



## Strategies for economic growth explored at NORTH ATLANTIC FORUM 2000

Local governance, organized labour, and education and training were among the themes explored at the North Atlantic Forum 2000 held at Marble Mountain, September 25-27. Development and Rural Renewal Minister Beaton Tulk explained how Newfoundland and Labrador's approach to economic development has helped the province reshape its economy in a coordinated and strategic manner.

Dr. Rob Greenwood of the Saskatchewan Land Information Services Corporation said that strong local governments are the key to maximizing social and economic benefits. "... much more power and authority and resources and capacity must be devolved to the level where it can be most effectively exercised. Consistent with our lessons on forging competitive advantage — and for delivering most social programs — the local or regional level is most appropriate."

Ulla Herlitz, research secretary with the Popular Movements Council for Rural Development in Sweden, discussed the country's village movement approach to development, which grew out of rural dissatisfaction. Herlitz told delegates the key to finding the balance between rural and urban areas is through "citizen participation and equal conditions."

Patricia O'Donovan of the Irish Congress of Trade Unions discussed the Irish Model for economic development. O'Donovan said partnerships between trade unions, employers, government and others have allowed the country to pursue an integrated economic and social agenda.

The Forum was co-hosted by the College of the North Atlantic and Memorial University of Newfoundland, in partnership with the Newfoundland and Labrador Federation of Municipalities and the Newfoundland and Labrador Federation of Labour, and the federal and provincial governments. ☞

## SMOKING SUCKS campaign features young people speaking frankly against smoking

During the winter of 1999, government committed almost a million dollars to reducing tobacco use in this province. This month the latest tobacco initiative came to life. In a ceremony attended by nearly 1,000 high school students, Health Minister Roger Grimes joined with the Alliance for the Control of Tobacco (ACT) for the unveiling of *Smoking Sucks*, a multi-media anti-smoking education campaign aimed at young people throughout Newfoundland and Labrador.

Brent Smith, ACT program director, said: "Our approach is have real people, telling real messages about the dangers of smoking, about the dangers of second-hand smoke and about the manipulative tactics of the tobacco industry."

"This campaign will be most effective if young people join with ACT and other organizations to encourage their friends to avoid tobacco and to quit, if they have already started smoking," said Minister Grimes. "By working together, and through campaigns like this one, every resident of our province will realize that smoking is killing our people." Those interested in the campaign can check out the web page at [www.smokingsucks.nfld.net](http://www.smokingsucks.nfld.net). ☞

## Northern development issues focus of ministers' meeting

Federal, provincial and territorial ministers responsible for northern development met this week in Happy Valley-Goose Bay to discuss social, economic and infrastructure development opportunities in Canada's northern regions.

The forum was hosted by the Government of Newfoundland and Labrador.

Ernest McLean, Minister Responsible for Labrador, said: "We have agreed to explore how best to structure our forum so that we can raise awareness of northern issues in other ministerial forums and enhance the profile of the north within the

governments represented and the general public. Northerners can be assured that we will be returning to our governments and constituents sharing new ideas, confident that our work is supported across the country."

Delegations from across Canada led round-table discussions on northern development experiences, initiatives and best practices. Newfoundland and Labrador opened the discussion on social development, Saskatchewan spoke to value-added economic development and Ontario addressed infrastructure needs. ☞

