Proclamation 5791 of April 6, 1988

National Productivity Improvement Week, 1988

By the President of the United States of America
A Proclamation

Our Nation has long enjoyed a high standard of living, thanks especially to our high productivity, which has accounted for about half our economic growth over the last century. Productivity affects our total output of goods and services, helps keep inflation low, and is vital to our ability to compete in U.S. and foreign markets.

Until the mid-1960s, overall U.S. labor productivity grew at a commendable average rate of 3.2 percent each year. But it slowed to under 2 percent in the 1970s, and last year increased by just under 1 percent. Fortunately, productivity in manufacturing continued at a robust rate and increased by 3.3 percent in 1987. However, the rate of growth in the service sector, which accounts for more than 70 percent of U.S. employment, was less than 1 percent in 1987.

We must accelerate productivity growth in the service and other sectors. Good performance in productivity is especially necessary now that we are in world markets for most goods and services, and because many of our foreign competitors can target the U.S. market using state-of-the-art technology.

Government's job is to create a healthy climate in which private sector productivity growth can flourish. We have done this. We have adopted sound policies to reform internal laws, to encourage inventors to create better products and processes, to reduce burdensome regulations, to stimulate investment in research and development, and to strengthen private sector access to federally funded science and technology. These achievements provide a solid foundation for the private sector to build upon.

Our businesses and their individual leaders must continue their efforts to increase productivity by adopting new technologies and management innovations and by better strategic planning in the increasingly competitive international context.

Productivity is now intertwined with quality. To encourage U.S. companies to strengthen their quality, I have endorsed a major initiative, the Malcolm Baldrige National Quality Award, that will honor U.S. manufacturing firms, service companies, and small businesses for improving their goods and services. This initiative pays fitting tribute to a great Secretary of Commerce who fostered improvement during every assignment he took on.

To encourage Americans to understand the importance of productivity growth to their economic welfare, the Congress, by Senate Joint Resolution 223, has designated the week of April 10 through April 16, 1988, as National Productivity Improvement Week and authorized and requested the President to issue a proclamation in observance of this event.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the week of April 10 through April 16, 1988, as National Productivity Improvement Week. I call upon the people of the United States and especially our business leaders,

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educators, workers, and public officials to observe this week with appropriate ceremonies and activities in a spirit of rededication to improving our Nation's productivity.

IN WITNESS WHEREOF, I have hereunto set my hand this sixth day of April, in the year of our Lord nineteen hundred and eighty-eight, and of the Independence of the United States of America the two hundred and twelfth.

RONALD REAGAN

Proclamation 5792 of April 11, 1988

National Child Care Awareness Week, 1988

By the President of the United States of America
A Proclamation

Caring for children is the primary responsibility of a parent. It is the task around which family life is organized, a major factor in every decision parents make about their own and their family's future, from choice of jobs and schools and neighborhoods to the selection of books, films, and every other form of instructional material or entertainment that will influence the development of the child's character and personality. Child care is also an organizing principle of society, for it is the primary means of transmitting knowledge, traditions, and moral and religious values from one generation to the next.

Sound public policy must support the family in its mission of child care. To do so effectively, public policy must increase and strengthen, not narrow and dilute, the variety of child care options open to families. It must help ensure that child care serves as an adjunct and buttress to parental guidance and love; that it reflects as far as possible the actual preferences of parents for the personal care of their precious offspring; and that it is inherently flexible, to avoid the establishment of practices or programs that defeat these ends and undermine either the well-being of children or the health of the economy.

Heightened interest in child care is a result of tremendous growth and change in the U.S. work force. Between 1982 and 1986, American business created two and one-half times as many new jobs as Japan and the major industrial countries of Europe combined. Our country is well into its sixth consecutive year of expansion—a peacetime record. Women, particularly, are moving into the salaried labor force in large numbers, and their unemployment rate has dropped nearly a full percentage point in the past year alone. According to the Bureau of Labor Statistics, nearly half of all mothers with a child under one year of age work. Today one family in six is headed by a single, divorced, or widowed woman.

Americans have responded to these changes in a number of ways, reflecting the many options parents desire and need. Family members—a sibling or grandparents—and students provide both full- and part-time day care. Churches have developed effective day care programs that supplement custodial care with the religious atmosphere many parents seek. State-licensed facilities managed by public agencies or private