

foreign aid by increasing government efforts through a variety of mechanisms, such as the Futures Secretariat recently announced in CIDA, to inform the public on such issues. He added that future surveys will be useful in monitoring the success of initiatives undertaken by CIDA, and of government departments, to increase public awareness in this field.

He also added that the report points up once more the importance of mounting in the coming months an integrated public information programme involving the various organizations active in international development.

Dr. MacGuigan said he encouraged such initiatives as "Agenda for a Small Planet", a series of television programmes about world development proposed by CIDA in collaboration with the United Nations and television networks in Belgium, Canada, Finland, France, Germany, Holland, Italy, Japan, New Zealand, Sweden and the United States.

In conclusion, Dr. MacGuigan confirmed that Canadians' lack of awareness about aid programmes and policies could only be eliminated if CIDA and its partners in international development joined in carrying out a concerted public information strategy.