

directing council

PAN AMERICAN
HEALTH
ORGANIZATION

XXV Meeting

Washington, D.C.
September-October 1977

regional committee

WORLD
HEALTH
ORGANIZATION

XXIX Meeting



INDEXED

Provisional Agenda Item 28

CD25/20 (Eng.)
9 August 1977
ORIGINAL: ENGLISH

SEVENTY-FIFTH ANNIVERSARY OF THE PAN AMERICAN HEALTH ORGANIZATION

At its XXIV Meeting, the Directing Council approved Resolution XXX requesting Member Governments to commemorate PAHO's 75th Anniversary by means of a public education campaign based on the theme "Community Participation in Health." The resolution also asked Governments to issue a commemorative postage stamp and requested the Director to prepare a special program to help mark the occasion.

As expressed in previous meetings of the Governing Bodies, PAHO's 75th Anniversary is an historic event which reaffirms the commitment of the nations of the Americas to continued cooperation in public health and development. Therefore, it is most important that the main commemorative activities be carried out at the local and national levels. The Pan American Sanitary Bureau is supporting these endeavors.

To date information has been received from 19 countries and two territories advising of the establishment of ad hoc committees responsible for developing and implementing special programs to commemorate PAHO's anniversary. These include the following: issuance of commemorative postage stamps; publication of articles in public health journals and special issues dedicated exclusively to the anniversary; promotion with the mass media of feature articles and programs about community participation in health; recognition of the anniversary at meetings of health science professionals; and celebration of special seminars and symposia dealing with the theme of PAHO's anniversary.

In addition, the Thirtieth World Health Assembly approved a resolution (WHA30.2) congratulating PAHO's Member Governments on the anniversary and encouraging them to recognize this special event in the history of the Pan American Health Organization. Delegates to the X Inter-American Meeting, at the Ministerial Level, on Foot-and-Mouth Disease and Zoonosis Control approved a similar resolution in March 1977.

For its part, the Bureau is carrying out the following supporting activities:

1. A special anniversary logo was designed and is being used extensively in various forms. It is printed on all official publications, and self-adhesive labels are being affixed to all correspondence. These labels, in the four official languages, have also been made available to Governments, at their request.
2. All centers, area and country offices have received a display depicting the theme of community participation. It is portable and sturdy, designed to be used in several locations, as necessary, throughout the year.
3. Sets of 30- and 60-second radio spots have been distributed through Area and Country Representatives. They reinforce the idea of active community involvement in the attainment of better health. Each set is accompanied by a questionnaire, making it possible to judge the acceptance the tapes have had in the countries.
4. An information kit containing several feature articles, a poster and photographs related to public health in the Americas and the work of PAHO will be ready for distribution during the last quarter of the year.
5. A new set of slides summarizing PAHO activities has been distributed. This material will be updated each year to reflect the changes that take place.
6. A special brochure describing PAHO priority programs and budget for 1977 was published this year. It is felt that this document, which will be published each year, will be a very useful tool in PAHO's efforts to increase extrabudgetary resources.
7. Throughout the year the journals Boletín de la OSP and Educación Médica y Salud, as well as Pan American Health, are featuring articles related to the anniversary. The August-September issue of World Health is dedicated to PAHO's anniversary and features articles which describe community participation in health in the Americas. The World Health Organization's Chronicle will publish a series of articles on the same theme in its December 1977 issue.
8. The Bureau is promoting the anniversary at every opportunity with health organizations and the mass media. One result of these efforts is the special report on health in the Americas published in the June 17 issue of Visión, the inter-American magazine which has a press run of 200,000 copies.