

Los Angeles, California; Denver, Colorado; Winnipeg, Canada, 11/14-16/79

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OFFICE OF THE FIRST LADY'S PRESS SECRETARY
REMARKS OF FIRST LADY ROSALYNN CARTER
AT THE
1979 INTERNATIONAL AWARDS DINNER
OF THE
ST. BONIFACE GENERAL HOSPITAL RESEARCH FOUNDATION

WINNIPEG, MANITOBA, CANADA - NOVEMBER 15, 1979

FOR RELEASE AFTER 8:00 P.M. (CST)

THANK YOU. IT IS AN HONOR TO RECEIVE THIS AWARD, AND, I WILL
CHERISH IT ALWAYS.

AND I WANT YOU TO KNOW THAT YOUR GENEROUS GIFT WILL BE USED
TO FURTHER THE CAUSE OF DRAWING MORE PUBLIC ATTENTION TO THE NEEDS
OF THE MENTALLY AFFLICTED. TO BE MORE SPECIFIC, IT WILL BE
USED TO DEFRAY THE EXPENSES OF A PUBLIC COMMITTEE OF PROMINENT
LAY PERSONS WHO HAVE AGREED TO HELP FIGHT THE STIGMA ATTACHED TO
MENTAL ILLNESS; TO HELP PASS IMPORTANT MENTAL HEALTH LEGISLATION;
AND TO HIGHLIGHT INNOVATIVE PROGRAMS IN CARING COMMUNITIES. GREAT
CONSIDERATIONS WILL BE GIVEN TO WAYS WE CAN SPEND THE LEAST TO
BENEFIT THE MOST.

SINCE I HAVE BEEN FIRST LADY, MY WORK IN THE MENTAL
HEALTH FIELD HAS BEEN VERY SATISFYING. OH, I HAVE HAD SOME
PROBLEMS WITH THE PRESS - I DON'T GET AS MUCH ATTENTION
FOR MY PROGRAMS AS I WOULD LIKE. SOME DO NOT SEEM TO UNDERSTAND
HOW MUCH THEY COULD CONTRIBUTE IF THEY WOULD

DELVE DEEPER INTO THE SUBJECT THAT TOUCHES ALL OUR LIVES. IT TAKES PATIENCE - I KNOW - BECAUSE PROGRESS IN OUR FIELD IS RELATIVELY SLOW COMPARED TO THE MORE TUMULTUOUS FRONT-PAGE WORLD EVENTS. IT IS SIMPLY HARDER FOR THE MEDIA TO DEPICT HUMAN STRESS AND EMOTION THAN IT IS TO SPECULATE ABOUT POLITICS OR TO DESCRIBE NATURAL DISASTERS OR TO WRITE ABOUT FOREIGN POLICY.

BUT I AM PROUD THAT WE ARE QUIETLY BEGINNING TO TELL THE STORY, AND I WILL ALWAYS STAND WITH YOU IN DOING WHAT I CAN TO HELP IMPROVE THE CONDITIONS OF THE MOST VULNERABLE IN OUR SOCIETY.

WE HAVE SO MUCH IN COMMON - YOUR COUNTRY AND MINE. WE ARE NATIONS OF REFUGEES. MANY OF OUR ANCESTORS SUFFERED PERSECUTION BECAUSE OF RACE, RELIGION OR COUNTRY OF ORIGIN. BUT WE GREW STRONG IN ADVERSITY.

WE CAME TO THESE LANDS NOT ONLY FOR EXPLORATION AND ADVENTURE, BUT IN SEARCH OF OUR BASIC FREEDOM. WE SHARE THESE BASIC FREEDOMS NOW.

WE HAVE IN COMMON A GREAT NATIONAL BORDER WHICH WE SHARE IN HARMONY. WE MAINTAIN OUR AUTONOMY - CONTINUE TO DEEPEN OUR PERSONAL FRIENDSHIP.

AND I THINK THAT OUR SIMILAR BACKGROUNDS AND BELIEFS AND MORAL AND ETHICAL PRINCIPLES PROVIDE US WITH A UNIQUE SENSE OF PURPOSE. WE RECOGNIZE OUR OPPORTUNITIES AND OUR RESPONSIBILITIES. OUR MUTUAL LEGACY IS TO WORK TOGETHER TO BENEFIT ALL - TO SERVE OUR FELLOW MAN.

I REJECT THE NOTION THAT WE ARE TOO SELF-SERVING TO HELP OUR NEIGHBORS. RATHER I BELIEVE THERE IS INHERENT UNSELFISHNESS IN OUR NATIONAL CHARACTERS THAT REMAINS CONSTANT. UNSELFISHNESS AND A WILLINGNESS TO HELP OTHERS ARE THE FOUNDATION FOR ALL BENEVOLENT ORGANIZATIONS SUCH AS YOURS; THEY ARE THE FOUNDATION FOR RELIGIONS; THE FOUNDATION FOR GRATIFYING LIFE EXPERIENCES.

WE LEARN EARLY THAT WHAT THE BIBLE SAYS IS TRUE:

IT IS MORE BLESSED TO GIVE THAN RECEIVE. IN GIVING UNSELFISHLY THERE IS NOT ONLY HEALING OF BODY AND SPIRIT FOR THOSE IN NEED, BUT HEALING OF BODY AND SPIRIT FOR THOSE WHO GIVE.

I HAVE SEEN THIS IN MY TRAVELS ACROSS MY OWN NATION. I HAVE BEEN VERY FORTUNATE TO HAVE HAD THE OPPORTUNITY TO TALK WITH SO MANY PERSONS IN ALL WALKS OF LIFE, NOT ONLY IN MY OWN COUNTRY, BUT IN OTHER COUNTRIES AROUND THE WORLD. I HAVE SEEN WHAT CAN BE ACCOMPLISHED IN COMMUNITY MENTAL HEALTH CENTERS; IN PROGRAMS FOR

AGING; IN NEIGHBORHOODS WHERE GOVERNMENT SERVICES ARE SUPPLEMENTED BY A DEDICATED AND MOTIVATED PRIVATE SECTOR.

AND ONE FACT STANDS OUT CLEARLY - PEOPLE WISH TO CORRECT THE DEFECTS IN SOCIETY. THEY WANT TO CONTRIBUTE. THEY WANT TO BE INVOLVED. AND, IF THEY ARE GIVEN A SPECIFIC CHALLENGE, THEY WILL RESPOND.

RIGHT NOW YOUR COUNTRY AND MINE ARE RESPONDING TO A CHALLENGE THAT CAN POSSIBLY CHANGE THE FACE OF HISTORY. AND, I AM TALKING ABOUT THE TRAGEDY OF CAMBODIA.

I FLEW LAST WEEK TO THAILAND AS A PERSONAL REPRESENTATIVE OF MY HUSBAND, THE PRESIDENT, TO EXPRESS THE PROFOUND CONCERN OF THE PEOPLE OF MY COUNTRY FOR THE TRAGEDY THAT IS UNFOLDING IN INDOCHINA. MY VISIT WAS BRIEF, BUT ONE OF THE MOST SIGNIFICANT EVENTS IN MY LIFE.

AT REFUGEE CAMPS NEAR THE BORDER, I SAW INCREDIBLE STARVATION, DISEASE, HOMELESSNESS - SUFFERING CHILDREN SEPARATED FROM THEIR PARENTS, AFFLICTED WITH MALARIA AND MALNUTRITION. I TALKED WITH YOUNG PEOPLE - YOUNG PEOPLE WITHOUT BROTHERS AND SISTERS AND FATHERS AND MOTHERS - WHO WERE WAITING, WAITING, WAITING, FOR APPROVAL TO RESETTLE ABROAD. THEY WAIT IN OVERCROWDED, HUMILIATING,

DEHUMANIZING CONDITIONS, HOPING NOT TO BE FORGOTTEN BY THE WORLD.

AND I LISTENED TO REPORTS ABOUT WHAT YOUR COUNTRY AND MY COUNTRY ARE ALREADY DOING TO HELP OUT. AND HOW VERY MUCH MORE NEEDS TO BE DONE IN ANTICIPATION OF AS MANY AS ONE QUARTER OF A MILLION HUMAN BEINGS WHO ARE EXPECTED SOON TO FILTER ACROSS THE BORDER - STARVING - HOMELESS - BEREAVED.

FOR THOSE OF US WHO SAW THE DIMENSION OF THE PROBLEM WITH OUR OWN EYES, THE THOUGHT IS ALMOST TOO MUCH TO BEAR. SO, WE MUST MARSHALL OUR FORCES IN THE INTERNATIONAL COMMUNITY TO DEAL WITH THIS HUMAN TRAGEDY THAT IS OF ALMOST UNFATHOMABLE PROPORTION. THE CAMBODIAN PEOPLE ARE ON THE VERGE OF EXTINCTION. WE MUST ADDRESS THIS REALITY. AS HUMAN BEINGS WITHIN A GLOBAL COMMUNITY, WE MUST STRETCH OURSELVES TO THE LIMITS AND ADDRESS THIS OVERWHELMING HUMAN ISSUE BEFORE US.

MY HUSBAND HAS SAID, AND I QUOTE, "REFUGEES ARE THE LIVING, HOMELESS CASUALTIES OF THE WORLD'S FAILURE TO LIVE BY THE PRINCIPLES OF PEACE AND HUMAN RIGHTS. TO HELP THESE REFUGEES IS A SIMPLE HUMAN DUTY. AS AMERICANS, AS A PEOPLE MADE UP LARGELY OF THE DESCENDANTS OF REFUGEES, WE FEEL THAT DUTY WITH SPECIAL KEENNESS."

I KNOW YOU DO, TOO. THE CANADIAN PEOPLE HAVE ALWAYS BEEN STRONG SUPPORTERS OF HUMAN RIGHTS, BOTH AT HOME AND ABROAD. AND INTERNATIONALLY YOUR COUNTRY FOR YEARS HAS BEEN A STAUNCH ADVOCATE OF UNITED NATIONS EFFORTS ON BEHALF OF HUMAN RIGHTS. OUR COUNTRY WELCOMED EXTERNAL AFFAIRS MINISTER MAC DONALD'S ELOQUENT DEFENSE OF HUMAN RIGHTS BEFORE THE GENERAL ASSEMBLY IN SEPTEMBER - AND ESPECIALLY HER STRONG ENDORSEMENT OF THE NEED FOR FREEDOM FROM WAR AND FREEDOM FROM WANT OF FOOD AND SHELTER.

ON MY TRIP TO THAILAND I HEARD A GREAT DEAL ABOUT YOUR GENEROUS CONTRIBUTIONS TO THE INTERNATIONAL FAMINE RELIEF EFFORT AND YOUR COUNTRY'S WILLINGNESS TO TRANSLATE WORDS INTO EFFECTIVE ACTION. AND I HAVE BEEN TOLD ABOUT YOUR LOCAL EFFORTS TO OPEN YOUR HEARTS AND YOUR HOMES HERE IN WINNIPEG.

SO I AM PROUD TO COMMEND YOU, PROUD THAT WE ARE WORKING TOGETHER - THAT WE ARE DRAWING ON THOSE HISTORICALLY SIGNIFICANT STRENGTHS THAT HAVE BOUND US TOGETHER AS NATIONS AND AS INDIVIDUALS WHO FEEL A RESPONSIBILITY TO REACH OUT AND LIFT THE BURDEN OF OTHERS.

OF COURSE, THE REAL HEROES IN THIS WAR TO FIGHT FOR THE SURVIVAL OF A RACE ARE THE THAIS, AND THE VOLUNTEERS WHO SERVE THERE UNDER EXTRAORDINARILY DIFFICULT CIRCUMSTANCES AND

THE PERSONS IN YOUR COUNTRY AND MINE WHO GIVE OF THEIR RESOURCES AND OPEN THEIR HOMES, WITHOUT EVER A THOUGHT OF FINANCIAL REWARD OR PUBLIC RECOGNITION. THEY DESERVE OUR DEEPEST GRATITUDE.

THEY ARE A PART OF AN ARMY OF PEOPLE - IN YOUR COUNTRY AND MINE - WHO WILL NEVER BE FAMOUS OR PUBLICLY HONOURED; WHO, DAY AFTER DAY, GIVE GENEROUSLY AND FREELY OF THEIR TIME, ENERGY AND TALENTS TO HELP OTHERS.

THESE QUIET ACTS OF CARING - FOR THE YOUNG AND THE OLD, THE SICK AND THE NEEDY, FOR THEIR SCHOOLS AND CHURCHES AND COMMUNITIES, ENRICH AND ENHANCE THE VERY FABRIC OF OUR SOCIETY.

I AM DEEPLY HONORED THAT YOU HAVE CHOSEN TO RECOGNIZE MY OWN HUMANITARIAN EFFORTS THIS EVENING, BUT I WANT TO ACCEPT THIS AWARD ON BEHALF OF ALL THOSE DEDICATED AND SELFLESS PEOPLE IN BOTH OUR COUNTRIES, AND ESPECIALLY THOSE IN THAILAND WHO ARE STRIVING TO BUILD A MORE CARING WORLD.

* * *

MRS. CARTER'S REMARKS
MENTAL HEALTH ASSOCIATION ANNUAL MEETING
DENVER - NOVEMBER 15, 1979

THANK YOU. I'M DELIGHTED TO BE HERE TODAY.

AS YOU KNOW, I'VE BEEN DOING A GREAT DEAL OF SPEAKING ABOUT MENTAL HEALTH IN THE LAST YEAR. I'VE TALKED TO INTERNATIONAL HEALTH EXPERTS AT THE WORLD HEALTH ORGANIZATION, MENTAL HEALTH PROFESSIONALS AT THE AMERICAN PSYCHIATRIC ASSOCIATION, CORPORATE LEADERS AT THE ANNUAL MEETING OF THE WASHINGTON BUSINESS GROUP ON HEALTH, MEMBERS OF CONGRESS, STATE AND LOCAL MENTAL HEALTH OFFICIALS. *LAST NIGHT NORTON SIMON - Jennifer Jones*
#1 million stigma

THIS AFTERNOON, IT IS A REAL PLEASURE TO BE SPEAKING TO FRIENDS. WE'VE BEEN WORKING TOGETHER FOR THE SAME CAUSE FOR A VERY LONG TIME. I HAVE SO MANY MEMORIES OF ANNUAL MEETINGS WE HAVE SPENT TOGETHER IN ATLANTA, SAN DIEGO AND WASHINGTON. I REMEMBER, IN PARTICULAR, COMING TO PHILADELPHIA JUST AFTER JIMMY WAS ELECTED PRESIDENT.

~~JUST THINK HOW MUCH HAS~~ HAPPENED SINCE THEN!

FOR THE FIRST TIME IN FIFTEEN YEARS, A PRESIDENTIAL COMMISSION HAS FOCUSED NATIONAL ATTENTION ON MEETING THE MENTAL HEALTH NEEDS OF THE NATION.

mental Health Systems Act
WE NOW HAVE LEGISLATION BEFORE CONGRESS THAT PROVIDES A FRAMEWORK FOR MAKING MENTAL HEALTH CARE ACCESSIBLE TO ALL AMERICANS.

YOU HAVE BEEN DEEPLY INVOLVED IN THE DEVELOPMENT OF THIS BILL,
AND I URGE YOU IN THE CRUCIAL WEEKS AHEAD TO DO ALL THAT ~~IS~~ *You can*
~~NECESSARY~~ TO KEEP IT MOVING THROUGH CONGRESS. 80%

IN OTHER MAJOR LEGISLATIVE INITIATIVES, SUCH AS THE CHILD
HEALTH ASSURANCE PROGRAM AND THE NATIONAL HEALTH PLAN, IMPORTANT
MENTAL HEALTH BENEFITS HAVE BEEN INCLUDED.

FEDERAL SUPPORT FOR MENTAL HEALTH RESEARCH HAS INCREASED
BY 40% IN THE LAST 3 YEARS. THERE IS A NEW OFFICE OF PREVENTION
AT THE NATIONAL INSTITUTES OF MENTAL HEALTH.

AND WE ARE FINALLY TURNING A SPOTLIGHT ON THE PROBLEMS OF
PEOPLE WHO ARE CHRONICALLY MENTALLY ILL. UNDER THE DIRECTION
OF THE SURGEON GENERAL, DR. JULIUS RICHMOND, HEW WILL DEVELOP
A NATIONAL PLAN TO MEET THE NEEDS OF THE 1.5 MILLION AMERICANS
DISABLED BY CHRONIC MENTAL ILLNESS.

THIS WAS ONE OF THE MAJOR RECOMMENDATIONS OF OUR COMMISSION
AND I AM PLEASED TO ANNOUNCE THIS IMPORTANT STEP TODAY!

THIS PLAN WILL INCORPORATE MANY OF THE FINDINGS OF THE
HUD/HEW DEMONSTRATION PROGRAM FOR DE-INSTITUTIONALIZATION OF
THE CHRONICALLY MENTALLY ILL.

These demonstration programs have been in operation for 2 yrs. successfully
~~THIS PROGRAM HAS ENJOYED TWO YEARS OF SUCCESSFUL OPERATION~~
~~IN ITS QUEST TO PROVIDE~~ *providing* A MODEL FOR THE DELIVERY OF HOUSING AND
SUPPORT SERVICES FOR THE CHRONICALLY MENTALLY ILL, AND MORE THAN
170 COMMUNITY-BASED FACILITIES HAVE BEEN FUNDED.

and the
whose findings, can help in developing the plan -
ful to Dr. Richmond and national

IT IS WITH ~~A GREAT DEAL OF~~ PRIDE THAT I ANNOUNCE TODAY
THE PRESIDENT'S COMMITMENT TO CONTINUING THIS PROGRAM FOR A
THIRD YEAR. / IN JUST A FEW DAYS, SECRETARY LANDRIEU WILL BE
FORMALLY INVITING GOVERNORS IN ALL 50 STATES TO SUBMIT PROPOSALS
TO HUD TO PARTICIPATE IN THIS PROGRAM.

IT WILL MAKE AVAILABLE TO PRIVATE, NON-PROFIT COMMUNITY
ORGANIZATIONS IN SELECTED STATES, \$25 MILLION IN HUD SECTION 202
DIRECT LOANS TO DEVELOP SMALL HOUSING UNITS. RENTAL SUBSIDIES
WILL ALSO BE AVAILABLE AND HEW FUNDS CAN BE USED THROUGH A
SPECIAL WAIVER FOR OTHER SUPPORT SERVICES.

I AM VERY PROUD OF THE LEADERSHIP THAT SECRETARY HARRIS
AND SECRETARY LANDRIEU HAVE DEMONSTRATED IN ^{this program} ALLOWING THE BENEFITS
FROM THIS PROGRAM TO REACH ADDITIONAL PEOPLE IN NEED.]

THIS ^{Program} ~~PROGRAM~~ IS JUST A BEGINNING, BUT IT SHOWS IN A
MICROCOSM THAT GOVERNMENT CAN BE COMPASSIONATE AND COMMITTED TO
THE MOST VULNERABLE PEOPLE IN OUR SOCIETY.

I AM VERY PROUD OF ^{these} ~~THE~~ INITIATIVES TAKEN [BY THE CARTER
ADMINISTRATION] IN MENTAL HEALTH AND I AM GRATEFUL FOR THE
SUPPORT, ADVICE AND ASSISTANCE YOU HAVE GIVEN ME AND OTHERS IN
WASHINGTON IN THE PAST SEVERAL YEARS.

TODAY, HOWEVER, I STAND BEFORE YOU AS A VOLUNTEER, AS A
MEMBER OF THE MENTAL HEALTH ASSOCIATION, AS ONE OF YOU....AND
I MUST SAY, FRANKLY, ^{that} ~~WE CANNOT LOOK TO~~ GOVERNMENT ^{CANNOT} ~~TO~~ SOLVE ALL
OUR PROBLEMS, ^{or} ~~TO~~ ADDRESS ALL THE NEEDS OF THOSE WHO SUFFER
FROM MENTAL AND EMOTIONAL DISTRESS. THE TASK IS TOO LARGE, THE
NUMBERS OF PEOPLE WHO NEED HELP TOO GREAT - FOR GOVERNMENT TO DO
IT ALL ALONE.

AS WE LOOK TO THE '80's, WE NEED A STRONG, HEALTHY AND VERY LARGE MENTAL HEALTH ASSOCIATION.....AN ARMY OF VOLUNTEERS IN EVERY COMMUNITY AROUND OUR COUNTRY, WORKING WITH GOVERNMENT TO CARE FOR ALL THOSE WHO NEED HELP.

WE AMERICANS HAVE ALWAYS BELIEVED IN DOING FOR OURSELVES -- IN IDENTIFYING NEEDS AND THEN ORGANIZING TO MEET THEM. IN FACT, MANY OF THE FUNCTIONS OF GOVERNMENT TODAY -- AT ALL LEVELS -- SCHOOLS, LIBRARIES, HOSPITALS, HELP FOR THE OLD, THE NEEDY, THE UNEMPLOYED -- BEGAN AS PRIVATE EFFORTS BY VOLUNTEERS. EVEN TODAY, MOST OF THESE GOVERNMENT ACTIVITIES NOW WORK ONLY BECAUSE OF MASSIVE VOLUNTEER EFFORTS.

OUR MENTAL HEALTH PROGRAMS ARE NO DIFFERENT. THEY WILL ONLY WORK IF CARING PEOPLE AT THE COMMUNITY LEVEL BECOME INVOLVED.

LET ME TELL YOU ABOUT A COUPLE OF EXCITING EXAMPLES OF WHAT CAN HAPPEN THROUGH VOLUNTEER INITIATIVE.

IN NEW JERSEY, THE MENTAL HEALTH ASSOCIATION HAS STARTED A COMMUNITY COMPANION PROGRAM. 500 VOLUNTEERS ARE WORKING ON A ONE-TO-ONE BASIS WITH PATIENTS RELEASED FROM THE STATE PSYCHIATRIC HOSPITAL.

RETIRED PEOPLE, COLLEGE STUDENTS, BLACKS AND HISPANICS ARE HELPING FORMER PATIENTS RETURN TO THE COMMUNITY, TO GET THE ENTITLEMENTS THEY ARE DUE AND TO PROVIDE FRIENDSHIP AND SOCIAL SUPPORT.

ONE VOLUNTEER WAS ASSIGNED A PATIENT WHO REFUSED TO COME OUT OF THE HOUSE. SHE TALKED ONLY THROUGH A CLOSED DOOR AND ALL SHE WANTED WAS FRIED CHICKEN AND CORN BREAD. AFTER SEVERAL WEEKS OF BRINGING FOOD EACH DAY, THE VOLUNTEER ASKED TO COME INSIDE TO EAT WITH HER. NOW THE TWO WOMEN ARE FRIENDS. THEY GO OUT TO THE PARK, TO MOVIES, SHOPPING. THE PATIENT IS A PART OF HER COMMUNITY AGAIN.

I WOULD LIKE TO SEE A SIMILAR PROGRAM IN EVERY STATE IN OUR NATION. IT IS TIME TO STOP TALKING ABOUT THE PROBLEMS OF DE-INSTITUTIONALIZATION -- AND DUMPING -- AND PSYCHIATRIC GHETTOS / -- AND DO SOMETHING ABOUT THEM.

We can & will do what we can legislatively But
We must take it upon ourselves to do
 We - ~~Thank~~ *Assa* *Something about those who are*
YOU CAN HELP! *in your communities & states.*
the victims--

IN BERKS COUNTY, PENNSYLVANIA, THE LOCAL MENTAL HEALTH ASSOCIATION STARTED AN OMBUDSMAN PROGRAM IN 1973 TO HELP PATIENTS AT THE LOCAL STATE HOSPITAL. TODAY IT'S A FULL-TIME JOB FOR JOANNE SHANAMAN. SHE INFORMS PATIENTS OF THEIR RIGHTS, ATTENDS ALL HEARINGS, WORKS WITH THE PUBLIC DEFENDER, HELPS WITH PROBLEMS RANGING FROM SOCIAL SECURITY BENEFITS TO CASES OF PATIENT ABUSE.

PEOPLE ARE BEGINNING TO ASK MRS. SHANAMAN FOR INFORMATION ABOUT HOW TO START THEIR OWN ADVOCACY PROGRAMS. I WOULD LIKE TO SEE SIMILAR PROGRAMS IN EVERY STATE.

You CAN HELP! see that we have these programs

IN MINNESOTA, REACH-OUT WAS STARTED BY A WOMAN WHOSE HUSBAND WAS MENTALLY ILL. THROUGH HER LOCAL MENTAL HEALTH ASSOCIATION, SHE STARTED A MUTUAL SELF-HELP GROUP FOR FAMILIES OF THE MENTALLY ILL. TODAY, THERE ARE 14 GROUPS IN MINNESOTA AND SIMILAR PROGRAMS IN 26 OTHER STATES.

AND IN KANSAS CITY, A VOLUNTEER STARTED CONCERN COUNTS, A MULTI-MEDIA EDUCATION PROGRAM, THREE YEARS AGO. TODAY, MORE THAN 100 VOLUNTEERS WORK WITH THE NEWSPAPERS, TELEVISION, RADIO AND A WHOLE HOST OF COMMUNITY ORGANIZATIONS TO PROVIDE INFORMATION ABOUT COMMON MENTAL HEALTH PROBLEMS AND HOW TO COPE WITH THEM.

A RECENT CAMPAIGN -- "STRIKE-OUT STRESS" -- RESULTED IN OVER 1,000 REQUESTS FOR MATERIALS ON HOW TO DEAL WITH STRESS.

THESE PROGRAMS REPRESENT SOMETHING THAT NO GOVERNMENT CAN BUY -- PEOPLE GIVING OF THEMSELVES, WILLING TO RISK THEIR LOVE AND TIME AND EFFORT FOR ACCAUSE THEY BELIEVE IS RIGHT WITHOUT PROMISE OF OTHER REWARD.

JUST THE OTHER WEEK, I RECEIVED A LETTER FROM A YOUNG WOMAN WHO HAD BEEN TREATED FOR A MENTAL HEALTH PROBLEM. SHE WROTE ME THAT, AND I AM QUOTING HER, "IT SEEMS, ALTHOUGH DEPRESSION IS THE NO. 1 PROBLEM IN OUR COUNTRY, NO ONE HAS A SPECIAL DRIVE, OR FUND, OR TELETHON FOR IT.....WHY DON'T PEOPLE CARE?"

YOU AND I KNOW THAT PEOPLE DO CARE -- IN NEW JERSEY,
BERKS COUNTY, MINNESOTA, ST. LOUIS -- INDEED, ALL OVER OUR
 COUNTRY. BUT, IN THAT LETTER LIES A CHALLENGE FOR THIS
 ASSOCIATION.

YOU ARE DOING SO MANY GREAT THINGS!

BUT LET ME REMIND YOU THAT MENTAL HEALTH PROBLEMS TOUCH
ONE FAMILY IN FOUR IN OUR COUNTRY. AT ANY ONE TIME, AS MANY
 AS 30 MILLION AMERICANS MAY NEED SOME KIND OF MENTAL HEALTH
 CARE.

WE HAVE THE POTENTIAL TO BE AS LARGE, AS STRONG, AND AS
WELL-KNOWN AS ORGANIZATIONS LIKE THE HEART ASSOCIATION,
 THE MARCH OF DIMES, AND THE CANCER SOCIETY. *& we're not yet!
 we can be*

can
 WE MUST EXPAND OUR RANKS! WE MUST MOVE MORE AGGRESSIVELY
 TO RECRUIT MORE VOLUNTEERS, TO IMPROVE OUR FUND-RAISING
ACTIVITIES, TO BUILD A STRONGER AND MORE VISIBLE ORGANIZATION
 THAT CAN ASSUME A LEADERSHIP ROLE IN MEETING THE MENTAL HEALTH
 NEEDS OF THE NATION.

THE GREATEST MOMENTS IN THE HISTORY OF OUR NATION -- THE
 ABOLITION OF SLAVERY, WOMEN'S SUFFRAGE, CIVIL RIGHTS -- HAVE
 BEEN MADE UP OF VOLUNTEERS.

Love
 VOLUNTEERING IS LOVE, MADE MANIFEST -- IN A THOUSAND WAYS!

AS MEMBERS OF THE MENTAL HEALTH ASSOCIATION, YOU HAVE MADE
 A COMMITMENT TO EXPRESSING YOUR LOVE AND CONCERN.

Let's you and

9
~~THE~~ TODAY, I ~~URGE YOU TO~~ MAKE ANOTHER COMMITMENT -- ~~TO~~ ^{Let's} BUILD
~~THE~~ MENTAL HEALTH ASSOCIATION THAT CAN SPEAK WITH ~~A~~ ^{an even} STRONG ~~AND~~
~~UNITED~~ VOICE IN EVERY COMMUNITY IN OUR COUNTRY, AN ASSOCIATION
 THAT HAS ~~THE~~ ^{an even greater} WILL AND THE RESOURCES TO MEET THE CHALLENGE OF
 BETTER MENTAL HEALTH FOR ALL AMERICANS/AS WE MOVE INTO THE 80's.

FOR IMMEDIATE RELEASE

OCTOBER 26, 1979

Office of the First Lady's Press Secretary

THE WHITE HOUSE

First Lady Rosalynn Carter will travel to Los Angeles, Denver and Winnipeg, Canada, November 14 - 16, 1979.

In Los Angeles, the First Lady will be the guest of honor at a dinner to be held at the Norton Simon Museum hosted by Mr. and Mrs. Norton Simon. Jennifer Jones Simon is a member of the Public Committee on Mental Health.

Members from the entertainment industry have been invited to the dinner where the First Lady will speak about the need to draw public attention to misconceptions about mental illness.

On November 15, Mrs. Carter will address the annual meeting of the Mental Health Association at the Denver Hilton Hotel. Later in the afternoon, the First Lady will travel to Winnipeg, Canada where she will be presented with the 1979 International Award of the St. Boniface General Hospital Research Foundation, Inc. for her work in the area of mental health. In the evening, she will attend a dinner in her honor at the Winnipeg Convention Centre.

The First Lady will return to the White House on Friday, October 16.

Press desiring to travel with
Mrs. Carter must contact: 456-2164
no later than 5:00 pm - Friday,
November 9.

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Slide Tape Productions

P.O. Box 39053 Denver, Colorado 80239 Phone (303) 751-5494

WAIVER and AUTHORIZATION

I/~~we~~ Rosalynn Carter do hereby authorize Slide Tape Productions-Speedy Tape to record, duplicate, and offer for sale on cassette tape, my/our speech and any portion of my/our participation in the Mental Health Association convention and seminars and meetings held at Hilton Denver Co/o. on Nov. 15 1978 dates, and I do hereby waive any and all claim resulting from the recording, duplicating and sales of the aforesaid.

Slide Tape Productions-Speedy Tape will limit sales of tapes to attendees, members of the Mental Health Assoc. Association, and others as authorized by the Association and Speaker/s

Signed

Mary F. Hoff

Date

11/15/78

Signed

Date

All proceeds from sale of these
tapes will go to the Mental
Health Association over and above
direct expenses. MGH

Patricia Meyer
Slide Tape Productions

Speedy Tape

AUDIO & VIDEO TAPE RECORDING AND DUPLICATING SERVICES

1979 Annual Meeting and
Mental Health Assembly

November 14-17

Denver Hilton Hotel
Denver, Colorado

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Phone [303] 340-1980



The Mental Health
Association

The following sessions are scheduled for taping and will be available at the SPEEDY TAPE Distribution Center in the Hilton Hotel Lobby near the Conference registration Desk.

All cassette tapes are 60 minutes in length (C-60) and are \$6.00 ea. + tax.

Cassette tapes purchased by mail (mail orders) are \$7.00 ea. + \$2.00 per order for postage and hndlg.

1-Free cassette with purchase of 6 cassettes

2-Free cassettes with the purchase of 10 cassettes

*Amend to read
that all proceeds
go to MHA
and above direct
effort*

qty.

- _____ MHA-1 JUNE JACKSON CHRISTMAS, M.D. - New York State Commissioner of Mental Health
Mental Retardation and Alcoholism.
- _____ MHA-2 DANIEL X. FREEDMAN - 1979 receipient of Mental Health Association Research
Achievement Award.
- CAROL TAMMINGA, M.D. Development Researcher Award Recipient
- _____ MHA-3 FIRST LADY ROSALYNN CARTER - Address to Mental Health Association Assembly
- _____ MHA-4 HERBERT PARDES, M.D. Director of National Institute of Mental Health
- _____ MHA-5 JOHN VALUSEK, M.D. - Family Issues - The ABC's of Stress reduction in the family.
- _____ MHA-6 BEVERLY BENSON LONG - NATIONAL MENTAL HEALTH ASSOCIATION President 1980

Name _____

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Office of the First Lady's Press Secretary

Mental Health Association Annual Meeting
Denver, Colorado

Mrs. Carter's Remarks

Thank you. I'm delighted to be here today. As you know, I've been doing a great deal of speaking about mental health in the last year. I've talked to international health experts at the World Health Organization, mental health professionals at the American Psychiatric Association, corporate leaders at the annual meeting of the Washington Business Group on Health, Members of Congress, state and local mental health officials.

This afternoon, it is a real pleasure to be speaking to friends. We've been working together for the same cause for a very long time. I have so many memories of annual meetings we have spent together in Atlanta, San Diego and Washington. I remember, in particular, going to Philadelphia just after Jimmy was elected President. Just think how much has happened since then!

For the first time in fifteen years, a Presidential Commission has focused national attention on meeting the mental health needs of the nation. We now have legislation before Congress that provides a framework for making mental health care accessible to all Americans. You have been deeply involved in the development of this bill, and I urge you in the crucial weeks ahead to do all that is necessary to keep it moving through Congress.

In other major legislative initiatives, such as the Child Health Assurance Program and the National Health Plan, important mental health benefits have been included. Federal support for mental health research has increased by 40 percent in the last three years. There is a new Office of Prevention at the National Institutes of Mental Health.

And we are finally turning a spotlight on the problems of people who are chronically mentally ill. Under the direction of the Surgeon General, Dr. Julius Richmond, HEW will develop a national plan to meet the needs of the 1.5 million Americans disabled by chronic mental illness. This was one of the major recommendations of our Commission, and I am pleased to announce this important step today!

This plan will incorporate many of the findings of the HUD/HEW Demonstration Program for deinstitutionalization of the chronically mentally ill. This program has enjoyed two years of successful operation in its quest to provide a model for the delivery of housing and support services for the chronically mentally ill, and more than 170 community-based facilities have been funded.

It is with a great deal of pride that I announce today the President's commitment to continuing this program for a third year. In just a few days, Secretary Landrieu will be formally inviting Governors in all fifty states to submit proposals to HUD to participate in this program. It will make available to private, non-profit community organizations in selected states, \$25 million in HUD Section 202 direct loans to develop small housing units. Rental subsidies will also be available, and HEW funds can be used through a special waiver for other support services.

I am very proud of the leadership that Secretary Harris and Secretary Landrieu have demonstrated in allowing the benefits from this program to reach additional people in need. This program is just a beginning, but it shows in a microcosm that government can be compassionate and committed to the most vulnerable people in our society. I am very proud of the initiatives taken by the Carter Administration in mental health, and I am grateful for the support, advice and assistance you have given me and others in Washington in the past several years.

Today, however, I stand before you as a volunteer, as a member of the Mental Health Association, as one of you ... and I must say, frankly, we cannot look to government to solve all our problems, to address all the needs of those who suffer from mental and emotional distress. The task is too large, the numbers of people who need help too great -- for government to do it all alone.

As we look to the '80's, we need a strong, healthy and very large Mental Health Association -- an army of volunteers in every community around our country, working with government to care for all those who need help. We Americans have always believed in doing for ourselves -- in identifying needs and then organizing to meet them. In fact, many of the functions of government today -- at all levels -- schools, libraries, hospitals, help for the old, the needy, the unemployed -- began as private efforts by volunteers. Even today, most of these government activities now work only because of massive volunteer efforts.

Our mental health programs are no different. They will only work if caring people at the community level become involved. Let me tell you about a couple of exciting examples of what can happen through volunteer initiative. In New Jersey, the Mental Health Association has started a community companion program. Five hundred volunteers are working on a one-to-one basis with patients released from the State Psychiatric Hospital. Retired people, college students, blacks and Hispanics are helping former patients return to the community, to get the entitlements they are due and to provide friendship and social support.

One volunteer was assigned a patient who refused to come out of the house. She talked only through a closed door and all she wanted was fried chicken and corn bread. After several weeks of bringing food each day, the volunteer asked to come inside to eat with her. Now the two women are friends. They go out to the park, to movies, shopping. The patient is a part of her community again.

I would like to see a similar program in every state in our nation. It is time to stop talking about the problems of deinstitutionalization -- and dumping -- and psychiatric ghettos -- and do something about them.

You can help! In Berks County, Pennsylvania, the local Mental Health Association started an Ombudsman Program in 1973 to help patients at the local State Hospital. Today it's a full-time job for Joanne Shanaman. She informs patients of their rights, attends all hearings, works with the public defender, helps with problems ranging from Social Security benefits to cases of patient abuse. People are beginning to ask Mrs. Shanaman for information about how to start their own advocacy programs. I would like to see similar programs in every state.

You can help! In Minnesota, REACH-OUT was started by a woman whose husband was mentally ill. Through her local Mental Health Association, she started a mutual self-help group for families of the mentally ill. Today, there are fourteen groups in Minnesota and similar programs in twenty six other states.

And in Kansas City, a volunteer started CONCERN COUNTS, a multi-media education program, three years ago. Today more than 100 volunteers work with the newspapers, television, radio and a whole host of community organizations to provide information about common mental health problems and how to cope with them. A recent campaign -- "Strike-Out Stress" -- resulted in over 1,000 requests for materials on how to deal with stress.

These programs represent something that no government can buy -- people giving of themselves, willing to risk their love and time and effort for a cause they believe is right without promise of other reward. Just the other week, I received a letter from a young woman who had been treated for a mental health problem. She wrote me that, and I am quoting her, "It seems, although depression is the number one problem in our country, no one has a special drive, or fund, or telethon for it .. why don't people care?" You and I know that people DO care -- in New Jersey, Berks County, Minnesota, St. Louis -- indeed, all over our country. But in that letter lies a challenge for this Association.

You are doing so many great things! But let me remind you that mental health problems touch one family in four in our country. At any one time, as many as 30 million Americans may need some kind of mental health care. We have the potential to be as large, as strong, and as well known as organizations like the Heart Association, the March of Dimes, and the Cancer Society. We must expand our ranks! We must move more aggressively to recruit more volunteers, to improve our fund raising activities, to build a stronger and more visible organization that can assume a leadership role in meeting the mental health needs of the nation.

The greatest moments in the history of our nation -- the abolition of slavery, women's suffrage, civil rights -- have been made up of volunteers. Volunteering is love made manifest -- in a thousand ways! As members of the Mental Health Association, you have made a commitment to expressing your love and concern.

Today I urge you to make another commitment -- to build a Mental Health Association that can speak with a strong and united voice in every community in our country, an Association that has the will and the resources to meet the challenges of better mental health for all Americans as we move into the 80's.

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OCTOBER 26, 1979

Office of the First Lady's Press Secretary

THE WHITE HOUSE

First Lady Rosalynn Carter will travel to Los Angeles, Denver and Winnipeg, Canada, November 14 - 16, 1979.

In Los Angeles, the First Lady will be the guest of honor at a dinner to be held at the Norton Simon Museum hosted by Mr. and Mrs. Norton Simon. Jennifer Jones Simon is a member of the Public Committee on Mental Health.

Members from the entertainment industry have been invited to the dinner where the First Lady will speak about the need to draw public attention to misconceptions about mental illness.

On November 15, Mrs. Carter will address the annual meeting of the Mental Health Association at the Denver Hilton Hotel. Later in the afternoon, the First Lady will travel to Winnipeg, Canada where she will be presented with the 1979 International Award of the St. Boniface General Hospital Research Foundation, Inc. for her work in the area of mental health. In the evening, she will attend a dinner in her honor at the Winnipeg Convention Centre.

The First Lady will return to the White House on Friday, October 16.

Press desiring to travel with
Mrs. Carter must contact: 456-2164
no later than 5:00 pm - Friday,
November 9.

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DATE: November 12, 1979

MEMORANDUM FOR:

THE WHITE HOUSE MILITARY OFFICE

The following individuals were
manifested aboard the following
aircraft: 707

Date(s) of trip:
November 14-16, 1979

Cal. Colorado
TRIP ITINERARY

STATUS

JUSTIFICATION
(OFFICIAL TRAVEL ONLY)

<u>NAME & TITLE/OFFICE</u>	<u>STATUS</u>			Andrews AFB to Los Angeles, Cal.	Los Angeles, Ca. to Denver, Colorado	Denver to Winnipeg, Canada	Winnipeg, Canada to Andrews AFB						
	OFFICIAL	UNOFFICIAL											
Clare Crawford/People				X	X	X	X						
Terry Arthur/People				X	X	X	X						
Cherie Burns/US Mag.				X	X	X	X						

NOTE: REIMBURSEMENT IS REQUIRED FOR ALL UNOFFICIAL PASSENGERS

(as of
10/5/79
Fenderson)

Mrs. Carter's trip to California
Colorado and Canada

Lisa Strousburg

Wednesday, Nov. 14, 1979

2:25 pm Depart South Grounds

~~2:25 pm~~ Depart Andrews AFB

3:10 pm -

(flying time 5 hours 20 min. gain 3 hrs.)

³⁰
5:15 pm Arrive Los Angeles International Airport

5:30 pm Depart Los Angeles International Airport

6:00 pm Arrive Century Plaza Hotel

(Private time 1 hour 25 min.)

7:25 pm Depart Century Plaza Hotel

8:00 pm Arrive Norton Simon Museum of Art at Pasadena

Reception and dinner

pm Depart Norton Simon Museum of Art

pm Arrive Century Plaza Hotel

RON Century Plaza Hotel

Thursday, Nov. 15, 1979

Carol Oliver

*Bill McLean
Personal -*

- 7:55 am Depart Century Plaza Hotel
- 8:30 am Arrive Los Angeles International Airport
- 8:25 am Depart Los Angeles en route Denver, Colorado
(flying time 1 hr. 55 min. lose 1 hr.)
- 11:30 am Arrive Denver, Stapleton International Airport
- 12:00 n Arrive Denver Hilton Hotel, 1550 Court Pl.
Denver, Co. 80202, (303) 893-3333, for Mental
Health-meeting. *Annual Meeting of the Mental Health Association.*
- 2:05 pm Depart Denver Hilton
- 2:25 pm Arrive Stapleton International Airport
- 2:35 pm Depart Denver, Colorado en route Winnipeg, Manitoba
(flying time 1 hr. 55 min. lose 1 hr.)
- 5:30 pm Arrive Winnipeg International Airport.
- 5:45 pm Depart Winnipeg International Airport
- 6:15 pm Arrive Government House, residence of Lt. Gov. F.L.
(Bud) Jobin.
- 7:15 pm Depart Government House
- 7:20 pm Arrive Winnipeg Convention center.
Reception with 66 Head-Table guests.
- 7:30 pm Arrive ^{St. Boniface Research Foundation} dinner
(3,000-5,000 guests expected)
- 9:45 pm ^{Speech accepting St. Boniface Research Foundation} Dinner concludes. ^{international award}
- 10:00 pm Arrive Government House. Reception hosted by
Lt. Gov. and Mrs. Jobin. 250-300 guests.
- 11:00 pm Reception concludes *(receiving line only)*

RON Government House

Friday, Nov. 16, 1979

9:45 am Depart Government House

10:00 am Arrive St. Boniface Hospital for tour

11:00 am Depart St. Boniface Hospital

11:20 am Arrive Winnipaeag International Airport

11:30 am Depart Winnipeg en route Andrews AFB

(flying time 2 hrs. 40 min. lose 1 hr.)

3:10 pm Arrive Andrews AFB

3:40 pm Arrive the White House

MAY 22, 1979

Office of the First Lady's Press Secretary
-----THE WHITE HOUSE

First Lady Rosalynn Carter has been active in the field of mental health since 1970. As the First Lady of Georgia, she was a member of the Governor's Commission to Improve Services for the Mentally and Emotionally Handicapped and also served as Honorary Chairperson of the Georgia Special Olympics. To gain first-hand knowledge about the problems of the mentally ill, the First Lady served as a volunteer at the Georgia Regional Hospital in Atlanta.

Less than a month as he was sworn into office, President Carter signed an Executive Order which established a President's Commission on Mental Health. Mrs. Carter became Honorary Chairperson since, as the wife of the President, she could not legally serve as official chairperson.

The First Lady chaired public hearings on mental health problems across the United States during the spring of 1977 and chaired monthly commission meetings in Washington. After a year's deliberations, the Commission presented its final report to the President at a White House ceremony in April, 1978.

The First Lady testified before the Senate Subcommittee on Health and Scientific Research in March, 1979 and later invited the House Subcommittee on Health and the Environment to the White House for a briefing.

Determined not to have the PCMH report "gather dust on a shelf", Mrs. Carter has been an active advocate for reform in the field of mental health. On May 7, 1979 the First Lady addressed the Medical Society of the World Health Organization in Geneva and called for an end to "mental health care where in too many cases those who are without power or influence suffer severe discrimination in the delivery of services."

On May 15, in a joint appearance with the President at the White House, the new Mental Health Systems Act was announced and submitted to Congress. The Act implements many of the recommendations made by the President's Commission.

The First Lady has been actively seeking passage of this legislation and on May 16, in an address to the American Psychiatric Association in Chicago, called for the 25,000 members "to lobby for swift Congressional action which will insure that 1979 is the year in which a new national commitment is made to the proper care and treatment of the mentally ill."

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NOVEMBER 14, 1979

Office of the First Lady's Press Secretary

VISIT OF THE FIRST LADY TO
LOS ANGELES, CALIFORNIA:
DENVER, COLORADO AND
WINNEPEG, CANADA

November 14-16, 1979

All times are local

Wednesday, November 14, 1979

2:55 pm THE FIRST LADY DEPARTS ANDREWS AFB ENROUTE LOS ANGELES,
CALIFORNIA

Flying time: 5 hours, 50 minutes

5:45 pm THE FIRST LADY ARRIVES LOS ANGELES INTERNATIONAL AIRPORT,
PAN AM CARGO GATE

Open Press Coverage

5:50 pm THE FIRST LADY PROCEEDS TO PRESS AREA FOR BRIEF COMMENTS
TO THE PRESS

Open Press Coverage

5:55 pm THE FIRST LADY DEPARTS LOS ANGELES INTERNATIONAL AIRPORT
ENROUTE CENTURY PLAZA HOTEL

7:30 pm Guests arrives Norton Simon Museum, Pasadena, for
dinner hosted by Jennifer Jones Simon in honor
of the First Lady

Open Press Coverage

Press Note: Press area at upper
entrance level

8:10 pm THE FIRST LADY ARRIVES RECEPTION AREA. RECEIVING LINE
COMMENCES

Open Press Coverage

8:35 pm RECEIVING LINE ENDS. THE FIRST LADY ACCOMPANIED BY
MR. AND MRS. NORTON SIMON PROCEED ON BRIEF TOUR OF
MUSEUM

Press Pool Coverage
Brief photo opportunity

8:45 pm THE FIRST LADY ARRIVES STAGE AREA. PROGRAM COMMENCES

Open Press Coverage

Remarks by Norton Simon
Remarks by Jennifer Jones Simon

FIRST LADY REMARKS

9:05 pm PROGRAM CONCLUDES. DINNER COMMENCES.

Press Note: Press proceed to press
area during dinner.
Refreshments available.

-MORE-

9:45 pm DINNER CONCLUDES.

Remarks by Norton Simon

Open Press Coverage

10:10 pm THE FIRST LADY DEPARTS NORTON SIMON MUSEUM ENROUTE
CENTURY PLAZA HOTEL

Thursday, November 15, 1979

8:30 am THE FIRST LADY ARRIVES LOS ANGELES INTERNATIONAL AIRPORT,
PAN AM CARGO AREA, BOARDS AIRCRAFT AND DEPARTS ENROUTE
DENVER, COLORADO

Flying time: 1 hour, 55 minutes

11:40 am THE FIRST LADY ARRIVES STAPLETON INTERNATIONAL AIRPORT,
UNITED HANGAR AREA, AIR FREIGHT TERMINAL, DENVER,
COLORADO

Open Press Coverage

11:45 am THE FIRST LADY PROCEEDS TO PRESS AREA FOR BRIEF COMMENTS
TO THE PRESS

Open Press Coverage

11:50 am THE FIRST LADY DEPARTS STAPLETON AIRPORT ENROUTE DENVER
HILTON HOTEL

12:05 pm THE FIRST LADY ARRIVES DENVER HILTON AND PROCEEDS TO
EMPIRE ROOM TO ATTEND AWARD PRESENTATION TO MEMBERS OF
THE MENTAL HEALTH ASSOCIATION

Open Press Coverage

Press Note: The First Lady will
be seated with the
Georgia delegation

12:45 pm THE FIRST LADY DEPARTS EMPIRE ROOM ENROUTE PRIVATE ROOM
FOR PERSONAL/STAFF TIME

Press Note: Press proceed to
Grand Ballroom to
preposition

1:30 pm THE FIRST LADY ARRIVES GRAND BALLROOM FOR OPENING SESSION
OF THE MENTAL HEALTH ASSOCIATION. PROGRAM COMMENCES.

Open Press Coverage

Remarks by Hilda Roberts, President, Mental Health
Association

FIRST LADY REMARKS

1:55 pm PROGRAM CONCLUDES. THE FIRST LADY DEPARTS DENVER HILTON
HOTEL ENROUTE STAPLETON AIRPORT, AIR FREIGHT TERMINAL.

2:25 pm THE FIRST LADY ARRIVES STAPLETON AIRPORT, UNITED AIR FREIGHT
TERMINAL AREA, BOARDS AIRCRAFT AND DEPARTS ENROUTE WINNEPEG,
CANADA

Flying time: 2 hours, 10 minutes

-MORE-

5:35 pm THE FIRST LADY ARRIVES CANADIAN FORCES BASE, WINNIPEG, MA
MANITOBA, CANADA

Open Press Coverage

5:40 pm THE FIRST LADY PROCEEDS TO PRESS AREA FOR BRIEF COMMENTS
TO THE PRESS

Open Press Coverage

5:45 pm THE FIRST LADY DEPARTS CANADIAN FORCES BASE ENROUTE
GOVERNMENT HOUSE

7:05 pm THE FIRST LADY ARRIVES WINNIPEG CONVENTION CENTRE AND
PROCEEDS TO VIP LOUNGE FOR MEETING WITH MAUREEN MCTEER,
WIFE OF PRIME MINISTER CLARK AND BARBARA LYON, WIFE
OF THE PREMIER OF MANITOBA

Brief photo session

7:30 pm THE FIRST LADY ARRIVES CONVENTION HALL FOR ST. BONIFACE
GENERAL HOSPITAL RESEARCH FOUNDATION ANNUAL INTERNATIONAL
AWARDS DINNER. DINNER COMMENCES.

Open Press Coverage

8:50 pm PROGRAM COMMENCES.

Open Press Coverage

Remarks by Sam Cohen
Remarks by Maureen McTeer
Presentation of Award

FIRST LADY REMARKS

9:50 pm THE FIRST LADY DEPARTS WINNEPEG CONVENTION CENTRE ENROUTE
GOVERNMENT HOUSE

10:30 pm THE FIRST LADY ARRIVES RECEPTION HOSTED BY THE LT. GOV.
OF MANITOBA AND MRS. F.L. JOBIN IN HONOR OF THE FIRST
LADY

Open Press Coverage

Remarks by Lt. Gov. Jobin

FIRST LADY REMARKS

11:00 pm THE FIRST LADY DEPARTS RECEPTION.

Friday, November 16, 1979

10:00 am THE FIRST LADY ARRIVES ST. BONIFACE GENERAL HOSPITAL FOR
DEDICATION OF MCEWEN BUILDING

Open Press Coverage

FIRST LADY REMARKS

10:20 am THE FIRST LADY DEPARTS ST. BONIFACE GENERAL HOSPITAL ENROUTE
CANADIAN FORCES BASE

10:50 am THE FIRST LADY ARRIVES CANADIAN FORCES BASE, BOARDS AIRCRAFT
AND DEPARTS ENROUTE ANDREWS AFB

2:35 pm THE FIRST LADY ARRIVES ANDREWS AFB, LOADING

Office of the First Lady's Press Secretary

Norton Simon Museum - Pasadena, California

Mrs. Carter's Remarks

What a thrill it is for me to be with all of you this evening. In the last three years, I've met kings and queens and heads of state. I've invited world-renowned artists and intellectuals to the White House, consulted with captains of business and industry. And, of course, I have shared a very special relationship with the leader of the greatest nation on earth -- my husband, the President of the United States.

Some might suppose it is impossible for me to stand in awe of anyone anymore ... but tonight I feel like a little girl from Plains again. For here I am, in the midst of people who for millions of Americans, and indeed for me, are larger than life ... Columbo, Archie Bunker, Funny Girl, Hot Lips ... to name just a few. You've made me laugh and cry, feel joy and sorrow -- you've touched my imagination -- tugged at my emotions -- shown me life in both its funniest and most tragic aspects. And I want you to know, as I left Washington, Jimmy asked if I had brought along an autograph book!

You have extraordinary influence on Americans and American life. Through motion pictures and television, you can wake the conscience of a whole nation. And you have done so. Who can forget the impact of a movie like "Grapes of Wrath" -- a television series like "Roots." The power you possess to shape public attitudes and mold public opinion is unparalleled in the history of mankind.

And so I want to appeal to you tonight to consider how you might wield some power in ways that could touch every family in our nation. As you know, I have been working for years to improve mental health care in this country. And I am talking about helping one out of every four citizens in America. Still, there is an insurmountable obstacle in my way. It is stigma. Negative public attitudes about mental illness are so deeply engrained in our society that progress is held back in this field.

While it is becoming less socially acceptable to say it out loud, perfectly decent human beings are still repelled by those who suffer from mental illness. They are afraid. They are callous. I shall never forget a letter from a woman struggling to overcome serious depression, who wrote that "farm animals have more dignity than a mental patient in our society."

Remember the movie "The Snakepit" -- the story of horrible degradation in the archaic circumstances that used to exist in many facilities for the ill or, as we always said, the insane? Those stories about snakepits and psychiatric ghettos still abound. And that means that patients are discharged from hospitals and returned to their communities to lead marginal existences on the fringes of society. They become the ladies with brown bags and the men on park benches who do not have a place to call home -- often unable to provide for their most basic needs: food, shelter, medical care.

Just a few weeks ago the New York Times pointed out in an editorial about the careless treatment of the mentally ill, that -- and I am quoting -- "Too many disturbed people are forced to live in a sort of urban underworld, in surroundings that are just as isolated as hospitals, and more forbidding."

How sad that physical illness evokes our sympathy and our desire to help; and mental illness disturbs and offends us. We are uncomfortable with those who are different, whose behavior may be unpredictable, even somewhat bizarre.

We do not remember that the majority of mental patients are not dangerous, rather that people with serious psychological disorders tend to be withdrawn, apathetic -- even fearful of us. We do not remember a common characteristic is an inability to face the world -- not the inclination to attack it!

But you are in show business! You well know that random violence attracts and excites. The "mad bomber" and the "insane murderer" make headlines -- and they strengthen the incredibly damaging stereotype that the mentally ill person is always dangerous. This myth lies at the root of the stigma that makes it so very difficult to deal with the problem.

I implore you tonight. You can help change attitudes. You have already demonstrated through movies like "Charly" and "One Flew Over the Cuckoo's Nest" and television specials like "Circle of Children" and "The Other Side of Hell" that the entertainment industry can open minds and hearts to the suffering of others. You not only have the ability, but the obligation to mirror human stress, crises and emotions with accuracy, sensitivity and care. And I am sure that is the most satisfying aspect of your work.

There are probably about thirty million people in our country who would benefit from some kind of professional help at some time in their lives. People like you and me -- and our friends and neighbors -- people having difficulty coping with the death of a loved one, or divorce, or even just growing old ... adolescents struggling to find a value system that works at a time when many say we have no values at all ... housewives fighting for an identity in a world that seems to worship the professional woman ... businessmen struggling to find more in life than the almighty dollar.

And of course people in your industry, you who are famous role models, celebrities with high visibility, you are vulnerable, too. And I would like to take this opportunity to commend the many men and women in the public eye who have spoken out about their problems. Those who speak out in their search for wellness give hope to all who are desperate or afraid or suffering from the loss of self esteem.

The problem is that millions of people will never seek professional care because they do not want to be labelled. Over half of those who do obtain treatment will turn to the general health system for help; the others will hide the truth and never publicly admit they have needed or sought mental health treatment.

If we are to be wholly honest with ourselves, it is time to admit that stigma still exists in our contemporary world -- when this should be a time of hope and opportunity. New advances in scientific research are systematically unravelling the mysteries of the mind. New therapeutic approaches hold great promise for successful treatment of complex problems like severe depression.

The basic rights of patients and former patients are being established by laws and in the courts. We recognize the need for humane and decent care for even the most severely mentally disabled individual. We have come a long way!

I can tell you this about your power. The pictures on our television screen of the vulnerable, starving babies in Cambodia were responsible for my recent trip to Thailand. I can tell you that your accurate portrayal of this desperate situation changed my own life -- and that I have pledged to do all in my own sphere of influence to help focus attention on the possible extinction of a whole generation of children.

What I am talking about is the awareness of our commonality -- whether sick or starving or physically or mentally ill. I think we feel it in our hearts. But we do not necessarily know how to communicate that we care.

You are professional communicators -- and you can pick and choose your themes. I am here tonight to ask you to join me in helping erase the stigma held against the vulnerable -- and especially those who have been touched by mental illness. Let's bring it out of the closet. This isn't a crazy, far-out cause, but a compelling human issue. This is life.

And I know that your industry is dedicated to illuminating those slices of life that touch us all. I'd like to know that I can count on you. I have often said I want to help build a more caring society. I do not see that as a fantasy, and that is why I am here tonight -- because I think, together, we can make this dream come true.

VISIT OF THE FIRST LADY TO

LOS ANGELES, CALIFORNIA;

DENVER, COLORADO and

WINNIPEG, CANADA

November 14-16, 1979

WEATHER REPORT: Los Angeles
Partly cloudy and fair.
High of 76 degrees; low of
53 degrees.

Staff Advance: David Manley
Barbara Block
Press Advance: Lisa Strasburg
(213) 277-2000

Wednesday, November 14, 1979

2:25 pm EST Mrs. Carter departs South Grounds, The White
House, en route Andrews AFB

2:55 pm EST Mrs. Carter departs Andrews AFB en route
Los Angeles, California

(Flying time: 5 hours 50 minutes)
(Gain 3 hours)
(Dinner served on board)

Guests on board:

Dr. Tom Bryant
Mrs. Lucy Bryant

5:45 pm PST Mrs. Carter arrives Los Angeles International
Airport, Pan Am cargo gate and is met by:
(213/646-4265)

Mr. Ken Hahn, Chairman, Board of Supervisors
Los Angeles County

CLOSED ARRIVAL
OPEN PRESS COVERAGE

5:50 pm Mrs. Carter proceeds to Press Area for Press
Comments

OPEN PRESS COVERAGE

Los Angeles, California
November 14, 1979
Page 2

5:55 pm

Motorcade departs Los Angeles International
Airport en route Century Plaza Hotel

LIMO

M. MacBean

VIP VAN

K. Cade
Dr. & Mrs.
Bryant

6:25 pm

Mrs. Carter arrives Century Plaza Hotel:
2025 Avenue of the Stars, Los Angeles,
California and is met by: (213/277-2000)

Hotel Resident Manager William McCreary

Mrs. Carter proceeds to 17th floor suite

6:30 pm

Mrs. Carter arrives suite

PERSONAL/STAFF TIME: 1 hour

7:30 pm

Mrs. Carter departs suite en route motorcade

NOTE: 7:30 pm Simon Museum reception
begins with guests arriving at
upper level entrance - press
coverage of guests' arrival

7:35 pm

Mrs. Carter departs Century Plaza en route
Norton Simon Museum, Pasadena, California

8:00 pm

Mrs. Carter arrives Norton Simon Museum -
Lower level - 411 West Colorado Boulevard,
Pasadena, California and is met by: (213/449-6840)

Mr. and Mrs. Norton (Jennifer Jones) Simon

Mrs. Carter proceeds to ground floor conference
room for photo with hosts (449-6840, ext. 32)

Official White House Photo

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

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(A) Closed by applicable Executive Order governing access to national security information.
(B) Closed by statute or by the agency which originated the document.
(C) Closed in accordance with restrictions contained in the donor's deed of gift.

Los Angeles, California
November 14, 1979
Page 3

8:10 pm Mrs. Carter, accompanied by Mr. & Mrs. Simon,
proceeds to reception area.
(213/449-5243)

Mrs. Carter greets guests in receiving line:
(See briefing book for guest list)

OPEN PRESS COVERAGE

Mrs. Carter and Mr. and Mrs. Simon proceed
toward dinner tent, viewing art exhibits
en route

PRESS PHOTO OPPORTUNITY

Guest & Staff Instructions:

Guests and staff will be escorted to
their tables or holding area

8:45 pm Mrs. Carter pauses for announcement by David
Mahoney, Chairman of the Board, Norton Simon,
Inc. and proceeds to stage area in dinner tent

Program begins:

Introduction of Mrs. Simon	Mr. Simon
Introduction of MRS. CARTER	Mrs. Simon
MRS. CARTER REMARKS	

OPEN PRESS COVERAGE

9:05 pm Program concludes

Mrs. Carter proceeds to table and takes seat
for dinner

Guests at Mrs. Carter's table:

MRS. CARTER
Mr. Norton Simon
Ms. Barbra Streisand
Mr. Cary Grant
Ms. Barbara Harris
Ms. Candace Bergen
Mr. Joe Hamilton
Ms. Carol Burnett (wife of Joe Hamilton)
Dr. Milton Wexler
Mrs. John Calley
Mr. John Calley
King Vidor

Los Angeles, California
November 14, 1979
Page 4

9:45 pm Following dessert, Mr. Simon returns to lectern
for brief remarks

NOTE: Mrs. Carter remains seated at
 dinner table

OPEN PRESS COVERAGE

At conclusion of Mr. Simon's remarks, Mrs.
Carter greets guests at their tables

10:10 pm Mrs. Carter departs dinner en route motorcade

10:15 pm Motorcade departs Norton Simon Museum, en route
Century Plaza Hotel, Los Angeles

LIMO M. MacBean

VIP VAN K. Cade
 Dr. & Mrs.
 Bryant

10:45 Mrs. Carter arrives Century Plaza Hotel and
proceeds to suite

RON - CENTURY PLAZA HOTEL

Los Angeles, California
November 15, 1979
Page 5

FL

Thursday, November 15, 1979

Guest & Staff Instructions:

BAGGAGE CALL: 7:00 am

Please place unlocked baggage outside
your room for pickup

7:55 am Mrs. Carter departs suite en route motorcade
8:00 am Motorcade departs Century Plaza Hotel en route
Los Angeles International Airport

LIMO M. MacBean

VIP VAN K. Cade
Dr. & Mrs.
Bryant
Mr. & Mrs.
Camacho

8:30 am Mrs. Carter arrives Los Angeles International
Airport, Pan Am cargo gate and boards
aircraft (213/646-4265)

8:35 am Mrs. Carter departs Los Angeles, California en
route Denver, Colorado

(Flying Time: 1 hour 55 minutes)
(Lose 1 hour)
(Breakfast served on board)

Guests on board:

Dr. Tom Bryant
Mr. Andy Camacho
Mrs. Andy Camacho (Dr. Mary Lou Ozohan)

Denver, Colorado
November 15, 1979
Page 6

Staff Advance: David Van Note
Linda Lingle
Press Advance: Carol Olwert
(303/893-3333-Denver Hilton Hotel)

Weather Report: Partly cloudy;
chilly. High of 58 degrees and
a low of 24.

FE79 1115 P1205

11:40 am

Mrs. Carter arrives Denver Colorado, United
Hangar Area, Air Freight Terminal, Stapleton
International Airport and is met by:
(303/398-4618)

Gov. & Mrs. Richard (Dottie) Lamm
John Conger, Chairman, Dept. of Psychology,
U. of Colorado, Denver
Mrs. Wilma Webb, wife of Wellington Webb,
regional HEW Director
Mr. Chad Paterson, C/M Co-Chairman State Fundraiser
State Representative Paul Sandoval
Mr. J. D. MacFarlane, State Attorney General
Mr. Ed Sullivan, Mayor's Chief of Staff

CLOSED ARRIVAL
OPEN PRESS COVERAGE

11:45 am

Mrs. Carter proceeds to press area for press
comments

11:50 am

Mrs. Carter proceeds to motorcade en route
Denver Hilton Hotel, 1550 Court Place, Denver
Colorado (303/893-3333)

Limo Mrs. Carter
Gov. Lamm

VIP VAN I K. Cade
T. Bryant
J. Conger
A. Camacho
M.L. Ozohan

12:05 pm

Mrs. Carter arrives Denver Hilton Hotel for
29th Annual meeting of the Mental Health
Association and is met by:

Mrs. Hilda Robbins, Pres., Mental Health Assoc.
Mrs. Beverly Long, Pres.-elect, Men. Health Assoc.
Mr. Archie Givens, Pres.-elect nominee, M H Assoc.

Mrs. Carter and party proceed to Empire Room
and pause for announcement

Denver, Colorado
November 15, 1979
Page 7

12:10 pm

Mrs. Carter arrives Empire Room to attend the Award Presentation to members of the Mental Health Association

NOTE: The Awards Presentation will be in progress. Mrs. Carter has no active participation in meeting.

OPEN PRESS COVERAGE

GUEST & STAFF INSTRUCTIONS:

Guests and staff will be escorted to reserved seating.

12:45 pm

Mrs. Carter departs Empire Room en route Vail Room

Mrs. Carter will have photograph taken with Mr. & Mrs. Glenn (Betty) Hale, Manager of the Hotel en route Vail Room

12:50 pm

Mrs. Carter arrives Vail Room for receiving line during which time a photo will be taken with each of the fifty state presidents and delegate directors. Mrs. Carter will be introduced to the state presidents and delegates by Douglas Waterstreet

NO PRESS COVERAGE

GUEST & STAFF INSTRUCTIONS:

Guests & staff will be escorted to Grand Ballroom for seating.

1:20 pm

Mrs. Carter departs Vail Room en route Grand Ballroom

Mrs. Carter pauses for announcement

1:25 pm

Mrs. Carter enters Grand Ballroom for Opening Business Session of the Mental Health Association and proceeds to Head Table (303/825-6250)

NOTE: Mrs. Carter will be seated between Hilda Robbins & Beverly Long.

Table 1. *Continued*

[illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible]

Winnipeg, Canada
November 15, 1979
Page 9

Staff Advance: Ruth Berry
Lynn Christensen
Press Advance: Rick Jasculca
(204/(942-0551))

Weather Report: Partly
Cloudy. 10% chance of
snow. Highs of 32-38
degrees and low of
10 degrees.

F79 1115 P 0705

5:35 pm CST

Mrs. Carter arrives Canadian Forces Base,
Winnipeg, Manitoba, Canada and will be
met by: (Auto Von # 257-3633,
257-3622, 257-3623 or
204-832-1311, ext. 623)

His Honour & Mrs. F. L. (Bud) (Donie) Jobin, Lt.
Governor of Manitoba
Ambassador & Mrs. Kenneth C. (Polly) Curtis
The Honourable & Mrs. Bud (Liz-Anne) Sherman,
Minister of Health, Manitoba
Lt. Gen. & Mrs. Allan (Val) MacKenzie,
Commander, Air Command
His Worship William Norrie, Mayor
Mr. & Mrs. Samuel (Lea) Cohen
Mr. Mark Cohen (son)
Mr. & Mrs. Michael (Noi) Carpenter, U.S. Consul
General
Col. & Mrs. John (Scotty) Allingham, Base
Commander
The Honourable & Mrs. John (Dawn) McKeag,
former Lt. Gov. of Manitoba
Sister Bernadette Poirier, Order of Grey Nuns
Ms. Kathleen Richardson
Mr. & Mrs. L. A. (Tony) (Jeanette) Quaglia,
Pres., St. Boniface Hospital
Mrs. David (Sally) MacDonald, daughter of Sarah
McClendon

OPEN PRESS COVERAGE

5:40 pm CST

Mrs. Carter proceeds to press area for press
comments

5:50 pm CST

Mrs. Carter proceeds to motorcade, boards and
departs Canadian Forces Base en route
Government House

GUEST AND STAFF INSTRUCTIONS:

Hotel keys will be given to
staff at airport.

Winnipeg, Canada
November 15, 1979
Page 10

Limo Lt. Gov. Jobin
Mrs. Jobin
Lt. Col. Brown

Lead

Limo Mrs. Carter
Amb. Curtis
Mrs. Curtis

Follow-up

Control R. Berry
M. Hoyt
M. MacBean
M. Fackelman

VIP Mr. Carpenter
Mrs. Cartpenter

Spare

Tail

Press/VIP Van P. Costello
K. Cade
T. Bryant
R. Jasculca
A. Camacho
M.L. Ozochan

NOTE: Press Bus will go
directly to the Holiday
Inn.

6:10 pm

Mrs. Carter arrives Government House, residence
of His Honour and Mrs. Jobin and proceeds to
2nd Floor Suite

PERSONAL/STAFF TIME: 50 minutes
Change clothes for Black Tie Dinner

NOTE: M. Hoyt & M. MacBean will
stay on 3rd Floor.
RSC 204-944-0371 (IC2)
MacBean 204-944-0386 (IC3)
Hoyt 204-944-0408 (IC5)

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Winnipeg, Canada
November 15, 1979
Page 12

7:00 pm

Mrs. Carter, accompanied by ~~His Honour & Mrs. Jobin and Amb. & Mrs. Curtis~~, departs Government House en route Winnipeg Convention Center

GUEST & STAFF INSTRUCTIONS:

Motorcade same as on arrival.

At 7:00 pm Kathy Cade, Tom Bryant, A. Comacho, & M.L. Ozohan should meet in Suite 1710/12 (visitor's center) for escort to the Convention Centre by Dennis Hays.

7:05 pm

Mrs. Carter arrives Winnipeg Convention Centre, 375 York Avenue and is met (hld. rm. 204-943-9929) by:

Mr. & Mrs. Samuel (Lea) Cohen

Mrs. Carter proceeds to VIP Lounge, 1st floor

7:07 pm

Mrs. Carter arrives VIP Lounge for meeting with Maureen McTeer and Mrs. Barbara Lyon, wife of Premier of Manitoba

PRESS PHOTO OPPORTUNITY

7:20 pm

Mrs. Carter, accompanied by Maureen McTeer and Mrs. Lyon, proceeds to Meeting Room 25 (3rd floor)

7:25 pm

Mrs. Carter arrives Meeting Room 25 and takes her place in line with the Vice Regal Party

7:30 pm

Mrs. Carter proceeds into the St. Boniface General Hospital Research Foundation, Inc. Annual International Awards Dinner with the Head Table Guests and the Vice Regal Party and takes her seat

NOTE: M. Hoyt & M. MacBean have seats reserved at table # 16.

OPEN PRESS COVERAGE

Pre-Dinner Program

U.S. Anthem

Kathleen Brown, accompanied by Air Command Band

Canadian Anthem

same as above

Winnipeg, Canada
November 15, 1979
Page 13

Introduction of Sr.
B. Poirier

Sam Cohen

Grace

Sister Bernadette Poirier

Introduction of
MRS. CARTER (immediate-
ly after 1st course)

Sam Cohen

TOAST/MRS. CARTER

Introduction of His
Honour Bud Jobin

Sam Cohen

Toast

Lt. Gov. Jobin

Dinner continues

8:50 pm CST

Program begins:

Introduction of
Maureen McTeer

Sam Cohen

Greetings

Maureen McTeer

Introduction of
B. Sherman

Sam Cohen

Greetings

The Hon. L.R. (Bud) Sherman

Introduction of
Dr. A. Naimark

Sam Cohen

Remarks, Presentation
of Award & Introduc-
tion of Mrs. Carter

Dr. Naimark

9:20 pm

MRS. CARTER REMARKS

Introduction of
K. Richardson

Sam Cohen

Thanks

Kathleen Richardson

"God Save the Queen"

Kathleen Brown, accompanied
by Air Command Band

OPEN PRESS COVERAGE

9:45 pm

Mrs. Carter, accompanied by Vice Regal Party,
departs dinner en route motorcade

Winnipeg, Canada
November 15, 1979
Page 14

9:50 pm

Mrs. Carter arrives motorcade, boards and departs
Winnipeg Convention Centre en route Government
House

GUEST & STAFF INSTRUCTIONS:

Motorcade same as on arrival,
except add Press/VIP Bus
following ID car.

9:55 pm

Mrs. Carter arrives Government House and proceeds
inside

10:00 pm

Mrs. Carter proceeds to reception hosted by
the Lt. Gov. of Manitoba and Mrs. F. L.
Jobin and the St. Boniface General Hospital
Research Foundation, Inc.

Receiving line:

His Honour & Mrs. F.L."Bud" (Donie) Jobin
MRS. CARTER
Maureen McTeer
Mr. & Mrs. Samuel (Lea) Cohen

10:30 pm

Mrs. Carter, accompanied by His Honour and
Mrs. Jobin, proceeds to Ballroom

Program

Welcome & introduction
of His Worship Bill
Norrie

His Honour Bud Jobin

Remarks & presentation
of certificate of
Citizenship

His Worship Bill Norrie, Mayor

THANK YOU - MRS. CARTER

Introduction of
Piero Gamba

His Honour Bud Jobin

Remarks & presentation
of Video Tapes

Piero Gamba

THANK YOU - MRS. CARTER

OPEN PRESS COVERAGE

Winnipeg, Canada
November 15, 1979
Page 15

10:45 pm Mrs. Carter mingles with guests on departure
11:00 pm Reception concludes

RON GOVERNMENT HOUSE

GUEST & STAFF INSTRUCTIONS:

Dennis Hays will take K. Cade,
T. Bryant, A. Camacho and
M.L. Ozohan to Holiday Inn on
Press bus.

GUEST & STAFF INSTRUCTIONS:

8:00 am Baggage call, unlocked, outside door

9:00 am Mrs. Carter attends breakfast hosted by His Honour & Mrs. Jobin, Gov. House (see briefing book)

9:45 am Mrs. Carter, accompanied by His Honour & Mrs. Jobin and Amb. & Mrs. Curtis, proceeds to motorcade, boards and departs Government House en route St. Boniface General Hospital.

GUEST & STAFF INSTRUCTIONS:

Limo Lt. Gov. Jobin
 Mrs. Jobin
 Col. Brown
 Mrs. Brown

Lead

Limo Mrs. Carter
 Amb. Curtis
 Mrs. Curtis

Follow-up

Control R. Berry
 M. Hoyt
 M. MacBean
 M. Fackelman

VIP Mr. Carpenter
 Mrs. Carpenter

Spare

Tail

NOTE: K. Cade, T. Bryant, A. Camacho & M.L. Ozohan will go on Press Bus.

10:00 am Mrs. Carter arrives St. Boniface General Hospital for Symbolic Dedication of McEwen Building, 409 Tache Avenue and will be met by: (hld. rm. 204/237-2071 not a direct line)

Sister Bernadette Poirier

Mrs. Carter, accompanied by Sr. Poirier, proceeds inside

Winnipeg, Canada
November 16, 1979
Page 17

NOTE: VIP Section left of plaque
includes: His Honour & Mrs. Jobin,
Amb. & Mrs. Curtis, His Worship
Bill Norrie & Dr. McEwen.

Program begins

Welcome & introduction
of Sr. Poirier

Dr. Patrick Doyle

Remarks

Sr. Bernadette Poirier

Introduction of
B. Sherman

Dr. Doyle

Remarks & introduc-
tion of Mrs. Carter

Hon. L. R. "Bud" Sherman

MRS. CARTER REMARKS & READS PLAQUE

Unveiling of plaque

MRS. CARTER, Accompanied by
Bud Sherman

MRS. CARTER HAS PHOTO TAKEN IN FRONT OF DONOR WALL

OPEN PRESS COVERAGE

10:20 am

Mrs. Carter, accompanied by Sister Poirier, proceeds
to motorcade, boards and departs St. Boniface
General Hospital en route Canadian Forces Base

GUEST & STAFF INSTRUCTIONS:

Motorcade same as on arrival

10:45 am

Mrs. Carter arrives Canadian Forces Base

Mrs. Carter says good-bye to His Honour & Mrs.
Jobin, Lt. Gen. & Mrs. Allan (Val) MacKenzie,
and Mr. & Mrs. Samuel (Lea) Cohen

OPEN PRESS COVERAGE

10:50 am CDT

Mrs. Carter departs Winnipeg, Manitoba, Canada
en route Andrews AFB

(Flying time: 2 hours, 45 minutes)
(Lose 1 hour)
(Lunch served on board)

Guest on board: Tom Bryant

2:35 pm EST

Mrs. Carter arrives Andrews AFB

3:05 pm EST

Mrs. Carter arrives the White House

#

VISIT OF THE FIRST LADY TO WINNIPEG

NOVEMBER 15, 1979.

MEDIA LIST FINAL

Canadian Press (300 Carlton Street 942-8188)

Scott Edmonds
Joe Ralko

United Press Canada (911-294 Portage Avenue 943-6355)

Ken Edmond (Bureau Chief)
Paul Deleske (Photographer)

Paul Fraser (photog)

Winnipeg Tribune (257 Smith Street, Graham Parley, City Editor 985-4633)

Murray McNeill
George Jacob
Gene Telpner
Laurence Wall
Jim Walker (Photographer)
Peter Lavick (Photographer)

Winnipeg Free Press - 300 Carlton Street, Barry Mullen, City Editor 943-6280

Robert Cheshire
Joe Rubin
Dave Johnson (Photographer)
Gerry Cairns (Photographer)

Canadian Broadcasting Corporation - TV Dave O'Donnell, Assignment Editor 775-8351

Judy Waytiuk
Terry Matte
Jack Kusch
Ernie Einarsson (Cameramen)
Cliff Liebricht
Ken Stewart
Ray Bourrier
Stan Shymanski
Norm Dent
Kevin Stewart
Roland Wetherby
Jay Garuk
Bob Hawley

ASSOCIATED PRESS (Minneapolis, Minn.)

James Mone (photographer)

CBC - FRENCH NETWORK Gabriel Desrochers
 Gilles Savoie

CKY TV - Polo Park, Mike Hydek, News Director 774-8831
 Vivien Merkeley
 Ralph Christiansen (Cameramen)
 Gerry Tanner

RE: CEREMONIES CONNECTED WITH MRS. ROSALYNN CARTER's
 VISIT TO THE HOSPITAL, FRIDAY, NOVEMBER 16, 1979

The following will be members of the television
crew from CKY-TV which will be filming the
ceremonies for live broadcast.

Rod Webb, Producer
Lee Jamieson, Commentator
Maureen Baxter, CREW
Craig Anderson
Brian Southgate
Gordon McBride
Al Carboni
Blaine Raymond
Cameron Hink
Chuck Warroway
Floyd Cameron
Don Windsor
Fred Harland
Ray Vanderlinden

CKND TV (603 St. Mary's Rd. Linda Fabian, Assignment Editor 233-3304)

Garry Moir
Al Lawrence
Dave Downey (Cameramen)
Steve Hladkyj
Harry Smolinski (engineer)

RADIO STATIONS -----

CBW - (CBC) - Jan Lazowski (Canadian Broadcasting Corporation)

CKY - Ron Bresser, Manny Buzanis

CKRC - 300 Carlton Street, Cathie Grant, News Director 942-2231
 Cathie Grant

CJOB - 930 Portage Avenue, Bob Beaton, News Director, 786-2471
 Brian Tobin
 Eric Turner
 Ron Hill

CJUM - University of Manitoba, Heather Kennedy, News Director, 269-9690

Heather Kennedy
Larry Shewchuk

CFRW - 432 Main Street, Al Gibson, News Director, 957-0000

CKJS - 12th Floor - 191 Lombard Avenue, Neff Neil, News Editor, 947-6641

Jeff Neil

Metro One Newspapers - 1397 Erin Street, Margot Chester, Editor, 775-8634

Vienna Badiuk

SONY OF CANADA - Ken Vincent

Gerry Leger

TORONTO STAR

Daly De Gagne

CANADIAN WEEKEND

Eva Wiseman

CANADIAN MAGAZINE

Henry Kalen

VISIT OF THE FIRST LADY TO WINNIPEG

November 15 & 16, 1979

PRESS ADVANCE THANK-YOU LIST (Rick Jasculca)

Ms Arlene Dorsett
28 St. Louis Road
Winnipeg, Manitoba, Canada R2M 3J5
(press site volunteer -
Convention Centre)

Ms Joan Poitras
803 St. Mary's Road
Winnipeg, Manitoba, Canada R2M 3NR
(press site volunteer-
Convention Centre)

Mr. John Heath
942 Airlies Street
Winnipeg, Manitoba, Canada R2V 2Z9
(press site volunteer - Airport and
Convention Centre)

Mr. Jock Bates
372 Sherbrook Street
Winnipeg, Manitoba, Canada R3B 2W5
(press site volunteer - Government
House & St. Boniface Genl Hospital)

Mr. John Dietz
107 Ethelbert Street
Winnipeg, Manitoba, Canada R3G 1V5
(press site volunteer -
Convention Centre)

Ms Karen McEachern
47-279 River Avenue
Winnipeg, Manitoba, Canada
(press schedule, press clippings,
media calls)

Mr. Norm Donogh
92 Farwell Avenue,
Winnipeg, Manitoba, Canada,
(Director, Information Services Branch)

Mr. Tim Proveda
219 Haney Avenue,
Winnipeg, Manitoba, Canada
(Information Services)

Mr. Don Aiken
10 Tulane Bay,
Winnipeg, Manitoba, Canada, R3T 2T7

Press Advance Thank You List

Sgt. J. W. (Jim) Edwards
40 Southmoor Road
Winnipeg, Manitoba, Canada R2J 2P4
(RCMP - Pol. Comm. Relations)

Mr. Lee Sage
13 Erickson Bay
St. James,
Winnipeg, Manitoba

Mr. Lorne Chapple
870 Borebank Avenue
Winnipeg, Manitoba, Canada

Mr. Jim Lewis
308 Niagara Street
Winnipeg, Manitoba, Canada
R3N 0V4

Capt. Bob Gordon
55 Carlos Lane
Winnipeg, Manitoba, Canada

Mr. Jock Osler
Prime Minister's Office
Ottawa, Ontario, Canada

Mr. Peter Holland
Prime Minister's Office
Ottawa, Ontario, Canada

Mr. Sid Ritter
14 Macklin Avenue
Winnipeg, Manitoba, Canada
R2V 2M5

OFFICE OF THE FIRST LADY

Contact: Rick Jasculca (204) 943-1747 or
942-0551 Ex. 1832

NEWS MEDIA ADVISORY

Following is the schedule for the visit of First Lady Rosalynn Carter to Winnipeg, Manitoba, Canada, Thursday November 15th - to receive the 1979 International Award from the St. Boniface General Hospital Research Foundation for her contributions in the field of mental health and to symbolically dedicate the McEwen Building (psychiatric services center) of St. Boniface General Hospital:

THURSDAY, NOVEMBER 15

5:35 P.M. (C.S.T.)

The First Lady arrives Canadian Forces Base, Winnipeg, Manitoba, Canada

OPEN PRESS COVERAGE

Press Note: Because it will be nightfall at the time of arrival, press is advised to bring sufficient lighting for outdoor coverage.

5:45 P.M.

The First Lady departs Canadian Forces Base en route Government House for private time.

Press Note: White House press will proceed by bus directly to Holiday Inn/Convention Centre for filing. Local press may proceed to Convention Centre for pre-positioning in press area, Third Floor Banquet Hall.

7:05 P.M.

The First Lady arrives Winnipeg Convention Centre and proceeds directly to the VIP lounge (Main Floor) for a private meeting with Maureen McTeer (wife of Canadian Prime Minister Joe Clark) and Mrs. Barbara Lyon (wife of Manitoba Premier Sterling Lyon).

PRESS PHOTO OPPORTUNITY

Press Note: Press should assemble at the rear door of the VIP Lounge by 6:50 P.M. and will be escorted in for the photo opportunity.

7:25 P.M.

The First Lady arrives Meeting Room 25, Head Table Assembly Room and takes her place in line with the Vice Regal Party.

NO PRESS COVERAGE

7:30 P.M.

The First Lady arrives Banquet Hall (3rd level), Convention Centre, for Annual International Awards Dinner of the St. Boniface General Hospital Research Foundation.

OPEN PRESS COVERAGE

RISER (100' THROW-HEAD ON) / MULT

Press Note: There will be a press entrance at the rear/center of the Banquet Hall. Upon entering the hall, broadcast media and still photogs may proceed to the riser for set-up while print press proceeds to the press tables located directly to the left (as you enter the hall) of the dais. There are also press tables just to the right of the riser.

8:50 P.M.

Dinner program begins.

The First Lady is presented the 1979 St. Boniface General Hospital Research Foundation International Award by Dr. A. Naimark, Dean of Medicine, University of Manitoba. Dr. Naimark will introduce the First Lady.

FIRST LADY REMARKS / OPEN PRESS COVERAGE.

Press Note: During the First Lady's remarks, TV crews and still photogs will be escorted from the riser, in rotation, for closer-up photo opportunity. All press movements by staff escort only.

9:45 P.M.

Dinner concludes. First Lady departs Convention Centre via motorcade en route Government House.

Press bus follows in motorcade.

10:00 P.M.

The First Lady arrives Government House for reception hosted by His Honour, The Lieutenant Governor of Manitoba and Mrs. F. L. Jobin and the St. Boniface General Hospital Research Foundation. First Lady proceeds to receiving line.

PRESS PHOTO OPPORTUNITY OF RECEIVING LINE

Press Note: Press should proceed directly via press entrance to ballroom of Government House for pre-positioning.

10:30 P.M.

The First Lady, accompanied by His Honour and Mrs. Jobin, proceeds to Ballroom for program.

The First Lady will be presented with a Certificate of Winnipeg Citizenship by His Worship William Norrie, Mayor of Winnipeg and a videotape of the Winnipeg Symphony Orchestra performing at Carnegie Hall by Piero Gamba, conductor of that orchestra.

The First Lady and The Honourable L.R. "Bud" Sherman, Minister of Health and Community Services, unveil a plaque symbolically dedicating the McEwen (psychiatric services) Building of St. Boniface General Hospital. (The McEwen Building is now under construction)

FIRST LADY REMARKS

OPEN PRESS COVERAGE/PRESS AREA (15' THROW/
POOL SOUND)

11:00 P.M.

The First Lady departs Government House via motorcade en route Canadian Forces Base.

11:20 P.M.

The First Lady arrives Canadian Forces Base.

OPEN PRESS COVERAGE

11:30 P.M.

The First Lady departs Winnipeg, Manitoba, Canada, via military aircraft en route Washington, D.C.

OFFICE OF THE FIRST LADY'S PRESS SECRETARY
REMARKS OF FIRST LADY ROSALYNN CARTER
AT THE
1979 INTERNATIONAL AWARDS DINNER
OF THE
ST. BONIFACE GENERAL HOSPITAL RESEARCH FOUNDATION

WINNIPEG, MANITOBA, CANADA - NOVEMBER 15, 1979

FOR RELEASE AFTER 8:00 P.M. (CST)

THANK YOU. IT IS AN HONOR TO RECEIVE THIS AWARD, AND, I WILL
CHERISH IT ALWAYS.

AND I WANT YOU TO KNOW THAT YOUR GENEROUS GIFT WILL BE USED
TO FURTHER THE CAUSE OF DRAWING MORE PUBLIC ATTENTION TO THE NEEDS
OF THE MENTALLY AFFLICTED. TO BE MORE SPECIFIC, IT WILL BE
USED TO DEFRAY THE EXPENSES OF A PUBLIC COMMITTEE OF PROMINENT
LAY PERSONS WHO HAVE AGREED TO HELP FIGHT THE STIGMA ATTACHED TO
MENTAL ILLNESS; TO HELP PASS IMPORTANT MENTAL HEALTH LEGISLATION;
AND TO HIGHLIGHT INNOVATIVE PROGRAMS IN CARING COMMUNITIES. GREAT
CONSIDERATIONS WILL BE GIVEN TO WAYS WE CAN SPEND THE LEAST TO
BENEFIT THE MOST.

SINCE I HAVE BEEN FIRST LADY, MY WORK IN THE MENTAL
HEALTH FIELD HAS BEEN VERY SATISFYING. OH, I HAVE HAD SOME
PROBLEMS WITH THE PRESS - I DON'T GET AS MUCH ATTENTION
FOR MY PROGRAMS AS I WOULD LIKE. SOME DO NOT SEEM TO UNDERSTAND
HOW MUCH THEY COULD CONTRIBUTE IF THEY WOULD

DELVE DEEPER INTO THE SUBJECT THAT TOUCHES ALL OUR LIVES. IT TAKES PATIENCE - I KNOW - BECAUSE PROGRESS IN OUR FIELD IS RELATIVELY SLOW COMPARED TO THE MORE TUMULTUOUS FRONT-PAGE WORLD EVENTS. IT IS SIMPLY HARDER FOR THE MEDIA TO DEPICT HUMAN STRESS AND EMOTION THAN IT IS TO SPECULATE ABOUT POLITICS OR TO DESCRIBE NATURAL DISASTERS OR TO WRITE ABOUT FOREIGN POLICY.

BUT I AM PROUD THAT WE ARE QUIETLY BEGINNING TO TELL THE STORY, AND I WILL ALWAYS STAND WITH YOU IN DOING WHAT I CAN TO HELP IMPROVE THE CONDITIONS OF THE MOST VULNERABLE IN OUR SOCIETY.

WE HAVE SO MUCH IN COMMON - YOUR COUNTRY AND MINE. WE ARE NATIONS OF REFUGEES. MANY OF OUR ANCESTORS SUFFERED PERSECUTION BECAUSE OF RACE, RELIGION OR COUNTRY OF ORIGIN. BUT WE GREW STRONG IN ADVERSITY.

WE CAME TO THESE LANDS NOT ONLY FOR EXPLORATION AND ADVENTURE, BUT IN SEARCH OF OUR BASIC FREEDOM. WE SHARE THESE BASIC FREEDOMS NOW.

WE HAVE IN COMMON A GREAT NATIONAL BORDER WHICH WE SHARE IN HARMONY. WE MAINTAIN OUR AUTONOMY - CONTINUE TO DEEPEN OUR PERSONAL FRIENDSHIP.

AND I THINK THAT OUR SIMILAR BACKGROUNDS AND BELIEFS AND MORAL AND ETHICAL PRINCIPLES PROVIDE US WITH A UNIQUE SENSE OF PURPOSE. WE RECOGNIZE OUR OPPORTUNITIES AND OUR RESPONSIBILITIES. OUR MUTUAL LEGACY IS TO WORK TOGETHER TO BENEFIT ALL - TO SERVE OUR FELLOW MAN.

I REJECT THE NOTION THAT WE ARE TOO SELF-SERVING TO HELP OUR NEIGHBORS. RATHER I BELIEVE THERE IS INHERENT UNSELFISHNESS IN OUR NATIONAL CHARACTERS THAT REMAINS CONSTANT. UNSELFISHNESS AND A WILLINGNESS TO HELP OTHERS ARE THE FOUNDATION FOR ALL BENEVOLENT ORGANIZATIONS SUCH AS YOURS; THEY ARE THE FOUNDATION FOR RELIGIONS; THE FOUNDATION FOR GRATIFYING LIFE EXPERIENCES.

WE LEARN EARLY THAT WHAT THE BIBLE SAYS IS TRUE:

IT IS MORE BLESSED TO GIVE THAN RECEIVE. IN GIVING UNSELFISHLY THERE IS NOT ONLY HEALING OF BODY AND SPIRIT FOR THOSE IN NEED, BUT HEALING OF BODY AND SPIRIT FOR THOSE WHO GIVE.

I HAVE SEEN THIS IN MY TRAVELS ACROSS MY OWN NATION. I HAVE BEEN VERY FORTUNATE TO HAVE HAD THE OPPORTUNITY TO TALK WITH SO MANY PERSONS IN ALL WALKS OF LIFE, NOT ONLY IN MY OWN COUNTRY, BUT IN OTHER COUNTRIES AROUND THE WORLD. I HAVE SEEN WHAT CAN BE ACCOMPLISHED IN COMMUNITY MENTAL HEALTH CENTERS; IN PROGRAMS FOR

AGING; IN NEIGHBORHOODS WHERE GOVERNMENT SERVICES ARE SUPPLEMENTED BY A DEDICATED AND MOTIVATED PRIVATE SECTOR.

AND ONE FACT STANDS OUT CLEARLY - PEOPLE WISH TO CORRECT THE DEFECTS IN SOCIETY. THEY WANT TO CONTRIBUTE. THEY WANT TO BE INVOLVED. AND, IF THEY ARE GIVEN A SPECIFIC CHALLENGE, THEY WILL RESPOND.

RIGHT NOW YOUR COUNTRY AND MINE ARE RESPONDING TO A CHALLENGE THAT CAN POSSIBLY CHANGE THE FACE OF HISTORY. AND, I AM TALKING ABOUT THE TRAGEDY OF CAMBODIA.

I FLEW LAST WEEK TO THAILAND AS A PERSONAL REPRESENTATIVE OF MY HUSBAND, THE PRESIDENT, TO EXPRESS THE PROFOUND CONCERN OF THE PEOPLE OF MY COUNTRY FOR THE TRAGEDY THAT IS UNFOLDING IN INDOCHINA. MY VISIT WAS BRIEF, BUT ONE OF THE MOST SIGNIFICANT EVENTS IN MY LIFE.

AT REFUGEE CAMPS NEAR THE BORDER, I SAW INCREDIBLE STARVATION, DISEASE, HOMELESSNESS - SUFFERING CHILDREN SEPARATED FROM THEIR PARENTS, AFFLICTED WITH MALARIA AND MALNUTRITION. I TALKED WITH YOUNG PEOPLE - YOUNG PEOPLE WITHOUT BROTHERS AND SISTERS AND FATHERS AND MOTHERS - WHO WERE WAITING, WAITING, WAITING, FOR APPROVAL TO RESETTLE ABROAD. THEY WAIT IN OVERCROWDED, HUMILIATING,

DEHUMANIZING CONDITIONS, HOPING NOT TO BE FORGOTTEN BY THE WORLD.

AND I LISTENED TO REPORTS ABOUT WHAT YOUR COUNTRY AND MY COUNTRY ARE ALREADY DOING TO HELP OUT. AND HOW VERY MUCH MORE NEEDS TO BE DONE IN ANTICIPATION OF AS MANY AS ONE QUARTER OF A MILLION HUMAN BEINGS WHO ARE EXPECTED SOON TO FILTER ACROSS THE BORDER - STARVING - HOMELESS - BEREAVED.

FOR THOSE OF US WHO SAW THE DIMENSION OF THE PROBLEM WITH OUR OWN EYES, THE THOUGHT IS ALMOST TOO MUCH TO BEAR. SO, WE MUST MARSHALL OUR FORCES IN THE INTERNATIONAL COMMUNITY TO DEAL WITH THIS HUMAN TRAGEDY THAT IS OF ALMOST UNFATHOMABLE PROPORTION. THE CAMBODIAN PEOPLE ARE ON THE VERGE OF EXTINCTION. WE MUST ADDRESS THIS REALITY. AS HUMAN BEINGS WITHIN A GLOBAL COMMUNITY, WE MUST STRETCH OURSELVES TO THE LIMITS AND ADDRESS THIS OVERWHELMING HUMAN ISSUE BEFORE US.

MY HUSBAND HAS SAID, AND I QUOTE, "REFUGEES ARE THE LIVING, HOMELESS CASUALTIES OF THE WORLD'S FAILURE TO LIVE BY THE PRINCIPLES OF PEACE AND HUMAN RIGHTS. TO HELP THESE REFUGEES IS A SIMPLE HUMAN DUTY. AS AMERICANS, AS A PEOPLE MADE UP LARGELY OF THE DESCENDANTS OF REFUGEES, WE FEEL THAT DUTY WITH SPECIAL KEENNESS."

I KNOW YOU DO, TOO. THE CANADIAN PEOPLE HAVE ALWAYS BEEN STRONG SUPPORTERS OF HUMAN RIGHTS, BOTH AT HOME AND ABROAD. AND INTERNATIONALLY YOUR COUNTRY FOR YEARS HAS BEEN A STAUNCH ADVOCATE OF UNITED NATIONS EFFORTS ON BEHALF OF HUMAN RIGHTS. OUR COUNTRY WELCOMED EXTERNAL AFFAIRS MINISTER MAC DONALD'S ELOQUENT DEFENSE OF HUMAN RIGHTS BEFORE THE GENERAL ASSEMBLY IN SEPTEMBER - AND ESPECIALLY HER STRONG ENDORSEMENT OF THE NEED FOR FREEDOM FROM WAR AND FREEDOM FROM WANT OF FOOD AND SHELTER.

ON MY TRIP TO THAILAND I HEARD A GREAT DEAL ABOUT YOUR GENEROUS CONTRIBUTIONS TO THE INTERNATIONAL FAMINE RELIEF EFFORT AND YOUR COUNTRY'S WILLINGNESS TO TRANSLATE WORDS INTO EFFECTIVE ACTION. AND I HAVE BEEN TOLD ABOUT YOUR LOCAL EFFORTS TO OPEN YOUR HEARTS AND YOUR HOMES HERE IN WINNIPEG.

SO I AM PROUD TO COMMEND YOU, PROUD THAT WE ARE WORKING TOGETHER - THAT WE ARE DRAWING ON THOSE HISTORICALLY SIGNIFICANT STRENGTHS THAT HAVE BOUND US TOGETHER AS NATIONS AND AS INDIVIDUALS WHO FEEL A RESPONSIBILITY TO REACH OUT AND LIFT THE BURDEN OF OTHERS.

OF COURSE, THE REAL HEROES IN THIS WAR TO FIGHT FOR THE SURVIVAL OF A RACE ARE THE THAIS, AND THE VOLUNTEERS WHO SERVE THERE UNDER EXTRAORDINARILY DIFFICULT CIRCUMSTANCES AND

THE PERSONS IN YOUR COUNTRY AND MINE WHO GIVE OF THEIR RESOURCES AND OPEN THEIR HOMES, WITHOUT EVER A THOUGHT OF FINANCIAL REWARD OR PUBLIC RECOGNITION. THEY DESERVE OUR DEEPEST GRATITUDE.

THEY ARE A PART OF AN ARMY OF PEOPLE - IN YOUR COUNTRY AND MINE - WHO WILL NEVER BE FAMOUS OR PUBLICLY HONOURED; WHO, DAY AFTER DAY, GIVE GENEROUSLY AND FREELY OF THEIR TIME, ENERGY AND TALENTS TO HELP OTHERS.

THESE QUIET ACTS OF CARING - FOR THE YOUNG AND THE OLD, THE SICK AND THE NEEDY, FOR THEIR SCHOOLS AND CHURCHES AND COMMUNITIES, ENRICH AND ENHANCE THE VERY FABRIC OF OUR SOCIETY.

I AM DEEPLY HONORED THAT YOU HAVE CHOSEN TO RECOGNIZE MY OWN HUMANITARIAN EFFORTS THIS EVENING, BUT I WANT TO ACCEPT THIS AWARD ON BEHALF OF ALL THOSE DEDICATED AND SELFLESS PEOPLE IN BOTH OUR COUNTRIES, AND ESPECIALLY THOSE IN THAILAND WHO ARE STRIVING TO BUILD A MORE CARING WORLD.

* * *

THE
ST. BONIFACE GENERAL HOSPITAL
RESEARCH FOUNDATION INTERNATIONAL AWARD
TO
ROSALYNN CARTER

NOVEMBER 15, 1979.

C I T A T I O N

The movement toward a healthier society, toward a higher state of physical, mental and social well-being has always depended not only on scientific and technological progress but also on the growth of a general sense of community and of commitment to those among us who are most vulnerable. Rosalynn Carter, the First Lady of the United States of America, has perceived this social imperative and has, by virtue of her breadth of vision, high ideals and quiet determination, alerted us to the challenges we must meet in the field of mental health and in other areas.

Rosalynn Carter's ability to inspire others to greater awareness of human problems, derives in large measure from her own personal growth and life experiences. She grew up in a small rural town in circumstances which fostered a strong commitment to community. She helped to support her family following the death of her father and then faced the responsibilities of raising her own children alone during her husband's absences on naval duty. Ever since President Carter's entry into politics in Georgia, and later on the national scene, Rosalynn Carter has been tireless in her travels throughout America and the world. She has used that opportunity to learn first hand, through contact with literally thousands of people, about the impact of broad social issues. Rosalynn Carter has done much more than learn - she has acted.

While First Lady of Georgia, Rosalynn Carter served on a Commission to Improve Services for the Mentally and Emotionally Handicapped, as a hospital volunteer, and as Chairman for the Georgia Special Olympics for Retarded Children. Nationally, Rosalynn Carter was elected to the Board of Directors of the Association of Mental Health and became Honorary Chairman of the President's Commission on Mental Health. More recently, she has carried her message about the need for comprehensive mental health programs to the Senate of the United States through its Subcommittees on Health and Scientific Research and on Health and the Environment.

Rosalynn Carter's sense of responsibility extends beyond her own national boundaries. In only a few short years she has become recognized internationally as an effective spokesperson for progress in mental health programs, aging and the rights of women. Since such issues transcend national boundaries and are of universal concern, Rosalynn Carter's efforts exert a truly international influence. Her strength, sense of moral purpose, energy and steadfastness have made Rosalynn Carter a particularly persuasive champion of the causes she has espoused.

In presenting its International Award to Rosalynn Carter, the St. Boniface General Hospital Research Foundation pays tribute to an outstanding person; to someone who, through her devotion to improving the condition of those in need, has enriched us all.



FIRST LADY ROSALYNN CARTER has been active in the field of mental health since 1970. As the First Lady of Georgia, she was a member of the Governor's Commission to Improve Services for the Mentally and Emotionally Handicapped and also served as Honorary Chairperson of the Georgia Special Olympics. To gain first-hand knowledge about the problems of the mentally ill, the First Lady served as a volunteer at the Georgia Regional Hospital in Atlanta.

Less than a month as he was sworn into office, President Carter signed an Executive Order which established a President's Commission on Mental Health. Mrs. Carter became Honorary Chairperson since, as the wife of the President, she could not legally serve as official chairperson.

The First Lady chaired public hearings on mental health problems across the United States during the spring of 1977 and chaired monthly commission meetings in Washington. After a year's deliberations, the Commission presented its final report to the President at a White House ceremony in April, 1978.

The First Lady testified before the Senate Subcommittee on Health and Scientific Research in March, 1979 and later invited the House Subcommittee on Health and the Environment to the White House for a briefing.

Determined not to have the PCMH report "gather dust on a shelf", Mrs. Carter has been an active advocate for reform in the field of mental health. On May 7, 1979 the First Lady addressed the Medical Society of the World Health Organization in Geneva and called for an end to "mental health care where in too many cases those who are without power or influence suffer severe discrimination in the delivery of services."

On May 15, in a joint appearance with the President at the White House, the new Mental Health Systems Act was announced and submitted to Congress. The Act implements many of the recommendations made by the President's Commission.

The First Lady has been actively seeking passage of this legislation and on May 16, in an address to the American Psychiatric Association in Chicago, called for the 25,000 members "to lobby for swift Congressional action which will insure that 1979 is the year in which a new national commitment is made to the proper care and treatment of the mentally ill."

The St. Boniface General Hospital Research Foundation Inc.

invites you to the

Annual International Awards Dinner

Honouring

The First Lady
of

The United States of America

Rosalynn Carter

Honorary Chairman

The Honourable F. L. Jobin
Lieutenant Governor of Manitoba

Dinner Chairman

Samuel N. Cohen, C.M., LL.D.

Co-Chairpersons

Kathleen Richardson
The Honourable W. John McKeag
Lieutenant General G. Allan MacKenzie

the Winnipeg Convention Centre
Thursday, November 15th, 1979

Proceeds to Research Foundation

Reception 7:00 p.m.
Dinner 7:30 p.m.
Dress Optional

The Pleasure of Your Company is Requested

November 28, 1979

Dear Peter:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Peter Holland
Prime Minister's Office
Ottawa, Ontario
Canada

November 28, 1979

Dear Jock:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Jock Osler
Prime Minister's Office
Ottawa, Ontario
Canada

November 28, 1979

Dear Bob:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Captain Bob Gordon
55 Carlos Lane
Winnipeg, Manitoba
Canada

November 28, 1979

Dear Jim:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Jim Lewis
308 Niagara Street
Winnipeg, Manitoba
Canada R3N 0V4

November 28, 1979

Dear Lorne:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Lorne Chapple
870 Borebank Avenue
Winnipeg, Manitoba
Canada

November 28, 1979

Dear Lee:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Lee Sage
13 Erickson Bay
Saint James
Winnipeg, Manitoba
Canada

November 28, 1979

Dear Jim:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Sergeant J. W. Edwards
40 Southmoor Road
Winnipeg, Manitoba
Canada R2J 2P4

November 28, 1979

Dear Don:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Don Aiken
10 Tulane Bay
Winnipeg, Manitoba
Canada R3T 2T7

November 28, 1979

Dear Tim:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Tim Proveda
219 Baney Avenue
Winnipeg, Manitoba
Canada

November 28, 1979

Dear Norm:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Norm Donogh
92 Farwell Avenue
Winnipeg, Manitoba
Canada

November 28, 1979

Dear Karen:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Karen McEachern
47-279 River Avenue
Winnipeg, Manitoba
Canada

November 28, 1979

Dear John:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. John Dietz
107 Ethelbert Street
Winnipeg, Manitoba
Canada R3G 1V5

November 28, 1979

Dear Jock:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Hr. Jock Bates
372 Sherbrook Street
Winnipeg, Manitoba
Canada R3B 2W5

November 28, 1979

Dear John:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. John Heath
942 Airlies Street
Winnipeg, Manitoba
Canada R2V 2Z9

November 28, 1979

Dear Joan:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Joan Poitras
803 St. Mary's Road
Winnipeg, Manitoba
Canada R2N 3N5

November 28, 1979

Dear Arlene:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Arlene Dorsett
28 St. Louis Road
Winnipeg, Manitoba
Canada R2M 3J5

November 28, 1979

Dear Donna:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Donna Coellen
11143 West Ohio Place
Lakewood, CO 80226

November 28, 1979

Dear Robert:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Robert Lynch
3800 East Jewel Avenue
Denver, CO

November 28, 1979

Dear Jerry:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Jerry McKinney
King Services, Inc.
1550 Court Place
Denver, CO 80202

November 28, 1979

Dear Bill:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Bill Perry
Mental Health Association
1800 North Kent
Arlington, VA 22209

November 28, 1979

Dear John:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. John Thomas
Mental Health Association
1800 North Kent Street
Arlington, VA 22209

November 28, 1979

Dear Elizabeth:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Elizabeth Lucchesi
Mental Health Association
1800 North Kent Street
Arlington, VA 22209

November 28, 1979

Dear Linda:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Linda S. Feeney
5970 Castlewood Lane
Colorado Springs, CO 80907

November 28, 1979

Dear Lynn:

On behalf of the First Lady I want to thank you for your assistance during her visit to Denver.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Ms. Lynn Schultz-Writzel
Mental Health Association
1800 North Kent Street
Arlington, VA 22209

November 28, 1979

Dear Sid:

On behalf of the First Lady I want to thank you for your assistance during her visit to Winnipeg, Canada.

The visit was a success and your efforts on our behalf are greatly appreciated.

Best personal regards.

Sincerely,

Paul Costello
Assistant Press Secretary
to Rosalynn Carter

Mr. Sid Ritter
14 Macklin Avenue
Winnipeg, Manitoba
Canada R2V 2M5

1979
PROGRAM

U.S./CANADIAN ANTHEMS:
KATHLEEN BROWN ACCOMPANIED BY
AIR COMMAND BAND

GRACE:
SISTER BERNADETTE POIRIER

TOAST TO QUEEN:
MRS. ROSALYNN CARTER

TOAST TO PRESIDENT:
THE HONOURABLE F.L. (BUD) JOBIN

WELCOME:
MAUREEN MCTEER

GREETINGS FROM THE FEDERAL GOVERNMENT:
THE HONOURABLE JAKE EPP

GREETINGS FROM THE PROVINCIAL GOVERNMENT:
THE HONOURABLE L.R. (BUD) SHERMAN

INTRODUCTION OF MRS. ROSALYNN CARTER &
PRESENTATION OF AWARD:
DR. ARNOLD NAIMARK, DEAN OF MEDICINE,
UNIVERSITY OF MANITOBA

GUEST SPEAKER:
MRS. ROSALYNN CARTER

THANKS:
MISS KATHLEEN RICHARDSON

GOD SAVE THE QUEEN:
KATHLEEN BROWN ACCOMPANIED BY
AIR COMMAND BAND



ST. BONIFACE GENERAL HOSPITAL

RESEARCH FOUNDATION

INTERNATIONAL AWARD DINNER

HONOURING

MRS. ROSALYNN CARTER
THE FIRST LADY OF THE UNITED STATES OF AMERICA

NOVEMBER 15th, 1979

HEAD TABLE GUESTS

TIER 1 (EXTREME LEFT)

MR. G. CAMPBELL MACLEAN -----
 MRS. LYDIA EPP -----
 MRS. DAWN MCKEAG -----
 THE HONOURABLE JAKE EPP -----
 MRS. HELEN NORRIE -----
 MRS. LIZ ANNE SHERMAN -----
 DR. THOMAS BRYANT -----
 SISTER BERNADETTE POIRIER -----
 LIEUTENANT GENERAL G. ALLAN MACKENZIE -----
 MISS KATHLEEN RICHARDSON -----
 HIS EXCELLENCY KENNETH CURTIS -----
 MRS. DONNIE JOBIN -----
 THE HONOURABLE L.R. (BUD) SHERMAN -----
 MRS. ROSALYNN CARTER -----
 MR. SAMUEL N. COHEN -----
 THE HONOURABLE F.L. (BUD) JOBIN -----
 MAUREEN MCTEER -----
 MRS. BARBARA LYON -----
 HIS WORSHIP MAYOR WILLIAM NORRIE -----
 MRS. LEA COHEN -----
 DR. ARNOLD NAIMARK -----
 MRS. PAULINE CURTIS -----
 THE HONOURABLE JOHN MCKEAG -----
 MRS. G. ALLAN MACKENZIE -----
 MRS. ELSIE MACLEAN -----
 DR. F. PATRICK DOYLE -----
 MRS. BARBARA NAIMARK -----
 MR. L. (TONY) QUAGLIA -----

TIER 2 (EXTREME LEFT)

DR. HARRY PROSEN -----
 MRS. NADY el GUEBALY -----
 MR. TOM PEAKE -----
 MRS. HARRY PROSEN -----
 MR. ART MAURO -----
 MRS. JACQUELINE FRIESEN -----
 MRS. PAUL HENTELEFF -----
 THE HONOURABLE SAMUEL FREEDMAN -----
 MRS. GISELE LORANGE -----
 DR. RALPH CAMPBELL -----
 MRS. MICHAEL CARPENTER -----
 THE HONOURABLE JAMES RICHARDSON -----
 MRS. RALPH CAMPBELL -----
 MR. MICHAEL CARPENTER -----
 MRS. SHIRLEY RICHARDSON -----
 MR. CLAUDE LORANGE -----
 MRS. TIB VAN WALLEGHEM -----
 DR. PAUL HENTELEFF -----
 MRS. JEANETTE QUAGLIA -----
 MR. CHARLES MCKELVIE -----
 MRS. ART MAURO -----
 THE HONOURABLE GEORGE LEVATTE -----
 MRS. CHARLES MCKELVIE -----
 MRS. JEAN PEAKE -----
 DR. NADY el GUEBALY -----
 MRS. THERESE DOYLE -----
 MRS. BROWNIE FREEDMAN -----
 MR. R.W. HANDBERG -----

CHAIRMAN, BOARD OF DIRECTORS, RESEARCH FOUNDATION
 WIFE OF THE HONOURABLE JAKE EPP
 WIFE OF THE HONOURABLE JOHN MCKEAG
 MINISTER OF INDIAN AFFAIRS & NORTHERN DEV.
 WIFE OF HIS WORSHIP MAYOR WILLIAM NORRIE
 WIFE OF THE HONOURABLE L.R. (BUD) SHERMAN
 CHAIRMAN, PUBLIC COMMITTEE ON MENTAL HEALTH, U.S.A.
 PROVINCIAL SUPERIOR GREY NUNS
 CO-CHAIRPERSON
 CO-CHAIRPERSON
 AMERICAN AMBASSADOR
 WIFE OF THE HONOURABLE F.L. (BUD) JOBIN
 MINISTER OF HEALTH AND COMMUNITY SERVICES
 THE FIRST LADY OF THE UNITED STATES OF AMERICA
 HONOURARY CHAIRMAN AND DINNER CHAIRMAN
 LIEUTENANT GOVERNOR, PROVINCE OF MANITOBA
 WIFE OF THE PRIME MINISTER OF CANADA
 WIFE OF THE PREMIER OF MANITOBA
 MAYOR, CITY OF WINNIPEG
 WIFE OF MR. SAMUEL N. COHEN
 DEAN, FACULTY OF MEDICINE, U. of M.
 WIFE OF HIS EXCELLENCY KENNETH CURTIS
 CO-CHAIRPERSON
 WIFE OF LIEUTENANT GENERAL G. ALLAN MACKENZIE
 WIFE OF MR. G. CAMPBELL MACLEAN
 CHAIRMAN, BOARD OF DIRECTORS, S.B.G.H.
 WIFE OF DR. ARNOLD NAIMARK
 PRESIDENT, ST. BONIFACE GENERAL HOSPITAL

PROFESSOR AND HEAD, DEPT. OF PSYCHIATRY, U. of M.
 WIFE OF DR. NADY el GUEBALY
 CHAIRMAN, ALLOCATION COMMITTEE, RESEARCH FNDN.
 WIFE OF DR. PROSEN
 VICE-CHAIRMAN, RESEARCH FOUNDATION
 PRESIDENT, BOARD OF DIRECTORS, MENTAL HEALTH MAN.
 WIFE OF DR. PAUL HENTELEFF
 CHIEF JUSTICE OF MANITOBA
 WIFE OF MR. CLAUDE LORANGE
 PRESIDENT, U. of M.
 WIFE OF MR. MICHAEL CARPENTER
 MEMBER, PRIVY COUNCIL
 WIFE OF DR. RALPH CAMPBELL
 UNITED STATES CONSULATE GENERAL
 WIFE OF THE HONOURABLE JAMES RICHARDSON
 NATIONAL BANK OF CANADA
 PRESIDENT, HOSPITAL AUXILIARY, S.B.G.H.
 PRESIDENT, MEDICAL STAFF, S.B.G.H.
 WIFE OF MR. L. (TONY) QUAGLIA
 CHAIRMAN, FINANCE COMMITTEE, RESEARCH FNDN.
 WIFE OF MR. ART MAURO
 NATIONAL PRESIDENT, MENTAL HEALTH CANADA
 WIFE OF MR. CHARLES MCKELVIE
 WIFE OF MR. TOM PEAKE
 HEAD, DEPARTMENT OF PSYCHIATRY, S.B.G.H.
 WIFE OF DR. F. PATRICK DOYLE
 WIFE OF THE HONOURABLE SAMUEL FREEDMAN
 MRS. VAN WALLEGHEM'S ESCORT

NORTON SIMON MUSEUM

RSC's REMARKS

Thank Jennifer & Norton
for giving me this
wonderful opportunity

WHAT A THRILL IT IS FOR ME TO BE WITH ALL OF YOU THIS EVENING.
I've had some great experiences
IN THE LAST THREE YEARS, I'VE MET KINGS AND QUEENS AND HEADS OF
STATE. I'VE INVITED WORLD-RENOWNED ARTISTS AND INTELLECTUALS TO
THE WHITE HOUSE, CONSULTED WITH CAPTAINS OF BUSINESS AND INDUSTRY.
AND, OF COURSE, I ~~THE~~ ~~SHARED~~ A ~~VERY~~ SPECIAL RELATIONSHIP WITH
THE LEADER OF THE GREATEST NATION ON EARTH -- (MY HUSBAND) THE
PRESIDENT OF THE UNITED STATES.

^{You}
SOME MIGHT SUPPOSE IT IS IMPOSSIBLE FOR ME TO STAND IN AWE
OF ANYONE ANYMORE ... BUT TONIGHT I FEEL LIKE ^{very much Rosalynn Smith Carter} A LITTLE GIRL FROM
^{Ga.} PLAINS ^{a little girl} AGAIN. FOR HERE I AM, IN THE MIDST OF PEOPLE WHO FOR
MILLIONS OF AMERICANS, AND INDEED FOR ME, ARE ^{much} LARGER THAN LIFE ...
~~(COLUMBO, ARCHIE BUNKER, FUNNY GIRL, HOT LIPS ... TO NAME JUST A~~
~~FEW.)~~ YOU'VE MADE ME LAUGH AND CRY, FEEL JOY AND SORROW -- YOU'VE
TOUCHED MY IMAGINATION -- TUGGED AT MY EMOTIONS -- SHOWN ME LIFE
IN BOTH ITS FUNNIEST AND MOST ^{its} TRAGIC ASPECTS. & you now provide
a wonderful escape for J & me now.

[AND I WANT YOU TO KNOW, AS I LEFT WASHINGTON, JIMMY ASKED
IF I HAD BROUGHT ALONG AN AUTOGRAPH BOOK!] I am very pleased to be
^{who are here tonight} here.

YOU HAVE EXTRAORDINARY INFLUENCE ON AMERICANS AND AMERICAN
LIFE. ^{and I might add throughout the world} THROUGH MOTION PICTURES AND TELEVISION, YOU CAN WAKE THE
^{awaken} CONSCIENCE OF A WHOLE NATION. AND YOU HAVE DONE SO. WHO CAN
^{many times} FORGET THE IMPACT OF A MOVIE LIKE "GRAPES OF WRATH" -- A TELEVISION
SERIES LIKE "ROOTS." THE POWER YOU POSSESS TO SHAPE PUBLIC
ATTITUDES AND MOLD PUBLIC OPINION IS UNPARALLELED IN THE HISTORY
OF MANKIND.

This may sound like a very strong statement
but it is true

*' And mental illness does touch
every family in our country -
if not ~~directly~~ by an immediate
family member, by ^{close} friend or
relative

AND SO I WANT TO APPEAL TO YOU TONIGHT TO CONSIDER HOW YOU MIGHT WIELD SOME POWER IN WAYS THAT COULD TOUCH EVERY FAMILY IN OUR NATION. *¹ AS YOU ^{might} KNOW, I HAVE BEEN WORKING FOR YEARS TO IMPROVE MENTAL HEALTH CARE IN THIS COUNTRY. AND I AM TALKING ABOUT HELPING ONE OUT OF EVERY FOUR CITIZENS IN AMERICA. STILL, THERE IS AN INSURMOUNTABLE OBSTACLE IN ^{the} MY WAY. IT IS STIGMA. ~~NEGATIVE~~ PUBLIC ATTITUDES ABOUT MENTAL ILLNESS ARE SO DEEPLY ENGRAINED IN OUR SOCIETY THAT PROGRESS IS HELD BACK IN THIS FIELD.

WHILE IT IS BECOMING LESS SOCIALLY ACCEPTABLE TO SAY IT OUT LOUD, PERFECTLY DECENT HUMAN BEINGS ^{good people} ARE STILL REPELLED BY THOSE WHO SUFFER FROM MENTAL ILLNESS. ^{some} THEY ARE ^{genuinely} AFRAID. ^{some} THEY ARE CALLOUS. I SHALL NEVER FORGET A LETTER FROM A WOMAN STRUGGLING TO OVERCOME SERIOUS DEPRESSION, WHO WROTE THAT "FARM ANIMALS HAVE MORE DIGNITY THAN A MENTAL PATIENT IN OUR SOCIETY."

REMEMBER THE MOVIE "THE SNAKEPIT" -- THE STORY OF HORRIBLE DEGRADATION IN THE ARCHAIC CIRCUMSTANCES THAT ^{we like to think} USED TO EXIST IN MANY FACILITIES FOR THE ILL, OR, AS WE ^{called them} ALWAYS SAID, THE INSANE? THOSE STORIES ABOUT SNAKEPITS AND PSYCHIATRIC GHETTOS STILL AROUND. AND THAT MEANS THAT PATIENTS ARE DISCHARGED FROM HOSPITALS AND RETURNED TO THEIR COMMUNITIES TO ^{exist} LEAD MARGINAL EXISTENCES ON THE FRINGES OF SOCIETY. THEY BECOME THE LADIES WITH BROWN BAGS AND THE MEN ON PARK BENCHES WHO DO NOT HAVE A PLACE TO CALL HOME -- OFTEN UNABLE TO PROVIDE FOR THEIR MOST BASIC NEEDS: FOOD, SHELTER, MEDICAL CARE.

JUST A FEW WEEKS AGO THE NEW YORK TIMES POINTED OUT IN AN EDITORIAL ABOUT THE CARELESS TREATMENT OF THE MENTALLY ILL, THAT -- AND I AM QUOTING -- "TOO MANY DISTURBED PEOPLE ARE FORCED TO LIVE IN A SORT OF URBAN UNDERWORLD, IN SURROUNDINGS THAT ARE JUST AS

* When we had the hearings of the PCMH
in different areas of the country, we
listened to hundreds & hundreds of
people — those who had had mental
problems, professionals & non-professionals
who worked with them, relatives —
and everyone ^{said} stressed that stigma ^{is} the
greatest obstacle ^{confronted in} to overcoming the
problem.

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ISOLATED AS HOSPITALS, AND MORE FORBIDDING."

~~[HOW SAD THAT]~~ PHYSICAL ILLNESS EVOKES OUR SYMPATHY AND OUR
DESIRE TO HELP; AND MENTAL ILLNESS DISTURBS AND OFFENDS US. WE
ARE UNCOMFORTABLE WITH THOSE WHO ARE DIFFERENT, WHOSE BEHAVIOR
MAY BE UNPREDICTABLE. ^{it may to us seem} ~~EVEN~~ SOMEWHAT BIZARRE.

^{We must remember that}
~~[WE DO NOT REMEMBER THAT]~~ THE MAJORITY OF MENTAL PATIENTS ARE
NOT DANGEROUS, RATHER [THAT] PEOPLE WITH SERIOUS PSYCHOLOGICAL
DISORDERS TEND TO BE WITHDRAWN, APPATHETIC -- ^{they are} EVEN FEARFUL OF US.
^{And we must remember that} ~~[WE DO NOT REMEMBER]~~ A COMMON CHARACTERISTIC ^{of the mentally ill} IS AN INABILITY TO FACE
THE WORLD -- NOT THE INCLINATION TO ATTACK IT!

BUT YOU ARE IN SHOW BUSINESS! ¹ YOU WELL KNOW THAT RANDOM VIOLENCE
ATTRACTS AND EXCITES. THE "MAD BOMBER" AND THE "INSANE MURDERER"
MAKE HEADLINES -- AND THEY STRENGTHEN THE INCREDIBLY DAMAGING
STEREOTYPE THAT THE MENTALLY ILL PERSON IS ALWAYS DANGEROUS. THIS
MYTH LIES AT THE ROOT OF THE STIGMA THAT MAKES IT SO VERY DIFFICULT
TO DEAL WITH THE PROBLEM. *

^{And so I am here tonight to ask you for your help}
I IMPLORE YOU TONIGHT. YOU CAN HELP CHANGE ATTITUDES. YOU
HAVE ALREADY DEMONSTRATED THROUGH MOVIES LIKE "CHARLY" AND "ONE
FLEW OVER THE CUCKOO'S NEST" AND TELEVISION SPECIALS LIKE "CIRCLE
OF CHILDREN" AND "THE OTHER SIDE OF HELL" THAT THE ENTERTAINMENT
INDUSTRY CAN OPEN MINDS AND HEARTS TO THE SUFFERING OF OTHERS.
YOU NOT ONLY HAVE THE ABILITY, BUT THE OBLIGATION TO ^{Portray} ~~manipulate~~ HUMAN
STRESS, CRISES, AND EMOTIONS WITH ACCURACY, SENSITIVITY AND CARE.
AND I AM SURE THAT IS THE MOST SATISFYING ASPECT OF YOUR WORK.

THERE ARE PROBABLY ABOUT 30 MILLION PEOPLE IN OUR COUNTRY WHO
WOULD BENEFIT FROM SOME KIND OF PROFESSIONAL HELP AT SOME TIME IN

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* This is so important — for ~~it~~ when people who are famous & well respected speak out & acknowledge a problem — ~~then~~ it makes it so much easier for a person, who is struggling & suffering and afraid to come forward ~~to~~ afraid to let anyone know, to say "Well, if he or she has had problems then its all right ~~it~~ for me to have problems.

& the more people are willing to openly discuss the subject — the sooner it will become acceptable.

THEIR LIVES. PEOPLE LIKE YOU AND ME -- AND OUR FRIENDS AND
NEIGHBORS -- PEOPLE HAVING DIFFICULTY COPING WITH THE DEATH OF
A LOVED ONE, OR DIVORCE, OR EVEN JUST GROWING OLD ... ADOLESCENTS
STRUGGLING TO FIND ^{values-} A VALUE SYSTEM THAT WORKS AT A TIME WHEN MANY
SAY WE HAVE NO VALUES AT ALL ... HOUSEWIVES FIGHTING FOR AN
IDENTITY IN A WORLD THAT SEEMS TO WORSHIP THE PROFESSIONAL WOMAN ...
~~the professional woman struggling with discrimination --~~
BUSINESSMEN ~~struggling~~ ^{searching} TO FIND MORE IN LIFE THAN THE ALMIGHTY
DOLLAR. money

AND OF COURSE PEOPLE IN YOUR INDUSTRY, YOU WHO ARE FAMOUS,
ROLE MODELS, CELEBRITIES WITH HIGH VISIBILITY, YOU ARE VULNERABLE,
TOO. AND I WOULD LIKE TO TAKE THIS OPPORTUNITY TO COMMEND THE
MANY MEN AND WOMEN IN THE PUBLIC EYE WHO HAVE SPOKEN ABOUT
THEIR PROBLEMS. *JOSH LOGAN ... MERCEDES MCCAMBRIDGE ... ~~BECK VAN DYKE ...~~
~~CAROL BURNETT AND HER DAUGHTER ... MARY MARTIN'S SON, LARRY HAGMAN ...~~
~~AND DOZENS OF OTHERS.~~ THOSE WHO SPEAK OUT IN THEIR SEARCH FOR
WELLNESS GIVE HOPE TO ALL WHO ARE DESPERATE OR AFRAID OR SUFFERING
FROM THE LOSS OF SELF ESTEEM.

THE PROBLEM IS THAT MILLIONS OF PEOPLE WILL NEVER SEEK
PROFESSIONAL CARE BECAUSE THEY DO NOT WANT TO BE LABELLED. OVER
HALF OF THOSE WHO DO OBTAIN TREATMENT, WILL TURN TO THE GENERAL
HEALTH SYSTEM FOR HELP; THE OTHERS WILL HIDE THE TRUTH AND NEVER
PUBLICLY ADMIT THEY HAVE NEEDED OR SOUGHT MENTAL HEALTH TREATMENT.

IF WE ARE TO BE WHOLLY HONEST WITH OURSELVES, IT IS TIME TO
ADMIT THAT STIGMA STILL EXISTS IN OUR CONTEMPORARY WORLD -- WHEN
THIS SHOULD BE A TIME OF /HOPE/ AND /OPPORTUNITY/ ^{For we are seeing} NEW ADVANCES IN
SCIENTIFIC RESEARCH ARE SYSTEMATICALLY UNRAVELLING THE MYSTERIES
OF THE MIND. NEW THERAPEUTIC APPROACHES HOLD GREAT PROMISE FOR

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~~has had an impact on our whole country -~~
This issue has united us ~~as~~
Like nothing we've experienced for years.

Everyone has been touched

" wants to help - ^{to} give money, or food,
or medicine

~~to help save a starving people~~

~~It has become a common sense.~~

It makes me feel very good about my country
& about my countrymen.

I am pointing out your power & your influence

SUCCESSFUL TREATMENT OF COMPLEX PROBLEMS LIKE SEVERE DEPRESSION. THE BASIC RIGHTS OF PATIENTS AND FORMER PATIENTS ARE BEING ESTABLISHED BY LAWS AND IN THE COURTS. WE RECOGNIZE THE NEED FOR HUMANE AND DECENT CARE FOR EVEN THE MOST SEVERELY MENTALLY DISABLED INDIVIDUAL. WE HAVE COME A LONG WAY!

~~WE MUST SPEAK OUT OPENLY. THE MEDIA HAS EDUCATED AND INFORMED THE PUBLIC ABOUT THE MEDICAL, TECHNICAL AND FINANCIAL RESOURCES WE HAVE AVAILABLE TO FIGHT THESE CONDITIONS. STILL, I ASK YOU TONIGHT TO LOOK TO YOUR INDUSTRY FOR WHAT MORE CAN BE DONE TO MIRROR THE REAL WORLD -- WHAT MORE CAN BE DONE TO POINT OUT THE MOST VULNERABLE IN OUR SOCIETY.~~ ^{Help}

I CAN TELL YOU THIS ABOUT YOUR POWER. THE PICTURES ON OUR TELEVISION SCREEN OF THE ^{suffering} VULNERABLE, STARVING BABIES IN CAMBODIA WERE RESPONSIBLE FOR MY RECENT TRIP TO THAILAND. I CAN TELL YOU ~~THE~~ ^{the} ACCURATE PORTRAYAL OF THIS DESPERATE SITUATION ^{has had an impact on our whole Co.} ~~CHANGED~~ MY OWN LIFE -- ~~(AND THAT)~~ ^{It has had an impact on me} I HAVE PLEDGED TO DO ALL IN MY OWN SPHERE OF INFLUENCE TO HELP FOCUS ATTENTION ON THE POSSIBLE EXTINCTION OF A WHOLE GENERATION OF CHILDREN. ^{I am saying that we're the American people, we can be moved by a whole variety of things} ~~WHAT I AM TALKING ABOUT IS THE AWARENESS OF OUR COMMONALITY --~~ ^{by the} WHETHER SICK OR STARVING OR PHYSICALLY OR MENTALLY ILL. I THINK WE FEEL IT IN OUR HEARTS. ~~(BUT WE DO NOT NECESSARILY KNOW HOW TO COMMUNICATE THAT WE CARE.)~~

YOU ARE PROFESSIONAL COMMUNICATORS -- AND YOU CAN PICK AND CHOOSE YOUR THEMES. I AM HERE TONIGHT TO ASK YOU TO JOIN ME IN ^{that you not neglect} ~~HELPING ERASE THE STIGMA HELD AGAINST THE VULNERABLE -- AND ESPECIALLY THOSE WHO HAVE BEEN TOUCHED BY MENTAL ILLNESS. LET'S~~

BRING MENTAL ILLNESS OUT OF THE CLOSET. WE CAN DO IT.
YOU CAN HELP ME.

THIS ISN'T A CRAZY, FAR-OUT CAUSE. THIS IS A HUMAN
ISSUE -- ~~A COMPELLING HUMAN ISSUE.~~ *Human beings. Human lives*

PEOPLE ~~ARE~~ SUFFERING. PEOPLE WHO COULD LEAD NORMAL
WELL-ADJUSTED LIVES. AND WHEN I SAY "PEOPLE", I MEAN
"US" -- YOU AND ME. WE ALL HAVE PROBLEMS. SOME [OF US]
HANDLE THEM BETTER THAN OTHERS.

CAN'T WE LET PEOPLE KNOW WE CARE? *Can't we help?*
CAN'T WE CARE ABOUT *each other?*
ONE ANOTHER? ~~each other?~~

I HAVE OFTEN SAID I WANT TO HELP BUILD ^{in our country} A MORE CARING
SOCIETY, AND I DO NOT SEE THAT /AS A FANTASY -- THAT'S WHY
I'M HERE TONIGHT.

I NEED YOUR HELP -- YOUR POWER -- YOUR INFLUENCE.

TOGETHER. I BELIEVE WE CAN MAKE A DIFFERENCE IN THE LIVES
OF MILLIONS OF PEOPLE IN OUR COUNTRY.

**Morton H. Kaplan
Associates, Inc.**

River Plaza
405 North Wabash Avenue
Chicago, Illinois 60611
312/828-9360

Public Relations

*Clyde
file*

MEMORANDUM / November 19, 1979

TO: Paul Costello
FROM: Rick Jasculca
RE: PRESS ADVANCE TRIP REPORT / FIRST LADY IN WINNIPEG, CANADA
NOVEMBER 15, 1979

Enclosed are the following:

- Newsclips from the WINNIPEG TRIBUNE and WINNIPEG FREE PRESS concerning the First Lady's visit. Note the color photo on the front page of the TRIBUNE.
- List of news media who covered the First Lady's visit to Winnipeg. Despite lack of White House Press, the Canadian press coverage was excellent -- print, wires and broadcast.
- Press Advance Thank You List.
- Final Press Schedule.
- First Lady's Remarks at St. Boniface General Hospital Research Foundation.
- Text of 1979 International Award presented to the First Lady by the St. Boniface General Hospital Research Foundation.
- The Dinner invite sent out by the Foundation.

You probably already received some of this material in the packet I gave Mary. However, I like to cover all bases.

A few other notes about the trip:

-- I met Jim Mone of AP/Minneapolis at the airport on Friday morning, and he told me AP moved two First Lady in Winnipeg pix. One was a shot of the First Lady and Lt. Gov. Jobin singing Auld Lang Syne at the Government House reception. The second was of the First Lady being presented the award at the dinner. He felt the singing pic was "a really good one."

-- Although I didn't get to see it, I was told that TV coverage was superb. This jibes with the press coverage which, as you will see for yourself, was also excellent.

-- Almost everyone I bumped into last Thursday night or Friday morning told me they thought the First Lady's dinner speech was one of the best and most moving they ever heard.

-- We had no difficulty in explaining to the media that the First Lady's Winnipeg itinerary was "curtailed" due to the "very hectic schedule she has been keeping (Thailand; Thailand Briefing; L.A., Denver and Winnipeg all in twenty-four hours), plus the necessity to pick-up part of the President's road schedule (Florida)." The Canadian press was very sympathetic. There was very little deeper digging, except to see if something were "up" with the Iranian situation.

All in all, I felt it was a very good trip.

Sgt. Edwards of the Mounted Police is supposed to send me more news-clips if they appear. I will forward these to you.

#

cc: Mary Hoyt