

14426 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Another crucial factor is manpower. We might broadly sub-divide this into 3 different areas and these of course can be sub-divided again and again. For purposes of this discussion, let's just concentrate broadly on volunteer organizations, professional organizations and business organizations.

Certainly the core of this effort will be the professional organizations and we must secure the active assistance of such groups as the medical profession, League of Nursing, Agricultural Assistance Service and the Center for Disease Control and others as vital. In the area of implementation, certainly a detailed plan must be made for each group dovetailing their actions with the other manpower groups.

A second group would be volunteer organizations, and this is a vast reservoir of organizational and creative talent; a reservoir whose efforts are vital to the success of this effort. We must enlist, train and supply with localized market plans, community action kits, timetables and quotas, organizations such as the National PTA, Girl Scouts, Boy Scouts, Little League and many others.

Finally, business organizations. Too often, this audience is overlooked as a source of volunteer manpower and professional expertise. Yet there is no group on the American scene better equipped or more experienced in charting a clear course and getting things done. We would enlist their assistance whenever possible. We would talk to package goods companies and request that they insert messages either inside packages of cereal, or on the exteriors of packages, we would also ask them to use their considerable influence to get displays, banners, and signs placed in grocery stores, drug stores; in short, anyplace where a member of our target audience may see it.