



**UN SECRETARY-GENERAL
HONOURED AT CARLETON**

The United Nations Secretary-General, Kurt Waldheim (right), chats with the retiring President of Carleton University, Davidson Dunton, in Ottawa recently after Mr. Waldheim had received an honorary doctor of laws degree. Mr. Waldheim, who visited Canada on May 24 and 25, had talks with the Prime Minister and the Secretary of State for External Affairs and held a news conference.. He was guest speaker at the annual dinner of the United Nations Association of Canada in Montreal, where he also called on Mayor Jean Drapeau and visited the headquarters of the International Civil Aviation Organization.

After the convocation ceremonies at Carleton University, which he attended on his return to Ottawa, Mr. Waldheim addressed the graduating students. He is the third UN Secretary-General to receive an honorary degree at Carleton, the late Dag Hammarskjold and former Secretary-General U Thant being the others.

RULES FOR ADVERTISING VITAMINS

Guide-lines governing the radio and television advertising of children's vitamin products were announced recently by the Minister of National Health and Welfare, Mr. John Munro.

The guides, which become effective on June 1, are designed to reduce pressures on parents to purchase children's vitamin products resulting from certain methods of advertising and lessen possibilities of establishing drug-taking habits.

PILL-POPPING CURB

"One of our concerns in developing these guide-lines is to reduce as much as we can the influence these advertisements have in establishing or promoting drug-taking habits," Mr. Munro said. "This is often referred to as 'the pill-popping syndrome'. While I see no health hazards associated with the products as such, I am concerned regarding the potential for children acquiring habits which could lead to more serious consequences as they grow older."

"In addition to our concern for the safety and health of Canadian youngsters," the Minister went on, "we are very much aware of the fact that certain radio and television advertisements of children's

vitamin products put more stress on premiums that are offered, rather than health reasons for taking vitamin pills or the possible benefits to be obtained by taking them. This emphasis on premiums may result in undue pressure being brought to bear on parents by their children to buy a certain product which is not really necessary, or a vitamin product more expensive than required."

The guides also place limitations on the use of personalities or characters in promoting children's vitamins.

The five guide-lines, developed by officials of the Health Protection Branch following consultation with representatives of pharmaceutical manufacturers of children's vitamins, are:

(1) Advertisements must not exaggerate the expected benefits from taking the vitamin product, nor portray taking of these products as a "fun" or "grown-up" thing to do.

(2) Advertisements must not imply that all persons need to take vitamin pills.

(3) Advertisements must not depict self-medication by children.

(4) Advertisements must not create undue pressures on children to urge their parents to buy