



AMDA

NEWSLETTER

THE ASSOCIATION OF MEDICAL DOCTORS FOR ASIA

AMDA INTERNATIONAL

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DR. SHIGERU SUGANAMI

AMDA AS AN INFLUENTIAL NGO



Dr. Shigeru Suganami

The President of AMDA

NGO's activities must be carried out like a mission. In older days the concept of mission was belonging to religious activity. Only missionaries were involved in the missions. But, in the present days we must relate the concept of mission with ordinary people also. Ordinary people mean those who have jobs who have families who have their own problems and limitations to act in the pure concept of mission of older days. AMDA challenges the concept of mission and makes it accessible to ordinary people.

AMDA members have their own life in each country and have to contribute to their society as medical doctors. But, AMDA has

a responsibility to contribute to international medical service besides its ordinary activities. It becomes like an accumulation of one percent of ability of all its members. It is very difficult to expect the contribution of one hundred percent ability of each doctor for a mission. Accumulation of small power of every member has a possibility to become a great activity as a mission.

First of all AMDA members have to grow up to contribute to their society through their specialities. Then the AMDA members can share the **knowledge experience and wisdom** as a result. We can then propose international projects with the background of the above three qualities. AMDA is now in the development of accumulating each member's knowledge, experience and wisdom. There are a lot of varieties among the members including knowledge, experience, wisdom and of course, age. We don't aspire for the perfect activity as a mission.

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AMDA NEWSLETTER

A MONTHLY PUBLICATION OF THE ASSOCIATION OF MEDICAL DOCTORS FOR ASIA

PURPOSES

1. To publish information about AMDA activities.
2. To provide a medium of communication among AMDA members.
3. To be a forum for AMDA members to express ideas and comments.
4. To publish articles about health care and community development

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EDITORIAL



Miss Praphai Lily Piravej

It is said that a large proportion of our present public services all over the world are provided by the non-governmental (non-profit) organizations or NGOs. With their less complicated internal structures, and thus more flexible and versatile nature, NGOs possess many advantages over governmental and business organizations in contact with people at the community level. Nowadays, even governmental or influential international organizations have tried to increase their cooperation with NGOs. This, undoubtedly, is a proof that NGOs have gained wider recognition of their roles in the society.

AMDA has been established as an NGOs for nearly 6 years. During these formative years, we have become more and more aware of our own

potential and role in the society. Actually, many initial projects have been successfully carried out and we are entering another stage of maturation. It is a good opportunity to review our status as an NGOs so that we can effectively plan our future.

In this issue of the AMDA Newsletter, we devoted most of our space to the discussion of this topic. Dr. Suganami, the president of AMDA, opened the discussion with his heartfelt opinion about the root and future of AMDA. Mr. Noraseth Pathmanand, the Past President of Rotary Club-Bangrak, Thailand, presented his experience as a member of another well known NGO. Mr. Somkiat Sukdheva, the First Vice President of the Thai Farmer Bank, one of the major fund contributors to NGOs in Thailand, also gave his brief view. Then, Dr. Nipit Piravej, representing senior AMDA members, expressed his idea about the role of NGOs in the society. The announcement of the new AMDA educational programme may be viewed as part of the conclusions as it exemplifies AMDA effort to systematize its future activities.

The Assistant Editor

We should start any project with the agreement of members who have challenging mind in turn. As my idea goes, I think the following projects are possible for AMDA at the current situation for achieving the goal "better medicine for a better future" in Asia.

They are.

1. Educational programs.
2. Asian medical network.
3. Development of traditional medicine as important medical resource.

"When we expect the best, it may be called a dream and may not be practical, but when we expect the better, it becomes realistic and practical"

AMDA INTERVIEW

MR. NORASETH PATHMANAND



Mr. Noraseth Pathmanand,
Past President of The Rotary Club of Bangrak, Thailand and the Managing Director of The Sinovest Enterprises Limited.

AMDA : May we ask why you are interested in and personally involved with the Rotary Club?

Mr. Noraseth : I first became interested in Rotary in 1984. I was invited to become a member of a newly formed Rotary Club, the Rotary Club of Bangrak. At that time, although I was quite satisfied with my business success to date, there was something missing, namely the chance to actively participate in activities that could benefit Thai society.

I can say with certainty that my spouse was of significant influence in my decision, as she is a pediatrician at the Chulalongkorn University Medical School. At any rate, I saw in Rotary an opportunity to do something beneficial for Thai society, with a longer range potential for world benefits through Rotary's objective.

Q. How long have you been with the Rotary Club?

A. I have been a Rotarian since 1984, or about 5 years. I was a charter member of the Rotary Club of Bangrak, which is in District 335, Rotary International. District 335 covers the area of Thailand bordered by Uthaitani in the North down to the southern border of Thailand. We have nearly 70 Rotary clubs in this district. There are over 120 Rotary Clubs in Thailand with over 3,000 Rotarians.

In the world today there are over 1 million Rotarians in over 24,000 Rotary Clubs in 165 countries and geographic regions.

Q. What are the main objectives of your organization?

A. The Objective of Rotary reflects Rotary's "golden rule", which is to encourage and foster the **Ideal of Service** as a basis of worthy enterprise." The primary Rotary motto is "Service Above Self". The objective of Rotary is four-fold.

- * The development of acquaintance as an opportunity for service;

- * High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

- * The application of the Ideal of Service by every Rotarian to his personal, business and community life;

- * The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional people united in the Ideal of Service.

"Although I was quite satisfied with my business success to date, there was something missing, namely the chance to actively participate in activities that could benefit Thai society."

Q. Since Rotary Club is a non-governmental organization (NGO), as a member of an NGO, what do you think is the most important role of an NGO in the society?

A. I find this a somewhat difficult question to answer. There are many types of NGOs with varying objectives and goals. I feel more comfortable stating the most important role of NGOs that are oriented toward serving society on a large scale, like Rotary International. Of course I am not trying to degredate the role of smaller NGOs, but I do not think that comparing, say, IBM and a local computer clone distributor serves any real purpose either. They are both selling computers, but the scopes are vastly different and the larger is more inclined to have spare resources for serving society. Thus in the context of large scope NGOs, their most important function is to both mobilize and effectively use their resources, including funds raised and donations to forward their goals and objectives.

"NGOs can succeed only by maintaining a viable, enthusiastic membership of people who are dedicated to the objectives and goals"

Q. How do you view the relationship between governmental organizations and your organization?

A. What the relations should be and what they are do not always coincide. However, from being actively involved in some large scale Rotary projects that involve various Ministries in the Royal Thai Government, I have found that governmental organizations are usually eager to have effective coordination and they cooperate well. For example, Rotary International has pledged to eradicate polio-myelitis from the earth by the year 2005, which is the 100th anniversary of the founding of Rotary International. To accomplish this mammoth task will require providing enough polio vaccine for over 400,000,000 children. The estimated cost of this project is US\$120,000,000. To date Rotary has received pledges of over US\$250,000,000 and has collected over US\$160,000,000. Thailand will be receiving over US\$1,000,000 for vaccine and social mobilization (the effort to promote the awareness of the need for immunization). When the Ministry of Public Health requires additional vaccine, they order it through the United Nations Children's Fund (UNICEF). UNICEF orders the vaccine and so advises Rotary International, who, through its Rotary Foundation, pays for the vaccine. Our objective is to make Thailand Polio-free by 1982.

In another example, we have done a number of projects that provide clean water wells, tanks and canals for villages in many provinces.

Going back to larger scale projects, Thailand is the site of a world pilot project on Literacy in the four northeast provinces of Surin, Buriram, Srisaket and Chaiyaphum. This US\$680,000 5 year project involves an improved method for teaching the Thai language to children who would otherwise grow up speaking Khmer, Suay or Lao.

Q. What do you think is (are) the key(s) to the success of an NGO?

A. NGOs can succeed only by maintaining a viable, enthusiastic membership of people who are dedicated to the objectives and goals, whether they be for national development, or, in the case of Rotary to the Ideal of Service. Of course the objectives the organization must be such that they attract these dedicated people. Having a well defined program and administrative organization are other significant factors in a successful NGO. Rotary International defines itself as an association of Rotary Clubs. The clubs are freely grouped together under the Rotary International umbrella, and each club agrees to conform to the spirit and provisions of the standard Rotary Club Constitution and By-Laws. However, each club is free to develop its own projects and programs around what we call the 4 avenues of service, namely, Club Service, Community Service, Vocational Service and International Service, that best answer the needs of their communities. Over the years there has been no attempt to create a single Rotary International "corporate image". This has been another source of Rotary's strength, for it permits worldwide diversity within an overall unit. It minimizes the potential for conflict and maximizes the thrust toward harmony among clubs and Rotarians of different nations and cultures.

"Fund raising takes effort. It takes a combination of salesmanship and total dedication of the cause for which you are seeking funds."

Q. Most NGOs may have good ideas, great devotion, and competent technical know-how, but lack financial support. Could you give me some suggestions how to solve this problem?

A. I believe that finding sources of financial support is an eternal problem for any non-profit organization.

You might find it quite amazing that in an organization, if everyone does just a little bit, funds can be found for many projects and programs. It is a business axiom that 80% of a company's products are purchased by 20% of its customers. If an NGO has 20% of the people doing 80% of the work, it can be successful in fund raising. It is much more effective when there are 80% of the people doing 80% of the work, of course.

Fund raising takes effort. It takes a combination of salesmanship and total dedication to the cause for which you are seeking funds. It is somewhat easier when the cause is a popular cause or one that stimulates the sources of funds as well as the membership of the organization. So we come again to the key word "people". If you combine the stimulation of the people concerned with a cause they respect, and you have the people with the salesmanship and creative initiative, you can find sources of funding. In other cases it takes money to generate money and the membership must be willing to contribute, either in terms of time and effort or in terms of capital, so that the target sector for fund raising can be made aware of what you are trying to achieve. After all, you have to make people believe in your cause. If you are dedicated and believe what you are doing is for the good of society, you should be confident that others will also. And some of those will become your donors..... and perhaps your members and future fund raisers.

MR. SOMKIAT SUKDHEVA



Mr. Somkiat Sukdheva,
the First Vice President
of the Thai Farmer Bank
Thailand.

AMDA : Since the Thai Farmers Bank has given a lot of donation to various organizations annually, what kind of projects or activities in what fields that your company is particularly interested in at present?

Mr. Somkiat : At present, our organization is interested in a wide range of activities particularly in Education, Arts, Social Activities and National Defense.

Q. What is your personal view about the role of a non-governmental organization (NGO) in general?

A. I appreciate that there are such organizations as non-governmental organizations willing to give their efforts to help develop our society without seeking profits or any benefits for their own and our society will be certainly better off from those contributions.

Q. Comparing to the governmental organization, do you believe that NGOs can really achieve something of real impact to the society? and Why?

A. Unlike governmental organizations, non-governmental organizations don't have their own financial support to run their operations. To accomplish their objectives, non-governmental organizations certainly need outside supporters to help fund their projects. With sufficient financial support and also widely supporters from various groups of people. I do believe that non-governmental organizations will be able to make significant impact to the society.

*"..... to support a certain project,
A project is evaluated on the extent it would
contribute to the immediate need of society."*

Q. To sponsor a certain project, if you have to choose between a governmental organization and an NGO, do you always place priority on the governmental organization?

A. In deciding to support a certain project, we do not prefer a governmental organization over an non-governmental organization, or the other way around. A project is evaluated on the extent it would contribute to the immediate need of society. As of present, we consider education and environment preservation to be crucial to Thailand. We would, therefore, be willing to make donation to any organizations, governmental or non-governmental organization, providing he proposed projects are mainly for education or environment preservation.

Q. What is (are) the most important characteristic(s) of an NGO that you will look into when you are considering to give sponsor to its projects?

A. We usually consider supporting non-governmental organizations with good reputation and whose past projects proved to be valuable to society as a whole, not only to any particular group.

DR. NIPIT PIRAVEJ



Dr. Nipit Piravej, M.D.,
AMDA Thailand.

AMDA : What is the position of NGOs in the Society?

Dr. Nipit : NGOs belong to one of the 3 main categories of social service sectors. As we know, man is a social animal. When we gather to form a community, we naturally impose the responsibility for our own

well being to the so called public service sectors. They are the governmental, the business and the non-governmental (non-profit) sectors. The need of the society can never be fulfilled only by any one of these basic sectors. So the importance of an NGO is never inferior to a governmental or business organization.

"The success is quite natural if the administrators of that NGO are able to match the interests of their members to the interests of the society."

Q. What is the basic difference of NGOs from other social service organizations?

A. I would answer this question by pointing out the basic constraint that bind the other two social sectors. The governmental sector operates only at the expense of taxpayers and is highly subjected to political bias. The business sector provides services only in the exchange of profit. The non-governmental (non-profit) sector on the other hand, works on voluntary action, that is, it functions under some kind of expectation of psychic benefits or commitment to some value, ideal or common interests.

"The next step should be the consolidation of our resources and effort into action"

Q. As one of the executives of AMDA, what do you perceive as the most important thing to the success of the association?

A. I believe the success of any NGO, not only AMDA, depends so critically on the management of the organization. Since an NGO works basically

on the voluntary action of its members with an aim to achieve certain benefits for the society, we can see clearly that there are 2 main components in this system. One is the members of the NGO and the other is the society. The success is quite natural if the administrators of that NGO are able to match the interests of their members to the interests of the society. To make a "good match" needs a lot of effort and managerial skills. Apart from this, I think there are still other points that the administrators should not neglect as well. They are :

- Focus on the real purpose of the organization.
- Better utilization of the scarce resources.
- Reduce all waste effort and "keep busy" activities.
- Enhance the ability to secure more funding
- Acquire a better ability to show the organization's accomplishment.

Q. How do you view the future of AMDA?

A. In my opinion, AMDA has already possessed all what an NGO want to have. AMDA has good leaders, dynamic members and powerful supporters. The next step should be the consolidation of our resources and effort into action that will finally be beneficial to the people.

ANNOUNCEMENT

Dr. Shigeru Suyawami

Educational Programs and Field Studies for Medical Students and Doctors



The executive committee of AMDA International would like to request AMDA Regional Coordinators, AMDA members and supporters to propose some interesting educational programs which can be participated by the medical students and the doctors.

The programs may be designed in such a manner that they will not only highlight the medical service system of the concerned countries but also will give an opportunity

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for the attendants to experience the culture and life style of the host nations. This will no doubt be a good chance for others to visit many countries of their choices along with gaining knowledge of medical field in the area of their interest. For youngsters it will be more appealing to integrate pleasure with study then only studying will become a pleasure.

step 1. All regional coordinators are requested to prepare some study programs and/or field studies with the details of the content of the course, places of visit duration, cost and any other necessary information. Including the photographs or maps will be highly appreciated as this will help the interested members to decide which field study they should select.

step 2. After receiving the field study plans from all the regional coordinators they will be printed in the form of a pamphlet.

step 3. The pamphlet which contains information of all the field study plans in the form of menu cards will be distributed to all member countries. They will be circulated among all the AMDA members and AMSA leaders, as widely as possible.

step 4. Those who are interested to take part in the field studies will apply to the regional coordinators of their countries mentioning their choice of participation, selecting them from the menu cards. Participation in the field study is open for all the members of AMDA and AMSA. Those who wish to join AMDA/AMSA may also apply.

step 5. These applications are collected in each country and they will be forwarded to the leaders of the host nations and the field studies will be conducted accordingly.

In the past, there was always very good response for field studies. Therefore now, it is planned to conduct it in a more organized way for which we request the active participation of all AMDA members & supporters.

To summarize the benefits.

1. NGOs (non governmental organizations) must have the abilities of Education, Research and Technology for their successful growth and contribution to the society. AMDA, as an NGO should also work in these areas and it should realize its goal "Better Medicine For A Better Future".

2. Field studies and Education programs of the sort as mentioned above are very much necessary for developing a strong mutual understanding.

3. Many AMDA member nations are already doing different activities and are possessing advanced and good experience, knowledge and wisdom.

4. It is necessary for AMDA and AMSA members to take this knowledge and carry it to their nations for contributing to their society.

5. Holding such a program will help to project one of the Educational Activities of AMDA to the external world. At the same time, it will also show the capabilities and activities of the host countries, in the sense, what kind of field study or educational program they can organize.

MEMBERS' CORNER

Dr. Lynn Panganiban



Hello! I'm Lynn. I have just finished my residency from the Department of Family Medicine at the Philippine General Hospital. I'm presently the Chief Resident at the same department. I recently became active with AMDA with the

workshop of the Health for the Youth and I feel that being part of the organization has provided me with opportunities for personal growth, in terms of, experience in planning a workshop and exposure to various personalites and other medical consultants. I'm planning to go to the August convention at Osaka. I'm presently involved with the paper on Labor and Health. See you!

Dr.Lynn Panganitan 47 East Capitol Drive Bo. Kapitolyo Subd. Pasig MetroManila. Philippines.

Mr. Supachai na Pombejr

CSD GOES NATIONAL ON THAI MAJOR MEDIA NETWORKS



Mr. Supachai na Pombejr is the information officer of UNICEF EAST ASIA and Pakistan Regional Office, Bangkok, since 1973. He has been former BBC Programme Staff (1968-1973), London, and writer-editor "Seriparb" magazine, USIS, Bangkok.

UNICEF has been for the past 5 years supporting the mass media institutions and NGOs in Thailand in the strengthening of advocacy and communication component as well as the media institutions' capabilities in the country's national development of advocacy programmes, particularly in the social sector.

Since 1984, a series of seminars and training workshops on CSD for the mass media operators at regional and provincial levels have been conducted by the Press Foundation of Asia, Press Development Institute of Thailand and UNICEF, with the professional and technical supports from CSD experts mainly, from the Ministries of Public Health, Education, Interior, Agriculture, the media and the Mass Communications Departments of Thailand's regional universities in Chiang Mai (North), Khon Kaen (Northeast) and Songkhla (South), respectively.

The Royal Thai Government has in its present 5-year National Development Plan (1987-1991) clearly

Presently, Thailand's high literacy rate and the availability of audio visual equipment and supplies, together with the modern facilities of communications networks, the "hardwares" are fully adequate and nation-wide in all media channels -- print, radio and television. While the child survival and development (CSD) knowledge and services of the professionals at major ministries and institutions are also readily available, the "software" -- messages and contents -- are however inadequate by most of the mass media branches.

specified the important and significant role in social and economic development of the nation's advocacy and communication machinery, particularly, the Public Relations Department and the Mass Communication Organization of Thailand, under the administrative leadership of the Prime Minister's Office.

Starting this year, programme communication projects, namely "Mass Media Support To Family & Child Development" and "Community-Based Programme Communication for CSD", the on-going media cooperation of UNICEF, regional universities, and the Public Relations Department will now be expanded, for the first time, to include officially the nation-wide networks of the Public Relations Department, Mass Communication Organization of Thailand, Ministries & Universities' radio stations and the Armed Forces' radio and television facilities for concrete actions to improve the situation of Thai children -- first and foremost child survival, protection and development.

Through these projects, UNICEF will help upgrading professional skill of radio programme producers in the North, Northeast, South and Bangkok Metropolitan Administration as regards to training & production of radio scripts on CSD.

The 5-year project will train over two hundred radio & TV producers and scriptwriters from all radio networks of PRD, MCOT, Ministries & Universities, and the Armed Forces in the North, Northeast and South; as well as some from the Bangkok in skills and knowledge for radio programme production on CSD.

The project will produce 156 specific CSD radio programmes each year for the next five years in the 3 region for hill tribal and Thai-Muslim communities in dialects by Radio Thailand (AM); and the radio & TV series for the underserved urban population (nation-wide) by Chiang Mai, Khon Kaen and Songkhla Universities' Radio Stations (FM) and nation-wide radio-TV networks. The project plans also to provide radio scripts on a monthly basis to some 200 radio stations in the Kingdom.