

New campaign urges youngsters not to smoke

As part of Canada's contribution to the World Health Organization's objective "health for all by the year 2000", Health and Welfare Minister Monique Bégin has announced a new campaign to promote the benefits of a life-style free of tobacco.

The program, which will continue for several years, will attempt to encourage young Canadians to become the "break-away generation" — free from tobacco, said Miss Bégin.

"The values, attitudes and behaviours related to smoking begin to develop very early in life and continue throughout childhood and adolescence," she said. "Once individuals reach the age of 19 or 20 'smoke free', it is unlikely that they will ever start smoking."

Miss Bégin also pointed out that "Canadians are ready for this push towards preventing smoking. More and more people are concerned about the

rights of non-smokers and want smoking banned in public places. Increasingly they realize that smoke is bad for you. We want to speed up this trend towards freedom from tobacco."

Campaign to be expanded

Initially, television will be the primary medium for the smoke-free message but the campaign will broaden later to reach a wider audience through other media.

Promotional and educational materials will be made available to schools, day care centres and community associations to encourage children to make the decision to join the "breakaway generation". The program will also aim to make adults aware of how important it is that they set a positive example for their children by not smoking.

The federal government hopes the provinces and voluntary health organizations will join in promoting the positive image of non-smokers and in destroying the illusion that smoking is the norm or a means to social success.

Since 1965, the proportion of Canadians smoking has dropped a full 10 per cent, from 43 per cent to 33 per cent. The proportion of women smoking has remained fairly constant whereas the proportion of men smoking has dropped 15 per cent.

In the 15 to 19 age group, smoking among males has decreased from 35 per cent to 26 per cent, while female smokers have increased from 20 per cent to 26 per cent.

During the same period, tobacco sales have increased both as a result of population growth and of increased consumption per smoker.

Canadian Forces team wins search and rescue competition



Canadian Forces

Members of winning Canadian team from Gander, Newfoundland compete in SAREX 82.

A Canadian Forces search and rescue (SAR) team came out on top at the annual Canadian-American search and rescue competition held at Elmendorf AFB in Alaska.

The SAREX 82 competition provided Canadian and American military search and rescue specialists with an opportunity to exchange information on new equipment and SAR techniques and to enhance the skills of their search and rescue teams.

The 103 Rescue Unit from CFS Gander, Newfoundland placed first in the competition which comprised three events, each designed to test a different aspect of life-saving skills.

The first test was of parachuting skills with competitors jumping from 450 metres and attempting to land as close as possible to a target with a diameter of 12 centimetres. The second exercise was a simulated search and rescue operation. Each team consisted of an aircraft crew and three rescue

specialists and was required to search a predetermined area, find a simulated crash site and deliver supplies by free-fall and para-drop methods.

The third and final phase of the competition was a simulated medical exercise during which medical experts assessed the search and rescue specialist's treatment of a simulated casualty.

In addition to the winning unit, Canadian Forces SAR teams entered in the competition were: 442 Transport and Rescue Squadron, CFB Comox, British Columbia; 440 Squadron, CFB Edmonton, Alberta; The Canadian Forces Survival Training School, Edmonton; 424 Squadron, CFB Trenton, Ontario; and 413 Squadron, CFB Summerside, Prince Edward Island.

The annual SAREX competition began in Canada in 1968 but U.S. teams did not start competing until 1972. The site of the competition alternates between Canada and the United States.

Grain exports exceed goal

The Canadian Wheat Board has reached its goal for grain exports in the current crop year and expects to surpass it by shipping 27.2 million tonnes.

The Board had set its goal for this year at 26 million tonnes and at the end of the crop year, July 31, was expected to export 27.2 million tonnes, worth \$6 billion. This figure would surpass its record by more than 16 per cent.

Douglas Radke, acting co-ordinator of the Grain Transportation Authority, a federal agency based in Winnipeg, said that under optimum conditions Canada could export 29 million tonnes of grain next year.