

FIFTEENTH WORLD HEALTH ASSEMBLY

A15/AFL/19  
12 May 1962

Agenda item 3.10.3

ORIGINAL: ENGLISH

MALARIA ERADICATION POSTAGE STAMPS

1. Introduction

The Director-General reported to the Fourteenth World Health Assembly<sup>1</sup> and to the twenty-eighth<sup>2</sup> and twenty-ninth<sup>3</sup> sessions of the Executive Board on the development of the plan for the issue of malaria eradication postage stamps. In its resolution EB29.R28<sup>4</sup> the Executive Board requested the Director-General "to report on the matter to the Fifteenth World Health Assembly".

2. Participation

2.1 According to information received by the Organization as at 30 April 1962: 93 postal administrations will issue one or more postage stamps commemorating the malaria eradication programme; some of them will also issue related philatelic material, e.g. souvenir sheets, first day covers, etc.; in addition 11 postal administrations will participate partially by providing special cancellations; 63 countries and territories will make donations either in stamps, philatelic material, and/or in cash.

2.2 The participation (including partial participation) of Members of the Organization by Regions is as follows: African Region - two Members not yet participating; The Americas - seven Members not yet participating; Eastern Mediterranean Region - all Members participating; European Region - 17 Members not yet participating; South-East Asian Region - all Members participating; and Western Pacific Region - two Members not yet participating.

<sup>1</sup>Off. Rec. Wld Hlth Org. 110, 58

<sup>2</sup>EB28/17

<sup>3</sup>EB29/45

<sup>4</sup>Off. Rec. Wld Hlth Org. 115, 17

2.3 As the anti-malaria stamps can be issued up to 31 December 1962 and in view of the fact that a number of countries have not yet made their decision or their intention known, the above-mentioned figures are not to be considered final. The Annex to this document contains a list showing participants, dates of issues and donations, established on the basis of the rather incomplete information available as of 30 April 1962.

### 3. Publicity for the malaria eradication programme

3.1 Thanks to the large participation in this philatelic project, millions of stamps and special cancellations have started carrying to all parts of the world an appeal for united efforts against the world's most widespread and costliest disease as nearly all of them carry the slogan "The World United Against Malaria". While thus drawing the attention of the populations of the more privileged nations to the problem of malaria, they, at the same time, tell the peoples of the malarious countries that the rest of the world does not forget their struggle for better health by fighting malaria.

3.2 The issue of anti-malaria postage stamps has received considerable coverage in the press and in philatelic publications. Press items range from official statements, articles and features to factual announcements of individual issues. Other mass information media have also given a great deal of attention to the anti-malaria stamp issue. Special radio broadcasts and television programmes have carried the message. The problem of malaria and the world united to eradicate the disease are the central themes of all these activities.

3.3 Ceremonies took place in some capital cities on the day of issue and at the United Nations Headquarters in New York on the occasion of the issue of the United Nations anti-malaria stamps on 30 March 1962. A special message from the President of the United States of America was read at the ceremony in Washington.

3.4 Exhibitions have been organized in New York, Washington and Geneva and anti-malaria stamps were also exhibited at the traditional philatelic exhibitions such as INTERPEX in New York and STAMPEX in London. Here again the anti-malaria campaign is constantly highlighted. Other stamps and philatelic material displayed illustrate the history of the Organization and its daily, often little known, work.

3.5 Other exhibitions are being planned in a number of countries and anti-malaria stamps will also be featured at the traditional and world famous philatelic exhibitions opening in Europe during the current year.

3.6 The Advertising Council in the USA (a non-profit; public service organization) has authorized and recommended the malaria eradication stamp programme to be broadcast by radio and television stations throughout the country. As a result, during 1962 radio and television stations in the USA will daily publicize the malaria eradication programme and appeal to the public to contribute to anti-malaria work by buying packets of stamps donated to WHO.

#### 4. Donations

4.1 In addition to its main objectives, i.e. to help spread information on and stimulate interest in the battle against malaria, the plan for the issue of malaria eradication postage stamps has also been conceived with a secondary objective as a potential source of income for the world malaria eradication programme. As mentioned above, 63 countries and territories have so far informed the Organization that they will make donations in connexion with the issue of anti-malaria stamps. Out of these 40 will donate quantities of stamps and some will also donate quantities of related philatelic material; 15 will give the proceeds from the surcharge or a percentage of the proceeds from the sale of such stamps; eight countries have not yet specified their contribution.

4.2 In his letter of 4 October 1961 (C.L.32.1961) the Director-General informed members of the arrangements made for the sale of donated stamps and related philatelic material and transmitted to them a copy of the agreement concluded to that purpose with the "Inter-Governmental Philatelic Corporation". The Executive Board at its twenty-ninth session in resolution EB29.R28<sup>1</sup> took cognizance of this arrangement as well as other aspects of the stamp plan.

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<sup>1</sup> Off. Rec. Wld Hlth Org. 115, 17

4.3 The successful financial outcome of the plan for the issue of malaria eradication postage stamps depends on a number of factors which are dealt with in paragraph 6 of this report. Mention is made at this juncture of a particular problem which could hardly be foreseen due to the philanthropic character of the anti-malaria stamp issue. Some stamp trade circles, presumably unsatisfied with the efforts which the Organization has been pursuing in order to implement this project have indulged in active propaganda against this issue. Whether their action will have some adverse repercussions on the sale of donated stamps in a few European countries representing philatelic markets remains to be seen.

5. Summary of the results thus far:

5.1 The plan for the issue of anti-malaria postage stamps has developed into a unique philatelic event and will make an appreciable contribution to increased publicity regarding the malaria eradication programme. Not only will millions of stamps carry throughout the world the message "The World United Against Malaria", but a number of articles, exhibits, radio broadcasts and television programmes related to this philatelic event will spread news and information about the battle against malaria. The project is also developing into a source of income for the Malaria Eradication Special Account. While it was recommended by the Executive Board in resolution EB28.R27<sup>1</sup> that countries carrying out malaria programmes in their own territories may find it possible to use this philatelic event as a source of income for their own work, the Director-General has no reports of the results in this respect at this time.

5.2 The experience gained and the results already obtained show that the following requirements should be met in order to make this project fully successful:

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<sup>1</sup>Handbook of Resolutions and Decisions, 6 ed., p: 317

5.2.1 The value of such a project rests primarily on the universality of participation. It is, therefore, most desirable that other countries so far not participating should decide to take part; their positive decision is facilitated by the fact that anti-malaria stamps can be issued on any date during this year 1962, bearing in mind that only stamps issued prior to 31 December 1962 will be considered by WHO as an official part of this issue.

5.2.2 Participating countries should issue stamps and other related philatelic material in sufficient quantities to ensure a wide distribution, and no new stamps relating to this special theme should be issued after 31 December 1962. Some postal administrations have issued stamps and/or more specifically some denominations, ~~souvenir~~ sheets or first day covers in limited quantities. This not only creates difficulties regarding equitable distribution but jeopardizes the success of the whole anti-malaria stamp project. Whenever such situations have been noted, the Director-General has drawn the attention of the countries concerned to the possible consequences and urged them to issue adequate quantities. Many such communications have been dispatched and it is hoped that the authorities concerned will take appropriate action to remedy the situation.

5.2.3 Any new donation of anti-malaria stamps and related philatelic material not only enhances the overall sale by the Organization of the donated material but also increases the confidence of philatelists as regards their possibilities for acquiring anti-malaria stamps, provided, however, the donated quantities are adequate. Members have been informed in the Director-General's letters of 4 July 1961 (C.L.21.1961), 10 January 1962 (C.L.1.1962) and 29 January 1962 (C.L.2.1962) that in order to secure the widest and most equitable distribution of the donated stamps and other philatelic material, the World Health Organization would appreciate receiving up to 100 000 stamps of each denomination, 50 000 souvenir sheets and 35 000 first day covers. The quantities received vary from less than 2000 to the quantities suggested. It has been necessary, therefore, in a number of instances, to appeal for additional donations and the Director-General hopes that the response from the countries concerned will be favourable.

5.2.4 The donated items must be received in time. To this end, details regarding their dispatch were sent to all Members suggesting that the stamps and other related philatelic material contributed should reach the Organization's banker in New York designated for this purpose at least three weeks before the date of issue.

Difficulties have arisen from the fact that some postal administrations did not find it possible to comply with these suggestions. The delays in the dispatch of the donated material in some instances have caused the Organization a number of problems.

5.2.5 Finally, it would be of further advantage if the Members provided the Organization with necessary data and information regarding their participation, donations, specifications of their issues, requested in the questionnaire transmitted to all Members under the Director-General's letter of 29 January 1962 (C.L.2.1962). The information and data received so far are very incomplete which creates obvious problems in the promotion and carrying out of the anti-malaria stamp project.

6. The Assembly may wish to include the above considerations in any resolution it may take on the subject and also to emphasize the desirability of increasing national funds for malaria eradication programmes through the issue of malaria eradication postage stamps.

ANNEX

POSTAGE STAMPS  
DEVOTED TO THE MALARIA ERADICATION PROGRAMME  
Participation and donation as at 30 April 1962

Symbols:

X = not yet confirmed  
S = stamps  
FDC = first day covers  
SS = souvenir sheets

Participants	Dates of issue	Donations
The United Nations	30 March 1962	
Afghanistan	7 April 1962	S
Albania	Issued	S
Argentina	14 April 1962	
Bolivia		Not yet specified
Brazil	7 April 1962 or May 1962	S X
Bulgaria X		
Cambodia	7 April 1962	S
Cameroun	7 April 1962	Proceeds from surcharge
Canal Zone		
Central African Republic	7 April 1962	Proceeds from surcharge
Ceylon	7 April 1962	S
Chad	7 April 1962	Proceeds from surcharge
China	7 April 1962	S
Colombia	7 April 1962	S
Congo, Brazzaville	7 April 1962	Proceeds from surcharge
Congo, Leopoldville		
Cyprus	14 May 1962	S
Czechoslovakia		Not yet specified

Annex

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Participants	Dates of issue	Donations
Dahomey	7 April 1962	Proceeds from surcharge
Dominican Republic		Not yet specified
Ecuador	7 April 1962	S
Ethiopia	7 April 1962	S FDC
France		
French Somaliland		
Gabon	7 April 1962	Proceeds from surcharge
Ghana		
Guinea	7 April 1962	S SS
Haiti		
Holy See	6 April 1962	S FDC
India	7 April 1962	
Indonesia	7 April 1962	S
Iran		Not yet specified
Iraq		
Israel	30 April 1962	S FDC
Ivory Coast	7 April 1962	Not yet specified
Jordan	15 April 1962	S
Korea	7 April 1962	S SS
Kuwait	June 1962	S
Laos		Not yet specified
Lebanon		Not yet specified
Liberia	7 April 1962	S
Libya	7 April 1962	S SS
Liechtenstein	August 1962	S FDC
Malagasy Republic	7 April 1962	Proceeds from surcharge
Malaya	7 April 1962	S
Maldives Islands	7 April 1962	S

Annex

Participants	Dates of issue	Donations
Mali	7 April 1962	Not yet specified
Mauritania	7 April 1962	Proceeds from surcharge
Mexico		
Monaco	May 1962	NF 30 000 i.e. value of 30 000 stamps
Morocco	3 September 1962	S
Nepal	7 April 1962	S
Nicaragua		
Niger		Proceeds from surcharge
Nigeria	7 April 1962 X	£2000 from the sale of stamps
Pakistan	7 April 1962	S FDC
Panama	7 April 1962	S
Papua and New Guinea	7 April 1962	
Paraguay	7 April 1962	GU 405 000 i.e. value of 100 000 stamps
Peru		
Philippines	24 October 1962 X	
Portugal - 8 overseas provinces will issue one postage stamp each	12 March 1962	S
Ryukyu Islands	April 1962	
San Marino X		
Saudi Arabia		S
Senegal	7 April 1962	Proceeds from surcharge
Sierra Leone	7 April 1962	S
Somalia	October 1962	
Sudan	7 April 1962	S
Surinam	2 May 1962	Percentage of sale
Switzerland	19 March 1962	S FDC

Annex

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Participants	Dates of Issue	Donations
Syria	7 April 1962	S
Thailand	7 April 1962	S
Togo	2 June 1962	S
Tunisia	7 April 1962	S
Turkey	7 April 1962	S
United Arab Republic	20 June 1962	S
Upper Volta		Proceeds from surc
United States of America	30 March 1962	
USSR	Issued	
Venezuela	August 1962	
Viet Nam	7 April 1962	S
Western Samoa X		
Yemen		S
Yugoslavia	7 April 1962	S

Annex

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Partial Participation	Dates of issue	Donations
British Guiana - special cancellation X		
Burma - special cancellation "Help Malaria Eradication, 7 April 1962"	7 April 1962	
Canada - special cancellation "The World United Against Malaria through WHO"	From 1 April to 30 April 1962	
Denmark - special cancellation	7 April 1962	
East African Postal Administration - Kenya, Tanganyika and Uganda - special cancellation		
Federation of Rhodesia and Nyasaland - special cancellation	7 April 1962	
French Polynesia - special cancellation	From 2 April to 7 April 1962	
Malta - special cancellation X		
New Zealand - special cancellation "The World United Against Malaria"	From 6 April to 4 May 1962	
Singapore - special cancellation	7 April 1962 for one or two weeks	
United Kingdom - special cancellation X	August 1962	