

Red Cross Charting More Significant Role for Members

The American Red Cross is charting a greater and more significant role for young people to play in all its activities, including planning of their programs, membership on chapter committees and boards, and participation in decision-making.

This "younger look" for the Red Cross in the future was urged in the report of a special youth committee which recently completed a two-year nationwide study of the work of the young people and the attitudes of their adult leaders.

"Perhaps at no time in our

history has it been so apparent that the needs of our nation require the involvement of young people in service to others and in the practice of citizenship," the report stated. "Every youth must be made to feel that there is a significant place for him in his immediate world."

Understanding, Vision

Understanding and vision on the part of adult Red Cross officials is essential to the success of service by youth, the committee said. The Red Cross must seek "imaginative, aggressive adult leaders" who know the needs and in-

terests of young people and are fully aware of current community and educational developments.

"Youth must be given the same consideration in the assignment of tasks as adults," it declared. "Young people are ready and willing to accept new and major responsibilities."

One early result of the committee's study was the formation at Red Cross national headquarters in 1959 of an Office of Educational Relations to develop fuller participation of youth in elementary, junior and senior high

schools and to guide and direct the Red Cross college program.

The committee recommends that similar structures be set up at the area offices and in chapters.

Urges Committees

It urged that chapters create Educational Relations committees to develop Red Cross programs in local schools and colleges and to utilize young people as volunteers in all community and service programs. This committee service, it stated, should be planned on a year-round basis.

The report said the Red initiative in establishing and maintaining close liaison with educators in planning for opportunities for service by youth, particularly in those fields which relate to the general purposes and educational courses of the schools and colleges.

The American Junior Red Cross dates its beginning from Sept. 15, 1917, when President Woodrow Wilson issued a call to the nation's school children to aid the war effort by joining the new youth program. Today, there are more than 20,000,000

members.

Another change recommended by the study committee would drop the prefix "junior" from Red Cross programs in high schools. This decision was based on the premise that "by the time young people move into high school they no longer respond to the same type of activity experienced in early grades, and want to feel graduated from these earlier experiences."

Name to Continue

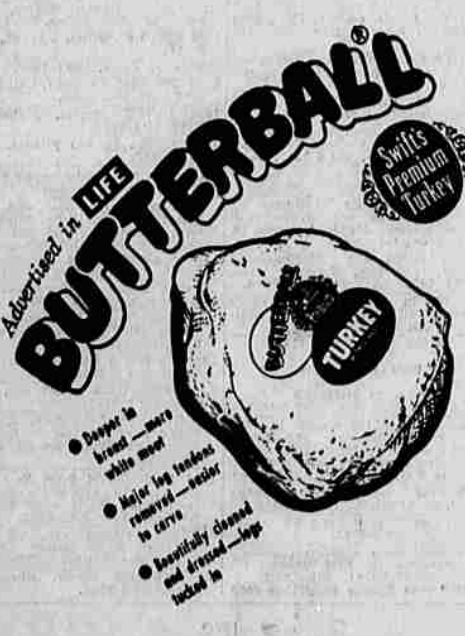
The name "Junior Red Cross" will, however, continue to designate ARC pro-

Cross - national, area and chapter - "should take the programs in grade and junior high schools.

The study committee recommended further re-appraisal be made of all Junior Red Cross activities "receiving acceptance through tradition" to see if they "are projects to be developed to meet the contemporary needs and interests of youth" in order to increase participation of and improve service by young people.

Ramone S. Eaton, Red Cross vice president, was chairman of the youth study committee, which was composed of 17 Red Cross national and chapter staff members representing the various ARC services.

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