

and cerebral palsy associations and similar voluntary organizations. The subject for the pamphlet, leaflet, booklet, film or film strip might come from any one or several of these groups. The next thing we do is check not necessarily the demand but rather the need for a publication. This is checked against all the available material we have. We have what we consider to be an excellent reference file of all material put out by the various organizations in all the health fields. We check against this in order to avoid duplication. There may be some pamphlets, leaflets, or posters which we decide on which are produced in part by some other organization. In the main, however, we try to avoid, and have done so for years, any duplication of work. The next step is we decide the type of material we will produce which is necessary in order to put over the subject. Perhaps it is a poster for children in the 5 to 7 age group on brushing of teeth, or some such subject. It may be a leaflet, which we decide is the right type of literature for a home and school group. It may be a booklet for mothers in the home, which perhaps would be used by nurses, when they visit mothers. Or, it might be a technical folder for professional use.

When we have made the decision, in consultation with others, our next step is to prepare a draft copy in information services, with the assistance of specialists in our own department and, sometimes, specialists outside our department.

Then, this material goes for pre-evaluation to all the provincial departments of health, the provincial health educators, specialists, and individual groups such as advisory committees on public relations, say in the mental health field. When all these people have done a pre-evaluation and send it back, we sit down and incorporate as many of the ideas and suggestions that can be incorporated, which have come back from these provincial departments.

After that, we do a new draft, and submit it again. At the same time, we are doing the art work, the layout, and the format, which goes out with our second draft to the provinces. When it is approved by all, it goes to the Queen's printer for production.

In regard to the distribution side, when we receive it, all our material is distributed, not by us but through the provincial departments of health. They are the outlets. They make the requests for these materials, and they use them.

Mr. Chairman, that is the general procedure that we take in the preparation of our health educational material.

Mr. HALPENNY: It seems that No. 49—baby talk, is all right; No. 51—bed wetting, is all right; but in regard to No. 77—sex; there seems to be something the matter with sex, as we printed 68,000.

Mr. VIVIAN: What page is that on?

Mr. HALPENNY: Page 159—and we distributed 93,000. I am wondering if there are a lot of mistakes in this. I do not know how you can distribute 93,000 and print only 68,000.

Mr. BROOME: Reproduction.

Mr. MONTEITH (*Perth*): In regard to No. 77, that is the number produced for one year, but the number of copies distributed might be a carryover from previous years. However, I think there are a couple of misprints in this. If you will look at No. 80, you will see that "thumb sucking" is down as "thump sucking". I am assuming that No. 26—baby's first year, where it sets out the number of copies distributed to 70 mothers, might be a misprint also, as Mr. Adams pointed out. However, as this is under Indian and northern health services, perhaps Dr. Moore could clarify this for us.