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REVERSING THE POPULATION TREND IN SOUTH KOREA

VIDEO

KIM WITH HER THREE
CHILDREN IN THEIR LIVING
ROOM

KIM HYUNG SOON ON
CAMERA

PSA SHOWING DISAPPEARING
CHILDREN FROM SWING
PSA SHOWING BABY
DISAPPEARING FROM CRIBS

AT THE PARK. PARENTS AND
CHILDREN PLAYING.

AUDIO

NARRATION

When Kim Hyung Soon got married, she planned to have two children. She now has three. (4.25)

KIM (IN KOREAN)

F

"It was pure chance that I had the third baby. I had struggled with the decision, and I know I made the right one." (5.5)

NARRATION

South Korea now faces a dire demographic future. A nationwide media campaign has recently been launched to let the public know that the national birth rate is now the lowest in the world. At 1.08 children per couple, the birth rate is essentially half of the replacement figure. (18.5)

The campaign is also an appeal to South Korean couples to fight the trend by having more children. (5)

PEOPLE AT WORK IN VIDEO
STUDIO

The Planned Parenthood Federation in Korea, PPFK, is the creative driving force behind the campaign. Created in 1961, the organization ran a successful program to control population growth, reducing a 6.0 fertility rate in the 1960s to the current low. (18)

BLACK & WHITE VIDEO ON TV
SCREEN

Today, it is being asked to reverse that success. Its new mission is to convince families to have three to five children. (6.20)

CUT TO PEOPLE WORKING ON
GRAPHICS, OLD POSTERS IN
60S, 70S, AND TO CURRENT
DAY POSTERS

SARA WITH FRIEND IN CAFÉ

Sarah Ma is a freelance interpreter. She has one child. (3.20)

SARA MA ON CAMERA

SARA (IN ENGLISH)

F

"It is almost impossible, having three to five children, and at the same time, pursuing a professional career." (7.0)

WOMEN ON CITY STREETS

NARRATION

As South Korea has become more prosperous, many women have postponed marriage and children to pursue their careers. (6.5)

SARAH WITH BOY IN THE
PARK

The changing role of women, the high cost of raising children and the lack of adequate childcare and welfare facilities are among the reasons for the low birth rate. (8.20)

OLD PEOPLE EXERCISING IN
THE HEALTH CENTER

South Korea is not alone in experiencing a falling birth rate and a growing ageing population. This is a problem in over sixty

SENIOR CITIZENS PLAY

BOWLING WITH STAFF
SUPERVISING

countries worldwide, according to the UN. The prospect of a shrinking workforce worries many countries. (14.0)

DEPUTY MINISTER KIM YONG-
HYUN AT COMPUTER

Kim Yong-Hyun is the Deputy Minister of the Presidential Committee on Ageing Society and Population Policy. (5.75)

KIM YONG-HYUN ON CAMERA

MIN. KIM YONG HYUN (IN KOREAN) **M**
“The country will face a potentially low growth rate. This in turn will reduce the country’s economic, military and political influence in the world.” (10)

CHILDREN AT CHILD CARE
CENTRE

NARRATION

Last year, the government introduced a five-year plan aiming to create a more supportive environment for working mothers, including more and better childcare facilities, paid maternity and paternity leave, and cash incentives for families with three or more children. (15)

OUTDOOR/CHILDREN
RUNNING

CLOSE UP – BABY

BABIES IN CRIBS

In 2006, over 8,000 more babies were born, slightly raising the birth rate. This year will be better. (7.50)

C/U. CANDLES
CANDLE FESTIVAL

In many Asian countries, 2007 is known as the year of the golden pig. According to tradition, babies born in this year will bring riches and honour. There is a surge in pregnancies.

TWO WOMEN BOWING

(13)

PREGNANT WOMEN AT
HEALTH CENTER

But for such growth to continue, South Korea

needs to create a society that supports working mothers, says Soon Chul Shin of PPFK. (8.5)

SOON OF PPFK AT STUDIO
WATCHING VIDEO
SOON OF PPFK ON CAMERA

SOON CHUL SHIN (IN KOREAN) F

“South Korea is a patriarchal society. Childrearing is considered a woman’s responsibility. In order to change this culture, we are preparing educational material to get men more involved in parenting.” (16)

A HUSBAND TENDING TO HIS
CHILDREN – WIFE FOLLOWS

KIM WITH HER THREE
CHILDREN AT HOME

NARRATION

As PPFK works to encourage couples to have more than three children, Kim Hyung Soon, who once agonized over the decision about her third child just a decade ago, is glad to know that families with three children, like hers, have become a model for 21st Century South Korea.

UN LOGO

This report was prepared by Patricia Chan for the United Nations. (4)