

## WORLD RED CROSS DAY

1972

As is known, last year World Red Cross Day was a great success in which many National Red Cross Societies shared, and many radio and television stations transmitted special programmes prepared for the occasion. This year, the League of Red Cross Societies has once again prepared some very eye-catching literature to illustrate the theme chosen for the 1972 World Day which is :

### **The Red Cross - Humanity's Bridge**

This literature consists of 12 well illustrated posters, each of which refers to one of the many activities of the Red Cross in a world where suffering constantly reappears despite the efforts of men and women of good will united under the flag of the Red Cross, the Red Crescent and the Red Lion and Sun. The informative material, preceded by a three-page text, includes also reproductions, badges and photos. We give below some extracts from the text for they show the deep meaning of this, the 25th, World Red Cross Day which we hope will be a resounding success.

*... Wherever it exists, the Red Cross seeks to break down isolation, whether it be due to poverty, illness, physical or mental infirmities or any other factor. Its volunteers concern themselves with the welfare of the needy, the elderly, the hospitalized. They offer the possibility of a normal life to the handicapped, by organizing for them vocational training courses, sports or recreational activities. By the same token, pri-*

soners can find through the Red Cross the possibility to learn a trade during their detention ; it also provides them with medical care and legal advice, and in these and other ways helps to facilitate and prepare their reintegration into society. At the same time, by the interest expressed in their problems, the Red Cross helps detainees to feel less cut off from, and rejected by, the outside world. Immigrants, too, are helped to communicate with members of the community and assimilate more rapidly in their adopted countries thanks to the language courses organized by certain National Societies.

There are many varied ways in which the Red Cross|Red Crescent|Red Lion and Sun serves as " Humanity's Bridge ". To those already mentioned should be added such activities as first aid, accident prevention, health education, mother and child care, blood transfusion and nursing. In every case, the basic motivation is the safeguard of human lives and the health and welfare of one's fellow man. In the accomplishment of these tasks, close links are created between those who join their forces in the work of the Red Cross. In a broader context, bridges are built between all concerned, whether it be those who benefit or may one day benefit from one service or another, and those who serve or may be called upon to do so.

Young people are also a closely integrated part of this vast movement of solidarity. More and more the Red Cross associates them with its projects and programmes, gives them responsibilities on the same basis as those of the adults, and gives them an opportunity to participate in the decision-making process at all levels. In this way the Red Cross is helped to bridge the generation gap. It is seeking with young people solutions to such urgent problems as criminality, juvenile delinquency, drug addiction, and the pollution of the environment.

By considering that each individual has his place and function in the community, and by helping him find that place and fulfil that function, the Red Cross|Red Crescent|Red Lion and Sun is working towards the construction of a more harmonious society, in which its essential role is to serve as a link between men.