

directing council



PAN AMERICAN
HEALTH
ORGANIZATION

regional committee

WORLD
HEALTH
ORGANIZATION



XXIV Meeting

XXVIII Meeting

México, D.F.
September-October 1976

INDEXED

Provisional Agenda Item 33

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SEVENTY-FIFTH ANNIVERSARY OF THE PAN AMERICAN HEALTH ORGANIZATION

On 2 December 1977, the Pan American Health Organization will complete 75 years of service to the peoples of the Western Hemisphere. This truly historic event will celebrate the spirit of cooperation between the Governments of the Americas and their achievements in public health during the 20th century.

With this in mind, the 76th Meeting of the Executive Committee approved the following resolution:

THE EXECUTIVE COMMITTEE,

Bearing in mind that in 1977 the Pan American Health Organization will have completed 75 years of outstanding service to the peoples of the Americas,

RESOLVES:

To recommend to the Directing Council that at its XXIV Meeting it approve a resolution along the following lines:

THE DIRECTING COUNCIL,

Considering that 2 December 1977 will mark the 75th anniversary of the foundation of the Pan American Health Organization, the oldest intergovernmental public health organization in the world; and

Considering that this important event, which has great significance for all the peoples of the Western Hemisphere, should be widely recognized and celebrated,

RESOLVES:

1. To urge Member Governments, on the occasion of the anniversary of the Organization, to designate 1977 as "Community Participation in Health Year" and to carry out a public education campaign based on that theme.

2. To recommend to the Member Governments that they issue a commemorative postage stamp in 1977.
3. To request the Director to prepare a special program for the celebration of "Community Participation in Health Year," and to authorize that available savings be used for the activities related to that program.
4. To invite other organizations to help to make the event a resounding success.

It is hoped that the Directing Council will approve this recommendation. Since the Secretariat will need to implement a program immediately, presented now, for your comments, are a few ideas on such a program. As was discussed by the Executive Committee, most of the events would take place at the local and national level. The following projects would be carried out as part of the Secretariat's program, to complement the Governments' activities:

1. Information Kit: The Work of PAHO and the Governments of the Americas

A set of articles on public health programs in the Americas would provide the media with basic information for newspaper features, editorials, speeches, etc. The packet, similar to a World Health Day kit, would also include photographs and a poster. The packet would be published in Spanish, English and Portuguese.

2. Newsletter

In this continuing project, a PAHO/WHO newsletter would publish in capsulized form current information about the Organization which would be of use to top health and development authorities. It would complement PAHO's illustrated magazine.

3. Display for Country Offices

All Area and Country Offices and Centers would have a small photographic display depicting some of the programs in which PAHO cooperates with the Governments.

4. Anniversary Decal

This would be a seal with a symbol and a few words summarizing PAHO's ideals, which would be affixed or printed on all PAHO publications and correspondence.

5. Radio Spots

This series of very short radio messages, transmitted by participating stations throughout the Americas several times a day, would make the listeners aware of the role they can play in improving community health.

Other activities would include a film to depict the joint efforts of Governments and PAHO and how the communities themselves are contributing to the solution of their problems. Its production would depend on funding from outside sources. PAHO would seek to obtain such funding.