

Ideas

IDEAS are for you and from you. In this section we want to report on new techniques and ways of doing things—new ideas in public health practice. The emphasis is on method, procedure, tools, concepts, and the practical solutions to everyday problems: new twists and adaptations, for example, on maintaining two-way communication between the people we work with; on records systems and stock control; on epidemiology, program planning, and budget control; on assembling, timing, conduct of prenatal classes, and follow-up of school health examinations . . . the list has no end. We are looking for ideas—large or small—that have helped you and might help others in health departments, hospitals, voluntary health agencies, schools, and so on. If you feel that a place of exchange such as this will be useful, let us hear from you—with ideas.

—THE EDITORS

County PHN Boards

MINNESOTA. Down-to-earth ideas on how to make a county public health nursing advisory board realize its full potential in community health are summarized in a manual of the State Health Department. The boards are part of county government. Members include a commissioner, the superintendent of schools, the health officer or a physician, usually a dentist, and several other "residents of the county."

The manual points up the responsibilities of the board in the administration of public health nursing services and in interpreting health needs and programs to the community. It discusses the board's organization and function (a draft constitution is included) the recruiting of a nurse, and what to do while a vacancy interrupts services. Included are practical ideas of how to help the nurse with her job and how to go about program planning. On-the-job training, work with student and practical nurses, and the importance of clerical assistance are stressed.

Cardiac Course for GPs

NEWARK, N. J. For the second year general practitioners are being given an opportunity to become familiar with the newer knowledge and techniques of early cardiac case finding. The program began at St. Michael's Hospital in 1950. Announcement of the course resulted in 600 applications, although facilities permitted only 75 participants. The current course has 81 students selected from the original applicants.

The course consists of 20 full-day sessions, each with a 2-hour lecture plus ward rounds and clinics. Groups of seven physicians were given special training sessions in fluoroscopy, electrocardiography, and pathology. For physicians who exhibited unusual interest, additional special courses have been provided.

Traveling expenses are borne by the physicians, who also pay a \$5 fee. Students were selected on a geographic basis and it has been observed that those having to come the greatest distances are the most faithful in attendance. Many physicians have remarked on the value of the course to their practice of medicine. A number have noted that their prestige has been raised in the eyes of their patients. To aid in explaining the absence of physicians from their communities a day each week, local press announcements are contemplated.

From the 1950 group, six physicians are now contributing their

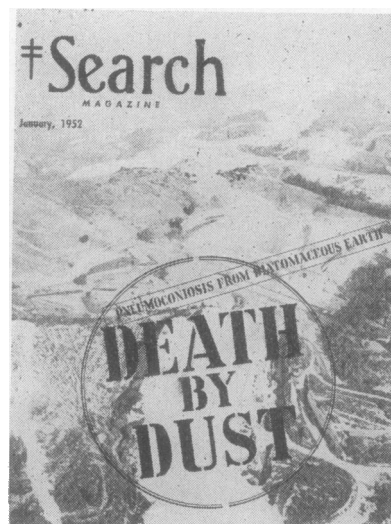
services to heart clinics, where the attendance has greatly increased because of the greater number of referrals from physicians from all parts of the State.

Staff members active in developing this course included Drs. Nicholas Antonius and Harrold Murray, presidents-elect of the Essex County and of the New Jersey State Medical Societies, respectively, and Dr. Bernard O'Connor. The work is actively supported by the New Jersey State Department of Health, Dr. Daniel Bergsma, commissioner, and Dr. Marion R. Stanford, chief of the section on heart diseases.

"Search" for News

CALIFORNIA. "Issued in the interest of Public Health by your local tuberculosis association" is *Search Magazine*, journal of the California Tuberculosis and Health Association. It appears monthly in news magazine style and reports in text and pictures (and in two colors) the health developments in California and the West.

A recent issue (see reproduction of cover) told the story of "bloody 99," the Sacramento-to-Los Angeles highway with 211 fatalities and 2,682 casualties in 1950; reported on the December clinical session of the American Medical Association; recorded in pictures (from San Diego)



the work of the public health nurse; discussed malpractice; commented on the aging population and the needs of children; and reported on pneumoconiosis from diatomaceous earth, as well as other health news of the month.

Search, first issued in June 1951, is directed by an editorial board of 10 members including 4 physicians. It was conceived to present health news to both physicians and non-medical health workers. Of the circulation of nearly 30,000 copies, more than 16,000 go to physicians.

Civil Defense Nursing

MARYLAND. The experience of nurses who attended an institute on nursing aspects of atomic warfare in Rochester, N. Y., has been drawn upon in developing a training program in Baltimore and outlying counties. With the help of the nurses who attended the advance course, the State health department developed, in manual form, a suggested training course. So far, some 3,000 professional nurses have received initial civil defense training. Included are many inactive nurses as well as those currently employed in industry, hospitals, private duty, public health, and as student nurses.

Rabies Control

VIRGINIA. Working from a 1948 ordinance requiring vaccination of all dogs, Pittsylvania County has cut reported rabies cases from 38 to 1 in a single season. Public health clinics for vaccination were set up at 91 stations. Printed placards with clinic schedules were posted.

The Virginia Department of Health purchased a well-tested vaccine in bulk, and distributed it to veterinarians locally. They in turn repaid the State out of clinic fees of 75 cents per dog. Certificates of vaccination were provided dog owners by the veterinarians. During the program, uncontrolled dogs were taken into custody, and strays were destroyed.

On the Trail



ATLANTA. The cartoon strip technique is being used to explain technical sewage treatment processes to people without technical training. It is the work of Ed Dodd, creator of the comic strip "Mark Trail."

He has done a series of pictures in which Mark, his young friend Scotty, and their dog Andy are shown through a sewage treatment plant by an engineer. In a combination of drawings and readable text, Mr.

Dodd makes the step-by-step process of sewage treatment clear to adults and young people alike, without sacrifice of technical accuracy.

The sequence reproduced here appears in a new 16-page full-color cartoon book, "The Fight to Save America's Waters," drawn as a public service by Mr. Dodd. The booklet is available through State water pollution authorities.