

WORLD RED CROSS DAY

“Red Cross is Young” is the theme chosen for World Red Cross, Red Crescent, Red Lion and Sun Day 1976. Young? Most people, however, know that the worldwide humanitarian work of the Red Cross is over a century old.

Can Red Cross honestly claim to be young, to belong to today's generation? Isn't the organisation in fact rather an old lady? The answer surely lies not in its calendar age but in the vitality of its services—and the young people who often provide them. What really matters is its readiness to move with the times and its capacity for change and renewal.

One thing is certain. People are suffering today, even more than in the past. They need help, care, comfort and a little human warmth, for different reasons perhaps, but just as much as ever.

The Red Cross recognises that today's problems are different and is exploring new ways of helping—adapting traditional approaches to aid, pioneering new ones.

Today the principles underlying Red Cross action seem more valid than ever. They are acceptable by everyone and anyone, whatever their philosophy. Young people in particular, with their hopes for a more human and more caring world, should see in them a reflection of their own ideals.

For if it is to continue to be effective the Red Cross needs everyone's support, and particularly that of young people. They more than anyone else are its firmest guarantee that it will remain young in its thinking and in its programmes. In return it offers them opportunities to get to grips with social injustice, to put their ideas into action, to help people.

That is the meaning of the theme chosen this year for World Red Cross Day.