

## People or Profit: Western Business Ethics

By LUANNE LEONARD

**FACT:** After the Dalkon Shield Intrauterine device killed at least seventeen women in the United States the manufacturer withdrew it from the market. Half a million of these IUDs were then sold overseas are still in use in some developing countries.

This process is called dumping and it happens when multinationals such as pharmaceutical companies have a load of banned, restricted or surplus items which they must sell.

Another example of dumping is the case of TRIS-treated children's nightwear in developing countries after TRIS was found to be carcinogenic and banned from the U.S.

Dumping leads to selling goods in an environment for which they are not designed and in conditions which make them unsafe. An example of this is convincing mothers to

stop breastfeeding their children, and then selling them baby food in areas where the water to dilute the powder is dirty, where instructions cannot be read because of illiteracy or a language barrier, or where formulas is prohibitively expensive causing families to dilute it into proportions which lead to severe malnutrition and death. In cases such as these the mother would have been better off continuing to breastfeed her child.

In addition, dumping leads to selling goods casually which are highly restricted elsewhere - such as selling prescription only drugs in an Indonesian marketplace to anyone who has the money to pay for them.

It is generally easy to dump in developing countries because there are usually few or no controls over testing or registration of imports. As well there are few or no obligations

to print appropriate warnings or instructions on labels. In many developing countries dangerous drugs are available without a prescription. In addition to this there are usually no shelf-life restrictions on drugs therefore people may be taking an expired drug whose chemical compound has changed.

The question which many people are asking themselves is "does profit making by pharmaceutical companies in developing countries come before people thus causing even greater deterioration of health?" Hopefully we would all answer "NO", but this is exactly what seems to be happening. "Pharmaceuticals are big business today. Lack of regulatory controls in poor countries mean that (Western) drug companies can virtually say - or omit - whatever they want about their product to increase sales." (*The New Internationalist*, 1983).

The single, most important cause of ill health is poverty, from which malnutrition stems. Zapping germs with modern medicine does nothing to change the already existing nutritional weakness. In developing countries the purchase of useless drugs costs so much money that people no

longer have the means to take the necessary measures for REAL health improvements. What is needed is food, not drugs. Yet parents with sickly children spend their money on "miracle drugs from the west" which they have complete faith in, but which are generally useless.



Penicillin on sale on a market stall in Upper Volta - Exposure to heat destroys its effectiveness; penicillin should be refrigerated.

## UNB'ers Heading Overseas

By JANE HUTCHINS

What does development mean to you? How can we help underdeveloped nations? These are few of the questions that four students here at the University of New Brunswick are struggling with. These young women have been selected from the Fredericton region to represent an organization called Canadian Crossroads International, and their commitment to Third World development has already begun, long before their departures for overseas are expected to take place.

The selected candidates are

Luanne Leonard, a third-year Anthropology major; Jennifer Preston, a physical education student; Natalie Folster, whose focus is political science and Third World Studies, and Susan Dearman, a fourth-year Biology major. They are four of approximately 150 Canadian professionals, students, and retired people who will live and work in one of about 40 developing nations in Africa, Asia, the South Pacific, the Caribbean, and South and Central America.

Canadian Crossroads International is a volunteer organization, funded by donations from businesses, returned volunteers, and individuals concerned with international

development. Its aim, since its inception in 1958 by James H. Robinson, a black American clergyman, has remained the same: "to send volunteers overseas to work on development projects, and to make the public more aware and supportive of policies that further Third World Development."

Having survived a rigorous application, interview, and medical examination process which commenced in September, the efforts of Luanne, Jennifer, Natalie, and Susan are now focussed on fund-raising and education strategies. As volunteers, they are responsible for raising a total of \$6,400 towards the cost of their involvement.

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## REGGAE - JAM:

The Caribbean Circle of UNB and St. Thomas University will be hosting their annual fall extravaganza which this year has been dubbed REGGAE-JAM '88. On Saturday November 19, this extraordinary celebration of music and dance will be held at the Social Club on campus featuring two live reggae bands; SMALL AXE and SONS OF GILBERT (a group that did so well at the Red n' Black showcase this year). This party will seek to raise funds to assist the Circle in increasing its presentation of seminars, plays and other cultural and educational events that take place each year.

A Caribbean party gives tremendous cultural insight into the energy and mood of Caribbean people. Dancing is a fundamental expression of joy, defiance, communal sharing and creative spontaneity which are basic to survival and progress in any society. In the Caribbean a party without dancing is quite lacking this this Reggae-Jam should prove to be a fitting place for the discovery of a sense of community and basic fun. However, for those less inclined to dance to music and more inclined to contemplate the characteristically relevant and thoughtful lyrics of Calypsonians and reggae artists, there will be more than enough opportunity to do so at the Reggae-Jam. Simply put, there will be something for everyone what with the competitions and door-prizes et al that jazz!

Tickets are \$3.00 per person and are available at the Student Help Centre on campus. Caribbean Circle members will also be selling tickets and if you need further information about the nights you may call Lyttleton at 454-1208. It is advisable that you purchase your tickets as soon as possible since there will be an upper limit as to the number of people who will enter. The night officially begins at 8:30 pm.

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