

Sustaining the Canadian effort

As the struggle shifts from the achievement of a comprehensive ban on landmines to universalizing and implementing the ban, efforts to maintain public support and momentum remain crucial. To promote domestic and international public awareness of the landmines issue and to encourage long-term sustainable funding, DFAIT developed the Outreach and Sustainability Program (OSP).

In 1998-99, this program spent \$937,000 to support the development of innovative outreach tools and programming, and fundraising efforts among individuals, the private sector and NGOs.

The outreach tools included several audio-visual products, among them a CD ROM entitled Ban Landmines which has won a number of awards for multimedia excellence in both Canada and the United States. Over 10,000 copies of this CD have been distributed to schools and public libraries across Canada,

while approximately 1000 copies have been sent to diplomatic missions and NGOs for use internationally.

An award-winning broadcast documentary, *One Step at a Time*, was also developed with funding from OSP. This program, available in Spanish, English, French and Russian, has been broadcast in 26 countries. A shorter video format version, *In Years Not Decades*, has been distributed in French, English and Arabic. At year end, plans were underway for its translation into Portuguese for distribution at the First Meeting of States Parties in Mozambique.

Both the video and CD ROM feature in an interactive exhibit on landmines which has

This interactive display has helped to raise public awareness of the landmine issue in cities across Canada.

