

# AN INSTRUMENT OF PREVENTION

□ Health education of the public is an issue that, at long last, is moving toward the top of our list of national health priorities.

□ The reasons underlying this reawakened interest stem from a new and realistic look at the nature of the health problems confronting us, coupled with a concern with the effectiveness of our traditional approaches to health care.

□ To be sure, great problems of disease and complex issues of health care delivery and financing remain to be solved. Yet in our preoccupation with the problems, it is easy to lose sight of the present state of health of our people and how we got where we are.

□ The health of our people is good and getting better. More people than ever before are getting medical care, and more have the means to pay for it through health insurance. Fewer babies are dying each year. Our lifespan has increased.

□ To put this national health profile into a broader perspective, we now recognize that health status is not the product of health care alone. Good health is also the outcome of good jobs, proper nutrition, adequate housing, a good education, a healthful environment, and a safe work place.

□ The common denominator here is prevention. And health education is one of the most powerful tools we have to prevent disease from occurring and to develop healthful styles of living.

□ The potential of education as an instrument of prevention is implicit in the nature of the major health problems we face. Heart disease is

related, in large measure, to personal choice behavior: whether or not to smoke cigarettes, what foods to eat, what amounts and kinds of exercise to undertake. Some forms of cancer, most notably cancer of the lung which is the leading cause of cancer mortality among males and is rising rapidly among females as well, are similarly related to personal choice. Accidents of many kinds, alcoholism and its sequelae, the abuse of drugs, aberrant behavior such as suicide and homicide—all are traceable to decisions individuals make concerning their own lives. Because they are the result of personal choice, they are theoretically susceptible to being influenced by education.

□ In addition, there is a complicated set of personal and family decisions that determines whether or not individuals use the health care system effectively, whether they seek diagnosis and treatment at the right time and place, whether they care for themselves properly before, during, and after their encounters with the health provider. These decisions also depend upon knowledge, skills, and motivation.

□ It is on these assumptions that the current resurgence of interest in health education is based. No one should be so naive as to believe that health education is a panacea for all our ills. Yet there is a strong consensus building, both within and outside government, that health education should receive greater emphasis. This consensus is visible in deliberations of the Congress, in new initiatives being created in both public and private sectors, and in new activities now being launched under many and diverse sponsorships.

□ To meet this new challenge, health education will have to make use of all available channels for communicating knowledge and skills to population groups of all ages. It will need to involve and combine many disciplines—health professionals, educators, communicators, outreach workers, and more. It will need to develop better methodologies, and demonstrate that they do in fact promote better health and raise the quality of life. I am convinced that health education can meet this challenge, and I consider it appropriate that *Public Health Reports* is devoting special attention to this field at this time.



Theodore Cooper, MD  
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Education, and Welfare

Cover—Dietitian at St. Mary's Hospital and Medical Center, San Francisco, Calif., teaches a diabetic patient about food exchanges. Education of hospital patients, so that they understand their disease or condition and thus make better decisions about their health care, is one of the new dimensions in health education. Eighteen papers and short reports in a special section in this issue explore these new dimensions.



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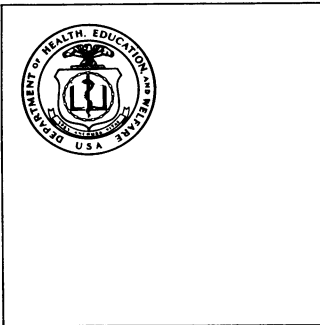
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audiences to an institution's energy use, provide an understanding of energy problems, and lay the foundation for obtaining greater economy.

The 3-day rental fee for the Hubbert film—for processing and handling—is \$12, and the film should be booked through the AHA Film Library 840 N. Lake Shore Dr., Chicago, Ill., 60611.

Arrangements are being made to have the "Energy Dollars and Sense" film handled by the library at the same cost.

In addition, 16 mm prints of the Hubbert film may be obtained from the National Audiovisual Center (GSA), Washington, D.C. 20409, for \$164.24, with videotape ¾ inch cassettes at \$74.50.

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## Five University Centers to Focus on Quality, Delivery, and Cost of Health Services

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■ Improving the quality and delivery of health services and controlling their costs is the aim of a major new research program of the National Center for Health Services Research, part of the Health Resources Administration, Department of Health, Education, and Welfare (DHEW).

Investigators at five university research centers will focus on problems of medical malpractice, the scarcity of general health care, the rapid rise in hospital and other health costs, and the inadequate supply of care for the poor and elderly.

"The work these centers do will get new methods of providing care into the medical care mainstream more quickly," said Dr. Theodore Cooper, Assistant Secretary for Health, DHEW, in announcing the research program. "They will help tie health care more closely to health services research."

Initial awards of \$250,000 each have been made to the University of Washington, University of California at Los Angeles, University of Michigan, University of North Carolina, and Johns Hopkins University.

The centers program is authorized by the Health Service Research, Health Statistics, and Medical Libraries Act of 1974. Grantees were selected from among 59 applicants by the National Center for Health Services Research.

Four centers (all but the University of North Carolina) are affiliated with the Veterans Administration and will receive an extra \$50,000 a year for the 5-year period from the VA for benefits from the research which will affect its patients.

The National Center for Health Services Research will soon select

and award grants to two more centers to conduct research and demonstration activities in health care technology and health care management.

The National Center, which will administer the grants, is the principal source of support in this country for research focusing on the improvement of the delivery of health care.

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## VA to Expand Experiments With Satellite Communication for Medical Consultation

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■ Medical consultation by satellite may soon be expanded in the Veterans Administration to include weekly two-way telecasts among 30 VA hospitals and other institutions in western America.

Programs to last approximately 14 months, starting in January 1977, would use the Communications Technology Satellite (CTS) launched by the National Aeronautics and Space Administration in January 1976. In 1975, the VA participated in the exchange of medical information through the Applications Technology Satellite-6. A 10-month schedule of weekly telecasts using this satellite ended in May 1975. The telecasts allowed VA hospitals in remote areas, away from urban medical teaching centers, to have access to the same consultative expertise and facilities that their more urban colleagues enjoyed.

The VA sees the CTS as the logical next step in further refining and validating potentially successful communication links for diagnostic, therapeutic, and educational purposes.

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# education notes

**Statistical Methods. Georgia Institute of Technology.** A 2-week continuing education program in statistical methods will be offered by the Georgia Institute of Technology, July 12–23, 1976. Topics will include statistical estimation, decisions from statistical data, the design of statistical studies and experiments, analysis of variance, regression techniques, graphical tools, survey sampling techniques, and a number of related and supporting topics.

The course has been designed for those in industry, business, and government who need a working knowledge of statistical methods. Assumptions underlying the methods presented will be carefully explained, and the systematic approach to formulating and analyzing statistical problems will be emphasized. Problem and discussion sessions provide an opportunity to apply the methods presented to a variety of selected problems taken from industrial, business, and government settings, and participants will use a time-shared computer system to solve a variety of problems.

The course is \$475. A background which includes algebra is required for all participants. Inquiries to Department of Continuing Education, Georgia Institute of Technology, Atlanta, Ga. 30332, telephone: (404) 894-2400.

**Institutes for Physicians and Nurses in Perinatology.** September 1976 marks the 28th year of the Institutes for Physicians and Nurses in Perinatology, formerly known as Institutes in the Care of Premature and Other High-Risk Infants, sponsored by the New York State Department of Health and the U.S. Department of Health, Education, and Welfare. The Institutes are conducted at the New York Hospital-Cornell Medical Center four times during the academic year. A stipend is provided to help cover expenses during attendance.

For information write Box 143, Institutes in Perinatology, Department of Pediatrics, New York Hospital, 525 East 68th St., New York, N.Y. 10021.

**Biohazard and Injury Control in the Biomedical Laboratory.** Three courses on laboratory safety have been scheduled in 1976 by the University of Minnesota School of Public Health and the National Cancer Institute's Office of Research Safety. The 3-day courses are designed for senior technicians working in viral oncology or related research.

The dates for the first course at the University of California, Los Angeles, are June 22-24. The succeeding courses will be held October 26-28 at the Massachusetts General Hospital, Boston, and December 7-9 at the National Institutes of Health, Bethesda, Md. The faculty, selected from institutions throughout the United States, will present topics such as decontamination and sterilization, animal containment, personnel motivation, primary and secondary barriers, and control techniques for biological and physical hazards.

The courses are tuition free; participants pay only travel and living expenses. Since enrollment is limited, early application is recommended. For more information and application forms, write Donald Vesley, PhD, Associate Professor, School of Public Health, 1158 Mayo Bldg., University of Minnesota, Minneapolis, Minn. 55455.

**International Conference on Medical Computing.** The Second International Conference on Medical Computing, "MEDINFO '77," sponsored by the American Medical Association, the Canadian Medical Association, and the World Health Organization, will be held in Toronto, Canada, August 8-13, 1977. The conference is a major activity of the International Federation for Information Processing.

"The American Medical Association has traditionally recognized and supported activities related to the prudent use of computers in medicine," said James H. Sammons, MD, AMA's executive vice president.

"The pursuit of knowledge and cooperation in this as in other areas transcends national boundaries and as such requires suitable international forums to sustain exchange of information. MEDINFO '77 represents one such contemporary forum to which the American Medical Association is pleased to provide its enthusiastic support."

Further information is available from the Department of Computer Systems in Medicine, American Medical Association, 535 North Dearborn St., Chicago, Ill. 60611.

Announcements for publication should be forwarded to Public Health Reports 6 months in advance of the deadline date for application for admission or financial aid, whichever is earlier.

# publications

## FEDERAL

**The Geographic Distribution of Nurses and Public Policy. Health Manpower References.** By Frank A. Sloan, PhD. DHEW Publication No. (HRA) 75-53. May 1975; 214 pages; \$2.20 (Stock No. 017-041-00091-6).

**Child Health in America.** DHEW Publication No. (HSA) 76-5015. 1976; \$1.95; 72 pages (Stock No. 017-022-00463-1).

**Directory of Personnel Responsible for Radiological Health Programs.** DHEW Publication No. (FDA) 76-8023. January 1976; 31 pages.

**Resource Recovery and Waste Reduction. Third Report to Congress.** SW-1611 1975; 96 pages.

**Landfill Disposal of Hazardous Wastes: A Review of Literature and Known Approaches.** By Timothy Fields, Jr., and Alfred W. Lindsey, SW-165. June 1975; 36 pages.

**Obesity in Perspective.** A conference sponsored by the John E. Fogarty International Center for Advanced Study in the Health Sciences, National Institutes of Health, Bethesda, Md., October 1-3, 1973. Edited by George A. Bray, MD. Fogarty International Center Series on Preventive Medicine, Vol. 2, Part 2. DHEW Publication No. (NIH) 75-708. 1975; 527 pages; \$9.90 (Stock No. 017-053-00046-9).

**New Health Practitioners.** A conference sponsored by the John E. Fogarty International Center for Advanced Study in the Health Sciences and the Association of the Teachers of Preventive Medicine, National Institutes of Health, Bethesda, Md., May 14-15, 1974. Edited by Robert L. Kane, MD. Fogarty International Center Series on the Teaching of Preventive Medicine, Vol. 1. DHEW Publication No. (NIH) 75-785. 1975; 156 pages.

**Teaching of Chronic Illness and Aging.** A conference sponsored by the John E.

Fogarty International Center for Advanced Study in the Health Sciences and the Association of Teachers of Preventive Medicine, National Institutes of Health, Bethesda, Md., December 6-7, 1973. Edited by Duncan W. Clark, MD, and T. Franklin Williams, MD. Fogarty International Center Series on the Teaching of Preventive Medicine. DHEW Publication No. (NIH) 75-876. 1975; 132 pages; \$5.85 (Stock No. 017-053-00039-6).

**Genetic Screening for Inborn Errors of Metabolism.** By Harvey L. Levy, MD. DHEW Publication No. (HSA) 75-5708. 1975; 106 pages; \$104 (Stock No. 017-020-00085-1).

**The Analytical Potential of NCHS Data for Health Care Systems.** A report of the United States National Committee on Vital and Health Statistics. DHEW Publication No. (HRA) 76-1454, Series 4, No. 17. September 1975; 26 pages; 80 cents (No. HE20.6209:4/17).

**Skeletal Maturity of Children 6-11 Years: Racial, Geographic Area, and Socioeconomic Differentials, United States.** DHEW Publication No. (HRA) 76-1631, Series 11, No. 149. October 1975; 81 pages; \$1.45 (No. HE 20.2210:11/149).

**Health Attitudes and Behavior of Youths 12-17 Years: Demographic and Socioeconomic Factors, United States.** DHEW Publication No. (HRA) 76-1635, Series 11, No. 153. October 1975; 67 pages; \$1.30.

**Eye Examination Findings Among Youths Aged 12-17 Years, United States.** DHEW Publication No. (HRA) 76-1637, Series 11, No. 155. November 1975; 75 pages; \$1.45 (No. HE 20.6209:11/155).

**An inventory of Family Planning Service Sites: Institutional Characteristics, United States, 1974.** DHEW Publication No. (HRA) 1810, Series 14, No. 15. October 1975; 47 pages; \$1.10. (No. HE 20.6209:14/15).

Selected Vital and Health Statistics in Poverty and Nonpoverty Areas of 19 Large Cities, United States, 1969-71. *DHEW Publication No. (HRA) 76-1904, Series 21, No. 26. November 1975; 63 pages; \$1.40 (No. HE 20. 6209:21/26).*

**WORLD HEALTH ORGANIZATION**

The Radioimmunoassay of Hormones for Clinical Trials of Fertility Regulating Agents in Developing Countries. Report of a WHO meeting of experts. *WHO Technical Report Series No. 578. 1975; 24 pages; Geneva.*

Control of Nutritional Anemia with Special Reference to Iron Deficiency. Report of an IAEA/USAID/WHO joint meeting. *WHO Technical Report Series No. 580. 1975; 71 pages; Geneva.*

Nonproprietary Names for Pharmaceutical Substances. Twentieth report of the WHO expert committee. *WHO Technical Report Series No. 581. 1975; 32 pages; Geneva.*

The Epidemiology of Infertility. Report of a WHO scientific group. *WHO Technical Report Series No. 582. 1975; 37 pages; Geneva.*

Pregnancy and Abortion in Adolescence. Report of a WHO meeting. *WHO Technical Report Series No. 583. 1975; 27 pages; Geneva.*

Laboratory Techniques in Brucellosis. Ed. 2. By G. G. Allen, Lois M. Jones, and D. E. Pietz. *WHO Monograph Series, No. 55. 1975; 163 pages; Geneva.*

Toxicological Evaluation of Some Food Colours, Thickening Agents, and Certain Other Substances. *WHO Food*

*Additives Series No. 8. 1975; 89 pages; Geneva.*

Mental Health Services in Developing Countries. Papers presented at a WHO seminar on the Organization of Mental Health Services, Addis Ababa, 1973. Edited by T. A. Baasher, G. M. Carstairs, R. Giel, and F. R. Hassler. *1975; 132 pages; Geneva.*

1974 Evaluations of Some Pesticide Residues in Food. *WHO Pesticide Residues Series, No. 4. 1975; 545 pages; Geneva.*

Report of the Regional Director, July 1974 to June 1975. Regional Office for Europe, Copenhagen. *WHO. 1975; 105 pages; Geneva.*

Twenty-Eighth World Health Assembly, Geneva, 13-30 May 1975. Part II. Verbatim records of plenary meetings, Summary records, and reports of committees. Official Records of the World Health Organization No. 227. *1975; 727 pages; Geneva.*

WHO publication may be obtained from Q Corp., 49 Sheridan Ave., Albany, N.Y. 12210.

**NONFEDERAL**

Only Human. Teenage Pregnancy and Parenthood. By Marion Howard. *1976; 261 pages; \$8.95. A Continuum Book, The Seabury Press, 815 Second Ave., New York, N.Y. 10017.*

The Woman Alcoholic. By Vera Lindbeck. *Public Affairs Pamphlet No. 529. October 1975; 28 pages; 35 cents. Public Affairs Pamphlets, 381 Park Ave. South, New York, N.Y. 10016.*

Sex Education for Disabled Persons. By Irving R. Dickman. *Public Affairs Pamphlet No. 531. December 1975;*

*27 pages; 35 cents. Public Affairs Pamphlets, 381 Park Ave. South, New York, N.Y. 10016.*

Publications Catalog 1974-75. *National League for Nursing, 10 Columbus Circle, New York, N.Y. 10019.*

A Practical Manual for County Officials on the Treatment of Alcoholism. By Jean Hanmer, Michael Benjamin, and Gary Jacobs. *1975; 50 pages. National Association of Counties Research Foundation, Alcoholism and Alcohol Abuse Program, 1735 New York Ave., NW, Fifth floor, Washington, D.C. 20006.*

A Guide to Fundraising & Proposal Writing. By Joan Kennedy, Earl Anthes, Jerry Cronin, and Carolyn Strong. *1975; 42 pages; \$5, 10 percent discount for orders of 10 or more. Independent Community Consultants, Inc., P.O. Box 141, Hampton, Ark. 71744.*

Bibliography of Community Development Information Sources. Edited by Jerry Cronin, Earl Anthes, and Carolyn Strong. *1975. Independent Community Consultants, P.O. Box 141, Hampton, Ark. 71744.*

College Programs for Paraprofessionals. A Directory of Degree-Granting Programs in the Human Services. Compiled by New Human Services Institute, New York City. *1975; 135 pages; \$9.95. Human Sciences Press, 72 Fifth Ave., New York, N.Y. 10011.*

Contraceptive Technology, 1976-77. 8th revision. By Robert A. Hatcher, MD, Gary Stewart, MD, Felicia Guest, Richard Finkelstein, and Charles Godwin. *1975; 144 pages; \$2.95. Irvington Publishers, Inc., 551 Fifth Ave., New York, N.Y. 10017.*

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