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.
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., CECH 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, CECH 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 years; but we know that there is still much to be done. CECH 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
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.

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
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 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 Nyzney 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.
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.

Nutrition Scholarships at UDC Enable Enrollment, Retention

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.

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.

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.
Obesity 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, 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.
ECHE works with its partners to support people around the world striving for human rights and democracy. In 2003, it backed the publication of ECHE 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, ECHE assistance enabled Freedom House, America’s oldest global human rights organization, to launch a program focused on China. In 2007, ECHE 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 ECHE’s Web site and the handbook’s own interactive 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, ECHE 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
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 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.
In Focus Tackles Weighty Global Issues

CECHE 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.


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 CECEHE’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 CECEHE’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 CECEHE’s efforts to improve global health.

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The summe 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. CECEHE’s anti-tobacco programs were also summarized in this edition.
Building 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!
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 two decades.

**BULGARIA**
National Center of Hygiene & Medical Ecology, Sofia

**CANADA**
Nutrition Res. Div., Health & Welfare 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

**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, Gov’t of Punjab
Roshni, Pattur, South India
Society for Service to Voluntary Agencies, New Delhi
Technical Teacher’s Training Institute, Chandigarh

**DENMARK**
WHO, Regional European Bureau, Copenhagen

**GREECE**
Athens School of Hygiene, Athens

**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

UNITED KINGDOM
Central European Media Enterprises, Ltd., 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 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
National Heart, Blood & Lung Institute, NIH, Bethesda, MD
NBC/PKO Television Ltd., New York, NY
New York Academy of Medicine, 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
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 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
BALANCE SHEET


Current Assets
- Cash and Investments $338,313  $368,704
- Grants Receivable & Advances 0 0
- Pledges Receivable 0 0
Total Current Assets $338,313  $368,704

Fixed Assets
- Furniture & Equipment $14,850  $14,850
Less: Accumulated Depreciation (14,850) (14,850)
Net Fixed Assets – –

Total Assets $338,313  $368,704

Liabilities and Net Assets

Unrestricted Assets $338,313  $368,704
Temporarily Restricted Assets 0 0
Total Liabilities and Net Assets $338,313  $368,704

PROJECTS

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<th>Project</th>
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<tbody>
<tr>
<td>Democracy and Health</td>
<td>17%</td>
</tr>
<tr>
<td>Development and Admin.</td>
<td>5%</td>
</tr>
<tr>
<td>US Health Promotion</td>
<td>14%</td>
</tr>
<tr>
<td>India Public Health Education</td>
<td>8%</td>
</tr>
<tr>
<td>Web Site and Publications</td>
<td>25%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>10%</td>
</tr>
<tr>
<td>Global Health Promotion</td>
<td>11%</td>
</tr>
<tr>
<td>Syracuse Media</td>
<td>10%</td>
</tr>
</tbody>
</table>

INCOME STATEMENT


Unrestricted Income
- Contributions and Grants $31,983  $66,464
- In-Kind Income 91,592  55,400
- Investment Income 8,446  25,694
Subtotal, Unrestricted Income $132,021 $147,558
Temporarily Restricted Income 0 0
Total Income $132,021 $147,558

Program Expenses
- Program Expenses $91,986 $120,992
- In-Kind Expenses 91,592 55,400
- Management and General 4,752 6,676
- Fund Raising 603 847
Total Expenses $188,933 $183,915

Net Assets, Beginning of Year $368,704 $345,828
- Unrestricted 368,704 345,828
- Temporarily Restricted 0 0
Change in Net Assets ($36,912) ($36,357)
Net Assets, End of Year $338,313 $368,704
- Unrestricted $338,313 $368,704
- Temporarily Restricted 0 0

Expenses: Fiscal Year 2009

Program Activity
- Public & Environ. Health Policy 15%
- Program Initiation and Admin. 9%
- School Education & Professional Training 22%
- Community/Other Intervention 18%
- Public Education/Mass Media/IT 36%
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 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

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

**BOARD OF DIRECTORS**

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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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