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Arizona State Department of Health.

PROPOSED PROGRAM OF HEALTH EDUCATION
to be conducted by the
ARIZONA STATE BOARD OF HEALTH
for the purpose of promoting health in
the schools and communities of the State.

1938

It is the hope of this Department to extend throughout the State a generalized program of health education which will receive the approval and the cooperation of the Arizona Medical Association, the Arizona Dental Association and the Arizona State Board of Health. Therefore, in order to bring about a well-rounded program, the following activities have been suggested:

(1) Lectures and health talks to be given by the physicians and dentists of the State with occasional talks by some member of the State Department of Health. The talks or lectures, given by the physicians and other individuals, may be written by them and re-edited by the Secretary of the State Medical Association with the help of the Public Relations Committee and the Educational Director of Public Health or, preferably, prepared lectures may be sent to the various physicians who have volunteered to give such talks. These talks are to be given to lay groups, civic organizations, P. T. A. Groups, etc. and to school assemblies, and are to deal with those subjects which have been selected and approved by the Medical and Dental Associations and the Educational Director of the Department of Health.

(2) Motion pictures will be given separately and in conjunction with talks by physicians, dentists and members of the Department of Health. The pictures which will be available for use will cover such subjects as Tuberculosis, Venereal Disease, Cancer, Maternal and Child Hygiene and other general health subjects. These motion pictures may be used to supplement or augment talks to lay groups and to school groups and have proved in the past to be invaluable assistance to lecturers. The films will be furnished by the State Department of Health, United States Public Health Service, Children's Bureau of the United States Department of Labor, Arizona Tuberculosis Association and other organizations who have volunteered to contribute films. All films will first be submitted to the Public Relations Committee of the Medical Association for approval.

(3) Radio broadcasts to be sponsored jointly by the Arizona Medical Association, the Arizona State Department of Health, and by the other organizations that wish to contribute to the program and have been approved as co-sponsors by the Medical Association. A series of radio broadcasts, time for which has been donated by Station KOY in Phoenix will be given over this station throughout the fall and winter months. This station has been chosen in view of the fact that radio "hook-ups" have been made with local stations in Tucson, Bisbee and Jerome. The radio programs will consist of 15 minute talks on various health and medical subjects by physicians and other qualified individuals who have received the joint approval of the interested groups.

(4) Mechanized, electrical exhibits will be placed on display by the Department of Health in various cities throughout the State. These exhibits dealing principally with venereal disease and maternal and child hygiene will be furnished by the United States Public Health Service and the Children's Bureau of the Department of Labor. These exhibits will first be reviewed and approved by the Public Relations Committee of the Arizona Medical Association.

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(5). Pamphlets, bulletins, leaflets, etc. will be distributed throughout the state to physicians, lay groups and school groups. The materials distributed will refer to a great many subjects pertaining to the fields of medicine, public health, school health, sanitation, nursing, infant hygiene, etc.

(6). The Department of Health's News Bulletin will be distributed to all physicians and other interested groups. This bulletin will contain articles written by private practicing physicians and dentists, and members of the health department. Monthly communicable disease reports and other articles of interest to both lay and technical groups will be included in this bulletin.

(7). Newspaper and magazine articles will be arranged for the Educational Director of the Health Department. These articles will be written by individuals qualified for such work, who have received the approval of the Medical Association.

(8). Posters and other exhibits will be displayed in the various communities throughout the state for general health education work. It is the desire of the Director of this Division that physicians and dentists recommend and approve the posters and exhibits that will be used.

(9). Correspondence with all of the states and all outlying possessions of the United States will be kept up by this Division in order that materials and suggestions might be obtained from other sources. This activity is added in the belief that the material which is obtained might prove of interest and value to the physicians and dentists of the state as well as the Department of Health.

(10). It is the hope of this Department that a small Health Library will be established within a year. This will be a free lending library, except for postage, and will contain magazines, journals and books dealing with all phases of medicine and public health. The facilities of this library will only be available to physicians, dentists and educators. (New books added to the library will be reviewed each month in the Arizona Public Health News.).

(11). Miscellaneous educational features, especially for school groups, will be arranged by the Educational Director. However, all materials made available for the schools must first receive the approval of the school authorities and the Medical Association.

This program is not to be considered inflexible. There probably will be changes in every feature in order that the program may be adjusted to the varying conditions and individual differences which will be met in every county. To be completely successful this program must be carried on in such a manner that the activities of the Medical and Dental Associations and the Department of Health will be coordinated to the best interests of the people of the State of Arizona.

This plan for a health education program has been submitted to the Arizona Medical Association, the Arizona Dental Association and, the Arizona State Board of Health for approval of the activities mentioned herein.

FRANK R. WILLIAMS, M.D.

Educational Director of Public Health

The following materials and publications can now be obtained, without charge, from the Arizona State Board of Health and the other organizations which are named:

Publications pertaining to Maternal and Child Hygiene:

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| 1. Baby, The | Children's Bureau |
| 2. Babies, Sunlight For | Children's Bureau |
| 3. Babies, What Builds | Children's Bureau |
| 4. Child From One To Six, The | Children's Bureau |
| 5. Children, Good Habits For | Metropolitan Life |
| 6. Expectant Mother, The | Children's Bureau |
| 7. Infant Care | Children's Bureau |
| 8. Prenatal Care | Children's Bureau |
| 9. What Do Growing Children Need? | Board of Health (only) |

Publications pertaining to Communicable Disease:

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| 1. Colds, Influenza and Pneumonia | Metropolitan Life |
| 2. Diphtheria | Metropolitan Life
Board of Health (Leaflet) |
| 3. Infantile Paralysis | Metropolitan Life |
| 4. Measles | Metropolitan Life
Board of Health (Leaflet) |
| 5. Rabies | Metropolitan Life |
| 6. Scarlet Fever | Metropolitan Life
Board of Health (Leaflet) |
| 7. Smallpox | Metropolitan Life
Board of Health (Leaflet) |
| 8. Tuberculosis | Metropolitan Life |
| 9. Tuberculosis In Childhood | Board of Health (Only) |
| 10. Tuberculosis, Why Does It Run In
The Family | National T.B. Assoc. |
| 11. (Tuberculosis) in The Teens | National T.B. Assoc. |
| 12. Tuberculosis, What You Should Know About | Metropolitan Life |

13. Tuberculosis, The Incidence of
(Infection In Childhood)
Board of Health
14. Whooping Cough Metropolitan Life
15. Communicable Diseases, Home Care of
Board of Health (Only)

Publications Pertaining to Venereal Diseases:

1. Gonorrhoea Board of Health (Leaflet)
2. Gonorrhoea, Facts About U.S. Public Health Service
3. Great Imitator, The Metropolitan Life
4. Manpower (Venereal Diseases) U.S. Public Health Service
5. Women, Facts For Young " " "
6. Syphilis - Its Cause, Its Spread,
Its Cure " " "
- * 7. Management of Syphilis in General
Practice " " "
- * 8. The Diagnosis of Syphilis By The
General Practitioner " " "
- † 9. Facts about Gonorrhoea " " "

Publications Pertaining to Functional and Other Disorders:

1. Appendicitis Metropolitan Life
2. Cancer Metropolitan Life
3. Cancer U.S. Public Health Service
4. Diabetes Metropolitan Life
5. Hearing Metropolitan life
6. Heart, Your
7. (Give your Heart A Chance) Metropolitan Life
8. Health, Happiness and Long Life Metropolitan Life
9. Life, Concerning The Better Half Of
Metropolitan Life
10. Life, Standing Up To Metropolitan Life
11. Sleep Metropolitan Life
12. Tonsils and Adenoids Metropolitan Life
13. Goiter Metropolitan Life

*For Physicians only † To be ordered

Books and other publications:

PUBLIC HEALTH

1. Public Health Administration In The U.S. 1930 W.C. Smillie
2. Preventive Medicine And Hygiene 1936 H. Rosenau
3. Health Horizons 1951 Broadhurst & Lorrigo
4. Rural Public Health Service 1933 Freeman
5. Measuring Health Needs In An Urban District 1956 WicHL
6. A Cross Section of Rural Health Progress 1930 Mustard
7. Annual Report of The Surgeon General 1957 Parman
8. Ten Years Of Rural Health Work 1935
9. Public Health Reports (Vols. 40-45, 1925-1930)
Vols. 50-51, 1935-1936) U.S.P.H.S.

Nutrition

1. Nutrition Of The Infant And Child 1937 Boyd
2. Nutritive Aspects Of Canned Foods 1937 Am. Can Co.
3. Handbook of Nutrition For The Public Health Worker Winckler
4. Food In Health And Disease 1937 K. Mitchell

Epidemiology And Communicable Diseases:

1. Epidemiology And Crowd Diseases 1935 Greenwood
2. Tuberculin Handbook 1936 Halliday & Sutherland
3. Experimental Pathology And Pathologic Histology
Produced BY The Toxin Of Vibriion Cystique
In Animals 1936 U.S.P.H.S.
4. Communicable Disease Control 1951 U.S.P.H.S.
5. Principles of Epidemiology 1951 C.O. Stallybras

Publications Pertaining To Nutrition:

1. Depression Tragedy
2. Digestion (Your Inside Story)
3. Calories
4. Cook Book Metropolitan Life
5. Foods For Growing Boys and Girls
6. Family Food Supply, The Metropolitan
7. Gaining Weight
8. Novel and Tested Recipes Metropolitan Life
9. Overweight and Underweight " "
10. Planning Meals " "
11. Milk " "
12. Three Meals A Day " "
13. Why Drink Milk?
14. Vitamins

Publications Pertaining to School Health:

1. Accident Prevention In the Home
2. Bacteria, The Nature of
3. Custodian Of The School Child, The
4. Deformity, The Prevention Of (The Significance of Posture) State Board of Security and Public Welfare.
5. Handwashing Facilities In The Schools- Metropolitan Life
6. Health Education in the State Normal School at Towson, Maryland - Metropolitan Life
7. Health Heroes Metropolitan Life
 - a. Florence Nightingale
 - b. Robert Koch
 - c. Edward Jenner
 - d. Louis Pasteur
 - e. Walter Reed
 - f. Trudeau

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| 6. T.E. Education | 1936 | Road |
| 7. Health Through Prevention and Control of Diseases | 1925 | Wood & Rowell |

Books and other publications:

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| 8. A Practicable School Health Program | Metropolitan Life |
| 9. Health, Teaching | Metropolitan Life |
| 10. Teaching Health TO Student Teachers | Metropolitan Life |
| First Aid | |
| 11. First Aid | Metropolitan Life |
| 12. Industrial Safety In The Schools | |
| 13. Safe Walkers, The | |
| 14. When The Unexpected Happens | |

Publications Pertaining TO Oral Hygiene:

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| 1. Good Teeth | Metropolitan Life |
| 2. Good Teeth in All Ages | Metropolitan Life |
| 3. Healthy Teeth | |

Sanitation

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| 1. Hypo Chlorination of Water | Mathieson Alkali |
| 2. Swimming Pools & Other Public Bathing Places | Wallace & Fieman Co., Inc. |
| 3. Drinking Water Standards | U.S.P.E.S. |
| 4. Milk Standards | U.S.P.E.S. |

Statistics

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| 1. Why Register? | U.S. Census Bureau |
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Journals:

1. Journal of Nursing
2. Journal of The American Medical Association
3. American Journal of Public Health
4. American Journal of Nursing
5. Journal of Social Hygiene
6. Venereal Disease Information
7. Public Health Reports
8. Journal (Archives) of Dermatology and Syphilology
9. Health Officer
10. The Child-Children's Bureau
11. Hygica
12. Journal of The American Water Works Association
13. Beach and Pool
14. Municipal Sanitation

State Bulletins

Health Bulletins from the 48 states, District of Columbia and territorial Possessions are received and placed on file by the division of Health Education

Statistics

Statistical information on diseases, births and deaths may be obtained from the division of vital statistics, Arizona State Board of Health Charts and graphs will be made on request if sufficient time is given for preparation.

Mental Hygiene:

1. Textbook of Psychiatry 1936 Noyes
2. Health For Body And Mind 1936 Cobb
3. Mental Hygiene And Education 1936 S. Lerman
4. A Manual Of Psychiatry 1938 Rosanoff
5. Emotional Hygiene 1937 Anderson

Maternal And Child Hygiene:

1. Socio-Economic Factors And Child Health
1932 American Child Health Assoc.
2. Growing Up (Excellent book giving an elementary discussion of reproduction etc.)
1937 Carl de Schweinitz
3. Mother And Baby Care In Pictures 1937 L. Zabriskie
4. Getting Ready To Be A Mother 1934 Van Blarcom
5. The Child And The Tuberculosis Problem
1932 J.A. Meyers
6. Health Protection For The Pre-school child
1931 White House Conference

Healthful Living:

1. The Human Mechanism 1929 Hough-Sedgwick Waddell
2. The Human Body And Its Care 1928 Newmayer & Bromé
3. The Vital Capacity Of The Lungs 1933 J.A. Meyers
4. An Elementary Manual of Physiology
1936 Russell-Burtonopitz
5. Personal Hygiene Applied 1937 J.F. Williams
6. The Traffic In Health 1937 C. Solomon M.D.
7. How To Conquer Constipation 1938 J.F. Montague
8. How To Live 1938 I. Fisher & H. Emerson

Health Education

1. Hand book of Health Education 1936 Ruth Grout

Medical Texts:

1. Nelson's Loose-leaf Living Medicine
2. Operative Surgery Horsley
3. The Medical Department of the United States Army
In The World War (17 Volumes)
4. Sajou's Analytical Cyclopedic of Practical Medicine
(18 Volumes-1938 Vol. 18)
5. Pharmaco-Therapeutics- Materia Medica And
Drug Action Solis Cohen
6. Diseases of The Skin And Syphilis Strickler
7. U.S. Dispensary (20th.)
- *8. Archives of Dermatology AND Syphilology

Miscellaneous:

1. Problem of Indian Administration 1928
2. Organization, Construction and Management of Hospitals
Oschner &
Sturn

*To be ordered

Nursing:

1. Survey of Public Health Nursing 1954 Commonwealth
2. Social And Ethical Significance of Nursing 1952 Goodrich
3. Obstretical Nursing 1922 Van Blarcom
4. Manual for Public Health Nursing 1936 N.O.P.H.N.
5. Acurriculum Guide For Schools of Nursing 1937 National League
or Nursing Edu.
6. The Art of Public Health Nursing 1935 Bryan

Sociology

1. Introduction To Sociology 1976 D.E. Kulp II
2. 50 years of Work with Girls -- 1883-1933 Florence
Crittention Foundation

Oral Hygiene

1. Diet And Dental Health 1933 Hanks
2. Dental Survey of School Children
Ages 6-14 years made in 1935-4 in 28 states U.S.P.C.
- 3.

School Health

1. Supervision And Medical Inspection Of Schools
1928 Wood & Howell
- 2.

Veneral Disease Control

1. Shadow On The Land - Syphilis- 1937 Parren
2. Disease And Destiny
3. Ten Million Americans Have It 1937 Becker

Addresses of the Organizations from which health publications
and materials can be obtained:

Metropolitan Life Insurance Company
600 Stockton Street, San Francisco, California

Children's Bureau
Children's Bureau, United States Department of Labor
Washington, D.C.

Arizona State Department of Health
Educational Director, Arizona State Board of Health
Phoenix, Arizona

United States Public Health Service
United States Public Health Service, Treasury Department
Washington, D.C.

New York Life Insurance Company

John Hancock Life Insurance Company

American Social Hygiene Association
50 West 50th. Street, New York City, New York

Posters and charts which can be obtained from the State Board of Health on a loan basis:

1. Syphilis - A series of posters dealing with the effects of syphilis and how to prevent the disease itself.
2. Cancer - A single poster dealing with the control and prevention of cancer.
3. Tuberculosis - A series of posters and iso-type charts dealing with tuberculosis morbidity and mortality and with the control measures and prevention of this disease.
4. Venereal Diseases - Series of posters dealing with the control and prevention of both gonorrhoea and syphilis*
5. Congenital syphilis - A series of posters dealing with the control and prevention of syphilis during the prenatal stages. (Can be used for emphasizing prenatal examinations)
6. Nutrition- A single poster dealing with the health aspect of milk. (Printed by the Thatcher Manufacturing Company)

*These posters have been ordered but will not be available until December 15, 1938.

DEPARTMENT OF
LIBRARY AND ARCHIVES
ARIZONA

A list of Health Films obtainable from this division of the Health Department will be forwarded at a later date. Every film must first receive the approval of the following members of the Film Preview Committee:

Mr. Ned Hill - Board of Education - Phoenix, Arizona

Mrs. Kitty Coleman, Executive Secretary -Medical Association,
Phoenix

Dr. Tom Bate Arizona Medical Association -
Phoenix, Arizona

Rev. Emmett McLaughlin, Santa Monica Mission, Phoenix, "

Rev. C. Arlin Hayden, Phoenix, Arizona

Dr. Wm. J. Johnson, D.D.S. Phoenix, Arizona

Mrs. F. A. Bons, President, P.T.A. Association, Phoenix,

Dr. J. D. Dunshee, Assistant Superintendent of Public Health

Superintendent of Public Health - Coit I. Hughes, M.D.
Director of Local Health Administration - Dr. J.D. Dunshee
Director of the Division of Maternal and Child Hygiene - Dr. Eason
Director of Sanitary Engineering - Mr. F.C. Roberts Jr.
Director of Public Health Nursing - Miss Florence Stein
Director of the Division of Vital Statistics - Mr. Alfred Cheever
Director of the State Laboratory - Dr. Robert Green - Tucson,
Director of the State Laboratory (Phoenix Branch) -
Miss Marion Stroud
Director of Health Education - Mr. Frank R. Williams

This is only a directory of the Directors who supervise the activities of their particular divisions.