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## NEW HORIZONS FOR ELDERLY CANADIANS

The Federal Government will provide funds for a new program to enable elderly people "to remain active in the mainstream of Canadian life". At a news conference last month, National Health and Welfare Minister John Munro outlined the plan, called "New Horizons", stating that it would help so-called "senior citizens" to "define and develop their interests in consultation with others who are retired from the labour force".

From 1951 to 1972, Mr. Munro said, the number of people 65 years of age and over had increased from 6.12 to 7 per cent of the total population, an increase of about 690,000, almost 90 per cent of whom were retired.

Excerpts from the Minister's statement follow:

\* \* \* \*

Many older people, upon leaving the labour force, are cut off from the mainstream of community activity. They are often isolated in a milieu which no longer allows for the full utilization of their knowledge and skills. With increasing frequency, the retired are expressing a desire to remain fully involved in community life. Like so many other Canadians, they seek opportunities to participate in activities which

will utilize their experience, both for their own betterment and that of the society as a whole.

### AIMS OF HORIZONS PLAN

The New Horizons program is designed to substantially improve the quality of life for the retired in our country. Through participation in self-help and other community activities, the barriers that cause social isolation and feelings of loneliness among those Canadians over 65 will begin to be removed.

Projects could range from self-help and service-oriented programs to activities of a cultural nature. The senior citizens themselves will formulate and plan activities which are in accordance with their interests. To cite illustrations, physical fitness and travel-aid projects may be created for the specific benefit of the retired themselves, while programs such as a foster-grandparents plan and a counselling service for first offenders might be implemented for the benefit of other groups.

\* \* \* \*

As older Canadians gather together to undertake projects, they will have the chance to discuss with one another their role within the fabric of Canadian society. Therefore, they will be able to articulate their concern and the "voice" of senior citizens will be heard by all Canadians.

\* \* \* \*

### NATURE OF PROGRAM

Basically, the New Horizons program will provide funds to groups of retired Canadians to carry out projects which reflect their design and desires.

More specifically:

Projects must be designed and developed by a group - normally at least ten - of retired persons. Projects submitted by individuals will not be considered for support.

Projects must be developed by retired Canadians. However, they need not be developed only for retired Canadians. Our hope is that many projects will be

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submitted which serve the needs of a cross-section of Canadian society.

Each approved project may be funded for an initial period of up to 18 months. In addition, funding may be provided in special circumstances for an additional 18 months. It is not the intention of this program to provide funds to projects which will require government funds over an extended period of years.

Organizers of projects no doubt will be in touch with many areas of the private sector in order to develop continuing support for their projects.

Funds will be provided to approved projects to cover expenses incurred in planning, organizing and operating the activities of the project. Some of these expenses may occur only once, while others may recur throughout the life of the project. Included may be the cost of temporary staff, alterations, equipment, telephone, rental of office or meeting space, travel, publicity, consultant and audit fees, as well as expenses incurred for organizational meetings and for ensuring greater participation of older people in the activity.

Projects that generate revenue which is used to support the project activity will be eligible for support, although the program is not intended to support individual profit-making.

An equitable distribution of funds among Canadians will be sought by governing their distribution by considerations such as the following:

- (a) Among provinces – funds will be distributed on the basis of the percentage of the total number of retired persons in Canada who live within each province.
- (b) Between urban and rural areas – the distribution of the retired population will be generally followed.
- (c) The special needs of diverse cultural and active groups will also be considered. Overall, care will be taken to ensure that the program reaches out to and supports all sections of the retired public.

Once the program is well under way, the assessment of selected projects will be undertaken in a co-operative manner with assistance from project organizers, New Horizons staff, provincial and municipal officials, and community representatives.

#### FEDERAL-PROVINCIAL LIAISON

The New Horizons program is to be administered by the Developmental Programs Branch of the Department of National Health and Welfare.

It is the intention of the Government of Canada to implement this program in close consultation with all other interested parties: retired citizens' organizations, provincial and municipal departments and agencies. Informational talks have already been held with each of the provincial governments.

During the summer months, representatives of the program will travel across the country for further

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### ELIGIBILITY FOR NEW HORIZONS PROGRAM

The conditions which projects must meet to be considered for New Horizons support are set out below.

(1) The objects of the project should fall within the general aims of the New Horizons program, which are:

- to stimulate and support the creative participation of retired Canadians in the mainstream of Canadian life;
- to enable retired Canadians to participate in activities which will utilize their experience both for their own betterment and that of Canadian society as a whole;
- to enable retired Canadians to define and develop their interests in consultation with others who are retired from the labour force; and
- to generally contribute to the betterment of the physical and psychological well-being of older Canadians.

(2) Responsibility and control of a project must rest with a group that is formed to organize and carry out a New Horizons project. The group should have a membership of at least ten persons, the majority of whom will be required to be permanently retired from the labour force.

(3) The duration of the initial project should not exceed 18 months.

(4) The project proposal should indicate that existing activities in the community that serve similar purposes have been taken into account in the development of the project plan.

(5) The funds that are requested for particular aspects of a project should be appropriate in relation to the proposed purpose of expenditure.

(6) The project group will be required to maintain a record of revenue and will be subject to the usual financial audit.

(7) Project groups will be required to participate in project assessment and evaluation.

#### DISQUALIFYING FEATURES

Funds will not be provided through the New Horizons program for any of the following:

- a project that is developed by a department or agency of a government – federal, provincial or municipal;
- a project that is or is intended to be a profit-making enterprise for the individual participants;
- wages for individual participants; and
- capital construction.

### ESKIMO ART IN THE U.S.S.R.

A major exhibition of Canadian Eskimo art, called "Sculpture of the Inuit", which opened on June 29 in the Hermitage Museum in Leningrad, is at present in Moscow, where it will remain until September 10.

The exhibition, presented under the auspices of the Canadian Government, comprises 405 pieces representing contemporary Eskimo sculpture and the sculpture of Arctic cultures of the past. "Sculpture of the Inuit" was organized by the Canadian Eskimo Arts Council and received some financial support from the Canada Council.



Mr. R.A.D. Ford, Canadian Ambassador to the U.S.S.R., opened the exhibition in Leningrad before an invited audience of 200. The Canadian delegation included Doris Shadbolt, Curator of the Vancouver Art Gallery, two Eskimo artists and André Fortier, Director of the Canada Council, who made the opening address.

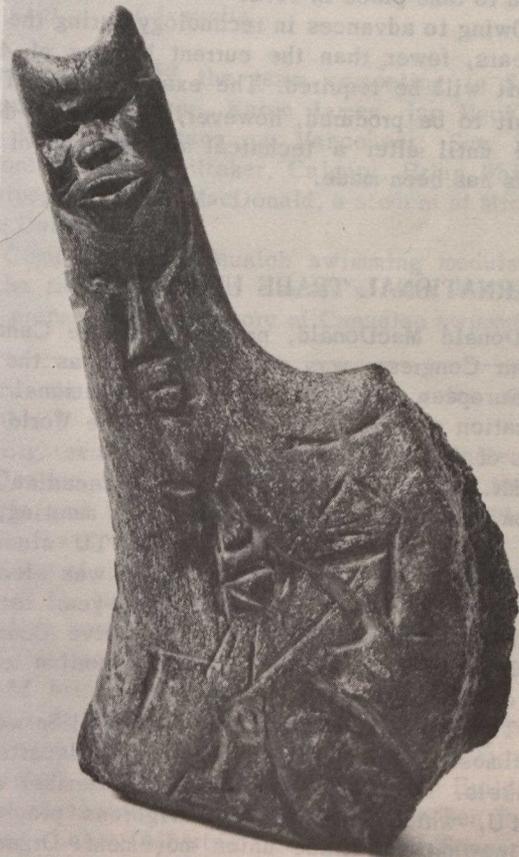
The display, Mr. Fortier stated, was both the largest selection of Canadian sculpture ever to be shown abroad and the first to be shown in the Soviet Union. Eskimo carving at its best, he claimed, could stand comparison with the great art of any culture.

The exhibition has already been shown in Vancouver, Paris and Copenhagen.

Above — Greenstone statuette (1968-69) by Kenojuak of Cape Dorset, representing an Eskimo family with a puppy.

Upper right — Miniature mask in ivory, Dorset Culture, dated by Carbon 14 test about 500 B.C.

Opposite — Piece of caribou antler engraved with human faces. Old Dorset Culture, Igloolik area.



## GOVERNMENT AIRCRAFT HUNTING

Aircraft manufacturers are being invited by the Federal Government to submit designs for a new, long-range patrol plane, equipped with a modern maritime-surveillance system to replace the existing fleet of 32 *Argus* aircraft that have been in service since the mid-1950s.

The new aircraft will serve a variety of Canadian requirements, both military and civil, in the late 1970s and '80s: besides military surveillance of Canada's east and west ocean approaches, and the Arctic, they will be used by the Ministry of Transport; the Departments of the Environment; Energy, Mines and Resources; and Indian Affairs and Northern Development. All rely on surveillance of Canada's coastal waters for data on ice formations, detection and assessment of marine pollution, monitoring of mineral exploration and compliance with fisheries regulations.

The Government is, in fact, looking for versatile aircraft that can be adapted readily to new requirements.

Builders of long-range commercial transports are also invited to submit proposals and, following an evaluation of responses, the Defence and Supply Departments will enter into the contract-definition stage. A procurement contract will probably not be awarded before early 1974, with delivery date expected to take place in 1976.

Owing to advances in technology during the past 20 years, fewer than the current holding of *Argus* aircraft will be required. The exact number of new aircraft to be procured, however, will not be determined until after a technical assessment of proposals has been made.

## INTERNATIONAL TRADE UNION CHIEF

Donald MacDonald, president of the Canadian Labour Congress, was elected recently as the first non-European president of the International Confederation of Free Trade Unions at the World Congress of this organization in London.

Mr. MacDonald, who headed the Canadian delegation to the five-day international meeting, has been a strong advocate of the ICFTU since the organization was founded in 1949. He was elected a vice-president in 1969 for a three-year term by unanimous acclamation of the Executive Board, of which he is a member – the first Canadian to hold this office.

The ICFTU, which represents 60 million workers in almost 100 countries, has its headquarters in Brussels. The CLC is an energetic member of the ICFTU, which carries out a vigorous program of the international trade union movement. Organizing and assisting in the formation of trade unions where they do not exist, and trade union education are two of the many areas in which the ICFTU is active.

## NATIONAL AID PLANNED FOR DEAF

A federal welfare grant of \$50,770 and formation of a national consortium indicate advances in plans to form a national association for the deaf and hard-of-hearing. The grant, announced last month by Health and Welfare Minister John Munro, will be received by the Canadian Rehabilitation Council for the Disabled, which will administer funds, hire staff and supply office space and working materials. Existing organizations for the deaf and hard-of-hearing are involved in the initial activities to be co-ordinated by a project director. The project will survey current programs in social services, vocational rehabilitation services, electronic communication, interpreters, training of professionals and others.

The project will be carried out in four stages, during which professional groups (medicine, social work, psychology, audiology, education) will be invited to attend a national consultation with lay and consumer groups, government and regional bodies and others.

It has been estimated that up to 873,600 Canadians are deaf or suffer from hearing defects.

## WATERFOWL AND CROPS

Mr. Jack Davis, Minister of the Environment, and Mr. H.A. (Bud) Olson, Minister of Agriculture, have announced that the Federal Government is prepared to provide \$5 million for a five-year federal-provincial program designed to reduce the problem of damage to Prairie crops by waterfowl.

If accepted by the provinces, the plan will go into effect this year. Damage to grain crops during the five-year period of the agreement could be reduced substantially by "lure" crops, and the remaining damage would be covered by a form of crop insurance to farmers, which would be negotiated with the provinces. If agreements are reached, the three Prairie Provinces – Alberta, Saskatchewan and Manitoba – would match the federal contribution to this program.

In the first year, the Federal Government would put up \$1 million and similar amounts would be made available for the following four years of the plan.

Mr. Davis and Mr. Olson said that the Federal Government had been concerned about the severity of the problem of crop-depredation on the Prairies, which are the major breeding grounds for ducks in North America. The annual harm caused by ducks in trampling swaths and eating unharvested grain has been estimated to average \$6 million. While the Federal Government is not legally responsible for damage caused by migratory birds, the Ministers point out that many Canadians who enjoy hunting water birds in that area would not want to see waterfowl populations seriously diminished in order to reduce economic hardships suffered by farmers whose grain is spoiled by ducks.

### OLYMPIC SWIMMERS PREPARED

As part of their preparation for the 1972 Olympics, Canada's top swimmers have competed at several international meets prior to the Canadian Olympic Trials.

The Canadian Amateur Swimming Association, with some assistance from Sport Canada, designed their Olympic 72 preparation program to provide swimmers with the best possible opportunities for training and competition prior to the Munich Olympics this month.

Before their arrival in Munich, members of the Canadian team competed in Sydney, Australia, Lahr, West Germany, Leningrad, U.S.S.R. and Dallas, Texas. At each meet the Canadians had the opportunity to compete against their probable Olympic rivals from the

Australian, American and European continents.

At the New South Wales Championships in Sydney, Australia, Canada's backstroke ace Donna Marie Gurr won both the 100-metres and the 200-metres event, setting a new Australian record in the latter. Triple Pan-American gold medalist, Leslie Cliff of Vancouver showed good form and finished a strong third in the 400 metres individual medley behind world record-holder Shane Gould of Australia.



Members of the Canadian swimming team who competed in Sydney, Australia, are seen here with some of their Australian rivals in front of the Sydney Harbour Bridge. (Left to right): Leslie Cliff,

Karen James, Vancouver; Shane Gould, Australia; Donna Marie Gurr, Rose Pepe, Vancouver; Sue Smith, Edmonton. (Back row): Graham Windeatt and Mike Wenden of Australia.

Other members of the team competing in Sydney included Rose Pepe, Karen James, Ian MacKenzie and Bruce Robertson of Vancouver; Sue Smith, Edmonton, Mike Whittaker, Calgary, Brian Phillips, Winnipeg and Byron MacDonald, a student at Michigan State University.

Competition for Munich swimming medals will be the fiercest yet and Canada's team will be the best prepared in the history of Canadian swimming.

### CANADA SCENIC POSTCARDS

The Canada Post Office is selling scenic, pre-stamped "Canada Cards" in its branches throughout the country.

These special postcards, which went on sale on July 24 in main post offices, portray typically Canadian scenes and places of historic interest. Each is imprinted with an 8-cent postage paid indicium, packaged five cards to a set for \$1 a set (including postage), plus provincial sales tax where applicable.

The postage indicium on each card is a miniature of the coloured photograph that appears on the front.

"These Canada cards will allow us to advertize the beauty of Canada and to recognize important events which in the past have not qualified for the issue of special stamps," stated Postmaster General Jean-Pierre Côté. "We are marketing these cards as a service to our customers, and they will also help

reduce the volume of single-stamp sales at our counters."

Eighteen sets have been produced: three each for Quebec, Ontario and British Columbia, two for Alberta and one each for the remaining provinces, and for the Northwest Territories and the Yukon.

Some of the scenes portrayed on the cards are: a view of St. John's from Signal Hill (Newfoundland); the clock tower on Citadel Hill (Nova Scotia); the wharf, Malpeque Bay (Prince Edward Island); a covered bridge near Sussex (New Brunswick); Man and His World, Montreal (Quebec); a sunset view of Parliament Hill (Ontario); Lower Fort Garry, Winnipeg (Manitoba); the Saskatchewan Legislative Buildings, Regina (Saskatchewan); the Valley of the Ten Peaks, Moraine Lake (Alberta); the Capilano Suspension Bridge, Vancouver (British Columbia); the Rackla Range of Richardson Mountains (Yukon); and an aerial view of Tuktoyaktuk, (Northwest Territories).

## CONSUMER PRICES

During May and June, Canadian consumer price indexes rose in eight regional cities and city-combinations and fell in four others. The movements ranged from an increase of 0.9 per cent in St. John's, Newfoundland, to a decrease of 0.5 per cent in Thunder Bay, Ontario. Food indexes rose in five cities, declined in six and remained unchanged in one, reflecting generally higher restaurant meal prices and mixed movements in quotations for food consumed at home. Housing indexes rose in 11 cities, chiefly as a result of increased rents and higher prices for many home furnishing items; increased telephone rates were also a contributing factor in a number of Ontario and Quebec cities. Clothing indexes rose in seven cities and declined in five. Increased charges for clothing-upkeep were recorded in most cities surveyed, but apparel prices were lower in many areas. Transportation indexes rose in nine cities, reflecting increased interurban bus and rail fares and higher charges for automobile lubrication in many centres. The health-and-personal-care components declined in six cities, rose in four and were unchanged in two others, mainly as the result of mixed price movements for toileteries. The recreation-and-reading components also registered mixed movements generally, while the tobacco-and-alcohol indexes rose in four cities, notably St. John's, and were unchanged in eight others.

*St. John's* – Higher prices for food and tobacco products were chiefly responsible for a 0.9 percent increase in the all-items index during the latest month. At its June 1972 level of 129.2 (1961=100), it stood 4.4 percent higher than last year's June figure.

*Halifax* – The Halifax consumer price index edged up 0.1 per cent in the latest month to a level 2.8 percent above that of June 1971.

*Saint John* – The all-items index increased 0.4 per cent from May to June to reach a level 3.8 percent above that of a year earlier.

*Quebec City* – Lower food and clothing prices were mainly responsible for a 0.3 percent decline in the Quebec City consumer price index during June. At its June 1972 level of 106.7 (1969=100) it stood 2.2 percent higher than the June 1971 figure.

*Montreal* – The Montreal consumer price index declined 0.2 per cent during June to a level 3.2 percent above that of June 1971.

*Ottawa* – The all-items index edged up 0.1 per cent in June to a level 3.1 percent above that of June 1971.

*Toronto* – At its June 1972 level of 133.9 (1961=100), the Toronto consumer price index stood

0.4 percent higher than in May 1972 and 3.4 percent above its June 1971 level.

*Thunder Bay* – The all-items index declined 0.5 per cent in June. At its June 1972 level of 106.6 (1969=100), it was 2.8 percent higher than it was in June 1971.

*Winnipeg* – From May to June, the Winnipeg consumer price index edged up 0.1 per cent to reach a level 3.0 percent above that of June 1971.

*Saskatoon-Regina* – The all-items index increased 0.4 per cent in June 1972 to a level 3.6 percent higher than it was 12 months ago.

*Edmonton-Calgary* – The consumer price index for Edmonton-Calgary rose 0.3 percent from May to June to reach a level 4.2 percent above that recorded a year earlier.

*Vancouver* – Lower food prices were chiefly responsible for a 0.1 percent decline in the Vancouver all-items index in June. At its June 1972 level of 131.7, it stood 3.9 percent higher than in June 1971.

## NEW HORIZONS FOR ELDERLY CANADIANS

(Continued from P. 2)

talks with provincial governments as well as with agency representatives. I myself will be involved in these conversations.

The key feature of the program implementation from a federal-provincial relations standpoint will be the regional decentralization to eight locations across the country. Regional offices will be established to serve the following areas: British Columbia; Alberta; Yukon and Northwest Territories; Saskatchewan and Manitoba; Ontario; Quebec; New Brunswick and Prince Edward Island; Nova Scotia; and Newfoundland. Through this regional network, the program will be able: to work in co-operation with social service agencies and senior citizens' organizations; to ensure a prompt response to the needs of project groups; to support retired citizens' groups that may require assistance in developing project proposals; to reach out to special-needs groups among the elderly who may be unorganized and inarticulate; to maintain close relations with provincial and municipal officials; to encourage community support that may result in alternate sources of funding; to monitor progress of the program as a whole and to develop an adequate evaluation of the program.

By involving many different interests in the implementation and assessment of selected projects, the New Horizons program will strengthen relationships across the country.