

3. One hundred and twenty-six.

4. When a definite decision is made to close an office, all available information relevant to the case has been carefully checked beforehand to ensure that the decision is just. Should additional pertinent information be brought to our attention between the time our decision is made and the actual date of closing, the case is reassessed and the decision reversed if deemed necessary.

"OPERATION LIFT"

Question No. 1,663—Mr. Mazankowski:

1. What agency, or agencies, are handling the publication and dissemination of information concerning "Operation LIFT"?
2. Were tenders called and contracts awarded and, if not, for what reason?
3. What is the total cost of (a) this publicity program (b) the brochures being mailed to the farmers and all interested persons (c) the advertising program for (i) daily (ii) weekly newspapers?
4. What are the criteria for any newspaper to receive this advertising?
5. What is the total cost for radio advertising?
6. What are the criteria for any radio station to receive this advertising?

Hon. H. A. Olson (Minister of Agriculture):

1. The publication and dissemination of information concerning "Operation LIFT" is the responsibility of the Department of Agriculture. Information is also being disseminated by the Office of the Hon. O. E. Lang, the Canadian Wheat Board and the Grains Group. An advertising agency Paul, Phelan and Perry Limited, is under contract to the Department of Agriculture to carry out an advertising program in Western Canada.

2. Tenders were not called due to the urgency of launching the program at the earliest possible opportunity. To assist in the achievement of the program objectives it was necessary to develop and provide information to farmers prior to their making firm planting decisions for the current crop year.

3. The total estimated cost of the information program up to April 15, 1970, is: (a) publicity program, \$1,022.59. (b) two brochures, \$6,205.67. (c) Advertising program, \$16,387.20 broken down as follows: (i) weeklies, \$7,098; (ii) farm publications, \$1,869; (iii) ethnic publications, \$718.20; (iv) radio, \$5,444; (v) allowance for production, \$1,258.

4. The criteria for newspapers used in the advertising program: (a) listing in the rec-

Questions

ognized media authority, the Canadian Advertising Rates and Data publication. (b) market coverage based on editorial content and direction of the publication, i.e., wheat farmers audience. (c) circulation as confirmed by the Audit Bureau of Circulations, or the Canadian Circulations Audit Board, or by a publisher's sworn statement. (d) cost-benefit relationship.

5. Answered in Answer 3 (c) (iv).

6. The criteria for radio stations used in the advertising program is based on the broadcast equivalent of the criteria for newspapers.

REHABILITATION PROGRAM FOR HANDICAPPED

Question No. 1,731—Mr. Nystrom:

1. What is the number of people who have received assistance in locating employment under the program for rehabilitating the handicapped of the Department of Manpower and Immigration since its inception?
2. How many of these people have succeeded in locating employment as a result of this program?
3. Has any follow-up study been made on these people and, if so, what is the percentage of these people still employed one year after finding employment?
4. What were the costs to the Department of this program for each year since it has been in operation?

Hon. Allan J. MacEachen (Minister of Manpower and Immigration): 1 and 2. Since the inception of the Federal-Provincial Vocational Rehabilitation Program in 1962 under the Vocational Rehabilitation of Disabled Persons Act of 1961, 17,458 handicapped individuals were reported by the provinces as rehabilitated to employment or self care through services provided or secured by the provinces under cost-sharing agreements covering the period 1962-63 to 1968-69 inclusive.

3. No follow up study has been made on these persons but the 17,458 individual reports on rehabilitated cases were completed by the provinces only after it had been determined at the end of six-month follow-up period that the handicapped individual was successfully employed in continuing employment.

4. Costs to the Department of this program for each year since it has been in operation are as follows: 1962-63, \$333,145.04; 1963-64, \$516,906.20; 1964-65, \$642,211.90; 1965-66, \$857,311.75; 1966-67, \$1,025,074.75; 1967-68, \$2,157,894.59; 1968-69, \$3,900,000.00.

An equal cost was assumed by the participating provinces.