

that a number of these pamphlets have been very useful. In view of the fact, Mr. Minister, that you have asked for a special review, have you had any result from that review? I am looking at item 26 as an example. This shows that some \$2,500 was spent on 20,000 pamphlets which were distributed to 70 mothers. Then there are some others here. There is an interesting one on thumb sucking. What I am concerned about is whether or not you feel you are getting the results in relation to the cost of the printing of these pamphlets which represent \$100,000. In other words, is this review being made in such a manner that you are determining the value in relation to cost? Seventy mothers utilizing 20,000 pamphlets at a cost of \$2,500 makes one wonder if these pamphlets are being put to the most satisfactory service.

Mr. MONTEITH (*Perth*): I might also say that some time ago I asked to have a display of all the pamphlets which we had in stock and which we had printed. This was a similar display to that arranged for the committee. At that time I went over these pamphlets with the staff. In discussing with them the uses to which each of these particular pamphlets was put I did so with this in my mind; I will not say I was entirely convinced in every case, but certainly in the huge majority of the cases I was convinced they were being put to a good use.

In so far as this particular pamphlet to which you refer is concerned, I would like to ask Dr. Charron to outline just how this is handled and what it is used for.

Dr. CHARRON: Perhaps Mr. Adams could start off.

The CHAIRMAN: I am not so much concerned about any individual pamphlet; but on page 332 you show a cost of approximately \$100,000 for educational information publications, and educational information material other than publications. Then if you refer to the list of pamphlets at page 157 it is indicated that the department has a very extensive list of what are unquestionably useful publications. My concern is that I have seen departments on previous occasions which, when they get into the enthusiasm of their work, print endless numbers of pamphlets without necessarily having a return from the monies invested in it. I cite this one where we are spending \$2,500 for 70 mothers to obtain this pamphlet.

Mr. CATHERS: Would you explain the 70 mothers and 20,000 pamphlets.

The CHAIRMAN: Perhaps we will receive this information from the witness.

Mr. MONTEITH (*Perth*): First, I wonder if Mr. Adams might be asked to say a few words on the information services division.

Mr. HARVEY ADAMS (*Director, Information Services Division, Department of National Health and Welfare*): Mr. Chairman, first of all I cannot answer the question in respect of the 70 mothers. This comes as a shock to me. I feel there probably is a misprint of some kind.

Secondly, you mentioned the question of over production. Our budget in the information services over the past few years has not increased, but has slightly decreased. Therefore, we are not spending just for the sake of spending.

If I might, I would like to cover the procedure which we follow in the production of a pamphlet, or other literature. I think it might be clearer to the Committee if they know how we do operate. First of all these pamphlets or leaflets are suggested by perhaps five different groups. The first are our principal medical officers; second are the chiefs and their consultants in the divisions; third, the provincial departments of health; fourth, the provincial health educators; fifth, volunteer organizations such as the cancer, arthritic