



PUBLIC RELATIONS STRATEGIES AND METHODS IN 1960-80'S TURKEY: FAMILY PLANNING MOVEMENT*

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Abstract

This study focuses on Turkey's PR history and tries to explain how public relations was used with the scope of health socialization. In this context, the study aims to discuss the impact of public relations practices on health issues based on controlling the population growth and contributing to economic development and to trace public relations which is thought to play an effective role in these achievements as a socialization tool in the family planning activities which were conducted in the years 1960-1980. The significance of this study is that it offers new insights into the better understanding of Turkey's PR history and therefore contributes to the development of public relations education in Turkey.

Keywords: Public Relations History; Turkey; Health Socialization; Family Planning, Public Health.

1. Introduction

In The Republic of Turkey, which was founded in 23 October 1923 as a secular democracy, planned public relations activities date back to 1960's. Although various activities that were conducted between 1923-1960 can be defined and classified as public relations work, it will be more accurate to say that public relations activities in Turkey start to develop in 60's. First public relations efforts were exercised first in the public field in 1960s as a planned action and in the form of management function. Public relations activities of public organizations started with the formation of the press offices (Asna, 1969). The 1961 Constitution has an important role in Turkey in the development of public relations. With this constitution, the codetermination of people, unionization as a way of demanding rights, and legal regulations for enhancing communication between people and government was put in execution. This situation nourished both public and private organizations in a serious way (Erdogan, 2006, p. 113). Many activities practiced in this period were not mentioned in the public relations literature owing to the lack of field literature and research.

Practicing health services in a western and contemporary way was one of the main missions of the government in the first years of the Republic during the modernization. There was no population growth in the 1920s and 1930s Turkey, due to high birth rates and low death rates caused by immigrations and effects of wars. In the 1940s and 1960s it was realized that birth rates were rising and death rates were falling. These years stood out heavily as having efficient public health services and struggle against epidemic thanks to the development in the medical technologies (Peker, 2009). However, this mentioned period has brought about new problem areas such as production-consumption inadequacy in rural areas and increase in immigration tendency among rural population. This new condition required new measures to be taken and new regulations to be made. In this period, the first systematical public relations campaign was conducted with respect to the population planning.

2. Method

In this compiled study, the 1960-1980 period of Turkey's family planning activities -which carries great significance as far as Turkey's PR history is concerned- is taken into consideration and the mentioned activities are examined and analyzed as literature review. Segments of 1960-80's family planning efforts that are considered to be relevant to public relations are isolated, categorized and compiled. Specifically, the article emphasizes the origins and early developments, important actors, government influences, and the

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field of practice. Lack of previous written articles on this subject in Turkey makes this study significant and, at the same time, brings together its limitations. It is thought that this study will shed light both to family planning PR campaigns analysis and to the research of Turkey's PR history.

3. Theoretical Framework

3.1. A Glance at the Historical Development of Public Relations in Turkey

Public relations has a interdisciplinary structure which has junction points with other disciplines. Because of this historical perspective on public relations field may differ depending on the focused point. Social transformations that occurred after the Industrial Revolution rendered the communication needs between businesses and public visible. Realization of the importance of public relations dates back to the Great Depression years that occurred in 1929 in the USA. Starting from this date public relations played a big role in survival of businesses and institutions both in public and private sector, with the emerging of dualisms of manager-managed, seller-buyer public relations applications became visible (Kazancı, 2004, p. 6).

Many studies have been made about how public relations should be defined and many definitions were developed. At the start of 20th century, which can be referred as the start of modern public relations concepts like advertising, declaration, publicity, adoption, attendance and getting support were focused on in the definition of public relations concept. With a study conducted by Public Relations Society of America (PRSA) 927 different public relations definitions were made and this definition was adopted via voting: "Public relations is a strategic communication process which develops a mutual interest based relationship between a establishment and its publics" (Okay and Okay, 2014, p. 13). Another public relations definition as "activities, which aims to communicate with publics, which complicates or enhances the ability of organization to meet its mission." (Grunig (1992) as cited in Kelly, 2001, p. 282). Public relations should be understood as an intention or techniques collection, agency or communication production, democratic education, communicative action or manipulation for today's world (L'etang, 2013, p. 799). According to Kazancı public relations "is an interaction study based on communication which aims to improve management-public relationship" (2004, p. 64). When these concepts are regarded, it is seen that concepts of organization, public, management, relations and communication are indispensable for public relations.

Public relations hasn't developed in every corner of the world at the same time and same way. Existing conditions of the country shaped academic studies and applications in the field. As well as many other countries, development of public relations in Turkey has similar characteristics. Emerging of public relations and it being accepted as an application field went parallel with the changes about future of the country that were made by 1960s. Modernization efforts and development idea shaped this period. The start of industrialization caused the need of public relations.

With the acceptance of the new constitution in 1961, existence of participant type applications paved the way for development of public relations. Changes in political structure of the country resulted in the review of economical policies and related regulations. In this process agriculture based economy was changed into an economy that was based on industry, competition arose, with the changing production relationships groups like unions and associations started to form. All the public institutions and businesses were affected from this wind of change.

When we look at the existence of public relations in public management in Turkey, it is seen that the limited amount of press offices that were established before 1960s are premises of public relations efforts. According to Asna this units never went beyond being units that collect news that come up in the press and pass the public opinion, which is reflected by newspapers onto institution managers (1969). Public relations units of *Foreign Ministry Informatics General Directorate National Defense Ministry* and the Office of Commander in Chief can be shown as examples in public (Yamanoglu et. al., 2013, p. 97). With public management, understanding that made its presence felt after 1950s units that can perform these functions in Turkey started to be established. *State Planning Organization (DPT)*, *Institute of Public Administration for Turkey and Middle East (TODAIE)* can be seen as leading amongst these organizations. *Agency for International Development (AID)* connected to the *Foreign Ministry of USA* contributed a great deal in establishment of these units and implementation of public management understanding. Reports named *Central Government Organization Research Project Board of Directors Report* published on 1963, *A Review on Rural Organization of Central Management* dated 1966 and *Reorganization of Management Principles and Suggestions* that were arranged by these institutions are important studies that show how public relations takes part in public management.



Regarding conditions of this period it can be seen that a liberal setting that is suited for public relations to appear is in place. But because capitalist social order is not adopted as a whole and in parallel with this company culture is not formed, it is impossible to mention public relations on a professional scale (Erdogan, 2006, p. 157). From 1960s until 1980s political competition in Turkey rose, to shape public's vote and acquiring votes became more important (Erdogan, 2006, p. 114-115). With competitive environment that was brought by Capitalism public relationship units started to appear in businesses and this units took on the task of creating long-term policies and strategy in profit oriented businesses. With rising need to communicate with the public caused public relations field to be renowned and acknowledged. As seen in global markets, rising competition in private sector in Turkey made businesses progressively distant from sales focused marketing understanding and directed them to bring relational dimensions into forefront in their activities. Especially long-term benefits of communication activities were understood and studies to realize this were conducted.

Increasing of public relations applications in public and private sector resulted in the need of public relations education and creating an academic field. Beginning of academic education and public relations taking institutional form are important progresses of this period (Yamanoglu et. al., 2013, p. 10). With institutionalization of public relations field, late 1960s and early 1970s is a period where efforts towards professionalization are seen. Professionalization efforts caused leading names of the period establishing Public Relations Association in 1972.

In this period in which important progress in public relations sector was made, important changes in social structure also happened. In 1960s a rise in Turkey population can be seen and migration caused by this increase resulted in problems such as irregular urbanization. In order to handle these problems close relations with press were established and public was made aware of this topic. It is possible to see public relations applications in every place where manager-managed relation is at place from studies that affect the whole society to strategies that aim to increase profits of businesses. This change in population structure became driving power for some precautions in public management to be taken and activities to be realized. It became a necessity to prepare and realize applications about future of health of society.

3.2. Socialized Health Care and Population Planning

Health is affected by many different factors, necessitating the relevant services and policies to be multi-focused as well. Fisek states that health programs aiming only to treat the patients and to improve individual health would not result as planned. He adds that besides these programs, issues such as creating and preserving a health-friendly environment, a healthy diet, providing health-friendly housing, work and recreation environments are also essential to consider while preparing a health plan (1991, p. 735). This process is called socialization of health care. The target is to ensure that healthcare services are offered equally to everyone without seeking profit and that the government undertakes its practice and development on a regular and planned basis.

The government took over the health care services with the *General Health Administration Legislation* dating 1871. This legislation ensured examination and treatment to poorer patients and included the independent doctors in the process by paying them a certain amount. Government handled services improved well after the foundation of the Republic. Initiatives were taken to increase the doctor-count, and institutions were founded to fight against dangerous diseases such as malaria, syphilis, and trachoma. These institutions treated everyone free-of-charge and were present even in the smallest villages. Such institutions could be considered as the early examples of socialized health care services (Fisek, 1963, p. 107; Fisek, 1974, p. 210).

Socialization of healthcare should be implemented through a multilateral plan. Its effects on not only the practice of the healthcare services, but also on human health, economic development, population and doctor services should be considered. Legislative regulations are also required in order to foresee the effects of the socialization of health on public and to improve the current initiatives. Turkey has adopted "*Law on Socialization of Health Services*" in 1961 to trigger this improvement.

3.3. The Need for a New Healthcare Policy in Turkey

The leaping birth rates after 1945 compelled systematic birth control. However, it has not been an easy road. In Turkey, just as well as in other countries, religious convictions, economic opinions and political investment purposes delayed the implementation of population control. Family planning has been a taboo not only in underdeveloped and developing countries but also in developed countries for a long while (Cilov, 1964, p. 70).

Another issue that came up with birth control or family planning was the exact definition of terms.



Cilov defines birth control as presenting the families with the freedom of having as many kids as they want and whenever they want. In other words, control could mean both planning and reducing the births (1964, p. 71). Briefly, it could be defined as a medical intervention to conception as well as women deciding not to give birth to their children. When birth control is limited to families, it is called "family planning"; when it covers the whole country, then it is "population control" or "population planning" (Foucault, 1993, p. 143; Cilov, 1964, p. 71).

Population increase rate in Turkey accelerated after the year 1950. Turkey's population increased from 19.000 in 1945 to 20.000 in 1950 and to 28.000 in 1960. This reason for this leap was the increase in birth rates and the fast decrease in mortality rates (Cilov, 1964, p. 72; Koc et al., 2008, p. 11).

However, the needs and an improved life quality for this growing population could not be granted. Educational opportunities did not suffice; half of the villages and towns could not supply drinking water; 70% of the population did not have electricity (Cilov, 1966, p. 140). Therefore, since the economic and social needs of the growing population were not simultaneously met, an increased population was not a beneficial target. In Turkey, most of the births resulting in the increased population growth stemmed from unintended pregnancies and women's secretive, primitive and unhygienic abortion techniques against these pregnancies had unfavorable results.

Rapid population growth brings up important issues for developing countries; and more and more people started believing that the solution for the economic side of the problem laid in a planned effort rather than in the market dynamics. According to the 1960 census, 40% of Turkish population consisted of minors below the age of 15, and since they could not contribute to the economy, they hindered the active population's efforts and obstructed a rise in prosperity. In case of a constant increase in children population, creating jobs would get harder, resulting in higher numbers of unemployment. Investment and saving rates were also negatively affected by the rapid population growth. In the 1960s, 70% of Turkish population lived in villages and worked in agriculture. A prospect of unemployment in agriculture necessitated migration to certain cities (Cilov, 1966, p. 140). These circumstances curbed the fulfillment of government services such as facilitating housing in cities, healthcare services and education up to the desired level. Due to all these reasons, the population growth policy that prevailed until 1960 had to be terminated.

4. Turkey's Population Planning Law

As during the rapid population growth, the population policy was not discussed, the possible problems could not be foreseen and necessary precautions were not implemented; the benefits of growth and prosperity could not be spread to a wider target. Thus, belated regulations and precautions brought upon socially and economically costly solutions.

Government controlled birth control in Turkey was first discussed by the *Ministry of Health and Social Welfare* in 1958. Ministry suggested revoking the provisions in laws concerning the prohibition of birth control and restraining abortion to medical urgencies (Akin, 2009, p. 3).

Following the year 1960, Turkey prioritized planning, implemented legislative regulations in many different areas and introduced revolutionary innovations. *State Planning Organization*, founded in 1960, raised the importance of population. Family planning was included in the *Five-Year Development Plan* and it was implemented following the *Population Planning Law, No. 557*, enacted following its publication in *The Official Gazette* on 10 April 1965. This law grants individuals the right to have children whenever they want and as many they want. The first article of the law defines population planning and states that to have or not to have a child is an inalienable personal right. The law forbids abortion and sterilization except medical urgencies. In short, population planning in Turkey is restricted to "having the right to use contraception" (Akin, 2009, p. 4).

Population Planning Law is the product of countless advocacy movements, conferences and seminars by the government, scientific groups, community leaders, non-governmental organizations and independent institutions. Prof. Nusret Fisek, as a leading figure in public health issues, played an important role in family planning and *State Planning Organization* formed the very first "anti-natalist population policy" as well as defending the subject on both national and international levels. During this period, leadership, co-operation between industries and advocacy gained importance. Informative programs by the *Turkish Family Planning Association*, for example, founded during the same period, had very positive effects and contributions to the advocacy of the subject (Akin, 2009, p. 5).

5-year development plans since 1961 have all included different views on population policies. Law acknowledges population planning as a economic, medical and social necessity and provides for the announcement of these necessities. Whereas the economists agreed that population planning was a



necessity, certain members of the parliament and the senate denied its economic necessity. The law stated that issues concerning the quality and practice of the medicine and equipment to be used for population planning to be designated with participation of a scientific commission. Law provides for contraceptive pills and equipment to be distributed to the poor either for a cheaper price than the production cost or for free (Akin, 2011, p. 6).

As did Prof. Nusret Fisek who played an important role in preparing the law; Dr. Zekai Tahir Burak, who advocated the subject on national and international platforms, contacted other important opinion leaders and non-governmental organizations and led the work to implement the legal amendments (Akin, 2009, p. 5).

4.1. Family Planning in Turkey's Development Plans

Nine *Five-Year Development Plans* have been implemented since the foundation of the Turkish State Planning Organization. These plans could be categorized based on their financial philosophies and approaches as follows: plans before 1960: statist, partial; plans between 1960-1980: mixed economy, totalitarian; plans between 1980-2000: liberal, strategic. Regulations and work on family planning was brought along following the inclusion of family planning in the *Development Plans* (Second Five-Year Development Plan Draft, 1967).

The First Five-Year Development Plan (1963-1967) mentioned a new population policy and points out that rapid population growth hinders economic development; a population policy based on population planning is necessary, the structure of the current population can enable economic flow and other dynamics and that today, different efforts are required to improve the quality of the population. The new population policy changed the anti-contraceptive laws; and allowed the healthcare personnel to train those willing - themselves in the first place- on population planning and contraceptives. Free contraceptives were provided if asked (Akin, 2009, p. 6).

The most important change in the *Second Five-Year Development Plan* (1967-1972) is that the concept population planning left its place to family planning. While family planning works began on one hand, on the other, governments started to lose interest in the fertility planning, partly due to the decrease in fertility.

The Third Five-Year Development Plan (1973-1977) promoted the idea that family planning cannot be excluded from healthcare services. As a result, family planning services and maternity and infant care services were combined. Although the total fertility rate dropped during this period, population growth rate still increased due to improvements in healthcare services and decrease in mortality rate thanks to the co-operations between concerning institutions. Within the scope of this policy, it was clearly stated that interaction between social, economic and demographic factors and population policy were derivatives of social and economic policies. It was affirmed that high infant mortality rates and insufficient maternity and infant healthcare services were population problems and that family planning should be included in maternity and infant healthcare services.

Turkey was going through an economically and socially difficult time during the *Fourth Five-Year Development Plan* (1979-1983). Since, during this period, the country faced negative economic growth and was in a state of chaos, such policies could not successfully be implemented.

5. Family Planning Movement

Turkey's family planning movement contains a large number of activities. Besides the surveys that were conducted in order to better understand the society and to guide the public service, intensive advocacy work has been carried out to raise awareness and mobilize society on family planning. In order to educate the public about family planning, various forms of education have been realized covering both the local groups and the society as a whole. Turkish Family Planning Association was established in order to inform the public about the issue. Usage of mass media enabled increased awareness about the subject and helped in the promotion and development of educational activities.

5.1. Surveys

In the early 1963, Turkish government requested a survey from the United Nations Population Council. Population Council conducted a *Knowledge, Attitude, and Practice Study in Family Planning* in 1963. More than 5000 people were interviewed in almost 300 villages and towns. This was the first study on a national level on fertility. The 1963 national *Knowledge, Attitude, and Practice Study* and other similar studies have illustrated the extent and negative outcomes of excessive fertility as well as the negative attitude of Turkish families towards family planning. According to this research, 22% of families try to prevent



conception through ineffective methods. However, it was also stated that the public was interested in finding out about the subject, preferably from a healthcare personnel (Akin, 2009, p. 3).

Following the first nation-wide study in 1963, *Hacettepe University Institute of Population Studies* and the *Ministry of Health and Social Welfare* co-operated to conduct a *Demographic and Health Survey* every five years. Thus, Turkey's tendencies in demography and reproductive health could be regularly surveyed. These surveys showed an increased tendency to use family planning methods in the society. However; this increase consisted mainly of traditional and less effective methods; and intentional miscarriages, although illegal, have also shown a consistent rise. Using the results of these field studies to support advocacy has also played an important role in changing the population policy (Akin, 2011, p. 7).

In the year 1979, a healthcare study on the "development of family planning training methods and materials for non-physicians and physicians" was conducted with *World Health Organization*. This study demonstrated that trained non-physicians could also be authorized to insert intrauterine devices.

5.2. Advocacy for Family Planning

Turkey achieved the efforts in family planning through, in particular, the advocacies between 1960-1970. Advocacy is a "catch-all word for the set of skills used to create a shift in public opinion and mobilize the necessary resources and forces to support an issue, policy, or constituency" (Wallack, 1993, p. 27; Sezgin, 2013, p. 47; Sezgin, 2011, p.133). The term *public advocacy* is also used in reference to being a spokesperson for the public and to the efforts of creating public policies. Public advocacy based on the strategic use of the media is named *media advocacy* (Schiavo, 2007, p. 143). Media advocacy is to utilize the media and defense strategies in order to define or activate the wide-scale scope of a medical or social problem to reframe and reform the public policy debates aiming an increase in public health policies and the support to improve these policies (Atkin ve Arkin, 1990, p. 25; Wallack, 1993, p. 73; Sezgin, 2011, p. 135).

Family planning works did not consist of planned and organized advocacy works during 1960s, yet in retrospect it was a successful public relations work and an example to advocacy.

5.3. Local and National Efforts Regarding Social Benefit

Family planning practice was limited since most of the population lived in rural areas and literacy rates are particularly low in these areas. The social environment in the cities facilitated relevant studies whereas the rural areas required first developing such social environments and educating the public.

By the end of 1965, *Ministry of Health and Social Welfare* allowed the application of intrauterine devices and the prescription of oral contraceptives. 215 family planning clinics were founded, 3 mobile village health teams were formed, 482 gynecologists, 624 general practitioners, 2790 midwives, 842 nurses and 2061 healthcare personnel were trained on the subject. Mobile teams in provinces were formed in order to locally sustain the training and practice works in the central areas.

Between the years 1967-1972, during the *Second Five-Year Development Plan*, the target was to get 5% of women in reproductive age group to use family planning. During this period, intrauterine devices were applied to more than 50.000 women; and almost 60.000 women used oral contraceptives. During the *Third Five-Year Development Plan*, between 1973-1977, it was aimed to reach one third of women in the reproductive age group.

5.4. Turkish Family Planning Association

Turkish Family Planning Association was founded in 1963, before the law on family planning was adopted. Association held meetings for the members of parliament on family planning, briefed them, and published a notice on the draft law. It played an important role in the adoption of the law on family planning and keeping the public informed.

Association carried out many activities that include; *Family Planning* journal (1964), *1st Family Planning Conference* (1964), co-operation with the *International Planned Parenthood Federation* (1965), several regional seminars on family planning, *International Conference on Family Planning* (1972), sex/family life education (1973), co-operation with the *Ministry of National Education Public Education General Directorate and Presidency of Religious Affairs* (1975), educating the Turkish workers abroad on family planning (1977), educating the workers on family planning (1978), educating village leaders on family planning (1979), *Family Counseling* services (1981) and family planning trainings within *Turkish Armed Forces* (1983) (Bakay, 1988, p. 32).

The Association also published a number of books and leaflets to educate the public: *Turkish Family Planning Association Training Manual* (1970), *Islamic Views on Family Planning* (1970), *Family Planning and Education* (1971) and *The Turkish Family Planning Association. A Historical Review of Activities 1963-1971* (1972)



are examples to these books. As for the leaflets; *Your Doctor Says* (1968), *Newly-weds* (1968), *Why Family Planning* (1968), *What is Family Planning? For Whom? How? Where?* (1971) and *Family Planning and Islam* (1985) are some examples (Bakay, 1988, p. 49).

5.5. Public Education Activities

Population planning works faced some difficulties in Turkey in the beginning, as it did in many other countries. The most important of these difficulties were that the public did not know about contraceptive methods, they did not accept the small family norm and they were not willing enough to show some effort on birth control so they went with the flow.

Studies on family planning in Turkey set clearly forth that there is not a planned nation-wide program, yet it is a multilateral subject that needs support from all government institutions and public education (Kismisci, 1974, p. 70). One of the reasons that the population planning practices did not spread in Turkey as rapidly as planned is the lack of public educators, and the indifference of the majority of physicians' responsible of the program towards public education. Fisek (1967) indicates that physicians are hesitant because they fear hurting a healthy person, causing reactions in certain circles and thus losing patients, and the fear of meddling in Allah's business as well as political concerns.

In order to educate the public, one-to-one educational program was set for nurses and doctors to visit houses while they were in villages, and to talk to women during their visits in health centers. Following the couples' briefings, again during the regional visits of nurses and doctors, such briefings were aimed solely on women. Each briefing lasted around an hour or so (Fisek and Sumbuloglu, 1978, p. 281).

Considering the patriarchal family traditions in Turkey, men hold the absolute power of decision over the subjects concerning the family and therefore, the success of family planning depends on men's attitude towards the subject. In order to get wives' consents, the details of family planning had to be explained to men. Moving from this point, it was decided that men should be briefed on family planning during their military service. It was imperative that men should be briefed about the subject and consent since women cannot go to the hospital to ask about family planning without their husbands' consent and permission. Therefore, one-to-one educations and group educations for married or single men above the age of 15 were held as well. Village headmen, religious leaders and teachers joined these meetings as well, and the meetings started with the daily problems of the village, and then moved on to family planning. Every village was visited twice a year and a total of four group educations were held for each village. These programs lasted around an hour or so (Fisek and Sumbuloglu, 1978, p. 282).

There was a strong opposition to family planning, particularly from non-medical decision makers. It is important to note that quite surprisingly this opposition was not a religious one. To convert the opposition, the Ministry of Health and Social Welfare in co-operation with the universities held many advocacy activities such as conferences and seminars.

Besides the *Ministry of Health and Social Welfare*, other institutions such as *Ministry of National Education Public Education*, *General Directorates of Primary Education*, *Educational and Technical Co-Operation*, *Ministry of Agriculture and Rural Affairs*, *Presidency of Religious Affairs*, and *Turkish Radio and Television Corporation* also co-operated with the Ministry and included the subject in their services. With the works in co-operation with the *Presidency of Religious Affairs*, educational preaches that raise awareness were printed and distributed.

Within the scope of population planning, mobile exhibitions illustrating the works of the *Ministry of Health and Social Welfare* and relevant health education were held and received great attention.

5.6. Using Mass Media

Health education was limited until the year 1963 when it turned into a rationally conducted service based on research, planning and evaluation rather than a haphazard one. Nation-wide health educations were planned and education personnel and educational tools were procured. Educational equipment such as books, leaflets, posters, slides and films were also prepared.

Education units within each provincial directorate of health have been improved since 1963 through purchases of cinematographs, generators and projectors. The number of educational films used in public health services leaped from 37 in 1963 to 812 in 1972. Radio talks by physicians for the purposes of public health education, which began in 1946, were restored in 1960s. However, Cilov indicates that in such a country where literacy is low and thus radio emissions are the optimal way of reaching the public, radio still was not used in the best way. He verifies that 50,2% of women found out about contraceptives through family and friends, 35,9% from newspapers, and 2,2% from advertisements and notices (1966, p. 72).

6. Conclusion



Having a key role in establishing a communication link between the public and various institutions, it can be said that public relations is a guide in understanding and meeting the wishes and needs of the people. Good communication with the community will enable an in-depth understanding of the public and therefore, will facilitate the making of initiatives that contribute to the development of the community. For this reason, public relations play an important role in the development of the country and in the prosperity of society.

Various traces of "public relations" activities, which do not necessarily carry this title, can be found in Turkey's public administration implementations. Tracing back these activities reveals the unique character of Turkey's modernization project and helps to discover the roots of its public relations activities in a historical context. Efforts such as the family planning campaign that was implemented after 1960's has a key role in contributing to the writing of Turkey's public relations history.

This article investigates and argues how public relations was used as a tool for the socialization of the health system in Turkey. Between 1960-1980, great strides have been made in family planning in Turkey and the rapid growth of the population has been slowed down. Although it is generally defined as a "transitional period" due to the lack of a planned and continuous activity, this period is considered to be a milestone in Turkey's public relations history. After 1964, a more planned, double-phased communication strategy has been developed, and the efforts have resulted in considerable success. It can also be observed that media advocacy activities have also contributed to the success of the campaign and media coverage of public health topics has apparently facilitated informing the community and building positive opinion and attitudes. On the whole, this article focuses on a period of the origins of Turkey's public relations history and opens a few field of study for PR history researchers.

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