eventually bring down the Internet firewall entirely, Ambassador Palmer

### Democracy 101

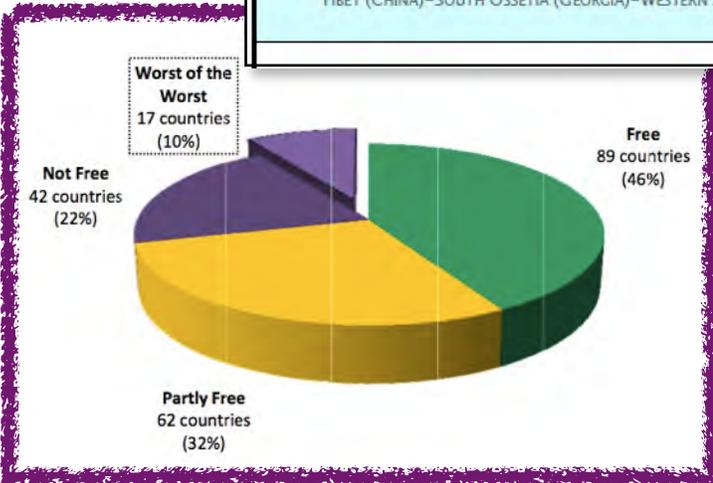
This handbook is being used in ministries and embassies around the world to assist with democratic development.

and Michael Horowitz of the Hudson Institute have been working with former Speaker of the House Rep. Nancy Pelosi (D-Calif.), Rep. Frank Wolf (R-Va.) and former Sens. Arlen Specter and Samuel Brownback (now governor of Kansas) to provide financial support, and both House and Senate Appropriations Committees have included provisions to subsidize the increase of proven anti-censorship systems. Concurrently, efforts to stimulate media interest have resulted in major articles and editorials in *The New York Times*, *The Washington Post* and other outlets.

CECHE also partners with Freedom House on an annual report that calls attention to



**Bad News**  
Produced jointly by CECHE and Freedom House, this annual report exposes human rights violations around the world.



human rights violations. Each year, “Worst of the Worst: The World’s Most Repressive Societies” exposes those states and territories with some of the world’s most severe repression and most systematic and brutal abuses of human dignity. Excerpted from the group’s annual “Freedom in the World” survey, which assesses the state of freedom in 193 countries and 16 select territories worldwide, the report seeks to focus the attention of the United Nations

(U.N.) Human Rights Council on states and territories that deserve investigation and condemnation for their widespread violations.

Based on 2008 events, the 2009 report, released in conjunction with the U.N. Human Rights Council’s 10th session in March 2009, profiled 17 countries and four territories drawn from the 42 countries and nine territories considered to be not free and whose citizens endure

systematic and pervasive human rights violations. Meanwhile, the fundamental violations of rights presented in the report are all the more alarming because they stand in sharp contrast to the significant expansion of human liberty over the last three decades, including an increase in multiparty elections and the rights of minorities, as well as a growing application of the rule of law.

**Gender Matters**  
Women’s rights, especially in the Middle East and North Africa, are also on Freedom House’s agenda.

## In Focus Tackles Weighty Global Issues

**C**ECHE continues to analyze and disseminate the latest information on key health and lifestyle issues through its *In Focus* series. Launched in late 2006, the online publication encompasses comprehensive articles on major public health topics by leading authorities, often accompanied by an interview with an expert. It is circulated to an e-mail list-serv database of more than 3,000 subscribers, who are health professionals and policy-makers in approximately 50 countries.

*In Focus* is featured on CECHE's Web site, [www.ceche.org](http://www.ceche.org/publications/infocus/fall2007/index.html), and on its own site, <http://www.ceche.org/publications/infocus/fall2007/index.html>.

Most recently, in the summer 2010 issue, *In Focus* looked at genetically engineered (GE) crops, their worldwide proliferation, regulation, and purported benefits and risks. Lead author Gregory Jaffe presented an overview of GE crop development, prevalence, incentives and regulatory issues, with a primary focus on the United States, while a secondary article looked at the global situation and debate surrounding GE foods. Dr. Norman Ellstrand added insights on the possible environmental risks of transgenic crops; U.S. food safety reform, and CECHE's involvement in it, was also discussed.

The winter 2009 installment of *In Focus* was devoted to the 2009 Family Smoking Prevention and Tobacco Control Act, unprecedented congressional legislation passed in June 2009 that gives the FDA broad authority for tobacco regulation. India's national ban on smoking in public places also was addressed in conjunction with CECHE's anti-tobacco programs in South India, as was a connection between smoking and flu risk.

The summer 2009 *In Focus* addressed the global obesity epidemic, spotlighting the particularly dire plight of developing and newly affluent nations like India and China, the heavy costs associated with obesity, and programs, partnerships and actions that could make a difference. The issue also discussed a *New England Journal of Medicine* study that found a strong link between social networks and obesity's rapid spread, and addressed CECHE's efforts to improve global health.

The summer 2008 *In Focus* highlighted UNICEF's landmark report, "The State of the World's Children 2008," which examines the status of child survival and primary health care for children across the globe, with a strong emphasis on trends in child mortality. Included was a Q&A with Dr. Peter Salama, UNICEF's chief of health and associate director of the group's Programme Division in New York.

The spring 2008 issue of *In Focus* featured the World Anti-tobacco Atlas of 2006, which is published by the American Cancer Society and disseminated globally. Lead author Judith Mackay presented a summary of the major issues in the atlas and hosted a Q&A. CECHE's anti-tobacco programs were also summarized in this edition.



**Major Issues**  
CECHE's *In Focus* publications provide in-depth coverage of hot global topics.

## National Food Day Proposed for Fall 2011

**B**uilding on grassroots, government and media interest concerning the environment and food, CECHE is partnering with the Center for Science in the Public Interest (CSPI) to sponsor National Food Day in October 2011.

Proposed in 2010, this initiative has its roots in April 1975, 1976 and 1977, when CSPI successfully sponsored three national Food Day events. These first Food Days focused on nutrition, agribusiness and hunger, with thousands of activities taking place across the country, including: food tastings; teach-ins; the publication of a primer for organizers and the public; a PBS television special; a gathering in New York's Central Park with folk singer Pete Seeger; and a buffet dinner at the White House – all accompanied by major local and national publicity.

Another National Food Day in fall 2011 would capitalize on the strength of national and local organizations and public officials striving to spur healthier diets, conscientious food production, and the passage of new laws and regulations. In addition, the initiative would once again involve and educate millions of people, and help build a foundation for future activities at the local and national levels, including the formation of new groups and coalitions.

National Food Day 2011 would be coordinated by CSPI as part of its 40th anniversary celebration. Other national groups with related missions might serve as co-sponsors; and hundreds more organizations across the country would be encouraged to participate in the initiative. An advisory board of experts and luminaries (members of Congress, academics, advocates, authors, entertainers) would give credibility to the venture and help publicize it. Funding would come from philanthropic foundations and individuals, the sponsoring organizations, and possibly from the sale of collateral materials. Governments at different levels also will be encouraged to publicize and organize activities, and congressional committees could hold hearings in their areas of jurisdiction. In addition, the National Food Day organization would encourage companies (supermarkets, food producers, publishers) to mount activities, but would not accept industry funding. The main Food Day office in Washington, D.C. would organize national events and stimulate local ones by appointing and perhaps helping fund coordinators in major cities.

Although the initiative is called Food “Day,” many events would continue over a week. And maybe, if National Food Day is successful enough in educating the general public and influencing national food policies and corporate practices, it will become an annual event, like Earth Day!



### Food USA

National Food Day 2011 is expected to mobilize hundreds of groups to help promote healthier diets, more rigorous food production and new food laws.

# PARTNERS IN ACTION

**C**ECHE 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 two decades.

## **BULGARIA**

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National Center of Hygiene & Medical Ecology, Sofia

## **CANADA**

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Nutrition Res. Div., Health & Welfare Canada, Ottawa  
University of Western Ontario, London

## **CROATIA**

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Rebro Clinical Hospital, Zagreb  
Ruder Boskovic Institute, Zagreb

## **CZECH REPUBLIC**

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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**

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WHO, Regional European Bureau, Copenhagen

## **GREECE**

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Athens School of Hygiene, Athens

## **HUNGARY**

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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**

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INDCARE, New Delhi  
Lady Irwin College, New Delhi  
Ministry of Health Services, Family Welfare, Gov't of Punjab  
Roshni, Pattur, South India  
Society for Service to Voluntary Agencies, New Delhi  
Technical Teacher's Training Institute, Chandigarh

## **POLAND**

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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**

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

## **RUSSIA**

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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**

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

## **SWITZERLAND**

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

## **UNITED KINGDOM**

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Central European Media Enterprises, Ltd., London  
Skyscraper Productions, London  
World Cancer Research Fund, London

## **UNITED STATES**

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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 Chap., Washington DC  
Cancer Research Center of Hawaii, Honolulu  
Capital Systems Group, Inc., Rockville, MD  
Cardiovascular Research Institute, UCSF, 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 Univ. Child Development Ctr., Wash., 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  
Nat'l 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 Dpt., New York, NY  
School of Public Health, Univ. of Mass., Amherst  
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, PA  
University of the District of Columbia, Washington, DC  
US Agency for Internat'l Development, Washington, DC  
US Chamber of Commerce-CIPE, Washington, DC  
US Dpt. of Health & Human Services, Washington, DC  
US Environmental Protection Agency, Washington, DC  
World Federation of Public Health Assns., Wash., DC  
World Learning, Inc., Washington, DC

# FINANCIAL SUPPORT

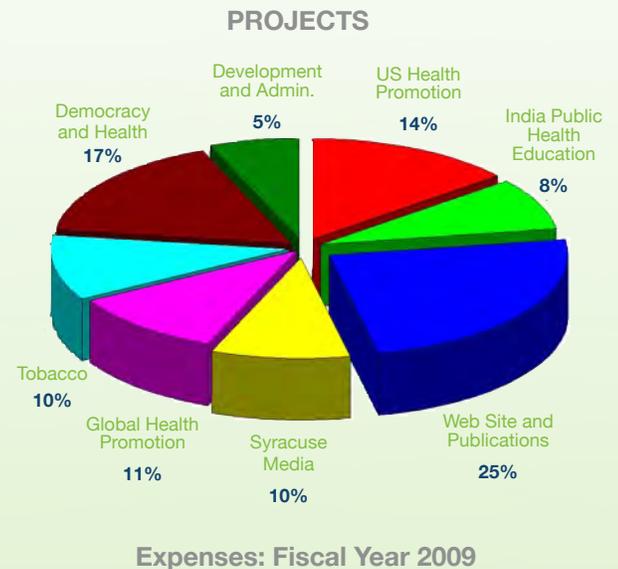
**S**ince 1990, CECHE's efforts have been made possible by support from the following organizations and individuals:

- **American Cancer Society** – Atlanta, Georgia
- **American Heart Association** – Dallas, Texas
- **Agency for International Development** – Through 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 & Council Members and Friends** – United States, Europe, Asia
- **Central European Development Corporation** – New York, New York
- **DC Department of Health; Addiction Prevention & Recovery Admin.** – 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
- **U.S. Environmental Protection Agency** – Washington, DC
- **W.K. Kellogg Foundation** – Battle Creek, Michigan
- **World Bank, InfoDev Trust Fund** – Washington, DC

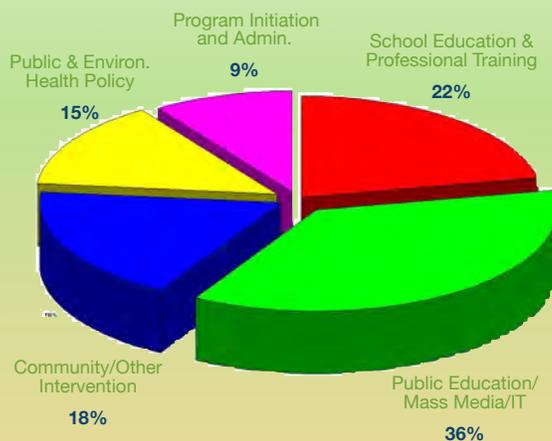
# FINANCIAL POSITION

## BALANCE SHEET

	Dec. 31, 2009	Dec. 31, 2008
<b>Current Assets</b>		
Cash and Investments	\$338,313	\$368,704
Grants Receivable & Advances	0	0
Pledges Receivable	0	0
<b>Total Current Assets</b>	\$338,313	\$368,704
<b>Fixed Assets</b>		
Furniture & Equipment	\$14,850	\$14,850
Less: Accumulated Depreciation	(14,850)	(14,850)
<b>Net Fixed Assets</b>	—	—
<b>Total Assets</b>	<b>\$338,313</b>	<b>\$368,704</b>
<b>Liabilities and Net Assets</b>		
<b>Unrestricted Assets</b>		
<b>Temporarily Restricted Assets</b>		
Accounts Payable	0	0
<b>Total Liabilities and Net Assets</b>	<b>\$338,313</b>	<b>\$368,704</b>



## PROGRAM ACTIVITY



**Expenses: Fiscal Year 2009**

## INCOME STATEMENT

	Dec. 31, 2009	Dec. 31, 2008
<b>Unrestricted Income</b>		
Contributions and Grants	\$31,983	\$66,464
In-Kind Income	91,592	55,400
Investment Income	8,446	25,694
<b>Subtotal, Unrestricted Income</b>	<b>\$132,021</b>	<b>\$147,558</b>
<b>Temporarily Restricted Income</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Income</b>	<b>\$132,021</b>	<b>\$147,558</b>
<b>Program Expenses</b>		
Program Expenses	\$91,986	\$120,992
In-Kind Expenses	91,592	55,400
Management and General	4,752	6,676
Fund Raising	603	847
<b>Total Expenses</b>	<b>\$188,933</b>	<b>\$183,915</b>
<b>Net Assets, Beginning of Year</b>		
Unrestricted	\$368,704	\$545,828
Temporarily Restricted	0	0
<b>Change in Net Assets</b>	<b>(\$56,912)</b>	<b>(\$36,357)</b>
<b>Net Assets, End of Year</b>		
Unrestricted	\$338,313	\$368,704
Temporarily Restricted	0	0

# FINANCIAL NOTES

## 1. Description of the Organization

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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

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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 the actions of CECHE.

CECHE values its **investments** in accordance with the FASB Statement No. 157, which uses a framework for measuring fair value and a hierarchy for prioritizing inputs to measure fair value. Inputs are classified into three levels. All of CECHE's investments are valued using Level 1 inputs, and at current market values at December 31, 2009 consisted of mutual funds and stocks and securities worth \$129,687.

## 3. Benefits and Related Party Transactions

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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 years ended December 31, 2009 and 2008, CECHE received \$44,500 and \$55,410 respectively in cash and in-kind contributions from its officers and directors.

CECHE entered into a rental agreement for office space in April 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 & STAFF

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

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## BOARD OF DIRECTORS

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**Sushma Palmer, D.Sc. (Chair)**

President  
CECHE  
Washington, DC

**Ambassador Mark Palmer  
(Vice Chair)**

President and Chief Executive Officer  
Capital Development Company  
Washington, DC

**Leonard Silverstein, Esq. (Director)**

Silverstein and Mullens, PLLC  
Washington, DC

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## CECHE COUNCIL

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**Thomas Detre, MD**

Executive Vice President, International  
and Academic Programs  
Director, International Medical Affairs  
University of Pittsburgh  
Pittsburgh, Pennsylvania

**Stephen Gehlbach, MD**

Dean, School of Public Health  
University of Massachusetts  
Amherst, Massachusetts

**Bernard Goldstein, MD**

Director, Dept. of Environmental and  
Community Medicine  
Robert Wood Johnson Medical School  
Piscataway, New Jersey

**Richard Havel, MD**

Cardiovascular Research Institute  
University of California, San Francisco

**Leon E. Irish, JD**

President  
International Center for Civil Society Law  
School of Law, Catholic Univ. of America  
Washington, DC

**Laurence Kolonel, MD**

Deputy Director  
Cancer Research Center of Hawaii  
Honolulu, Hawaii

**Phyllis Magrab, Ph.D.**

Director, Child Development Center  
Georgetown University  
Washington, DC

**Antonia Trichopoulou, MD**

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

**Alexander Balin, MD**

Copsa Mica Hospital  
Row City, Romania

**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

**Mihaly Kokeny, Ph.D.**

Parliamentary Secretary of State  
Hungarian Ministry of Welfare  
Budapest, Hungary

**Vladimir Levshin, MD**

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

**Peter Makara, Ph.D.**

Director, Hungarian National Institute for  
Health Promotion  
Budapest, Hungary

**Rudolf Poledne, Ph.D.**

Associate Professor of Biochemistry  
Inst. for Clinical and Experimental Medicine  
Prague, Czech Republic

**Nikolay Rizov, Ph.D.**

Associate Professor, National Center of  
Hygiene and Medical Ecology  
Sofia, Bulgaria

**Sushma Sharma, Ph.D.**

Lecturer, Lady Irwin College  
New Delhi, India

**Zofia Slonska, MD**

Deputy Head, Health Promotion Dept.  
National Institute of Cardiology  
Warsaw, Poland

**David Zaridze, MD**

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

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## STAFF & CONSULTANTS

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**Dr. Sushma Palmer**

Program Director

**Kathy Lewis**

Administrative & Publications  
Consultant

**Valeska Stupak**

Editorial & Design Consultant

**Fiona Chew**

Syracuse University  
Communications Consultant

**Balagan Arumugaswamy**

CPA, Consultant

**Shiraz Mahyera**

Volunteer Systems Manager

**Daniel Hollingsworth**

Web Site Consultant



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Health and the Environment**

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Email: [ceche@comcast.net](mailto:ceche@comcast.net)

Web site: <http://www.ceche.org>