

WORLD HEALTH  
ORGANIZATION

REGIONAL OFFICE FOR THE  
EASTERN MEDITERRANEAN

ORGANISATION MONDIALE  
DE LA SANTÉ

BUREAU RÉGIONAL DE LA  
MÉDITERRANÉE ORIENTALE

REGIONAL COMMITTEE FOR THE  
EASTERN MEDITERRANEAN

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#### PUBLIC INFORMATION ACTIVITIES

The Executive Board at its fifteenth session called attention to the need for intensifying public information activities of the Organization and decided that the Director-General should undertake a study of public information aims and methods.<sup>1</sup>

This study was presented to the Eighth World Health Assembly.<sup>2</sup> It also reviewed progress made in recent years in disseminating information about international health problems and suggested possible lines of expansion and estimated costs.

After considering the document, the Eighth World Health Assembly adopted the following resolution :

"The Eighth World Health Assembly,

Having noted the view of the Executive Board that public information activities of WHO should be intensified, and

Having considered the study on problems of public information submitted by the Director-General in response to the request of the Executive Board,

1. RECOMMENDS that advantage be taken of the information facilities available to National WHO Committees;
2. INVITES regional committees to consider ways and means of improving information activities in their regions where necessary, and
3. INVITES governments to have their public information units co-operate to the fullest possible extent with WHO information services in making the aims and work of WHO better known throughout the world."<sup>3</sup>

The Regional Director hereby draws the attention of States Members to the regional public information problems set forth in this document and invites comment on future expansion of public information activities within the Eastern Mediterranean Region in accordance with the resolution of the Eighth World Health Assembly.

These problems as described in the above document are briefly outlined as follows:-

1. There is an overriding need for larger amounts of all types of information material in an ever-increasing number of different languages.
2. The need is acute for increased information personnel, as present information staff in regional offices is at the barest minimum level.
3. In areas where the mass of the population, for language or other reasons is not reached by normal distribution channels, it may be necessary to concentrate on government officials, school teachers and others who are able to pass on facts and ideas to less accessible groups of the people.
4. Until the present, full advantage has not been obtained from the public information possibilities offered by field projects. It would be valuable to inform the people in project areas about the international assistance provided, at the same time preparing local opinion to support field projects that they may have the best possible chance of success.
5. The possibilities of closer cooperation in public information matters with national government services that deal with health, education and publicity are just beginning to be explored. This cooperation would be helped if WHO could produce or adapt basic information material, particularly visual material, in ways suitable for translation and reproduction by such national bodies.

The Regional Director would like to underline the fact that the success of public health projects depends on the extent to which health authorities have informed the public and obtained active participation and cooperation.

The regional office is able to offer States Members technical advice on methods of informing the public about new health projects to ensure understanding and support. Well planned information campaigns integrated with health projects can help reduce initial resistance and contribute to lasting success.

Therefore, in accordance with the Eighth World Health Assembly's Resolution and in view of the situation in the Eastern Mediterranean Region as described by the Regional Director in his annual report, it is recommended that:

1. Steps be taken to organize national committees to promote interest and knowledge of the World Health Organization in the countries of the region;
2. a liaison officer be appointed in each country of the region to:-
  - (1) keep the regional office informed of public information activities in the health field on a national basis, and
  - (2) be responsible for the dissemination of information regarding international health questions;
3. when new health projects are being planned, due consideration be given to the importance of an informed body of public opinion in the achievement of their aims and the technical advice of the regional office be utilized to the fullest possible extent to help generally in the attainment of higher standards of health.

WORLD HEALTH  
ORGANIZATION

ORGANISATION MONDIALE  
DE LA SANTE

EIGHTH WORLD HEALTH ASSEMBLY

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STUDY OF PROBLEMS OF PUBLIC INFORMATION

CONTENTS

	<u>Page</u>
I. AIMS AND OBJECTIVES OF PUBLIC INFORMATION WORK . . . . .	2
II. PRESENT ACTIVITIES: PRODUCTION OF BASIC PUBLIC INFORMATION MATERIAL . . . . .	2
III. STIMULATION OF OUTSIDE PRODUCTION. . . . .	9
IV. CHANNELS OF DISTRIBUTION OF WHO INFORMATION MATERIAL . . . . .	11
V. SOME REGIONAL INFORMATION PROBLEMS . . . . .	12
VI. SUGGESTIONS FOR FUTURE EXPANSION . . . . .	13
ANNEX 1. STAFFING AND ORGANIZATION OF PUBLIC INFORMATION WORK . . . . .	19
ANNEX 2. EXPANSION OF NEWSLETTER CIRCULATION 1952-1955. . . . .	20
ANNEX 3. EXPANSION OF STILL PHOTO PRODUCTION AND DISTRIBUTION . . . . .	22

The Executive Board at its fifteenth session (Official Records No. 61, p. 67, para. 22.3) "decided that the attention of the World Health Assembly should be called to the need for intensifying public information activities, and decided to recommend the Health Assembly that regional committees be invited to consider ways and means of achieving that end, and that in the meantime the Director-General should undertake a study of the problem".

An attempt has therefore been made to survey briefly the aims and methods of public information activities, to review the progress made in recent years, and to suggest some possible lines of expansion with estimated costs.

#### I. AIMS AND OBJECTIVES OF PUBLIC INFORMATION WORK

The WHO Constitution states that "Informed opinion and active co-operation on the part of the public are of the utmost importance in the improvement of the health of people".

Among the functions of the Organization laid down by the Constitution is: Article 2, (r) "To assist in developing an informed public opinion among all peoples on matters of health".

It is clear therefore that WHO's public information activity should not only promote knowledge and understanding of the reasons for the Organization's existence, its aims and its activities, but should do so in a way calculated to increase public understanding of national and regional health problems, their economic and social significance and present possibilities of action.

This conception of public information work is consistent with a policy of strengthening the Organization's reputation as a source of authoritative information and an instrument of sound, long-range achievement in health matters.

#### II. PRESENT ACTIVITIES: PRODUCTION OF BASIC PUBLIC INFORMATION MATERIAL

By basic public information material is meant the production either by Headquarters Division of Public Information or by Regional Offices, of documentation, either written or visual, explaining the history, purpose, philosophy, structure and methods of work of the Organization, and describing various health activities which are its com

This documentation is essential for all public information work at Headquarters or in the regions.

A. General criteria governing production of material

All information material reflects the Organization's policies as dictated by the Constitution, the World Health Assembly and the Executive Board.

The material is presented in an objective way avoiding any intention of propaganda.

An acceptable compromise has always to be found between the demands of strict scientific accuracy and the necessity for attractive and popular presentation of material.

Material is adapted for use in the particular medium and, in so far as possible, also for the type of audience for which it is intended.

Full credit is given to the part played by national health services and other international organizations in the projects which WHO assists.

B. Types of basic material

Basic material can conveniently be considered under two main heads of general documentation and specialized reporting, although no hard and fast distinction is possible. For instance, examples of special activities are frequently used as illustrations in documentation of a general character.

(1) Examples of general documentation

(a) Folder "WHO, What it is, What it does, How it works": The format of this folder conforms to that of the series of basic folders produced by the United Nations and each of the specialized agencies. New editions are produced practically every year. The folder is in continuous demand. Production since 1953 has been as follows: English 200 000; French and Spanish 55 000 each; German, Japanese, Portuguese and Swedish 20 000 each; Arabic 15 000; Hindi and Urdu 10 000 each.

(b) Leaflet "World Health Organization Facts & Figures": This publication of four pages plus miniature poster cover presents in tabloid form essential facts concerning the Organization. It has proved attractive to the public, and the small editions so far produced in English, French, Spanish and Portuguese have been quickly exhausted.

(c) Booklets "The Lamp is Lit" and "Strategy for World Health": The purpose of these booklets is to present in popular form the story of the Organization and its practical work told in text and picture.

"The Lamp is Lit", published in 1951 in the following quantities - English 20 000; French 10 000; Spanish 5000 - is now exhausted and has been replaced this year by "Strategy for World Health", of which the same quantities have been printed in English and French, plus 10 000 in Spanish.

The only factor limiting the distribution of publications of this kind is the cost of production.

(d) NEWSLETTER: The NEWSLETTER appears in four languages, the English and French editions being produced in Geneva, and the Spanish and Portuguese in Washington. Usually eleven regular issues appear each year.

A smaller edition adapted and issued by the Copenhagen United Nations Information Centre in Swedish ceased publication in 1954 owing to financial difficulties.

The NEWSLETTER in its present form has proved successful in many countries. It represents the Organization's only regular link with its friends among the general public, in national and local health services, in national committees and in non-governmental organizations. It is welcomed by WHO's field staff, who tend to feel isolated and out-of-touch with the wider activities of the Organization.

The NEWSLETTER's policy is to print articles of intrinsic interest relating to WHO's work and also to the health situation in individual countries. They are usually signed by a recognized authority. Issues devoted to one specific health problem have been found to be highly appreciated.

The present total circulation of the NEWSLETTER (four languages) is 60 000. More detailed figures are given in Annex 2. The NEWSLETTER is distributed free from Headquarters and the Regional Offices, almost entirely in response to individual requests from interested persons and organizations. In addition bulk orders are continually being received from interested bodies wishing to make a special distribution of particular numbers at their own expense.

(e) Filmstrip "WHO, What it is and How it works": This 35-frame filmstrip is made up of artist's drawings in colour specially designed to illustrate the structure, functions and activities of WHO. It is primarily intended for use as a visual accompaniment to lectures and talks. It was distributed in small quantities at the end of 1954 and has been favourably received.

(f) Exhibits and Posters: A large number of requests arrive both at Headquarters and at the Regional Offices for WHO exhibit material. Requirements vary from elaborate, semi-permanent exhibits, which are individually expensive to produce, to expendable wall posters and picture-sheets, which are also costly in the quantities required. There is moreover a wide variety of audiences for which exhibit material is required, including people at all cultural levels from the almost illiterate to the highly sophisticated.

Two posters, designed by well-known artists, were produced in 1950 and in 1952. Both have demonstrated the quasi-impossibility of producing any single poster suitable for world-wide distribution.

The more successful of Headquarters' efforts to produce relatively inexpensive exhibit material which is also fairly suitable for a wide public have been:

(i) A compact travelling exhibit consisting of 15 linen-backed panels (each 100 x 75 cm) representing in photo and text various health problems with which the Organization is concerned. Thirty sets in seven languages have been sent to Regional Offices, United Nations Information Centres, etc.

(ii) A 16-sheet picture-set entitled "Health is a Fundamental Human Right" has recently been printed in English, French, German, Spanish and Arabic (total 5000 sets). Each sheet contains one photo (30 x 30 cm) with a simple caption. The picture-set is being distributed from Headquarters, Regional Offices, United Nations Information Centres, etc., in response to specific requests.



(2) Examples of specialized reporting

(a) Press Releases and Special Features

Press Releases give the essential facts about any event which may reasonably be expected to retain the attention of press correspondents or editors of the daily press, periodicals and professional journals. They are issued independently by Headquarters and by Regional Offices according to their relative news value in different parts of the world.

Press Releases cover, for the most part, news of WHO meetings and seminars of all kinds, new WHO publications, statistical findings concerning health problems, launching of new field projects or achievements of old ones, and staff appointments and movements, etc. The number of Press Releases issued depends on the occurrence of events suitable for coverage.

The Press Features series, mainly issued from Headquarters, is composed of articles signed by a recognized authority and dealing in popular style with health problems of particular topical interest.

While intended primarily for reproduction in the daily or periodical press, both releases and features also serve to inform persons and institutions who may be technically or professionally interested.

(b) Health Front

Under the title "Health Front: Highlights of Health Activities from all parts of the World" a new monthly press service has been begun in 1955. The aim is to include interesting, brief news items which are individually not of sufficient interest to warrant a press release, together with a short feature article on a special subject. Distribution is the same as for Press Releases.

(c) Booklets describing the health situation in individual countries

Illustrated booklets telling an interesting and easily-read story of health progress in an individual country provide concrete and convincing evidence of the value of international health work in action. One booklet entitled "Aryana to Afghanistan" appeared in 1954, and a second on Burma is in production. Distribution

is made from Headquarters, Regional Offices, United Nations Information Centres, national committees, etc., in response to requests.

(d) Photographs and Picture-Stories

For the last two years all photo production has been centralized at Headquarters, where the Organization's own photo laboratory is able to process material expeditiously at minimum cost. The compilation of a photo file, now comprising 5000 negatives, has been made possible partly by sending professional photographers on assignment, and partly by the co-operation of WHO Regional Offices and field personnel.

Production of photographic enlargements for press and exhibit purposes has now reached an average of 2500 per month, which is a maximum with the present production staff. (See also Annex 3.) This production is absorbed almost entirely by specific requests from press, photo agencies and Regional Offices.

A particularly successful effort has been the presentation of photographs in the form of picture-stories, which are regularly used by an increasing number of illustrated magazines.

(e) Films

Ever since the Organization's early years there has been a constant flow of requests, both to Headquarters and to the Regional Offices, for the loan of films dealing with WHO. Financial considerations have made it impossible to honour this demand, and the Organization has thus been deprived of one of the most effective ways of bringing the story of WHO to millions of people in all countries.

The cost of production of films, even of short documentaries, is high. A sister agency reports spending \$80 000 on a sixty-minute film in three language versions. This figure is moderate for present-day film production costs.

To date, the Organization has produced only one documentary film, "Somewhere in India", a ten-minute short telling the story of the malaria control demonstration project in the Terai Region. This film was produced for the very modest sum of \$7000 plus \$3000 for distribution, due largely to exceptional circumstances and the friendly co-operation of a film producing company in India. Aside from this, a

five-minute newsreel was produced during the 1954 Health Assembly. The potential value of films on WHO for the information and education of the public can be gauged by the fact that, despite their limited content, these two films have so far been seen by cinema and TV audiences estimated at between 25 and 30 million people.

(f) Radio

The radio material actually recorded at Headquarters and in the Regional Offices consists mostly of talks and round-table discussions by participants in the Assembly, the Executive Board, seminars and meetings of Expert Committees: official "messages" from the Director-General or his representatives, and short programmes making use of members of field staff and technical sections on subjects of topical interest.

Distribution is made principally through the highly developed radio network of the United Nations. In addition, WHO material finds its way into multi-lingual transcription services distributed from United Nations New York to radio stations all over the world. Recorded material is also furnished directly to national networks.

(g) Special articles

WHO produces special articles written by members of public information staff on the basis of personal attendance at meetings, personal visits to field projects, etc. Although possibilities are limited by the time and travel cost involved, such articles command a wide distribution in popular and semi-technical publications.

(h) World Health Day material

The purpose of World Health Day is to give national and local health services an added opportunity of interesting the public in major health problems and health needs.

While the observance of World Health Day is essentially a matter for national and local initiative, the Organization seeks to assist by preparing basic material on the year's theme (articles, pictures, picture-sheets, radio recordings), limited quantities of which are supplied to health administrations, United Nations Associations and other interested bodies.

### III. STIMULATION OF OUTSIDE PRODUCTION

In order to take advantage of the almost universal interest in health subjects and to mobilize existing goodwill towards the Organization, certain public information techniques have been tried out in conjunction with outside bodies and individuals. Efforts have been made in two principal directions:

(1) Co-operation may be sought with independent public information specialists of high standing in their professions for the production of articles, radio scripts and recordings, photographs and other types of documentation. It is an added advantage that such specialists can command outlets by which the material produced is sure to reach a wide public.

On three occasions WHO has joined with the United Nations and/or other specialized agencies in obtaining the services of a journalist of wide repute, a professional photographer and a radio specialist to visit a number of countries in a region to report on both national and international efforts to improve health. Since the expenses incurred for such projects are shared by several organizations, WHO's part is limited.

Frequently influential people connected with various information media (newspapers, magazines, radio stations, etc.) are glad to spend a few days visiting Headquarters or field projects to collect first-hand information as a basis for articles, broadcasts, etc. In special cases the Organization may give some financial assistance for travel and subsistence expenses.

(2) The only hope for WHO to be featured in the "expensive" media is to interest publishers, film and TV producers in topics relating to international health work in general and to WHO's activities in particular. For these outlets, however, stimulation means much more than simply establishing contacts and providing general information on WHO. Experience shows that in addition to suggesting concrete subjects with human interest value, it is in most cases necessary for the Division of Public Information to work out a detailed outline for the book, film, TV programme, etc. In some cases, it is essential even to supply certain types of raw material which the Organization alone can produce effectively.

Since these media, and especially films and TV, are extremely powerful means of communication, it may be of interest to describe briefly some of the experience gained by WHO in this field.

(a) Films: WHO has found that governments and documentary film sponsors are open to suggestions that they produce films concerning health subjects with reference to the Organisation's work. This has so far resulted in films produced by a number of governments as well as by a national television service.

In these cases the Organization has generally approved the basic details, including the outline of the film, has provided the assistance of a WHO information officer and some film footage on WHO activities, and has arranged and assured the co-operation of the field staff concerned.

(b) Television: Experience has shown that TV producers are interested in subjects dealing with WHO if the Organization can put at their disposal the services of members of the Secretariat and a certain amount of film footage dealing with these problems.

With this type of assistance, national TV services have on several occasions produced special programmes on WHO, varying in length from 30 to 60 minutes. This production has the added advantage that copies on film of the televised programmes can frequently be obtained at small cost for generalized use as WHO information material.

The only factor limiting WHO's efforts in exploiting the potentialities of the TV medium is the lack of funds necessary to obtain a variety of film material on field projects.

(c) Textbooks: Contacts established with publishers indicate that there is a good possibility of persuading them to produce books and in particular textbooks for children on international health work and WHO's role therein. Following a suggestion made by WHO, an important firm in one country has commissioned a writer to prepare such a textbook, which is now in the process of being printed. The writer has visited Headquarters on several occasions and received all the material and assistance

he needed. A relatively limited amount of money set apart for this kind of stimulation will go a long way in making the younger generations world health conscious and in enlisting their support for the ideals of WHO.

#### IV. CHANNELS OF DISTRIBUTION OF WHO INFORMATION MATERIAL

Despite the fact that WHO is in a "seller's market" in the sense that so far the demand for its information material has outrun the Organization's possibilities of satisfying it, the question of ensuring the most effective distribution of available material has been kept under constant examination.

The principal distribution channels were briefly indicated above in the description of the various information media used. Special mention should, however, be made of the distribution facilities offered through WHO's co-operation with the United Nations and the specialized agencies, non-governmental organizations, WHO national committees, and governmental information services, all of which offer great potentialities for the future.

(1) The United Nations Department of Public Information: This Department possesses extensive distribution services in all media. Up to the present WHO has derived particular benefit from United Nations facilities in radio and film distribution, and from the twenty United Nations Information Centres throughout the world in the distribution of printed material, posters, etc.

(2) National Committees: WHO national committees now exist in the following countries: Austria, Canada, Finland, Japan, the United Kingdom and the United States of America. The character and activities of these committees vary widely according to national situations, but the majority act as purveyors of information material. In addition, national committees frequently organize public meetings, seminars and other manifestations for which the co-operation of WHO personnel may be requested.

(3) Non-Governmental Organizations: Many non-governmental organizations, and especially those in official relationship with the Organization, distribute WHO information material to their members. As an example may be cited the World Federation of United Nations Associations (WFUNA) and its affiliated national associations, which are very active in this matter.

WFUNA has also been most successful in organizing seminars on subjects connected with world health, either in conjunction with sessions of the World Health Assembly and of Regional Committees, or on the occasion of other meetings sponsored by WHO or the United Nations. Their work in stimulating and crystallizing interest in world health is of very real and practical value.

(4) National Information Services: In October 1948 the Director-General addressed a circular letter to Member Governments requesting their co-operation in WHO's public information activities, and suggesting that each national health administration should designate a representative to act in a liaison capacity for public information purposes.

More recently similar requests have been addressed to governments by Regional Directors and a certain number of national administrations have replied giving the names of officers designated for such liaison work.

Apart from this, national radio stations and press liaison services have increasingly relayed programmes and information material supplied by WHO.

Up to the present, however, only a very few instances have occurred of national information services being able to spend money from their generally frugal budgets for translation or adaptation and reproduction of WHO leaflets, booklets, or visual media.

#### V. SOME REGIONAL INFORMATION PROBLEMS

The problems of public information work vary widely from region to region, and often from country to country. Rational planning of activities must therefore take these variations and differences into account.

Without prejudice to the results of discussions of public information activities in forthcoming Regional Committee meetings, the following examples may be given of information problems met with in some or all of the Regional Offices:

- (1) There is an over-riding need for larger amounts of all types of information material in an ever-increasing number of different languages.
- (2) The need is acute, also, for increased information personnel, as present information staff in Regional Offices is at the barest minimum level (see also Annex 1).
- (3) In areas where the mass of the population, for language or other reasons, is not reached by normal distribution channels, it may be necessary to concentrate information activities among government officials, schoolteachers, and others who are able to pass on facts and ideas to the less accessible strata of the people.
- (4) Until now, full advantage has not been obtained from the public information possibilities offered by field projects. It would be valuable to inform the people in project areas about the international assistance provided while at the same time preparing local opinion in order that the field activities should have the best chance of success.
- (5) The possibilities of closer co-operation in public information matters with national government services dealing with health, education and publicity are just beginning to be explored. This co-operation would be helped if WHO could produce or adapt basic information material, particularly visual material, in a form suitable for translation and reproduction by such national services.

## VI. SUGGESTIONS FOR FUTURE EXPANSION

### General-Observations

It appears from the foregoing outline that the main problems in planning any substantial increase of public information activities are those of production rather than of distribution. The immediate need is thus for additional facilities for the production both of increasing quantities of existing material and of certain new types of material, particularly in the visual media.

The problem of distribution, on the other hand, does not present any particular difficulty, although certain channels could usefully be widened further. Particular mention may be made of the following: (a) the formation of WHO national committees



in an increasing number of Member States, and the establishment of close working relationships between such groups and the representatives of the mass communication media; and (b) arrangements with the information units of health ministries or, where no such specialized facilities exist, with the general national information services for systematic co-operation and assistance in the distribution of WHO information material.

While there is hope that national committees and governmental information services will eventually see their way to produce basic information material on WHO (or at least to arrange for translation of the available documentation) on their own initiative and with their own financial means, experience has shown that at present the only possible way for WHO to make its existence and work better known to the public at large is to assume full responsibility for expanding its public information activities.

In the last five years, no important progress could be made in this field because of one fundamental handicap: budgetary limitations affecting both recruitment of new personnel and increase in the output of information material.

Since the establishment of the Headquarters Division of Public Information in its present form, no new permanent staff members have been appointed except those necessary for the rational and economic operation of the still photo services. As can be seen in Annex 1, with the exception of two Division members responsible for producing material in French, the planning and carrying out of activities in each of the main fields of activity (press, publications, radio, films and liaison) remain the responsibility of one Public Information Officer only.

Salaries excepted, the budget made available to the Division for all essential services, including materials and supplies, duty travel, consultants, etc., has in the last few years remained constant in the neighbourhood of \$50 000.

To keep in line with the general policy of the Organization it is suggested that, rather than increase the staff, public information work be expanded by having additional funds allotted for the production of those types of information material and the increased use of those public information techniques which in the past have proved their value in increasing knowledge and understanding of the Organization and its aims.

The Assembly may wish to examine the possibility of such expansion under two headings:

(1) Projects calling for an additional expenditure of about \$50 000

(a) Folder "WHO, what it is, etc.": In addition to present production in English, French and Spanish, it is suggested that WHO bring out each year editions of 20 000 in each of six other languages which could be varied from year to year according to need and opportunity.

(b) Leaflet "Facts and Figures": The demand for this leaflet far exceeds the present level of publication. Requirements are for a yearly production of at least 100 000 copies, divided between English, French and Spanish according to demand.

(c) WHO NEWSLETTER: By increasing the size of the NEWSLETTER, from 4 to 6 pages, it would be possible to include one whole page of pictures, to print more articles dealing with the health situations in individual countries, and to include a section of news briefs relating to progress in WHO's work.

While there is a steady increase in demand for the existing language editions of the NEWSLETTER, expansion of circulation could be still more valuable if editions were produced in more languages. Given the stationary staff situation, this would best be done by subsidizing the production of new language versions by Regional Offices, United Nations Information Centres, United Nations Associations or other responsible bodies which might be interested.

A special large "wall-sheet" edition of the NEWSLETTER produced in 1952 and intended for display as well as ordinary reading, continued to be in demand for the succeeding two years. Such a special number would appear once every year.

(d) Illustrated Booklets: Booklets dealing with the health situation in individual countries, on the lines of the booklets about Afghanistan and that at present in production on Burma, would appear at the rate of at least one per year. These would be written in popular style and would bring out how international assistance can help to solve national health problems.

(e) Photo-sets: Printed photo-reproductions chosen to illustrate a given theme, in sets of 12 to 16 separate exhibit-size pictures, each with its caption, appear to be the best solution to the problem of supplying relatively inexpensive exhibit material on a large scale.

One new photo-set would be produced each year in several language versions.

(f) Colour filmstrip: Following the good reception given the experimental colour filmstrip produced in 1954, it is proposed to produce each year one similar colour filmstrip designed to accompany lectures or talks on the organization and activities of WHO in each of the Regions.

(g) Television: It is important to be able to offer television producers a variety of film material describing WHO's activities. To obtain this it will be necessary to commission professional movie-cameramen to visit field projects, etc. Often advantage can be taken of the presence of such technicians on other assignments in places where WHO has projects in operation.

(h) Stimulation of outside production: Encouragement would be given to selected writers, journalists, radio producers, etc., to visit Headquarters, Regional Offices and field projects in order to collect material for their individual professional needs. Six such visits per year are envisaged.

WHO would also co-operate and participate in the organization of public information missions as described in Chapter III, para. 1(a). One mission covering several countries, or several missions to individual countries should be organized each year.

(2) Film projects which would require approximately another \$80 000

In Chapter III, para. 2, it was explained that WHO had never been able to find the money to make more than one short film, "Somewhere in India". Efforts were made to encourage sponsors other than governments, i.e. foundations, industries, etc., to provide funds to the Organization specifically for the production of documentary films on certain health topics. In one instance this effort resulted in an offer by an industrial firm of sufficient funds to enable the Organization to

produce a film on the mass campaigns against the treponemal diseases. However, the established policy of not permitting films of the Organization to carry the name of such a commercial firm makes it unlikely in the future that any commercial sponsor will consider granting funds directly to the Organization for film production. This means that if the Organization seriously considers films an important arm of its information work, some provision will have to be made internally for financing them.

There is no doubt, however, that films produced by WHO itself would easily justify the high expense involved. The results achieved by the film "World Without End", which was produced by UNESCO in 1953, provide a basis for consideration of the value of film to an international agency. There are now approximately 450 prints of this film in distribution, some 300 of which were purchased by their owners. In addition several countries have made their own language versions of the film at their own cost; shortened versions have been used in television in the United Kingdom and the United States, and 16 mm prints have been used widely in schools. WHO has been informed, moreover, that UNESCO has recovered part of the production cost in royalties and rentals, while even larger sums have been donated to causes represented in the film by people seeing it.

It should be emphasized that the film "World Without End" succeeded largely because of the very high standard of production it achieved through the combined efforts of two of the world's outstanding producers of documentary films. Experience has shown that in the production of films aimed at mass distribution, high quality in production is an essential condition of success.

For the sum mentioned (\$80 000), it would be possible for WHO to make two films:

(a) A general educational film designed to give an overall picture of the organization and its different activities. This is a first priority in order to meet the constant demand for such a film. If money were made available in 1956 the film could be finished in 1957.

(b) A "Tenth Anniversary" film for distribution in 1958. This would be devoted to a pictorial presentation of practical achievements in international public health during the last ten years, made in the best "documentary" tradition and appealing to a very wide audience.

ANNEX I

STAFFING AND ORGANIZATION OF PUBLIC INFORMATION WORK

Headquarters staff

Working under the Director of the Division of Public Information are five information officers, each occupied principally with one of the following: Press, Visual Media, NEWSLETTER, Radio, and general liaison. Two other information officers are engaged for the most part in the production of material in French. In addition one senior information officer stationed in New York assures liaison with the United Nations Department of Public Information.

Occupied with still photo production and distribution are a photo specialist, a laboratory technician and a clerk.

The remainder of Headquarters public information staff consists of an administrative assistant, a distribution and records clerk, and five secretaries. There is also one secretary in the New York Office.

Regional arrangements

In each of the six regional offices there is one senior information officer, with one or more locally-recruited secretary-assistants. Only in the Washington Office is there an assistant at an internationally-recruited grade.

Although regional Public Information Officers are administratively responsible to their respective Regional Directors, close liaison is maintained between Headquarters and regional activities. Most types of information material produced at Headquarters are distributed through the Regional Offices, in addition to the material produced by regional offices for regional consumption. Headquarters continually relies on the cooperation and initiative of regional information officers to obtain pictures and stories about regional activities, to guide and assist visiting journalists, cinema and still photographers, etc.

EXPANSION OF NEWSLETTER CIRCULATION 1952-55

English Newsletter: Until the end of 1953 the English edition was printed separately in Washington for the Americas and in Geneva for Europe and the other regions excluding the Americas. Since 1953 an important economy has been realized by printing the entire edition in Geneva three months in advance of publication date and shipping the necessary quantities by sea to Regional Offices for regional distribution.

French Newsletter: This is printed in Geneva and distributed to Regional Offices by surface shipment.

Spanish and Portuguese Newsletters: These are printed in Washington and distributed there throughout Latin America. A small stock is sent to Geneva for distribution in Europe.

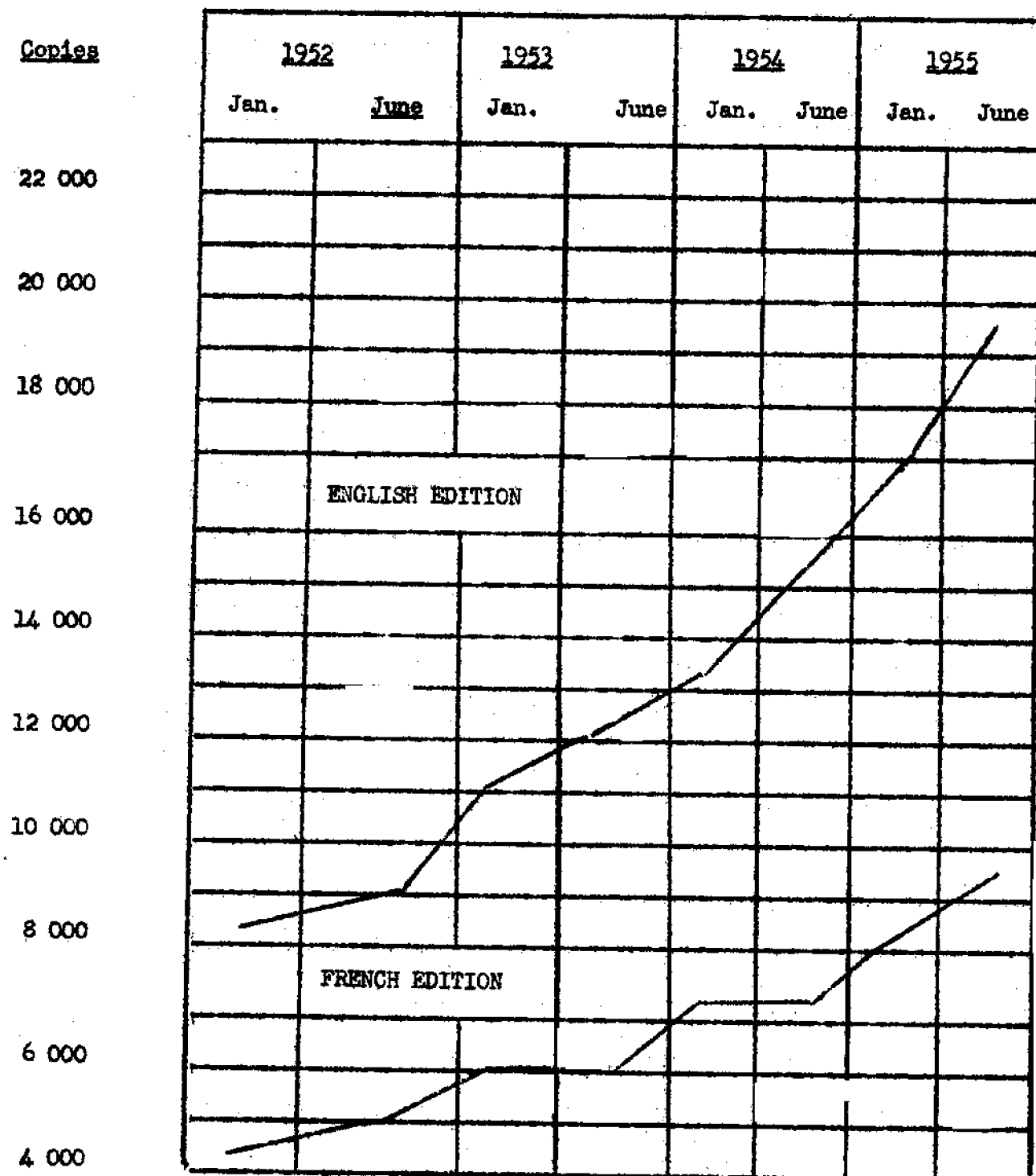
NEWSLETTER Circulation Figures

	1952	1953	1954	1955	
				January	June
English (All regions except Americas)	8 500	11 000	13 500	17 000	20 500
English (Americas)	15 500 <sup>1)</sup>	12 700	18 000	18 000	18 000
French	4 500	6 000	7 500	8 000	10 500
Spanish <sup>2)</sup> (Americas)	3 700	7 000	8 000	8 000	
Portuguese <sup>2)</sup> (Americas)	1 000	1 000	3 000	3 000	
TOTALS:	33 200	37 700	50 000	54 000	49 000

1) The reduction from 15 500 in 1952 to 12 700 in 1953 resulted from a check made on mailing list in order to retain only addresses of persons who had expressed a desire to continue receiving the NEWSLETTER.

2) Distribution to Spain and Portugal is made from stocks furnished to Headquarters the Washington Office.

CIRCULATION OF ENGLISH AND FRENCH NEWSLETTERS  
IN ALL REGIONS EXCEPT THE AMERICAS





EXPANSION OF STILL PHOTO PRODUCTION AND DISTRIBUTION

The figures given show the growth of activity in both production and distribution of still photographs since an adequately-staffed photo unit was set up in September 1953 within the Division of Public Information at Headquarters.

(1) Photo production

The average monthly production of photographic prints from the WHD photo laboratory has increased as follows:

January 1953 . . . . .	500 prints
Monthly average 1953 . . . . .	1 250 "
" " 1954 . . . . .	1 456 "
" " 1955 (first quarter) . . . . .	2 608 "

(2) Photo distribution<sup>1</sup>

The average monthly distribution of photographs from Geneva Headquarters has increased as follows:

January 1953 . . . . .	400 prints
Monthly average 1953 . . . . .	500 prints
Monthly average 1954 . . . . .	1 000 prints
Monthly average 1955 (first quarter) . . . . .	1 400 prints

(3) Stocks in hand:

Negatives in hand April 1955 . . . . .	4 930
Stock prints in hand April 1955 . . . . .	11 500 (approximately)

<sup>1</sup> (i) All distribution is in the form of photographic enlargements in sizes suitable either for press use or for exhibit purposes.

(ii) All distribution shown is made either (a) in response to specific requests from press, periodicals, regional public information officers, or interested individuals or bodies; or (b) to photo agencies and periodicals which have indicated their interest in placing or publishing photographs and photo stories.