



REGIONAL OFFICE FOR THE WESTERN PACIFIC  
BUREAU RÉGIONAL DU PACIFIQUE OCCIDENTAL

REGIONAL COMMITTEE

WPR/RC18/5  
14 July 1967

Eighteenth Session  
Taipei  
13-19 September 1967

ORIGINAL: ENGLISH

Provisional agenda item 12

TWENTIETH ANNIVERSARY OF THE WORLD HEALTH ORGANIZATION

The following resolution of the Twentieth World Health Assembly is submitted to the Committee for appropriate action.

"The Twentieth World Health Assembly,

Having considered resolution EB39.R43<sup>1</sup> of the Executive Board and the report<sup>2</sup> of the Director-General on the plans for the celebration of the twentieth anniversary of the World Health Organization; and

Considering that the twentieth anniversary year of the Organization should be celebrated and that on this occasion the objectives and the work of the World Health Organization should become better known to the public in general and to health workers and medical students in particular;

Considering further that the Twentieth World Health Assembly has accepted the invitation of the Government of Brazil to hold the twenty-first session of the Health Assembly in Brazil,

1. APPROVES in general the plan for the celebration as outlined in the Director-General's report;<sup>2</sup>
2. INVITES the Director-General to submit to the Executive Board any additions or revisions to the proposals contained in his report which seem appropriate as a result of the decision to hold the Twenty-first World Health Assembly in Brazil;

/3. REQUESTS ...

<sup>1</sup>Off. Rec. Wld Hlth Org., 157, 24.

<sup>2</sup>Document A20/AFL/21.

3. REQUESTS the Director-General to take into account the suggestions made during the discussions of the subject at the Health Assembly;
4. REQUESTS the Director-General to take all the necessary measures to implement the plan;
5. INVITES Members to stimulate national celebrations of the Twentieth Anniversary of the Organization during 1968;
6. EXPRESSES the desire that the United Nations and the other specialized agencies will observe the Organization's twentieth anniversary;<sup>1</sup> and
7. REQUESTS the Director-General to transmit this resolution to the Members together with the report<sup>2</sup> which he has submitted to the World Health Assembly."

The Committee will note that the World Health Assembly approved in general the plan for the celebration as outlined in the Director-General's report (see Appendix). Attention is drawn to paragraph 7 of this document in which it is suggested that the regional committees should consider various possible measures to mark the occasion at regional level and should also choose one or two speakers who will present addresses at the Twenty-first World Health Assembly. It is also proposed that the plans for the celebration of the WHO twentieth anniversary at regional level could include, inter alia, the consideration, from the regional aspect, of the theme chosen for the World Health Day in 1968 and the whole Twentieth Anniversary Year, at meetings specially devoted to this subject during the regular sessions of the regional committees in 1968.

The attention of the Committee is also drawn to paragraph 8 of the Director-General's report: Action at national level, wherein it is suggested that national programmes could consist of commemorative ceremonies, symposia or conferences, articles in the daily and medical press, radio and television broadcasts, etc. Such activities could be organized in conjunction with the national committees for WHO where they exist, or ad hoc committees set up for the purpose and in particular through co-operation of medical associations and medical schools. Special programmes for publicizing WHO in medical schools during 1968 would be particularly desirable.

It appears appropriate to draw attention to two resolutions adopted at previous sessions of the Committee. The first one, WP/RC2.R13, adopted at the second session, reads as follows:

/"RECOMMENDS ...

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<sup>1</sup> Off. Rec. Wld Hlth Org., 157, 24.

<sup>2</sup> Document A20/AFL/21.

"RECOMMENDS to Member States which have not already done so to nominate a member of the staff either of their directorate of health or of their national information service to act as liaison officer with the Public Information Unit of the Regional Office, to consult on the most effective ways of carrying on public information activities in their country, and to be responsible within that country for the distribution of public information material put out by the World Health Organization."

In the second, WP/RC4.R20, adopted at the fourth session, the Committee recommended:

- "(1) that each Member take immediate steps to translate where necessary, to reproduce and to distribute on the widest possible scale, information concerning the work of WHO;
- (2) that each Member State take action to establish the liaison service already approved; and
- (3) that each Member State include teaching on WHO as a subject in the curricula of government and, where possible, private schools."

Not all countries in the Region have taken action on these recommendations and it is suggested that this would be an appropriate time to do so as the appointment of a liaison officer or establishment of a liaison service would greatly facilitate and expedite the arrangements for the Twentieth Anniversary.

WPR/RC18/5

APPENDIX

TWENTIETH ANNIVERSARY OF WHO:  
PLANS FOR CELEBRATION

1. Introduction

1.1 The celebration of the World Health Organization's twentieth anniversary in 1968 was considered by the Executive Board at its thirty-ninth session, and the Board adopted resolution EB39.R43<sup>1</sup> which reads as follows:

"Noting that in 1968, twenty years will have elapsed since the foundation of the World Health Organization; and

Considering that the twentieth anniversary of the Organization should be solemnly celebrated and that the entire year 1968 should be the Twentieth Anniversary Year,

1. CONCURS with the plans for the celebration as outlined in the Director-General's report;<sup>2</sup>

2. REQUESTS the Director-General:

(i) to complete these plans taking into account the suggestions made by the members of the Board;<sup>3</sup>

(ii) to proceed with the work outlined in his report<sup>2</sup> and to undertake other action which may be required for the timely carrying out of the measures for the celebration; and

(iii) to transmit the completed plans with a report on the work already undertaken to the Twentieth World Health Assembly; and

3. RECOMMENDS that the Twentieth World Health Assembly review the plans for the celebration of the twentieth anniversary of the Organization and take any action required for their implementation".

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<sup>1</sup>Off. Rec. Wld Hlth Org., 157, 24.

<sup>2</sup>Document EB39/49 attached as Annex 1.

<sup>3</sup>EB39/Min/17 Rev.1, 633.

1.2 The Director-General submits for the consideration of the Assembly the revised plans together with information on the work already undertaken.

## 2. Celebration at the Twenty-first World Health Assembly

2.1 Instead of convening a special commemorative session of the World Health Assembly, as was suggested in the above-mentioned document EB39/49 (Annex 1) considered by the Executive Board, and indicated in the Director-General's letter C.L.7.1967 (Annex 2) sent to Members on 23 February 1967, it is now proposed that the celebration of the twentieth anniversary constitute an integral part of the Twenty-first World Health Assembly as an item on the agenda of the Assembly to which a whole day would be devoted. This would take place as soon as possible during the first week of the Assembly.

2.2 The programme under this item would include, inter alia, addresses by guests, the President of the Twenty-first World Health Assembly, one or two speakers chosen by each regional committee among the delegations of their Members, and by the Chairman of the Executive Board and the Director-General.

## 3. Messages

3.1 The messages which may be received from heads of State and others will be published and, in so far as possible, distributed on the day of the opening of the Twenty-first World Health Assembly.

## 4. Theme for the twentieth anniversary

4.1 A theme of general interest relating to the health problems of tomorrow against the background of past experience, will be chosen by the Director-General for the World Health Day in 1968 and the whole Twentieth Anniversary Year.

4.2 Should it be possible, three to five outstanding personalities would be invited to participate in a panel discussion on the theme selected, early in the year 1968. Such a panel discussion, covered by television, radio and the press, could mark the beginning of the Anniversary Year.

## 5. The Second Ten Years book

5.1 A volume covering the second ten years of WHO's life is in preparation. This book will be a companion to the volume The First Ten Years of the World Health Organization which has been widely used as a reference book on WHO, to the extent that it has had to be reprinted.

## 6. Other measures at headquarters

6.1 With regard to other publications for the occasion, three well-known writers are visiting or are planning to visit various countries with a view to writing books on problems relating to world health. These are: Mr Joseph Kessel of the Académie française; Mr Boris Izakov, journalist-writer on the staff of the USSR Novosti Agency; and Mr Lucjan Wolosnowski, contributor to several Polish newspapers and magazines and author of a number of books. In addition to the original versions it is expected that these books will be published in various languages.

6.2 Several issues of the World Health magazine in 1968 will be devoted to themes related to the anniversary. Other publications carrying information on WHO, adapted to special audiences, are being considered.

6.3 Arrangements are being made for the production of film, television and radio material in co-operation with national agencies concerned. A Swiss producer has been given assistance in preparing a feature-length film on world social and economic problems, with emphasis on health aspects.

6.4 Contacts have been established with a number of museums and library associations in several countries for the organization of exhibitions and displays.

6.5 Although the twentieth anniversary would be celebrated throughout the year, the observance of World Health Day in 1968 would be given added importance and special efforts will be made in this respect, particularly in so far as television and radio programmes are concerned.

6.6 Throughout the year all correspondence emanating from WHO will bear a twentieth anniversary seal and mail will be franked by a special cancellation stamp.

6.7 Members have been invited to consider the issuance of postage stamps commemorating the twentieth anniversary of the Organization and the Director-General has sent to them some suggestions to that respect. Some Members have already confirmed their intention to issue such commemorative stamps.

## 7. Action at regional level

7.1 The regional committees should consider various possible measures to mark the occasion at regional level at their forthcoming session in autumn this year. They will also wish to choose one or two speakers, as referred to in paragraph 2 above, for the celebration at the Twenty-first World Health Assembly.

7.2 The plans for the celebration of the WHO twentieth anniversary at regional level could include, inter alia, the consideration, from the regional aspect, of the theme mentioned above in paragraph 4, at meetings specially devoted to this subject during the regular sessions of the regional committees in 1968.

## 8. Action at national level

8.1 Action at national level should be focused on making the objectives and work of the Organization better known to the public in general and to health workers and medical students in particular. National programmes could consist of commemorative ceremonies, symposia or conferences, articles in the daily and medical press, radio and television broadcasts, etc.

8.2 Such activities could be organized in conjunction with the national committees for WHO where they exist, or ad hoc committees set-up for the purpose, and in particular through co-operation of medical associations and medical schools. Special programmes for publicizing WHO in medical schools during 1967 would be particularly desirable.

8.3 To provide for sufficient time in the preparation of national programmes the Director-General has informed Members that the celebration of the Organization's twentieth anniversary was considered by the Executive Board at its thirty-ninth session. In his above-mentioned letter C.L.7.1967 of 23 February 1967 (Annex 2), to which the Executive Board's resolution EB39.R43 was attached together with document EB39/49 (Annex 1), it was emphasized that there was a number of measures which could be undertaken by Members and that the initiative and decisions in respect of national programmes were left to each government. Within its possibilities the Organization will be prepared to provide, on specific request, information material and suggestions for national programmes.

## 9. United Nations and specialized agencies

9.1 The United Nations and specialized agencies will no doubt publicize the twentieth anniversary of WHO in their magazines or other publications, as WHO has done on the occasion of the anniversaries of the other organizations.

## 10. Non-governmental organizations

10.1 The non-governmental organizations in official relations with WHO will be informed of the plans for the celebration of the WHO twentieth anniversary and it will be suggested that they invite their national branches to participate in the celebration in their respective countries.

A20/AFL/21  
Annex 1

EXECUTIVE BOARD

EB39/49  
24 January 1967

Thirty-ninth Session

ORIGINAL: ENGLISH

Supplementary agenda item 3

TWENTIETH ANNIVERSARY OF WHO  
PLANS FOR CELEBRATION

1. Introduction

1.1 In 1968, twenty years will have elapsed since the coming into formal existence of the World Health Organization. The following paragraphs contain some suggestions and information concerning arrangements made or which can be made for the celebration of the Organization's twentieth anniversary.

1.2 Depending on the Board's decisions and suggestions which it may wish to make, the Director-General would complete plans for measures to be taken and transmit them to the Twentieth World Health Assembly together with possible cost estimates.

2. General considerations

2.1 The Director-General believes that the Executive Board and the World Health Assembly will wish to mark the twentieth anniversary of the Organization with due solemnity. The occasion should also be used for reviewing the past developments and assessing the future trends, and for making the objectives and work of the Organization better known to the public in general and to health workers and medical students in particular. The entire year 1968 should be considered as the Twentieth Anniversary Year.

2.2 In developing specific suggestions, the Director-General had in mind the arrangements made for the celebration of the tenth anniversary and experience gained in that connexion. As the Board will remember, the focal point of the tenth anniversary celebrations was a commemorative session which preceded the Eleventh World Health Assembly. Apart from that, the World Health Day was observed as an integral part of the anniversary. A special report on the Organization's activities was published, various publications were issued, a film was produced, radio and television programmes on WHO work and health themes were stimulated, etc.

### 3. Headquarters' action

3.1 A special session of the Health Assembly in 1968 could be convened. This session, to be called the "Twentieth Anniversary Commemorative Session", would immediately precede the twenty-first regular session of the World Health Assembly, and would be held in the same place.

3.2 With regard to publications for the occasion, a volume covering the second ten years of WHO's life is under preparation. In addition, Mr Joseph Kessel, of the Académie française, is visiting WHO projects in various countries with a view to writing a book on world health problems. One or two other books are to be prepared by well-known writers.

3.3 Arrangements are underway in the Federal Republic of Germany, France and the United States of America for the production of a book on the theme "Medicine and Art". Several issues of the World Health magazine in 1968 will be devoted to themes related to the anniversary. Other publications carrying information on WHO, adapted to special audiences, are being considered.

3.4 Arrangements have been made for the production of film, television and radio material in co-operation with national agencies concerned. A Swiss producer has been given assistance in preparing a feature-length film on world social and economic problems, with emphasis on health aspects.

3.5 Contacts have been established with a number of museums in several countries for the organization of exhibitions and displays featuring achievements in medicine and public health during the last two decades. Furthermore, commemorative seals, medals and similar souvenir items could also be prepared.

3.6 Member States could be invited to issue commemorative postage stamps. While it is realized that the interval between the stamps commemorating the inauguration of WHO's new headquarters and the proposed stamps for the Twentieth Anniversary is short, Members could be given the opportunity of issuing such commemorative stamps.

3.7 Although the Twentieth Anniversary would be celebrated throughout the year, the observance of World Health Day would be given added importance and special efforts pursued in this respect, particularly in so far as television and radio programmes are concerned.

### 4. Action at regional level

4.1 The occasion could be marked at regional level by a review of the work done and experience gained within each region, and by an assessment of future trends in seeking the solution of the existing health problems. This could be done at special meetings during regular sessions of the regional committees in 1968.

5. Action at national level

5.1 Action at national level should be encouraged with a view to making the objectives and work of the Organization better known to the public in general and to health workers and medical students in particular. Member States should be invited to develop national programmes which could consist inter alia of commemorative ceremonies, symposia or conferences, articles in the daily and medical press, radio and television broadcasts, etc. The Organization could provide material and suggestions for national programmes.

5.2 Such activities should be organized in conjunction with the national committees for WHO where they exist, or ad hoc committees set up for the purpose, and in particular through co-operation of medical associations and medical schools. Special programmes for publicizing WHO in medical schools during 1968 would be particularly desirable.

C.L.7. 1967

Geneva, 23 February 1967

Sir,

I have the honour to inform you that the celebration of the Organization's twentieth anniversary in 1968 was considered by the Executive Board at its thirty-ninth session held in January 1967. After reviewing document EB39/49, containing some suggestions, the Executive Board adopted resolution EB39.R43. Annexed hereto are a copy of the document and of the resolution.

The Board considered that the twentieth anniversary of the Organization should be formally celebrated at national and regional levels, as well as at headquarters, and that the entire year 1968 should be the "Twentieth Anniversary Year".

Among various measures envisaged for the celebration, a special session of the Health Assembly is planned to be convened in 1968. This session, to be called the "Twentieth Anniversary Commemorative Session", would immediately precede the twenty-first regular session of the World Health Assembly, and would be held in the same place. Proposals on the arrangements for the special session will be submitted to the Twentieth World Health Assembly to be held in May of this year for its review and final decision.

The celebration of the twentieth anniversary of the Organization at national level calls for particular consideration. It is highly desirable that the occasion should be used for making, through special national efforts, the objectives and the work of the Organization better known to the public in general and to health workers and medical students in particular. There are a number of measures which could be undertaken, and the initiative and decision in this matter are left to each Government.

ENCLS: As indicated

C.L.7. 1967

23 February 1967

A timely suggestion relates to the issue of a commemorative stamp. I am submitting this suggestion to you now in order that your Postal Administration may have sufficient time for the preparation of the issue. The stamp should be issued preferably on World Health Day on 7 April, but any day during 1968 would be satisfactory. An emblem will be designed by the Organization and transmitted to you.

The item on the twentieth anniversary will be placed before the Twentieth World Health Assembly which is expected to review the plans for the celebration and take any action required for their implementation. Those Members willing to do so will then have an opportunity to inform the Health Assembly of their plans. Such information would certainly be of mutual interest and would facilitate the finalization of the Organization's plans.

I have the honour to be,

Sir,

Your obedient Servant,

M.G. Candau, M.D.  
Director-General

RESOLUTION OF THE WHO EXECUTIVE BOARD

THIRTY-NINTH SESSION

EB39.R43  
26 January 1967

TWENTIETH ANNIVERSARY OF WHO: PLANS FOR CELEBRATION

The Executive Board,

Noting that in 1968 twenty years will have elapsed since the foundation of the World Health Organization; and

Considering that the twentieth anniversary of the Organization should be solemnly celebrated and that the entire year 1968 should be the Twentieth Anniversary Year,

1. CONCURS with the plans for the celebration as outlined in the Director-General's report;
2. REQUESTS the Director-General:
  - (i) to complete these plans taking into account the suggestions made by the members of the Board;<sup>1</sup>
  - (ii) to proceed with the work outlined in his report and to undertake other action that may be required for the timely carrying out of the measures for the celebration; and
  - (iii) to transmit the completed plans, with a report on the work already undertaken, to the Twentieth World Health Assembly; and
3. RECOMMENDS that the Twentieth World Health Assembly review the plans for the celebration of the twentieth anniversary of the Organization and take any action required for their implementation.

Seventeenth meeting, 26 January 1967

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<sup>1</sup>See minutes of the Executive Board, thirty-ninth session (EB39/Min/17, Rev.1, p.633).