

Routine Proceedings

acceptance by the Department of one non-arms length transaction in the amount of \$27,000.

(b) The audit included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as the auditors considered necessary to conduct their audit.

(c) The Auditor General periodically reviews the Department's contribution programs; the Department implements recommendations made as a result of these audits. All contribution agreements of the Department contain a clause which requires the recipient of Contributions funding to maintain appropriate financial accounts and records. The right of audit by the Federal Government is a standard clause in all such contribution agreements.

Question No. 67—Mr. Karpoff:

Has the Department of National Health and Welfare taken a public position against the Canadian Radio-Television and Telecommunications Commission Public Notice 1990-86 entitled "Proposed Amendments to the Television Broadcasting Regulations, 1987, Radio Regulations, 1986 and Specialty Services Regulations, 1990" regarding the advertising of hard liquor beverages and, if so, what is the budget of the department for anti-alcohol abuse advertising on broadcast media for the fiscal years (a) 1989-90 (b) 1990-91 (c) 1991-92?

Mr. Albert Cooper (Parliamentary Secretary to Minister of State and Leader of the Government in the House of Commons): Time required to prepare this answer: 6 hours and 55 minutes

Approximate cost: \$125.

I am informed by the Department of National Health and Welfare as follows:

The Department of National Health and Welfare has taken a public position against the CRTC Public Notice 1990-86. The Public Notice specified that public comments should relate to specific evidence (or the lack thereof) in support of or against the distinction made by the existing regulations in the broadcast advertising of beer, wine, coolers and spirits.

The Minister's response to the CRTC indicated that this was not a useful approach because the question posed cannot be given either an affirmative or a negative answer.

The Minister emphasized his belief that it does not serve the public interest to make a decision on the proposed amendments on the basis of comments for which no adequate scientific answer is available. At the

same time, basing a decision on responses to this question alone ignores broader and more relevant issues raised by the proposed regulatory amendments.

The Minister's submission to the CRTC also indicated that, while the Association of Canadian Distillers might initially restrict itself to its stated intentions of airing only moderation messages, the Association might decide at a later date to exercise its right to advertise its products. The Minister emphasized his concerns that this could lead to a significant increase in the total volume of broadcast ads promoting alcohol products, thus increasing the exposure of children and adolescents to such product promotions. In addition, the visibility of cautionary messages concerning the negative consequences of unwise alcohol use would be further obscured by the resultant increases in promotional messages about drinking.

The Department implements two public awareness and information campaigns which address issues related to alcohol abuse: the "Really Me/Drogues, pas besoin!" campaign of Canada's Drug Strategy; and the "Play it Smart/Moi, j'ai toute ma tête!" campaign of the National Program on Impaired Driving.

(a) 1989-90

Radio:	\$700,000
Television:	\$3,000,000
Total:	\$3,700,000

(b) 1990-91

Radio:	\$1,400,000
Television:	\$1,800,000
Total:	\$3,200,000

(a) 1991-92 (Projected)

Radio:	\$750,000
Television:	\$1,900,000
Total:	\$2,650,000

Question No. 68—Mr. Karpoff:

Does the federal government support the International Code of Marketing of Breastmilk Substitutes developed by UNICEF and the World Health Organization for adoption into legally enforceable legislation for all countries and (a) if so, what efforts are being made to have the Code adopted in Canada and when will the Code take effect (b) if not, why not?