

ITEM	11
MANAGER'S REPORT NO.	27
COUNCIL MEETING	90/04/09

RE: LETTER FROM SEABOARD ADVERTISING COMPANY WHICH APPEARED ON THE AGENDA
FOR THE MARCH 05TH MEETING OF COUNCIL (CORRESPONDENCE ITEM 18)

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendations of the Medical Health Officer be adopted.

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TO: MUNICIPAL MANAGER 1990 MARCH 26

FROM: MEDICAL HEALTH OFFICER

SUBJECT: SEABOARD ADVERTISING COMPANY CORRESPONDENCE REQUESTING
SUPPORT FOR A PROPOSAL TO DELIVER AN ANTI-DRUG CAMPAIGN.

PURPOSE: To provide Council with additional information on this
matter.

RECOMMENDATION:

1. THAT this report be received for information.
2. THAT a copy of this report and a letter be sent to Seaboard Advertising indicating that Council fully supports any effort in the campaign against substance abuse, but if Council is to be named on signs, there should be some further discussion and input from this community.
3. THAT a copy of this report be forwarded to the Clinic Director, Alcohol and Drug Programmes, Burnaby Clinic.

BACKGROUND:

On March 5, 1990, Council received a letter from Seaboard Advertising Company asking the Corporation of the District of Burnaby to sanction an advertising campaign against drugs. In addition, the correspondence offered to identify the Corporation of the District of Burnaby as jointly responsible for the campaign.

DISCUSSION:

At the present time Provincial alcohol and drug programs are run by the Ministry of Labour. The Clinic Director, Walter Moy, Alcohol and Drug Programmes, Burnaby Clinic was asked for his input on this issue. He advised that running a successful campaign against the use of alcohol and drugs is a major undertaking, requiring a serious commitment to determine what the appropriate message is to be delivered, and what means will be used to evaluate effectiveness.

It is suggested that if Council wishes to be involved with this particular campaign it should be a joint venture with Corporation input, plus follow-up and evaluation of the effects.

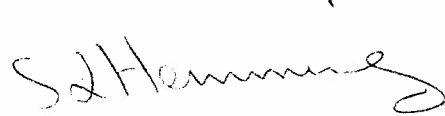
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CONCLUSION:

It is therefore recommended that a reply go to Seaboard Advertising Company commending them on their leadership and interest in this social issue and thanking them for their offer. It should also note that Council fully supports any effort in the campaign against substance abuse.

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If Council chooses to participate, there should be discussion and input as to the content of this program, and evaluation of its effectiveness. It must be recognized that this would require a substantial commitment of staff time. As Health Department staff do not have the expertise in this area, outside resources would also be needed on a consulting basis.



S.L. Hemming, M.B.Ch.B., F.R.C.P. (C)
MEDICAL HEALTH OFFICER