

Replies to FWIO Resolutions

Five resolutions were sustained at the annual board meeting in 1986. These resolutions were forwarded to the ministries and agencies to which they had been directed, accompanied by a letter outlining more fully the concerns of our organization. Replies have been received for all of the resolutions.

In late November, a letter to Janet Hiepleh (past FWIO Resolutions Convener) was filed from the Minister of Transportation and Communications re a previous resolution. In it the minister, Ed Fulton, reported on the ongoing studies of a School Bus Workers Group. He stated that **seat belts in school buses** increased the potential for head and neck injuries in a severe frontal collision. He also said the public is not heeding the flashing lights and stop signs on school buses. He said a type of educational program which would effectively reach the public would rectify the problem. In the letter, he also discusses driving lights, loading areas and driving routes, as well as standing on school buses, and recreational trips. He says that school transportation is currently a comparatively safe way to travel. 1984-85 saw a decline in the number of accidents and injuries occurring within school transportation, despite an increase in the number of vehicles and children being transported.

ACID RAIN

In response to our resolution requesting the Ministry of Environment to give top priority and take effective action now to reverse damage to the environment from acid rain, Minister of Environment Jim Bradley reported on the progress being made by the four companies that account for 80 per cent of Ontario's sulphur dioxide emissions. He reports great progress being made, stating that we need the support of the eastern United States and Washington to get acid rain control from Congress. He thanked us for our support and said it really helps to have groups like ours urging them on. He enclosed a copy of Countdown Acid Rain Program. I have arranged to have a copy sent to each area Resolutions Convener. To arrange for

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a speaker to address a meeting, write Acidic Precipitation in Ontario Study Coordination Office, 40 St. Clair Ave. West, 7th Floor, Toronto, M4V 1M2 or phone 416 323-5051.

BANNING OF ADVERTISING ALCOHOLIC BEVERAGES ON TV IN ONTARIO

In response to a letter to Minister of Consumer and Commercial Relations Monte Kwinter, he advised us that the Ontario Advisory Committee on Liquor Regulations had travelled to 18 Ontario communities to obtain public input on a variety of issues including lifestyle advertising. A copy of that report was received and I quote, "The Liquor Licence Board of Ontario directives on advertising content require that advertisements be directed to the merits of the brand of alcohol and not to the merits of consumption." They prohibit advertising which suggests that alcohol consumption "may be the realization of any lifestyle." One of the most common topics of argument is "lifestyle". Many viewers perceive that there are many so-called lifestyle alcohol advertisements on TV, and that the lifestyle depicted is not usually one of moderation and responsibility. At the end of the report seven recommendations were made. Specific standards were set out, and "beverage alcohol advertising should be required to be consistent with a philosophy of moderation and responsibility in the consumption of alcohol." Mr. Kwinter assured us he will keep our comments in mind when he reviews the findings of the advisory committee.

LEGISLATION TO MAKE ALL POP AND ALCOHOLIC BEVERAGE CONTAINERS REFUNDABLE

Letters were written to the Ministers of Environment and Health

re this resolution. Minister of Health Murray Elston thanked us for bringing the matter to his attention, but matters relating to waste disposal are within the jurisdiction of the Ministry of Environment. Minister of Environment Jim Bradley stated that our concerns are well founded since many of these beverage containers end up in the waste stream and as litter. He outlined new soft drink container regulations introduced in 1985. This ensures that 40 per cent of all soft drinks sold in Ontario are sold in refillable containers, and that soft drink container manufacturers must ensure that 50 per cent of the non-refillable soft drink containers they make are recycled by Nov. 1, 1988. The soft drink industry, in conjunction with the ministry and its municipal recycling support program, is financing wide-spread recycling projects across the province in order to meet this recycling requirement. The Liquor Control Board of Ontario is working with the ministry as well, trying to develop a recycling program for their containers in communities where glass recycling has been established. He states, "Please assure your membership that the proliferation of spent beverage containers is indeed a concern of my ministry and that we are working to remove this problem as an environmental concern."

MONITORING THE JUDICIAL SYSTEM TO ASSURE A MORE REALISTIC AND CAREFUL ASSESSMENT OF EACH CASE IS MADE BEFORE RULING ON SETTLEMENTS IN LIABILITY CASES

A reply from the Ontario Attorney General Ian Scott, stated that he had referred our letter and resolution to Mr. Justice Osborne, who is currently conducting an inquiry into motor vehicle accident compensation in Ontario. Mr. Justice Osborne noted our concern but would like specific cases identified. He states, "It is only through identifying specific excesses that the root cause of the problem can be identified." To date a reply has not been received from the Minister of Justice in Ottawa.

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