



DEPARTMENT OF EXTERNAL AFFAIRS  
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## FINDINGS OF A NATIONAL SURVEY ON ATTITUDES ON FOREIGN AID

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The Secretary of State for External Affairs and Minister responsible for the Canadian International Development Agency, Dr. Mark MacGuigan, today made public the findings of a survey of Canadian attitudes towards international development aid.

The survey was conducted during September and October, 1980, on behalf of CIDA, by telephone interviews with 1,034 persons in the five regions of Canada. It was designed to ascertain the awareness of Canadians about Canada's aid programmes for the Third World, the types of aid, the strengths and weaknesses of existing programmes and the changes they would like to see in the administration of these programmes.

Dr. MacGuigan said the survey had been commissioned in order to furnish a profile of the quality of information Canadians have about our foreign aid policies and programmes, of their views about continuing foreign aid, and of what benefits they believe accrue to Canada as a result of our foreign aid. He added that the survey results would provide valuable direction to the Futures Secretariat now being established to provide information about Third World problems, about how Canadian foreign aid is invested in the Third World, and about economic and other benefits both to Canada and to the developing countries.

The most significant finding in the survey results was the considerable lack of knowledge and awareness of the Canadian public on development issues, Canada's aid programme and CIDA. Dr. MacGuigan stated the importance of public understanding and support for effective realisation of foreign aid objectives since, ultimately, development of poorer nations in the world will contribute to the future prosperity and economic health of Canada. He indicated the necessity, therefore, of building on the broad support that already exists in Canada for

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.

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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.