

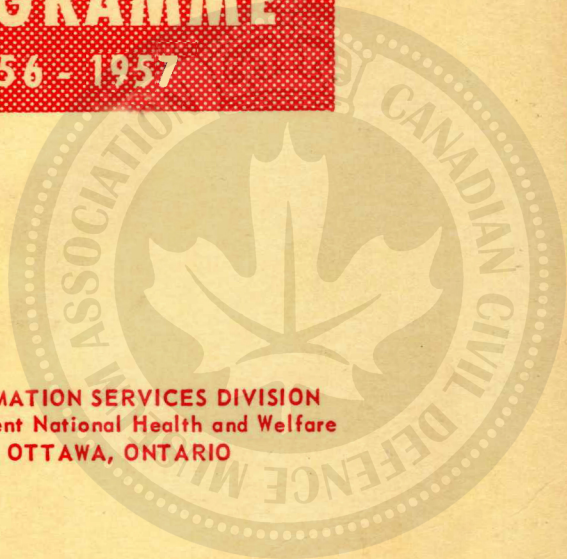
*Civil*  
**DEFENCE**



**INFORMATION  
PROGRAMME**

**1956 - 1957**

**INFORMATION SERVICES DIVISION**  
Department National Health and Welfare  
**OTTAWA, ONTARIO**





*Information  
Services*

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**PUBLICATIONS**

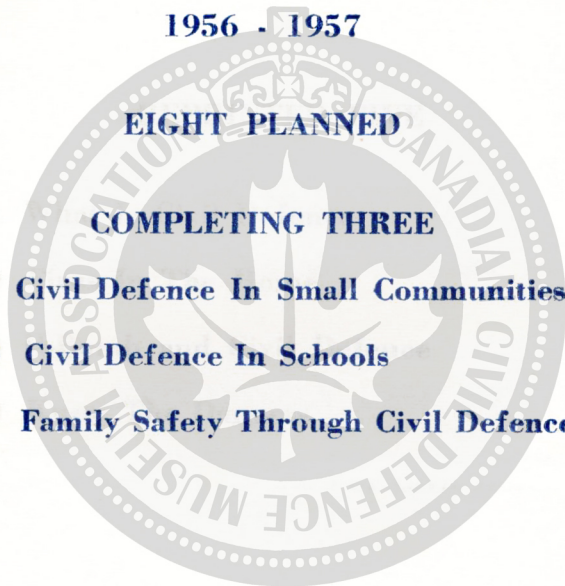
**Department of National Health and Welfare  
Ottawa**

**1956 - 1957**

**EIGHT PLANNED**

**COMPLETING THREE**

- 1) Civil Defence In Small Communities**
- 2) Civil Defence In Schools**
- 3) Family Safety Through Civil Defence**





**REPRINTED FIVE**

- 1) What Is Civil Defence**
- 2) Fires In The Home**
- 3) H-Bomb and Civil Defence**
- 4) Know The Dangers**
- 5) Who Is Responsible For Civil Defence**



**DISTRIBUTED**

**1,305,940 manuals, handouts, etc.**

**EXTENSIVELY USED AT**

**Fairs, Exhibitions, Conferences, etc.**



**1957 - 1958**

**PLANNING TEN NEW MANUALS**

**REPRINTING SEVEN**

**REVISING SIX**



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**FILMS**

**Department of National Health and Welfare  
Ottawa**

**1956 - 1957**

**ONE PLANNED**

**ONE COMPLETED**

**“Operation Lifesaver”**

**TWO SCRIPTED**

- 1) The H-Bomb and Civil Defence**
- 2) Civil Defence and Natural Disaster**



**ONE NEWSCLIP COMPLETED**

**“Evacuation”**

**SLIDE SERIES COMPLETED**

**Health Services**

**Pharmacy**

**Training**



**FOUR FILMSTRIPS PLANNED**

**COMPLETING TWO**

- 1) Packboard Drill**
- 2) Radiation Monitoring**

1957 - 1958

**TWO FILMS PLANNED**

- 1) H-Bomb and Civil Defence
- 2) The Civil Defence College

**FOUR FILMSTRIPS**

**FOUR TRAINING SHORTS**

**T.V. STATION BREAKS**

**NEWSCLIPS**



# *Information Services*

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**DISPLAYS**

**Department of National Health and Welfare  
Ottawa**

**1956 - 1957**

**15 NOW AVAILABLE**

**EACH CATALOGUED WITH EXPLANATION**

**FOUR NEW ONES THIS YEAR**

- 1) Table Model**
- 2) Natural Disaster**
- 3) Tornado**
- 4) Fires In The Home**

**EXTENSIVE USE DURING SUMMER**

**14 of 15 on the road**

**HEAVY DEMAND FOR USE AT FAIRS**

**CONVENTIONS, EXHIBITIONS, etc.**

**SHOWN IN NEARLY ALL PROVINCES**

**32 COMMUNITIES**



**1957 - 1958**

**THREE NEW DISPLAYS PLANNED**

- 1) Home Defence**
- 2) Fallout**
- 3) National Survival**

## **SMALL WINDOW SERIES**

- 1) Civil Defence Services**
- 2) Fires**
- 3) The Civil Defence College**
- 4) Responsibilities In Civil Defence**
- 5) The Volunteer In C.D.**

## **RENOVATION PROGRAM**





*Information  
Services*

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**GENERAL PROMOTIONS**

**Department of National Health and Welfare  
Ottawa**



**NEWSPAPER**

**Weekly C.D. Series**

**Press Releases**

**Photo Stories**

**News Coverage**

**Conferences**



**RADIO**

**12 Programs Annually**

**Evacuation Series**

**C.D. Organizational Series**

**General C.D. Topics**

**News Coverage**



**TELEVISION**

**Interviews**

**News Coverage**

**Panel Discussions**

**Film Showings**

**Personal Appearances**



**PLUS**

**Training Charts**

**Scale Models**

**Photo Services**

**Posters**

**General PR Duties**



*Information  
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**NATIONAL  
CIVIL DEFENCE  
DAY**

**Department of National Health and Welfare  
Ottawa**

**FEDERAL  
PROMOTIONAL AIDS**

**Bread Wrappers**

**Posters**

**Place Mats**

**Placards**

**Milk Dodgers**

**Billboards**

**Stickers**

**Decals**

**Flyers**

**Matchbooks**

**Inserts**

**Postal Franks**

**Sandwich Boards**



**Envelope Stuffers**

**Theatre Slides**

**Rider Readers**

**Blotters**

**Street Banners**

**Bookmarkers**

**Menu Cards**

**Shirt Cardboards**

**Coasters**

**Sidewalk Stencils**

**Napkins**

**Shopping Bags**

**Restaurant Checks**