

Metropolitan Detroit Health Education Council...resources, information and networking for better health

Health Information Bulletin Board Planned

Do you need a questionnaire?

A computerized Bulletin Board of Health Information, still in the planning stages and looking for funding, is MDHEC's newest project of service to the community.

The Bulletin Board will be available to anyone, with or without a computer, on a paid subscription basis, for a nominal fee. It will contain information in several content areas, depending on the results of a questionnaire which MDHEC is mailing this month.

The questionnaire asks health professionals to rate the extent of use that they would make of lists of:

- worksite health education providers
- locally produced av resources in health education
- local self-help groups
- hospital-sponsored community education programs
- conferences, meetings for health professionals
- new health education publications, including materials for ethnic populations
- community organizations who have speakers bureaus
- programs for women

Responses will document the need for such a service in the community, and will be used for funding proposals. Several colleagues whom we've queried informally have shown a strong interest in the project.

If you have not received a questionnaire and would like to be a part of this ground-breaking information service that makes excellent use of available technology in sharing resources, please call MDHEC at 541-8386.

MPHA Annual Meeting in Ann Arbor

"Michigan's Health: Choices for Today, Changes for Tomorrow" is the theme chosen for the Annual Meeting of the Michigan Public Health Association, to be held at the Marriott Inn in Ann Arbor, on Sunday through Tuesday, May 18-20.

Bailus Walker, Commissioner of Health for the Commonwealth of Massachusetts and former Director of the Michigan Department of Public Health, will keynote. A special forum on "Power and Mentoring for Women", featuring successful Michigan women who have attained positions of authority, will kick off the opening sessions on Sunday, followed by a reception hosted by U-M School of Public Health.

Paper sessions for the two-and-one-half day conference will feature presentations from well-reputed academicians as well as many professionals who are active in the field.

Also on the program will be Charles Wolfe, Executive Director of the Jewish Home for the Aged in Detroit, and Professor Sylvia Hacker of U-M's Community Health Nursing. Dr. Hacker will speak on "The Future Direction of Sexuality Beyond Biology". Special sessions on health education for the elderly, on exposure to environmental hazards, and the public health/private medicine interface will provide registrants with a rich array of options.

Registration for the complete conference is \$40 for members, \$20 for students and retirees, and \$70 for non-members. Prices include lunch, and for non-members, a one-year membership in MPHA. Call 313-541-8386 for registration information.

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Patient Education Corner

A well-planned and presented program on "Stemming the AIDS Hysteria: a workshop for health care workers" took place at Grace Hospital in Detroit on February 13. Speakers John Jovanovich M.D. and Rick Wheatley R.N. presented information on the medical and psychosocial aspects of the disease. A panel was comprised of a member of the legal, social work and nursing professions, and a representative from the State Service Employees International Union, which serves hospital guards and dietary workers. It was our Patient Education Study Group's aim to reach those who are affected by the misinformation and myths surrounding AIDS, and to counteract them with reliable information.

The audience was clearly in need of this kind of clarification of the disease and its concomitant issues. There was excellent give-and-take between audience and speakers, who quickly elected an informal, roundtable discussion format to address the many questions being posed.

The second of the Patient Education Study Group's series, on Women's Health Programs, will be held in September, postponed from May because of a conflict with other programs.

Project Health-O-Rama

PROJECT HEALTH-O-RAMA, APRIL 6 - May 2, 1986. For more information in the Tri-County area, call the HOTLINE, 559-6120, Monday-Friday, 10 am - 3 pm. Other counties: Livingston - (517) 546-4000, Lapeer - 1-667-0231, St. Clair - 1-985-8169, Monroe - 1-242-1331, Washtenaw - 544-3595.

Unemployment Conference To Be Held

International, National, and Local Dimensions of Unemployment and the CISU Response", a one-day conference sponsored by the Communications/Information System for the Unemployed (CISU) and a long list of government, private sector and labor organizations, will be held on June 13, at the McGregor Conference Center at WSU.

This is a conference designed to spread the use of the CISU system, an internationally recognized effort which combines modern mass communications (cable, telecommunications) with face-to-face human services, to respond to the problems of the unemployed. These include job-retraining, job location, health care/self-care, and economic survival skills.

Conference registration is \$25 and includes lunch. Contact CISU at 577-4203 for more information.

State Vaccine Production In Jeopardy

Vaccines to protect against diphtheria, tetanus and whooping cough (DPT) have been made and distributed free of charge by the laboratory of the Michigan Department of Public Health for many years. There is a move to eliminate this service.

There is only one U.S. commercial producer for any of the major vaccines used in immunizations. A shortage occurred nationally last winter because of that producer's problems, which Michigan did not share in because it had its own vaccine.

The current commercial price for DPT is \$4.29 per dose, which is a 3800% increase over the past 2.5 years. There is no guarantee that the manufacturer will not raise this price again. MDPH produces this vaccine at a cost below a dollar a dose, an evidence of the cost-effectiveness of the vaccine program.

Even though the laboratory produces a number of other products that are distributed free of cost in addition to DPT, the state's executive branch first proposed that the vaccine-producing facilities be sold to a private firm. This plan was scrapped and funding was allotted for 1985-86. Now it is proposed that the program shall support itself in 1987 by selling its products. If the program is continued under this procedure, those who have been receiving free vaccines will now have to pay for these products.

Immunization, at a reasonable cost, should be continued for the people of Michigan.

S.A.

Consider A Moment . . . Rats and Women's Mental Health

An intriguing and revealing study reported in the November issue of the American Journal of Public Health (Zahner et al, "Psychological Consequences of Infestation of the Dwelling Place") suggests that the effects of rat infestation on women evoke "a highly specific, targeted type of psychological reaction: . . . somatization (dizziness, palms sweating, and headaches), . . . and agitated depression (shakiness, trembling, feelings of tension, restlessness). Levels of phobic anxiety and hostility were also factors which were affected by living in the presence of rats.

The authors are careful to point out areas of possible error in their findings, suggesting the need for further research. Their study, however, reminds us once again that the effects of poverty are far more insidious and devastating to the human condition than are ever considered by politicians and bureaucrats, sitting in air-conditioned offices with blue pencils poised over budgets and eligibility lists.

S.A.

Wellness Networks and Its Community Services

Wellness Networks, Inc. is a non-profit organization which carries out many support services and preventive education efforts related to AIDS in southeast Michigan. Its services are provided with dignity and sympathetic understanding for the special problems of people with AIDS, and loved ones.

Hospital visitation, a weekly support group, and one-on-one "buddy" volunteers are available for people with AIDS through Wellness Networks. Other support groups exist for people exposed to the virus, for family, friends and care-givers of people with AIDS, and for those grieving the loss of a loved one who died from the disease.

An AIDS Hotline is staffed Monday through Friday from 9 a.m. to 9 p.m., and Saturday and Sunday from noon to 3 p.m.. The Hotline provides information, referrals and crisis intervention for anyone concerned about AIDS, and can be reached in metro Detroit at 876-3583 or outstate at 1-800-482-2404, x 3582.

Wellness Networks also provides speakers for general presentations and in-service trainings, as well as educational brochures for various sectors of the population. Requests for further information may be made to the above telephone numbers.



MDHEC Plans Speakers Bureaus List For Schools

MDHEC is preparing a listing of community agencies' speakers bureaus who are prepared to speak to school-aged children. Information on audience age, use of a-v's, and topic areas will be gathered via a questionnaire, to be mailed to 175 agencies within the next month. If your agency is interested in being listed and you haven't received our questionnaire by May 10, please contact us (541-8386) after that date. The list, which will be computerized and updated yearly, will be distributed first to Intermediate School Districts in Wayne, Oakland and Macomb counties, to Detroit Public Schools, and the Catholic Archdiocese. Other private schools and pre-schools will be added in the second phase mailing.

Publications/A-V's/Resources

"Adolescent Pregnancy Conference 1985 Service Directory", listing services for pregnancy prevention, prenatal health care, post-delivery, child protection, and education, and services for economic independence. Free from New Detroit, 496-2000.

"The Patient Educator's Resource Guide: Organizational and Print Resources for Program Development", focusing on the 14 target populations engaging patient educators, e.g., arthritis, cancer maternity, medications, etc. Annotated listing of pamphlets, films etc. 76 pp. \$15 from American Hospital Association, 840 N. Lake Shore Dr., Chicago, 60611.

Measurement and Evaluation in Health Education and Health Promotion, by Lawrence Green and Frances Lewis. A step-by-step guide to doing your own evaluation of your programs. \$25.95 from Mayfield Publishing, 285 Hamilton, Palo Alto, California 94301.

Health and Fitness Program Management, a post-baccalaureate certificate program, includes M.Ed in School Health Education or Clinical/Community Health Education, M.A. in Sports Administration, M.A. in Recreation and Park Services. Contact Division of Health and Physical Ed, WSU, 577-4249.

A Survey of Health Services, to assist the unemployed, compiled by the Working Channel/Communications and Information Services for the Unemployed. A beginning survey updating the 1982 directory of Project Health Care. Contact Bill Bryce, 577-5034.

"Health Talks", an informative 30-minute TV interview program exploring a wide range of topics from medical advances to lifestyles, produced by Henry Ford Hospital and Channel 4. To be a part of the live audience, call 876-2882.

Have A-V's You'd Like To Share?

For community organizations who have health education audiovisuals they would like to share with others, MDHEC and Health Instructional Resources Associated (HIRA) are currently working together to supplement HIRA's present directory. The directory, which presently contains only hospital educational resources, is expanding to include audiovisuals from community organizations. Please contact MDHEC if you'd like to be included. Listing fee, which entitles you to a copy of the directory, is \$25. Call us at 541-8386.

Announcements

- April 10 - "Therapeutic Uses of Humor in Health Care", Harper Hospital, 3737 Beaubien, Detroit, will provide nurses with an update on uses of humor in health care. \$35. Contact: Pat Edwards, 745-9418.
- April 16 - "Creative Leadership: Issues & Strategies", Harper Hospital, 3737 Beaubien, Detroit, will assist nurse managers to promote the professional growth of staff. \$35. Contact: Pat Edwards, 745-9418.
- April 17 - "Hospital Satellite Programming and Tele-Conferencing". Grace Hospital Auditorium, 18700 Meyers, Detroit, 1:00 p.m.. Contact Daria Shakleford, Health Instructional Resources Assoc. 494-9860.
- April 17 - "Developing and Protecting the Nursing Budget". Mercy College of Detroit Conference Center. Sponsored by the Michigan League for Nursing. \$50. Contact: MLN at 833-5444.
- April 19-20 - "Health, Health, Hooray!" Macomb Community College's Dept. of Continuing Education, 14500 Twelve Mile Rd., Warren, features speakers from holistic health and wellness areas. \$40. Contact: 445-7346.
- April 22 - "Food, Fact, Fraud & Fiction", Cobo Hall, Detroit. Sponsored by Dept. of Health & Human Services, it aims at stemming the flow of consumer misinformation. \$20. Contact: Food Conference, Consumer Affairs Dept., City of Detroit, 1600 Cadillac Tower, Detroit, MI 48226.
- April 23 - "Evaluating Health Promotion: Assessing the Impact", sponsored by the Michigan Hospital Assoc. Information for program improvement, marketing and resource allocation. \$70. Contact: MHA, 6215 W. St. Joseph Hwy., Lansing, MI 48917.
- April 23-25 - "The Stress Connections: Ways of Coping". Boyne Mountain Lodge, Boyne Falls, MI, sponsored by the Interdisciplinary Prevention Council. State of the art in health promotion and stress reduction. Write: IPC, Box 30026, Lewis Cass Bldg., Lansing, MI 48909.
- April 24 - "From Institutionalized Nursing to Professional Nursing", Webers Inn, Ann Arbor. \$40-60. Contact: Michigan League for Nursing, 51 W. Warren, Detroit, 48201.
- April 25 - "Effective Patient Teaching", Harley Hotel, Lansing, MI. A workshop on teaching skills for health care professionals sponsored by Michigan Org. of Diabetes Educators. Contact: Doris Fleming, 876-3797.
- April 28-29 - "Non-Violent Crisis Intervention", Sheraton Detroit Airport, Romulus. A training program to manage violent behavior with safe effective methods. Contact Nat'l Crisis Prevention, 4011 W. Capitol Dr. Milwaukee, WI 53216.
- April 28-May 1 - "Wellness in the Workplace", Pittsburgh Hilton, Pittsburgh, PA. Conference links employee health to organization excellence. \$175. Contact: K. Albertson, Nat'l Training Lab, Box 9155, Rosslyn Station, Arlington VA 22209.
- May 2-5 - Health Sciences Communications Assoc, Annual Meeting, Fairmount Hotel, Denver, Colorado. Theme centers on responsible implementation of biocommunication technology. Contact: 314-725-4722.
- May 8 - "Changing Emphasis in the Human Services for Children & Families at Risk: Prevention, Treatment and After-care", WSU, McGregor Conference Center. Contact: The Children's Center, 831-5535.
- May 13 - "Children in the Hospital-Children in the Home", Children's Hospital of Michigan. \$35-60. Contact: Educational Services Dept. 494-5456.
- May 14- "Reproductive Health Institute", WSU McGregor Conference Center. To promote awareness of issues in reproductive health for Detroit Public Schools. Free. Time: 3:30-9:00 p.m..
- July 24-25 - "Nutrition & Related Concerns of Chronic Illness", UM office of Continuing Medical Education, Ann Arbor. Contact: Janet Boomer, 763-1400.

Clip and Send TODAY!!

MDHEC is in the process of updating its mailing list. In order to remain on the list and be a part of our network, please return this form with any corrections on your mailing label listed below. Thank you. (PLEASE PRINT)

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Telephone number: _____ MDHEC Member? Yes No

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Call for Awards

For the first time, MDHEC will be presenting an "Excellence in Health Education" award at its annual conference, to be held in October of this year.

The award will be granted in one of two categories: service to the community or service to MDHEC -

1. In the first category are community people (professionals or lay persons)

-who have worked to raise the awareness of the community to an issue which needs its attention, in order to bring about an improvement in health status

-who have worked to educate the public, especially high-risk groups, on an issue in which that health education has been a major factor in bringing about change in the health status.

2. In the second category are those people (usually professionals) whose commitment to and industry for MDHEC has been significant and instrumental in achieving MDHEC's goals and/or objectives.

The Conference Planning subcommittee on awards would like to receive nominations from readers, until September 5. Address your nominations to Amy Turner, Chair, at 777 Livernois, Ferndale, MI 48220.

Master's Certification in Community Health Services Research and Evaluation

The Dept. of Community Medicine at Wayne State University is offering a unique program to persons with college degrees working in health related fields. The Masters Certificate in Community Health Services Research and Evaluation, beginning September 1986, will be awarded on completion of 5 courses: Health Care Organization, Epidemiology, Biostatistics, Health Services Research and one elective.

Coursework will be offered in the late afternoon or evening. Contact the department at 577-1033.

Some of the Worst Myths about Mental Illness

One in four families is affected by mental illness--but harmful myths abound.

Reprinted from the Southwest Detroit Community Health News Brief are a few of the worst:

Myth No. 1: "A person who has been mentally ill can never be normal."

FACT: Mental illness is often temporary. A previously well-adjusted individual may have an episode of illness lasting weeks or months, and then may go for years--even a lifetime--without further difficulty.

Myth No. 6: "Mentally ill persons are dangerous."

FACT: Patients who have come through mental illness and have returned to the community are apt, if anything, to be anxious, timid, and passive. They rarely present a danger to the public.

Myth No. 12: "A former mental patient is bound to make a second-rate employee."

FACT: Many recovered mental patients make excellent employees, frequently outperforming other workers in punctuality and attendance, and are about equal in motivation, quality of work, and job tenure. Some, however, are subject to relapses which may cause them to lose time from their jobs. These particular individuals should work in flexible situations that can accommodate such interruptions. When working, they may perform extremely well.



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Patient Education Corner

Review: "Training Health Educators for Social Change"

—Nick Freudenberg, Dr. P.H.

This well-written description of some of the changes needed in training health educators lays out the class basis of health education. Freudenberg, Health Education Department Head at Hunter College in New York, describes three charges leveled at today's health education: that it is based on an incorrect or superficial epidemiological diagnosis, that it doesn't work very well, and that it is unethical. He especially takes on workplace health promotion programs, aimed at individual behavior change while rarely attempting to remedy occupational safety and health problems.

Those whom Freudenberg labels "disease educators"—politicians and corporate directors who produce air pollution, cigarette and alcohol ads, television violence, junk food and unsafe cars—are constantly bombarding the public with their messages, and to expect individual behavior change in such an atmosphere seems "an untenable ethical position". He targets the problem as an ideological one, which "insists as accepting the political status quo as a given."

A history of health education for social change is laid out, which include, among other landmarks,

- the instructing of lead and mercury workers in the 20's in protection against toxic exposures

- the pressure on Congress in the 60's to sign a test ban treaty when parents were made aware of effects of atomic testing on their children (5,000 defective births)

- the 1981 "right to know" legislation arising from workers who had not been told the levels of toxicity in the chemicals they were handling daily.

From these examples, Freudenberg suggests that health educators need training in "social epidemiology"—the specific ways that class, race and sex interact to cause or aggravate health problems. "Is it not," he asks, "the job of an educator for health to inform the public that the choice of one economic policy over another will be likely to lead to X number of excess psychiatric admissions or Y number of homicides and suicides?" He commends the courses on the medical and health aspects of nuclear war that have been added to some curricula, and, with a nod to Paolo Freiere, urges study of "pedagogical methods and learning theories other than those of the behaviorists...who see the learner as an object rather than a subject." (con't. next column)

We need to recruit students from minority groups, he states, to bring that much-needed perspective of high-risk groups to the content of training. And his recommendation that unions hire health educators stimulated this reviewer to dream of graduate field placements with such groups as the National Organization of Women, the Southeast Council of Governments, NAACP, ACLU, several environmental groups, and the nuclear freeze. (Here in southeast Michigan, the Pontiac Area Urban League has recently hired a health educator.)

Reprints of this thought-provoking article are available from Freudenberg, at City University of New York, 425 E. 25th Street, New York, 10010.

(International Quarterly of Community Health Education. Volume 5, Number 1-1984-85.)

Were You Aware . . .

Michelob "light" contains more calories than some regular beers... (Nutrition Action, 13:4)

Squibb has agreed to stop representing its Theragran Stress Formula supplements as a remedy for psychological or emotional stress... (Nutrition Action, 13:4)

To counteract the scratchy eyes of contact wearers on airplane flights, due to dehydrated air from pressurized cabins, try using eye drops and cleaning the lenses before departure... ("Prevent Blindness" #8--Greater Detroit Society for the Blind)

Lead Poisoning Prevention Group Forms

Regina Evans, mother of a child who has lead poisoning, with the assistance of the Detroit Health Department and the Detroit Dept. of Recreation, is forming a parent advocacy group called Help Eliminate Lead Poisoning (HELP). Lead poisoning is a major health hazard in children, and now affects more children than mumps, measles, rubella and every major childhood disease combined.

HELP's objective is to educate and inform the public about the dangers of lead poisoning and how to prevent it. All concerned parties are invited to join in HELP's campaign. Meetings are held Wednesday at 6 p.m. at the Bradby Recreation Center, 9721 Cardoni, Detroit. For more information contact Regina Evans at 871-5561 or the Lead Poison Control Program at 876-4200.

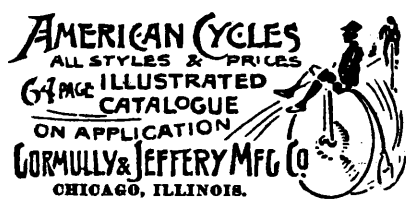
A Personal Experience

Having recently experienced a back disorder involving a protruding disc, and being a person with arthritis in my hands, I would like to pass along to readers some information on two books, both of which proved extremely helpful to me.

"Treat Your Own Back" by Robin McKenzie sets out a series of self-help back extension exercises that promise to aid 80% of lower back pain sufferers, in both healing an acute episode of pain and preventing recurrence. (This method differs radically from others advocating back flexion.) Having lain vainly in bed for almost two months, I was introduced to the method at Grace Hospital Physical Therapy Department. I subsequently contacted a local PT who is on McKenzie's American faculty to teach the method to other health professionals, for help with my particular problem. The self-help exercises along with his guidance, produced startling results for me.

McKenzie, a NewZealander, is the only PT to have been invited to join the American Board of Orthopedic Medicine. He also publishes "Treat Your Own Neck". Both are available, for \$6.50 and \$6 respectively, from Orthopedic Physical Therapy Products, PO Box 41009, Minneapolis MN 55441, or call 1-800-328-8322, ext. 339.

The second book is "Arthritis Exercises" by Semyon Krewer, a physicist who has suffered with advanced arthritis in most of his body. In a heroic example of the best kind of self-help, Krewer studied the disease in depth and came up with a series of exercises to strengthen the muscles around the joints so as to prevent some of the crippling effects of the disease. He developed a "hand gym", available from the Sears catalogue for about \$25, which I use regularly, and which has enabled me to regain much of the wrist strength lost from arthritis. The gym comes with the same set of exercises outlined in the book, but the book is invaluable for understanding how the disease works, and how to use his prevention exercises for the rest of the body. It's available at most bookstores--I bought it at Paperbacks Unlimited in Ferndale, for \$8.95. S.A.



Publications/A-V's/Resources

"Glaucoma and Black Americans" - a single sheet based on data from the American Academy of Ophthalmology that features recommendations aimed at reducing the incidence of glaucoma, the leading cause of blindness in black Americans. Free from the Greater Detroit Soc for the Blind 272-3900.

"A Field Guide to Fiber" - lists grams of dietary fiber in vegetables, legumes, fruits, and cereals. From Nutrition Action Newsletter 13:4, April '86. Write Center for Science in the Public Interest (CSPI), 1501 16th St. N.W., Washington, DC 20036.

"Fast Food Eating Guide" - poster tells how much salt, sugar fat, and calories in 200 fast foods, for making choices among the gourmet delights of McDonald's, Burger Chef, et. al. \$3.95 or \$7.95 for plastic laminate so the ketchup won't stain it, plus \$.30 for handling. From CSPI at the above address.

"Simply Stated" - a free monthly newsletter for writers of all kinds with excellent discussions and helpful hints to improve clarity and readability through the use of unobfuscated English and other tools. Send name and address to Document Design Center, 1055 Thomas Jefferson, NW, Washington DC 20007.

Five separate reports from the "Women and Cancer" conference cosponsored last October by the National Women's Health Network and the Center for Medical Consumers in New York (publishers of "Health Facts", our favorite health newsletter) are now available. Titles of the reports, each of which contains 3-6 chapters on varied subtopics, are Breast Cancer, Food and Cancer, Reproductive Cancers, Medical Practices That Could Cause Cancer, and Living with Cancer. Prices for each range from \$6-12. For an order form with more details, send a SASE to MDHEC, 777 Livernois, Ferndale, MI 48220.

"Growing Wiser - Mental Wellness for Those 60 and Better," by Donald W. Kemper, et.al. A handbook of helpful information, practical tips, exercises and activities, in easy-to-read large print. \$10 plus \$1.25 postage from Healthwise, Inc., P.O. Box 1989, Boise, Idaho 83701. Phone 208-345-1161.

Announcements

June 25 - "Alternative Career Choices for Nurses", sponsored by the American Academy of Medical Administrators, Hamilton Place, Southfield, \$59. Contact: Darlene Trudell, Director of Education, 540-4310.

June 29-July 1 "Education for Community Health: Setting the Agenda for the 1990's", Chapel Hill, North Carolina, sponsored by the Society for Public Health Education Inc. and others. Members, \$125, Non-Members, \$150. Contact: Jim Lovegren, Exec. Director, SOPHE, 703 Market Street, #535, San Francisco, CA 94103, (415) 546-7601.

July 6-11 - "Expanding Horizons: More Tools for Our Trade", sponsored by the Society for Nutrition Education, JW Marriott Hotel, Washington DC. Members - \$40, Non-Members - \$50. Contact: SCN, 1736 Franklin, #900, Oakland, California, 94612.

July 7-August 8 - Summer Speech and Language Program - Ages 5-18. Saratoga Community Hospital, Detroit, MI. Contact: Carolyn Hennessey, MA, Saratoga Community Hospital, 245-1317.

August 7-9 - "Management of Prevention and Health Programs", Amherst, Massachusetts. \$175. Contact: Judy Wardlaw, Coordinator, Health Sciences Program, U of Massachusetts, Amherst, MA 01003, (413) 549-6000.

September 8-19 - "Fourth Annual Occupational Health & Safety Institute", sponsored by the University of Minnesota and the Midwest Center for Occupational Health & Safety. Contact: Ruth McIntyre, Midwest Center for Occupational Health and Safety, 640 Jackson, St. Paul, Minnesota 55101.

October 2-3 - "Current Controversies with New Directions in Nutrition for Diabetes", sponsored by the UM Medical School, Office of Continuing Medical Education, Ann Arbor. Contact: Gayle Fox, (313) 763-1400.

October 19-21 - "Adolescent Parents: Breaking the Cycle", Hyatt Regency, Flint. Sponsored by the Michigan Assoc. Concerned with School Age Parents, and the Nat'l Org. on Adolescent Pregnancy and Parenting. Contact: UM Extension Service, Dept. of Conferences, 200 Hill St., Ann Arbor, 48104, (313) 764-5304.

"Sons & Daughters/Drugs & Booze" is a 28 minute film which describes what parents can do to understand children's use of alcohol and other drugs. It's available for a 3 day preview for \$35. Contact: Spectrum Films, Inc., P.O. Box 801, Carlsbad, CA 92008.

Position Wanted:

B.S. in Psychology and M.S. in Health Services, seeks employment in the following areas: Public Relations, Health Program Services, Personnel Manager or position in Health Services Administration. Contact: M. Miller at 861-8261 between 9:00 a.m. and 2:00 p.m..

Suzanne Antisdell, Editor

Karen Gasparach, Staff Editor

Clip and Send TODAY!!

Thanks to those people who have sent us their updated mailing label. If you have not sent it in and wish to remain on our mailing list, return this form with any corrections listed below. Thank you. (Please Print)

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Women's Health Programs Survey and Resource Exchange

"Women's Health Programs: Exploring the Beginnings, Discovering the Resources, Planning the Future" is the resplendent title for a forum to be held on Wednesday, Sept. 17, 12:30 - 4:00, at South Oakland County Health Department. Sponsored by the Patient Education Study Group, the forum will examine some of the issues surrounding the rapid growth of women's health programs, look at gaps and overlaps, and present model programs from a hospital, a mental health center, a private practitioner, a health department and a private non-profit agency. Keynoting the forum will be Jan Tomakowsky M.P.H., whose address, "In Light of Our Beginnings...", will explore some of the recent history of health programs for women, from living room to storefront to hospital, and will be accompanied by an original slide presentation.

Attendees are urged to bring educational materials, brochures on their programs, and any other literature that might be of interest to share with others. MDHEC will use these materials in its Bulletin Board.

Pre-registration is recommended because of limited space. Fees, of \$12 for MDHEC members, \$15 for non-members, and \$5 for students, unemployed and retired, will include light refreshments.

MDHEC Receives Grant

A grant from the Shiffman Foundation for \$1000 was awarded to MDHEC in July, as seed money for the computerized Bulletin Board of Health Information.

"We will be looking to other sources for matching funds," said David Siegel, Legislative Coordinator for Blue Cross and Blue Shield of Michigan, and Chair of MDHEC's Steering Committee.

When operational, subscribers will be able to access the information by computer, by phone, or by requesting a printout. The service will become self-sustaining by means of subscriber input and access fees; individual laypersons will not be charged for information.

MDHEC Subscription List Available

MDHEC has just completed a list of all the publications that it receives, either by subscription or gratis, and is making that list available to its members and friends. It is from these publications that we glean our health information, derive our newsletter articles, find out about new programs and personnel, and generally further our network.

The list might be helpful for you to

- find out what publications are available, if you wish to subscribe, or
- keep on hand if you'd like to use our files in the future.

Members and friends are welcome to browse in our files at a time of mutual convenience. Eventually, we'll have a computerized database by topic, for easier retrieval.

If you would like a copy of this list of over 40 publications and you are a paid MDHEC member, send \$2 to MDHEC at 777 Livernois, Ferndale, 48220. If you are not a member, send \$4. We'd also be interested if you'd let us know what kinds of health information you have the most need for.

Two New Members Join MDHEC's Steering Committee

Sheryl Shellman-Weir and Ishmael Ahmed are two of the newest additions to MDHEC's Steering Committee, as of June.

Ms. Shellman-Weir, M.P.H., is a Public Health Educator for the Detroit Health Department. She received her graduate degree from the University of Michigan School of Public Health, and has served on MDHEC's Conference Planning Committee since last September.

Mr. Ahmed is Executive Director of ACCESS, the Arab Community Center for Economic and Social Services, a non-profit community center serving the Arab community in the Dearborn area since 1971.

WANT TO CONTINUE GETTING THIS NEWSLETTER? SEE BACK PAGE!

Were You Aware . . .

The Ramadan Fast, practiced in the Islamic world, appears to boost male fertility. The fast prohibits all eating, drinking and smoking during the day light hours, and is a prerequisite for entry into paradise.

Researchers have found that male hormone levels increase, as do sperm counts, after the fast. *Medical Tribune, 12/18/85, via Medical Self Care.*

A simple test strip which will turn red when it touches food containing sulfites will soon be available to consumers. Sulfites, added to many processed foods (e.g., instant potatoes and soft drinks) and to fruits and veggies to maintain freshness, can cause severe reactions in some people, and is already responsible for some deaths. Developed at the University of Kansas. *K-State Tip Sheet, 10/24/85, via Medical Self-care.*

A tasty and healthy substitute for bacon may be made from slices of a good-quality Provolone cheese heated in a Silverstone or Teflon pan. The cheese releases some of its fat as it browns, and crisps as it cools.

David Goldbeck in Nutrition Action Healthletter 5/26.

A toll-free radon hotline for those who want to know more about radon levels in their area, or how to detect radon in their homes, is sponsored by the Environmental Protection Agency. Call 800-334-8571, ext. 7131.

From time to time, the Newsletter will feature one of our member organizations and/or a new project or group which we believe to be of significant interest to our readers. Well-Being Services is a longtime member; CIAC is a new project.

Well-Being Services for Aging

Well-Being Service has been working since 1964 to help older persons maintain their independence. Begun as a demonstration project in 1964 by United Community Services, it has merged and separated with Visiting Nurses Association, and is now a program division of Adult Well-Being Services.

Primary problems include abuse, housing maintenance and relocation, inability to manage activities of daily living, inability to use community resources, and psychological maladjustment. Other services include "Carrier Alert", a reassurance program operated in cooperation with the Letter Carriers Union, the Postal Service and the Detroit Police, and "Project Friendship", a volunteer visiting program. Well-Being Services is located at 2111 Woodward, Detroit, 48201, - 961-5055.

Edward Allardice

The Chronic Illness Awareness Coalition

A special coalition of health service agencies and support groups in metro Detroit has been formed to address the needs of chronic illness patients and their families. The Chronic Illness Awareness Coalition (CIAC) recognizes that these needs are not specific or unique to any one group, and its members include 21 agencies, from those representing relatively little-known diseases, to those afflicting millions.

CIAC is sponsoring a free public forum on "The Emotional Impact of Chronic Illness," on Saturday, September 27th at United Food and Commercial Workers Local 876 Hall, 876 Horace Brown Drive, Madison Hts, from 12-4.

Sean Hogan-Downey ACSW, will discuss "Family Relationships, Children and Chronic Illness", and Edie Pernick M.A. will discuss "Sexuality and Chronic Illness".

Contact 313-424-8656 for reservations and further information. Maggie Champagne

Call for Awards

The Conference Planning Committee of MDHEC is making its last call for awards to be presented at the Annual Conference in November.

Awards may be of two kinds:

1. recognizing excellence in achievement in the field of health education service to the Metro Detroit Community
2. recognizing excellence and commitment to MDHEC and its programs.

In the first category are community people (professionals or lay persons)

- who have worked to raise the awareness of the community to an issue which needs its attention, in order to bring about an improvement in health status
- who have worked to educate the public, especially high-risk groups, on an issue in which that health education has been a major factor in bringing about a change in health status.

In the second category are those people (usually professionals) whose commitment to and industry for MDHEC has been significant and instrumental in achieving MDHEC's goals and/or objectives.

This is our first awards presentation. We appreciate the nominations we have received so far, and look forward to a large number from which to choose.

Send your nominations, meeting the above criteria, to Amy Turner, Chair, Conference Planning Committee, 777 Livernois, Ferndale, MI, 48220.

Animal Drugs

The May edition of Nutrition Action Healthletter outlines, as we have heard before, the dangers of antibiotics and other chemical additives to our food supply--but with a difference that they are forming a national citizens' campaign for contaminant-free food, "Americans for Safe Food."

The Healthletter comes from the Center for Science in the Public Interest (CPSI), a consumer advocate group which has alerted the public to the dangers of caffeine, sulfites, and chemical additives over the past decade.

CPSI is taking a positive approach in organizing citizens to demand untainted food in cafeterias, restaurants and supermarkets, and farmers and retailers who will work with consumers to create a safe food supply.

Interested persons should drop a note to Michael Jacobson, Ph.D., Director CPSI, 1501 16th St, NW, Washington, DC 20036.

Dental Care for Low-Income People

The Tri-County Dental Health Council provides assistance to those in need of dental services who cannot afford them. Clients who are low-income, unemployed or on Medicaid may call Tri-County for names and phone numbers of dental clinics and dentists who offer discounts on care. Call 313-559-7767.

Victory for Clean Indoor Air

Michigan now has a law, effective next January 1, which prohibits smoking in a public place or at a meeting of a public body, except in a designated smoking area.

The law culminates 4 years of hard work on the parts of individuals and organizations, especially the Coalition for Smoking OR Health, to provide a cleaner indoor environment.

For more explicit information on the law, send a self-addressed stamped envelope to MDHEC at 777 Livernois, Ferndale, 48220.

Position Statement on AIDS

A sensitively-written, well-considered 2½ page statement by the VD Action Coalition, outlines the facts about AIDS transmission, the numbers of persons with AIDS compared to other sexually transmitted diseases, and implications of the HTLV-III antibody test. Also, includes recommendations on screening, counseling and educational programs. Of salient interest to counselors, program planners and screening programs. Free for a SASE from its source, the VD Action Coalition, 313-833-0622.

PUBLICATIONS (con't from back page)

"Nursing Home Care-Making the Right Decision", for families helping a loved one find the right long-term care facility. Available to health care providers, social workers, health care organizations, employers and insurers. The ordering institution may print its logo in space provided. From Greater Detroit Area Health Council. \$20 per hundred, less in larger quantities. Contact Lucille Smith at 313-963-4990.

Birth Over Thirty by Sheila Kittzinger. 1985, 180 pp. Written to educate, support and encourage the woman who decides on pregnancy after 30, it outlines what to expect, from thinking about pregnancy to coping after birth, with a chapter on single parenting. \$7.45 from Viking-Penguin Inc., 299 Murray Hill Pkwy, E. Rutherford, NJ 07073.

"Adult Protective Services Program-how to recognize adult abuse, exploitation, neglect... and where to find help" is a resource guide for Wayne County, listing types of abuse, personal rights, and indicators of abuse and violation of rights, e.g., "Indiscriminate giving-away of money or belongings; giving control of resources to others, overcharging for goods or services..." Also lists resources for help, with phone numbers. Developed by a coalition of agencies for the aging, for the Wayne County Adult Protective Services Network. Free from Wayne County Dept. of Social Services, 313-256-3859.

A Nutrition Resource Packet for the aging to be distributed to 14 Area Agencies on Aging and 48 local health departments statewide will include a nutrition textbook, pertinent Age Pages from the National Administration on Aging, a nutrition bibliography, and a four-color poster illustrating helpful ways to prepare well-balanced meals to lower the risks of cancer, heart disease, and hypertension. One out of 5 older persons is at nutritional risk. Contact Michigan Office of Services to the Aging, Box 30026, Lansing, 48909.

Managing Patient Education: Meeting Productivity, Efficiency, and Quality Challenges - a 2-part audiocassette recording from the 1985 National Patient Education Conference from the American Hospital Association. Tape1: "Hard Choices at the Cost/Quality Interface; The contribution of Quality Patient Education to Patient Care"; Tape 2: "Building and Holding a Powerbase". \$45 each to AHA members, \$55 to non-members.

"Some Thoughts about Drinking for Women in the Workplace" a 10-page booklet containing new information on women's alcoholism, plus thoughtful sections on the special situation of women in the workplace. Well-written and non-judgmental. Free in Small quantities from the Alcohol and Drug Problems Assn. of North America, 444 N. Capitol St, NW, Washington, DC 20001.

Announcements

August 13 - "Nurses Can Manage Stress & Resolve Conflict", sponsored by American Academy of Medical Administrators, Hamilton Place, Southfield. \$49. Contact: 540-4310.

August 15 - "Finding Your Way Through the Health Care Maze", sponsored by the Southwest Detroit Aging Coalition, held at Wayne County Community College, 1001 W. Fort, Detroit. \$3-20. Contact: R. Scott Giblin at 841-8900.

September 3/10 - "Actively Coping with Arthritis," sponsored by Saratoga Community Hospital, Detroit. \$20. Pre-registration required. Contact: 245-1555.

September 11-12 - "SOPHE Update: National and Local Issues", sixth annual Society for Public Health Education (SOPHE) conference, Gull Lake, Hickory Corners, Michigan. Keynoter-Noreen Clark, PhD, UM School of Social Work Professor and National SOPHE President. Contact: Barbara Hawkins at (616) 774-3931.

September 11 - "Chronic Illness, Who Are the Victims?", sponsored by Comprehensive Health Educational Systems, Kings Mill Inn, Mt. Clemens. Overview of the characteristics of chronic illness. Contact: Michelle Kluka at 266-8025.

September 18-19 - "Getting Down to Business: How to Survive and Thrive by Marketing Education Services", sponsored by American Hospital Association. \$195-295. Contact: 312-280-6083.

September 19-21 - "Eyeclasses, A Holistic Approach to Total Vision", sponsored by Eyeclasses. Techniques to improve eyesight. \$195. Contact: Sally Palian, 569-2666.

September 23 - "Concepts in Pediatric Nursing: Child with a Neurological Deficit", sponsored by Children's Hospital, Detroit. Contact: Educational Services Dept., 745-5455.

October 22 - The first "International Family Health Conference", sponsored by the Consumer Assn. of Canada, Blue Cross and Blue Shield of Michigan and the FDA, 8:30-4:00, at Cobo Hall, Detroit. Health in the workplace, food irradiation, health fraud, and the management of catastrophic illnesses. \$20 registration includes lunch and materials. Pre-register only by October 15th. Contact: Evelyn DeNike at 226-6260.

October 28-29 - "Surgical Care of the Neonate with the Abdominal Defects and Neurosurgical Defects", sponsored by Children's Hospital, Detroit. Contact Educational Services Dept. at 745-5455.

Volunteers needed- Cranbrook Hospice Care is accepting registrations for the Fall Volunteer Training Class. Classes will be held Tuesday evenings from 7:30-10:00 p.m. at 1669 W. Maple Road, Birmingham. Pre-registration required. Contact: Diana Stefani-Giradot, 644-6116.

Publications of Interest:

Disabled Travellers Directory - lists barrier-free hotels, restaurants, public transportation, shopping areas, etc., located in U.S. and abroad. Free by sending business-size envelope to: Rehabilitation International, Box PR, 1123 Broadway, NY 10010.

The LEARN program for weight control (Lifestyle, Exercise, Attitudes, Relationships and Nutrition) contains 16 lessons, self-assessment questions, forms for monitoring food intake, exercise and behavior change. \$15 (less in quantity) from Dr. K. Brownell, Assoc Prof., U of Pennsylvania, School of Medicine, 133 S. 36th St., Philadelphia, PA 19104-3246.

"Diabetes and Kidney Disease" a new brochure from the National Kidney Foundation of Michigan. Contains preventive information for diabetes patients. Free by calling: 1-800-482-1455.

(con't on page 3)

Suzanne Antisdell, Editor

Karen Gasparach, Staff Editor

Clip and Send TODAY!!

Thanks to those people who have sent us their updated mailing label. If you have not sent it in and wish to remain on our mailing list, return this form with any corrections listed below. Thank you. (Please Print)

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Telephone number: _____ MDHEC Member? Yes No

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Annual Meeting to be Held November 5

"Marketing Health and Human Service Organizations: Economics, Ethics and Reality" is the title of MDHEC's ninth annual conference, to be held on Wednesday, November 5, at the Ramada Hotel in Southfield. Keynote speaker will be John Allegrante Ph.D., Chair of the Department of Health Education at Teachers College of Columbia University, whose address will be titled "Economic, Ethical and Social Implications of Health Care Marketing."

The objective of the conference is to examine the phenomenon of marketing health and human service organizations, its ethical and legal aspects, and its brief history in terms of the impact that it has on health delivery. Our second objective is to provide marketing skills, guidelines and resources for non-profit organizations that need to promote their services.

A reactor panel, comprised of Maryann Mahaffey, Detroit City Councilwoman, Abraham Brickner, Director of Development at Cleveland Clinic (and former program director at the Michigan Cancer Foundation), Kelly Kane of Kane & Kane, advertising agency for Harper-Grace Hospitals, and Elias Baumgarten, Associate Professor of Ethics, University of Michigan-Dearborn. Albert Blixt J.D., of Blixt Associates, will address a plenary session on legal issues, and there will be two sets of workshops.

The \$30 registration fee (\$34 for non-MDHEC members) includes lunch. A fee of \$5 (no lunch) is for students, retirees and the unemployed. Scholarships are available - call the MDHEC office at (313) 541-8386.

Officers of MPHA Installed

The election this spring of the Michigan Public Health Association resulted in the following officers, elected for one year:

President: Arlene Gorelick, Senior Health Planner, United Community Services
President-Elect: Suzanne Antisdell, Director, Metropolitan Detroit Health Education Council
Vice-President: Harry Perlstadt, Associate Professor Sociology, MSU
Immediate Past President: Sanford Izenson, Public Health Consultant, Division of Research Development & Evaluation.

United Foundation Campaign Kicks Off

The message this year is: Even in "good" times, the needs are still great.

While the local unemployment rate has decreased, the number of persons without a job is still among the highest in the country. Seniors age 60 and over - 15% of Detroit-area population-are in need of services. Automation continues to push traditional manufacturing workers into high-tech jobs, requiring job retraining. The number of latchkey children has risen dramatically. Federal funding cutbacks continue to place a burden on private social service agencies; proposed tax cuts may only worsen the situation. As the average in-hospital length-of-stay decreases, more and more patients require agency services.

The list goes on. And on. Give to the Torch Drive.

(MDHEC, as a program of the United Health Organization, is a recipient of United Foundation Funds.)

MDHEC Tops 70 Organizational Members

For the first time ever, MDHEC has topped the 70 mark in paid organizational memberships for the 86-87 year. We welcome 18 new members this year and are grateful to our old members for their continued support.

Adult Well Being Services
American Academy of Medical Administrators
American Health Association of Michigan
American Red Cross - SEM
Area Agency on Aging - Detroit
Arthritis Foundation-Michigan Chapter
Beaumont Education Center
Bi-County Community Hospital
Blue Cross/Blue Shield
Botsford General Hospital
Boys & Girls Clubs - SEM
Brighton Hospital
Cancer Information Service
Catholic Social Services-Macomb
Catholic Social Services-Wayne
Certified Nurse Midwives
Citizens for Better Care
Cottage Hospital
D'Ette University
Detroit Institute for Children
Detroit Neurosurgical Foundation
Detroit Public Library/TIP

(con't pg. 4)

Patient Education Corner Article Review

In the May-June issue of "Promoting Health", Dorothy A. Rudzicki, Ph.D., has written provocatively on the problems that beset patient education managers which, as the introduction states, "are rooted in a real or perceived lack of power within the organization." She draws strong parallels between the plight of the patient educator and that of professional women in general, and some of her points are very valid. While agreeing with her comments as a whole, I would caution against a ready acceptance of patient education development as a parallel to women's issues.

It is true that a good deal of patient education activity is practiced from "support" positions, and has been traditionally viewed as a frill: witness the recent cutbacks in funding. Rudzicki points out that "most of us are women, most of us are nurses and, as such, few of us are accustomed to power." She refers to the comparison of preparation for life roles of women with preparation for nursing, and socialization that "prepare(s) boys for authority and control and girls for service and obedience."

However, I find her statement "first we must keep our organization's goals and best interests foremost in our minds", as most germane to the issues of today. I would add that we must also be aware of the needs and wants of health care consumers. With these two basic guidelines, we can proceed to apply Rudzicki's power concepts to our efforts for planned change.

This risk of readily accepting our practice as essentially a women's issue is that our goals may be submerged by those issues, by ourselves and by others. Better that we keep the concepts in mind but in perspective of larger issues.

Lorraine Milligan, MSN
Bi-County Hospital

Tobacco Industry Diversifies Extensively

Apparently reading the writing on the wall as tobacco sales continue to drop, the tobacco companies have diversified to an extent that boggles the mind. Philip Morris owns Miller beer, General Foods (over 30 products), and a California realty group. RJ Reynolds owns 19 separate food companies and Heublein, which produces 13 brands of liquor and wine. Brown & Williamson own Saks, Gimbels, Marshall Field & Co., Hardees, and Burger Chef. Liggett Group owns 6 liquor companies and Alpo dog food.

For a more detailed listing, write National Interagency Council on Smoking and Health, who compiled the copyrighted list.

Medicaid Expands Over-The-Counter Drugs

The Medicaid program is expanding its over-the-counter drug coverage October 1, 1986 to include selected antacids, antidiarrheals, antihistamines, dermatologicals, iron supplements, laxatives and ophthalmics. Most of the added over-the-counter drugs are also covered for recipients residing in long-term-care facilities. Aspirin, family planning supplies, insulin and diabetic supplies are already covered under the program. Additional OTCs such as vitamins and cough and cold preparations will be covered for Medicaid recipients residing in a long-term-care facility or for recipients with end-stage-renal disease. The additional OTC's will also be covered for Crippled Children recipients. Reimbursement rates were arrived at cooperatively by health professionals and recipients. All OTCs require a prescription; no copayment is required.

A notice being mailed soon to Medicaid recipients will explain the coverage, including the OTC expansion, and is being translated into Arabic and Spanish. Copies of the translation are available from Medicaid Information Div., Medical Services Administration, Box 30037, Lansing, MI 48909.

Were You Aware . . .

that there is a new eye care hotline, sponsored by the Foundation of the American Academy of Ophthalmology, to help people over 65 find a ophthalmologist who will accept Medicare coverage for medical (but not surgical) eye care at no charge beyond that covered by Medicare (50-75% of the nation's docs do not accept Medicare assignment as payment in full). The hotline number is 1-800-222-EYES, available from 8-5 in all time zones.

that \$20 million dollars worth of a product called Alar has been used for the past 23 years on apples to make them redder, firmer, and increase their shelf life. It has been known since 1978 to be carcinogenic, especially when heated (as in applesauce). 19% to 56% of all Stayman, McIntosh, Golden and Red Delicious and Johnathan apples, and less than 1% of Rome and all others are treated. A long argument among government regulatory bodies, with consumer advocacy groups calling for a ban of Alar, has finally resulted in the trade associations of apple growers in two states, Michigan and Washington state, advising their members to stop using Alar on their apple crops. (Public Citizen Health Research Group, Health Letter 9/10/86)

(con't pg. 3)

Nurse Midwifery: A Sixty Year Tradition

Nurse-midwifery had its beginnings in eastern Kentucky in the 1920's, where women in rural areas could obtain services sent by Frontier Nursing Service. In the early 70's, interest in natural childbirth began to grow, and childbearing families began to seek the personalized care of nurse-midwives.

Today, certified nurse-midwives provide services before and after childbirth, as well as during delivery, reflecting a trend away from impersonal service and toward high-quality, ongoing patient education and care. Certified nurse-midwives work with physicians as part of a health care team at Hutzel, Grace and Sinai Hospitals, as well as in many out-state areas.

Nurse-midwifery week is November 2-8. Contact Cathie Collins, CNM, 966-3379.

Karen Winn

Toxics and Health Hotline

In response to a citizen need to be informed about environmental risks, the Michigan Dept. of Public Health (MDPH) is announcing its Toxics and Health Hotline, to give communities and citizens a chance to get reliable information, and encourage direct communication between individuals and state departments which are responsible for managing environmental hazards.

The hotline, which is toll-free, is a cooperative effort by MDPH, local health departments, the departments of Agriculture and Natural Resources, State Police, the Attorney General, Toxic Substance Control Commission, Regional Poison Control Centers and Michigan State University, and is maintained by the Center for Environmental Health Sciences, MDPH.

Call 1-800-MI-TOXIC for your environmental concerns, or those of your clients. Once again, Michigan shows itself to be one of the most progressive of the states in its health policy.

Arabic Translating Available

Jamal Fouani, WSU School of Social Work student, has graciously offered to translate, on a limited basis, health education materials into Arabic. If you have such materials and an Arabic constituency who will use them, contact Suzanne Antisdal or Karen Gasparach at the MDHEC office, 313-541-8386.

These materials, when translated, will become part of a database of ethnic resources in several languages, as part of MDHEC's computerized health information service, which we hope to have available early next year.

Publications of Interest

"15 Questions to ask before breast biopsy". Bernard Fisher M.D., whose study on lumpectomy is dramatically changing treatment standards and biopsy guidelines, advises women to get information before the biopsy, not afterward. The copyrighted questions come from Women's Health Special magazine, but Rodale Press, 14 E. Minor St., Emmaus, PA 18049, would probably provide single copies of the questions. Write them and see.

"Nursing Education Programs in Michigan 1986-88" sponsored by Michigan League for Nursing Careers committee. A complete detailed booklet of 92 pp. giving a listing of the schools of nursing, from baccalaureate to the LPN programs. Also gives general information on the career of nursing, how to select a nursing program, basic education requirements, and information on scholarships and loans. \$3 from MLN, 51 W. Warren, Detroit, 48201. 313-833-5444.

"Medicaid for Nursing Home Care: Getting in and Staying In" and "Medicare Benefits for Nursing Home Care: What they are and how to get them", and "How to Choose an Adult Foster Care Home" are 3 new booklets from Citizens for Better Care, at \$.50 each. Also, CBC's just completed Executive Summary on a Home Health Care study, identifying providers in the tri-county area, is available. Providers were asked about services, area served and charges. The full study is \$18; provider profiles alone are \$12, from CBC, 961-5968.

Evaluating Programs--Southeastern Michigan Substance Abuse Services has published a 4-part series of short articles on evaluating substance abuse programs that may be applied to any social service program. Their summer '86 Network News outlines a short list of data components that any evaluation system needs: description of the clients, description of the program, client satisfaction, success and failure data, and information on cost and payment. Then there follows a paragraph on setting up the evaluation system. Excellent information in a nutshell. For back copies of the complete series, contact the Downriver Community Conference, 313-283-2940.

(con't)

that joggers, enduring attacks by birds while they get their exercise, are being advised to sew or paint large eyes on their backs, in the style of butterflies and insects who have been warding off birds for eons. What works for the lepidoptera can work for a runner!

(Public Citizen Health Research Group, Health Letter 5/6/86)

* * *

Announcements

- October 5-7 - "Fall Harvest: Something for Everyone", co-sponsored by Michigan Alcohol & Addiction Assoc. and Michigan Assoc. for Marriage & Family Therapy, Sugar Loaf Resort, Cedar, MI. \$80-110. Contact: MAAA (313) 352-2340.
- October 8 - "Meeting Health Care Needs: Now and in the Future", sponsored by Michigan League for Nursing, Sterling Inn, Sterling Heights, MI. Guest Speaker: Donald Potter. Contact: Nancy Caputo, 833-5444.
- October 8 - American Academy of Medical Administrators is sponsoring a series of education programs for nurses. Contact: Darlene Trudell, 540-4310 for a complete list.
- October 9 - Hypertension and its effects, a 5 part series of classes on high blood pressure sponsored by St. Mary's Hospital of Livonia. Thursdays at 7:00 p.m.. \$5-7.50. For registration information contact: 464-4800, ext. 2314.
- October 14 - "Pharmacy and Nursing Address New Approaches to Long Term and Home Care Issues" featuring Oncology, Vascular deficiencies and Psychiatric disorders. Sponsored by Michigan League for Nursing and Michigan Pharmacy Assoc., Michigan State Management Conference Center, Troy, MI. \$45-65. Contact: Nancy Caputo, 833-5444.
- October 17 - "Perinatal Loss: An Approach for Professionals", sponsored by Beaumont Hospital. A resource packet for use by professionals & bereaved parents is included. \$15-30. Contact: Fern Malila, 258-3730.
- October 19-21 - "Adolescent Parents: Breaking the Cycle", sponsored by Michigan Assoc. Concerned with School-Age Parents, Hyatt Regency, Flint, MI. \$30-85. Contact: UM Extension Service, 764-5304.
- October 23 - "Effective Women's Health Programming", sponsored by Michigan Hospital Assoc, Sheraton Inn, Lansing, MI. \$85. Issues include basic health promotion programs to complex outpatient care centers. Contact: 517-323-3443.
- October 23-24 - "Nursing Diagnosis/Application to Clinical Practice", sponsored by Harper-Grace Hospitals. Northfield Hilton, Troy, MI. \$45-110. Contact: Pat Edwards, 745-9416.
- October 23-24 - "Today's Lifestyle, Tomorrow's Health: The School Health Program", sponsored by the Michigan School Health Assoc.. Stouffer's Battle Creek Hotel, Battle Creek, MI. \$15-40. Contact: Wanda Jubb, 517-373-2589.
- October 28 - "The Selective Contracting Strategy: Two Perspectives", part 2 of the Coffee and Controversy series sponsored by the Greater Detroit Area Health Council. Hotel St. Regis, Detroit. \$35. Contact: June Zimmerman, 963-4990.
- October 31 - "Conference on AIDS: What Do Health Care Professionals Need to Know Now?", sponsored by American Academy of Medical Administrators, Southfield, MI. \$65. Call 540-4310 for a seminar brochure.
- November 5 - Certified Nurse Midwives Tea, celebrating Nurse-Midwife month of November. Grace Hospital, 4-6 p.m.. Conference Rooms A-D. Grace Hospital, Detroit, MI. Meyers Rd & Seven Mile.
- November 7 - Promoting Optimal Interventions in Children and Adults with Leukemia", sponsored by Children's Leukemia Foundation of Michigan and Beaumont Hospital. Beaumont Hospital Auditorium, Royal Oak, MI. \$20. Contact: 353-8222.
- November 7 - "Dietary Fat in Health & Disease", co-sponsored by the UM and the Dairy Council. Dow Auditorium, UM Medical School. \$25. Contact: Dr. Adam Drewnowski, 764-3277.
- November 14 - "The Professional Nurse Builds Career Confidence", sponsored by Michigan League for Nursing Council on Nursing Management, at the Detroit Yacht Club. \$75-95. Registration limited. Contact: MLN, 833-5444.
- November 15 - National Council for International Health deadline for submitting abstracts for the annual conference in Washington, D.C., June 14-17, 1987. Contact: Director of Programs, NCIH, 202-833-5900.
- December 11 - "Sexually Transmitted Diseases & Sexuality: The Neglected Connection", sponsored by the Venereal Disease Action Coalition. Guest Speakers: Sylvia Hacker & Buck Harris. Contact: Stacy Barbas, 833-0622.
- December 10-12 - "How to Give Your Hospital a Healthy Lead in Your Community", sponsored by the American Hospital Assoc., Chicago Marriott Downtown, Chicago, Illinois. \$420-450. Contact: 312-280-6083.

(con't)

Epilepsy Center of Michigan
Garden City Hospital
Greater Detroit Area Health Council
Greater Detroit Society for the Blind
Group Health Plan of SEM
Harper-Grace Hospitals
Health Alliance Plan
Health Instructional Resources Assoc.
Hemophilia Foundation of Michigan
Kenny Michigan Rehabilitation Fdn.
League Insurance Co.
Lee Schulman & Associates
Macomb County Health Dept.
Madonna College
Metro Detroit AFL/CIO Council

Mich. League for Human Services
Mich. Lupus Foundation
Mich. Osteopathic Medical Center
Mt. Carmel Mercy Hospital
Mt. Clemens General Hospital
Nat'l Fdn. for Ileitis & Colitis
New Detroit
Northwest General Hospital
Oakland Univ. School of Nursing
Oakwood Hospital
Outer Drive Hospital
People's Community Hospital Authority
Providence Hospital
Rehabilitation Institute
Renaissance Health Care
Robinwood Clinic

Samaritan Health Centers
Saratoga Community Hospital
SEM Hospital Council
Sinai Hospital
St. Joseph Mercy Hospital
St. Joseph's of Macomb County
Staff Builders
Tri-County Dental Health Council
UM Hospitals-Nursing Education
United American Healthcare
Visiting Nurse Association
Vista Maria
Wayne County Mental Health Board
Wayne County Health Dept.
Woodland Medical Center
World Medical Relief

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A TORCH DRIVE AGENCY

Metropolitan Detroit Health Education Council. . . resources, information and networking for better health

MDHEC Holds Two Successful Conferences

Two conferences, one on Women's Health Programs in September, and MDHEC's Annual Conference, "Marketing Health and Human Services: Economics, Ethics and Reality," held in early November, were, by all accounts, great successes.

Sixty people attended the half-day workshop survey of Women's Health Programs, and several of those signed up to continue the forum on an ongoing basis. We'll be reporting more about the ideas and problems chose for discussion, in later issues of this Newsletter.

One hundred and sixteen registrants attended MDHEC's Annual Conference and heard excellent speakers explore issues of ethics, legal aspects, and the need for marketing. Workshops centered around how-to marketing techniques and ethical exercises. "The conference was a success," Ed Allardice, MDHEC Steering Committee member remarked, "in that it got the marketing people to think about ethics, and the ethicists to see the need for marketing." Conference Planners and program participants are to be congratulated for the high quality of the conference; evaluations from registrants agreed.

This Is Your Newsletter

Like all of MDHEC's services, this newsletter exists for the benefit of all in the health education network in southeast Michigan. Please use it, for your announcements of conferences or publications, new program ideas, job hunting positions open, editorials on subjects of interest to you, or anything else that you need to know or want to share. Keep in mind that our newsletter is bi-monthly, and we must receive your announcement well in advance of the date. We welcome your participation.

MDHEC Membership Continues to Grow

New members have brought our membership to 77, a 17% increase over last year. We welcome the following:

American Health Information, Inc.
American Heart Association of Michigan*
American Lung Association, SEM
Community Home Care
Crittenton Hospital
Detroit Macomb Hospital Corporation
Henry Ford Hospital-Fairlane
HMO America-Michigan Ltd.
Hurley Medical Center
Hutzel Hospital Nursing Dept.
Intracorp
Lafayette Clinic
Medi-Speech Services
Visiting Nurses Association

*misprinted on previous list

Speakers Bureau For Schools

A questionnaire will be mailed in mid-December to identify agencies who want to be included on a speakers bureau list for schools in the metropolitan area. If you have NOT received this questionnaire by December 19th and would like one, please contact the MDHEC office, 313-541-8386. The list should be ready for distribution by mid-January.

Happy Holidays!

The Detroit Institute for Children

2.

Detroit Institute for Children, a Torch Drive agency and vintage member of MDHEC, provides outpatient rehabilitation for all children and young adults with physical, neurological, developmental and emotional deficits. Specialized interdisciplinary care is provided to the infant and preschool child at risk, the school-age child with sensory processing and perceptual and/or motor problems, and any disabled child in need of adaptive equipment for optimal independent living.

The Institute, with a 66-year tradition of quality care, is the only facility in the State of Michigan which provides total care for the disabled child in an outpatient setting. Charges are made on the basis of ability to pay, and no disabled child is denied care at the Institute because of inability to pay. Payment from Medicaid, private health insurance, and the Michigan Department of Public Health Division of Services to Crippled Children is accepted. Therapy Services include: Communication Disorders, Audiometric Screening and Gait Lab. Special Clinics are: Computer Assisted Living Skills, Activities of Daily Living, Mobility, Non-Verbal Communication Assessment, Seating and Therapeutic Activities. Medical Services include: Closed Head Injured Rehabilitation Program, Juvenile Amputee Clinic and Variety Club Electronic Limb Research Center.

Anyone may apply for services by calling or writing the Institute. Hours are 8:30 a.m.-4:30 p.m., Monday through Friday. The address is 5447 Woodward, Detroit, MI, 48202-4009, 313-832-1100.

From time to time, this Newsletter will feature one of our member organizations and/or a new project or group which we believe to be of significant interest to our readers.

A Matter of Semantics?

The word patient connotes passivity, patience, waiting (without complaint), and subordination. It is derived from the Latin to suffer. The dictionary defines it in one meaning as "one who is acted upon," as an object.

Client, on the other hand, is defined as "one who is served by...or engages the services of another." It comes from the Latin to lean. It connotes a need (to lean), but in an active sense, with no loss of control.

The difference between the two words as they are commonly used seems to depend on who is in control of the decision-making. Advice may be given by both doctors and lawyers, but lawyers never talk about "compliance" on the part of their clients. Nor do we ever speak of "engaging the services of a doctor."

(reprinted by request)

Publications of Interest

How to get your medical records, a 3-part series in Public Citizen Health Research Group Health Letter, is excerpted from a new book, Medical Records: Getting Yours, from PCHRG. Covers why we need to get our records, and provides a step-by-step guide in the process. Reprints from PCHRG, 2000 P St., NW, Washington, DC 20036.

"Calcium: Which Supplements are Best?" and "Brittle Bones: Calcium & Osteoporosis." \$.50 for each reprint, include self-addressed stamped envelope to: Nutrition Action Healthletter, 1501 16th St, N.W., Washington, D.C. 20036.

No Contest - A Case Against Competition, by Alfie Kohn, excerpted in Metro Detroit Holistic Health Assn. Newsletter via "New Age Journal," debunks 5 myths of competition, e.g., that it keeps productivity high, builds character, etc. Reprints from MDHEC.

Certified Nurse Midwives practice at the following southeast Michigan hospitals: Hutzel, Grace, Sinai, McCauley Health Center, Women's in Ann Arbor, Valley Clinic in Saginaw. For a full Michigan list with individuals' names, call MDHEC.

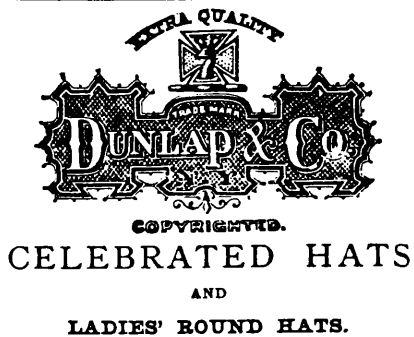
Measurement and evaluation of Health Education, by Mark Dignan, PhD. 166 pp with illustrations; promoted as clearly written for the involved nonspecialist. \$22.50 Chas. Thomas Publisher, Box 4709 Springfield, IL 62708.

1986-7 Closed-Captioned Prime Time TV Schedule for the hearing-impaired. Single copy from MDHEC, or more information from National Captioning Institute, Inc. 5203 Leesburg Pike, Falls Church, VA 22041.

"Clearing the Air" outlines Michigan's new Clean Indoor Air Act (becomes effective 1/1/87): what the law says, places covered and not covered, etc, guidelines on developing a smoking policy, with a worker questionnaire for your office. Free. M.D.P.H. Center for Health Promotion, Box 30035, Lansing, MI 48909. (517) 335-8396.

"AIDS in the Workplace", a fact sheet for people who have questions about exposure to AIDS in the workplace. Free. Contact: SEMCOSH, 1550 Howard, Detroit, MI 48216, or call 961-3345.





Men Have Lessons to Learn, Too!

By Dale G. Ross, ACSW

During the last two decades, women have been doing an increasingly effective job of educating themselves about medical and mental health issues. Some of the issues stem from anatomical differences and many are the result of archaic social customs we are slow to shed. Men have their own set of issues relating to their bodies and their lifestyles. Unfortunately, men have been slower to learn these lessons.

Studies have shown that men see doctors less often and wait longer before attending to existing problems. These practices may stem from the male script of believing he is invincible and tough, accomplished at any cost—even his own health.

We are learning from helping alcohol and substance abusers that there is often an "enabler" who quietly encourages the destructive process. Perhaps women might look to see if they are subtly putting these pressures on their men, or overplaying the role of "good taker". Whatever these games are going on or not, women can do much to help men learn about their limitations and capabilities.

I suggest women take on this task for several reasons. First, men need to hear from women how to take care of themselves, just as women have been doing. Secondly, most men I work with have little awareness of just how out of touch they really are. Being out of touch seems to work well for some employers and others in authority who victimize those whose welfare they presume to help.

Finally, men need to learn that they indeed have a say in their futures. I believe we need an active and united front to help men learn valuable lessons. Men need to learn how to discover what can be changed and what must be abandoned. They need to help each other, and accept help from women, to learn how to promote their own healthy lifestyles.

Dale is a private practice counselor/therapist, specializing in men's issues.

Were You Aware . . .

Although the FDA decided not to ban the use of cancer-causing chemicals in decaffeinated coffee, we can still choose safer methods. Safe decaffeination processes do exist: the "water process" and ethyl acetate, approved by the FDA. Nescafe and Taster's Choice use the former, Folger's and High Point use the latter.

Take this to your pediatrician: 1300 Americans, half of them children under 14, die each year from bike injuries. Head injuries account for a large percentage of these deaths, as well as the 30,000 injuries children suffer each year. Wearing a helmet when riding a bike (and this applies to adults, too, of course) is recommended by safety experts. Doctors, however, report that they provided almost no bicycle safety education in their routine checkups.

Take this to your obstetrician, re: fetal monitoring: a study of 35,000 women, by University of Texas Southwestern Medical School, which is now routinely given to almost two thirds of all pregnant women, although only about 5% of pregnancies are determined to be high risk, does not produce healthier babies. Instead, there was a small but significant increase in C-sections.

Health Facts, October, 1986

Grand Union, an eastern seaboard super-market, is the first to offer USDA-certified beef free of hormones, antibiotics, and other potentially harmful chemicals. (Nutrition Action Healthletter) At least two Detroit area markets are selling Amish-raised chickens, also free of chemicals. If you know of additional sources, please share them with us. (MDHEC 313-541-8386)

Guns, presumably kept for protection, are used thus instead: 84% are suicides, 10% are criminal homicides, and 3% are accidental deaths. Only 2.3% of all the gun deaths occur during self-protection.

New England Journal of Medicine

LIEBIG COMPANY'S EXTRACT OF MEAT

Finest and Cheapest Meat Flavoring Stock for Soups, Made Dishes and Sauces. As Beef Tea "an invaluable tonic and an agreeable stimulant." Annual sale, 8,000,000 jars.

Genuine only with fac-simile of Justus von Liebig's signature in blue across label, as above. Sold by Storekeepers, Grocers and Druggists. LIEBIG'S EXTRACT OF MEAT CO., L^{td}, London.

Announcements

December 27-January 31 - Six consecutive Saturdays for 5-hour sessions: Michigan League for Nursing's on-going NCLEX-RN review program at Sinai Hospital, Zuckerman Auditorium. \$130 for 6 sessions, or \$30 for single session.

January 21, 1987 - "Nurses Can Manage Stress and Resolve Conflict", sponsored by the American Academy of Medical Administrators, Southfield, MI. \$49. Contact: 540-4310.

Special classes and seminars for the health professional are scheduled for winter/spring, 1987. The Wellness Training Program includes a variety of classes for anyone interested in a holistic health lifestyle. For a catalog contact: 445-7417.

May 22-27, 1987 - Health Sciences Communications Association 29th Annual Meeting, The 1987 Media Festival, Norfolk, Virginia. You are invited to share your best productions in film, video, still media, print and computer assisted education with your colleagues. Deadline for entries is January 9, 1987. Contact: Ron Sokolowski, (203) 674-2352.

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A TORCH DRIVE AGENCY

Metropolitan Detroit Health Education Council...resources, information and networking for better health

MDHEC Gets MDPH Grant

A grant from the Michigan Department of Public Health for \$2000 has recently been made to MDHEC, to be used for promotion of our Health Information Bulletin Board.

"This grant will be invaluable to MDHEC as it launches its computerized system of information on health education activities in southeast Michigan," said David Siegel, Chair of MDHEC's Steering Committee. "We will need to get word out to consumers, organizations and small businesses who will be using the service, and this grant will enable us to do so."

The grant will accompany another, from the Shiffman Foundation, which MDHEC received last fall, for \$1000, which will be used for software. We are also awaiting word from United Foundation Capital Fund on our request for the funding of an IBM PC-XT. This computer, in addition to its other advantages, will enable others to connect directly to the system via modem.

In setting up the system, MDHEC will be contracting with the Greater Detroit Society for the Blind to use their state-of-the-art computer system, which is operating now as a similar information network for the visually impaired. Equipped to handle up to 16 transactions at one time, this system will free MDHEC's computer for data entry and internal management.

Databases to be available to MDHEC subscribers are (1) hospital and agency health promotion programs, (2) speakers bureaus, (3) worksite health promotion providers, and (4) ethnic health education materials. Watch for your questionnaire.

Ware Receives SOPHE Award

Dr. Beverly Ware, Coordinator of Corporate Health Education Programs at Ford Motor Company and longtime MDHEC supporter, has been awarded the Distinguished Fellow Award from the Society for Public Health Education, the national professional society.

Dr. Ware's high blood pressure control project has become a model for similar worksite programs throughout the world. Our congratulations to Dr. Ware.

MDHEC's Newest Program: Women's Health Forums

The planning committee of a new program, Women's Health Forums, met in January to plan three forum sessions for 1987. The Forums grew out of the last Patient Education Study Group meeting, on Women's Health Programs, which was attended by more than 60 health professionals.

Recognizing the strong interest in the topic, several of these volunteered to help plan more of the same, and the topics they chose are "Update on Osteoporosis Information," "Breast Care," and "Women and Smoking." The last was chosen with some new data in mind which suggests that women smoke for different reasons from men.

Dates of the forums will be announced by flyer to MDHEC newsletter readers.

Clean Indoor Air — Who Will Enforce the Act?

Michigan is to be commended on its progressive stand on clean indoor air and non-smokers' rights. But the test of the effectiveness of the Clean Indoor Air Act will lie in its enforcement. Fines and warning signs may help, but real enforcement will remain with each one of us.

We, as individuals, must remember to ask for a non-smoking area, which should be more than 2 or 3 lonely tables surrounded by smokers. Many restaurant owners have reported that their customers don't ask for non-smoking tables, so it is no wonder that they still haven't caught on to the fact that twice as many of their customers don't smoke as do. It would simply make economic sense for them to cater to the greater number.

Smokers in supermarkets, hospitals, and now in concert halls and art galleries and many other public places are usually respectfully responsive to a polite, smiling reminder that the new law makes these places off-limits for

(con't pg. 3)

Patient Education Corner Guest Review

All patient education planners are urged to read the executive summary of the Task Force on Black and Minority Health commissioned by the U.S. Dept. of Health and Human Services. The executive summary high-lights the findings of the task force's investigation into the health problems of blacks, native Americans, Hispanics and Asian/Pacific Islanders.

The disparities between the health statuses of these groups and white Americans are documented as well as the health problems specific to each ethnic group. Eighty percent of the excess mortality among these minority groups can be traced to six disease categories: cancer, cardiovascular disease and stroke, chemical dependency (cirrhosis deaths), diabetes, homicide and accidents, and infant mortality. The report also looks at social/demographic characteristics related to the excessive death rates of minorities.

Health education and information headed the list of recommendations made by the task force for reducing excess rates of mortality among minority populations. With this in mind, hospital managers would be wise to advocate for health education as an integral part of their patient education programs. It is the responsibility of every health care professional to see that programs offered are as effective as possible not only in treating but also in preventing disease.

To obtain a free copy of Black and Minority Health, write to Julie Mason, InterAmerica Research Associates, 1555 Wilson Blvd., Rosslyn, VA 22209. *2/9/87*

(From Promoting Health, Nov/Dec, 1986)

Sheryl Shellman-Weir, M.P.H.

(Mrs. Weir is a health educator with the Detroit Health Department.)

New Senior Service Center Planned by Blue Cross

If you or your organization are looking for meeting space for seminars and educational programs for seniors, a new Detroit center might be the place for you.

The McNary Center, located in the soon-to-be renovated Lakeshore Hospital on Larned east of I-75, is planned for Blue Cross/Shield customer services, and will house meeting rooms available for senior concerns. The center will be ready some time in the spring of '87.

Publications of Interest

The Health Education Quarterly, published by the Society for Public Health Education, devotes its entire Winter '86 issue to AIDS education. In view of Surgeon General Koop's recent statement that education is the main hope of stemming the epidemic, this is indeed an important issue. Available on loan from MDHEC.

How to Raise a Healthy Child...In Spite of Your Doctor, by Robert Mendelsohn, M.D., who reassures parents that they know a lot more than they think. His section on the use of antibiotics for ear infections cites reliable studies which conclude that antibiotics "make no difference in terms of the important outcomes--hearing loss, spread of infection, or mastoiditis." Good reference guides. \$13.95 paper, \$8.95 paper at most bookstores. The Detroit Free Press carried Dr. Mendelsohn's lively and informative column for several years.

"Fast Food Guide"--poster lists fat, sodium, sugar and calorie content of the 15 biggest chains. If we can't avoid them altogether, we can at least choose the better ones. \$3.95 standard, \$7.95 laminated, less in quantity. Write: Center for Science in the Public Interest, -PD, 1501 16th St., NW, Wash., DC 20036.

From their brochures, The Wisconsin Clearinghouse appears to publish some unusual materials (Adolescence and Depression; OTCs with Psychoactive Effects; Cocaine: Don't Get Snowed Under; Weight Loss and Control: New Hints for Permanent Success and Mental Health) Low prices. 1-800-262-6243--ask for Health Information Clearinghouse (M-F 9-4:30 CST)

"Worksite Health Promotion Resource Guide" from Michigan Dept. of Public Health. Provides current information on selecting, implementing and evaluating models for worksite health promotion programs. Chapters on Health Risk Appraisals, Fitness, Hypertension, Nutrition, Smoking, Stress and Substance Abuse are written by academicians and health care workers from Michigan and other states. \$15 from MDPH Center for Health Promotion Box 30035 Lansing, MI 48909

Bringing it Home to Congresspeople

Doctors Ought to Care (DOC), a group of health-promotion minded physicians, will send a black-bordered card to members of congress each time one of his/her constituents dies of lung cancer, heart disease or another cigarette-related illness. The cards will reinforce the message that 1000 Americans die each day of a tobacco-related illness. (Blue Cross/Blue Shield of Michigan Friday Report)

Samaritan Health Center Expands to Meet Demand

Samaritan Health Center, well-known for its many and varied programs, is expanding its mental health program to include a "Dual Diagnosis" treatment modality. Dual Diagnosis combines two separate treatment programs, for psychiatric disorders and chemical dependency, and provides comprehensive, sensitive care by a multi-disciplinary team.

Currently, Samaritan's programs provide 55 adult psychiatry beds, 20 chemical dependency beds, and 20 detoxification beds, as well as the "Dual Diagnosis" unit. Recently, the Adult Psychiatry Services opened a cost-effective partial hospitalization program. This approach allows for patients to live in their community while attending daily treatment at the hospital. The Dual Diagnosis concept will soon be extended to adolescents.

Two new programs, an Open-Psychiatric 20-bed unit flexibly designed for patients who may need more or less treatment, and a Relapse Treatment Program for recovering individuals who may have relapsed. The latter is designed for people who are unfairly blamed for getting caught in the seemingly endless "revolving door" of chemical dependency.

These programs, with their innovative approaches, will begin this spring.

Patrick Sciberras
Program Development Coordinator

Good Substitutions for Bad Stuff

"Nutrition Action," published by the Center for Science in the Public Interest, suggests that candy munchers substitute dried fruits, which are relatively rich in iron and fiber and have none of the fat of chocolate or the artificial colors of other candies. For the sulfite-sensitive, however, check the label carefully. Some dried fruit is loaded with sulfites, to keep the bright color of peaches and apricots. Some co-ops and health food stores do carry non-sulfited dried fruit.

Another good substitute is non-fat dry milk in place of the chemical whiteners for coffee or tea. The instant kind dissolves well, and adds a real milk flavor, as well as a small amount of calcium. In all regards, it is far superior to the tasteless chemicals in Cremora or other products.

Clean Air (cont'd from page 1)

smoking. So those of us who care will have to continue to help enforce the law. Individual social pressure--one on one--will be the most effective means to a more healthy environment.

Were You Aware . . .

That urethane, a powerful carcinogen, is found in many brands of wine, liquor and liqueur, and FDA is in the middle of the battle between CSPI and the alcoholic beverage industry about revealing the contents. Canada has banned IW Harper, Jim Beam, Ezra Brooks and Snow Goose bourbons.

Nutrition Action, Center for Science in the Public Interest (CSPI)

That TENS (Transcutaneous Electrical Nerve Stimulation) a pain relief method used for arthritis and other chronic pain, is now suggested for women in the first stage of labor, to avoid drugs. It does not appear to hurt either mother or baby, and is self-administered. *OBGYN News, May '86 via*

Medical Self Care.

That Miso broth, available at most co-ops or health food stores, may be helpful to pregnant women suffering from morning sickness. Also suggested are yogurt (at night or first thing in the morning) and spearmint, peppermint, or raspberry leaf tea, which calm the digestive tract.

Medical Self Care, January '87.

Michigan Self-Help Clearinghouse

A new information and referral service, listing self-help groups in Michigan, has been formed with the help of a grant from the Michigan Department of Mental Health.

"Our objective is to gather and disseminate information on self-help groups, and to support local self-help clearinghouses," Toni Young, MSW, declared. The Clearinghouse, a program of Michigan Protection and Advocacy Service, has a toll-free line, and beginning in April, a resource library of self-help, state-affiliated groups.

Until this month, MDHEC intended to include a self-help group listing. Instead, we will include a referral to the Michigan Clearinghouse.

If you know of a group that may not be listed with the Clearinghouse, or for a survey questionnaire, contact Ms. Young at 1-800-752-5858.

Call for Program Proposals

Health Educators and others should note that the Children's Center, in preparation for its annual spring conference, is calling for proposals of presentations. They may take the form of a paper, lecture or panel, or a how-to workshop. The topic this year is "Coping with Change: New Approaches to Prevention, Treatment and Aftercare for Children and Families." Deadline is March 1. For more information on submission, call Paula Jorne, 313-831-5535.

Announcements

February 3 - "Women Who Love Too Much", Discussion group based on the book of the same title. Eight consecutive Tuesday evenings, 6-7 p.m.. Feminist Therapy Center, Oak Park. Contact: Ms. Waldron, 968-1590.

February 5 - "Toward a Positive Identity for Gay Women", discussion group focusing on personal/social issues. Ten consecutive Thursday evenings, 7-9 p.m.. Feminist Therapy Center. Contact: Ms. Swadling, 968-1590.

February 9 - Lupus Patient Education & Counseling Series. Six consecutive Monday evenings, 7:30 p.m.. \$15-25. Warren Cultural Center. Contact: Michigan Lupus Foundation, 775-8310.

February 9 - "Living With Your Heart Condition", a five-part program for angina patients and those recovering from heart surgery or a heart attack. St. Mary Hospital, Livonia. Contact: Nursing Services, 464-4800, ext. 2313.

February 14 - "Occupational Hazards of Emergency", sponsored by Beaumont Hospital. Conference for all emergency care providers. Focus on all occupational risks for emergency care staff. Contact: Fern Malila, 288-7125.

February 26 - "Private Sector or Public Sector: Who is responsible for the uninsured's health care?", sponsored by Greater Detroit Area Health Council. 8:30 - 10:30 a.m., St. Regis Hotel. \$35. Contact: June Zimmerman, 963-4990.

March 6 & 7 - "Co-Dependence", sponsored by the Michigan Alcohol and Addiction Association. Harley Hotel, Lansing, MI. \$210-245. Contact: MAAA, 313-352-2340.

March 11 - "Chronic Pain: Common Problems-Practical Solutions", sponsored by the Southfield Rehabilitation Center. Michigan Inn, Southfield. Contact: Cheryl Palmer, 423-1458.

March 11 - "Legal Liability of Nurses: What You Need to Know and Why", sponsored by the American Academy of Medical Administrators, Southfield, MI. \$49. 7.2 MNA contact hours. Contact: 540-4310.

March 18 - "Alternative Career Choices for Nurses: Opportunities for You to Build on Your Nursing Background," sponsored by the American Academy of Medical Administrators, Southfield, MI \$49. Contact: 540-4310.

March 19 - "Nurses: How to Change Your Career, Your Job, Your Life..Profitably!", sponsored by the American Academy of Medical Administrators, Southfield, MI. \$59. Contact: 540-4310.

"Choose Health America" is the theme of the 1987 National High Blood Pressure 12-month Kit coming to you soon from the National High Blood Pressure Education Program. For more information contact Ann Mentz, 833-0622.

POSITION OPEN: Full-time Health Educator in corporate environment. Qualifications: BSN or Bachelor's in health or public education, Master's in health or public education, teaching experience, background in program assessment, planning & implementation. Send resume to: Box 436, Bloomfield Hills, MI 48303-0436.

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MDHEC Bulletin Board — First Stages

Now in the first phase of data collection, MDHEC is preparing its newest program, the MDHEC Bulletin Board, to begin later this year.

Starting with the first of its seven databases, a listing of speakers bureaus for schools is almost ready. (If you have a speakers bureau and have not received a questionnaire, call us at 541-8386.)

Data for the next 3 databases will be located via a 3-part questionnaire. It will locate audio-visuials, community health promotion courses, and worksite health promotion program providers, is scheduled for mailing April 1. A professional calendar and a health consumerism reference guide round out the group of seven.

Watch for further information on benefits of the Bulletin Board, subscription rates, and how to become a subscriber.

MPHA Holds Annual Meeting At Mackinac Island

"Public Health: The Changing Paradigm" is the topic of the Michigan Public Health Association's 66th Annual Conference, to be held May 17-19 on Mackinac Island.

The plenary sessions will feature speakers of statewide reputation, including Symond Gottlieb, Executive Director, Greater Detroit Area Health Council and Dr. Gerald Abrams of the University of Michigan Medical School. Four concurrent sessions throughout the two and a half day conference will feature presentations by MPHA Divisions and submitted individual papers on a wide range of public health topics, and ample time is provided to enjoy the delights of the island and the venerable Grand Hotel. For registration information, call Suzanne Antisdal, President-Elect, at 541-8386.

Project Health-O-Rama March 23-April 16

Once again, Project Health-O-Rama will offer screening tests at 97 sites in 8 counties of southeast Michigan, beginning March 23.

Free tests and services for blood pressure, glaucoma, vision, and height and weight will be offered at all sites, as well as a Health Hazard Appraisal, counseling and referral, and health education literature. Also offered at a nominal fee are: take-home colorectal cancer screening kits (\$3), and a blood panel of 21 tests (\$8).

Additional services will be offered by some sites, where resources are available: pap tests, breast mammograms, and skin cancer, oral/dental, hearing, pulmonary function, prostate/testicular, sickle cell and diabetes tests. Medications counseling, nutrition counseling, podiatry, breast examinations and computerized cancer risk appraisals will also be available at these sites.

Project Health-O-Rama sites are staffed by volunteers from hospitals, clinics, nursing and allied health schools, the Women for the United Foundation, and many individual professionals, and the entire program is sponsored by WXYZ-TV, Blue Cross and Blue Shield of Michigan and the United Health Organization, a Torch Drive Agency.

The Project hotline, beginning March 16, will answer questions Monday-Friday, from 10 a.m. to 3 p.m.: Call 569-0606.

AIDS and Women

About 7% of U.S. people with AIDS are women. Over 1500 women, as of October 1986, had contracted the disease, and over half have died. Resources to help professionals understand more about the problem are available from the San Francisco AIDS Foundation, 333 Valencia St, 94103, (415) 864-4376. Safe Sex Guidelines for Women at Risk for AIDS Transmission, a short article from the November '86 issue of the National Women's Health Network News, is also helpful. For a reprint, send a self-addressed stamped envelope to MDHEC.



A New Ruling For Medicare Recipients

Health care professionals are urged to alert their clients who receive Medicare that beginning March 1, 1987, the use of the services of a surgical assistant (a second doctor) during cataract surgery must be reviewed and approved before payment will be made by Medicare. The surgeon who will be performing the cataract surgery is responsible for requesting and obtaining approval for the use of a surgical assistant. Whenever surgical assistant services are not approved, the Medicare beneficiary, surgeon and Medicare insurance carrier will receive written notification of that decision. In that same notice the beneficiary will be informed that the disapproved services of a surgical assistant cannot be billed to them. The surgeon is responsible for the costs of the disapproved services. If the beneficiary is billed for disapproved professional services of an assistant eye surgeon, he/she should notify the Medicare insurance carrier immediately at:

Blue Cross/Blue Shield of Michigan
600 E. Lafayette
Detroit, MI 48226
(313) 225-8200

In other Medicare news, optometrists' services are now covered, if the services are among those already covered by Medicare when furnished by a medical doctor, and if the optometrist is authorized by state law to provide the services. Effective April 1, 1987.

Health Consumer Advocacy Database

In this era of consumer activation and medical self-care, the list of publications providing the lay public with health and medical information continues to grow. Articles on potentially harmful or ineffective drugs, nosocomial illnesses, or misuse of medical technology, among others, alert laypeople to healthy cautions they need to consider whenever they come face to face with the health care system. MDHEC has put together a Health Consumer Advocacy Database, culled from 4 publications: the National Women's Health Network Newsletter, Health Facts, Public Citizen Health Research Group Newsletter, and the People's Medical Society Newsletter. This database will become a part of MDHEC's Bulletin Board, and will be accessible to subscribers by fall of 1987. If you have questions or suggestions for us, please call us at 313-541-8386.

Help and Information Via Hotlines

The hotline has become one of our most useful tools in information dissemination. Several new and helpful services have recently come to our attention:

Facts of Life Line, sponsored by Planned Parenthood Inc., relays recorded messages, for use with a touch tone phone, about sexual problems and abuse, pregnancy, birth control methods, sexually transmitted diseases, menstruation, menopause, BSE, etc.. Beneficial for adolescents, who have been keeping Blue Cross' Tel-Med tied up after 3 p.m. with similar questions for several years. The everpresent male voice may be a little off-putting for females. (313) 963-5372.

Toxic and Health Hotline, from the Center for Environmental Health Sciences of Michigan Department of Public Health. Staff will talk with callers and answer questions about household exposures, toxicity of various substances, and other areas of concern. 1-800-MI-TOXIC.

Sexual Assault Crisis Line,--trained crisis counselors for victims of sexual assault will talk confidentially with callers and make appropriate referrals. They are especially interested in acquaintance or date rape cases. Available 24 hours a day, 7 days a week, the service is provided by New Directions in Education, Counseling and Clinical Care (DECC) in East Lansing, and funded by the Office of Criminal Justice. 1-800-292-4517.

DECC also administers three other statewide toll-free crisis lines:

Runaway Assistance Program 1-800-292-4517
HARBOR-Domestic Violence Crisis Line:

1-800-292-3925

Child Abuse and Neglect Helpline:

1-800-942-HELP.

Publications of Interest

Physician Directory for Michigan--a listing of 75 doctors recommended by members of the People's Medical Society. No endorsement is being made by PMS. For a reprint contact: PMS, 14 East Minor Street, Emmaus, PA 18049.

Health and Environmental Digest--a new survey of articles on environmental concerns, digested from national and regional publications. \$55/year as an introductory rate. 5901 Brooklyn Blvd, #109, Minneapolis, MN 55424. (612) 553-6162.

Were You Aware . . .

that smokers may be much more likely to be involved in traffic accidents than non-smokers. A University of Massachusetts Medical Center study found that smokers are more prone to speeding, running red lights, and collisions. When researchers controlled for the younger age of smokers, their less driving experience and heavier drinking as a group, smokers were still involved in 50 percent more traffic accidents than non-smokers.

Michigan Consumers Council Bulletin 2/87

Free cataract surgery is offered by the Michigan Eye Institute in Southfield, to people who have no health insurance, are ineligible for Medicaid or Medicare and who can't afford to pay for surgery themselves. Free hospitalization is provided by St. Mary Hospital of Livonia, and screening coordination is done by a Lions club and The Greater Detroit Society for the Blind. For more information call 272-3900.

Reducing Radiation Exposure From X-rays

In a most informative article in its February issue, the Public Citizen Health Research Group Health Letter outlines the problems related to radiation exposure from x-rays. The article presents statistics, such as the fact that nonradiologist physicians who own their own x-ray equipment use twice the x-rays of colleagues who refer patients to radiologists; 12 dos and don'ts, such as if you are a woman under 50 with no symptoms or family history of breast cancer, don't submit to mammographic screening on a routine basis; and dose charts, listing milirads per average exam, from:

mammography.....250-300
upper GI series.....150-400
(high dose exams)

to

cervical spine.....50-150
skull.....20-50
(medium-dose exams)

to

dental..... < 5-30
hands..... < 5

For a complete reprint of the issue, which also contains articles on doctor discipline and radon, write: Health Letter Circulation, 2000 P St., NW, Washington, DC 20036.

Spreading the Word Prevents Spreading AIDS

Almost daily there is something new on AIDS. We all seem to be on information overload, but many of us have not really grasped the basics of this worldwide crisis. If we are to bring this disease into check until a vaccination and cure are found, we must educate our clients in our daily work, and teach every person how to live in a new world containing AIDS, both those at risk and those not.

First we need to get the latest information on the HIV virus that causes AIDS. People have generally hung on to the information that was either most upsetting or fit some negative view they held, not hearing what came later. Additionally, many people do not understand the facts. One thing is clear: the virus is a "wimp" and needs ideal paths and conditions to infect. It is spread through specific unprotected sexual practices, children born to infected mothers, and the exchange of blood via unclean IV needles or blood products.

These simple points need to be made over and over again. Studies show that many people engaging in high risk activities do not know or believe they are at risk--so we must teach them at every available opportunity. We can help by posting notices, distributing pamphlets, and asking pointed questions about what clients know and how they are living with their knowledge. Kinsey found forty years ago that the range of sexual practices was broad, but not admitted to. If practitioners are reluctant to discuss personal habits with clients, we may be denying them the knowledge to protect themselves and their loved ones. It isn't a questions of our advocating some of these practices, but advocating safety precautions if they are engaged in. This is where condom discussion fits in--not the moral issues but the medical ones. We can urge the replacement of unsafe practices with safe ones, and we have an ethical responsibility to do so.

Dale Ross, ACSW

(Part 2 of this 2-part series will focus on those who are not at risk)

WHY YOU SHOULD USE -

Scott's Emulsion

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*It is used and endorsed by Physi-
cians because it is the best.*

Announcements

March 9 - "Coping With Aging Parents", discussion group focusing on coping skills/physical and emotional needs of elderly relatives. Mondays, 12:30 - 2:30, Crowell Recreation Center, pre-registration necessary. Contact: Audrey Wasserman, Adult Well-Being Services, 961-5055.

March 11 - "Chronic Pain: Common Problems, Practical Solutions", Michigan Inn. Sponsored by the Southfield Rehabilitation Hospital. \$35-75. Contact: Lynne Chynoweth: 423-1458.

March 17 - "Evaluating Payoff for Community Outreach", SEMIRA General Membership meeting will focus on ways agencies and small businesses can justify community services that are offered at low/no cost. Detroit Public Library, Explorers Room, 1:30 - 4:00 p.m., 5201 Woodward, Detroit, MI. Free. Contact: DPL - 833-4006.

March 17 - "Safe at Home Conference", sponsored by the Poison Control Center and the FDA. Cobo Hall, 8:30 - 4:00 p.m., \$20. Contact: Poison Control Center, 745-5335.

March 18 & April 8 - "Alternative Career Choices for Nurses: Opportunities for You to Build on Your Nursing Background", sponsored by the American Academy of Medical Administrators. \$49. Contact: 540-4310.

March 19 & April 9 - "Nurses: How to Change Your Career, Your Job, Your Life...Profitably," sponsored by the American Academy of Medical Administrators, Southfield, MI. \$59. Contact: 540-4310.

March 20 - "Great Lakes SOPHE Mid-Year Conference", MDPH. 8:30-4:00 p.m.. \$10/22.50. Contact: L. Stegmier, 616-774-3841.

March 25 - "Diabetes and High Blood Pressure", workshop sponsored by the Metro Detroit Coalition for Blood Pressure Control. Henry Ford Hospital, Free. Contact: Ann Mentz, 833-0622.

March 26-27 - "Silver Rights: The Future of Health Care for the Elderly", Alameda Plaza Hotel, Kansas City, Missouri. Sponsored by Midwest Bioethics Center & Menorah Medical Center. \$165-200. Contact: 816-942-1992.

March 26-27 - "Preparing for the AADE Exam: Foot and Eye Complications: A Challenge for Diabetes Management, Midway Motor Lodge, Lansing, MI. Sponsored by Mich. Organization of Diabetes Educators. Contact: L. Milligan 759-7300 x6654.

April 1 - "Legal Liability of Nurses: What You Need to Know & Why", sponsored by the American Academy of Medical Administrators, Southfield, MI. \$49. Contact: 540-4310.

April 3 - "Relapse: The Cocaine Treatment Dilemma", St. Johns Armenian Cultural Center. Sponsored by Michigan Alcohol & Addiction Association. \$70-90. Contact: MAAA, 352-2340.

April 7 - "Women's Health Forum", Grecian Center, Southgate. Sponsored by Outer Drive Hospital. 11:30 -5:00 p.m.. \$18.50/20. Contact: Joyce McMillan 594-6243.

April 19-24 - "A Traditional Indian Medicine Conference", Hacienda Resort & Convention Center, California. Sponsored by Fengald Center & St. Mary's Hospital. \$35-250. Contact: 209-539-3945.

April 23-25 - "Behavior Change: Theory into Practice", sponsored by Christ Hospital, Cincinnati, Ohio. \$200-225. Contact: Linda Hall 513-369-2732.

June 11-12 - "A Healthy Future for Michigan's Mothers and Babies", Clarion Hotel, Lansing, MI. Sponsored by Michigan Healthy Mothers/Healthy Babies Coalition. For additional information contact: Terri Wright, 876-4667 or Pamela Walsh, 961-4990.

March is National Nutrition Month. This years theme is "Good Nutrition: A Personal Choice." Recognizing good food choices begin at an early age, the Registered Dietitians at Outer Drive Hospital will be visiting elementary schools in Lincoln Park during March to provide information on basic nutrition. Contact: Carol Juntila, 594-6469.

The Detroit Public Library's TIP Service has published its 1987 Director of Free Tax Assistance Sites, Metro Detroit. This directory is for Detroit area residents who need help with filing their federal, state and city tax forms. Contact: Detroit Public Library, TIP Clearinghouse, 5201 Woodward, Detroit, MI 48202; 833-4006

POSITION OPEN: A major hospital system is looking for a masters prepared individual in fields of health education, nursing, social work or related field with experience in developing and implementing community health education programs. This individual would work under the Director of Community Health and be responsible for program planning, implementation and evaluation with some teaching responsibilities. Please submit resume to MDHEC, 777 Livernois, Ferndale, MI 48220 by March 20, 1987.

Suzanne Antisdell, Editor

Karen Gasparach, Staff Editor

Metropolitan Detroit
Health Education Council
777 Livernois
Ferndale, MI 48220
(313) 541-8386



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A TORCH DRIVE PROGRAM

Metropolitan Detroit Health Education Council...resources, information and networking for better health

Operational Bulletin Board Set for Mid-Summer

Barring computer mishaps, MDHEC's Bulletin Board should be ready for your use by mid July. Many of you have received questionnaires asking you for information on your programs, (whether they be for the worksite or the community) and your resources (audio-visuals and materials in foreign languages). In addition, MDHEC has collected information on lay advocacy references speakers bureaus for schools.

For those of you who have modems, you'll be using them to send us your information updates whenever they occur. If you :

- add a course for the community
- sponsor a conference
- develop a new a-v
- translate a brochure into Spanish
- are searching for consumer protection resources
- have speakers looking for work...

you'll want to get that information out on the Bulletin Board. You'll simply prepare the copy, getting all the bugs out before you send it, and at the flick of a magic button, we'll have it for all of our subscribers to see.

And if you're wondering what's going on in other organizations, if there's a continuing education program that you need, or some publications that you want, simply log in to the Bulletin Board at a time that's convenient to you (for \$11 per hour, it's a great bargain!) and look over our menus (table of contents), taking as much time as you need.

You're also free, via electronic mail, to let us know what you think--that something needs clarification, or that you think we need to add another item on the menu, like a list of doctors who take medicare assignments.

Con't next column

Continued from column one

For those organizations who don't have computers with modems, there will still be periodic printouts for you to peruse. And we'll take your suggestions, too, if you want to phone or write them in.

We've already had several requests for new memberships coming from questionnaire respondents, and we're looking forward to making many new friends for MDHEC through this exciting new venture.

If you haven't received a questionnaire and would like one, call us at 541-8386.

MDHEC's Two-Year Plan

Following a tradition of eight years, MDHEC's Steering Committee has approved the draft of a Two-Year Plan for MDHEC's objectives and activities, for 1988-89. This 3-page document outlines our mission, constituency, and work objectives over the next two years, and is a helpful paper in explaining the whats and whys of the organization.

In June, the Plan is up for approval by the Board of the United Health Organization, our parent organization, but if you would like a copy of the draft meanwhile, call us at 541-8386.

Volunteers Needed for Data Entry

If you have an IBM-compatible computer and a free hour or two, and would like to help MDHEC enter our data from the questionnaires, please call 313-541-8386. We'll supply the disks, and you will earn a mention in the newsletter and the undying gratitude of the entire MDHEC staff (both of us).

Credentialing for Health Educators: An Update

A flurry of energy is currently being expended to develop a credentialing mechanism for health educators. The present activity is the result of several years of groundwork laid by members of the Society for Public Health, (SOPHE).

In 1978, SOPHE's first Bethesda Conference established a national task force to develop a plan of action for a voluntary credentialing system. From '78-'85 this group worked on the Role Delineation Project in Health Education and produced a document, "A Framework for the Development of Competency-Based Curricula for Entry Level Health Educators."

In early '86, a second Bethesda Conference was organized by a national task force, to update the field on what had been accomplished and develop a consensus for next steps. It was consequently agreed that there be both individual and academic program credentialing, and that the national task force take the lead in developing the structure for this credentialing. In summer '86, Great Lakes Chapter SOPHE helped to review a draft plan, the final version of which is due in mid 1987.

Along with these events, state chapters of SOPHE in Ohio, Minnesota and North Carolina have been working for the last six years to establish statewide registration systems based on academic qualifications or competency attainment, combined with on going continuing education requirements. Great Lakes SOPHE is currently exploring the feasibility of establishing a registration system in Michigan and how such a system would interface with its national counterpart. In addition, the possibility of a caucus on public health education in higher education is being explored, as a method of influencing undergraduate and graduate preparation programs.

These activities address the emerging need on the part of Health Educators for public support and recognition, especially by consumers, employers, policy makers and other professionals who use their services. It is important for practicing health educators to keep informed on credentialing issues, and better yet, to participate in shaping the system that will impact on their work. For more information contact me at 313-769-7100, ext. 205.

Joy Harsen, M.P.H.
Chair, Professional
Competence and
Preparation Committee
Great Lakes SOPHE

Publications of Interest

An excellent, helpful article on one's choice of hospital and how it influences cancer survival, in May's issue of Health Facts.

One (report) showed lower survival rates for certain types of cancer treated at the country's 21 comprehensive cancer centers. The second report found...that a medical school affiliation was not related to higher survival of breast cancer.

Health Facts also publishes a list of all U.S. Hospitals showing the lowest death rates for Medicare patients who underwent coronary bypass surgery (\$3).

For reprints or lists, write the Center for Medical Consumers Inc., 237 Thompson St., N.Y. 10012. (212) 674-7105.

Playing It Safe While You're Pregnant - a one page summary of environmental, diet and drug hazards to be avoided during this special time, from Center for Science in the Public Interest. A good comprehensive resource. Single copies available from MDHEC; send a SASE.

Low-Income Dental Referral Guide, 1987-88 edition, published by the Tri-County Dental Health Council, listing a number of dental clinics which offer discounted fees. Free single copies to agencies making referrals for low-income persons. Additional copies, \$1. Contact TCDHC at 559-7767.

"Pointers for Preceptors," for supervisors of health education students. A clearly-written and thoughtful collection of practical tips for each stage of the student internship process. Tells how to develop realistic expectations, design a meaningful experience, and interview, select, supervise and evaluate a student. \$3 to members and \$5 to non-members of the Great Lakes SOPHE. Contact: Kay Pochodylo, MDHEC Steering Committee Member and SOPHE President at 1200 N. Telegraph, Pontiac, 48053.

"If Your Client Has Herpes" a short list of do's and don't's to remember in dealing with this disease. For a reprint, send a SASE to Northland Family Planning Clinic, 1 Northland Plaza, Southfield, MI 48075. 1-800-447-7354.



Lay Advocacy Movement Grows

Within a few months of each other, articles on patients and consumers rights have recently appeared in the New York Times and Modern Maturity.

Jane Brody, a well-known health columnist for the Times, writes about her own sad hospital experience, and about the increase of ombudsmen and women, advocating for patients, cutting through red tape, and smoothing communication lines with hospital staff.

Modern Maturity, the magazine for members of the American Association of Retired People, features a major article on the People's Medical Society and other consumer movements dealing with communications and sensitivity issues in hospitals.

Both articles point to the increase of technology as being in large part responsible for the decrease of personalized, integrated care. They cite the growing number of professional and lay groups attacking the problem, and mention the need for better communication, including access to medical records, as the major problem from the patient/consumer viewpoint. The findings throw cold water on ancient beliefs that patients are not capable of handling medical information. Instead, patients supplied with satisfactory information have better medical/hospital experiences, and make it all easier on staff as well.

From all aspects, MDHEC's Lay Advocacy Database--part of our Bulletin Board-- is timely and needed.

Request for Articles

The National Association of Lesbian and Gay Alcoholism Professionals (NALGAP) News is looking for articles on a variety of topics relating to NALGAP's work. If you or anyone you know is interested in writing such articles, or in reviewing books on chemical dependency, please contact Steve Berg at (517) 372-7481.

Change for the Better?

Some health messages must be getting through. The other day, a young man was overheard as he came into a drugstore. "I'D LIKE A PACKAGE OF CONDOMS, PLEASE," he announced. Then, lowering his eyes he shielded his mouth and whispered, "And a pack of cigarettes."

Spreading the Word Prevents AIDS

(second of a two-part series)

When we professionals deal with clients who do not need to fear AIDS because they are not personally at risk, we must remember that they will benefit from the facts by learning that they are not at risk. Because of the way AIDS is spread and the groups of individuals who were at risk early on, it is an emotionally loaded issue. We can help unload that emotion through discussions of feelings and by teaching the facts. It will put a lot of people at ease, save many dollars on anxiety treatments and unneeded testing ("an ounce of prevention for hysteria about AIDS is worth a pound of medical/social/psychiatric treatment") and help pave the way for humane care of those who become infected. WE also need to teach people what testing positive to the HIV virus means and does not mean.

While there were about 270 persons with AIDS in Michigan in January '87, estimates predict 3600 cases by the year 1990! Even greater numbers will be infected and not know it while they are infecting others. Everyone needs to know how to cope with AIDS, directly or indirectly, as friends, neighbors, co-workers, professionals and loved ones become infected with the HIV virus, possibly develop AIDS-Related Complex (ARC) and maybe go on to develop AIDS. Currently, education of prevention measures and facts is the only known way to stop the spread of the virus. We all, especially health professionals, need to know the facts and share that knowledge.

Reliable information can be obtained from Wellness Networks, Inc., 547-9040 or tollfree in Michigan, 1-800-872-AIDS. This excellent Resource center answers questions about AIDS and ARC, makes referrals, coordinates needed services, and supplies brochures, posters, public speakers and in-service presenters.

Dale Ross, ACSW

Speakers Wanted

The VD Action Council is looking for knowledgeable speakers for its speakers bureau, which is currently being inundated with requests. This month, VDAC filled 36 speaking requests, as opposed to 75 for the total year of 1986. Training will be provided and your services are badly needed. Contact: Judy Lipshutz or Stacey Barbas at 833-0622.

Announcements

May 4-31 - Judy Chicago's "The Birth Project". A collection of modular art works depicting various stages of the birth process. Each piece is done in needlework. At Sinai Hospital, 6767 W. Outer Drive, Detroit, 48235. Contact: 493-5895.

June 10 - "The Retarding Environment", Conference about the rights of persons with development disabilities in the community. Sponsored by Wayne Community Living Services. 9:30-2:30 at the San Marino Club in Troy. \$10. Contact: Sharon LaNoue, 286-8400.

June 10-12 - "Tough Choices: Ethical Conflicts in Education for Health. SOPHE Mid-Year Scientific Conference. Registration \$115-200. Contact: Jim Lovegreen, SOPHE, 703 Market St., #535, San Francisco, CA 94103.

June 11-12 - "A Healthy Future for Michigan's Mothers and Babies" presented by Michigan Healthy Mothers, Healthy Babies Coalition, MSU College of Human Medicine. \$35-65. Clarion Hotel, Lansing, MI. Contact: MSU Office of Con't Medical Education, A218 E. Fee Hall, College of Human Medicine, East Lansing, MI 48824-1316.

June 11-14 - "You Can Heal Your Life", lecture and workshop sponsored by the Metro-Detroit Holistic Health Assn. Contact: Sally Palian, 358-1870.

June 13 - "Hidden Disabilities-Awareness & Action Conference", at McKenny Union, EMU. Sponsored by Eastern Michigan University. \$15 or 7.50 for Handicappers, Parents, and Students. Pre-registration required. Contact: Cindy or Marsha t (313) 487-0005 VOICE/TDD.

June 27-July 18 - "Health Education and Community Participation Study Tour of China" sponsored by UCLA Extension Service. Enrollemtn Fee: \$250, travel fees, \$3,450. Contact: Division of Science, UCLA, Extension, P. O. Box 24901, Los Angeles, CA 90024.

St. Mary Hospital announces the opening of the Eating Disorders Recovery Center (EDRC), located in Livonia. Contact: Audrey McConachie, Public Relations Director, 464-4800, ext. 2596.

Northwest Detroit General Hospital sponsors Alanon meetings every Thursday at 7:00 p.m. and AA meetings every Wednesday at 5:00 p.m.. Free, guarded parking available. Contact: Thomas C. Tryban, 369-3015.

Suzanne Antisdell, Editor

Karen Gasparach, Staff Editor

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Progress Update on HI-NET

HI-NET, MDHEC's new electronic Bulletin Board, is moving toward full operation soon. With a little help from our friends, we've met the challenges of the problems we've encountered, and the next time you hear from us you will be able to use HI-NET and its 7 databases for your work.

Remember, those data bases, chosen by you, are worksite health promotion program providers, audio-visuals, community health promotion programs, ethnic materials, lay advocacy references, professional calendar, and speakers bureaus for schools.

Membership Renewals

The following organizations have renewed their membership in MDHEC since the publication of the last newsletter:

*American Lung Association of SEM
Arthritis Foundation, Michigan Chapter
Catholic Social Services of Macomb County
Children's Hospital of Michigan
Crittenton Hospital
Detroit-Macomb Hospital Corporation
Hurley Medical Center
League Insurance Companies
Rehabilitation Institute
Wayne County Health Dept.*

10th Annual Conference

"VIOLENCE: AN EMERGING PUBLIC HEALTH ISSUE"--MDHEC's 10th Annual Conference, Wednesday, October 7, 8:30-4:00, Sacred Heart Seminary, Chicago Blvd. at Linwood, Detroit. The conference will feature Deborah Prothrow-Stith M.D., who has gained national prominence teaching Boston school children how to channel their aggressive feelings into non-violent behavior. Her program has reduced violent incidents in the Boston-Roxbury schools by two-thirds.

Early registration urged

Other speakers include Patrick O'Carroll M.D., a medical epidemiologist from the Center for Disease Control; John Waller from Wayne State University's Center for Prevention and Control of Interpersonal Violence; and Emanuel Tanay, internationally known forensic psychiatrist.

This conference is drawing more attention than any in our 10-year history. Since space is limited, we strongly advise early registration! Call MDHEC for a brochure.

PATIENT EDUCATION WEEK --

NOVEMBER 1-7

NATIONAL AIDS MONTH --

NOVEMBER



Women's Health Forums Presents Two

Two new programs, "Women and Breast Care" and "Women and Smoking," are planned by the Women's Health Forum for early October and November.

On October 2, Professor Bonnie Kay of the UM School of Public Health will lead off a panel discussion with "Women and Breast Care: Social and Political Implications." Elizabeth Schmitt M.D., Director of the Breast Cancer Detection Center at Harper Hospital, will speak on the safety limitations of radiation, which is the subject of much controversy of late.

Also on the program will be presentations on fibrocystic breast condition, and two presentations of educational programs, one for hospital staff and one for laypersons.

The Forum will take place at the Michigan Cancer Foundation, from 12:30 to 4:00. Time will be provided for "nibbles and networking" at the beginning of the afternoon. Cost, including refreshments, is \$13 for MDHEC Members, \$15 for non-members.

In November, an update on specific indications for women smokers will feature researchers, program providers, and two women who each have tried, with success and without it, to stop smoking. Details in the November issue of the MDHEC Newsletter.

Ethnic Materials Needed

Health education materials in foreign languages are needed by many groups who work with the foreign born.

If you have these materials--posters, brochures, anything--please call MDHEC at 541-8386, so that we may add them to our HI-NET computerized bulletin board.

Correction:

Dan Kaller, an eagle-eyed reader from Emergency Telephone Services, caught us with our history books down. We should have referred, in our last issue, to Alexander Graham Bell, and not Thomas Alvah Edison.

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Were You Aware . . .

CompuRad, a radiation health monitor, is a credit-card size device to monitor medical and dental x-rays and the environment of the card carrier. Reported by both People's Medical Society and Health Facts this month, it's well worth the \$39/year if you're exposed often. Send SASE to MDHEC for reprints to get more information.

Alternatives for Girls Needs Help

Alternatives for Girls is a project dedicated to helping young girls in southwest Detroit who are at risk of becoming, or already involved in, juvenile prostitution.

Begun out of community concern about the lack of services, the project goal is to help create needed services for these girls and offer them some options in life choices, education and careers.

A Community Coordinating Committee of public and private agencies has been convened to develop services not currently available, and to link up those already in place.

This vitally needed project has drawn interest and support, but little funding, due to reluctance in taking a risk on something new and controversial. The project asks for your help in two ways: attend the next meeting of the Committee, on September 16, 1:00-3:00 at Michigan Osteopathic Medical Center (call 946-0938 for more information); and please call if you know of funding sources that would be interested in this excellent program.



HIS POEM ON SPRING.

Poet reads to the baby.

OH, joy, the vernal gladsome spring is here;
A genial warmth prevades the atmosphere;
The birds are twitt'ring in the budding trees,
And o'r the lilac bushes hum the bees:
Relaxed at last are hoary winter's throes—

voice from the Kitchen.

Hi, George! come here. The water-pipes is froze.

—*Harper's Bazar.*

"MR. BARKER, do you think we will go to the sea-side or mountains next summer?" asked the "power behind the throne," as the family sat about the evening lamp.

"Mrs. B.," answered her husband, "I have not paid the bill for the Christmas present you gave me yet," and a dull silence reigned.
—*Epoch.*

"YOUR part of the country is developing rapidly, is it not?" was asked of a Missouri man. "Oh, yes, mighty fast. Why, sir, only a few years ago we still used the old-fashioned pepper-box pistol, but we now have double-action revolvers that would reflect credit on any community."—*Arkansas Traveler.*

Acid Rain-Aluminum-Alzheimer's

"Losing a Million Minds," a new document on the tragedy of Alzheimer's disease from the US Office of Technology Assessment, coincides with an August Health Facts article on the connection of aluminum with Alzheimer's. At the same time, The Utne Reader, a digest of the alternative press, has reprinted an interview with Lester Brown, founder of Worldwatch Institute and publisher of the highly acclaimed State of the World report. Brown reports that the burning of fossil fuels contributes to acid rain, which releases aluminum, trapped in the soil, into our water and foods.

"The linkage (between aluminum and Alzheimer's) hasn't been proven yet," Brown states, "but the hypothesis is a very disturbing one. There are over 2 million people in this country--many in their 50's--who now have Alzheimer's. Therefore, if the links between fossil fuel combustion, acid rain, soluble aluminum and Alzheimer's disease are real...it could lead to a revolutionary shift in energy policy." And, we might add, public health policy.

Health Facts tells us aluminum can also be inhaled from aerosol antiperspirants, and high levels are found in antacids. For a Health Facts reprint with details, send SASE to MDHEC. For a copy of the September Utne Reader, send \$4 to 2732 W. 43rd St., Minneapolis, MN 55410.

Publications of Interest

"Pathway to Health: Prevention and Control of the Major Chronic Diseases" from the Chronic Disease Advisory Committee of MDPH, who set criteria for funding new programs, evaluate current programs, and respond to problems in programs. Free from Center for Health Promotion, MDPH, Box 30035, Lansing, 48909.

"Health Care for the Elderly: The Canadian Experience," a 2-part reprint of Dr. Ted Goldberg's U-M School of Public Health lecture, in Public Health Comments. Goldberg, a former WSU Chair of Community Medicine, is now at the University of Toronto. For reprints, contact Terry Carroll, Editor, 1265 Book Bldg., Detroit, MI 48226. 964-6950.

"Clinical Opportunities for Smoking Intervention: A Guide for the Busy Physician" is available free from American Lung Association of SE Michigan. Many people never get this information from their docs, who have so much influence on their patients, because of time restraints. This guide offers time-efficient ways to get the message through. Free from ALASEM at 559-5100. Get one for your doctor.

"Improving Adherence Among Hypertensive Patients"--which remains at only 35%. A physicians guide produced by a Working Group on Health Education and Blood Pressure Control. Contains handouts, quick references, and tips on basic health education for docs. Sent our way by Scott Simonds, a Working Group member Free from Nat'l High Blood Pressure Education Program, 120/80 Nat'l Institutes of Health, Bethesda, MD, 20892.

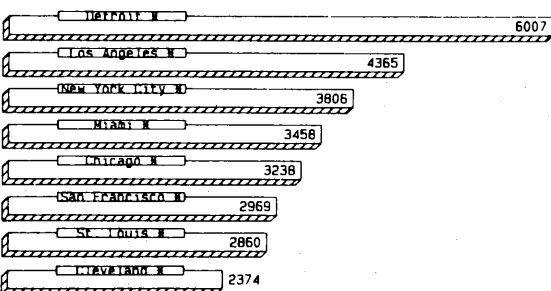
"The Menopause Time of Life" 23 pages of helpful and up-to-date information, from USDHHS, but written only for better educated women, unfortunately. Single copies free from NIA Information Center, 2209 Distribution Circle, Silver Spring, MD 20910.

"Dial 800 for Health" - 36 pages of free hot-lines, from handicapped services to toxic substances, with subject index. \$4 to non-members, \$3 to members of People's Medical Society, 14 E, Minor, Emmaus, PA 18049.

"AIDS comic book" -- reliable information for all, including women, adolescents, IV drug users--in easy-to-understand format. 2-page sample reprint from MDHEC--send a self-addressed, stamped envelope to MDHEC. For 150 (minimum order) send \$500 to Commercial Comics, 1500 Massachusetts Ave., NW, Washington, DC 20005.

Detroit leads the nation in the average cost per acute care hospital bed for medial malpractice liability insurance?

Source: Metropolitan Chicago Healthcare Council 1987 Report



DOLLARS

From: SEMHC Sentry - Vol. 4, No. 7



Dyke's Beard. Eliminates heavy mustaches, full beard and hair on head heads in 28 days. 3 or 4 Pkgs. do this. We prove it or pay \$100. We mail you today 4 Pkgs. for \$36. Just half price. Smith Mfg. Co., Palmdale, Ill.

Announcements

September 22-23 - "Child, Adolescent, and Adult Suicide: Assessment, Prevention, Intervention", sponsored by Beaumont Hospital. 8-5 p.m. at St. George Cultural Center, Bloomfield Hills. \$140. Contact: 258-3730.

September 25 - "Working with Violent -Aggressive& Explosive Children", sponsored by the Children's Center of Wayne County. 9-noon at Morse Auditorium, Harper Hospital. \$12. Contact: Training Dept. 831-5535.

September 26 - "Chronic Illness Awareness Coalition-Fall Forum", Highland Lakes Campus, Oakland Community College. 10-4:15 p.m. Contact: Arthritis Foundation, 23999 Northwestern Hwy, #210, Southfield, 48075.

September 25 - "Legal Liability of Nurses: What You Need to Know & Way," sponsored by the American Academy of Medical Administrators, Southfield. \$69. Contact: 540-4310.

September 28-29 - "Cocaine Dependency: Diagnosis Pharmacology Treatment", sponsored by Behavioral Health Training Institute of Southeastern Michigan. \$158. Contact Dr. Mary Kay Urick, 477-4616.

September 30 - "Clinical Evaluation: Expectations, Responsibilities, and Validation" sponsored by the Michigan League for Nursing. All day at the Mayflower Hotel, Plymouth, Michigan \$65-90. Contact: Nancy Caputo: 833-5444.

October 1 - "Automating Your Agency's Office: Why?, When?, How?," sponsored by SEMIRA. 1:30-4:00 in the Explorer's Room, Detroit Public Library, Woodward, Detroit. Contact: 833-4006. Free.

October 2 - "Tuberous Sclerosis: An Overview of Diagnosis and Management", sponsored by Dept. of Pediatrics, Children's Hospital. Auditorium. Lunch available for \$4. Fee:\$20/40. 9-1:15 p.m. Contact:745-5455.

October 7 - "American Women Today: A Conference for Women in Healthcare", sponsored by the American Academy of Medical Administrators, Southfield, \$85. Featuring Agnes Mansour. Contact: 540-4310.

October 11-13 - "Spotlight on Success", 20th anniversary conference of Michigan Alcohol & Addiction Assoc. Shanty Creek Resort, Bellaire, Michigan. \$80/100. Contact: MAAA, 352-2340.

October 14-15 - "Substance Abuse Programs: Putting It Together for Michigan's Schools", sponsored by the Michigan School Health Association. Sheraton Inn, Lansing, MI. \$40/60. 8-3:15p.m.. Contact: Barbara Hower, 517-373-2589.

October 15 - "What About the Children: Growing up with Abusive & Chemically Dependent Parents", sponsored by Oakland County Council for Children at Risk. \$35. OCC Auditorium. Contact: 332-7173.

October 24 - "Women's Health Day: Today's Choices, Tomorrow's Health", sponsored by Oakwood Hospital. \$28 including lunch. 8:30-3:00 p.m.. Pre-register by October 16. Contact: Dept. of Community Health & Health Ed. 593-7205.

October 27 - "A Broad Definition of Health", 9-12 noon, Harper Hospital, Kresge Auditorium. Featured speaker: Dr. Agnes Mansour. Sponsored by Detroit Medical Ctr Pastoral Care Depts. Contact Janet Hudspeth, 745-2905.

November 6 - "Teen Suicide: Prevention & Treatment Strategies", Kellogg Center for Con't Ed, MSU, East Lansing. \$45. 8:30-5:00 p.m. Sponsored by Mich Dept. of Mental Health & Mich Assn. of Suicidology. Contact: 645-1173.

Position Wanted

Position desired in community health & health education, interests include health promotion and wellness. BS and MPA from WSU with major in Health Services Admn. Certificate in Community Health Services Research & Evaluation from WSU. Contact: H. Fox, 25710 W. 12 Mile, Apt. 309, Southfield, MI 48034.

Positions Open

Nurse Practitioner or Physician Asst. needed immediately for the Taylor-Teen Health Center. Full time. Experience in adolescent health necessary. At Heritage Hospital contact: Janet Fialka-295-5763 or Judy Cavell-295-5191 by Sept. 30th.

Health education position available for a school-based, hospital serviced education/prevention program. Applicants call Martha Martin, Grace Hospital, Dept. of Social Work, 966-3234.

Suzanne Antisdal, Editor

Karen Gasparach, Editorial Assistant

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Mary Alexander
Botsford General Hospital
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Farmington Hills, MI 48024

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HI-NET First Phase Ready December 15

HI-NET, MDHEC's new computerized database of health information, will be ready to go by mid-December.

Of HI-NET's 7 databases, the first 3 will be ready for access by those MDHEC members who have modems by December 15. For your first two hours of computer time, simply send us a check payable to MDHEC, for \$22 (@ \$11/hour, a bargain).

For those members who do not have computers or modems, we will be sending you, by December 15, a sample of what free printouts are available. You have merely to request what you need, and we'll mail it back to you. We'll be doing this semi-annually.

Remember, the databases are:

1. Community Health Promotion Programs
2. Worksite Health Promotion Providers
3. Professional Calendar
4. Lay Advocacy References
5. Audio-visuals
6. Ethnic Materials
7. Speakers Bureau

HI-Net is available only to paid MDHEC members (\$35/year). Call us at 541-8386 for a membership application.

Women's Health Forum: Smoking

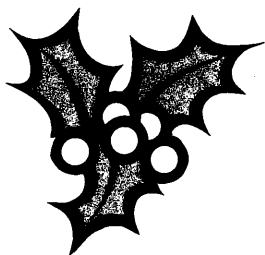
December 2 is the date for the final Women's Health Forum for 1987, to be held at Mercy College of Detroit.

Co-sponsored by Michigan chapters of American Lung, Heart and Cancer (co-producers of the "Tobacco-Free Young America" project), the Forum will feature Connie Green, Anchor/Reporter for WWJ News. Ms. Green, a former smoker, will relate some of her experiences, positive and negative, while she tried to quit smoking.

Also featured will be Mona Forbes of Wayne County Health Department, in the middle of a three-year research project measuring the effects of education to reduce smoking in low-income women. The aim of the project is to reduce infant mortality.

Kathleen Robinson from American Lung will outline the "Tobacco-Free Young America" project. The Forum will especially interest planners and program personnel who are looking for ways to enhance or improve their smoking reduction programs, and all others who are interested in the subject matter.

Registration, at the door, is \$15 for MDHEC members, \$17 for non-members. We leave the first half-hour (12:30-1:00) open for networking, giving to and taking materials from the resource table and partaking of Michigan apples (without alar) and French Brie cheese. Join Us!



Happy Holidays!

Daring to Speak the "A" Word

The host at dinner lamented to me quietly in the kitchen that he didn't know what to do on hearing that one of the guests (a good friend of several years) has AIDS...and no one is supposed to know. He wants to help, be a friend, and also respect the right of the friend not to say why he spent considerable time in the hospital. And he doesn't want another friend to die alone of AIDS.

Do we respect the right to privacy, or do we break through this silent barrier to ensure that our friend knows we care and are willing to help and support?

Since cancer first became a word to be discussed openly, new topics are coming out of the closet: drinking, spouse abuse, cocaine, growing older, divorce, being gay, loneliness, incest. We are learning to live in a not-so-perfect world where we dare to share our dark secrets and be real people. Those with AIDS, AIDS-Related Complex, or who have tested positive to the virus also need to relax and be themselves...and we can all help. These people need all the love, care and concern we would give any loved one in a time of great need.

These individuals and their close loved ones deserve our support as they fight for their lives. Their needs, and what they perceive they need, will vary over time. They are still able-bodied persons, but with a new set of restrictions. A good friend asks and listens to what is needed.

To have a friend who is unable or unwilling to share the secret that his/her life is coming to a premature end from a disease that is beyond our control and not effectively dealt with by our systems causes everyone touching this person to feel a victim. We need to realize we are all in this together.

Thinking about how you might like a friend to approach you, in the same circumstance is often a good beginning. "I want you to know I care..." is very hard to say the first time. But consider how much harder it is for the friend who is dealing with this enormous problem. Are you not in a better position to politely extend your hand? If it is declined, is that so bad? At least your friend will know you care and perhaps will accept your offer at a later time. The important point is to take constructive action and not let the opportunity (and possibly the friend) slip away without a word. You'll also feel more powerful in taking care of all that you possibly can do...in this "Age of AIDS."

Dale Ross, ACSW

Publications of Interest

"How to Choose a Doctor/Dentist"--two separate publications which list criteria to use in choosing medical dental specialists, how to check on credentials, when to consult what speciality, and more. \$4 from People's Medical Society, 14 E. Minor St., Emmaus, PA 18049.

"Commoditization of Women" Paper

Bonnie Kay PhD., our speaker at the October Women's Health Forum, has shared with us a paper which she delivered at the Annual Meeting of the American Public Health Association in October. In her paper, Dr. Kay, who spoke to the MDHEC audience on a related subject, bemoans the potential for exploitation of women by some so-called "Women's Health Programs" which are essentially marketing tools. Further information is available from Dr. Kay at 936-0927.



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AND

LADIES' ROUND HATS.

MDHEC's Subscription List Available

Once again, MDHEC makes its list of subscriptions available to readers who are interested in where we get our resources. New and especially interesting is the list of publications we use for the "Lay Advocacy" database of HI-NET (see article elsewhere). This list, a tried-and-true collection of five consumer advocacy bulletins that we've come to trust over the years, is the basis of the reference file available to HI-NET subscribers (all paid MDHEC members). For a printout of all of the publications that come our way, send a SASE to MDHEC.

MDHEC Hosts Successful 10th Annual Conference



(photo by Dennis Archambault)

MDHEC's 10th Annual Conference, "Violence: An Emerging Public Health Issue" held on October 7 at Sacred Heart Seminary was generally declared a success by its 130 registrants.

John Waller Dr. P.H., Chair, Department of Community Medicine at Wayne State, and Patrick O'Carroll M.D., from the Center for Disease Control, provided excellent background at the morning session, giving an overview of violence locally and nationally.

The afternoon session was given over completely to Dr. Deborah Prothrow-Stith, recently appointed Director of Public Health for the Commonwealth of Massachusetts, and nationally reknowned for her school curriculum of violence prevention.

Acting the roles of sparring adolescents and their friends, the conference audience practiced their thespian skills, in a "participation model" of Dr. Stith's video-role play with teens. Using this method, she has successfully reduced violent incidents in the Boston-Roxbury schools by 1/3.

"Since my new appointment, I've had to cancel a number of previously-made engagements," Dr. Stith told her rapt audience, "but this is one I definitely wanted to keep."

A quick survey of registrants at the close of the day revealed a substantial number who are eager to attend a follow-up session to plan strategies. MDHEC will host that session after the first of the year.

Audio- and videotapes of the conference, whole or in part, will be available at low cost soon. Call MDHEC if you're interested, and we'll be reporting more in the next newsletter.

Our thanks once again to Detroit Receiving Hospital, Detroit Neurosurgical Foundation, and New Detroit whose help with human and financial resources contributed mightily to the success of the conference.



Reviews

"Citizen Participation in Health Planning in the the U.S. and the U.K.: Implications for Health Education Strategies", David Macrina and Thomas O'Rourke. *International Quarterly of Community Health Education* v.7 no.3.

Macrina and O'Rourke contrast citizen participation efforts in planning in the U.S. and Britain, and clarify the role of the health educator.

Health care policies between the two countries have varied dramatically because of demographics and socio-political factors. England is centralized with health services provided by the government through the National Health Service (NHS), while the United States is decentralized with no coordinated efforts among its three levels of government.

The agencies that were created in the United States to address the issue of citizen involvement, i.e. Regional Medical Planning Initiative, Comprehensive Health Planning Councils, etc., relied partially on consumers who could function only in an advisory capacity because they had no power to enforce needed changes. On the other hand, in 1974 under the Reorganization Act, Great Britain formed Community Health Councils in which citizens would have increased responsibility in relaying specific health care needs to their particular district with mechanisms in place that would assure their concerns would be heard.

The authors point out that the role of health education is the "involvement of community members in defining needs and determining potential solutions to health problems". The NHS has taken this step. Based on the findings of this study, the future role of the health educator will be a complex one, not only in determining needs, but in finding innovative ways to bring about effective citizen participation, and in changing their focus from individual behavior change to the "health educator's abilities to understand, utilize and influence the health care delivery system."

Karen Gasparach

For a copy of this article, send a SASE to MDHEC.

"Ethics in Worksite Health Programming: Who is Served?"

Paul M. Roman PhD and Terry C. Blum PhD
Health Education Quarterly vol 14:1

"Workplace Health Promotion: A Commentary on the Evolution of a Paradigm"

Richard P. Sloan PhD

Health Education Quarterly vol. 14:2

These two articles, appearing in consecutive volumes of SOPHE's journal, address the omission of worksite safety and health from the curriculum of worksite health promotion programs. Sloan attacks the emphasis on individual behavior change rather than "examining and changing the system of work in which these behaviors may be embedded."

In regard to occupational safety and health, it should be noted that management commitment to a behavioral health and safety program in the absence of a complementary commitment to a safe environment is likely to be ineffective and to lead to employee perceptions of management insincerity.

Roman and Blum, in examining ethical issues, look at the relation between employees and EAP coordinators which may lead to victim-blaming and "medicalization...of deviant behavior, poor job performance and marginally acceptable life-styles among employees." They site "time-out" discussions of workers who see loss of control and antipathy toward health professionals at the heart of their health problems.

These two articles, (copies available from MDHEC) should be on the reading list of every thoughtful planner and practitioner of worksite health promotion programs.

Suzanne Antisdell

"Every Silver Lining Has a Cloud: The Limits of Health Promotion." Lowell S. Levin.

In his dual roles as Mr. Self-Care and official gadfly for American Health Education, Levin takes on the sacred cows of health promotion in a 4-page article in "Social Policy" (Summer '87).

Reflecting on the middle class' ambivalence of its confusion with health information and its love affair with fitness, Levin allows as how they are both symptoms of the same problem. Health promoters, aiming zealously toward the middle classes, look only at personal health habits, and, Levin says, could easily slip into the role of health vigilantes. He calls instead for consumer protection, equity and intersectorality.

Consumer protection, he insists, should include among other things, a "freedom of information act that requires full disclosure of the environmental, economic, and political factors...that influence health decisions and health status."

In his emphasis on equity, he pleads cogently for structural changes which, when effected, will affect the health of all peoples, to take place in the "corridors of power." And he urges health educators to challenge traditional information: prenatal care and hospital births, for two.

(Con't pg. 5)

(Con't from pg. 4)

Intersectorality is Levin's term for attention to the many other factors than the health sector which determine health status. Raising the literacy rate, providing sufficient food, and instituting protective measures for the environment, he suggests, will do more for health of the people than the efforts of health professionals who stay within their sector boundaries.

A copy of Levin's article is available for a SASE. We urge you to read it.

Suzanne Antisdell

Renewals and New Members

The following organizations have renewed their membership in MDHEC, or are new members:

*Citizens for Better Care
Detroit Public Library/TIP Service
Hemophilia Foundation of Michigan
Metro Detroit AFL-CIO Council
Michigan Lupus Foundation
Mt. Clemens General Hospital
Nat'l Fdn. for Ileitis & Colitis, Inc.
Michigan Dept. of Public Health
Mt. Carmel Mercy Hospital
New Detroit, Inc.
Outer Drive Hospital
People's Community Hospital Authority
Renaissance Health Care
Robinwood Clinic, Ltd.
Samaritan Health Center
Southeast Michigan Hospital Council
St. Joseph Mercy Hospital
Wayne State University-Dept. of
Community Medicine*

U-M Recruits Students for Two Programs

Two programs aimed at working professionals, who can't return to campus full time are recruiting students at the U-M School of Public Health. The On Job/On Campus program in Health Services Administration yields a master's degree, and requires one four-day weekend per month in Ann Arbor.

The Pew Doctoral Program for practitioners with graduate education prepares for positions of substantial influence in health care policy or delivery. This too requires 10 monthly four-day weekends in Ann Arbor, with an additional session of 1-2 weeks in the summer. Pew fellowships are available to successful candidates.

Contact David Perlman, Program Manager, M3031 SPH II, U-M, Ann Arbor, 48109-2029.

Were You Aware . . .

that the growing alarm about pesticides has caused Heinz to announce that it will no longer make baby foods from any fruits and vegetables containing residues of certain common pesticides being evaluated by EPA, and will do its own testing. This means that farmers who want to sell to Heinz will have to conform also.

Utne Reader Nov/Dec 87

Coincidentally, Beech-Nut baby foods, a subsidiary of Nestle, has been given a multi-million dollar fine, one of the largest ever, for dumping contaminated baby food on third-world countries.

"All Things Considered," National Public Radio, 11/16/87.

VDAC Needs Speaker Volunteers

If you are knowledgeable about sexually transmitted diseases and interested in speaking to groups hungry for reliable information, the VD Action Coalition needs your help. One engagement or many per year--it's your decision--but do call Renee Dickens at VDAC, 226-9446 to sign up.

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120 Broadway, New York

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will give you double the amount of insurance that you can obtain for the same money from any of the old companies. Avoids the unnecessarily high cost of level premium life insurance and the insecurity and uncertainty of assessment insurance.

SHEPPARD HOMANS,
President and Actuary.

WM. E. STEVENS, Secretary.

Send for Prospectus or call in person.

Family Theatre Youth Group Performs

Planned Parenthood's youth theatre troop, "Family Theatre" is available for performance to youth at schools, meetings and social events. This group, an excellent and effective educational tool, speaks as youth to youth on such subjects as sexuality, teen pregnancy and sexually transmitted diseases. Call Peri Gass at 963-2870 for more information.

Announcements

November 2,9,16,23,30 & December 7 - "Coping with Aging Parents", sponsored by Adult Well-Being Services, held at Crowell Recreation Center, Lahser Rd., Detroit. Free, pre-registration required. Contact: Audrey Wasserman, 961-5055

November 23 - "Congregational Models for Care Giving", sponsored by Greater Detroit Interfaith Round Table, Grace Hospital, and NBD. \$15-25. Focus on issues common to clergy & the health care community. Contact: 966-3452.

December 1 - "Together We Can...A Detroit Neighborhood Seminar", sponsored by Manufacturers Bank, held in the University Center Ballroom, University of Detroit. Introduction of the 5th edition of the Detroit Neighborhood Handbook and a discussion on the research completed by the Crime Task Force of the Detroit Strategic Planning Project. Free. 6-9pm. Contact: Community Relations, 222-5831.

December 2 - "Teen Issues: Coping-AIDS Issues", a mini-series for professionals designed to increase professional skills in working with pregnant teens and teen parents and to establish a support network among those professionals. 1-4:30pm, \$2 donation requested. Held at the Children's Aid Society, Detroit. Contact: Sammie Solomon, 874-9426.

December 3-4 - "Working Together for Battered Women", sponsored by the Michigan Coalition Against Domestic Violence. Focus on improving the coordination of effective intervention capabilities in mental health and domestic violence programs. Kellogg Center on the MSU Campus. \$70. Contact: 961-0290.

December 8 - "Nutrition and Your Health: Dietary Guidelines for Americans", sponsored by St. Joseph's Hospital Centers, Clinton, Mt. Clemens, 7-9:30 p.m. Contact: 263-2880.

The American Heart Assoc. of Michigan needs volunteers in the Macomb County area. If you are a motivated person who likes to work with people, come and be a part of the Macomb County Speaker's Bureau, C.P.R. classes, nutrition classes and much more. Wherever your interests lie, the American Heart of Michigan needs your help in fighting our community's number one killer - heart disease and stroke. Please get involved today. Contact: Susan Schowalter, 557-9500, ext. 535.

Position Open

Nurse Educator/Research Assistant. Part time position to coordinate maternal child health training program for para-professional outreach workers. Assist in program administration, teaching, program evaluation, and coordination of ongoing inservice. Some traveling required. Qualifications: Masters of health education or nursing or equivalent experience, with teaching and clinical experience. Resume to Renee Bayer, E&T Coordinator, Wayne State University, 540 E. Canfield, Room 1369, Detroit, MI 48201. 577-1234.

Suzanne Antisdell, Editor

Karen Gasparach, Editorial Assistant

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A TORCH DRIVE PROGRAM

Metropolitan Detroit Health Education Council...resources, information and networking for better health

MDHEC's Funding in Jeopardy

In a totally unexpected action in December, the United Foundation, MDHEC's principal funding source, handed down a 27.7% budget reduction for MDHEC in 1988.

Since no evaluation was undertaken prior to the decision, MDHEC and its parent organization, United Health Organization, have decided to appeal for a reversal of the decision, and hope we will be able to do this some time in mid February.

In the course of requesting support letters from our member organizations, we have been gratified to see the extent of the community's reliance on MDHEC's services. The common thread running through most of the letters is that MDHEC does, in its conferences, newsletter, and new HINET computerized bulletin board, what no other organization has done or can do--services patently needed in the community.

If you have benefited from our services and would not like to see them disappear, you might want to write, before mid February, to

Dale Watts, President
United Health Organization
2140 Walnut Lake Road
Bloomfield Hills, MI 48033

with a copy to:

Mr. H. Clay Howell
President, United Foundation
1212 Griswold
Detroit, MI 48226

...conveying your support of MDHEC. Please send us a copy of your letter. The MDHEC Steering Committee and Staff thank you.

Violence Prevention Curriculum

At MDHEC's Annual Meeting on "Violence: An Emerging Public Health Issue," Dr. Deborah Prothrow-Stith referred to the curriculum that she had developed for adolescents, on violence prevention.

The curriculum: 1) acknowledges anger as a normal and natural emotion 2) provides hard-hitting facts that alert students to their high risk of being either the victim or the perpetrator of an act of violence 3) creates a need in students to find alternatives to fighting by discussing the potential gains and losses 4) offers positive ways to deal with anger and arguments, the leading precipitants of homicide 5) allows students to analyze the precursors of a fight and to practice conflict resolution through role plays and videotaping.

The curriculum, now in use at Mumford High School in Detroit, is \$150 for a videotape and teacher's guide, with several other combinations also available. Send a SASE to MDHEC for an order blank, or order directly by calling 1-800-225-4276, ask for the customer service dept.

Violence Conference Tapes Available

We were gratified to receive a grant from Oakland County Cable Communications Corp., to produce videotapes of each of the speakers at MDHEC's October 2 conference on "Violence: An Emerging Public Health Issue." These tapes have been aired on United Cable's Channel 52 during January and February, and are now available for purchase at the low cost of \$12 each. Call us at 541-8386 to order.



New International Patient Education Council

A new group, the International Patient Education Council, has been formed to improve the extent and quality of patient education practice, through research, development and dissemination of patient education services and products.

The Council, based at Georgetown University, will serve managers, clinicians, administrators, policy makers and professional and trade organizations who have an interest in patient education.

We will be hearing more from the Council in the near future, but for more information now, contact Edward Bartlett PhD, at Georgetown University, Washington, DC.

Alternatives for Girls Needs . . .

Alternatives for Girls, the recently-formed agency offering counseling and residential services for teen prostitutes and potential prostitutes, has put out a call for "beds, kitchen utensils, tv's, etc...but mostly money." They are looking for at least 10 possible donors who can be asked to be "Friends of St. Peter's Inn" (the new name of their residence at Michigan and Trumbull), with the goal of eventually gathering 1000 "Friends".

The shelter, well-planned with the help of many organizations with expertise in adolescent health and mental and social health, will be staffed by a full time Social Worker, 3 house parents, and several other part time staff.

If you know of someone, or you yourself would like to become a "Friend" of this vitally-needed service, please call Lydia Meyers, Exec. Director of AFG, at 1950 Trumbull, Detroit, 496-0938.

Conference Caterer Applauded

Luncheon conversation at MDHEC's 10th Annual Conference on "Violence: An Emerging Public Health Issue", included lots of praise for caterer Kathy O'Neil.

An excellent rice-and-chicken salad was accompanied by light whole-wheat rolls and a beautifully arranged fruit and cheese dish, and the service was exactly what service should be: efficient and unobtrusive.

If you are interested in engaging Kathy's services, you can reach her business, "The Canape Cart" by calling 313-280-1454, for parties of 100 or more. We recommend her!

APHA Recruits Members

Now is the time to join the American Public Health Association, if you have been thinking about it and looking for a right moment.

This fine association, one of the most forward thinking, progressive, and active professional organizations in the world, is looking for new members. Those of us who have been affiliated with APHA over the years solidly encourage you to join. APHA offers one of the finest annual meetings available, with an embarrassment of riches when it comes to papers and educational sessions.

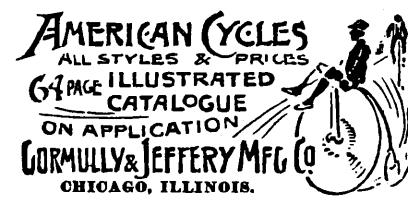
APHA will hold its next annual meeting in Boston, November 13-18, and its theme will be Technology and Public Health. Many of the papers and general sessions will center around the benefits of technology as well as the drawbacks of its over- and misuse. Some of the finest minds in public health today will be there to share their ideas with participants, who are guaranteed to be stimulated.

For a membership application, (\$50), call Suzanne Antisdell, President, Michigan Public Health Assoc. While you're at it, you might like to think about joining MPHA (\$30), equally active on the state level as well.

HINET Open House Held

On Thursday, December 2, an open house and breakfast was held at the MDHEC offices, to demonstrate HINET, our brand new Health Information NETwork electronic bulletin board. Several interested individuals attended and were shown the user-friendly, helpful system in a demonstration by Karen Gasparach, MDHEC Program Assistant.

A new brochure, funded by a grant from the Michigan Department of Public Health, Office of Health Promotion, will be mailed within the next few weeks, and given a successful appeal to the United Foundation (see page 1) HINET will be offering you its services soon.



Publications of Interest

"Evaluation and The Health Professions," a new multiprofessional journal from Sage Publications, to facilitate and encourage the role of evaluation in a wide range of health professions. The editorial board reflects this wide range, and includes Prof. Jean Johnson from WSU College of Nursing. Contact Sage at 2111 Hillcrest, Newbury Park, CA 91320.

"A Primer of Medical Care Economics" by Terry Carroll, President, Public Health Information Services." An excellent and clearly written, 2-page step-by-step explanation of how Americans get their health care paid for. Carroll concludes

...the payment systems...in the US are complex and confusing, unbelievably profligate in the waste of human energy, intelligence and time, and contribute to the organization of delivery systems which add to that wastefulness...We believe the various systems need more than 'finetuning;' the score needs to be rewritten.

Reprints available for an SASE to Terry Carroll, PHIS, 1200 Book Bldg. Detroit 48226.

Another capsule resource is found in this month's Public Citizen Health Research Group HealthLetter, which ranks states as to the quality of their Medicaid programs. Ranking is based on how restrictive are the eligibility criteria, what services are offered, how available are providers, the extent of quality control monitoring, and the efficiency of reimbursement. Michigan ranks 10th out of 50 states, for which we may be proud, but there are still far too many poor not getting services, a basic fault of the federal Medicaid system (see above). Reprints from MDHEC with a SASE.

A most arresting poster from the Michigan Coalition for Safety Belt Use depicting an adorable, vulnerable boychild, sitting unbuckled in the back seat of a car. The caption reads "The Most Common Form of Child Abuse." Send for it and display it in the side window of your car to help educate other drivers! The Coalition has a list of videos, decals and other posters, mostly free. Contact them at 5685 Highland Rd. #1, Pontiac 48054. 313-674-4661.

Kits for testing radon, formaldehyde asbestos, carbon monoxide and nitrogen dioxide, all hazardous substances that may be present in the home, are available from American Lung Assoc. of SEM for \$5-20. Contact ALASEM at 313-559-5100.

"Blessed Events and the Bottom Line: Financing Maternity Care in the US" from the Alan Guttmacher Institute. A comprehensive graphic look at the causes of infant mortality. Everyone who works in this area should read it carefully. \$12 for 1 copy, less for quantities-- contact the Institute at 111 Fifth Ave., NY, 10003. Or MDHEC will loan out our copy for a limited time.

Were You Aware ...

...that physicians, despite their medical journals, conferences, and consensus teleconferences, gain most of their knowledge, to change the way they practice, from respected colleagues, according to a new study by the Rand Corp. and UCLA. We remember during the 60's, a discovery was made that the poor listened to community leaders whom they deemed significant; these leaders were then singled out to target for educational programs to be transferred to community folk. It appears that docs are very much like the rest of us in this regard. In view of the millions being spent on continuing education, we'll be hearing more about this. A reprint of the full story, from the January issue of Health Facts, is available with an SASE to MDHEC.

...that smoking rates continue to drop: 52.4% of adult males were smoking in 1965, down to 29.5% in 1987, a 44% decrease. Adult females (17 and older) have quit, but at slower rates: 34% were smoking in 1965 and 23.8% in 1987, a 30% decrease. There is still plenty of work for health educators, however, since the third world's smoking rates are rising due to a blitz of tobacco advertising, and here at home we still have the problems of smokeless tobacco.
Tobacco-Free Young America Reporter 10/87

Self-Help Groups Abound

The Michigan Self-Help Clearinghouse is now in full swing, completing its first year of data gathering. It is now publishing a newsletter that lists some of the lesser-known groups and where they operate, as well as lists of individuals looking for others to join with. Seekers represent a wide variety of people in need, e.g., prison families anonymous, mothers without custody, and persons who have accidentally killed someone. MSHC's toll free number will give you more information on this valuable service: 1-800-752-5858.

Announcements

January 23-March 26 - "Health--Your Client's Health, Your Own Health, and the Health of Your Relationship", sponsored by the Rehabilitation Institute. Weekly program designed to cover a range of topics for the person responsible for the care of self/others with a physical disability/chronic illness. 9:30-11:30 consecutive Saturdays at the Workplace, One Northland Plaza, 20755 Greenfield, #502, Southfield. \$12 per session, \$100 for entire series. Contact: Connie Black.

February 17 - "Family/Professional Caregiver Training Session", free, sponsored by Alzheimer's Disease & Related Disorders Assoc.. Macomb Council on Aging (in the Verkuilan Bldg), Mt. Clemens, 9-4. Contact: M. Fuller 557-8278.

February 19 - Family Adaptation to Traumatic Health Injury in Children: Behavioral, Emotional & Social Issues", sponsored by the Children's Center of Wayne County. \$12. Morse Auditorium, Harper Hospital, 9-noon. Contact: 831-5535.

February 29 - "Dealing with Upset Citizens and the Public", half day workshop sponsored by Univ. of Nebraska, \$45. Omni Hotel, Millender Center, Detroit, am & pm sessions. Contact: 1-800-228-4514.

March 7-8 - "Sexual Abuse: Child Victims & Adult Survivors", sponsored by Mich. Alcohol & Addiction Assoc. \$60-180 at Holiday Inn, Fairlane area, Detroit, 8-5:30 p.m.. Contact: MAAA 352-2340.

March 9 - "Helping Teens Manage Their Sexuality", sponsored by Region V Training Project, \$15-65. At the Holiday Inn, Lansing, 9-4 p.m. Contact: Connie Carmody, 517-335-8975.

March 9 - "Current Trends in Cocaine and Alcohol Addictions, sponsored by ALMACA at the Fairlane Club, Dearborn, 8:30-1:30. \$50. Contact: 352-2341.

March 18 - "Children & Traumatic Loss", sponsored by the Children's Center of Wayne County. \$12. Morse Auditorium, Harper Hospital, 9-noon. Contact: Training Dept., 831-5535.

March 18 - "Public Advocacy Skills for a Smokefree 2000", sponsored by Mich. Coalition on Smoking or Health, 8:30-4:00 p.m., \$25 at the Univ. Club of MSU, Lansing. Contact: Jill Frost Merke, 557-9500.

March 25 - "Conference on AIDS: What Nurses & Other Health Professionals Need to Know Now", sponsored by the American Academy of Medical Administrators, Southfield, \$85. MNA contact hours applied for. Contact: 540-4310.

March 26 & 29 - "Deboxifying Death", at the Birmingham Unitarian Church, Bloomfield Hills. \$65. Contact: 968-0763.

April 21-22 - "Focus on Relapse Prevention", sponsored by Univ. of North Carolina. \$95-120. Contact: 916-966-4032.

April 29 - "AIDS: A Call to Knowledge & Understanding", sponsored by the American Academy of Medical Administrators, Southfield, \$85. MNA contact hours applied for. Contact: 540-4310.

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