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REPORT OF THE STUDY GROUP ON THE INTEGRATION OF
MASS CAMPAIGNS AGAINST SPECIFIC DISEASES INTO
GENERAL HEALTH SERVICES

Realizing that the question of integration of mass campaigns against specific diseases into general health services is creating an increasingly acute dilemma, particularly for the developing countries, the Director-General convened a Study Group to discuss and prepare a report on:

- (a) role of mass campaigns in the evolution and development of health services;
- (b) relationship between mass campaigns of various types and general health services at different stages of development;
- (c) training of personnel in both mass campaigns and general health services to fit them for changing trends in health needs.

In its report, the Study Group arrived at conclusions which will be of great value to WHO and in guiding national health authorities in organizing and extending their health services.¹

¹ Wld Hlth Org. techn. Rep. Ser., 1964, 294.