NEWS OF AFFILIATED SOCIETIES AND BRANCHES

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MARYLAND PUBLIC HEALTH ASSOCIATION, C. Murray Wylie, M.D., 615 North Wolfe St., Baltimore 5
MASSACHUSETTS PUBLIC HEALTH ASSOCIATION, Mrs. Elisabeth K. Caso, 1 Shattuck St., Boston
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Utah: Focus on Communicating Better

“Communication for Health Action” was the theme of the Utah Public Health Association’s 25th annual meeting, May 7-8, in Salt Lake City. The keynote address, “Communication in Public Health,” was given by Mayhew Derryberry, Ph.D., chief, Health Education and Information Branch, Public Health Service, who likewise presented a critique and summary of the program at its close entitled “These Things We’ve Learned.” A panel discussion on the first morning entitled “The Logistics of Communication” was concerned with
the inability of the community to secure public support for a fluoridation program and a polio immunization program.

Following a luncheon session address by Ernest H. Dean of the Utah State Legislature on "The Economics in Utah's Public Health Future," section meetings were held for public health nurses, health officers, and sanitarians. Among the speakers were Betty W. Bond, R.N., M.P.H., chief, Health Education Services, Minneapolis (Minn.) Health Department, whose topic was "Image of the Public Health Nurse"; and James A. Miller, director, Salt Lake County Department of Public Welfare, with a paper on "Application of Sociological Factors in a Sanitation Program." A "Highlight Meeting" in the evening was on the subject of "Mass Hysteria in Civil Emergency," at which a paper on "Psychological Expectations in Disaster Planning" was given by Dr. Valentin Wohlauer.

The Communicable Disease Center, Atlanta, Ga., was the sponsor of the second morning's program, a seminar on viral hepatitis. The afternoon was given over to a "Communications Exercise" for planning a community action program against infectious hepatitis. This was a practical workout in a staff-planning setting and involved as role players, a health officer, two public health nurses, an educator, two sanitarians, and three resource persons in epidemiology, community development, and mass media. Audience participation followed.

New president of UPHA is Franklin Brough of the Utah TB and Health Association, 1941 South 11th East, Salt Lake City. Katherine Brandon, M.D., P.O. Box 25, Foothill Station, Salt Lake City, continues as secretary. Robert G. Bull, chief, Division of Migrant Health, Western Regional Office of APHA, San Francisco, represented Western Branch-APHA at the meeting. He also was a member of the reactor panel to the session on logistics in communication.

Southern Branch Meets with Virginia

"Medical Care—Its Place in Public Health" was the topic that claimed the attention of delegates to the Southern Branch—APHA's 30th annual meeting, May 2-4, in Roanoke, Va. Convening May 1 and joining Southern Branch for the balance of its sessions was the Virginia Public Health Association.

Helen Weismann, president of VPHA, joined with Dr. Mack I. Shanholz, state health commissioner of Virginia, in extending welcome to the Southern Branch-APHA at the First General Session, presided over by SB-APHA president, M. L. McDonald. Dr. Robert D. Wright, Office of the Surgeon General, Public Health Service, keynoted the meeting with a paper on "The Challenge of Medical Care Programs."

Dr. Wright, introduced by Elizabeth S. Holley, program chairman, observed that the medical profession, overburdened with technology, is tending to lose sight of the meaning of the word "care," with resultant complaints from patients about the lack of consideration and consolation in the care they receive. "Public health officials," he said, "can help regain the meaning of the word," suggesting that official agencies through supporting activities are able to provide leadership to private practitioners in the improvement of personal services.

At the Second General Session a symposium was held on "The People's Needs and Some Approaches to Medical Care." Dr. Hamilton W. Stevens presided and Dr. Shanholz was moderator. Six panelists took part in the symposium.

The first paper of the symposium was by Dr. Thomas Arnett of Group Health Association, Inc., Washington, D. C. (read in his absence by Robert L. Johnson of the University of Kentucky), who
said that the preventive approach which was more and more made in a group practice setting is necessary for the best medical care. In the paper which followed, J. F. Follman, Jr., of the Health Insurance Association of America, stated that more than one-half of the 17 million Americans 65 years of age and older were covered by various forms of voluntary health insurance protection. This fact, coupled with present provisions for medical care for the aged through Old Age Assistance and the Kerr-Mills program, makes many persons feel that there is no necessity for a care program financed through the Social Security mechanism, he said.

Another panelist, Dr. William H. Stewart, of the Community Health Services Division, Public Health Service, said three jobs for community health were urgent: to develop resources for care outside of hospitals for those not needing hospitalization; to coordinate all health resources in a community for efficient use; and to stimulate public acceptance and support of the health occupations. Louis S. Reed of the Social Security Administration, who followed Dr. Stewart, defined ideal medical care as including the provision for every citizen of all health services necessary for the prevention of disease and the maintenance of physical and mental health as well. Medical care needs are being only partially met, he said. Noting that low income families have more illness, he pointed out that among those with incomes lower than $2,000, only 33 per cent have hospital insurance.

Symposium participant Kenneth E. Pohlmann of the United Mineworkers of America remarked that labor's insistence over the past 25 years upon including health services, particularly for the aging, under Social Security "has finally struck a responsive chord in many quarters." Emphasis in his talk was on medicine "as a social science as well as a biological one," a fact "medical educators are coming to recognize," although this concept, he said, has not yet had "any serious impact on the practice of medicine."

Representing the local health officer's point of view on the panel was Dr. John T. Hundley, director of public health, Lynchburg, Va., who gave some criteria for the hospitalization of the indigent with public funds. These should be spent for "needed medical care" only, which he defined as: hospitalization for acute emergency; curative care; rehabilitation to productive living or self-care; and needed hospital procedures to alleviate, confirm, or determine a diagnosis and to establish a reliable prognosis on which to base further medical efforts.

The over-all theme of the meeting was correlated with topics on the programs of six of the sections. Papers on the quality and continuity of care and on prepaid dental care were among those heard at sessions of Dental Health. Health Education held a panel discussion on "The Health Educator in a Medical Care Program from Three Points of View" (educator, health officer, dentist). Health officers discussed problems in medical care administration. Nutritionists and nurses dealt with implications for program of medical care. Dr. Cecil Sheps of the University of Pittsburgh Graduate School of Public Health spoke to the newly organized Medical Care Section on "The Challenge and Opportunities of the Medical Care Section of the Southern Branch." This new section had been responsible for helping develop and coordinate much of the program for SB-APHA's 30th annual meeting.

The Third General Session was devoted to another symposium, this time on "The Professions Respond to the Challenge," with panelists representing national societies. Dr. Herbert L. Cooper spoke for the American Dental Associa-
tion; Dr. Richard J. Ackart, American Hospital Association; Dr. Charles L. Hudson, American Medical Association; Margaret McLaughlin, American Nurses Association; and Dr. Caldwell B. Esselstyn, American Public Health Association.

Dr. Edwin Preston, public relations officer, North Carolina State Board of Health, was summarizer for the meeting at the Fourth General Session, covering his assignment under the topic “Communications as a Key to Medical Care for Our People.”

At the annual banquet Howard E. Hough, secretary of the Public Health Committee of the Paper Cup and Container Institute, presented the institute’s Samuel J. Crumbine award to the city of Rocky Mount (N. C.) Health Department (see A.J.P.H., June, 1962, page 1060). For the first time in the history of the Southern Branch an Award of Merit was made. This was presented to Dr. J. W. Roy Norton, President-Elect of the American Public Health Association, for “outstanding contributions to the sixteen southern states in the field of public health.”

Officers of the Southern Branch-APHA elected for 1962-1963 are:

President—Hamilton W. Stevens, M.D., district health director, Buncombe County Board of Health, Asheville, N. C.
President-Elect and Secretary-Treasurer—Harry W. Bruce, Jr., D.D.S., chief, Manpower and Education Branch, Division of Dental Public Health and Resources, Public Health Service, Washington, D. C.
First Vice-President—Elizabeth Holley, associate professor, Department of Public Health Nursing, School of Public Health, University of North Carolina.
Second Vice-President—H. D. Boone, health program representative, State Health Department, Jackson, Miss.

Representative to Governing Council, APHA—M. L. McDonald, administrator, Caruth Memorial Rehabilitation Center, Dallas, Tex.

Dr. John D. Hammer, Ashland, Va., regional director of local health services, Virginia State Department of Health, assumed the office of president, Virginia Public Health Association. His fellow officers for 1962 are:

President-Elect—A. Clarke Slaymaker, chief sanitarian, Alexandria City Health Department.
Vice-President—Virginia L. Williams, nursing supervisor, State Department of Health, Richmond.
Secretary-Treasurer—Robert M. Parker, assistant health educator, Norfolk City Health Department.

The papers presented at the general sessions of this annual meeting of the Southern Branch-APHA have been reproduced for sale to interested persons. Copies may be obtained from the Regional Office, Southern Branch, American Public Health Association, P.O. Box 2591, Birmingham 2, Ala.; $1 each.

The Public Health Nurses’ Field Teaching Conference, held annually in connection with the Southern Branch-APHA meeting, convened April 30 and May 1.

**Wyoming Sponsors Health Conference**

The Wyoming Public Health Association, just past its second birthday as an APHA affiliate, was sponsor of the Wyoming Health Conference in May (4-6) held in Thermopolis. The cooperating health agencies, both voluntary and official, for the conference numbered 21, most of them on the state level, with regional and national agency representation also. Some 300 delegates registered for the conference which reporters have called “outstanding” and “full of vitality.” Fifteen of the speakers were from out of state, including “highlighter” James M. Hundley, M.D., Assistant Surgeon General, Public Health Service, Washington, D. C.

Among the topics and speakers to them were: “Cooperation Between Western Branch and the Voluntary Agency,” Robert Bull, chief, Division of Migrant Health, Western Regional
Office-APHA, San Francisco; “Animal Diseases Which Affect the Human Population,” E. D. Barrows, D.V.M., state veterinarian, Livestock and Sanitary Board, Cheyenne; “25 Years in Breast Cancer Research,” Dr. Robert Huseby, medical director, American Medical Center, Denver (sponsored by the American Cancer Society, Wyoming Division); “Problems and Progress in Cardiovascular Disease,” Cloyd C. Hofheins, M.D., instructor, University of Utah Medical School, medical consultant, Salt Lake City Public Schools (sponsored by the Wyoming Heart Association); “A Look at Birth Defects,” T. F. Pfundt, M.D., professor of pediatrics, Creighton University School of Medicine, and director of National Foundation Birth Defects Center in Omaha, Neb. (sponsored by the March of Dimes); “Rehabilitation in Action,” Mr. Harold Russell, trustee, National Society for Crippled Children and Adults (sponsored by the Wyoming Society for Crippled Children and Adults, Inc.); and “This Matter of Boards,” Charles Crowell, attorney-at-law, Casper.

Among a host of displays was one on diabetes which set the stage for professionally attended diabetes blood tests offered gratis at the conference. A showing of a Civil Defense Emergency Hospital and other Wyoming and U. S. Civil Defense projects was coordinated by Don Leatherman of Denver, Public Health Service Area Coordinator for Civil Defense Hospitals.

Houston Edwards, of the Wyoming Hospital Association, Wheatland, is the new president of WPHA, succeeding Mrs. Martin W. Ferguson. Re-elected as secretary was Lee Holder, 1019 Grand Avenue, Laramie.

"Leadership in Public Health"

This was the theme of the Louisiana Public Health Association’s annual meeting held May 24-25 in Shreveport.

LPHA president, A. G. Owens, R.S., opened the general session. Principal speakers at this were Dr. Roy T. Lester, manager of the American Medical Association’s Washington Office, who spoke on “Health and Legislation”; Dr. William J. Brown, chief, Venereal Disease Branch, Communicable Disease Center, Public Health Service, on “Our Goal Is the Eradication of Syphilis”; and Dr. Sam L. Gill of Shreveport, whose topic was “Aging of the Population—A Challenge for Leadership.”

Among the papers and their presenters at the sectional meetings were: “Medical Care Programs of the State Department of Public Welfare,” Dr. J. D. Martin, medical director, State Department of Public Welfare, Baton Rouge; “Coping with the Recalcitrant Tuberculosis Patient,” Dr. John M. Bruce, chief, Chronic Disease and Tuberculosis Control, Louisiana State Board of Health, New Orleans; “Challenge of Venereal Diseases,” Dr. Frank R. Gomila, Jr., director, Delgado Out-Patient Clinic, New Orleans; and “The Isolation, Identification, and Classification of Enterobacteriaceae,” Miss Lucille Godelfer, assistant director, Division of Laboratories, Louisiana State Board of Health, New Orleans.

Dr. Maurice Campagna of New Orleans received the Axson-Choppin Award, the highest honor given by LPHA to a person who is not in public health full-time. He was honored for his efforts in helping the development of the tuberculosis control program in Louisiana over a number of years. The Dr. Felix Formento Memorial Award was given to Mrs. Charlotte Aiken, New Orleans housewife, mother, and grandmother, for her many years of service in developing better understanding in family relationships. Graves J. Grant, chief, Sanitarian Services Section, Louisiana State Board of Health, New Orleans, received the Dr. A. B. White Memorial Award for long-time, meri-
torious, and diligent services in developing high-caliber sanitarian services in the state, and for his role in developing the sanitarian survey methods and evaluation program. Mrs. Emily Naquin of Lafayette, recently retired public health nurse, was given the Agnes Morris Memorial Award in recognition of her long-time faithful services. There were 24 persons who received 20-year pins, for service in public health, with ten-year certificates going to another 64.

The new officers of LPHA are:

President—George M. Ineichen, P.O. Box 1872, Monroe
First Vice-President—Dr. John Bruce, P.O. Box 630, New Orleans
Second Vice-President—William Noble, P.O. Box 3561, Shreveport
Secretary—John Lemasson, P.O. Box 630, New Orleans
Treasurer—Edna Irl Mewhinney, P.O. Box 630, New Orleans

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Family Planning

A guide to contraceptive methods and materials, with a special section on infertility and what to do about it, has been prepared by the editors of “Consumers Reports” and Dr. Allan F. Guttmacher, clinical professor of obstetrics and gynecology at the College of Physicians and Surgeons, Columbia University, and president-elect of the Planned Parenthood Federation of America. The publication, “The Consumers Union Report on Family Planning,” offers comparisons of contraceptive methods in terms of effectiveness, cost, convenience, and safety; brand-name ratings of materials; and suggests to childless couples when and where to go for treatment. Available as a counseling guide to physicians, public health and social workers, other professional counselors, and married persons seeking family planning information on a physician’s advice. Those meeting these requirements may obtain a copy from Consumers Union, Dept. R, Mount Vernon, N. Y., for $1.75.