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THE FINNISH RED CROSS

REPORT ON ACTIVITIES 1973-1976

INTRODUCTION

The year 1977 represents the start of a new century for the Finnish Red Cross. This report treats briefly of the four year term prior to this important moment.

During the years in question, the Finnish Red Cross strengthened its position as the country's biggest organization in the field of health and social welfare and, in addition to its own special undertakings, acted on numerous occasions as a co-ordinating organization between state officials and the whole field of voluntary organizations as well as between organizations themselves.

Both a public and a voluntary rescue service have been a rapidly developing feature in Finland in recent years. The FRC has been closely involved in developing training in rescue services and first aid and in developing the necessary social structures for disaster situations. The FRC is directly responsible, having been commissioned by state officials, for the medical training of both the public and the rescue units, as well as the officially supported rescue service and first aid arrangements. Since 1973 the FRC has, at the request of officials, acted as a co-ordinating organization in air-to-sea operations, transport rescue, maternity emergency, etc., on about forty different occasions.

With a view to this joint undertaking, the FRC is building stand-by units from its own first aid groups, whose duty will be to help officials in disaster situations. For purpose of the co-operation between public and voluntary rescue services, the country is divided into operational

areas.

Developing ambulance transport for the sick, especially the training of ambulance drivers in recent years, has been a central task of the FRC, and the Organization still looks after the bulk of rural calls using its own fleet.

The blood transfusion service has operated in Finland close on thirty years through the FRC, which set up a country wide blood delivery service in 1948. During this time, blood transfusion has grown to national proportions with the result that Finnish hospitals have access to about four million units of blood. The current annual demand is about 300 000 units.

Social policy in Finnish society is at an interesting stage of development. Citizens can rely on material help in virtue of the well developed social service system. Disaster situations requiring swift action need only have redress to the Red Cross or other voluntary organizations. In lieu of this, the Red Cross community work, which tries to activate the spontaneous support of persons in need by other individuals and so reduce personal insecurity, is becoming a very important support of the social welfare system. Community work also appears to be of increasing significance in involving people in development of social policy.

The General Assembly of the FRC decided in 1973 to rank community work as a principal programme item on a par with disaster work. The basic plan for community work was prepared in 1975 and the training framework at area and local level has been in operation for a couple of years.

INTRODUCTION

La Croix-Rouge Finlandaise a entrepris en 1977 son deuxième centenaire. Ce rapport traite brièvement de la période quadriennale 1973—76 précédant l'année commémorative.

Durant ces années la CRF a affermi sa position comme organisme national le plus important dans le domaine des affaires sociales et de la santé publique et, en plus de sa propre activité, a exercé en tant qu'organisme de collaboration une action coordinatrice dans les nombreux rapports entre les autorités et l'ensemble de l'organisation bénévole, ainsi qu'entre les organisations elles-mêmes.

Les services de secours tant publiques que bénévoles ont fait l'objet d'un intense travail de développement durant les dernières années. La Croix-Rouge Finlandaise a pris une part essentielle au développement des systèmes de service de secours et d'enseignement des premiers soins, ainsi que des services sociaux requis dans les situations catastrophiques. Chargée par les autorités, la CRF a la responsabilité directe de la formation sanitaire tant du public que des unités de secours ainsi que l'organisation du service de secours et de premiers soins assistant les autorités. Depuis 1973, à la demande des autorités, la CRF a servi de coordinateur à quelques 40 organisations: secours en mer, air, transport, organisation féminine etc.

Conjointement à cette tâche de liaison, la CRF est en train de mettre au point, à partir de ses propres groupes de premiers secours, des unités opérationnelles qui ont la charge d'assister les autorités dans les situations d'accidents. Pour cette collaboration du service de secours publique et bénévole, le pays a été divisé en régions de coopération.

Le développement du transport des malades a constitué en permanence une tâche essen-

tielle de la CRF, en particulier la formation des ambulanciers, et l'organisation continue de pourvoir pour l'essentiel aux transports de province grâce à ses propres équipements

Le Don du sang fonctionne en Finlande depuis près de 30 ans sous le couvert de la CRF, celle-ci ayant pris à sa charge, à partir de 1948, l'activité du Don du sang couvrant tout le pays. Durant cette période le don du sang s'est constitué en mouvement national qui a eu pour effet la livraison aux hôpitaux finlandais de quelques quatre millions d'unités de sang. Présentement le besoin annuel de sang est d'environ 300.000 unités.

La politique sociale finlandaise vit une phase de développement intéressante. Le système d'assistance sociale très développé assure aux citoyens l'assistance matérielle et la Croix-Rouge ou les autres organisations bénévoles ne sont requises en ce sens que dans les situations catastrophiques exigeant une action rapide. Par contre le travail social exercé par la Croix-Rouge, visant à activer l'assistance directe mutuelle des gens et d'écartier l'insécurité spirituelle, est en train de se développer comme soutien particulièrement important pour le système de sécurité sociale. L'action sociale semble d'ailleurs être un instrument significatif croissant de la participation des gens lors du développement de la politique sociale.

L'assemblée générale de la Croix-Rouge Finlandaise a décidé en 1973 de faire du travail social son second programme principal, parallèlement au travail d'assistance en cas de catastrophes. La planification de base du travail social a été achevée en 1975 et l'enseignement des modèles de fonctionnement qu'elle contient est effectif depuis deux ans au niveau régional et local.

INTRODUCCION

La Cruz Roja Finlandesa entró en el año 1973 en su segundo siglo. Este informe trata cortamente sobre la época precedente a su centenario, o sea los años 1973—1976.

Durante estos años, la Cruz Roja Finlandesa afianzó su posición como la organización social y sanitaria más grande del país. Además de sus actividades, ejerce como elemento coordinador entre las autoridades y todo el campo de organizaciones voluntarias, así como entre demás organizaciones.

Tanto el servicio de socorro público como el voluntario han sido un punto de fuerte desarrollo en Finlandia. La Cruz Roja Finlandesa se ha dedicado intensivamente a organizar servicios de salvamento y socorro y al desarrollo de servicios sociales necesarios en casos de catástrofes. Las autoridades han delegado a la Cruz Roja Finlandesa la responsabilidad de formación sanitaria del público y de las unidades de salvamento, así como de organizaciones auxiliares del Estado de salvamento y socorro. Desde el año 1973, por solicitud de las autoridades, la Cruz Roja Finlandesa ha actuado como coordinadora de 40 organizaciones de salvamento marítimo y aéreo y organizaciones de transporte, femeninas y demás.

La Cruz Roja Finlandesa, en conexión con su misión de colaboradora, está formando unidades propias de primera ayuda cuya misión es ayudar a las autoridades en casos de catástrofes. Para este servicio de salvamento público y privado el país está dividido en sectores de colaboración.

Una misión importante de la Cruz Roja Finlandesa ha sido el desarrollo del transporte de enfermos, especialmente la formación de

conductores sanitarios y la organización se encarga de los transportes fuera de las ciudades con su propio equipo.

El servicio de donación de sangre ha estado en acción casi 30 años al amparo de la Cruz Roja Finlandesa. Esta se hizo cargo de toda la actividad nacional a principios del año 1948. Durante este tiempo, la donación de sangre se ha convertido en un movimiento popular cuyo resultado ha sido la donación de sangre a los hospitales finlandeses de unos cuatro millones de unidades. La necesidad actual de sangre es de unas 300.000 unidades al año.

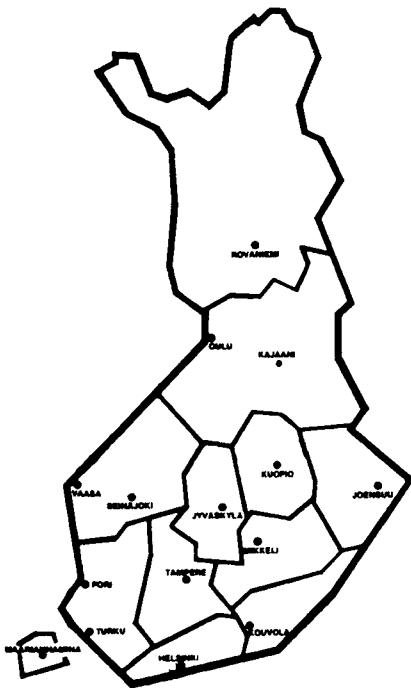
En la política social de la sociedad finlandesa se vive una interesante fase de desarrollo. El muy avanzado sistema de servicio social protege la ayuda material a los ciudadanos y a la Cruz Roja y otras organizaciones voluntarias, y en casos de gran catástrofe solamente es necesario una rápida actuación. Sin embargo, el servicio comunal ejercido por la Cruz Roja, la cual intenta activar la ayuda necesaria común y desechar la inseguridad espiritual, se está desarrollando en un apoyo muy importante para el sistema de ayuda social. El servicio comunal también parece ser un medio importante de participación de las personas en el desarrollo de la política social.

La asamblea general de la Cruz Roja Finlandesa decidió en el año 1973 incluir en su programa principal el servicio comunal paralelamente al servicio de catástrofes. El proyecto básico del servicio comunal se terminó en el año 1975 y sus proyectos de formación a nivel de distrito y local ha estado en funciones ya un par de años.

ORGANIZATION, STRUCTURE AND MEMBERS

The Finnish Red Cross was founded on May 7, 1877 under the name of "The Finnish Society for the Care of Wounded and Sick Soldiers". When Finland has gained its independence, the name was altered to the Finnish Red Cross in 1919. The FRC is divided into 15 Districts, two of which are Swedish speaking and two bilingual. In 1976, the Districts were made up of 651 Branches and 140 Village Clubs. The number of members in 1976 was 120 922, or 2,6% of the population (4,74 million).

In addition, the Organization is assisted by about 200 000 blood donors and a large number of unregistered volunteers in the rescue service and other tasks.



FINANCING

In recent years, the FRC has been financing its activities chiefly with the proceeds from its own activity (training services, institutional services, state assistance, etc.). These proceeds have supplied about 70% of the finance that is needed for its activities. Fund raising has accounted for about 20% and the remainder of the finance was derived from investments and donations.

The intention of the Organization when raising funds is to bring in proceeds at all levels of the Organization. Such fund raising takes the form of, for instance, fund raising campaigns arranged by the Central Headquarters and the sale of FRC national identity articles. These include first aid bags and equipment, reflectors, illuminated scrolls, greeting cards, toilet soaps and literature. The Central Headquarters procures and sells the national identity articles to other units. The Districts and Branches may procure other suitable articles for their own sales activity.

The acquisition of dependable financial resources through the different sources of collective enterprise generally means investment activity. In this way the internal resources of the Organization are put to good use, so avoiding outgoings on interest repayments.

The FRC obtains proceeds from coin machines to cover general administration costs and rescue operations, and receives state assistance for specific purposes such as the Hare-lip and Cleft Palate Centre and its international activities. The proceeds from collections for the relief of catastrophe are used for the purpose stated at the time of collection.

The FRC Districts and District Offices.

DISASTER RELIEF

Voluntary rescue service

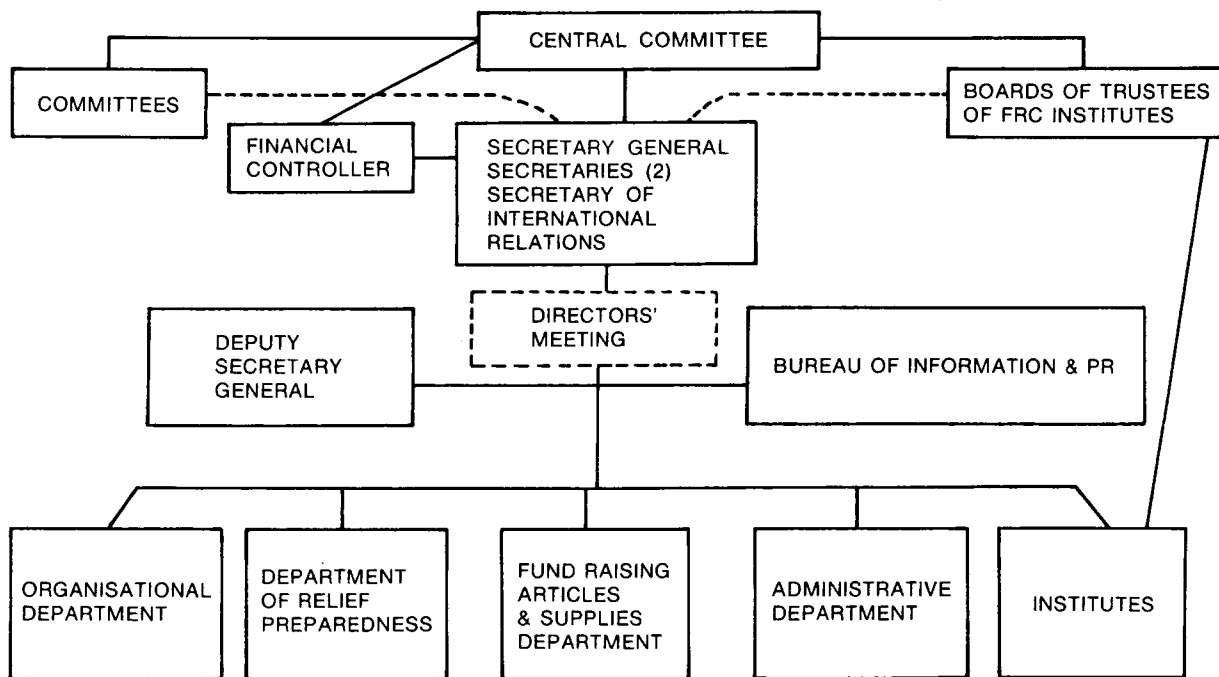
At the start of 1973, the Finnish Council of State decided to gather the country's rescue services into one complete system. The Ministry of the Interior was given the task of leading and co-ordinating rescue activity at national level.

The introduction of the new system entailed added responsibility for the FRC, as a voluntary subsidiary rescue service was considered to be an essential part of the system. The FRC was nominated to be the co-ordinating organization among those (37 in all) which participated as

rescue service organizations and also chief representative on the national commission for rescue services established by the Ministry of the Interior. Furthermore, the FRC Districts were closely involved in organizing the tasks of the provincial rescue service.

The voluntary rescue service supports officials in specific disaster situations during rescue operations and, following this, gives first aid to individuals or groups as needed. The voluntary rescue service takes part in searches on land and at sea and assists, for example, in extinguishing

THE FRC CENTRAL ADMINISTRATION





FRC First-aid group being trained for emergency situation.

forest fires, providing food and shelter, etc. Through its rescue operation activities, the FRC has become specialised in medicinal first and post-rescue care for disaster victims and tracing the missing.

Training in first aid

In 1975, the FRC updated its first aid training system. The new first aid training system relies on the one hand on clear programming, and on the other on nationally agreed procedures for the arranging of courses. Uniform course certificates, authorised first aid teachers and a uniform basis of assessment supervised by the Red Cross, all point to a standardisation of first aid training in Finland. In addition, the FRC Districts assist and supervise in their respective provinces all first aid training activities which are planned within the framework of the aforementioned objectives and instructions.

The responsibility for organizing basic training is shared by the FRC, industry, and the Free Folk Education High Schools, but in every case the training takes place according to FRC approved programmes. The planning and realization of first aid training is carried out in co-operation with local medical staffs and representatives for the prevention of accidents in industry.

About 55 000 persons who undergo first aid training in Finland are approved by the FRC each year.

First aid activity

One feature of the domestic disaster relief work was the building up of the rescue service organization; another was the support of medical staffs in the planning and development of first

aid services at health centres for both normal and crisis situations. Both relied heavily on the FRC first aid groups.

In 1976, there were 431 first aid groups in Finland, comprising about 6 000 members. About 30 000 persons per year took part in first aid exercises and 50 000 persons took part in first aid training.

Resources for disaster relief

The necessary conditions for the supply of disaster relief are:

- a disaster fund
- a disaster relief supply centre and
- stand-by personnel

The accumulation of the disaster fund has been timed so that it will increase by Fmk. 3 million in 1976 and by Fmk. 5 million in 1977.

For the disaster fund in 1976, the target was switched to the materials, blankets and tents, needed in disaster areas.

The personnel needed for international disaster relief are available from the FRC international reserve. In 1976, the basic training for personnel was updated to a course of one week's duration, which is held thanks to the support of the International Committee and the League.

International Development Co-operation

In 1973, the FRC signed a development co-operation agreement between the League of Red Cross Societies and the Tanzania Red Cross Society over a period of five years. The chief aim of the development project is to strengthen the TRC infrastructure and different activity programmes, particularly in rural areas. The FRC

delegates trained new field secretaries and made them familiar with their tasks. The project continues until autumn 1978. The budget allocated for this is Fmk. 800 000, half of which will come from state funds.

In 1976, the FRC helped the Gambia Red Cross Society in drawing up its plan for national readiness in the case of disaster.



The FRC owned in 1976 64 ambulances, stationed mainly in the remote and sparsely populated areas.

FRC INTERNATIONAL ASSISTANCE 1973-76

Year	Main operations	Cash	Kind	Services	Total Fmk
1973	Indochina: delegate, medicaments, tents, land-rovers, first-aid kits Chilean refugees in Finland	314.000	1.648.000	54.000	2.016.000
1974	Indochina: hospital clinics Sahel: milk-powder, baby food, land rovers Cyprus: 3 medical teams	406.000	2.141.000	142.000	3.689.000
1975	Indochina: medicaments, food, printing paper Angola: canned fish, ambulance Lebanon: blood products	659.000	2.412.000	260.000	3.331.000
1976	Lebanon: personnel for Beirut Field Hospital Guatemala: nails for reconstruction Sahara: food, blankets, clothing for refugees	620.000	1.568.000	376.000	2.564.000
Total 4 years		3.134.000	8.411.000	1.465.000	11.600.00

COMMUNITY SERVICE

At the 1973 General Assembly of the Finnish Red Cross, community service was approved as the second principal form of activity. If life is at stake in disaster relief, then the quality of life is at stake in community service. Community service is divided into two sectors: activity promoting forms of self-help, and service activity.

Activities promoting self-help involve the activation of the members of a community to undertake joint action, to spread information, to take steps to do things and to co-operate with officials and with other organizations.

By its service activity, the FRC seeks to complement Society's social services if they are inadequate, or to make up the deficiency when the activity in question is not incorporated in Society's social services. The service is carried out by volunteer labour. The FRC service activity is divided into friendship service, recreation service and other support services. (Support services are, for instance, providing an escort, transport, meals, reading or telephone service for aged solitary persons.

Environmental protection

The year 1973 was dedicated to environmental protection in International Red Cross circles. The FRC mapped out its own role in this area by putting into effect an environmental protection project, which was divided into six sub-sections: air conservation, water conservation, waste disposal, noise abatement, environmental poisoning and nature for purposes of recreation. In the planning and realization of the project, the FRC worked in close co-operation with Finnish wild life organizations. The environmental protection project had its own poster with the words

"Protect your environment — for the own good of your health", and a book of the same name appeared containing models and directives for small working groups.

Friendship activity

Friendship activity grew rapidly in 1975—76. The number of friends, which numbered 1 800 in 1973, had grown to over 4 000 by the end of 1976.

The friendship activity is directed chiefly at aged persons, the chronically sick, the handicapped, psychiatric patients and prisoners. At the end of 1976 there had been visitation work done in ten different prisons.

Recreation service

The recreation service is arranged on behalf of people whose age, ill health, handicap or other drawback, has made it hard for them to enjoy generally available forms of recreation. The activity is carried out in the form of clubs, camps, courses and excursions. Recreational excursions are arranged chiefly by FRC local Branches.

For example, there were altogether 528 old people's clubs operating in 1976. In 1974, the FRC initiated a comprehensive recreational holiday programme for retired persons and since then about 500—600 pensioners per year have spent a holiday in the south: Spain, Yugoslavia, Sardinia, Rhodes, etc.

During the years 1973—76, the FRC Districts very successfully arranged numerous contact camps for the health and the handicapped to meet each other.



The FRC Districts arrange numerous contact camps for the health and the handicapped to meet each other.

BLOOD TRANSFUSION SERVICE

The blood transfusion service in Finland has been the responsibility of the FRC for close on thirty years. The FRC took charge of the blood transfusion service on a nationwide basis in 1948. During this time it has grown to national proportions with the result that Finnish hospitals have access to about four million blood units.

Blood donation

Since the initiation of the FRC blood transfusion service, the number of units donated each year grew until the end of 1960. However at the start of the 1970's, it became established at a level in excess of 300 000 units. The blood transfusion service has been directed at the supply of the so-called made-to-measure transfusion, i.e. the patient receives only the amount lacking.

Over half the blood donated in Finland each year comes through the 33 blood transfusion centres. The remainder is collected through mobile mass blood donation units at places of work, military service establishments, institutes of learning, and from the general public. About 1 000 mass donation clinics are set up annually.

Research

In 1974, it was decided to follow general international practice at the blood transfusion service and to diagnose the blood group directly the blood has been donated. This meant that the number of samples increased to between 1 000 and 1 500 daily.

For this reason, the blood transfusion service acquired in 1975 an automatic blood group diagnostic machine which became a part of the routine service by the end of June. Its first

complete year in use was 1976. As before, each donated sample was also tested for jaundice and venereal disease.

Particular national tasks

The FRC has been entrusted with particular national tasks. The coagulation laboratory continues to serve the country's hospitals by diagnosing patients suffering from haemorrhages, arranging for them to be cared for, and by preventive treatment. The coagulation laboratory has an index of all patients in Finland suffering from haemorrhages. The histology laboratory carries out diagnostic tests on all kidney transplant patients and looks after the Scandia-transplant-programme conducted through the joint activity of the Nordic countries. The Rh-immunisation of mothers prophylactic programme was begun in 1969 by the FRC blood transfusion service. By virtue of the programme, many hundreds of mothers giving birth have been saved from illness or possibly fatal attacks of jaundice.

International Congresses

In June 1974, the Blood Transfusion Service Centre was the venue for the X International Blood Transfusion Congress, convened with the support of the Council of Europe. There were twenty-five participants from 17 different countries at the two-week long congress. Over thirty Finnish and foreign lecturers took part. The Blood Transfusion Service was host to the XIV International Blood Transfusion Congress and the X International Haemophilia Congress, which took place at Dipoli, Espoo, 29.7.—3.8.1975.



Plasma donors at the FRC Blood Transfusion Centre in Helsinki.

OTHER INSTITUTIONS

The FRC Hare-lip and Cleft Palate Centre

In 1974, the FRC hostel for children with defects of speech or hearing came under the administration of the Plastic Surgery Hospital. The new unit formed by the surgical, dental, and defects of speech and hearing sections became known as the FRC Hare-lip and Cleft Palate Centre. The dental section is run jointly with the dental clinic of Helsinki University, while the section for defects of speech and hearing is under the supervision of the Helsinki University Central Hospital.

The number of patients annually is over 700 in the Plastic Surgery section, over 100 school-going children in the section for defects of speech and hearing, and between 700—800 patients in the dental section.

Artificial Limb Workshop

The Artificial Limb Workshop widened its activity considerably in the years 1973—76. There were about 25 000 clients in 1976.

The artificial limb workshop manufactures upper and lower limbs and support appliances, support corsets, orthopaedic feet, and appliances for the handicapped. The artificial limb workshop also supplied information on different mobilisation aids for the paralysed, for instance, walking sticks, crutches, indoor and outdoor wheelchairs, etc.

District and Branch establishments

Districts and Branches had their own establishments all over Finland: laboratories, health stations at places of work, physical fitness stations, medical stations, medical treatment at places of work, health centres, X-ray diagnosis departments.



Products of the FRC Artificial Limb Workshop.



Over 700 patients are annually treated in the Plastic Surgery section of the FRC Hare-lip and Cleft Palate Centre.

RECORDING OF MEMBERSHIP AND YOUTH ACTIVITY

In principle, the Finnish Red Cross does not make any classification of membership, which means that all members (young included) are equally authorized. The membership fee may vary within one family, being Fmk. 7 annually for the first member of the family and Fmk. 4 for the following ones. This concept of the 'first member of the family' has been adopted because the Finnish Red Cross periodical, issued eight times a year, is only distributed on a household basis, the subscription fee being included in the annual membership fee of the first member of the family.

Besides annual members, the FRC has also so-called life members, a life membership fee being Fmk. 70 for the first members of the family and correspondingly Fmk. 40 for the following ones.

Each member belongs to his own local branch, the Committee of which accepts him as a member. All members have an equal right to speak, vote and make suggestions at FRC meetings as stipulated in the rules.

Centralised membership register

At the beginning of the 1970's all Red Cross members in Finland were transferred into a membership register by automatic data processing. The register is the responsibility of the central Headquarters, which collects annually all the personal data of new members and old ones who have paid their annual membership fees, and the data is then distributed to districts and local branches. The local branches use special recording forms when announcing the new member to the membership register, from which the distribution of payment cards for annual membership fees is made automatically.

Collection of membership fees

The annual membership fee collecting system and the membership register work out well. In this way, some 90% of old members pay automatically their annual membership fees. The ADP system also facilitates the distribution of the FRC periodical to members as the address labels are written directly by the computer.

Some 10% of the 130.000 FRC members are so called active members. During the past few years the FRC has learned also to rate more highly so called passive members, for it is evident that they respond most favourably to appeals for funds. In 1976 their contribution to FRC Disaster Fund was over Fmk. 400,000.

Besides the actual membership, the FRC rules also allow the existence of so called supporting members — enterprises and societies — who however have no membership rights. The central directorate, the districts and the local branches can all have supporting members to finance their activities.

Other organizations cannot be FRC members, but the statutes naturally allow different kinds of agreements concerning collaboration with them.

General Assembly

Every second year. In the meeting every FRC District has from 4 to 10 votes according to the number of members. In addition, the members of the Council have a personal right of voting. Every FRC member has a voice.

The Council

1 chairman, 2 vice-chairmen, 36 members and personal substitutes for the members, all of them elected by the General Assembly, the chairmen for 2 years and the members for 4 years. In addition, the ex officio representatives of the Ministry of the Interior, Ministry of Education, and the Health Department of the Defence Forces and two representatives of the Ministry for Health and Social Affairs, of whom one represents social welfare, the other public health. Most of the elected members of the Council are representatives of the FRC Districts; the rest represent various lines of social life.

The Central Committee

1 chairman, 2 vice-chairmen, 6 members and ex officio the secretary general of the FRC. The chairmen are the same as in the Council; the members are elected by the Council for 4 years.

The District Meeting

Twice a year. Every Branch of the District has from 2 to 5 votes according to the number of members. Every member of the District Branches has a voice.

The Headquarters

The District Committee

1 chairman, 1 vice-chairman and 16 members, elected at the District Meeting for 2 years.

The Branch Meeting

Twice a year. In the meeting every member of the Branch has a vote.

The District Office

The Committee of the Branch

1 chairman, 1 vice-chairman and 8 members. The chairmen are elected at the Branch Meeting annually, the members for 2 years.

Units of Work

Members

Youth activity

In 1971, an organizational change took place by which the Youth Red Cross in Finland ceased to exist and its members were integrated into the rest of the organization's activity. In principle, young people were to take part in FRC activity as full members and on a part with others.

Young people participate chiefly in first aid groups, rescue service units and in the different forms of community service i.e. friendship activity, prison visitation, health instruction and environmental protection. In addition, work camps for youth and contact camps for handicapped and healthy young people were organized. Also young people had a big part in the arrangement of different exhibitions.

The FRC programme for young people is closely bound up with or organization's entire national programme. Furthermore, young people evinced a desire for their own proper activity, through national and international camps for example, and mixing with other young people generally.

With a view to opening the organization's development work to young people, youth committees have now been initiated in FRC Districts under the supervision of the Central Headquarters, and these may make proposals and representations on behalf of young people in the affairs of the organization.



Participation in First-aid groups is a form of activity, which very much interests young people.

INFORMATION AND PR ACTIVITIES

The most important means of internal information work in the FRC is the Finnish Red Cross periodical, published both in Finnish and Swedish eight times annually. It is sent to the household of every member of the organization, as the membership fee includes its subscription fee. The circulation of the periodical is 120 000 copies.

The Finnish Red Cross periodical is distributed free to the authorities, many organizations, business institutions and the press. A corresponding, largely informative publication is the illustrated Annual Report, which is distributed among Red Cross bodies, the authorities, communal administration bodies, public libraries, co-operative organizations, business institutions and the press.

In the external information work, all means of mass communication are used. The Central Headquarters has charge of national information and public relations activities, the Districts and Branches being responsible for the corresponding regional and local activities. The FRC Central Headquarters issues 60—80 press releases each year about different topical happenings.

During 1975—76, nearly all the PR literature of the FRC was brought up to date. This was in view of the need for a current and adequate supply of information for the coming centenary year. Information and PR activities during the last two years were concentrated on the preparation and spreading of an intensive campaign for the celebration year. In September 1976, a centenary theme entitled "a new century of human aid" was advertised. During the autumn, an information item to serve as a reference in Red Cross matters, "The editor's handbook" was distributed to several hundred pressmen.

Work was similarly begun on the production of a film in spring 1977 to be used in a campaign extending to all schools.

The relations of the FRC with Finnish radio and television are extremely good, mainly because of the aid given by the FRC in connection with the "Music-Gift" concerts of the radio.

Already in spring 1976, extensive co-operation began with the Finnish radio to prepare the centenary programmes for the spring and autumn of 1977. It included almost twenty hours of radio and television broadcasting in all.

In the four years preceding this Report, the guidelines of the FRC information and PR activities were brought up to date. This memorandum, for internal distribution, lays down the aims of information and PR activities, the division of work among the different units, the principles to be followed in voicing the views of the organization, etc.

A NEW CENTURY OF HUMAN AID

The Finnish Red Cross was 100 years old on May 7, 1977. The centenary year preparations began in May 1975, when the Central Headquarters established a project office to plan the campaigns and the events. The chief aims of the celebration year were confirmed at the General Assembly of May 1975 as follows:

- to publicize the ideology and forms of work of the organization.
- to increase the financial preparedness of the Society
- to increase the number of members

The information campaign for the celebration year was opened in autumn 1976, with the publication of the celebration year theme "a new century of human aid". The main part of the campaign (affecting schools, campaign funds, and the increase of members) was begun in early 1977.

**Aloitetaan
auttamisen
UUSI
vuosisata.
Yhdessä.**



The theme for the FRC Centenary year is "a new century of human aid", publicized in different ways. Here the general poster of the theme with a suggestion to start the new century of human aid all together.

ADDRESSES

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The FRC Blood Transfusion Centre, Kivihaantie 7, 00310 Helsinki 31, telephone 578 822