Other organizations working in the field of health with which WHO has maintained contact are the Asia Foundation (which grants fellowships in Burma and is coming into the health field in Thailand), CARE (assisting with school-feeding in Thailand), and the India Aid Mission (which is giving some assistance to health programmes in Nepal).

For a complete list of meetings organized by other organizations in this region at which WHO was represented, see Annexes 3 and 4.

5. PUBLIC INFORMATION

The gap between the ever-increasing demand for information material on WHO and the capacity to supply it continued to be a problem during the year. The policy of meeting the shortage, at least partly, by stimulating production of material by private and public sources was found to work satisfactorily.

An example of this co-operation was the picture book "It Happened To Me", brought out by a publisher at very little cost to WHO. This booklet, aimed at promoting recruitment of eligible girls in the nursing profession, has had very favourable comments from health authorities and from nursing and health education workers in the Region as well as elsewhere. Further language editions - the booklet is already published in three languages - are to be produced.

On similar lines, another picture-book on health developments in Nepal, stressing particularly the economic benefits of malaria eradication, has been accepted by a firm of publishers for production entirely at their own expense.

The programme of publishing abridged language editions of "Mankind Against the Killers", launched in 1957, continued to make headway. The book is now available in four Indian languages; the Nepali edition is ready to go to press, and the publishers are negotiating publication of Burmese and Sinhalese editions. The Indian editions have been approved as textbooks or recommended for libraries by several State governments.

A film script on trachoma control, written in collaboration with the WHO trachomatologist in India, has been approved by the Government of India and is now in course of production. WHO has no financial commitments in this case, but UNICEF has offered a certain amount of raw film.

Several Member Governments gave valuable support in distributing the picture-set "World Health Advances" and in overprinting it in their respective languages at their own expense. Private organizations such as medical associations, which were offered sets without captions, also brought out their own language editions of the set.

Orders were received for more than 10,000 picture sets. The suggestion to overprint the set in local languages - at the recipients' expense - was accepted. With captions in local languages the pictures can reach more people and have more meaning for the layman. Sets were produced in Burmese, Gujarati, Hindi, Marathi, Oriya and Sinhalese.
In accordance with the recommendation made at the eleventh session of the Regional Committee, the "Rural Health Digest" was launched as a mimeographed quarterly publication. There was a demand for 1,400 copies in the first quarter; in the second the circulation reached 2,000.

Relations with the press, radio and film newsreel cameramen continued to be excellent.

Observance of World Health Day showed even better organization and careful planning in 1959. This year's theme was "Mental Illness and Mental Health in the World of Today". The medical profession showed keen interest.

As in the past, most of the countries set up national committees to organize the observance of the day; a new development this year was the setting up of many more ad hoc committees at the provincial, district and town levels.