



*executive committee of
the directing council*

PAN AMERICAN
HEALTH
ORGANIZATION

*working party of
the regional committee*

WORLD
HEALTH
ORGANIZATION



78th Meeting
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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 commemorate the occasion.

As expressed in the Executive Committee and Directing Council meetings, 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 Bureau, when requested, has supported these endeavors.

The purpose of this document is to inform the Executive Committee on what PASB and the Member Governments are planning or have undertaken in this respect.

To date we have received information from 16 Governments advising of the establishment of ad hoc committees responsible for developing and implementing special programs to commemorate PAHO's anniversary.

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 have also been made available to Governments, at their request.
2. All centers, area and county offices have received a display depicting the theme of community participation. This is a portable and sturdy display designed to be used in several locations, as necessary, throughout the year.

3. The first set of radio spots has been distributed through Area and Country Representatives. Other sets will be sent periodically. These 30- and 60-second spots reinforce the idea of the need for active community involvement in the attainment of better health.

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. Publishing of a special brochure describing PAHO priority programs and budget for 1977 has begun. It is felt that this document, which it is intended to continue to publish each year, will be a very useful tool in PAHO's efforts to increase extrabudgetary resources.

7. Another continuing activity is a monthly newsletter for high government officials working in health and related sectors. It will publish concise up-to-date news about the Organization.

8. The Boletín de la OSP and Pan American Health are featuring throughout the year articles related to the anniversary theme. World Health magazine is preparing a special issue which will feature examples of community participation in health in the Americas.

9. The Bureau is promoting the anniversary at every opportunity with health organizations and the mass media. One result of these efforts will be a special report on health in the Americas to be published in "Visión."