

# Sustaining the effort

It is important that Canadians and individuals in other countries understand that our efforts must be sustained if we are truly going to ensure that the Ottawa Convention lives up to its promise. To promote public awareness about the landmine problem and what Canada is doing about it, DFAIT implements a comprehensive Outreach and Sustainability Program in partnership with NGOs throughout Canada.

**T**he program disbursed approximately \$1.3 million in fiscal year 2000 to support innovative tools and projects which advanced these goals. Tools produced include the annual report to Parliament on the Canadian Landmine Fund and a newsletter entitled *SafeLane*:

*Canada's Landmine Ban Report. A 17-minute video entitled *Measured Steps: The Global Movement to Ban Landmines* was produced and distributed at a cost of \$93,000. The outreach program also manages the web site *SafeLane: Canada's Guide to the Global Ban on Landmines**



Declaring Canadian Landmine Awareness Week 2001: Manitoba MLA Doug Martindale and Youth Mine Action Ambassador Meredith Daun hold the proclamation near a symbolic shoe pile at a Winnipeg shopping mall.

Meredith Daun/MMAAP