

branch also collaborates with other branches of the department in developing proposals for implementing the general program. The branch has specialists in the following fields: medicine, pharmacy, epidemiology, economics, sociology, demography, political science, statistics and administration.

Standards and consultation. The Department of National Health and Welfare extends technical advisory services to provincial agencies, universities, and other organizations for the development of health programs, health manpower, and health research. Consultative services are available through the various administrative units of the department.

Coordination and promotion of health standards development is now centred in the Health Standards and Consultants Directorate of the Health Programs Branch. The Institutional Services Division of the Health Consultants Directorate provides an information and consultation service on design and plant operation. Other technical advice is available through programs directly operated by the department for health protection including the safety of foods, drugs, and health appliances, environmental health, the Laboratory Centre for Disease Control, and other specialized areas.

International health services

5.1.4

Through the Department of National Health and Welfare, Canada participates in the activities of the Pan American Health Organization, the World Health Organization, other United Nations specialized agencies, and other intergovernmental organizations whose programs have a substantial health component. Similarly, the department takes part in bilateral exchanges with countries that have scientific, technological, or cultural arrangements with Canada. Canadian participation in such multilateral and bilateral activities is coordinated primarily by the International Health Services Directorate, which is also responsible for the administration of WHO/PAHO Fellowship Programs.

In addition, each year, Canadian experts in public health and in the health sciences undertake specific assignments abroad, as special advisers or consultants, at the request of the World Health Organization, the Pan American Health Organization, or one of the other agencies.

The department is responsible for the enforcement of regulations governing the handling and shipping of shellfish under the International Shellfish Agreement between Canada and the United States. Other responsibilities include the custody and distribution of biological, vitamin, and hormone standards for WHO and certain duties in connection with the Single Convention on Narcotic Drugs, 1961.

Fitness and amateur sport

5.1.5

Canada's Fitness and Amateur Sport Program seeks to improve the fitness level of Canadians and to encourage their participation in physical recreation and amateur sport. Established in 1961 by an act of Parliament, the program in the 1975-76 fiscal year had approximately \$21 million allocated toward this objective. The program, administered by the Fitness and Amateur Sport Branch of the Department of National Health and Welfare, included four divisions: Sport Canada; Recreation Canada; Program Operations and Administration; and Planning, Research and Evaluation. Activities were grouped under four broad program areas: promotion and communications, resource development, training, and competitions.

Promotion and communications. Production and distribution of brochures and films, setting up displays, and staging conferences were a regular part of the branch's effort. The Sport Demonstration Tour, support for ParticipAction, and an effort in employee-fitness programs sought to increase public awareness of the need to be fit and the enjoyment to be found in physical recreation and sports.

Resource development. The development of resources for sport and recreation, particularly human resources, is a mainstay of the program. Sport Canada and