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American Heart News

Vol. IV, No. I
January 5, 1977

AHA DOCTORS FEATURED ON TWO TELEVISION SHOWS

Two half-hour programs featuring interviews with Drs. Harriet P. Dustan and Nanette Wenger will be telecast on approximately 250 educational stations in the Public Broadcasting System on February 24 and March 1.

Covering myths about heart attack, women and heart disease, the "pill," obesity, rehabilitation, high blood pressure and general attitudes to health care, the programs were produced by Sandra Elkins and taped at WNED-TV in Buffalo, New York.

As soon as available, a list of participating stations will be supplied through American Heart News. Publicity stills of the program may be available for local promotion. Local publicity is desirable since the programs offer a closing publicity peg for the February campaign. Look for more information on stations and publicity stills.

SMOKING EDUCATION TARGET OF NATIONAL FOCUS

The National Interagency Council on Smoking and Health has declared January 9-15, 1977, as National Education Week on Smoking. As a member of the Interagency Council, AHA supports this activity.

FIRST EDITOR OF CIRCULATION, DR. T. M. MCMILLAN DIES

Thomas T.M. McMillan, M.D., first editor of CIRCULATION, died recently in Mobile, Ala. He was 84.

Dr. McMillan practiced medicine in Philadelphia and Burlington County, New Jersey, and taught cardiology at the University of Pennsylvania Medical School. He was editor of the American Heart Journal from 1946-50 and moved to CIRCULATION when it was established as the new official journal of AHA. He served from the first issue in January, 1950, through 1955.

Dr. McMillan was the recipient of AHA's Gold Heart award; he was co-author of Blood Pressure -- Its Clinical Applications and he served as editor of the Bulletin of the American College of Physicians from 1960-64.

JOGGING MAY PROMPT INQUIRIES

The February issue of Jogger, the publication of the National Jogging Association, will be devoted to "the Heart." Since about 20,000 copies will be distributed by NJA, Heart Associations may expect inquiries, even though no AHA materials are involved and no copies of Jogger are being distributed by the Heart Association.

Inquiries about single copies and bulk quantities of Jogger may be referred to Rory Donaldson, editor, Jogger, National Jogging Association, 1910 K Street, N.W., Suite 202, Washington, D.C. 20006. Subject matter covered in Jogger, scheduled for January 31 distribution, includes an interview with a post-cardiac patient who jogs and articles on rehabilitation, heart disease, a healthy heart, changing lifestyle and, interestingly, an article entitled "How It Feels to Have a Heart Attack."

NEW FACE AT THE NATIONAL CENTER

David Hon is the new training manager at the National Center. He formerly was with Texas Instruments, where he developed various training programs including those for supervisory management personnel and sales. Hon holds an M.A. from the University of Tulsa (Oklahoma) in communications and received his B.A. from the University of Washington in Seattle. Among his immediate plans in the training area are training coordinators workshops at the field offices and several orientation sessions for National Center personnel.

NATIONAL CENTER PLANS BUSY SCHEDULE FOR JANUARY

The month of January will see 29 scheduled meetings in the National Center facilities. Of these, 15 will be meetings of various research study committees. Other meetings and dates include a meeting of the Dallas Dietetic Association, held on January 3; Reaffiliation Materials, January 10; the Affiliate National Executives Planning meeting on January 10; Subcommittee on Emergency Cardiac Care on January 13; AHA Scientific Sessions Program Committee on January 13-14; a symposium on ACLS for Medical Schools on January 14 and the Subcommittee on Emergency Cardiac Care on January 15.

The annual Employee Concurrent Campaign will kick off the 1977 campaign for funds on January 19, also the date for a meeting of the Task Force on Chapter Standards, continuing through January 20. On January 21, the Subcommittee of Nutritionists will meet, and on January 22 the Subcommittee on Rehabilitation, the Affiliate Relations Working Group, the Council Affairs Committee and the Audit Committee all will be meeting. The month will be concluded with the AHA Board of Directors meeting January 28-29, and the 1978 Science Writers Forum Planning Committee meeting on January 29.

*NEW PROJECT PROPOSALS FOR FUND RAISING COMMITTEE CONSIDERATION DUE

The next schedule meeting of the Fund Raising Committee is February 18, 1977. New project proposals to solicit non-divisible restricted gifts should be submitted 30 days in advance of the meeting date. Heart Associations planning to submit a proposal for FRC review should make note of these dates.

*Action Items for Affiliates and Chapters

AHA PAPERBACK COOKBOOK DISCOUNTS REVISED

Due to a reorganization at Random House-Ballantine Books, the affiliate discount schedule for AHA paperback Cookbooks has changed. The new quantity discounts are:

- 25 to 1,000 copies - 50% discount
- 1,001 and up - 60% discount

Direct all orders to:

Steven Pincus
Ballantine Books
201 East 50th Street
New York, New York 10022

TWO DAY ROMPER ROOM VISIT SCHEDULED FOR HEART FILM

Romper Room, a popular syndicated children's TV show, will be airing the Association's animated film, "The Heart That Changed Color" in a two-part showing on February 9 and 10, 1977. The involved stations are:

KCOP-TV	Hollywood, CA	WDHO-TV	Toledo, OH
KHQ-TV	Spokane, WA	WSAU-TV	Nausau, WI
WOR-TV	New York, NY	KAKD-TV	Wichita, KS
KKTU-TV	Colorado Springs, CO	WTVU-TV	Evansville, IN
KSL-TV	Salt Lake City, UT	WFLA-TV	Tampa, FL
WCTV-TV	Tallahassee, FL	WQAD-TV	Moline, IL
WJTV-TV	Jackson, MS	KOLN-TV	Lincoln, NB
WPSD-TV	Paducah, KY		

NEW FILMS AND FILMSTRIP NEWS ON THE WAY

Look for Ed Mat Memos in the upcoming January materials mailing on two new films and a filmstrip/cassette report. They are: 1) "High Blood Pressure #3 - Game of Chance" (24-0610), a 16mm film on high blood pressure, 2) "You Only Have One Chance - Make It For a Life" (24-0611), a 16mm film on CPR and 3) "HPB Status Report -- Dr. Dustan" (26-0616), a filmstrip and cassette.

ROCK & ROLL JAMBOREE BOOSTS HEART CAMPAIGN, BRIDGES GENERATION GAP

Heart Associations should be aware of a fast-moving special event that has a potential to raise money for Heart and, at the same time, to involve two neglected age groups in our cause.

The American Health Care Association (AHCA), a membership trade organization of nursing home operators, is undertaking a novel fund raising project in behalf of AHA and its affiliates.

Coordinators for member nursing homes will plan and conduct a "Rock & Roll Jamboree." Rocking in rockers, rolling in wheel chairs and walking will be events involving residents of nursing homes. At the same time, project coordinators will recruit boys and girls from the neighborhood to serve as "runners" for the residents and to solicit pledges for the performance of their "adopted grandmothers and grandfathers."

(continued)

The project, scheduled for Valentine's Day, February 14, 1977, is firmly under the guidance of AHCA's national project coordinator, and all supplies, pledge cards, report forms, etc. are being furnished by AHCA. Local coordinators have been urged to contact their local Heart Association to insure that the events are staged cooperatively with Heart's February campaign.

The publicity potential of youngsters and oldsters working together in a Heart effort is unlimited and should be of even greater value in future years. To quote from the AHCA Weekly Notes, "This warm and human interest story promises a positive media coverage throughout the entire drive. It should give front page coverage to every newspaper, television coverage and local radio coverage."

Names of local coordinators are being sent to their national headquarters daily. As soon as they are available, the National Center will forward them to affiliates and chapters. Names and addresses of coordinators received as of January 2 are:


- Hetty Jane Braunstein - Green Briar Nursing Center, Miami, Florida
- T. J. Antignano - Medic-Home Health Center, Orlando, Florida
- Dianne A. Smith - Spring Valley Convalescent Center, Elberton, Georgia
- Thomas J. Childers - Hazard Nursing Home, Hazard, Kentucky
- Barbara Gregory - Redbanks, Henderson, Kentucky
- Georgene Fraley - Redbanks, Henderson, Kentucky
- Jean Stephens - Homewood Convalescent Center, Glasgow, Kentucky
- Dr. Davis Perlmutter - Med-Vale Nursing Home, Medfield, Massachusetts
- Irene Beguin - Caraville (Retirement Community), Janesville, Wisconsin

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

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American Heart News

Vol. V, No. 1
January 5, 1978

AHA NAMED TO RECEIVE AMERICAN COLLEGE OF PHYSICIANS' LOVELAND AWARD

The Board of Regents of the American College of Physicians has elected to present the Edward R. Loveland Memorial Award to the American Heart Association. This award is named after the former executive secretary of the ACP, and is given periodically to persons or organizations, other than physicians, who have made distinguished contributions in the health field.

The award will be presented at the ACP's convocation in Boston April 17. Accepting the Loveland Memorial Award for the Association will be W. Gerald Austen, M.D., AHA president, and chief of surgical services at Massachusetts General Hospital in Boston.

PAST PRESIDENT PAGE RECOVERING FROM STROKE

Irvine H. Page, M.D., AHA president from 1955-56, and currently a member of the Medical Advisory Board Executive Committee of the Council for High Blood Pressure Research, recently had a mild stroke. He is recovering well at home. Messages can be sent to Dr. Page at 2258 Coventry Road, Cleveland Heights, Ohio 44118. We all send our sincerest wishes for his speedy return to Heart family activities.

MOORE NAMED TO CONVO POST

William W. Moore, AHA executive vice president, has been named chairman of the Nominating Committee of the Coalition of National Voluntary Organizations.

CONVO is made up of concerns in several branches of the voluntary sector (health, higher education, the arts, social service, religion and philanthropy). Its purpose is to develop research, news and information on the voluntary sector, establish guidelines for public accountability and accessibility among nonprofit institutions, and review and analyze legislative and regulatory efforts affecting philanthropic and charitable endeavors. CONVO does not lobby; legislative action programs are handled independently by its member agencies. The coalition seeks to accomplish its goals by relying on programs conducted by its members and other voluntary organizations.

Other members of CONVO's Nominating Committee are Michael Newton, American Council for the Arts; William Aramony, United Way of America; Ray Johnson, Council for Financial Aid to Education; and Robert Harlan, National Council of the YMCA's of the U.S.A.

CONVO will hold its annual meeting February 1 in New York City. Offices to be filled are chairman, vice chairman, secretary-treasurer, and four places on the Board of Directors.

Look for a report in a February issue of AMERICAN HEART NEWS on the coalition's first year.

NATIONAL CENTER EXERCISE DEMONSTRATION CENTER
COMPLETE WITH GIFT OF MASTER GYM

The exercise demonstration center at the National Center is now complete with a gift of a 4-Way Master Gym from Marcy Gymnasium Equipment Company, Glendale, California.

The master gym is a multi-station weight training device. Several people can exercise simultaneously, and, since the exercise features are set up on a graduated weights system, the gym may be used by both men and women. Exercise features of the master gym are designed so the individual works on all major muscle groups.

The exercise center's primary function will be as a model demonstration exercise unit for AHA's physician and lay volunteers and staff around the country and it also will be used by staff for improving their health. These visitors will be shown the kinds of exercise programs and equipment that can be used successfully in their areas -- with no requirements for a large space to conduct effective programs.

RADIO/TV/FILM NEWS

Three films are in the works at the National Center. Ready for distribution late this month is a 17-minute motivational and fund raising film, "A Time to Remember." This film features the true story of a woman whose husband died of a heart attack at age 38, leaving her with three teenagers. The woman reminisces about the four years since her husband's death, and tells what her life is like now.

The scene then shifts to a three-year-old girl about to undergo heart surgery. Story line emphasis is on fears associated with surgery, the surgery itself, and the technology involved. The film ends back with the woman walking down the street as a heart volunteer.

Filming begins this month on a cardiopulmonary resuscitation motivational film. This film is designed to introduce CPR to eighth graders.

Soon to be released is a rehabilitation film dealing with the four phases of heart attack -- the coronary care unit, the remainder of hospitalization, going home and convalescence, and recovery when the patient returns to work or other normal activity. Titled "One Step at a Time," the film runs 16 minutes, and is shot documentary style. No release date has been set, but Heart Associations will be notified when a date is known.

WATCHDOG GROUPS REVISE CHARITABLE SOLICITATIONS STANDARDS

The National Information Bureau and the Council of Better Business Bureau's Philanthropic Advisory Service recently revised their standards for charitable solicitations and philanthropy.

Changes in the NIB standards were made "for greater clarity and emphasis" in the language of the standards. Changes in the PAS standards were more substantial. According to a PAS statement, "The status of organizations previously in compliance with (our) standards may be affected." For both the NIB and PAS, changes are aimed at improving organization accountability and strengthening financial reporting to contributors.

Under its accountability standard, the NIB now requires that "the narrative and financial information presented in an organization's annual report should be consistent with the information contained in the organization's audited financial statements." National organizations with affiliates must provide combined or acceptably compiled financial statements in accordance with this standard.

-Continued-

PAS added guidelines on the minimum number of meetings that a soliciting organization's governing body must hold -- at least three, preferably five, in a year -- and stronger language discouraging or prohibiting conflicts of interest and compensation among the organization's governors.

Copies of the revised standards are available from each group: National Information Bureau, 419 Park Avenue South, New York City 10016; and Council of Better Business Bureau, Philanthropic Advisory Service, 1150 17th Street, N.W., Washington, D.D. 20036. Copies of the PAS guidelines were included in the November materials mailing.

PUBLIC POLICY NEWS

WRAPPING UP CONGRESS, 1977 . . . The first session of the 95th Congress adjourned December 15, following passage of a major Social Security tax hike. The new law will raise payroll taxes by \$227 billion during the next decade.

Dropped from the bill during the final House-Senate conference was an AHA-supported Senate provision that would give a 10 percent payroll tax reduction to state and local governments and non-profit organizations whose employees are covered by Social Security. Supporters of the \$1 billion per year reduction felt it was justified because these employers pay no federal income taxes and cannot deduct Social Security taxes as a business expense. According to a December 10 Washington Post article, "the House thought they were treated well enough by not paying taxes."

Congress will convene its second session January 19. Later this month it will take up an Administration budget for 1979 reputed to be very tight in the health area. According to advance reports, only the National Institutes of Health are slated for an increase over fiscal 1978 appropriation levels, with other health programs barely holding the line against inflation. Such alleged preferential treatment of this medical research may reflect recent statements by President Carter that the federal investment in research and development must be protected and maintained.

LABOR HEW FUNDS FREED . . . The four-month Congressional deadlock tying up 1978 appropriations for the Departments of Labor and Health, Education, and Welfare was broken December 7. The third in a series of "continuing" resolutions authorizing release of operating funds for the two departments was amended to prescribe limits for Medicaid funding for abortions. After rewording, the amendment was agreed to by both Houses. House Joint Resolution 662 was signed by President Carter December 9, releasing Labor-HEW funds at the 1978 levels agreed to in conference last summer. There will be no need for further action on the original Labor-HEW appropriations bill, H.R. 7555, as H.J. Res. 662 continues appropriations through the fiscal year's end next September 30.

Along with other programs now solvent for the entire year, the Health Services Administration's 314(d)(7)(B) hypertension revenue sharing program is now assured of its assigned \$11 million (see) Legislative Reporter, 8/23/77).

GOVERNMENT SIGNS THE CHECK . . . The Department of Health, Education, and Welfare has prepared for Congress a report on the nation's health naming government as the biggest bill-payer for health care. Governments at all levels foot 40 percent of costs, followed by direct payment by the patient (33 percent) and private health insurance (26 percent). According to the report, the national health bill increased from \$12 billion in 1950 to more than \$139 billion in 1976, rising from 4.5 percent of GNP to 8.6 percent last year. Hospital care accounted for 31 percent of health costs in 1950, 40 percent in 1976, while drugs and drug sundries dropped from 22 percent to 19 percent during the same period.

SMOKING BRIEFS . . . Senator Walter Huddleston of Kentucky said after meeting with President Carter and Agriculture Secretary Bob Bergland that the federal tobacco assistance program has President Carter's "full support." Huddleston said Carter told him he believed the assistance program and health dangers of tobacco should be considered separately. According to a survey of members of Congress conducted by the Physicians Radio Network, Inc. a broadcast service for American physicians, three-fourths of the members of Congress never smoked or have quit. Ninety-six percent of survey respondents believed smoking poses a threat to the smoker's health, while 60 percent agreed with a statement that exhaled smoke poses a threat to bystanders. 128 members, or 24 percent of Congress, responded to the survey.


AFFILIATES MAILED BACKGROUND MATERIALS FOR BIOMEDICAL RESEARCH EFFORT . . . Affiliate and volunteer contact manuals were sent to all legislative liaisons before the Christmas holidays. They are asked to select congressional contacts for the biomedical research effort as soon as possible and to determine the congressional representatives to whom each volunteer will be assigned. As soon as this information is available, send the Public Policy Office the name, address and telephone of all contacts. Information forms for this purpose were mailed in early December. All members of the volunteer contact network will be placed on the Legislative Reporter mailing list as their names and addresses are received at the National Center.

HEART ASSOCIATION ALERT: PARADE MAGAZINE PLANS CPR OPEN LETTER

An open letter to school administrators will appear in the January 15 issue of Parade magazine urging them to include cardiopulmonary resuscitation training in all public and private schools. This is the first of three or four articles Parade editor-in-chief Jess Gorkin intends to run during the next few months. The letter encourages school administrators to contact their local Heart Associations and other organizations for information on CPR training.

Copies of the open letter will be available the week of January 9. The National Center Education and Community Programs Division is preparing information to be distributed to affiliates and chapters as soon as possible. Affiliates should contact their field office program representatives for more immediate information.

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Vol. V, No. III
January 18, 1978

EMERGENCY CARDIAC CARE SUBCOMMITTEE SCHEDULES ACLS FACULTY COURSE FOR MEDICAL SCHOOLS

AHA's Subcommittee on Emergency Cardiac Care is repeating this spring its advanced cardiac life support affiliate faculty training course for medical schools. This course is designed for faculty of medical schools planning to integrate ACLS into their curricula, and will be conducted April 21-23 at the National Center.

Priority consideration for attendance will be given to faculty from medical schools that did not send representatives to the first AHA-sponsored national training course in June 1977. Medical schools from which faculty did attend last summer's course may make application to send additional faculty; they will be registered if openings are available after allowing for priority registrants.

Affiliates may wish to notify local medical schools of this course, particularly deans, and departments of cardiology, emergency medicine, critical care medicine, anesthesiology and cardiothoracic surgery. Fee for the three-day course is \$200.

Announcements and registration forms will be sent to medical schools by February 1. For more information, contact Royce Britton, chief, Section on Emergency Cardiac Care, at the National Center.

ASSEMBLY PLANNING COMMITTEE CALLS FOR 1978 SUGGESTIONS

John Fitzpatrick, chairman of AHA's Assembly Planning Committee, asks that delegates who attended the 1977 Delegate Assembly submit their comments and suggestions for improvement to their regional vice presidents. Suggestions should be channeled through AHA's field offices to these Officers. Delegate suggestions will be used in planning this year's assembly in Dallas.

Each delegate will receive an invitation to comment and a copy of the minutes from the 1977 assembly in Miami Beach; this information will be mailed the week of January 23.

Delegates are asked to submit their suggestions by February 15.

ALABAMA AFFILIATE TO DEDICATE NEW HOME

AHA's Alabama Affiliate will dedicate its new headquarters building sometime this spring. William W. Moore, AHA executive vice president, has been asked to speak. The dedication was scheduled for January 20, but was cancelled because of a snowstorm.

Alabama's new home is a 9,500-square foot structure, built on land furnished by the Baptist Medical Centers of Birmingham. In addition to the affiliate headquarters, the building houses staff serving the metropolitan Birmingham area, and provides meeting facilities for Alabama's Board of Directors and committees.

First class mail should be sent to P.O. Box 9040, Birmingham 35213. Parcels and other shipments should be directed to 1449 Medical Park Drive, Birmingham 35213. The affiliate's new phone number is 205/592-7100.

MISSISSIPPI AFFILIATE STAGES ART FOR HEART EVENT

AHA's Mississippi Affiliate is conducting an "Art for Heart" event during January. Mississippi artist Will Hinds presented his original oil, "Mississippi Autumn," to the affiliate.

Sealed bids for the oil are being received from private collectors, businesses and institutions, galleries, and museums, and presentation of the work will be February 4 at the affiliate's annual Heart Reception. Hinds also authorized a collector's edition of 300 signed and numbered lithographs which are being sold by Mississippi's county units. The affiliate expects to realize over \$60,000 from Hinds' gift and from lithograph sales.

"Mississippi Autumn" is painted in realist style of a sandy country lane bordered by trees. It is done in shades of green, gold, brown and sand.

RESEARCH STUDY COMMITTEES MEET TO DISCUSS GRANT-IN-AID APPLICATIONS

Eight AHA research study committees are meeting now to review applications for approximately \$1.6 million in Grants-in-Aid to begin the 1978-79 fiscal year.

The application review process actually begins in the fall. As many as 80 applications may be assigned to each study committee, and each member of the committee is assigned a group of those applications for detailed scrutiny. While committee members familiarize themselves with all applications designated to their committee, each committee member is responsible for careful review of his assigned applications. Reviewers study each investigator's project plan, background material, methodology and proposed budget. The reviewer also evaluates the investigator-- is he or she skilled enough and experienced enough to successfully complete the research for which funds are requested.

This month, the research study committees meet to discuss the merits of each application. There are four cardiovascular research study committees for the various disciplines in cardiology, two physiological research study committees, and research study committees in immunology and microbiology, and pathology. Members share their individual application reviews with the rest of their committee members, and each application is given a priority score by the study committee.

Scores from each research study committee are then sent to the computer. A specially designed system "normalizes" these priority scores to compensate for the human side of the review process. The system operates so scores from committees that may tend to score high, or tend to score low, are equalized in order that all scores mean the same.

In February, this normalized list of priority scores goes to AHA's Research Committee for final study and a decision on this year's recommendations for Grant-in-Aid awards. The Research Committee's recommendations are sent to the Steering Committee for Medical and Community Programs.

From the steering committee, final recommendations for Grant-in-Aid application approvals are sent to AHA's Board of Directors. The board makes funding authorizations, and a new series of research investigations begins this summer.

AHA PARTICIPATION BEGINS IN INTERNATIONAL YEAR OF THE CHILD

1979 has been designated the International Year of the Child (IYC) by the United Nations. UNICEF is the lead United Nations agency responsible for coordinating IYC activities. 1979 marks the 20th anniversary of the U.N. General Assembly's Declaration of the Rights of the Child. AHA will be part of a special National Organization Advisory Council for the IYC.

The IYC is designed to provide a framework for advocacy on behalf of children, particularly those most vulnerable and disadvantaged, in both developed and developing countries. In lieu of a world conference, the U.N. General Assembly has requested that each country examine its programs, national and international, which affect children and use the year to mobilize the support necessary to implement and provide for those services which best meet the needs of all children.

As a member of the IYC advisory council, AHA has been asked to:

- 1) call on President Carter to appoint a National Commission on the IYC;
- 2) channel communication and information about the IYC to AHA members;
- 3) formulate plans and programs which incorporate the objectives of the IYC within the context of AHA's national programs;
- 4) share resources and expertise to create better public awareness and concern for all children;
- 5) mobilize support for international, national and local programs benefiting children; and
- 6) share with the IYC Working Group plans and programs for the year to provide for an exchange of actions and ideas.

The Association now is making suggestions to be turned over to the National Commission when it is appointed, and is indicating Heart's primary interest. Following is a summary of the Declaration of the Rights of the Child, with Heart Association primary areas of interest noted by an asterisk.

The Preamble states that the child, because of his/her physical and mental immaturity, needs special safeguards and care, both before and after birth, and that individuals and groups should strive to achieve children's rights by legislative and other means. Mankind, it says, owes to the child the best it has to give.

The Declaration affirms that all children are entitled to:

- * 1) the enjoyment of the rights mentioned, without any exception whatsoever, regardless of race, color, sex, religion or nationality;
- * 2) special protection, opportunities and facilities to enable them to develop in a healthy and normal manner, in freedom and dignity;

- 3) a name and nationality;
- * 4) social security, including adequate nutrition, housing, recreation and medical services;
- * 5) special treatment, education and care if handicapped;
- 6) love and understanding and an atmosphere of affection and security, in the care and under the responsibility of their parents whenever possible;
- 7) free education and recreation and equal opportunity to develop their individual abilities;
- 8) prompt protection and relief in times of disaster;
- 9) protection against all forms of neglect, cruelty and exploitation; and
- 10) protection from any form of racial, religious or other discrimination, and an upbringing in a spirit of peace and universal brotherhood.

AMERICAN HEART NEWS CORRECTION

AHA's Steering Committee for Medical and Community Programs voted to recommend that the opening General Session of the 1978 Scientific Sessions be dedicated to H.M. (Jack) Marvin, M.D., AHA president from 1949-50.


The January 11 issue of AMERICAN HEART NEWS incorrectly stated that the opening session of the Delegate Assembly would be dedicated to Dr. Marvin.

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Kim Whitham, Publications Editor
Affiliate Services and Communications
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American Heart News

Vol. IV, No. XXVIII
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NATIONAL CENTER FILLS RESEARCH POST

Wallace G. Frasher, Jr., M.D., has been named deputy executive vice president, research, at the National Center. He will assume his new post permanently around October 1.

Professor of physiology at the University of Southern California, Los Angeles, Dr. Frasher has had a distinguished career in research, including one year terms as a research fellow and an established investigator with the Greater Los Angeles Affiliate. From 1970-74, he served a consultantship with the Cardiovascular and Pulmonary Study Section of the National Institutes of Health. Dr. Frasher's major research interest is microvascular physiology and hemodynamics, and characteristics of local transvascular exchange. He has research in progress on the correlation of independent simultaneously determined exchange and flow dynamics in a microcirculation, distensibility of major arteries, and physical behavior of blood in small tubes.

As a volunteer for the Greater Los Angeles Affiliate, Dr. Frasher served as chairman of its Research Committee and Board of Directors, secretary, medical vice president and just completed a term as president.

NEW DISTRIBUTION PHONE NUMBERS, ADDRESS

All calls and correspondence to AHA's Distribution Section should be directed to the new distribution facility in Garland, Texas, effective immediately.

Distribution's new address is 2005 Hightower Drive, Garland, Texas 75041. The new phone number is 214/278-1346. The order status WATS line number remains the same: 800/527-3308.

N.Y. STATE WELCOMES NEW EXECUTIVE DIRECTOR

Stuart Cattell became executive director of AHA's New York State Affiliate on July 18. He had been assistant executive director of the American Orthopsychiatric Association, a national professional group.

His previous experience covers 19 years of work in the voluntary health field.

A graduate of Columbia University, Cattell has been engaged in graduate studies at the University of Michigan and Harvard University.

TWO AFFILIATES MOVE THEIR OFFICES

The California and Connecticut affiliates have moved their offices.

The new address for the California Affiliate is American Heart Association, California Affiliate, 805 Burlway Road, Burlingame 94010.

The new address for the Connecticut Affiliate is American Heart Association, Connecticut Affiliate, 71 Parker Avenue, Meriden 06450.

VISITING TEACHER PROGRAM UNDERWAY

Michael Lesch, M.D., vice chairman of AHA's Council on Basic Science, is on assignment during July in India as part of the Association's Paul Dudley White Visiting Teacher Program.

Dr. Lesch is lecturing on catheterization lab techniques related to angiography and hemodynamics at Sree Chitra Tirunal in Trivandrum, India. He also is lecturing on hemodynamic monitoring in the coronary care unit.

Under the visiting teacher program, AHA pays travel expenses for the teacher. Other expenses are the responsibility of the host institution. Later this year, three other volunteers will participate in the program. They are Dr. Al Pacifico, associate professor of surgery at the University of Alabama, Birmingham; Dr. Michael Johnson, director of the Division of Diagnostic Ultrasound of the University of Colorado Medical Center; and Dr. Carl G. Becker, professor of pathology at New York Hospital-Cornell Medical Center.

THREE AFFILIATES CHANGE THEIR NAMES

Three more affiliates have notified the National Center of a change in their names.

The Mississippi Heart Association is now American Heart Association, Mississippi Affiliate.

Missouri Heart elected to change its name to American Heart Association, Missouri Affiliate.

The Tennessee Heart Association voted to change its name to American Heart Association, Tennessee Affiliate.

To date, 32 affiliates have chosen to incorporate American Heart Association as a part of their names.

CONNER, INTERNATIONAL SPEAKERS NAMED

The Lewis A. Conner Memorial Lecture and the International Lecture speakers have been named for this year's Scientific Sessions, November 28-December 1 in Miami Beach, Florida.

Speakers are chosen each year by the president of AHA in conjunction with the chairman of the Scientific Sessions Program Committee.

Harvey Feigenbaum, M.D., of the Indiana University School of Medicine, will deliver the Lewis A. Conner Memorial Lecture. His presentation will be "Ultrasound in the Diagnosis of Heart Disease: Past, Present and Future."

Named to present the International Lecture is Osmo Turpeinen, M.D., of the Department of Biochemistry in the College of Veterinarian Medicine, Helsinki, Finland. Dr. Turpeinen will speak on "The Effect of a Cholesterol-Lowering Diet on Mortality from Coronary Heart Disease and Other Causes."

STAFF AND VOLUNTEERS PARTICIPATE IN MENDED HEARTS MEETING

AHA staff and volunteer representatives participated in the annual convention June 27-July 1 of The Mended Hearts, Inc., a nonprofit organization of heart surgery patients and other interested persons. Heart representatives attended convention meetings and workshops.

President-elect W. Gerald Austen, M.D., spoke to The Mended Hearts on what to expect from cardiovascular surgery in the future. Nanette K. Wenger, M.D., a member of AHA's Scientific Sessions Committee, spoke on rehabilitation.

The Heart Association and The Mended Hearts work together both locally and nationally in fund raising and community program areas.

K. C. SPOTS READY FOR DISTRIBUTION

The first of several 30-second radio spots recorded by K.C. of K.C. and the Sunshine Band should reach affiliates and chapters this week. The spots were sent to Washington, D.C. (Nation's Capital Affiliate), the Virginia Affiliate and the Miami Chapter. More spots will be sent as they arrive at the National Center.

The spots are anti-smoking messages written by each affiliate or chapter. K.C. was appointed Youth Anti-Smoking Spokesman at the 1977 annual meeting and has recorded radio spots for the 1977-78 Radio Kit.

RADIO/TV/FILM NEWS

During the coming months, films offered through the AHA Film Library will be reviewed. Local Heart Associations will be advised of those being withdrawn.

Two films are being taken out of circulation now as they are obsolete. Affiliates and chapters would be wise to remove these from local circulation:

- "Coronary Heart Disease" (24-0171)
- "Hypertension: The Challenge of Diagnosis" (25-0450)

Be on the lookout for the new Educational Broadcast Materials Catalog, arriving in late July or early August. The catalog lists current, and new, TV spots, films and radio materials that can be used for broadcast purposes -- without fund raising appeals. The catalog will be distributed to all Heart Associations, and will be warehoused under #26-001B. The catalogs are free.

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Dallas, Texas 75231

Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

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Dallas, Texas 75231



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ROBERT SHANK MD
SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
4566 SCOTT AVE
ST LOUIS MISSOURI 63110

American Heart News

Special Edition
July, 1977

VOLUNTARY SECTOR ORGANIZES AS CONVO

AHA's Board of Directors elected at its June meeting to join the Coalition of National Voluntary Organizations (CONVO). CONVO is the first group to be formally organized involving the several branches of the voluntary sector (health, higher education, the arts, social service, religion and philanthropy). The Association will serve on CONVO's Nominating Committee.

The coalition is organized exclusively for charitable, educational, scientific and literary purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, which deals with nonprofit groups. Two factors instrumental in the formation of CONVO were the minority report of the Filer Commission (Commission on Private Philanthropy and Public Need) authored by Gov. George Romney, and recommendations of the U.S. Treasury Department's Advisory Committee on Private Philanthropy and Public Need for a permanent body to publicize and strengthen the work of the voluntary sector. This advisory committee was disbanded recently by the Carter Administration.

CONVO will develop research, news and information on the voluntary sector, establish guidelines for public accountability and accessibility among nonprofit institutions, and review and analyze legislative and regulatory efforts affecting philanthropic and charitable endeavors. According to its newly appointed executive director, Richard E. Dewey, CONVO will not be a lobbying organization. Legislative action programs will be handled independently by its member agencies. CONVO will accomplish its goals to the greatest extent possible by relying on programs conducted by its members and other existing voluntary organizations.

Lowell F. Johnson, AHA past chairman, and William W. Moore, executive vice president, attended CONVO's organizational meeting on May 18. Chairman Bayard Ewing (attorney, current president of the National Information Bureau and recent vice chairman of United Way), Dewey and representatives from 50 nonprofit organizations discussed plans and goals of the new group. At this meeting, C. Douglas Dillon, chairman of the Advisory Committee on Private Philanthropy and Public Need when it was disbanded, suggested the forced demise of his committee made the existency of CONVO the more significant, and that CONVO could provide the voluntary sector a channel for input into the coming reform of public tax policies.

Also at the May 18 meeting, representatives approved a dues policy for the next three years. CONVO members -- national organizations only -- will pay dues of .0025 percent of gross salaries and benefits for 1976 and 1977, divided by two. No member will pay less than \$500, nor more than \$5,000 yearly. This dues policy is predicated on an anticipated CONVO budget of \$100,000 per year.

The next general membership meeting of CONVO will be October 12, 1977, in New York City.

CONVO

Officers and Directors
Elected May 18, 1977

CHAIRMAN

Bayard Ewing
President, National Information Bureau
(Term expires Spring 1978)

VICE CHAIRMAN

Phillips Bernstein
Executive Vice President, Council of Jewish Federations and Welfare Funds
(Term expires Spring 1978)

SECRETARY-TREASURER

John J. Schwartz
President, American Association of Fund Raising Counsel, Inc.
(Term expires Spring 1978)

DIRECTORS

William Aramony
National Executive, United Way of America
(Term expires Spring 1979)

Dr. Oscar Carr
Executive Director, National Council on Philanthropy
(Term expires Spring 1978)

Rev. Msgr. Lawrence J. Corcoran
Executive Director, National Conference of Catholic Charities
(Term expires Spring 1979)

David Freeman
President, Council on Foundations, Inc.
(Term expires Spring 1980)

Dr. Claire Fulcher
First Vice President, American Association of University Women
(Term expires Spring 1980)

Carl Holman
President, National Urban Coalition
(Term expires Spring 1980)

Pauline Miles
Assistant Vice President, National Health Council
(Term expires Spring 1979)

Gov. George Romney
Chairman, National Center for Voluntary Action
(Term expires Spring 1978)

Hope Skillman Schary
President, National Council of Women in the U.S.
(Term expires Spring 1979)

Sheldon Steinbach
Staff Counsel, American Council on Education
(Term expires Spring 1978)

Sara-Alyce Wright
General Secretary, YWCA
(Term expires Spring 1980)

**Today
your heart will pump
4,300 gallons of blood
through 60,000
miles of blood vessels.**


**What are you doing
to help?**

One way to help your heart is to help the people who fight the diseases that can stop it.

That's us. The American Heart Association.

We're doing everything in our power to fight the leading cause of death in this country: heart disease and stroke. With scientific research, professional and public education, community health programs, and many more.

Help your heart. Help us fight heart diseases.
Your money is our ammunition.

Please give generously to the
American Heart Association 
WE'RE FIGHTING FOR YOUR LIFE

CONVO
MEMBER ORGANIZATIONS
 as of May 18, 1977

The Alliance for Volunteerism	The National Assembly of National Voluntary Health & Social Welfare Organizations, Inc.
American Association of Fund-Raising Counsel, Inc.	National Center for Voluntary Action
American Association of University Women	National Conference of Catholic Charities
American Cancer Society	National Council of Churches of Christ in the U.S.A.
American Council on Education	National Council of Negro Women
American Heart Association	National Council of Women in the U.S.A.
American National Red Cross	National Council of the YMCA's of the U.S.A.
American Theater Association	National Council on the Aging
Associated Councils of the Arts	National Council on Crime and Delinquency
Association of Black Foundation Executives	National Council on Philanthropy
Business Committee for the Arts, Inc.	National Foundation of the March of Dimes
Council for Financial Aid to Education	National Health Council
Council of Jewish Federations and Welfare Funds	National Urban Coalition
Council on Foundations, Inc.	The Salvation Army
Goodwill Industries of America	U.S. Catholic Conference
Joint Action in Community Service, Inc.	United Way of America
Lutheran Council in the United States of America	Volunteers of America
Lutheran Resources Commission	YMCA of the U.S.A.

NATIONAL VOLUNTARY ORGANIZATIONS
 ATTENDING FIRST MEETING

CONVO
 May 18, 1977

AFL/CIO Department of Community Services	National Assembly of National Voluntary Health & Social Welfare Organizations, Inc.
The Alliance for Volunteerism	National Association for Mental Health
American Association of Fund Raising Counsel, Inc.	National Association of Secondary School Principals
American Association of University Women	National Audubon Society
American Cancer Society	National Center for Voluntary Action
American Heart Association	National Committee for Responsive Philanthropy
American National Red Cross	National Conference of Catholic Charities
American Theater Association	National Council for Community Service to International Visitors (COSERVE)
Associated Councils of the Arts	National Council of Churches (NCCC)
Association of Junior Leagues	National Council of Women in the U.S.A.
Boy Scouts of America	National Council on the Aging
Business Committee for the Arts	National Council on Crime and Delinquency
Child Welfare League of America	National Council on Philanthropy
Christian Church Foundation	National Foundation of the March of Dimes
Church Women United in U.S.A.	National Society of Fund Raisers
Council for Financial Aid to Education	National Urban Coalition
Council of Jewish Federations and Welfare Funds	National Urban League
Goodwill Industries of America	Opera America
Joint Action in Community Services, Inc.	The Salvation Army
League of Women Voters of United States	Sierra Club
Lutheran Council in the United States	United Presbyterian Foundation
Lutheran Resources Commission	

U.S. Catholic Conference

U.S. Jaycees

United Way of America

Volunteers of America

YWCA of the U.S.A.

American Council of Voluntary Agencies for Foreign Service

Involved but not able to attend:

National Council of Young Men's Christian Associations

National Health Council

American Council on Education

American Hospital Association

American Public Welfare Association

American Symphony Orchestra League

HOW IT FEELS TO HAVE A HEART ATTACK

The way a heart attack feels can vary. So how can you be sure that what you're feeling is really a heart attack?

By remembering this.

If you feel an uncomfortable pressure, fullness, squeezing or pain in the center of your chest (that may spread to the shoulders, neck or arms) and if it lasts for two minutes or more, you could be having a heart attack. Severe pain, dizziness, fainting, sweating, nausea or shortness of breath may also occur. Sharp, stabbing twinges of pain are usually *not* signals of a heart attack.

Your survival may depend on getting medical attention as quickly as you can. Call the emergency medical service immediately. If you can get to a hospital faster in any other way, do so.

Don't refuse to accept the possibility that you are having a heart attack. Many heart attack victims do just that. They say it's indigestion or tension. They worry about embarrassment. They often wait three hours or longer before getting help.

But before those three hours are up, one out of two is dead.

Remember what you've just read. The time might come when your life will depend on it.

The American Heart Association 
WE'RE FIGHTING FOR YOUR LIFE

A MESSAGE FROM BILL MOORE . . .

At CONVO's May 18 meeting, Douglas Dillon, former secretary of the treasury, outlined to the assembled voluntary agency representatives a clear danger to the future of the voluntary sector: proposed changes in the federal income tax standard deduction by the Carter Administration and the Congress pose real threats to charitable giving and volunteer participation in our society.

The Principle

Tax policy in the United States has recognized the need for the growth of the voluntary sector. Private, citizen-supported voluntary institutions have been considered a vital part of the fabric of American life and a necessary self-government process in which people could have a direct hand in their destiny.

When the principle of charitable deduction was established during World War I, two reasons were enunciated: one, to maintain the level of charitable giving during the war effort; two, that income given to charities does not enrich the donor and, consequently, should not be taxed.

This principle of permitting the contributor to give more to charity while maintaining the same financial position recognized the need to preserve a pluralistic society with multiple centers of social power. In recent years, as government programs have grown, this principle has steadily eroded.

The Problem

As the government increases the standard amount a person can deduct from personal income tax (versus itemizing deductions), the level of contributions to private philanthropy has been reduced. For example, since 1970, increases in the standard deduction have resulted in annual reductions in contributions of an estimated \$700 million. The Carter Administration is proposing another increase in standard deductions which will mean an additional estimated loss of \$200 million annually to private philanthropy.

The incentive to deduct charitable contributions is available presently to over 30 percent of the taxpayers. If the proposed increases in the standard deduction are enacted, the percentage will drop to 25 percent.

Because a strong correlation exists between giving and participation in voluntary activity, it is obvious that not only will the financial base shrink but there also may be a loss in volunteer effort.

The Solution

The Filer Commission (Commission on Private Philanthropy and Public Need) position is:

"On balance, the Commission believes that the virtues of the charitable deduction significantly outweigh its defects, as both virtues and defects have evidenced themselves over six decades of the deduction's existence. We are also strongly persuaded that in comparison with other inducements of giving, the charitable deduction is preferable and should remain as the basic governmental encouragement of private giving. The Commission recognizes, however, that some changes are required both to broaden the base of private giving and to meet some of the criticism that the charitable deduction has encountered. We therefore recommend:

- 1) That to increase inducements for charitable giving, all taxpayers who take the standard deduction should also be permitted to deduct charitable contributions as an additional itemized deduction.

2) That an additional inducement to charitable giving should be provided to low- and middle-income taxpayers. Toward this end, the Commission proposes that a 'double deduction' be instituted for families with incomes of less than \$15,000 a year; they would be allowed to deduct twice what they give in computing their income taxes. For those families with incomes between \$15,000 and \$30,000, the Commission proposes a deduction of 150 percent of their giving.

Permitting the deduction for charitable giving will not produce a corresponding reduction in tax revenue (although there may be some loss). Further, the charitable deduction has produced what economists call the multiplier effect: increased gifts bring increased volunteer effort.

The Action


As has been demonstrated time and again, concerned citizens can make the difference. This is an issue that needs the attention and action of individual citizens. Begin now to discuss this matter with your members in Congress, personally and in writing. Congressman Al Ullman, chairman of the House Ways and Means Committee, has promised to examine this matter this fall. However, the full tax package to be submitted by the Carter Administration will be diverse and complex, so the charitable contribution question could get lost in the maze.

We will keep you informed of all CONVO developments. In the meantime, I urge all Association volunteers and staff to put this issue high on their agendas to discuss with members of Congress, media representatives and opinion makers.


We might revive the motto of our forebears of 1777 -- Don't Tread on Me!

WE'RE FIGHTING FOR YOUR LIFE

**Have Your
Blood Pressure
Checked**

American Heart Association 

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ROBERT SHANK MD
SCHOOL OF MEDICINE
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American Heart News

Vol. IV, No. XVIII
May 4, 1977

AHA LOOKS AT VOLUNTARY ORGANIZATION COALITION MEMBERSHIP

The Heart Association has been invited to become a member of the Coalition of National Voluntary Organizations (CONVO), the first formalized convergence of the several branches of the voluntary sector (health, higher education, the arts, social service, religion and philanthropy). Lowell F. Johnson, past chairman of AHA and William W. Moore, AHA executive vice president, will attend the CONVO organizational meeting May 18.

CONVO has been in the planning stages for the past six years, and was incorporated in October 1976. Its Washington, D.C., headquarters opened April 1, 1977, with Richard E. Dewey as its first executive director. CONVO has applied for recognition as a 501 (c)(3) organization.

AHA is one of several agencies working toward the formation of this highly significant coalition. Among the other agencies and associations are: American Association of Fund-Raising Counsel, Inc., American Cancer Society, American Council on Education, Council for Financial Aid to Education, Council of Jewish Federations and Welfare Funds, Inc., Council on Foundations, Inc., National Center for Voluntary Action, National Conference of Catholic Charities, National Council of Christian Churches, National Council on Philanthropy, National Health Council, Inc., United States Catholic Conference and United Way of America.

The coalition was formed in order to address, on a consensual basis, the growing governmental interest in matters affecting philanthropy and the operations of voluntary organizations. CONVO, through its members, seeks to promote the role and contributions of the voluntary sector in meeting human needs and enriching the quality of American life.

IN MEMORIAM

Allen Hoffman, director of public relations and research for the Nation's Capital Affiliate in Washington, D.C., died in an automobile accident May 1 in Fairfax, Virginia. He was 31.

Hoffman had been with the Heart Association since 1973. He was graduated from Point Park College in Pittsburgh, Pennsylvania, with a B.A. in journalism, and worked for newspapers in Pennsylvania and New Jersey before joining the Nation's Capital Affiliate. His parents, Mr. and Mrs. Gerard L. Hoffman, live in Pennsylvania, at 540 Sixth Avenue, McKeesport 15132.

CONSUMER REPORTS FEATURES "EXERCISE AND YOUR HEART"

The May 1977 issue of Consumer Reports features a five-page article on "Exercise and Your Heart," apparently compiled from reports on major studies around the world as published in medical and scientific journals over the past 10-12 years. The Heart Association was not asked to contribute or comment, therefore none of the statements in the article express the opinion of AHA.

The Association does agree, however, with the "general rule" that anyone over 35 who is unaccustomed to frequent strenuous exercise should get a thorough medical checkup before starting an exercise program.

The article ends with the statement that readers interested in a medically supervised program can check with their local Heart Association for organizations that provide these services. Affiliates and chapters can provide names of such places by checking the Directory of Cardiac Rehabilitation Units (41-0063) sent to all Heart Associations last year by the National Center.

Consumer Reports is a monthly publication of Consumers Union, a non-profit product testing and consumer affairs organization.

WISSLER HONORED WITH MODERN MEDICINE AWARD

Robert W. Wissler, M.D., a member of AHA's Board of Directors, has been named by Modern Medicine magazine to receive a 1977 Award for Distinguished Achievement. Dr. Wissler was cited "for his meticulous investigations into the nature of atherosclerosis, particularly his demonstration of the reversibility of the atherosclerotic lesions."

Dr. Wissler, "a pioneer in the field of experimental atherosclerosis," has demonstrated that low-fat, low-cholesterol diets can reverse atherosclerotic lesions in primates. He has spent more than 30 years investigating nutritional, metabolic and immunologic aspects of disease processes.

Dr. Wissler now is Donald N. Pritzker professor of pathology and director of the Specialized Center of Research in Atherosclerosis in the University of Chicago School of Medicine. He also is a professor of biology in the University of Chicago College.

GUARANTEED: 1978 CAMPAIGN READY THIS SUMMER

Bob E. Killian, Communications Division director, reported to American Heart News that during a recent conversation with his counterpart at the American Cancer Society, the Society's chief communicator expressed total disbelief that AHA is so far along in development of its 1978 fund raising campaign materials development.

American Cancer, which holds its campaign in April each year, reported to Killian that it doesn't really get into high gear until late fall. "Our divisions (affiliates) wouldn't know what to think if we produced our package of materials as early as you people at the Heart Association," the spokesman said.

The 1978 campaign materials catalog will be available by midsummer, according to Killian, with campaign items moving into the warehouse during the summer months.

AHA SAYS "SOMETHING IMPORTANT" WITH NEW BOOKLET

Heart Associations and volunteers now have a concise, accurate and comprehensive answer at their disposal to questions dealing with what we are, what we do, how we began, how we use public support and why the public should support the Heart Association.

This answer is a new booklet entitled, "The American Heart Association Has Something Important to Say" (37-1000), and includes information on programs, education, research and the Association as an organization. A sample of the booklet will be included in the May materials mailing, but orders now can be filled through the Distribution Section. Price for "Something Important" is \$3.60 per 100.

BACTERIAL ENDOCARDITIS WALLET CARD BEING REVISED

The Bacterial Endocarditis Wallet Card (78-004-A) is out of stock and, since the content was outdated, could not be reprinted. Now that committee revision of the "Prevention of Bacterial Endocarditis Statement" has been completed, current information is being prepared for use in the revised wallet card. When warehoused, affiliates will be notified, and back orders will be processed promptly.

AHA SLOGAN METER AD PLATES STILL AVAILABLE

Only three "We're Fighting For Your Life" meter ad plates still are available to fit model 5700 series Pitney Bowes postage meters. Ad plates are \$20 each, and may be ordered in writing from Joe Dowling, campaign materials coordinator, at the National Center.

PUBLIC POLICY NEWS

Development of ethical guidelines for biomedical research is a major concern this spring in Congress, as well as in scientific circles. These guidelines would pertain to research with human subjects and recombinant DNA studies. Drafts of model legislation are being attempted by several committees and subcommittees of Congress, including the Health and Scientific Research Subcommittee of the Senate Human Resources Committee, the Health Subcommittee of the House Commerce Committee and the House Science and Technology Subcommittee. Research involving children, compensation of injured research subjects, performance of Institutional Review Boards and the identification of ethical principles that should underlie the conduct of biomedical and behavioral research involving human subjects are among topics being discussed by the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research, staffed through the Department of Health, Education and Welfare.

AHA's Research Committee is recommending a policy that, when applicable, research applicants be required to submit statements from their institutions indicating compliance with current National Institutes of Health guidelines regarding biohazards, human experimentation and recombinant DNA research. This policy will be considered by the AHA Board of Directors during its June meeting, as part of the 1977 update of the "Public Policy Reference Paper."

Dr. Harriet P. Dustan, AHA president, testified April 6 to the Subcommittee on Labor, Health, Education and Welfare of the House Appropriations Committee on National Heart, Lung and Blood Institute appropriation levels. Dr. Dustan emphasized the need for stable funding, citing that the Division of Heart reported a decline in its funding levels with respect to overall National Institutes of Health budget activities. NHLBI is part of the National Institutes of Health system.

Copies of Dr. Dustan's testimony are available free from Public Policy and Government Affairs at the National Center. Order copies through the field offices.


Food and Drug Administration plans call for ending the use of saccharin as a general purpose food additive. Saccharin would be treated as an over-the-counter drug, and a 90 percent reduction in current usage could be expected. The proposed regulations were published April 15 in the Federal Register and will be open to public comment for 60 days.

The Association's position on saccharin, calling for a re-examination of the ban and for further research into saccharin's effects, is supported by several bills introduced in the House of Representatives. These bills call for further evaluation of the risks and benefits of saccharin use prior to instituting a ban. The bills will be considered in the House Interstate and Foreign Commerce Committee.

All Heart Associations should have received Dr. Dustan's March 28 memo on the Association's saccharin position. The Association must maintain one position only on the proposed ban, to ensure that AHA's concern in the saccharin controversy is understood by the public. Dr. Dustan's memo and AHA's saccharin statement were reprinted in the March 30 issue of AMERICAN HEART NEWS.

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American Heart News

Vol. IV, No. XVI
April 20, 1977

REGISTRATION BEGINS IN MAY FOR SCIENTIFIC SESSIONS

Registration forms and information for AHA's 50th Scientific Sessions will be distributed beginning in May. This year's Sessions will be held at the Miami Beach Convention Center November 28 - December 1. The Scientific Sessions for Nurses will be November 29-30 at the Convention Center.

The call for abstracts and scientific exhibits already has been made. Deadline for submission is May 27, and entries must be related to cardiovascular disease, including renal, stroke, cardiopulmonary, thrombosis and epidemiology areas. Abstract and exhibit information is available from the Scientific Sessions Section at the National Center.

Post graduate physicians' seminars planned for the Scientific Sessions include a seminar on clinical cardiology, a symposium on the A-V canal, a seminar on the mechanisms of action of anti-hypertensive drugs and a session on chronic hypoxemia. Other seminars will cover the biology of myocardial cell death, vascular impedance in the control of cardiac performance and approaches to valuation in lipid hypothesis.

Program highlights for the nurses' Scientific Sessions include clinical sessions, research reports and two postgraduate seminars, one on mechanisms and problems of coagulation and one on management problems associated with cardiothoracic surgery.

CLARIFICATION OF RESOURCE MATERIALS CENTER USE

Several Heart Associations have contacted the National Center's Resource Materials Center with questions on the Resource Center's capabilities.

The Resource Materials Center is a service to Heart Associations only to help them develop new programs or evaluate and improve existing programs using experiences of other affiliates and chapters as a guide. The Center operates as a small lending library of planning and organizational program materials, and affiliates and chapters are responsible for returning program materials checked out on loan. The loan period is six weeks.

Thus far, materials on the Greater Los Angeles Affiliate's First Hour program have been the most frequently requested.

COMMUNICATIONS DIVISION READIES ROAD SHOW FOR JUNE SNEAK PREVIEW

The 1978 Road Show will be presented to affiliate executive directors at their annual meeting in Snowbird, Utah, June 22, by Bob Killian, Communications Division director. Killian also will distribute the 1978 Campaign Materials Catalog.

"To my knowledge," he said, "this is the earliest in the Association's history that the Road Show has been presented to affiliate executives." Last year, the Road Show was ready September 1. "We beat the clock with that one," Killian recalled, "since in previous years the Road Show usually was made available to affiliates during late autumn."

Assuring the Road Show's debut for the June National/Affiliate Executives Conference has been an around-the-clock task, because, before it can be completed, much of the actual 1978 campaign materials also must be completed.

The 1978 Road Show, a color 16mm film, will highlight the elements of the 1978 campaign and is designed to be both inspirational and sales promotion oriented. Affiliates and chapters will be able to use it at volunteer meetings to stimulate fund raising efforts.

Road Show prints should be in the hands of all affiliates by mid-summer. As in past years, each affiliate will receive its print free.

Terry Mitchell, audio/visual materials coordinator, produced the 1978 Road Show.

AHA ADDS TWO PHYSICIANS TO TEACHING SCHOLARSHIP PROGRAM

Two physicians have been named to AHA's Teaching Scholarship Program, to begin their three-year support periods July 1. They are: Drs. Patricia A. Gabow of Denver, Colorado, and Carl W. White of Iowa City, Iowa.

The Teaching Scholarship Program offers financial support to attract gifted young physicians into fulltime teaching in the cardiovascular field, to add to the effectiveness of instruction in medical schools, and, eventually, to raise standards of patient care.

As of July, there will be 10 active Teaching Scholars. Since its inception in 1966, the program has supported 29 young physicians, reaching into medical schools across the country where instruction of thousands of medical students has emphasized the most current research and treatment for patients with heart and blood vessel diseases.

Each candidate for this program must be recommended by a medical school with definite programs of cardiovascular education and investigation. Only outstanding candidates who have demonstrated a true desire to make teaching their lifetime work are selected.

Dr. Gabow is assistant professor of medicine, co-director of the Renal Division and co-clinical director of the Department of Medicine of the University of Colorado Medical Center.

Dr. White is assistant professor, Cardiovascular Division, of the University of Iowa's Department of Medicine.

SEVEN-INCH FLYERS "PROFESSIONAL" STYLE

March 16's AMERICAN HEART NEWS item on the new seven-inch diameter Heart flyers now available for affiliates and chapters has created great interest -- and an interesting question.

Why, several Heart Associations have wondered, are the new Heart flyers of seven-inch size rather than the more traditional 10- and 12-inch sizes?

The seven-inch flyer is the professionals' choice, aeronautically balanced for better flight and fun! Professional flyer competitors use the seven-inch flyer, and only seven-inch flyer accomplishments are eligible for the Guinness Book of World Records, they say.

DOES EVERYONE IN THE HOUSE KNOW CPR?

When Dag Hammarskjold was Secretary General of the United Nations, he always referred to the U.N. Secretariat in New York as "this house". It was a winning device for calling attention to accomplishments of the U.N. family.

At "this house" in Dallas, plans are underway for the second series of CPR training courses for National Center employees. The courses are conducted by the Dallas Chapter and both exempt and non-exempt personnel are urged to enroll.

How are things in your house? Does everyone know CPR?

*PUBLIC POLICY NEWS

Jennifer Leonard joined the National Center Public Policy and Government Affairs staff April 18 as affiliate legislative coordinator. She formerly worked in the Greater Los Angeles Affiliate as a community program developer and has been a Coro Foundation Fellow in public affairs.

As coordinator, Ms. Leonard will keep Heart Associations informed of legislative and regulatory developments of concern to all components of the Association. She will assist local Heart Associations to form legislative programs, and will develop a national communications system for the expansion and implementation of public policy.

Affiliates are invited to participate in updating AHA's "Public Policy Reference Paper" for presentation at the June 3-4 national Board of Directors meeting. The purpose of updating the Reference Paper is to produce and maintain a working document that can be understood and used by both staff and volunteers. Plans call for revising "Public Policy Reference Paper" in looseleaf format. Affiliates are asked to submit recommendations for change by May 10.

*Action Items for Affiliates and Chapters

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Why Me?

Almost all black Americans have, at one time or another in their lives, come face-to-face with this fact: that they are more prone to high blood pressure than white Americans. While this is being singled out in a way unlike the many obstacles experienced in the long struggle for equality, it is one that black Americans can do something about quickly and easily.


We don't know what causes high blood pressure, and we don't know why black Americans are twice as likely to have it as white Americans.

On the average, a black American will die


sooner than a white American who develops high blood pressure at the same age. The cause of death will probably be stroke, heart attack, or one or more of the complications of high blood pressure such as hypertensive heart disease or kidney failure.

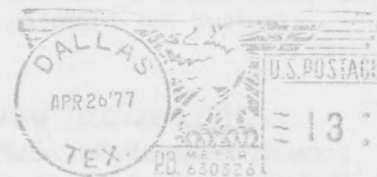
You can't tell on your own if you have high blood pressure because, in most cases, there are no symptoms. An inexpensive, painless medical examination can determine if you have high blood pressure. A regular therapeutic program can usually prevent the otherwise often fatal consequences of this dangerous disease.



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American Heart News

Vol. IV, No. XV
April 13, 1977

*MAY 1 IS BLAKESLEE ENTRY MAILING DEADLINE

Affiliate executive directors and public information personnel are asked to make a last-minute effort to encourage entries in the 1977 Howard W. Blakeslee Awards competition. Dozens of entries already have been received at the National Center. This is the 25th anniversary of the competition.

Material about heart and blood vessel diseases must have been published or broadcast during the period March 1, 1976, through February 28, 1977. Awards (a citation and \$500 honorarium) will be presented December 1 during the Association's annual meeting in Miami Beach. All entries must be postmarked no later than midnight, May 1, 1977.

Additional information and entry forms are available from local Heart Associations and the National Center Distribution Section.

LETTERPRESS KIT RETURNS FOR 1978

Just like General MacArthur, the Letterpress Newspaper Kit will return for the 1978 Fund Raising Campaign, says the Communications Division team that is preparing the materials packages for next year's campaign effort.

After a one year absence because it was thought few affiliates would order Letterpress Kits, the prodigal is making its reappearance. "Several affiliates have important newspapers in their areas that are letterpress," said Joe Dowling, campaign materials coordinator, "so by popular demand, we are reviving the packet of letterpress goodies for our constituents."

The Offset Kit remains the popularity leader, since so many newspapers now use this method of printing. But letterpress still lives, particularly in suburban and rural areas. "If our orders for 1978 Letterpress Kits are low," Dowling commented, "we will take another look at its potential usefulness in 1979."

*Action Items for Affiliates and Chapters

*ALERT OF ORGANIZATION'S CLAIM OFFERING FUND RAISING ACCREDITATION

Heart Associations should be aware of the following information, reprinted from the Volume 29, Number 8, April 1977 edition of Channels. Channels is a monthly publication of the Public Relations Society of America. Affiliates are asked to notify chapters, divisions and other local Heart Associations of this information.

"In recent weeks an organization known as the Fund Raising Council of the United States (FRCUS) has sent materials to nonprofit charitable organizations claiming it is the recognized accrediting body for organizations involved in fund raising as a means of financial support in whole or in part. The materials state that FRCUS receives daily requests for information about the legitimacy of fund raising groups and adds, 'Regrettably, your organization has not as yet filed an application for ACCREDITATION so we are unable to provide the affirmative report to these requests.' Organizations wishing to apply for accreditation are asked to submit certain information, as well as a \$100 application fee, and an annual fee ranging from \$75 to \$525 depending upon the group's annual contribution income.

The Philanthropic Advisory Service (PAS) of the Council of Better Business Bureaus reports that the claims of FRCUS as the 'recognized accrediting body' are misleading. The PAS staff has been unable to find anyone who ever heard of FRCUS prior to its recent mailing. Secondly, FRCUS's founder declined to give PAS the name of any organization that regards his group as the recognized accrediting body. FRCUS, according to PAS, is unincorporated. Funding comes from its founder's souvenir shop and the Ben Franklin Society, another unincorporated organization. The Society does not meet the Council of Better Business Bureaus' Standards for Charitable Solicitations.

Requests to FRCUS and its founder from other organizations, such as the American Association of Fund-Raising Counsel and the National Information Bureau, have gone unanswered. Neither the Better Business Bureau's PAS or the NIB charge for evaluating the fund raising practices of charitable organizations."

NURSING REQUESTS TO LOCAL HEART ASSOCIATIONS FOR MATERIALS DUE SOON

AHA's Education and Community Programs Section on Nursing and Cardiovascular Disease in the Young will have an exhibit at the National League for Nursing Convention in Anaheim, California, April 24-27.

Heart materials will be available to visitors at the exhibit. Visitors also may request materials, and these requests will be forwarded to affiliate Heart Associations in early May.

AHA BALLOON PRICES POP; COVER MAIN STREET WITH HEART BANNERS

B & R Promotional Products has deflated prices on their Heart balloons. HA 77s (heart-shaped) now are \$38.10 per 1,000 to \$31.85 per 10,000. HA 74s (airship) are \$37.70 per 1,000 to \$30.95 per 10,000. HA 79s (round) now are \$44.30 per 1,000 to \$30.95 per 10,000. All prices are considerably lower than in the past. Custom imprinting is available on orders of 3,000 or more.

Street net banners also are available in the 30' x 40' size. Banners with one side printed are \$130; with copy on both sides the price is \$225. These banners are terrific for parades, special events and auditoriums.

Balloons should be ordered directly from B & R on their special form. For orders and forms, contact B & R Promotional Products, 292 Fifth Avenue, New York City 10001, (212) 563-0040.

Street banners should be ordered from the National Flag and Display Company, National Flag Building, 43 West 21st Street, New York City 10010.

COMMUNICATIONS DIVISION SCHEDULES MATERIALS SURVEY FOR LATE APRIL

The Gallup Organization, a national marketing and attitude research company, will conduct an omnibus survey in late April for American Heart.

Survey questions include recognition of Heart's name and image and queries concerning fund raising and educational materials. The survey sample covers 300 U.S. communities, and a comparison of the results of this survey will be made with the previous Gallup study in which the Association participated.

Completion of the Gallup organization's report is projected for late June.

WHITE HOUSE CONFERENCE INVITES LOCAL PARTICIPATION

Heart Associations may wish to participate in this year's White House Conference on Handicapped Individuals May 23-27 in Washington, D.C. The mission of the conference is to provide a national assessment of problems and potentials of individuals with mental or physical handicaps; to generate a national awareness of these problems and potentials; and to make recommendations to the President and Congress which, if implemented, will enable individuals with handicaps to live their lives independently, with dignity and with full participation in community life to the greatest degree possible.

Official delegates to this conference will be representative of those who participated in the state handicapped conferences. Fifty percent of these delegates will be disabled, 25 percent will be parents or guardians of handicapped individuals, and the remaining 25 percent will include others involved in research, business, labor, service delivery, medical, legal, advocacy and other handicapped concerns.

In addition, invited as observers to the White House Conference are representatives of national consumer and provider organizations, members of Congress, representatives of industry and labor, and professionals working on behalf of disabled individuals.

A booklet on the White House Conference on Handicapped Individuals containing a list of state conference directors will be included in the April materials mailing.

MASTER CATALOG ADDITIONS

The following items, through oversight, were not listed in the 1976 or 1977 AHA Master Catalog. Ed Mat Memos were released on both these items at the time they were placed into inventory.

The original price was \$6 each; the new price is now \$4.50 each -- a considerable decrease in selling price to the field. Distribution will fill all orders at the new low cost. A brief description of the Nursing Slide/Cassette sets is presented below:

81-500-A CARDIOVASCULAR NURSING PRACTICE - THE NURSE'S ROLE IN A CRISIS SITUATION: Death, The Patient and His Family.

Description: Self-teaching audio-visual lecture which includes 1 standard tape cassette recording (24 minutes) and a set of 32 color slides.

81-500-B CARDIOVASCULAR NURSING PRACTICE - NURSING ASSESSMENT OF PERIPHERAL VASCULAR OCCLUSIVE DISEASE.

Description: Self-teaching audio-visual lecture which includes 1 standard tape cassette recording (running time of tape, 23:43 minutes) and a set of 24 color slides.

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group members of the American Heart Association.

If your husband had a Heart Attack in bed tonight, would you know what to do?


It may go on for a little while before you notice. He may say it's indigestion. Or nerves. He may have a feeling of uncomfortable pressure, fullness, squeezing or pain in the center of his chest (that may spread to the shoulders, neck or arms) and last for two minutes or more.

Dizziness, fainting, sweating, nausea or shortness of breath may also occur, but these signals are not always present. Sharp, stabbing twinges of pain are usually *not* signals of a heart attack.

Call your emergency medical service immediately. Or, if you can get him to a hospital with emergency cardiac care faster in any other way, do so.

He may refuse to accept the possibility that he is having a heart attack. Many heart attack victims do just that. Don't let him make you wait. Because seconds count. Get help and get it fast.

Remember, if it isn't a heart attack, it doesn't matter. If it is, nothing matters more.

The American Heart Association 

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American Heart News

Vol. IV, No. XIII
March 30, 1977

***AFFILIATE INVOLVEMENT IN THE SACCHARIN CONTROVERSY:
A MESSAGE FROM HARRIET DUSTAN, M.D.**

It has come to our attention that several affiliates have been approached by outside groups seeking Heart Association support of a variety of amendments to the controversial Food, Drug and Cosmetic Act.

Considering the complexity of the law and the heat generated by the proposed ban on saccharin, it would be ill-advised and perhaps embarrassing to the Association for any affiliate to go its own way, particularly since the Association, through its national officers only this past week, delivered a policy statement on saccharin and the food additives law before a Congressional committee (see following article).

Affiliates are urged not to join any third party effort to promote one amendment over another. It is suggested they make the Heart Association position known when approached by an outside group. That position calls only for re-examination of the saccharin ban and the Delaney Amendment. It does not call for any specific change. Also, it is further suggested that affiliates then refer outside groups to Dawn Bryan at the National Center, who as chief of Public Policy, is coordinating AHA efforts with national officers and our Washington, D.C., representative.

**HEART ASSOCIATION OPPOSES SACCHARIN BAN,
ASKS FOR REVIEW OF LAW ON FOOD ADDITIVES**

In response to the Food and Drug Administration's proposed ban on public availability of the sugar substitute saccharin, the American Heart Association, through its president, Harriet P. Dustan, M.D., issued the following statement March 17:

"Under the existing federal laws, the FDA action removing saccharin from the United States market is mandatory under the Delaney Amendment to the Pure Food, Drug and Cosmetic Act. Unfortunately, the decision is based on questionable scientific evidence, unrelated to safe levels of human consumption. The Association believes that the legislation should be carefully reviewed so that restrictions on food additives are related to safe limits for human consumption and not just because they cause cancer in laboratory animals.

*Action Items for Affiliates and Chapters

(continued)

"The Association is concerned because the use of sugar substitutes, as part of a total dietary plan, is often helpful in dealing with obesity. Obese individuals are more likely than others to have elevated blood fat levels, high blood pressure, and diabetes -- each of which is a serious risk factor for coronary heart disease which is the leading cause of death in this country.

"There is no quick or easy way to reduce weight. And there is no evidence that the use of artificial sweeteners alone results in any substantial weight loss -- unless it is part of a total calorically controlled diet plan. Weight reduction and maintenance at ideal levels achieved through control of calories with or without artificial sweeteners, have often resulted in a fall of blood pressure of some hypertensive patients, a decrease of blood sugar levels in some patients with adult-onset diabetes, and a decline in blood fat levels. The American people should not -- on such questionable scientific evidence -- be denied the use of artificial sweeteners which could assist them in taking reasonable and safe measures to reduce their risk of heart disease.

"In some cases of dietary control of elevated blood fat levels, severe sugar restriction may be easier for the patient to follow if sugar substitutes and artificially sweetened foods are used. The same is true for some diabetics facing a life-long restriction on sugar use.

"In summary, the Association asks that: (1) the proposed ban on saccharin be re-examined; (2) appropriate committees of the Congress re-examine the wisdom of the Delaney Amendment; (3) extensive studies be conducted into the long-term consequences of the ingestion of saccharin, and (4) either the FDA or another federal agency finance a retrospective, epidemiological study of the incidence of bladder cancer in diabetics who have ingested saccharin over long periods of time."

*REMINDER OF USPTA AGREEMENT EXPIRATION

AHA's agreement with the United States Professional Tennis Association concludes June 30, 1977. Its logo and name may not be used in any promotion after that date unless a new agreement is reached. There are no exceptions to this policy.

Heart Association should use the guidelines sent in February 1976 to develop spring events, also referring to the accompanying memo H.F. 76 #511.

All promotional literature and copy for any events involving the USPTA organization name or logo should be cleared in advance with the USPTA.

FAMILIAR FACES, NEW PLACES

Bob Moore, affiliate services coordinator for the Western Office, has been appointed affiliate services coordinator for the Midwest Office. Moore is well known to many volunteers and staff throughout the organization and has served in the Western Office since its opening in 1973. Moore will assume his new position full time July 1, but will be orienting himself to his assignment between now and July by trips to the St. Louis office.

At the National Center, Don Robins is the new director of Personnel and Training, where he has been assistant director for the last two years. Prior to joining AHA, Robins served in many corporate/industry personnel capacities for more than 15 years.

PRESS KITS MAILED FOR "PUT YOUR HEART INTO SPORTS" MONTH

Special "Put Your Heart Into Sports" Month press kits have been mailed by the National Sporting Goods Association to feature editors of major daily newspapers nationwide. Each kit includes a series of articles about "Put Your Heart Into Sports" Month, along with fact sheets on AHA and NSGA. Preset features also were mailed by NSGA to 1,000 suburban newspapers across the country.

Over 200 television stations nationwide will receive a 30-second animated public service announcement entitled "Catch the Beat."

ANNUAL REPORT RATES PR PRAISE, REQUESTS

A public relations professional newsletter, Public Relations News, carried a favorable review in March of AHA's 1976 annual report. The article called our report one of the best and most informative documents ever published by a national health care industry organization. It lauded AHA for stepping out to the public with a positive and understandable message.

As a result, the Communications Division has been bombarded with requests for copies of the annual report. Requests have come from blue-chip corporations, other non-profit organizations, and from university journalism and communications professors. One such request, from the head of a leading mass communications school of a major university, commented that he wanted to make AHA's report an "integral part of the student study program" as an example of how clear writing with a vital message can reach a vast audience.

Congratulations to Al Salerno, chief, Public Relations, and his staff for a successful presentation of the Association's story.

TWO POSTER SIZES OFFERED FOR 1978 CAMPAIGN

In addition of Heart's standard 8½ x 11 poster, the Communications Division will offer a new 11 x 17 poster in the 1978 Campaign Materials Catalog, scheduled for mid-June release.

The posters will not be alike, but both will emphasize AHA's new theme, "We're Fighting For Your Life." Many Heart Associations have reported to Communications that, while the standard 8½ x 11 size is useful, a larger poster often is needed.

RESOURCE MATERIALS CENTER ADDS FIRST HOUR PROGRAM

Materials from the Los Angeles Affiliate's First Hour Program have been added to the National Center Library's Resource Materials Center. The First Hour program was piloted by L.A. and directed by Dr. Lawrence M. Herman to assist hospital emergency rooms attain a high level of competence and educate the public to act quickly, calling on the city's emergency services in an injury or illness crisis. The Resource Materials Center has a packet of First Hour materials, including a slide set and written information.

Begun last summer, the Library's Center is made up of a collection of materials from exemplary Heart Association programs. Additions to the Resource Materials Center are made through the field offices and through the Education and Community Programs Division of the National Center. Currently available for free six-week leading periods are materials on HBP screening, nutrition, exercise, CPR and other community education programs developed by affiliates and chapters. Materials from the Resource Center can be a valuable asset to Heart Associations planning to develop new programs or help in evaluating and improving existing programs. A catalog of available program materials may be ordered from the National Center Library. Requests should be channeled through the field offices.

Like any effective resource center, the Library always is seeking new materials from successful community programs to add to its collection. Heart Associations who conduct, or have conducted, successful program activities should send their materials (from all stages of the program) to their regional coordinator for inclusion in the Resource Materials Center. Share your wealth of programming successes with other affiliates and chapters!

***NHLBI REQUEST FOR PROPOSAL ADDITION**

The National Heart, Lung and Blood Institute published recently a "Request for Proposal for Demonstration Programs in Hypertension Control in the Work Setting" RFP-NHLBI-77-19 (see AMERICAN HEART NEWS, March 9, 1977).


Those who applied for detailed information to Graham Ward, NHLBI, and received a copy of the Request for Proposal, please note that on page four, item E: Organizational Components, the opening sentence should read: "Proposals may be submitted by an industry, university, a nonprofit or profit organization in cooperation with an industry."

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Kim Whitham, Publications Editor
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WASHINGTON UNIVERSITY
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American Heart News

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March 16, 1977

CV MORTALITY DROPS BELOW 1 MILLION IN 1975

The National Center for Health Statistics has just released final 1975 U.S. mortality data showing the lowest overall death rate ever recorded for the United States -- 8.9 deaths per 1000 population.

This record low is largely attributed to the declines recorded for heart attack, stroke and accidents. As a result, U.S. life expectancy at birth increased to an all-time high of 72.5 years -- 68.7 for males and 76.5 for females.

During 1975, 994,513 deaths were attributed to cardiovascular diseases (including congenital heart disease). Heart attack claimed 642,719 lives, stroke 194,038, hypertensive disease 17,327 and rheumatic disease 12,930.

RESEARCH REPORT: SYNOPSIS OF CURRENT INVESTIGATIONS TO SAVE LIVES

What's new in cardiovascular research?
Why is research so important?
What kind of research does my dollar support?

21 answers to these questions are in Research Report, the new Communications Division publication based on presentations made to AHA's Fourth Science Writers Forum in January. Research Report is an invaluable aid to inform volunteers and the public about the value of basic and clinical research.

An introduction by Drs. Harriet P. Dustan and John T. Shepherd emphasizes the value of the Association's research programs, followed by brief summaries in lay terms of presentations made by 20 outstanding scientists at the Forum. Topics range from fundamental investigations into causes of atherosclerosis to nutrition, high blood pressure, diagnosis and treatment of rhythm disturbances and heart attack, and surgery -- all in an 8½" x 3½" booklet designed to fit a number 10 envelope.

Copies of Research Report are being distributed free in March's materials mailing to Heart Associations through the Communications Division's Science Information Section. Research Report is not an inventoried item, but a limited number of copies are available through a request to the field offices.

CHECK OUT THE SLIDE LIBRARY FOR 1978 CAMPAIGN USE

The Communications Division will make available for purchase a library of 35mm slides on cardiovascular disease and pertinent statistics as part of its 1978 campaign package of materials. This slide kit can be used for illustrating speeches and presentations during the year.

In past years, the Speakers' Slide Set (10-7310) has been purchased by affiliates as an adjunct to the Speakers' Kit. Often the slides were not pertinent to the speech material, and therefore proved useless.

The 1978 Slide Library Set will include some slides that tie-in with Speakers' Kit material, plus several general-purpose slides.

Details of this and all other 1978 campaign materials will be included in the 1978 Campaign Materials Catalog, scheduled for release in mid-June.

***INSURANCE PREMIUMS UP FOR HIGH BLOOD PRESSURE
AND RISK FACTOR DETECTION AND EXERCISE PROGRAMS COVERAGE**

Premiums of 10¢ per screenee for high blood pressure screening and 40¢ per screenee for risk factor detection and exercise programs now are the rates required for insurance coverage by the Hartford Accident and Indemnity Company.

A review now is being made related to insurance needs for high blood pressure and other detection programs of the Association. AHA attorneys and representatives from a risk management consulting organization will complete this review soon, and a report will be made to the Subcommittee on Reduction of Risk of Heart Attack and Stroke. This information will be shared with affiliates and chapters as soon as it is made.

In the meantime, and until definitive information is available from the study, the National Center recommends affiliates and chapters subscribe to the national policy offered by Smith and Swan.

To obtain coverage, send directly to Smith and Swan at 84 William Street, New York City 10038, the following information:

Description of the program
Location
Dates
Estimated number of screenings

Smith and Swan have been asked to automatically acknowledge receipt of this information, which will in effect activate insurance coverage. After the program is over, a check computed at the rate of 10¢ per screenee for high blood pressure programs and 40¢ per screenee for other risk factor programs should accompany the final report to Smith and Swan.

SHOWCASE OFFERS LOOK AT PRIORITY PROGRAM, EDUCATION EFFORTS

After more than six months planning and preparation, the National Center Education and Community Programs and Communications divisions are offering a Program Showcase to affiliates and chapters directed to volunteer audiences and the public.

Scheduled for warehousing in late April, the Program Showcase is a color slide/tape presentation consisting of nine modules, each about four minutes long. Modules are the showcase introduction and eight program areas -- anti-smoking, CPR, heart health education in the young, hypertension, nutrition, rehabilitation after heart attack, signs and actions for survival and stroke. Each module has been produced to stand on its own, or all nine modules may be used in a presentation. Showcase tapes are programmed with audible and inaudible beeps on the same cassette, and the soundtrack is mixed with music.

The Program Showcase was developed as an education piece on Heart's major programming areas. Modules can be used to illustrate programs a Heart Association conducts in the community, or the showcase can illustrate the types of programming the community may be interested in developing.

Heart Associations can add information about their own community programming and education efforts to the modules. In addition to use for presentations to the general public, AHA's new Program Showcase can be used to train or inform volunteers in a local Heart Association's activities.

Plans call for distribution of the Program Showcase only as a complete set.

*Action Items for Affiliates and Chapters

A/V MATERIALS FOR HIGH BLOOD PRESSURE MONTH MAILED

Television and radio materials have been developed especially for May's High Blood Pressure Month again this year, with sets to be mailed this week.

News directors at all TV stations will receive a package containing a :60 TV message from Dr. Harriet P. Dustan, AHA president, on 16mm film; a transcript of Dr. Dustan's message; a letter to the news director from Bob Killian, Communications Division director; and a business reply card.

Free TV kits will be mailed to each affiliate containing a 16mm :60 spot "Mrs. Edwards," a 16mm :30 spot "Mrs. Edwards," a 16mm :30 spot "Ben Vereen -- HBP," a 16mm :60 spot "Supremes," a dialogue scenario of each spot, a business reply card and a slide with :10 live copy.

1000 radio kits also will be distributed free to affiliates. Extras will be available at \$2 each through the Distribution Section (item 20-339A). These kits contain a 12-inch record with HBP messages from celebrities and a few musical jingles, a packet of scripts and a business reply card.

FRISBEE FAD INFILTRATES HEART

Heart Associations now can toss their messages in the newest American sport -- Frisbee flying. Work out the logistics and you've got great special event possibilities for beautiful spring and summer days.

B & R Promotional Products, Inc., is offering affiliates and chapters their 7-inch white Frisbee-type flyer imprinted with a red heart and blue lettering, "American Heart Association" and "We're Fighting For Your Life." Cost is 39¢ each, with a minimum order of 200. Freight is pre-paid and included in the price, and flyer production time is approximately two weeks.

AHA flyers also may be customized. Information on customized orders is available from B & R Promotional Products, 292 Fifth Avenue, New York City 10001. All orders will be handled through B & R, not through AHA's Distribution Section.

APPLICATIONS NOW ACCEPTED FOR AHA'S KATZ PRIZES

Applications now are being accepted for the Louis N. Katz Basic Science Research Prizes for Young Investigators. Three awards are made each year.

The purpose of the prizes is to encourage investigators under 36, who are beginning careers in research, to continue in the basic science field. Applicants must be under 36 on January 1, 1978, and must be working in basic science, the basic medical sciences or related fields.

Prizes are awarded on the merit of manuscripts based on independent investigations pertinent to cardiovascular phenomena. Manuscripts must be unpublished and not submitted for publication prior to May 27, 1977. Papers and applications for the Katz prizes must be postmarked no later than May 27, 1977.

The top three candidates will present their research results at AHA's 50th Scientific Sessions in Miami Beach this November. Judges will select the first prize (a certificate and \$1500) and two runners-up (certificates and \$500 each) after the presentation.

Application instructions and information are available from the Council on Basic Science, Louis N. Katz Basic Science Prize for Young Investigators, American Heart Association, 7320 Greenville Avenue, Dallas, Texas 75231, 214/750-5433.

SMOKING LEGISLATION INFORMATION AVAILABLE FROM NATIONAL CENTER

The National Center has a limited number of copies of State Legislation on Smoking and Health, 1976, published by HEW's Public Health Service Center for Disease Control.

This guide categorizes smoking legislation by state and according to subject areas, including limitations on smoking, commerce, schools, advertising and sales to minors. Each bill is listed by number, status and with a brief description.

Requests for copies should be directed to the field offices for forwarding to Ada Paul, High Blood Pressure Programs, at the National Center.

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Kim Whitham, Publications Editor
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March 9, 1977

*HIGH BLOOD PRESSURE CONTROL CONFERENCE SLATED

The Third National Conference on High Blood Pressure Control is scheduled for April 13-15, 1977, at the Washington Hilton Hotel in Washington, D.C.

Major subject areas for discussion are: Issues in Long Term Management, High Blood Pressure Control in the Work Setting, Risk Factors in Hypertensive Disease, behavioral factors and salt intake. Sponsored by the Coordinating Committee of the National High Blood Pressure Education Program of NHLBI, the conference is acceptable for 11 hours credit toward Category I of the American Medical Association Physician's Recognition Award Program. Affiliates are asked to call this program to the attention of physician and nursing membership.

Copies of the program and conference registration forms may be obtained from:

Ms. Wendy Martin
Conference Coordinator
National Conference on High Blood Pressure Control
1501 Wilson Boulevard, Suite 600
Arlington, Virginia 22209
(703) 522-5155

Advance registration is \$60 per person, which includes admission to sessions, reception, banquet, and Thursday luncheon. Registration after March 25 is \$65.

HEART STAFFER TO SPEAK AT HBP CONTROL NATIONAL CONFERENCE

Irving E. Geffen, screening program coordinator for AHA's Southeastern Pennsylvania Chapter, will be a presenter at the National Conference on High Blood Pressure Control in Washington, D.C., April 13-15.

His paper, "Counseling: Key to Screenee Compliance," deals with a study conducted last spring by Geffen and other members of the Southeastern Chapter's program department. The study showed an average of 82.5 percent of those screenees who were personally counseled and urged to go to their own private physician or clinic for further follow-up and evaluation and/or treatment, actually did follow through on this advice. An average of only 40 percent of those screened who were in control groups that received no personal counseling, went to their physicians.

*Action Items for Affiliates and Chapters

COUNCIL ESTABLISHES IRVINE H. PAGE AWARD

AHA's Council on Arteriosclerosis has announced its new award. The First Annual Irvine H. Page Research Award for Young Investigators is to be given "in recognition of the continuing contributions of young scientists to advancing understanding of the cause and prevention of arteriosclerosis."

The purpose of the award is to encourage investigators under age 40 to continue careers in arteriosclerosis research and to make possible recognition by the Council of high quality research conducted by young investigators.

The young investigator will be selected for the Award on the basis of scientific merit, quality and originality of a manuscript submitted. The manuscript must be based on independent investigations pertinent to arteriosclerosis and unpublished prior to May 27, 1977.

The winner will be announced at AHA's annual meeting in November.

BBB COUNCIL APPROVES AMERICAN HEART

A recent publication of the Council of Better Business Bureaus, "Give, But Give Wisely", includes the American Heart Association on its list of approved health care organizations. CBBB reports more than 1,000 requests daily have poured into its national office from Americans wanting to receive copies of the document that was published some weeks ago.

TAG MEMBERS ADDRESS CARDIAC CARE IN THE AIR

Tackling emergency medical system problems in planes and air terminals is the concern of AHA's Target Activity Group on Emergency Cardiac Care in High Density Locales.

The group, chaired by Dr. Malcolm Parker, over the past several months has been gathering statistics on both the incidence of heart attacks in the airline system and the structure of emergency medical systems to respond to such emergencies. Reports from the Department of Health, Education and Welfare, the American Medical Association and other agencies have been accumulated.

From this information, the TAG members plan to develop recommendations for training, equipment and protocols for airlines, as well as work with the American Airline Medical Director's Association concerning future directions.

DROP-IN ART FOR RETAILERS TO BE ANOTHER NEW FEATURE OF '78 CAMPAIGN MATERIALS

Responding to the requests of several affiliates and chapters, the 1978 Campaign Newspaper and Publicity Kits will have a new feature -- small drop-in ads for retailers.

Supermarkets in the Los Angeles area, large national department stores in many states and local retailers of all sizes and varieties are anxious to include our fund raising and educational messages in their weekly, and often daily, full-page advertisements. All they ask is that Heart campaign workers contact their advertising agencies and/or display ad design houses and submit mechanical art or repro proof art. The layout artists for the retailers take it from there.

So look for still one more new twist to the 1978 Campaign materials packages -- retailer drop-in art that alerts the public still one more time that "We're Fighting For Your Life".

MATERIALS UPDATE: ADDITIONS, DELETIONS, PRICE CHANGES

New item:

70-023-B CPR in Basic Life Support for Unwitnessed Cardiac Arrest

This pamphlet replaces item 70-023-A and will be sold at \$2.60 per 100. The Distribution Department will fill all orders at the new price.

The following items have been discontinued:

17-636-D	Perform a Death Defying Act
38-024-O	Membership Procedures
38-087-O	Federal Tax Exemption Group Ruling
43-010-C	Information for Applicants for Research Support by the Research Program of AHA (Replaced by 43-010-D)
43-011-A	Instructions and Application Form for British-American Research Fellowship
70-013-A	Hypertension - Drug Treatment
70-014-A	Hypertension - Office Evaluation
70-021-A	Standards for a Cardiac Catherization Laboratory
72-037-A	Medical Instrumentation in Peripheral Vascular Disease (Replaced by 72-105-A)
97-003-A	Literature Rack

Price change:

51-010-B Heart Attack now costs \$2.30 per hundred. All orders will be filled at this new price.

*NHLBI ANNOUNCES RFP IN HYPERTENSION PROGRAMMING

The High Blood Pressure Education Program of the National Heart, Lung and Blood Institute (NHLBI) has announced its Request For Proposal (RFP-NHLBI-77-19) for Demonstration Programs in Hypertension Control at the Work Site.

A total of \$750,000 is available at this time for first year support of a total of 6-10 projects. The deadline for submission of proposals is April 22, 1977 with funding expected by mid-August 1977.

For additional information on RFP-NHLBI-77-19, contact:

Mr. Graham Ward, Program Coordinator
National High Blood Pressure Education Program
Room D
126 Landow Building
NIH
Bethesda, Maryland 20014

SUPPLEMENT TO AWARDS CATALOGUE COMING SOON

Affiliates may expect a supplement to the AHA Awards and Jewelry Catalogue (07-6000) in the April mailing.

The supplement will include among other items, the popular leather luggage tags with the embossed heart and torch logo. There will be several other new entries, all under \$5.00 each, delivered.

BLAKESLEE ENTRIES INVITED

Don't forget it's Blakeslee Awards entry time. Contact Blakeslee Awards Administrator, National Center, Dallas, for entry forms that your local journalists (print, radio, TV) can submit.

Deadline for all entries is midnight May 1st following the contest year.

TV STATION PS DIRECTORS VOICE OPINIONS

A national survey of 722 local television station public service directors -- each one particularly important to Heart Associations -- has revealed they receive much more material than they possibly can use, so Heart messages had better be good or they will end up in the trash can.

Thirty-second spots far outrank other public service announcements in their popularity and usefulness among the directors. Also, an overwhelming majority claim they still prefer 16 mm film over videotape. Our messages must be submitted at least two weeks ahead of the first requested air date, and must be fully produced and air-ready, according to the survey.

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group members of the American Heart Association.

AMERICAN HEART NEWS
7320 Greenville Avenue
Dallas, Texas 75231

WE'RE FIGHTING
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American
Heart Association



PR 9810020
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SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
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American Heart News

Vol. IV, No. IX
March 2, 1977

BOARD ORIENTATION SLIDE KIT TO BE REVISED

A new, improved Board of Directors Orientation Slide Set is in the planning and design stage, with mid-summer set as the distribution date. The new kit can replace the current Board Orientation set (37-009A). Since most of the slides in the present set can be used, plans are being made to substitute new slides and a new script in those sets already purchased by Heart Associations.

Revision of the set comes as a result of requests from affiliates. A sample of the revised kit was shown to the national Board of Directors at its January 28-29 meeting by the Communications Division. This presentation gave new national board members an insight into AHA as well as their responsibilities as national board members. Rather than duplicate the national board orientation slides for affiliate use, Communications decided to produce a set especially for affiliate needs. Look for more information in AMERICAN HEART NEWS as it becomes available.

RHEUMATIC FEVER PREVENTION INFORMATION UPDATED

AHA has revised its publication, Prevention of Rheumatic Fever (71-006B), to include the latest information on primary and secondary prevention.

The publication outlines a complete program, including diagnosis of streptococcal infection, drug recommendations and usage, and recommended prophylaxis.

A "special problems" section has been added on management of treatment failures, carriers and contacts. The publication says uncertainty will continue to exist about management of these problems until research develops more knowledge about them.

Prevention of Rheumatic Fever was prepared by the American Heart Association Committee on Rheumatic Fever and Bacterial Endocarditis of the Council on Cardiovascular Disease in the Young. It is available from local Heart Associations or the National Center Distribution Section.

NATIONAL FUND RAISING DRIVE TOPS GOAL

National organization employees topped the 1977 \$10,000 campaign goal by \$32. The drive was chaired by Linda DeLeon (Business Administration) and Gary Sayers (Scientific Publications) with help from a "key person" in each division.

For the second year in a row, the Western Office received the award for first field office with 100 percent participation.

AHA SCIENTIFIC STATEMENTS, CONFERENCES RECEIVE INCREASED MEDIA COVERAGE

Future scientific meetings on stroke sponsored by AHA promise to assume a more prominent place among the many medical meetings competing year-round for media attention, judging from the outstanding media coverage of the 2nd Joint Stroke Conference in Miami February 25-26. This year's meeting was covered by writers and editors for Medical World News, Modern Medicine, Medical Tribune, Medical Post, Physician's Radio Network, Health Lines (a syndicated column appearing in 400 newspapers), Reuters, New York News, United Press International Audio and Knight-Ridder Newspapers.

PR Chief Al Salerno and Science Information Chief Howard Lewis supplied material for later use by the NBC and ABC television network science editors. In addition, they taped interviews with many presenters on the program, which will be sent to radio networks and syndicates serving hundreds of radio stations.

The conference featured sessions in diagnostic studies, pathogenesis and epidemiology, therapy in acute infarction and rehabilitation, cerebral blood flow and metabolism, vasospasm (intracranial vasculature) and carotid artery surgery.

February 17, a news conference was held in Chicago on AHA recommendations that low-dose heparin be used in certain surgical procedures to prevent death from pulmonary embolism. This news was carried by many medical and non-medical outlets, including the Associated Press, UPI, the Wall Street Journal and the New York Times.

LIVE TELEVISED SYMPOSIUM ON INFANT NUTRITION SET FOR MARCH

March 23, 1977, a televised symposium entitled "Infant Nutrition -- A Foundation for Lasting Health?" will be broadcast in 23 cities in the United States and Canada. This medical education course consists of a series of live faculty presentations and will be shown via closed circuit TV in hotels across the country.

Sponsored in part by AHA's Council on Cardiovascular Disease in the Young, the medical symposium is designed for health care professionals who have extensive pediatric patient care responsibilities. The objectives of the program are to clarify and evaluate the clinical relationships between:

- infant nutrition and current feeding practices;
- infant nutrition and infant hemeostasis and growth;
- infant nutrition and infant health;
- infant nutrition and long term health consequences.

For additional information and locations, contact your local Mead Johnson representative or:

Health Learning Systems Inc.
c/o Health Projects International, Inc.
200 Madison Avenue
New York, New York 10016
(212) 683-7620

PRODUCTION BEGINS ON 1978 FUND RAISING MATERIALS

Fulfilling its promise to have 1978 fund raising campaign materials in the warehouse and available for ordering by mid-summer, the Communications Division reports that several print items already are on the presses. The largest volume item (the 26 million mass distribution piece) is rolling off the printing press and being packaged. Several other printed materials are standing in line for processing.

Television and radio spots are being written as February 1977 comes to a close, and TV shooting is slated for March and April. Celebrity messages are being assembled for the Radio Kit.

The 1978 Campaign Materials Catalog should be available by mid-June, with an even better 1978 Road Show reel ready soon thereafter.

"Auditing and warehouse inventory regulations prohibit our having 1978 materials ready for shipment before July 1," stated Bob Killian, Communications Division director. "But soon thereafter, our store will be open for business -- chock full of creative, useful items that affiliates and chapters can order for the 1978 campaign." The "We're Fighting For Your Life" theme, highly acclaimed in 1977, will be continued in the 1978 materials.

BLAKESLEE ENTRIES NOW COMING IN FOR 1977 AWARDS

Entries now are being accepted for the 1977 Howard W. Blakeslee awards for outstanding reporting on heart and circulatory diseases. Deadline is midnight, May 1.

Entries must have been printed or broadcast in any recognized national or local medium of communications such as newspapers, radio, television, magazines, books or films. Entries must have been published or broadcast during the period from March 1, 1976, through February 28, 1977.

Additional information, entry forms and posters are available from local Heart Associations and the National Center Distribution Section.

MIDWEST OFFICE MOVES

The Midwest Office has a new home, effective March 4. The new address is:

American Heart Association
Midwest Office
The Citadel
12115 Lackland Road
St. Louis, Missouri 63141

MO's telephone number remains the same.

IRS GROUP RETURN FILED

Internal Revenue Service group return form #990 has been filed by the National Center for all affiliates and chapters. If Heart Associations receive inquiries from the IRS relative to this return, the form has been sent to the Internal Revenue Service, Exempt Organization Section, P.O. Box 187, Cornwells Heights, Pennsylvania 19020. The group return has been filed under employer identification number 23-7283923.

PERSONNEL FUNDING PROGRAM DISCONTINUED PENDING STUDY

The Personnel Funding Program in its present form has been discontinued by the Subcommittee on Personnel and Training. A study is underway to determine the effectiveness of the program and its future direction, based on its relationship to other funding programs within the Association. The subcommittee will meet May 4 for an initial report of the study. Look for more information in AMERICAN HEART NEWS as it becomes available.

MATERIALS PRICE NOTICES

The following price increases for Heart materials are effective immediately:

SODIUM RESTRICTED DIET - 1000 MILLIGRAMS (51-017-B)
Old Price: \$7.00/100
NEW PRICE: \$7.55/100

SODIUM RESTRICTED DIET - MILD RESTRICTION (51-017-C)
Old Price: \$7.80/100
NEW PRICE: \$8.40/100

YOUR MILD SODIUM RESTRICTED DIET (50-031-C)
Old Price: \$21.30/100
NEW PRICE: \$27.00/100

STANDARDS FOR EMERGENCY CARDIAC CARE IN ADVANCED LIFE SUPPORT UNITS - INCLUDING HOSPITALS (70-037-A)
According to the Ed Mat Memo issued September 1976, the initial printing was free in limited quantities. The selling price will now be \$15 per 100.

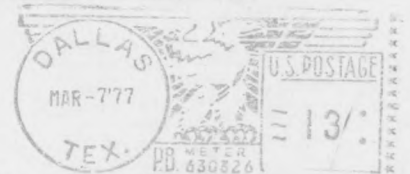
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Kim Whitham, Publications Editor
Affiliate Services and Communications
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American Heart Association

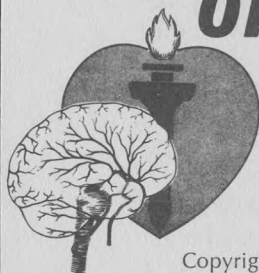


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SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
4566 SCOTT AVE
ST LOUIS MISSOURI 63110

ST. LOUIS HEART ASSOCIATION
4643 LANDELL BLVD.
ST. LOUIS, MISSOURI 63108

An Official
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American Heart
Association, Inc.

current concepts of cerebrovascular disease **stroke**



editor
Arthur G. Waltz, M.D.
editorial office
Department of Neurology
Pacific Medical Center
P.O. Box 7999
San Francisco, California 94120

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Vol. XII

March-April, 1977

No. 2

Cerebral Vasospasm from Subarachnoid Hemorrhage

■ Thoralf M. Sundt, Jr., M.D.
*Department of Neurologic Surgery
Mayo Clinic and Mayo
Medical School
Rochester, Minnesota*



Cerebral vasospasm is a phenomenon of unique importance to subarachnoid hemorrhage. Except for migraine, vascular spasm is not thought to be a major factor in cerebral vascular disease; it may develop in zones of infarction but after rather than before ischemia.¹ Unfortunately, appropriate reference cannot be made to all investigations of spasm in subarachnoid hemorrhage (SAH), and the reader is referred to other reports.²⁻⁴ We will consider here the pathogenesis and relevance of this major complication of SAH and relate its clinical manifestations to the anatomy and physiology of the cerebral circulation. To make such a correlation, it is necessary to consider some basic mechanisms.

CONTROL OF CEREBRAL BLOOD FLOW

The cerebral arterial circulation is composed of two major components: (1) the

conducting system consisting of the major arteries in the subarachnoid space along with their many anastomosing branches on the brain's surface and (2) the penetrating system of arterioles which arise from the conducting vessels and penetrate into the brain parenchyma at right angles without further anastomoses in significant quantity. The conducting system normally offers little resistance to blood flow; its purpose is apparently to assure an adequate perfusion pressure to the system of penetrating arterioles where primary regulation of cerebral blood flow seems to occur. Average cerebral blood flow (CBF) remains constant at about 45 to 55 ml/100 g/min; this ability of the brain to control its own blood flow is known as autoregulation. The mechanisms whereby this is accomplished are not well understood but are probably related primarily to changes in extracellular pH. Myogenic reflexes (Bayliss effect) may be of some importance. Normal brain changes its CBF with variations in PaCO₂ but not with physiological changes in blood pressure. In traumatized or ischemic brain, including brain damaged by subarachnoid hemorrhage, there is a loss of autoregulation, and CBF may fail to respond to changes in PaCO₂ and become dependent on blood pressure.

This investigation was supported, in part, by the National Institutes of Health, USPHS Grant NS 6663.

CEREBRAL SYMPATHETIC NERVOUS SYSTEM

The extensive adrenergic nerve supply to the conducting system and, to a lesser extent, the penetrating vessels suggests that this is more than a vestigial remnant or an anatomical curiosity.⁵ The sympathetic nervous system of other organs has the function of protecting the vascular supply to that organ from circulating norepinephrine.⁶ Granulated vesicles in nerve endings are important for the metabolism and production of norepinephrine and as a reservoir and storage site. The limited duration of adrenergic action may be related to prompt reuptake of norepinephrine by the granulated vesicles. Thus, granulated vesicles may be necessary not only for adrenergic function but also for cessation of this function and for prevention of a major response to circulating catecholamines.⁷ After subarachnoid hemorrhage there is a loss of fluorescence of granulated vesicles, indicating inactivation and the probability that they can no longer take up circulating catecholamines. The effector organ, in this case the conducting vessels of the subarachnoid space, has in a sense been sensitized to circulating catecholamines (the "Cannon effect") and also to vasoactive amines in the subarachnoid space.

MUSCLE CONTRACTION AND RELAXATION

During muscular contraction alpha-adrenergic stimulation causes a rise in myoplasmic calcium, probably derived from depolarization of membranes of intracellular reservoirs.⁷ Increases in myoplasmic calcium activate calcium-ATPase, an enzyme located on the globular head of a myosin molecule that hydrolyzes ATP to ADP with the release of energy. The energy causes myosin to bind to another parallel muscle protein filament; this binding, accomplished by a sliding action, produces a shortened new complex, actomyosin. Actomyosin remains stable in a contracted form as long as the intracellular calcium level remains at or above 10^{-6} M.

It is not widely recognized or appreciated that smooth muscle relaxation is also the result of a series of complex reactions which are dependent on an adequate supply of high-energy phosphate bonds. When the level of free calcium in the myoplasm returns to a concentration of less than 10^{-7} M by repolarization of intracellular membranes with a reuptake and sequestration of the calcium,

conformational changes occur at the head of the myosin molecule that result in a transformation of ATPase activity in this region from one that was calcium dependent to one that is magnesium dependent. Release of the binding between myosin and actin depends on energy from ATP hydrolysis catalyzed by magnesium-activated ATPase. These mechanisms are better established for skeletal muscle than vascular smooth muscle.⁷ It is hypothesized that cyclic AMP promotes the sequestration of calcium in the endoplasmic reticulum, also requiring an adequate energy reserve. The integrity of the cell membrane is required to exclude high levels of extracellular Ca^{++} .

NORMAL VERSUS ISCHEMIC SMOOTH MUSCLE

Although it has generally been assumed that the liberation of lactic acid and other metabolites in areas of ischemia causes maximal vasodilatation, focal constriction of conducting vessels in core areas of ischemia occurs with a temporal profile that can be related to the ischemic changes of the underlying brain.¹ Constriction of vascular smooth muscle in core areas of ischemia contrasts with dilatation seen in marginal zones. The cause of the constriction of vascular smooth muscle is unknown. Although serotonin may be released from ischemic tissue, another possibility is the failure of energy-dependent processes with an inability of muscle cells to maintain appropriate calcium gradients. In ischemia there is a major intracellular influx of Ca^{++} ions, with a setting established for prolonged contraction. Furthermore, in regions of ischemia, there are major increases in extracellular potassium concentrations, which in large amounts tend to cause muscular contraction rather than relaxation.

INFARCTION, ISCHEMIA, AND CRITICAL FLOW

Infarction and ischemia are not synonymous. The former denotes tissue death, the latter a reduction in blood flow. The critical level of CBF for infarction approximates 18 ml/100 g/min.⁸ A reduction in CBF to a level above this can be tolerated by neural tissue without gross electroencephalographic changes because of a greater than normal extraction of oxygen and glucose from available blood. This statement does not imply that the brain can function normally at a reduced

level of flow however; moreover, autoregulation may be abolished, and further minor changes in CBF may be manifested by major functional changes. The remarkable ability of the brain to adjust to very low CBF values is important for an understanding of the development of ischemic symptoms from vasospasm. Decreases in regional CBF to between 20 and 30 ml can be tolerated quite well for limited time periods. However, a flow reduction below the critical level results in neuronal changes and infarction if allowed to persist, perhaps hours for CBF between 10 and 15 ml and minutes for CBF below 5 ml.

PATHOPHYSIOLOGY OF VASOSPASM

There are at hand enough data to hypothesize a sequence of vascular events paralleling the clinical picture after SAH. The initial bleed from an aneurysm is associated with an immediate but transient and self-limited vascular contraction that may be mechanical in origin or may be related to a discharge of sympathetic nerve endings. Later vascular constriction is probably initiated by the slow release of serotonin and vasoactive amines contained by the platelets and, to a lesser extent, other blood elements. The entrapment of blood by arachnoidal structures surrounding the major vessels provides a favorable environment for the production of vasospasm. A precarious balance exists between the vasoconstrictive effects of the blood and the impaired homeostatic mechanisms of the cerebral vascular system. Moderate reductions in CBF can be tolerated without the development of ischemic symptoms, and if the balance is preserved, spasm subsides in severity by the tenth day from the time of the bleed.

Should CBF fall below the critical level, then a sequence of changes develops that is seemingly self-perpetuating. The deactivated granulated vesicles on the nerve endings and the damaged, energy-dependent membranes of the vascular smooth muscle are unable to exert their normal protective effects. This situation is compounded by the changes in the balance of calcium and other ions that are known to occur in areas of ischemia. The initial relatively focal constriction becomes more diffuse, producing an immense increase in the resistance to flow by the normally non-resistance vessels in the pressure head reservoir. Ischemic edema develops that increases

intracranial pressure and further reduces the effective intravascular perfusion pressure.

ISCHEMIC SYNDROME FROM VASOSPASM

Some degree of vasospasm is undoubtedly present in all patients who are severely disabled immediately by a major bleed. However, the presence of other complicating components of the bleed (hematoma, cerebral edema, communicating hydrocephalus, and major vessel occlusion) makes an appraisal of the role of spasm in these cases most uncertain. It is therefore necessary to examine the patient who has a substantial recovery from the effects of the initial bleed and then subsequently deteriorates without a recurrent hemorrhage. The distinguishing feature of the ischemic syndrome that is attributed to progressive vasospasm is the temporal profile of the neurological deficits caused by regional and general alterations of CBF, the former manifested by focal deficits and the latter by alterations in the level of consciousness. Characteristically, the evolution of neurological deficits is slow in comparison with deficits seen from embolic occlusions, from hours to days; rarely is the evolution more rapid, over a period of minutes. The diagnosis must be reconfirmed by angiography to exclude a major vessel occlusion or a CT scan to exclude a mass lesion.

Preoperatively, this syndrome is seen most frequently in patients who have complaints suggestive of a major degree of meningeal irritation indicated by severe neck stiffness with headache, irritability, and a high fever, particularly young hypertensive women. Angiographic confirmation is most likely to be obtained between the fifth and seventh day after the bleed. On occasion it may be difficult to distinguish this syndrome from a rebleed. The absence of an ictus consisting of a sudden recurrent headache with or without the loss of consciousness suggests spasm, but doubt may exist; moreover, a recurrent bleed can be the source of increased spasm.

Postoperatively, the syndrome is most likely to occur in patients in whom a "red, angry, swollen brain" is encountered at operation, particularly if this is associated with a considerable amount of clotted blood around the vessels from which the aneurysm arises. A diagnosis of spasm in the postoperative period must be reserved for patients who awaken from anesthesia unchanged from

their preoperative state and subsequently deteriorate.

Not infrequently, major angiographic evidence of spasm is present without clinical symptoms. It is probable that the decrease in CBF in such patients has not yet reached the critical perfusion value. These patients are vulnerable to neurological deterioration that can be precipitated by hypotension. Patients with the typical syndrome of ischemia from vasospasm invariably have good correlation between angiographic and clinical pictures.

RELEVANCE OF SPASM TO SURGICAL TREATMENT

A review of the author's experience in 323 cases operated at the Mayo Clinic from March, 1969 to October, 1976 illustrates the relevance of spasm to aneurysm surgery. There were 52 aneurysms without a history of recent subarachnoid hemorrhage repaired intracranially during this period. These were, for the most part, giant aneurysms presenting with symptoms of a mass lesion. The results were 47 excellent, 2 good, 2 poor, and 1 death. Spasm was not encountered in any of these patients.

The remaining patients underwent surgery because of a subarachnoid hemorrhage, and approximately one-third of these had sustained more than one bleed. A multiplicity of factors including the location and size of the aneurysms, the age of the patient, and severity of the illness makes it difficult to relate the results of surgery to a single factor, such as the date of the surgical intervention. Nevertheless, a definite pattern can be discerned by comparing the final result to the grade of the patient and the time of the operation. Rarely was spasm a major complicating factor in patients whose surgery was more than 12 days after the bleed.

Patients who were grade 1 (essentially asymptomatic except for headache) had a 2% mortality. Approximately one-half of these 116 patients were operated on within 12 days from the time of their most recent bleed. Although the final morbidity and mortality were not statistically different, the development of reversible ischemic neurological deficits that produced no permanent morbidity occurred almost exclusively in the group of patients operated within 12 days of the last SAH.

Patients who were grade 2 (severe headache, mild alteration in sensorium, minimal

motor deficit) had a 5% morbidity and 5% mortality. The occurrence of reversible or irreversible ischemia attributable to spasm in these 65 cases was again unique to patients operated within 12 days from the time of the last hemorrhage. Patients who were grade 3 (major alteration in sensorium and a major focal deficit) had a 35% morbidity and 7% mortality. The morbidity in these 72 acutely ill patients was primarily related to a deficit that was present prior to surgery and which did not resolve thereafter. Early surgery was performed primarily for multiple bleeds in this group and rarely achieved an excellent result. The contribution of spasm to neurological deterioration pre- or postoperatively was difficult to assess. The remaining patients were grade 4 (comatose, major lateralizing signs) and underwent emergency surgery for the removal of a localized hematoma. Occasionally, there were dramatic and excellent results in this group, but the presence of irreversible brainstem lesions in many of these patients often made the surgery a futile effort.

INITIAL MANAGEMENT BY CLINICIAN

The patient's age, time of hemorrhage, location of the aneurysm, size of the aneurysm, neurological status, and general medical condition all enter into the final decision for conservative or surgical treatment. These patients rarely represent acute surgical emergencies and, except in instances of an associated large intracerebral or subdural hematoma, benefit from bed rest and light sedation for the first several days after hemorrhage. Phenobarbital, 30 mg tid, has been found to be useful for light sedation; reserpine, 25 mg tid orally (not parenterally), appears to be effective in the prevention of spasm, particularly from a rebleed, probably because of its ability to deplete the platelets of serotonin.² Codeine, orally or parenterally, is the best drug available for the treatment of headache. The use of steroids to alleviate irritation from breakdown of blood may be justified in some cases. Fluids should be restricted to 1,000 to 2,000 ml daily since SAH patients may develop an inappropriate antidiuretic hormone syndrome.

A lowered blood pressure often results from light sedation and analgesics and may contribute to prevention of a recurrence of bleeding while the patient is awaiting surgery or diagnostic studies. However, CBF in pa-

tients with SAH may become pressure dependent, and if the patient has pre-existing hypertension or hypertension compensating for increased intracranial pressure or spasm, lowering the blood pressure can result in cerebral ischemia and even infarction. Vigorous hypotensive treatment with intravenous nitroprusside is indicated in selected instances, but the criteria are so complex that definite rules cannot be developed.

Epsilon-amino-caproic acid may decrease the incidence of an early rebleed. However, there are complications from the use of this drug which must be considered prior to its administration. The dosage currently recommended is 36 g daily, usually administered by continuous intravenous infusion.

TREATMENT OF ISCHEMIA FROM VASOSPASM

A number of methods have been tried to combat vasospasm, including alpha-adrenergic blockers, beta-adrenergic stimulators, and smooth muscle relaxants. The reported differences in results from the use of these various regimens are probably related to the complex alterations in responsiveness of smooth muscle due to ischemia, chemical irritation, and prolonged contraction. These changes may be insurmountable in many cases, leaving an elevation in cardiac output and perfusion pressure as the cornerstones of treatment. The former can be accom-

plished by a beta-adrenergic and the latter by an alpha-adrenergic drug. To assure an appropriate response to these drugs, a normal or higher than normal blood volume must be maintained. This provides a high central venous pressure for a good cardiac output. It creates a volume reservoir that withstands dilatation of the peripheral venous bed from a beta-adrenergic drug and allows a maximal response from an alpha-adrenergic drug. The use of whole blood and plasma expanders has accordingly been advocated in the treatment of vasospasm.

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U.S.	\$25
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A journal of cerebral circulation, bi-monthly. Clark H. Millikan, M.D., Editor

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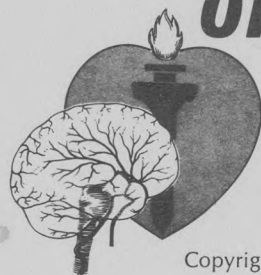
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current concepts of cerebrovascular disease **stroke**



editor
Arthur G. Waltz, M.D.
editorial office
Department of Neurology
Pacific Medical Center
P.O. Box 7999
San Francisco, California 94120

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Vol. XII

January-February, 1977

No. 1

Functional Landscapes in the Brain in Normals and in Patients with Brain Disorders

■ David H. Ingvar, M.D.
Department of Clinical
Neurophysiology
University Hospital
Lund, Sweden



Cerebral blood flow is normally controlled by the oxidative metabolism of the nervous tissue ("metabolic regulation of CBF").¹ Hence, measurements of regional cerebral blood flow (rCBF) mirror regional functional changes in the brain. By means of multi-detector devices and isotope techniques based on residue detection,² functional "landscapes" in the brain³ or cerebral "ideograms"⁴ can be recorded at rest and during different forms of sensory-motor and mental activity.

METABOLIC REGULATION OF rCBF

A comprehensive survey of all factors involved in the metabolic regulation of rCBF cannot yet be made. Some factors appear to play normally subordinate roles, such as the cerebral vasomotor innervation. Potassium and possibly also calcium ions may influence the caliber of the brain vessels by their effects on the smooth muscle cells. However,

it still appears that CO₂, generated by the active nerve cells as the main determinant of the extracellular pH, is the most important regulatory factor. An augmented neuronal activity increases the output of CO₂. This lowers the tissue pH, and vasodilatation is induced. Reduced activity gives a higher pH with vasoconstriction.

TECHNICAL CONSIDERATIONS

This discussion is based largely on studies of rCBF by the intra-arterial 133-xenon clearance technique, which has a high reproducibility.² From regional clearance curves different aspects of rCBF can be calculated, including the flow in gray matter compartments. It is this measurement particularly that demonstrates distinctly different regional patterns during various forms of brain activity, both in neurologically normal patients and in patients with brain disorders.²

NORMAL RESTING CEREBRAL IDEOGRAM

In normal, awake subjects at rest, the ideogram of the dominant hemisphere shows typical features (Fig. 1). The flow (activity level) is about 10 to 30 per cent higher in the premotor and frontal regions compared with the

ST. LOUIS HEART ASSOCIATION
4643 LINDELL BLVD.
ST. LOUIS, MISSOURI 63108

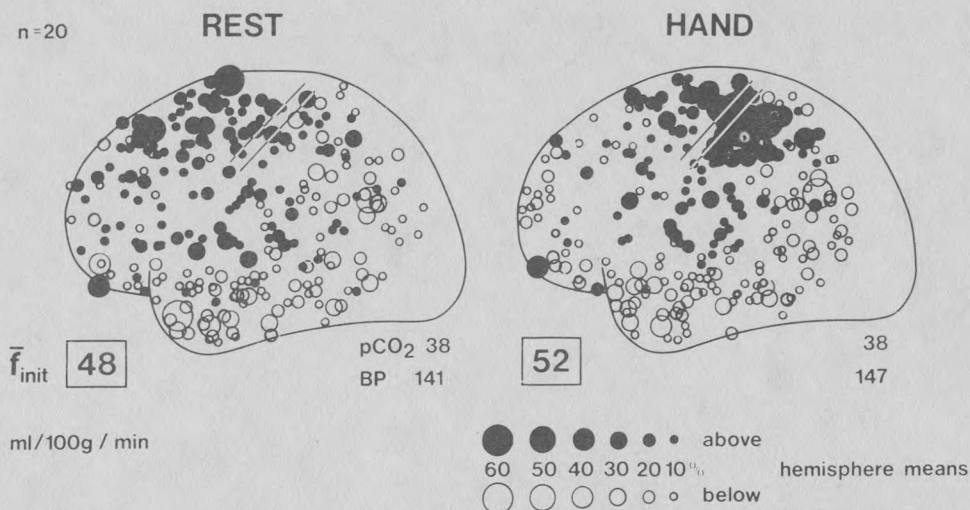


Figure 1: Superimposed diagrams of rCBF measurements in 20 subjects at rest (left) and during voluntary clenching of the right hand (right). The mean flow in the two situations is given in boxes (48 and 52 ml/100 g/min calculated as " f_{init} " values from the initial part of the clearance curves). Flows above the individual hemispheric mean flows have been denoted as black circles and flows below the mean as empty circles, in accordance with the scale at the bottom.

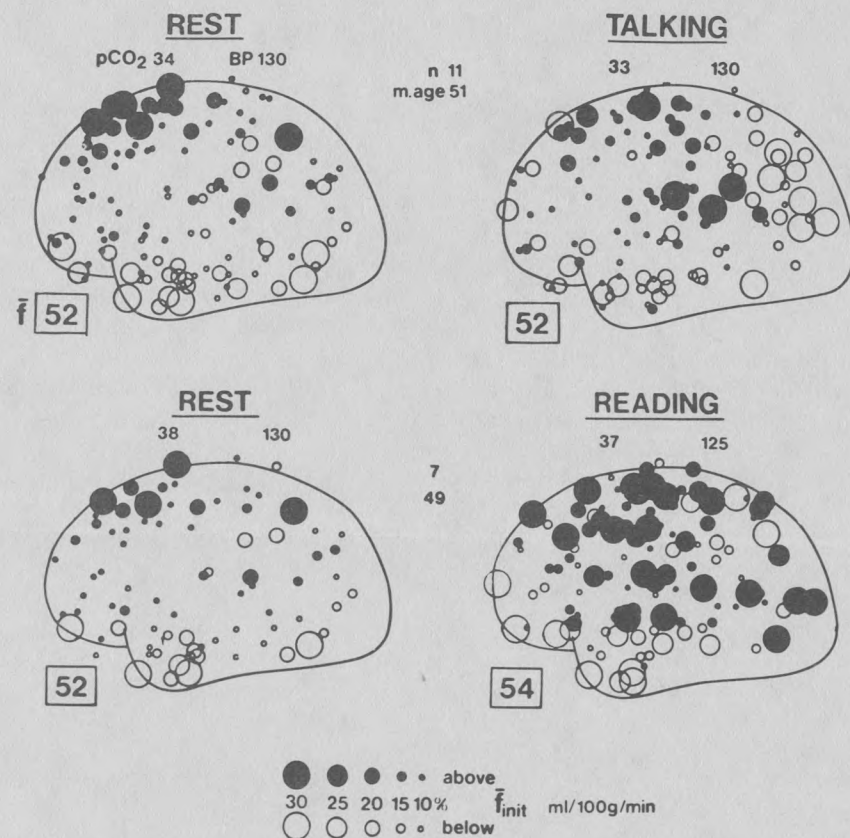


Figure 2: Cerebral ideograms during talking and reading differ substantially from those at rest. In both situations the highest flows are over the premotor, middle Rolandic, and posterior sylvian regions. During talking (with closed eyes), flow in occipital regions decreases while it is higher in this region during reading.

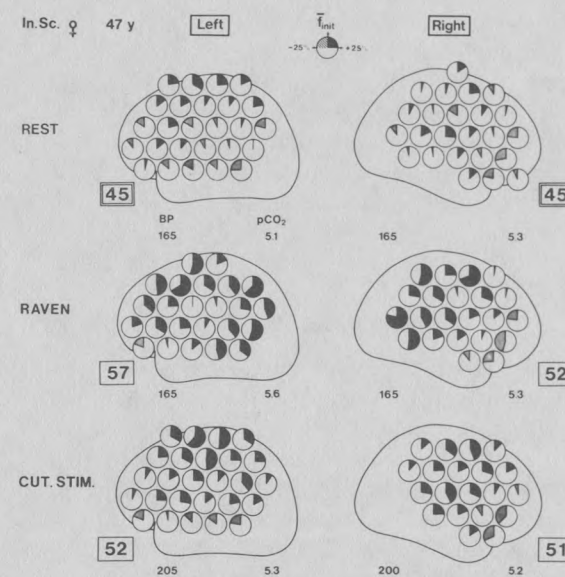


Figure 3: CBF one year after a subarachnoid hemorrhage and ligation of a ruptured aneurysm on the right anterior communicating artery. Postoperatively, there was a left-sided hemiparesis, confusion, and memory disturbances. On the left there was reduction of the mean hemispheric flow to 45 ml/100 g/min. On the right there was also a reduced mean flow and, in addition, a region of abnormally low flow frontally. During a reasoning test (Raven) and cutaneous stimulation (cut. stim.) the right frontal region could not be activated.

Differences from mean hemispheric flow are indicated as on a clock: increases are clockwise from 12 o'clock and black, decreases are counterclockwise and hatched.

hemispheric mean and correspondingly lower in postcentral structures, especially temporally. This *hyperfrontal* pattern is highly reproducible, provided measuring conditions of rest are rigidly observed. It is easily changed by procedures which alter the sensory-motor situation or the mental activity of the subject studied.

On the basis of concepts developed chiefly by Luria, the cerebral ideogram of resting consciousness signals a high activity in efferent parts of the hemisphere situated anterior to the sylvian-Rolandic fissures. These regions are responsible for programming and synthesis of behavior in its widest sense. Apparently, even when one is resting, there is a high activity in these parts of the brain, a finding which indicates that resting wakefulness implies "simulation" of behavior. The low activity level in postcentral efferent struc-

tures indicates that at rest these parts of the brain are influenced by inhibitory factors.

SENSORY-MOTOR, SPEECH, AND IDEATIONAL IDEOGRAMS

An increased sensory input up to levels of slight pain (but without overt behavioral or motor responses) augments the mean hemisphere flow level, but the hyperfrontal flow distribution of resting awareness is retained. In contrast, voluntary motor activity, such as rhythmic clenching of the fist, augments the rCBF over the contralateral Rolandic field (Fig. 1). At the same time the activity may fall somewhat in frontal structures. Distinct local activations of other parts of the cortex can also be recorded.

During speech a more widespread activation of the dominant hemisphere takes place, involving the upper, the anterior, and the posterior speech cortices and the motor structures for the face, tongue, and larynx. During reading there is, in addition, an occipital activation (Fig. 2).

Problem solving, reasoning, and motor ideation, all of which constitute various types of abstract mentation, induce an activation of premotor and frontal regions even if associated motor or behavioral events are limited or absent. If the mentation is of the verbal type, the temporal and sylvian regions also are activated.^{3,4}

ABNORMAL PATTERNS

Organic brain disorders alter the normal cerebral ideograms. In general, focal as well as diffuse brain disorders reduce the mean hemispheric flow (activity) level. In addition, regional activity reductions occur in regions with focal lesions. Multiregional rCBF measurements can thus be used to quantify the functional state of telencephalic structures in patients with many disorders, such as chronic traumatic brain lesions.

A number of clinical studies of rCBF have been concerned with cerebrovascular diseases. Acute phases often are characterized by vasoparalysis, with hyperemia at the site of the lesion if the normal autoregulation of cerebrovascular resistance is lost. In patients with fixed deficits, a low level of hemispheric flow often parallels in a striking fashion a

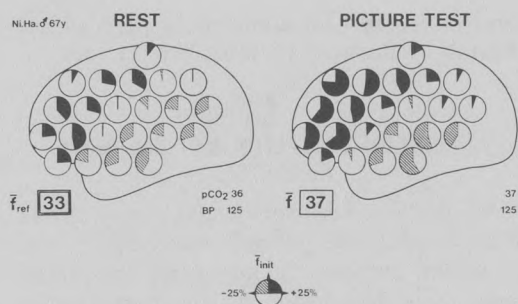


Figure 4: Cerebral ideograms obtained from a 67-year-old man with increasing memory disturbance and confusion for three years. At rest there was a decrease of mean flow to 33 ml/100 g/min. The distribution was hyperfrontal, but the differences between the anterior parts of the brain and the posterior parts were greater than normal, indicating ischemia of the temporal-occipital region. During a picture test, activation was seen frontally, but flow decreased even further posteriorly. The patient only recognized a few objects shown.

loss of higher functions, and regional flow reductions can often be clearly related to the focal neurological deficits (Fig. 3).

In focal cortical epilepsy rCBF studies have shown regions of hyperemia within the epileptogenic focus.⁵ Such findings have also been observed in patients with focal seizures but with normal neurological findings and without abnormalities in neuroradiological and brain scanning investigations and, in some cases, with normal EEG's. The rCBF technique may be used with great advantage for diagnostic purposes in focal cortical epilepsy.

In organic dementia, with loss of neurons due to primary degenerative disorders or disseminated cerebrovascular lesions, cerebral oxygen uptake and, secondarily, cerebral blood flow are reduced. The distribution of the flow decreases also correlates in a meaningful way with the subsymptoms of dementia (Fig. 4). Memory deficits are accompanied by temporal decreases, agnostic symptoms by flow reductions in occipito-parieto-temporal regions, etc.⁶ Regions with lowest flows show the most marked loss of neurons.

Chronic schizophrenia, with its well-known perceptual and behavioral symptoms, differs from organic mental disorders by its lack of cerebral morphological changes. In addition, the mean brain metabolism and blood flow remain normal even in deteriorated cases.

However, the flow (activity) distribution in the dominant hemisphere is reversed, showing a *hypofrontal* pattern, correlating to autism/inactivity and to cognitive disturbances.⁷ Furthermore, both in organic dementia and in schizophrenia, changes of rCBF during mental activation are different from normal.

CONCLUDING REMARKS

Studies of the type summarized above have conclusively demonstrated that cerebral blood flow is not constant. Although mean hemispheric flow may change only to a limited extent, important regional alterations of up to 50% or more take place during the physiological changes of brain function that accompany sensory-motor and mental activity. Such changes lead to a redistribution of flow from inactive to active regions by means of the intrinsic mechanisms that are responsible for the metabolic regulation of regional CBF.

From the clinical point of view, rCBF measurements appear to offer new possibilities to quantitate the cerebral functional state in diffuse and focal brain disorders. Emphasis should be given to the fact that such measurements should be made not only at rest but also during activation procedures. Already, new aspects of the pathophysiological bases of cerebrovascular disorders, focal epilepsy, and such psychiatric diseases as presenile dementia and chronic schizophrenia have been revealed.

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American Heart News

Vol. IV, No. VII
February 16, 1977

DOTTS AND MOORE DISCUSS UNITED WAY WITH CANCER SOCIETY OFFICERS

February 3, Richard D. Dotts, AHA chairman of the Board of Directors, and William W. Moore, executive vice president, met with four top officers of the American Cancer Society on a candid and frank information sharing basis.

The purpose of this meeting was to obtain firsthand information on how the American Cancer Society views the proposal that Heart and Cancer enter into cooperative relationships particularly with regard to participating in the inplant and corporate giving part of the United Way campaign.

Dotts and Moore found that there are strong feelings within Cancer's volunteer leadership -- both pro and con -- centering on ACS' involvement with United Way, just as there are within Heart's volunteer leadership. Cancer officers say the organization plans to encourage participation in inplant and corporate giving portions of United Way only where its divisions (comparable to Heart's affiliates) already have developed strong program and fund raising activities, where there is strong and vigorous volunteer leadership and where it will enhance program and fund raising results. Cancer is establishing a mechanism whereby agreements with United Way will be reviewed annually to ensure that all agreements meet the Society's objectives.

RICHARD ROSS SPEAKS "IN HIS OWN WORDS" IN PEOPLE MAGAZINE

AHA past president Richard S. Ross, M.D., discusses how it feels to have a heart attack and how it doesn't feel to have hypertension in the February 21 issue of People magazine.

Dr. Ross' three-page interview is featured in People's "In His Own Words" section, in a question and answer format. In addition to heart attack pain and hypertension, topics discussed include physical fitness, risk factors for women, angina, cigarettes, diet and annual checkups.

1976 ANNUAL REPORTS DISTRIBUTED

Over 42,000 AHA annual reports for fiscal year 1976 have been distributed from the National Center.

Jacketed in a rich-colored red cover, this year's annual report focuses on the theme "We're Fighting For Your Life" by pinpointing people, programs and places on the front lines of the war against cardiovascular disease.

The report is a primary information piece recording the Association's stewardship of public funds.

LOOKING AHEAD TO 1978: HOW ABOUT A CAMPAIGN TEASER?

Q: What speaks to the traveler, does its best work during heavy traffic and usually hangs around money?

A: Heart Association messages flashing on financial institution electronic signboards.

This terrific attention-getting idea is part of the 1978 Campaign Materials Catalog, scheduled for June distribution. Sample Heart slogans and messages covering a wide range of topics will be offered through the catalog. Our man in the electronic sign business says financial institutions always are looking for catchy, worthwhile messages.

INTERNATIONAL HEART ORGANIZATION COOPERATION CONTINUES

Michigan Heart aided international relations recently when it conducted a CPR instructor trainer course January 15-16 in Toronto at the request of the Ontario Heart Foundation's CPR Subcommittee. Course director was Dr. Daniel Anbe, Henry Ford Hospital cardiologist and Michigan Heart board member, who just completed AHA's Advanced Cardiac Life Support training and certification program.

The Ontario Heart Foundation recently adopted CPR standards, based on those recommended by AHA. The 25 participants in the Toronto course also were trained in organizing future instructor and basic rescuer courses. Several volunteers and staff of Michigan Heart assisted Dr. Anbe in offering the course.

APRIL'S "PUT YOUR HEART INTO SPORTS" MONTH INFORMATION AVAILABLE

Lists of local sporting goods dealers who are members of the National Sporting Goods Association (NSGA) are available upon request from Margaret Inman, Communications Division, National Center. Requests will be handled only through the field offices.

Most local sporting goods dealers are members of NSGA, and should be contacted as soon as possible about participating in April's "Put Your Heart Into Sports" month.

"Put Your Heart Into Sports" month is sponsored by NSGA for the American Heart Association. The program is designed to encourage people of all ages to participate in regular exercise that challenges the circulatory system as one means of maintaining a healthy heart.

NY HOSPITAL-CORNELL MEDICAL CENTER ESTABLISHES GERIATRICS PROFESSORSHIP

The Irving Sherwood Wright Professorship in Geriatrics has been established by the New York Hospital-Cornell Medical Center. According to NY Hospital-Cornell Medical Center, this is the first endowed chair in the country in a field of vital concern to those 22 million people 65 years of age and older, whose numbers are expected to reach almost 31 million by 2000.

The professorship honors Irving S. Wright, M.D., a past president of AHA, and recipient of its Gold Heart Award and Distinguished Achievement Award. Dr. Wright also received the Albert Lasker Award in 1960. He is a renowned specialist in vascular disease and was a principal in the development of anticoagulant therapy for clotting disease. Dr. Wright now serves as emeritus clinical professor of medicine at Cornell University Medical College and consulting physician at New York Hospital.

The geriatrics professorship has been established with \$1 million of a gift to the hospital-medical center by Mr. and Mrs. E. Roland Harriman.

FLAG DISPLAY FOCAL POINT OF AUDITORIUM DESIGN

To date, 44 affiliate flags have been received and displayed at the National Center. Oglesby Group representatives (architects of the National Center) and Freeman Decorators now are working on a ceiling design for the National Center's Auditorium that will incorporate flags from all AHA affiliates.

Affiliates that want their flags to be a part of this display and who have not sent their appropriate city or state flag to the National Center should send their banners to Joy Anderson, Communications Division, National Center. Flags should be plain and in 3' x 5' dimensions.

MEDIX AIRS HEART PROGRAMS

"Medix," the medicine and health series, is airing two shows dealing with Heart subjects during February, March and April.

"Will I Have a Heart Attack," features a quiz-type format with actor Don DeFore, Los Angeles Rams general manager Don Klosterman and producer David Wolper. This segment began airing February 11 and will continue through April 17 in Cleveland, St. Louis, Milwaukee, Philadelphia, Durham (N.C.) and Fresno (CA). Consult local program guides for details.

"Hypertension, High Blood Pressure Blues" begins airing February 17 and will continue through May 1. This segment features a house-to-house search for victims of the "silent killer," and may prompt inquiries concerning hypertension screening programs. The same cities are affected in this segment. If and when the National Center is notified of other areas these "Medix" programs will be aired, Heart Associations will be notified through AMERICAN HEART NEWS.

MASTER CATALOG ITEMS UPDATED PRICE LIST

Prices for the following materials additions to the Master Catalog are effective immediately:

24-0610	High Blood Pressure #3 - Game of Chance -- \$38.50 each
26-0616	High Blood Pressure Status Report -- \$11.25 each
51-025B	"What You Are About to Read Could Someday Save Your Life" -- 80¢ per 100
58-003B	En Caso de Emergencia (wallet card, Spanish version) -- 50¢ per 100
70-020B	"Normas Relacionadas con la Resucitacion Cardiopulmonar y los Primeros Auxilios Prestados a Cardiacos" JAMA (Standards for Cardiopulmonary Resuscitation and Emergency Cardiac Care JAMA, Spanish version) -- \$20 per 100

The price for Heart Quiz (51-012A) has been increased to \$1.35 per 100.

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group members of the American Heart Association.

**Today your heart will
pump 4,300 gallons of
blood through 60,000
miles of blood vessels.**

**What are you doing
to help?**

One way to help your heart is to help the people who fight the diseases that can stop it.

That's us. The American Heart Association.

We're doing everything in our power to fight the leading cause of death in this country: heart disease and stroke. With scientific research, professional and public education, community health programs, and many more.

Help your heart. Help us fight heart diseases.

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ST LOUIS MISSOURI

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American Heart News

Vol. IV, No. II
January 12, 1977

AHA MEETS NATIONAL INFORMATION BUREAU STANDARDS

The National Information Bureau (NIB), in a report dated December 16, 1976, stated, "Bearing in mind the facts and comments noted, the American Heart Association meets the standards of the NIB." The NIB is a private, non-profit rating group (see American Heart News, December 15, 1976).

As a result of this report, AHA has been listed in the "Meet NIB Standards" column of the organization's "Wise Giving Guide" as of January 1, 1977.

Commenting on the Association, the NIB said:

1. The American Heart Association provides a number of useful services. The Association was in fact one of the national health agencies that pioneered in mass fund raising for medical research, doubtless helping thereby to create a climate during the past 20 or more years favorable to expansion of governmental financing of health research and related needs, which now totals about two billion dollars each year.
2. As previously noted, the percentage of funds spent by AHA for its different activities has remained substantially the same over the past five years, while the dollar amount of expenses has increased considerably . . . (followed by figures supporting this statement).
3. Attention is called to AHA's accumulation of assets. As of June 30, 1975, assets of the national headquarters and affiliates totaled about \$109,695,000, of which about \$82,200,000 were available for future program activities. AHA's budget for fiscal 1976 totaled about \$68,650,000, leaving about \$13,550,000 available to fund additional activities if AHA decided to do so.

MATERIALS MAILING DATES SET FOR 1977

To aid Heart Associations in their planning, the 1977 monthly materials mailing dates from the National Center are:

January 26	July 27
February 23	August 24
March 23	September 28
April 27	October 26
May 25	November 23
June 22	

No materials mailing will be made in December because of the annual meeting and the holidays.

*LOOK FOR AWRT AND NALU INFORMATION IN JANUARY MAILING

In the January materials mailing to affiliates, look for a list of American Women in Radio and Television (AWRT) chapter presidents and one for National Association of Life Underwriters (NALU) public service state chairmen.

A Heart information packet containing the 1977 Heart Facts, suggested interview topics, fillers and a list of AHA affiliates and chapters accompanied by a cover letter from the AWRT president was sent to the AWRT membership in early January. AWRT has selected AHA as the group it will work with as its 1977 public service project (see American Heart News, August 18, 1976). Affiliates should feel free to contact AWRT chapter presidents for cooperative programming efforts.

NALU chairmen should be contacted about including a Heart pamphlet in the Underwriters mailing. This pamphlet was designed especially for such a mailing and is entitled "What You Are About to Read Could Someday Save Your Life" (51-025B). It is now available to affiliates at 80¢ per hundred.

As part of its yearly cooperation effort with AHA, the NALU approved last year a project aimed at getting a Heart educational pamphlet in one nationally-coordinated Underwriters mailing (see American Heart News, October 13, 1976).

"GREAT TEACHERS" CONFERENCES PLANNED FOR MAY, OCTOBER

This spring and fall, AHA's Clinical Cardiology Council will present the first "Great Teachers" conferences on the East and West Coasts.

The "Great Teachers" concept calls for bringing together some of the nation's top cardiologists and placing them in small group sessions for an informal interchange between the "Great Teacher" and the conference participant. Course format will emphasize small discussion groups, and a workbook of illustrative cases will be utilized in teaching sessions. Each conference is limited to 80 participants on a first come, advance registration basis.

Registration fees are \$150 for members of AHA scientific councils and \$200 for non-members. The East Coast conference is scheduled for May 9-11 at the Greenbrier Hotel in White Sulphur Springs, West Virginia. Deadline for registration is April 11. West Coast dates are October 17-19 at the Ahwahnee Hotel in Yosemite National Park, California. Deadline for October conference registration is September 15.

Continuing medical education credit is available. For more information on the "Great Teachers" conferences, contact Administrator: Post Graduate Programs, American Heart Association, 7320 Greenville Avenue, Dallas, Texas 75231, 214/750-5441.

MISS AMERICA PLANS A HEART EVENING

Miss America of 1977, Dorothy Benham of Minnesota, will be a special guest at the Spartanburg County Heart Unit's (South Carolina Heart Association) Annual Heart Fund Ball, January 21.

John Paul, program specialist for AHA's Southern Office, will escort Miss America.

*Action Items for Affiliates and Chapters

NEW COORDINATORS LIST FOR ROCK & ROLL JAMBOREE

As a follow-up to the notice in the January 5, 1977 issue of American Heart News concerning the American Health Care Association's Rock & Roll Jamboree, here is an addendum list of 41 coordinators.

Lysbeth Graser -- Glenmore, Anchorage, Alaska

Janet Calkins

Jeffrey R. Irving -- Skyline Terrace, Daly City, California

Katherine L. Faust -- Hacienda Convalescent Hospital, Livermore, California

Ernestine Garcia -- Castle Garden Nursing Home, Northglenn, Colorado

Debbie Stephens -- Liberty Hall Convalescent Home, Colchester, Connecticut

Mary Sue Gutheridge -- Black Hills Retirement Center, Rapid City, South Dakota

James F. Moran -- Tilton Terrace, Wilmington, Delaware

Marilyn Yirku -- Bridgeview Convalescent Center, Bridgeview, Illinois

Juanita Penwell -- Lincoln Manor South, Decatur, Illinois

Karen Mouw -- Resthave, Morrison, Illinois

Hayes Wasilewski -- Plum Grove Nursing Home, Palatine, Illinois

Rhetas Griffith -- Oak Park Manor, Lebanon, Indiana

Alan Grossnickle -- Miller's Merry Manor, Peru, Indiana

Barbara Wennerstrum -- Americana Nursing Center, Des Moines, Iowa

Linda Sechovec -- Iowa Health Care Association, West Des Moines, Iowa

Ann Briggs -- The Samaritan Home, Topeka, Kansas

Barbara Coldiron -- Lee County Personal Care Home, Beattyville, Kentucky

Ethel McCutchen -- Medi Center, Louisville, Kentucky

Mary Vatter -- Provincial House, Cass City, Michigan

Evelyn Utter -- West Hickory Haven, Milford, Michigan

Sally Rademacher -- Mala Strana, New Prague, Minnesota

Florence Maupin -- Northome Nursing Home, Northome, Minnesota

Jean Hislop -- Highland Chateau Nursing Home, St. Paul, Minnesota

Joyce Gillen -- Shakopee Friendship Manor, Shakopee, Minnesota

Carol Wood -- Nucare, Laurel, Mississippi

Donna Quick -- Chastains Nursing Home, Des Peres, Missouri

Mary C. Haba -- David Place, David City, Nebraska

Martha Sweet -- Central Island Nursing Home, Plainview, New York

Kim Smith -- Medic-Home Health Center, Columbus, Ohio

Nancy Wolfe -- Newark Convalescent & Nursing Inn, Newark, Ohio

Jane Ginnetto -- Snavely Memorial Home, Hummelstown, Pennsylvania

Helen H. Birkhead -- Bishop Nursing Home, Media, Pennsylvania

Regina Gourniak -- Zohlman Nursing Home, Richlandtown, Pennsylvania

Catherine Bankoske -- Colonial Manor, York, Pennsylvania

Linda Caldwell -- York County Hospital and Home, York, Pennsylvania

Sarah Egbert -- Mont Vue, Luray, Virginia

Vicky Whitesell -- Camelot Hall Nursing Home, Richmond, Virginia

Judith Blaine -- Messenger House Nursing Home, Bainbridge Island, Washington

Ayal Hancock -- Lockview Nursing Home, Seattle, Washington

Betty L. Coulter -- Wishing Well Nursing Home, Worthington, West Virginia

Janet Van Dyke -- Glenhaven, Glenwood City, Wisconsin


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Kim Whitham, Publications Editor
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WE'RE FIGHTING
FOR YOUR LIFE

American Heart News

Vol. III, No. XLIII
December 22, 1976

VP-ELECT MONDALE TO PARTICIPATE IN "HOW'S YOUR HEART?" DAY

January 12, 1977, the Nation's Capital Affiliate (serving Washington, D.C.) will host a "How's Your Heart?" Day at the National Press Club. The all-day event will feature ECG and high blood pressure screenings and diet counseling.

To date, over 100 people have signed up to attend, including Vice President-Elect Walter Mondale (a declared hypertension patient on medication to control his high blood pressure), House Speaker-Elect Tip O'Neill, Senator S.I. Hayakawa (R-Calif.) and Senator Daniel Patrick Moynihan (D-New York). Also participating in "How's Your Heart?" Day is Zachariah Blackistone, a prominent Washington, D.C., businessman. Blackistone will be 106 on February 16, but he has the blood pressure of a 30-year-old and still reports to work every day.

NBA STARS APPEAR IN SEASON TELEVISION SPOTS

Three National Basketball Association stars will act as spokesmen for AHA's health education programs during telecasts of 1977 season games.

Doug Collins, guard for the Philadelphia '76ers; Bob Lanier, captain of the Detroit Pistons; and Slick Watts, guard for the Seattle Supersonics, will appear in taped 30-second spots, beginning January 16. Spots will be aired during NBA season games, the playoffs and the all-star game. In addition to education information, spots urging public contributions to the Heart Association will be shown frequently during February.

Collins, from Illinois State, has been an all-star player and received the Maurice Stokes Comeback Player of the Year award following an injury in his rookie year.

Lanier, who played college ball for St. Bonaventure, is a five-time all-star player and has broken several team records for the Pistons.

Watts, from New Orleans' Xavier College, was the first Seattle Supersonics player selected to the NBA All-Defensive Team. He received the Citizenship award given by the Professional Basketball Writers Association of America to the coach, assistant coach or player who has done the most for his community.

Bill Bradley, also listed as a spokesman in the December mailing Publicity Calendar, will not be making spots.

Heart Associations will receive copies of the NBA news release in the next materials mailing.

AMERICAN HEART NEWS TAKES A VACATION

Because of the holiday season, American Heart News will not be published the week of December 29. Publication will resume with the January 5, 1977, issue.

*SURVIVAL KIT TV SPOTS SENT TO NETWORKS

Television spots promoting AHA's "Survival Kit" have been delivered to the networks. The spot messages end by urging viewers to contact their local American Heart Association for the "Survival Kit."

Affiliates and chapters that have not already done so may wish to order materials in order to be prepared for possible requests. "Survival Kit" contents are optional and are listed on page 14 of the 1977 Campaign Materials Catalog. The "Survival Kit," item 55-001-A, consists of a #10 envelope marked American Heart Association SURVIVAL KIT with the slogan, "We're Fighting For Your Life."

*NUTRITION AND CV DISEASE CONFERENCE SLATED FOR MARCH

March 9-10, AHA's Epidemiology Council, Nutrition Committee and the National Heart, Lung and Blood Institute are sponsoring a scientific sessions on nutrition and the epidemiology of cardiovascular disease and a nutrition behavior workshop in Mission Bay, San Diego.

The conference is designed for nutritionists and physicians interested in nutrition and will be conducted at the Vacation Village Hotel. Registration is \$10.

Affiliates and chapters are urged to publicize this event in their areas. Information, copies of the program and registration forms may be obtained by writing to Dr. Mary Winston, Education and Community Programs Division, National Center, through the field offices. The registration fee is payable at the conference; no money will be accepted by chapters, affiliates or the National Center.

Conference program selections include reports from lipid research centers; dietary fiber and atherosclerosis; alcohol, calories and hyperlipidemia; behavioral science and nutrition (including a section dealing with children); and mineral interactions.

AUSTRALIA'S NATIONAL HEART FOUNDATION REPORTS CYCLETHON A SMASHING SUCCESS

Over 1,200 Australians aged seven to 70 pedaled a total distance equal to the earth's circumference in their country's National Heart Foundation first annual Cyclethon. The Aussies followed AHA's Heart Fund Cyclethon Kit and consulted with American Heart's Communications Division in organizing their Cyclethon.

The Cyclethon raised \$46,000 for the Heart Foundation and was supported by civic organizations and South Australia's governor, chief secretary, ministers of health and education, the mayor of the city of Adelaide and the Opposition party leader. Press coverage totaled 875 column inches, and radio and television stations contributed thousands of dollars worth of editorial time as well as news coverage.

For any Yankees planning a trip down under, the next Heart Foundation Cyclethon is scheduled for the last Sunday in September, and Australia's Heart family is hoping for another beautiful spring day.

*Action Items for Affiliates and Chapters

NATIONAL CENTER HOSTS ACLS SYMPOSIUM FOR MEDICAL SCHOOLS

January 14, representatives of medical school curriculum committees will meet at the National Center for a symposium on advanced cardiac life support programs in medical schools. This opportunity for discussion on integrating basic and advanced cardiac life support in medical school curricula is sponsored by AHA's Subcommittee on Emergency Cardiac Care.

AHA, the American College of Cardiology and the American College of Physicians recently recommended to the Joint Commission on Accreditation of Hospitals that training in basic cardiac life support be a requirement for staff appointment, and that those physicians involved in emergency care must be trained in advanced cardiac life support. The American College of Emergency Room Physicians also has approved certification in ACLS as a requirement for application for board certification.

AHA has developed guidelines for ACLS physician training programs, and, over the past two years, the Association has trained 98 key physicians as ACLS affiliate faculty trainers.

PROFESSIONAL MATERIALS CATALOG DUE FOR JANUARY RELEASE

Specialized materials for physicians, nurses and other health professionals are included in the professional materials catalog supplement from the Master Catalog to be released in January 1977. This catalog also contains a section on public education materials physicians may find helpful for their patients.

Reactions to the Master Catalog have been positive, and many suggestions from the field will be incorporated into next year's catalog.

CONSTRUCTIVE CRITICISM IS THE KEY TO ACTION!

November 22, 1976

American Heart Association
Master Catalog Administrator
7320 Cremonville Avenue
Dallas, Texas 75231

Dear Sir:

Thank you for our copy of the long-awaited Master Catalog. After review, it is evident that a great deal of planning and thought went into this publication. I especially like the complete alphabetical listing of all educational materials, plus the additional sections which clarify almost any information needed.

With these compliments, which are very sincere, I do have a bit of constructive criticism to offer.

If it was necessary to conserve space by reducing the print in any section of the catalog, it should not have been the "Order Section" which is most utilized, and it was printed in blue which makes it even more difficult to read the tiny print. The important information could have been underlined and all information printed in black. This would have saved time and cost in printing.

Catalog coordinators have had no compromise, however, on one often-mentioned suggestion. Economically and efficiently, it would be impossible to include a magnifying glass with each future Master Catalog. Therefore, the compromise solution agreed to by the catalog coordinators (in the interest of protecting readers' eyes) is to print the ordering section in larger type. This new format has been followed in the professional materials catalog and will be used in the updated Master Catalog later in 1977.

TELEVISION SPOT TITLE CHANGE

"Signals," 30-second television spot, 16-332B, does not specifically state the warning signals as implied in the Campaign Materials Catalog, but deals with the Emergency Medical Rescue Service and the need for quick action. For future reference, this spot will be called "Signals-EMS." More details on the latest spot developments were included in the TV Materials Roundup in the December 8 materials mailing.

-continued-

NATIONAL CENTER MATERIALS UPDATE

The following information is effective as of December 20, 1976:

Out of Stock -- Reordered

04-7410 Four Questions (order received December 14)
 04-7500 We Are Fighting For Your Life
 11-7010 '77 TV National Kit single
 11-7014 '77 Volunteer spot

Not Out of Stock -- Reordered

11-7031 '77 Radio Kit audiotape
 11-7040 Country & Western

Out of Stock -- Not to be Reordered

08-7000 Organizational Manual
 10-7101 Double Pocket Jacket Fold

Not Yet Received

10-7310 Speakers Slide set

Recently Received

10-7200 Offset Newspaper kit
 10-7220 Magazine & Logotype kit

The following publications are no longer in stock at the National Center:

1. Automated Blood Pressure Measuring Devices for Mass Screening:
(DHEW Publication # (NIH) 76-929)
2. Medical Basis for Comprehensive Community Hypertension Control Programs (DHEW
Publication #(NIH) 75-515)

Requests for these publications should be addressed to High Blood Pressure Information Center, 120-80 National Institutes of Health, Bethesda, Maryland 20014; 301-652-7700

There are no charge for these booklets.


Publication Office:
 7320 Greenville Avenue
 Dallas, Texas 75231

Kim Whitham, Publications Editor
 Affiliate Services and Communications
 Communications Division

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AMERICAN HEART NEWS

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 American
 Heart Association 

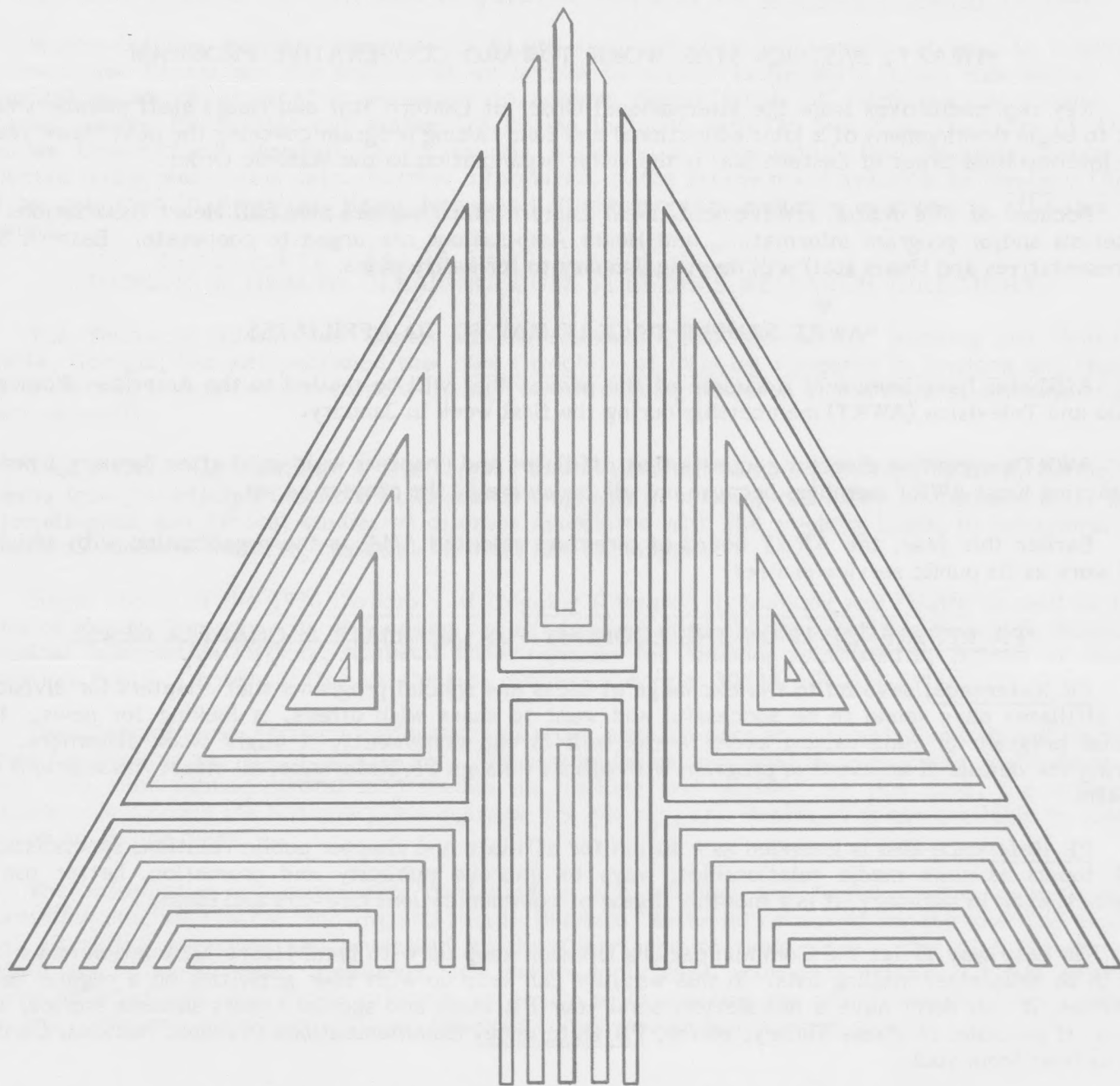


PR 9810020
 ROBERT SHANK MD
 SCHOOL OF MEDICINE
 WASHINGTON UNIVERSITY
 4566 SCOTT AVE
 ST LOUIS MISSOURI 63110

American Heart News

Vol. III, No. XLII
December 15, 1976

**A JOYFUL HOLIDAY SEASON TO ALL,
AND BEST WISHES FOR 1977.**



**The National Center and its Eastern,
Midwest, Southern and Western Offices.**

*SCIENCE WRITERS FORUM ADVISORY BULLETIN SENT TO WRITERS, EDITORS, BROADCASTERS

Details on the Fourth Science Writers Forum program were mailed in an advisory bulletin December 10 to medical and science writers, editors and broadcasters. A return reply card also was included with the bulletin.

Affiliate and chapter PR directors and other staff or volunteers responsible for local PR responsibilities are urged to contact science and medical news media personnel in their area to encourage media attendance at the Science Writers Forum. News on all aspects of cardiovascular disease research will be presented, with time for special interviews and discussions with scientists, doctors and researchers on the program. For more information, contact Howard L. Lewis, chief, Science Information, at the National Center, 214/750-5551.

*HEART, EASTERN STAR WORK TOWARD COOPERATIVE PROGRAM

Key representatives from the International Order of Eastern Star and Heart staff members have met to begin development of a joint educational and fund raising program covering the next three years. The International Order of Eastern Star is the sister organization to the Masonic Order.

Because of this mutual involvement, local Eastern Star chapters may call Heart Associations for materials and/or program information, and Heart Associations are urged to cooperate. Eastern Star representatives and Heart staff will meet in January to formalize plans.

*AWRT SAMPLE PACKET MAILED TO AFFILIATES

Affiliates have been sent a sample of the packet that will be mailed to the American Women in Radio and Television (AWRT) membership during the first week in January.

AWRT's executive director requests that affiliates and chapters wait until after January 1 before contacting local AWRT members because not all are aware of the project as yet.

Earlier this year, the AWRT board of directors selected AHA as the organization with which it will work as its public service project.

*PR REFERENCE IS ON THE LOOKOUT FOR AFFILIATE & CHAPTER NEWS

PR Reference, devoted to the exchange of ideas and special programs that chapters (or divisions) and affiliates have found to be successful and want to share with others, is looking for news. If a special program or fund raising event works well in one community, it might work elsewhere. By sharing the details of an event or program with others through PR Reference, all Heart Associations can benefit.

PR Reference also is intended as a forum for affiliate and chapter public relations specialists, on such topics as news media relationships, ways to improve publicity and promotion, better use of graphics, etc. In summary, it is a monthly digest of communications how-to's and ideas.

An easy way to let the Communications Division keep up with local Heart Association news is to add us to newsletter mailing lists. In this way, we can keep up with your activities on a regular basis. However, if you don't have a newsletter, send your PR ideas and special events success stories, with photos if possible, to Paula Turney, editor, PR Reference, Communications Division, National Center. Let us hear from you!

*Action Items for Affiliates and Chapters

CHANGING TIMES PUBLISHES CHARITY RATINGS

Heart Associations may receive questions concerning an article in the November 1976 issue of Changing Times magazine that rated 53 charities - 11 in the health field. The American Heart Association was not included, Changing Times says, because this latest survey was undertaken primarily to check out those organizations Changing Times subscribers complained about for too much high-pressure solicitation. The complaints did not mention AHA. Changing Times asked the National Information Bureau (NIB) to comment on the 11 health agencies, and only four received "positive" marks. NIB is a self-appointed rating group that leans heavily toward United Way-oriented agencies.

In a 1973 Changing Times rating of 32 charitable organizations in America, AHA was given top marks.

MUSCLE-BUILDING HEALTH SPA PROGRAMS SUBJECT OF READER'S DIGEST ARTICLE

Muscle-building exercise programs at health spas and their relationship, if any, to improving cardiovascular fitness are the subject of an article to appear in Reader's Digest this spring. For authoritative advice on what is necessary to achieve higher levels of cardiovascular fitness, the National Center PR Section put author Gil Phelan in touch with Dr. Sam Fox, chairman of AHA's Exercise Committee. Reader's Digest usually works on a three-month lead schedule, hence the projected spring publication date. Further information on the article made available by Reader's Digest will be published in American Heart News and in the monthly publicity calendar to affiliates and chapters.

SMOKING & HEALTH CLEARINGHOUSE PUBLISHES RESEARCH DIRECTORY

The Technical Information Center of the National Clearinghouse for Smoking and Health in Atlanta, Georgia, has just published the 1976 Directory of Ongoing Research in Smoking and Health. This is the only international document listing current ongoing research in the field of smoking and its effect on health.

This current sixth edition is the largest in the directory series published to date, listing 869 projects from 37 different countries. Research emphasis in smoking has taken a dramatic shift from epidemiological and clinical studies of diseases associated with the smoking habit, to behavioral and educational research including cessation methods and techniques.

Single copies of the 1976 Directory of Ongoing Research in Smoking and Health as well as 1975 copies of Health Consequences of Smoking can be obtained at no charge by writing Donald R. Shopland, Technical Information Officer, National Clearinghouse for Smoking and Health, Bureau of Health Education, P.H.S., Center for Disease Control, Atlanta, Georgia 30333, 404/633-3311.

The Clearinghouse Technical Information Center also sponsors an automated search and retrieval system for smoking and health information. The system is now available to researchers, institutions and others who need bibliographical information on smoking and health. At this time, the system is available only through the National Clearinghouse for Smoking and Health; it is not available to outside users on an on-line basis.

The information characteristics contained in the smoking and health system correspond to information published in the Smoking and Health Bulletin. Material retrieved for the user corresponds to all literature collected and processed by the Clearinghouse since 1970. The data elements on printout are author(s), title, translated title (when applicable), source of article and full abstract. Interested individuals may obtain printouts on topics by completing the search request form available from the Technical Information Officer, National Clearinghouse (see address above).

NATIONAL CENTER RECEIVES AWARD FOR LIGHTING DESIGN

The Illuminating Engineering Society of North America awarded the National Center its 1976 Award of Merit for lighting design in recognition of the application of good lighting practice. The National Center's lighting was designed by Herman Blum Companies.

PUBLIC POLICY AND GOVERNMENT AFFAIRS

In anticipation of upcoming Congressional action on the 1977 renewal legislation for NHLBI, the American Heart Association National Center hosted a briefing by Dr. Robert Levy, NHLBI Director, on December 9.

Included in Dr. Levy's presentation were a review of the Institute's current programs, plans for fiscal year 1977, a discussion of the fiscal year 1978 budget and renewal of the National Heart, Blood Vessel, Lung and Blood Act.


The briefing was attended by representatives of the major health agencies specifically concerned with cardiovascular, pulmonary and related problems.

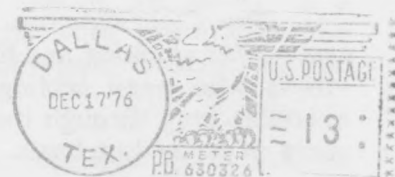
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American Heart News

Vol. III, No. XXXVI
October 20, 1976

SLAYTON RECEIVES "HEART OF THE YEAR" PRIZE

Astronaut Donald K. "Deke" Slayton received AHA's "Heart of the Year" award October 19 at the Johnson Space Center in Houston, Texas.

AHA President John T. Shepherd, M.D., presented the award to Slayton. Edwin J. Morrow, M.D., president of the Texas Affiliate, also participated in the ceremony, with Frank Weaver, Texas Affiliate PR Committee chairman, and William W. Moore, AHA executive vice president.

Slayton piloted the Apollo-Soyuz Test Project July 15-25, 1975, a joint American-Russian space flight mission. He now is deputy director of flight operations at the Johnson Space Center.

Slayton was grounded from space flights in the early 1960s because of irregularity in his heartbeat. He was restored to full flight status in 1972 and certified eligible for manned space flights.

PLANS COMPLETED FOR SCIENCE WRITERS FORUM

The Fourth American Heart Association Science Writers Forum will be January 16-19 1977 at La Mansion Hotel in San Antonio, Texas.

Approximately 350 invitations will be sent in mid-November to science/medical writers, editors and broadcasters throughout the country. The forum will feature three days of newsworthy discussion of the latest developments in cardiovascular research, highlighted by presentations from 20 leading investigators. More information will be released as it becomes available.

AHA FUND RAISING POLICY STANDS FAST

Because of rumors circulating concerning Heart Association involvement with United Way, American Heart News passes along the following to its readers:

AHA's Executive Committee, at its September 18 meeting, voted to notify Heart Associations that 1) there is no change in Heart's fund raising policy; we are standing fast and 2) that United Way initiated the discussions, and AHA is simply listening, but not making any commitments and no response is yet indicated.

Heart Associations have been informed of this Executive Committee action, and will continue to be kept informed of continuing discussions AHA may have with United Way.

UPS STRIKE SLOWS DISTRIBUTION SHIPMENTS

A month-old United Parcel Service strike affecting 15 eastern states from Maine to South Carolina has slowed materials shipments from AHA's Distribution Section.

At present, Distribution is shipping orders into the affected area through the more expensive U.S. Post Office parcel post service, and the National Center is absorbing these extra costs. Since October is the top volume month for all freight movers in the United States, the parcel post service is severely overextended, with service taking anywhere from eight to 14 working days.

Distribution is looking into the possibility of consolidating orders for truck shipments if the UPS strike continues and the parcel post backlog does not ease soon. Heart Associations will be kept posted on future developments.

CAREER DEVELOPMENT CENTER OFFERS JOB COUNSELING IN MIAMI

All Heart Association staff members will be able to take advantage of job placement and career counseling conferences at the Career Development Center in Miami Beach during the annual meeting.

Beginning November 18, a representative from the National Center's Personnel and Training Division will be available for individual, confidential consultation. Appointments may be made by writing Tim Mask, director, Personnel and Training, at the National Center, before November 15.

TRAINING MEETING IN MIAMI CANCELED

Due to the recent resignation of Paul Caldwell, and in order to maintain the continuity of the current training program, the training coordinators and managers meeting scheduled during the annual meeting in Miami has been canceled.

HEART MAKES A HIT AT AMERICAN DIETETIC ASSOCIATION MEETING

Heart's nutrition exhibit at the American Dietetic Association's 59th annual meeting October 12-15 in Boston attracted a great percentage of the meeting's 8,000 registrants. All of the over 2,000 materials request forms were picked up by visitors, as well as large numbers of materials samples.

Dietetic Association meeting visitors had many favorable comments on AHA's materials and reported using Heart materials for individual counseling and nursing and medical school classes. Meeting participants said they were pleased to see the paperback version of AHA's cookbook, and that, because of its low cost, it is much more widely used than the hardbound version.

A list of Heart's diet materials distributed at the exhibit was included in the September 22 materials mailing.

T-SHIRT INFORMATION ADDITION

In order to speed fulfillment of orders on AHA's "We're Fighting For Your Life" T-shirt by the manufacturer, B & R Promotional Products, Inc., the standard order form for Heart Associations should be used. This form, 09-5005, is available from the Distribution Section and should be used for all T-shirt orders.

CAMPAIGN CATALOG ENTRY CLARIFICATION

In the 1977 Campaign Materials catalog, page 31, under "Flags and Banners", a notation is made concerning the "We're Fighting For Your Life" banner stating:

All flags are available with print on both sides at a cost of \$2 per flag additional. When ordering specify DOUBLE FACE.

The flag manufacturer has asked that clarification be made that "double faced flags" means sewing two flags together. Two 3' x 5' flags at \$8.50 equals \$17. Sewing them together back-to-back means an additional \$2, for a total of \$19.

UPDATE ON DISCONTINUED ITEMS LIST

The following forms have been discontinued, effective immediately:

- 85-002J Cardiac Clinic Record - Hypertension & Renal Disease 1AHR
Initial History
- 85-002K Cardiac Clinic Record - Hypertension & Renal Disease 1BHR
Initial History
- 85-002L Cardiac Clinic Record - Hypertension & Renal Disease 1CHR
Narrative History
- 85-002M Cardiac Clinic Record - Hypertension & Renal Disease 1DHR
Initial Examination
- 85-002N Cardiac Clinic Record - Hypertension & Renal Disease 2HHR
Subsequent Record

PUBLIC POLICY AND GOVERNMENT AFFAIRS

The American Heart Association's letter to Representative Charles Wilson concerning his charitable solicitations bill, H.R. 10922, was quoted from in the October 18, 1976, U.S. News and World Report. The article, entitled "A Record Year for Charities - But Where Does the Money Go?", describes the mismanagement, high operating costs and fraud plaguing some public charities that have brought about numerous investigations over the last year. As reported earlier, regulation/disclosure legislation failed to reach the floor this year, but backers plan to revive the idea early in the session of the 95th Congress.

President Ford has signed into law the Health Manpower Bill, P.L. 94-484 (formerly H.R. 5546) and the Health Maintenance Organizations Bill, P.L. 94-460 (formerly H.R. 9019). The Emergency Medical Services Systems Bill, S. 2548, has an October 23 deadline for presidential signature.

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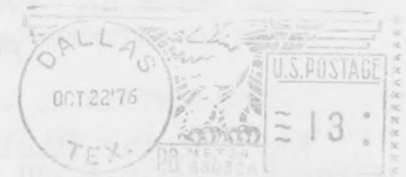
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American Heart News

Vol. III, No. XXXV
October 13, 1976

OUTDOOR ADVERTISING ASSOCIATION AGAIN AGREES TO SUPPORT AHA's CAMPAIGN EFFORTS

The Outdoor Advertising Association of America has agreed to cooperate with affiliates again this year in their campaign efforts by displaying AHA outdoor posters.

The Outdoor Advertising Association will compile a list of its members wishing to participate in the cooperative effort, and will send this list to Joe Dowling, campaign materials coordinator, at the National Center. Dowling then will advise affiliates of the OAAA members in their areas willing to participate.

This action is not meant to circumvent arrangements already made by affiliates with outdoor advertisers in their areas.

NALU TO SUPPORT AHA WITH EDUCATIONAL MAILING

As part of its yearly cooperation efforts with AHA, the National Association of Life Underwriters has approved a project proposal aimed at getting a heart educational pamphlet in one nationally coordinated NALU mailing.

The pamphlet, entitled "What You Are About to Read Could Someday Save Your Life" (51-025A), was designed especially for this mailing and will be available to AHA affiliates at 80¢ per hundred.

Although the state underwriter groups were instructed to contact their local AHA affiliate for the pamphlets needed in the states' mailings, it is suggested that affiliates initiate the contact. This will allow maximum time for submitting and receiving orders in time for a projected January mailing.

DEADLINE SET FOR POVERTY PLANNING AND DEVELOPMENT FUND APPLICATIONS

Applications for grants under the Poverty Planning and Development Fund administered by the Minority Involvement Working Group must be in the hands of the PPDF Review Committee no later than December 15, 1976. Grants will become operative in the 1977-78 fiscal year.

The purpose of the funds is "to interest Heart Associations in the development of community programs related to the cardiovascular needs of the poverty (minority) areas by providing funds for planning and development." Under the program, the budget can cover costs of forming a planning committee to develop a project design, carry out a pilot study to determine program feasibility or more clearly define the parameters of a problem.

More information on the fund will be sent to Heart Associations in the October materials mailing. Additional information may then be obtained through the affiliate services offices from the Office of Medical Programs at the National Center.

EDUCATION AND COMMUNITY PROGRAMS AND THE COMMUNICATIONS DIVISION
PRODUCE HEART-SUBJECTS MODULAR SLIDEFILM

The first three modules of a new sound slidefilm package developed for affiliate use will be presented by the Education and Community Programs Division to the Program Committee at its October 22 meeting.

The package is being produced by the Communications Division in response to affiliate requests for materials supporting the goals and objectives in the Association-wide long range plan.

This modular slidefilm contains nine separate two-to-three-minute units that can be assembled in any order according to local needs. For example, affiliates can show a representative module of a program to enlist community support in program development, or those affiliates with ongoing programs can use the modules to describe their activities.

The modules will consist of an introduction and sections on signals and actions for survival, stroke, cardiovascular rehabilitation, CPR, heart health education in the young, nutrition, hypertension and anti-smoking.

Availability to the field is scheduled for mid-winter. More information will come at a later date in American Heart News.

POPULAR AHA T-SHIRTS MAKE AWARDS CATALOG RATINGS

AHA's "We're Fighting For Your Life" T-Shirts have been added as a catalog item, to reduce the requirement of a minimum per size order of one dozen.

Individual orders are \$2.90 per shirt. The order number for adult sizes is HA-50. Specify S, M, L or XL.

Youth sizes with blue trim on the neck and sleeves have also been added at \$2.90 per T-shirt. The order number for these sizes is HA-55. Specify S (8), M (10-12) or L (14-16).

For orders of 144 shirts (12 dozen) or more, write directly for special price quotations. On orders of 144 or more (all sizes may be included), the affiliate or chapter name may be imprinted at no additional cost.

Place orders directly with B & R Promotional Products, Inc.: 292 fifth Avenue; New York, New York 10001; 212/563-0040.

MONTHLY MAILING TO INCLUDE "CALENDAR" OF
FORTHCOMING NATIONAL PUBLICITY EFFORTS

So that affiliates, and particularly their public relations staffs, can be alerted to upcoming publicity/visibility programs generated and/or coordinated at the national level, a "calendar" of programs will be launched for inclusion in monthly materials mailings.

(continued)

To be prepared by AHA's Communications Division, the calendar will include all nationally oriented news and information programs involving American Heart. Where possible, the monthly calendar also will include the key subject or message, participants, if print materials are to be shown, and what action may be expected by affiliates in response to the program. Thus, affiliate executive directors, public information and program coordinators can plan ahead, be ready and respond to the audience public.

In some cases, particularly with national television news programs ("Today", "AM America", etc.) the Communications Division will not be supplied program details until a day or two before these are aired. And, some AHA-oriented programs could be "bumped" by fast-breaking news items or other circumstances beyond our control. So, the calendar likely never will be perfect, but it should provide some advance notice of forthcoming visibility opportunities.

Watch for the first calendar in the December mailing to all affiliates.

PUBLIC POLICY AND GOVERNMENT AFFAIRS

Last Days of the 94th Congress

By House vote of 312 to 93 and Senate tally of 67 to 15, Congress overrode a Presidential veto of an H.E.W. appropriations bill for the second time this year.

In a rush toward final adjournment, Congress let die the Clean Air Bill and its amendments. This bill will probably go through the entire legislative process again next year.

H.R. 10922 on solicitation of charitable contributions also died, although Mr. Wilson has stated his intent to re-introduce it the first day of the next session.

Fortunately, H.R. 15, the Public Disclosure of Lobbying Act of 1976, is dead and the Conable Bill, formerly H.R. 13500, has become a part of the Tax Reform P.L. 94-455. The bill authorizes a new test for determining whether public charities violate restrictions on attempts to influence legislation. Current law stipulates that no substantial part of the organization's activities may be to propagandize or otherwise influence legislation. Organizations can remain under the existing provisions or elect to be treated under the provisions of this bill.

The bill allows qualified organizations, generally 501(c)(3) organizations, except for churches and church groups, to expend variable amounts on lobbying and similar activities based on the overall exempt-purpose expenditures of the organization. Organizations that exceed the allowable expenditures will be taxed at a rate of 25 percent of the amount of the excess expenditure. If total exempt-purpose expenditures of an organization are less than \$500,000 for a year, lobbying expenditures could not exceed 20 percent of the total. If total expenditures are between \$500,000 and \$1 million, lobbying expenditures will have to be less than \$100,000 plus 15 percent of the amount over \$500,000. If exempt expenditures are over \$1 million but less than \$1.5 million, lobbying expenses cannot exceed \$175,000 plus 10 percent of the total over \$1 million. Finally, if total expenses are over \$1.5 million, lobbying expenses cannot exceed \$225,000 plus five percent of the amount in excess of \$1.5 million. In no event, however, may lobbying expenses exceed \$1 million. Expenses for grassroots lobbying cannot exceed 25 percent of the amount allowed for general organizational lobbying.

National Health Planning and Resources Development Act, P.L. 93-641

Most of the 202 Health Systems Agencies across the country have now been conditionally designated. Because of the great emphasis in P.L. 93-641 on local control, the timing and method of setting up the HSA's and their boards have varied a great deal. In order to attain full designation status, the conditionally designated HSA must prepare and submit for approval a Health Service Plan, setting out the desired goals for upgrading the health of its residents, and an annual implementation plan, the specific achievements necessary to implement the HSP.

The HSA's during this planning stage will be specially receptive to data about their populations that will help them draw up good plans. AHA has a wealth of this information to make available, including ICHD reports and data on standards of care, on EMS standards, nutrition, etc. HSA records are required to be open to the public; therefore, the minutes of local HSA board meetings will give affiliates some idea of its view. The plans, once drafted, will be the subject of public hearings, which can be another opportunity for AHA input.

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American Heart News

Vol. III, No. XXXIV
October 6, 1976

OBSTRUCTED AIRWAY MANAGEMENT RECOMMENDATIONS AMENDED

Drafts of the proceedings from the June 10, 1976, national conference of the National Academy of Sciences-National Research Council will be sent to the American Heart Association, the American Red Cross and the National Heart, Lung and Blood Institute around November 1. Beginning then, there will be a one month review period in effect before final release of the recommendations. The only apparent change from the current AHA and ARC Interim Statement on Obstructed Airway Management is the recommendation of four manual thrusts rather than eight, for reasons of technique effectiveness, rescuer effectiveness and ease of teaching. The AHA Emergency Cardiac Care Committee concurs with the recommendation and will be making appropriate changes in new materials produced to maintain consistency. Affiliates are requested to advise their CPR instructors of this change wherever the obstructed airway sequence is taught.

NATIONAL CENTER HOLDS RETREAT IN DALLAS

September 20-21, the National Center conducted its first staff retreat. Attended by field office members as well as National Center staff, the primary objective was to discuss implementation of the Association's long range plan.

A session on planning, conducted by James Tarter, Ph.D., associate professor of Organizational Behavior and Administration at Southern Methodist University, an update of United Way developments and reports by selected National Center divisions rounded out meeting activities.

The next retreat will be March 10-11, 1977, in Dallas.

ATTENTION AFFILIATES: NEWS ON PENSION AND WELFARE BENEFIT PLAN REPORTS

The Internal Revenue Service/Department of Labor Form of the series 5500 (5500-C) which comprises the reports with respect to Pension and Welfare benefit plans will come due no earlier than December 15, 1976. Because of the complex nature in which the form needs to be completed and when it must be filed, we are attempting to obtain specific instructions from the Internal Revenue Service and Department of Labor regarding filing requirements for the Association; however, there are certain categories of affiliates, chapters and divisions which are not specifically covered under these instructions.

When we have obtained this information from the IRS and Department of Labor, we will pass it on to you in time for you to meet the December 15 filing date.

If you have any questions, please contact Tim Mask at the National Center.

REGISTRATION FOR SCIENTIFIC SESSIONS NEARS 5,000

To date, 4,840 persons have registered for the 49th Annual Scientific Sessions this November in Miami Beach. In addition to the physicians' sessions, Scientific Sessions for Nurses, the 30th Annual Meeting of the Council on Arteriosclerosis, the meeting of the American Society for the Study of Arteriosclerosis and the 2nd National Conference on Thrombosis and Hemostasis also will be held.

In addition to the postgraduate courses and presentations at the scientific sessions activities, 42 scientific exhibits will be presented in the fields of pathology, radiology, cardiology, cardiovascular drugs and cardiovascular surgery. Each exhibit demonstrates the latest objective findings from research studies in those areas.

EMERGENCY CARDIAC CARE SECTION WELCOMES NEW CHIEF

Royce Britton has accepted the position of chief, section on Emergency Cardiac Care on the National Center Education and Community Programs Division staff. Joining the staff October 18, Britton will be staffing the Emergency Cardiac Care Committee and the ECC program, drawing on his program experience in working with affiliates, chapters, governmental organizations and other voluntary health agencies. Britton is a Heart veteran, most recently with the Pennsylvania Affiliate, and with the Colorado Heart association.

RADIO/TV/FILM SECTION MATERIALS RECAP

"Adventures of a Man in Search of a Heart," 27-307U, 16mm, 5 1/2m color, has been transferred to the Film Library, Association Sterling, 8615 Directors Row, Dallas 75247. The sale price for this item is \$20. The 35mm version of this film will continue to be available from the Film Library at a cost of \$81.50.

The following items are in plentiful supply and are available from the Distribution Section. Now would be a good time for Heart Associations to assess their needs and make some selections.

#	TITLE	COST	ED MAT MEMO DATE
16-307K/L	"Tin Woodman"	\$8/\$5	May 1974
16-310A/B	"A Promise Made"	\$8/\$5	July 1975
16-312A	"Hospital"	\$8	July 1975
16-313A/B	"Rig"	\$8/\$5	April 1976
16-314A/B	"Cuts"	\$8/\$5	April 1976
16-315A/B	"Body Language"	\$8/\$5	January 1976
16-316A/B	"Wheelchair"	\$8/\$5	January 1976
16-317A/B	"CPR"	\$8/\$5	July 1976
16-318A/B	"Numbers"	\$8/\$5	January 1976
16-319A/B	"Games"	\$8/\$5	January 1976
16-312A/B	"Food"	\$8/\$5	June 1976

WATS LINE AVAILABLE FOR DISTRIBUTION ORDER STATUS REQUESTS

Affiliates and chapters needing information on the status of their materials orders can get that information by calling the Distribution Section's special WATS line, 800-527-3308.

Heart Associations will be able to find out exactly what stage of processing their orders have reached, and when they can expect shipments to be made to them.

The caller must be prepared with information on the materials in question, such as order numbers, order dates and item descriptions. Order numbers can be found on the acknowledgement copy of the order.

The WATS line is only for order clarification -- it will not be used for ordering any items. The WATS number is a service of the Distributing Section to affiliates and chapters, and Heart Association cooperation in its efficient use is appreciated.

WISCONSIN HEART ANNOUNCES NAME CHANGE

The Wisconsin Heart Association announces its new name, American Heart Association, Wisconsin Affiliate, Inc. This change brings to 24 the number of Heart Associations adopting American Heart Association as part of their names.

PUBLIC POLICY AND GOVERNMENT AFFAIRS

The meeting of affiliate Public Policy liaisons in Miami November 17 has been lengthened to 10 a.m. - 12:30 p.m. Charles Plante, AHA legislative liaison, Washington, D.C., will speak on "The American Heart Association and the 95th Congress." Lynn Benton, affiliate legislative coordinator, will speak on affiliate coordination in Public Policy. In addition, representatives of four affiliates with on-going public policy involvement will speak on their programs. There will be ample time for discussion and questions.

The following is an excerpt from the September 30, 1976, Congressional Record, in which Rep. Charles Wilson commends American Heart Association support for financial disclosure.

WILSON PRAISES RESPONSIBLE CHARITIES' SUPPORT FOR FINANCIAL DISCLOSURE BILL

Hon. Charles H. Wilson of California
IN THE HOUSE OF REPRESENTATIVES
Tuesday, September 28, 1976

Mr. CHARLES H. WILSON of California, Mr. Speaker, I am proud to report that this Congress has seen very significant progress for legislation which would require that organizations soliciting charitable contributions from the public provide basic financial information about their operations, such as what percentage of funds will actually go to the charitable purpose.

This kind of disclosure is desperately needed, of course, to protect potential contributors against the charity rip-off artists who each year fleece well-meaning Americans out of millions of dollars.

Specifically, a bill which I have sponsored, H.R. 10922, was favorably reported by the House Post Office and Civil Service Committee this year by voice vote. This legislation would insure the people's right to know some very basic facts about the charitable organizations they contribute to. Although no further action is possible this year, it is clear that the future for this bill is bright and I intend to reintroduce it on the first day of the new Congress.

My primary interest in the 94th Congress has been to work with any organization or individual who offered positive recommendations with respect to the bill. Fortunately, a number of progressive charitable organizations cooperated with me, and various improvements to the bill resulted.

I would like to take this opportunity to publicly commend all of the organizations which were involved in perfecting H.R. 10922. Most notably I would like to single out several organizations for their leadership in endorsing the bill after amendments were agreed to.

These organizations, which along with their fine philanthropic work obviously place a very high priority on keeping the public trust, are the American Heart Association, the American Lung Association, the National Kidney Foundation, the Epilepsy Foundation of America, and the Arthritis Foundation.

At this time I would reiterate my intent to consider any reasonable recommendations concerning the charity disclosure legislation. All interested parties can be assured that their input on this important matter will be seriously considered.

NATIONAL CENTER PREPARING OCTOBER TREAT

Watch for AHA's bright new magazine coming at the end of October -- chock full of Heart information, discussion, news and entertainment. Our special treat for you! More information to come!!

AMERICAN HEART NEWS
7320 Greenville Avenue
Dallas, Texas 75231

WE'RE FIGHTING
FOR YOUR LIFE
American
Heart Association



PR 9810024
Robert Shank M.D.
Washington Univ.
St Louis Missouri 63110

American Heart News

Vol. III, No. XXXIII
September 29, 1976

STROKE SUBCOMMITTEE CONDUCTS HOSPITAL SURVEY

A survey of hospitals with more than 100 beds is being conducted by the Stroke Subcommittee of the American Heart Association in order to determine how many of these hospitals offer the services recommended in the public policy statement.

The public policy statement states: "The American Heart Association approves the concept of the stroke treatment area* staffed by specially trained nursing personnel as an effective and economic method of providing care for the acute stroke patient. Community hospitals are encouraged to develop such areas which may serve as a base of operations for the multi-disciplinary approach.

The survey will begin late this month. Responses are requested by October 10th.

*Not to be confused with Stroke Intensive Care Units requiring sophisticated and expensive equipment.

*PROCEDURE CLARIFIED FOR HANDLING INDIVIDUAL REQUESTS FOR MATERIALS

The Distribution Section of the National Center operates as a service function to the affiliates and their chapters and divisions. With the exception of certain professional items, the distribution of materials within each state area should be processed by the local affiliate and chapter or division.

Distribution receives numerous requests every day, both written and verbal, from individuals not connected with a specific Heart Association. It is the Distribution Section's practice to refer all written requests to the governing affiliate. On verbal requests, it has attempted to have the calling party contact the local Heart Association. In some cases, the Distribution Section has contacted the affiliate for direct authorization.

In respect to each Heart Association's preeminence, the Distribution Section will no longer accept phone requests for materials from non-Heart Association persons. Any request must be placed in writing; if sent to the National Center, it will then be forwarded to the governing affiliate for handling.

Affiliates and chapters should not refer anyone to the National Center for materials. Any requests for materials must be done through the local Heart Association.

*DISCONTINUED MATERIALS LIST ADDITION

Heart Associations should add the following to their list of discontinued materials:

"Guidelines for Cardiovascular Disease Content in Refresher for Registered Nurses"
(95-004A)

NEW PRICE CHANGES EFFECTIVE IMMEDIATELY

51-008A	Facts About Strokes	\$2.60 Hundred
51-008B	Datos Sobre Derrames Cerebrales (Facts About Strokes - Spanish)	3.00 Hundred
50-005A	Do It Yourself Again - Self-Help Devices for the Stroke Patient	33.00 Hundred
50-031B	Your 1000 Milligram Sodium Diet	26.00 Hundred
70-007E	Examinations of the Heart - Part 5 Electrocardiogram	35.20 Hundred
70-007F	Examinations of the Heart - Part 1 The Clinical History	23.00 Hundred
70-017E	Maximal Approach to the Dietary Treatment of the Hyperlipidemia Diet D - Extremely Low Fat Diet	105.00 Hundred

FLORIDA SPONSORS "FRESHENING YOUR HEART SIGNALS"

All Heart Association staff and volunteers are invited to the annual PR/PI Workshop sponsored by the Florida Affiliate and the University of South Florida Mass Communications Department, November 3-5 in Tampa.

Workshop topics are photography, writing and speechmaking (including answering controversy, public speaking to civic groups and radio/tv program speaking). Participants in the photography sessions will study good news photo composition and will develop and critique photos. Those in the writing classes learn what makes news, the fine points of good headlines, attention-getting news releases for print media and writing for radio and television. Also in these sessions will be individual writing and critiques.

There is no tuition for the workshop. More information is available from Louise Massimo, Associate Director, Public Information at the Florida Affiliate. In the interests of organization and time, inquiries and reservations should be made through affiliate services offices.

*Action Items for affiliates and chapters

OKLAHOMA, MAINE MAKE NAME CHANGES

American Heart News has belatedly learned that the Oklahoma Heart Association has changed its name to American Heart Association, Oklahoma Affiliate, Inc., as of May 1976.

Not so belatedly, Heart News announces the name change of the Maine Heart Association to American Heart Association, Maine Affiliate, Inc.

These changes bring to 23 the number of affiliates choosing to adopt AHA as part of their names.

PUBLIC POLICY AND GOVERNMENT AFFAIRS

by Dawn Bryan

Clean Air Act Amendments of 1976 (H.R. 10498)

Representative Gary Myers (R-PA) offered the following amendment which was accepted September 15: "In developing and implementing its research program and making its recommendations, the Task Force shall consider the impact of personal health habits including tobacco smoking on the relationship between environmental pollution and human cancer and heart and lung disease." The effect of this could be recommendations to ban smoking in all transportation moving in interstate commerce, control of use in all federal facilities, etc. The American Heart Association supported this amendment on September 15, 1976. The amendment passed the House on September 20.

Labor-H.E.W. 1977 Appropriations (H.R. 14232)

The bill (which calls for \$396.5 million for NHLBI) is just out of conference. The conferees have agreed to prohibit federal funding for abortions for low-income women except in cases where the life of the mother is clearly endangered. The report must be approved by the House and Senate and sent to the President by midnight, September 20, 1976 in order to avoid a pocket veto, thereby eliminating any opportunity for an override.

"The Conable Bill" (H.R. 13500)

The major provisions of H.R. 13500 (Conable) relative to influencing legislation by public charities have been incorporated into Section 2503 of H.R. 10612 (Tax Reform Act of 1976). The House Conference Report, which was filed September 13, 1976, will be on the floor September 16. It appears that a group of congressmen will raise "technical and clarifying" language amendments on the estate tax sections. This action could cause considerable delays and threaten final approval and transmittal to the President prior to October 1.

Public Policy staff will attend a seminar on "Public Accountability of Churches, Charities and Foundations" in Washington, D.C. on September 23. The program will include regulation of charitable solicitations by mail, Honorable Charles H. Wilson; the Mondale/Karth "Truth in Contributions Act"; Senate Finance Committee, minority counsel; as well as discussions of other current legislative developments which may influence the next session of Congress.

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group Members of the American Heart Association.

Perform a death-defying act.

Have regular medical check-ups.

American Heart Association



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7320 Greenville Avenue
Dallas, Texas 75231

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ROBERT SHANK MD
SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
4566 SCOTT AVE
ST LOUIS MISSOURI

63110

American Heart News

Vol. III, No. XXXI
September 15, 1976

AHA EN ESPANOL

An official Spanish translation of the Heart slogan has been chosen by the National Center after consultation with Spanish speaking volunteers.

"Luchamos por la vida de usted" is the Spanish version of the new slogan "We're Fighting For Your Life." Unlike many English-to-Spanish translations, "Luchamos por la vida de usted" goes directly to the point, does not confuse the audience and can be used in almost any context without losing its meaning.

"Luchamos por la vida de usted" will appear on all AHA's new Spanish language materials.

Despues de varias consultas con voluntarios de habla hispana, el centro nacional ha escogido su "slogan" oficial en espanol.

"Luchamos por la vida de usted" es la version espanola del "slogan" "We're Fighting For Your Life." Este "slogan" no es una traduccion literal del ingles al espanol; es una traduccion que va al punto, no confunde a la audiencia y se puede utilizar en casi cualquier texto sin que pierda el significado.

EL "slogan" "Luchamos por la vida de usted" aparecera de ahora en todos los materiales de la Asociacion del Corazon.

AHA LONG RANGE PLAN STATUS REPORT

Following is the status of some of the more significant activities related to the development of AHA's Long Range Plan:

- 1) A group of affiliate executive directors has agreed to serve on a volunteer/staff task force to develop guidelines for implementing the Fund Raising Section of the plan. This document is scheduled for completion late this winter and, if appropriate, will serve as a model for the development of guidelines for other sections of the plan.
- 2) A planning consultant from the Southern Methodist University (SMU) School of Business has been engaged to serve as an advisor to the National Center and to conduct a seminar during the National Office Staff Retreat September 20-21.
- 3) The Personnel Division is investigating how training in planning can be provided to affiliate personnel.

No changes in the plan will be made until after the Delegate Assembly meets in November. At that time, input received from affiliates, regional heart committees and the assembly will be consolidated and a revised draft prepared for presentation to the Board of Directors in January. This draft will include sections on community program, fund raising, public relations and research. In 1977, work will begin on additional sections. Further information concerning these developments is available through affiliate services offices from Sam Castranova, director of planning and evaluation, at the National Center.

"NOT FOR WOMEN ONLY" STATION LIST RELEASED

Five half-hour episodes on the heart will be shown in the following cities beginning with these dates as part of the "Not For Women Only" syndicated NBC television program. The segments contain information on risk reduction, rehabilitation, signals of a heart attack, myths about women and heart disease, by-pass surgery, CPR and cholesterol. For more information, see the September 1 issue of American Heart News. Heart Associations should contact local stations airing the segments, as the stations may wish to flash onscreen the local Association phone number during the programs.

September 20--	Atlanta, Georgia	Miami, Florida
	Baltimore, Maryland	Nashville, Tennessee
	Boston, Massachusetts	Oak Hill, West Virginia
	Buffalo, New York	Omaha, Nebraska
	Cincinnati, Ohio	Philadelphia, Pennsylvania
	Dallas, Texas	Pittsburgh, Pennsylvania
	Detroit, Michigan	St. Louis, Missouri
	Hartford, Connecticut	San Diego, California
	Huntington, West Virginia	San Francisco, California
	Indianapolis, Indiana	Seattle, Washington
	Las Vegas, Nevada	
October 4	-- Bangor, Maine	Memphis, Tennessee
	Charlotte, North Carolina	Milwaukee, Wisconsin
	Denver, Colorado	Norfolk, Virginia
	Grand Rapids, Michigan	Orlando, Florida
	Harpersburg, West Virginia	Reno, Nevada
	Harrisburg, Pennsylvania	Rochester, New York
	Houston, Texas	Sacramento, California
	Johnstown, Pennsylvania	Santa Barbara, California
	Kansas City, Missouri	Travis City, Michigan
	Lincoln, Nebraska	Utica, New York
	Louisville, Kentucky	
October 11	-- Chicago, Illinois	Los Angeles, California
	Cleveland, Ohio	New York, New York

PUBLIC POLICY AND GOVERNMENT AFFAIRS
by Dawn Bryan

FYI Heart Associations -- The following correspondence concerns AHA interests in H.R. 10922, covering financial disclosure requirements for charities soliciting funds from the public, and the Hart-Kennedy amendment #1945 to H.R. 10612, Tax Reform Act, covering a higher taxation level on cigarettes with a high tar and nicotine content.

* * * * *

August 4, 1976
American Heart Association

Let me take this opportunity to acknowledge your leadership in assisting us in the development of responsible financial disclosure requirements for charities soliciting funds from the public. As you know, many of your recommendations have been incorporated into H.R. 10922, as passed by the Committee.

(cont'd)

Obviously you share in my belief that, in the wake of recent fund raising scandals, the time has come for positive Congressional action to protect the public and responsible charitable organizations from fraudulent money-making schemes which drain off vitally-needed resources.

After careful thought I have made a firm decision to offer two amendments to the bill when it reaches the House floor in the near future.

First, I have decided that the effective date for the legislation should be moved back from one year to three years after enactment. By doing this we can insure that the United States Postal Service will have adequate time to carefully consider the issues involved in the development of necessary regulations, and make them as clear and concise as possible. Also, the additional time will provide charitable organizations with an opportunity to carefully integrate the disclosure requirements into their solicitation packages. Most importantly this time delay will allow responsible charitable organizations, as you have strongly urged, to embark immediately upon an information program to educate the public about the business of fund raising before the actual disclosure requirements would go into effect in three years.

Second, I have decided to offer an amendment to remove subsection (f), relating to disclosure for affiliates of national organizations, from the bill. I agree that two sets of disclosures could be confusing to the public, and could add unacceptable expense to compliance, particularly for large national organizations which centralize mailing efforts. I hope that internal regulation of affiliate activities will continue, and, if possible, be improved after implementation of the bill.

With these changes I trust that the last barriers to a formal endorsement for H.R. 10922 by the American Heart Association have been cleared. I look forward to your help in the upcoming weeks in proceeding through the legislative process with this important concept.

CHARLES H. WILSON, Chairman

TELEGRAM

August 9, 1976
Charles H. Wilson, Chairman
Subcommittee, Postal Facilities
Mail and Labor Management of the
Committee on Post Office and Civil Service

The American Heart Association is pleased to formally endorse H.R. 10922 with the two amendments which you plan to offer. Your compromise will result in a bill which will both educate and protect the American public as well as protect responsible charitable organizations. We appreciate your leadership in the initiation of this important legislation and enjoyed working with your staff in its development.

Sincerely,

John T. Shepherd, M.D., D.Sc.
President
American Heart Association

The following letter in support of the amendment (No. 1945) to H.R. 10612, Tax Reform Act, appeared in the Congressional Record:

Hon. Gary W. Hart,
U.S. Senator,
Washington, D.C.

Dear Senator Hart:

The American Heart Association, composed of 55 affiliates and 1,196 chapters and other units, strongly urges you to support the Hart-Kennedy Amendment to tax through the federal excise tax mechanism those cigarettes with high tar and nicotine content at higher levels than it taxes low tar and nicotine cigarettes.

Recent studies have indicated beyond doubt that cessation or limitation of cigarette smoking is of value in the effort to prevent diseases of the heart and blood vessels. In addition, it has been demonstrated that the association between smoking and risk of coronary heart disease is independent of other risk factors.

The nicotine in cigarette smoke is a likely cause of the significant increase in fatal myocardial infarction and sudden death from cardiovascular diseases in cigarette smokers. The higher the nicotine level, the greater the increase in myocardial demand. Nicotine also increase the tendency for blood clotting (thrombosis) involved in most heart attacks. These harmful effects can be induced when the nicotine is given by itself. Furthermore, Turner's study in "Lancet" (September 28th, 1974) indicated that when smokers were switched from cigarettes with a high tar and nicotine content to those with lower tar and nicotine content the level of harmful carboxyhemoglobin in the blood fell considerably. Since the harm in cigarettes is from the inhaled tar, nicotine, and carbon monoxide, a logical and effective way to reduce this harm is to reduce the content of these ingredients.

Therefore, in the interest of the health of the American people, we urge you to promote the use of low tar and nicotine cigarettes through the Hart-Kennedy Amendment to the Tax Reform Bill (H.R. 10612) currently under consideration by the U.S. Senate.

Sincerely yours,

John T. Shepherd, M.D., D.Sc.
President
American Heart Association

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ROBERT SHANK MD
SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
4566 SCOTT AVE
ST LOUIS MISSOURI 63110

American Heart News

Vol. III, No. XXX
September 8, 1976

HEART COOPERATES WITH FORD MOTOR COMPANY CPR TRAINING

Michigan Heart, AHA's Emergency Cardiac Care Committee and the National Center are assisting the Ford Motor Company in developing a film for Ford's CPR training program for its 25 corporate air fleet pilots and 12 flight attendants.

Slated for completion September 20, the film zeros in on airline emergency care problems, such as space considerations, pre-planning and equipment needs and air-to-ground emergency medical system communications needs.

After the Ford program is completed, copies of the film will be offered to other airlines and corporations for use in their life support programs. Need for improved EMS capability on airlines has been demonstrated with facts such as this: The ambulance company responsible for the Detroit airport reviewed its logged cases and found that 200 transports during a six month period from the airport were for some type of heart problem.

*CANCELLATION OF THE NATIONAL AFFILIATE CONFERENCE ON ECC AND CPR

The National Affiliate Conference on ECC and CPR, which was scheduled for September 30, October 1 and 2, 1976 has been canceled. The Cancellation was necessitated by the limited number of registrations received, precluding accomplishment of the objectives of the meeting. Registrations received by the September 1 deadline provided representation from only 19 of 55 affiliates. Additionally, limited physician registration would have precluded the desired input for revision of the instructor's manuals for basic and advanced cardiac life support. These documents will be sent to all affiliates so that key volunteers and staff can review the documents carefully and send back their comments. Other items for discussion will be taken up at the AHA annual meeting in November. Affiliates will be notified by their affiliate services office if any regional meetings are developed on ECC in the meantime.

*PAPERBACK COOKBOOK DISCOUNT AVAILABLE FROM BALLANTINE

Although the National Center will not warehouse the paperback version of the AHA Cookbook, affiliates can order the paperback from Ballantine Books, and will receive a discount, according to quantity. Original cost of the paperback version is \$2.25 each. The following discount schedule is in effect:

100+ copies -- 40%	500+ copies -- 50%
250+ copies -- 45%	1,000+ copies -- 55%

Affiliates should order directly from Ballantine Books, 201 East 50th Street, New York, N.Y. 10022. Ballantine will ship to and invoice each affiliate directly.

*Action Items for Affiliates and Chapters

HEART ASSOCIATIONS SHOULD BE WARY OF BELOW-MILLION-MARK DEATH STATS

Media in your area may have carried stories recently stating that in 1975, the estimated mortality in the United States from major cardiovascular diseases dipped below the one million mark for the first time since 1967.

This was reported in a news release from the National Heart, Lung and Blood Institute, that said estimated deaths from major cardiovascular diseases totaled 979,180 in 1975.

However, the under-one million figure does not include those deaths attributable to diseases of the veins or from congenital malformations of the heart and/or great vessels. Had these deaths been included -- as was the practice in former years in arriving at a total of deaths from all CV diseases -- the 1975 total would have been slightly over one million.

We call this to your attention merely to place the news reports in proper perspective. If the death rate from coronary heart disease continues to decline as it has in recent years, it is quite likely that for 1976 the total number of deaths for all CV diseases will be under one million.

NEW FACES, NEW CHANGES AT HEART

The new regional coordinator of the Upper Atlantic Region is Mrs. Joan Fallon, who joined the EASO staff September 7. Fallon formerly was executive director of the Dutchess County Chapter, New York State Affiliate.

In the Southern Region, Perry A. Snyder, director of the Bicentennial Commission of Mississippi, has accepted the position of executive director of the Mississippi Heart Association. As director of the Bicentennial program, Snyder traveled throughout the state setting up various local projects and administering a federal matching grant program.

Preston A. Englert, Jr., formerly executive director of the Tulsa Chapter, Oklahoma Affiliate, is now the associate director of the Nation's Capital Affiliate in Washington, D.C. At Oklahoma, Englert initiated the chapter's annual Heart Balls, events that have since become a major social activity in Tulsa.

HEART IN THE NEWS

Medical Tribune, October 6 issue, will feature AHA President-Elect Dr. Harriet P. Dustan in the "In Consultation" column. The article is entitled "Hypertension Emergencies."

RECIPE BOOKLET FOR FAT CONTROLLED, LOW CHOLESTEROL MEALS REVISED

AHA's booklet, "Recipes for Fat Controlled, Low Cholesterol Meals" (50-020A) has been discontinued. A revision under the same title (50-020B) is nearing completion. Back orders for the "A" booklet will automatically be filled with "B".

PUBLIC POLICY AND GOVERNMENT AFFAIRS
by Dawn Bryan

During the last month, Dr. Elliot Rapaport and the public policy staff had two meetings with the U.S. Department of Agriculture staff and, from the American Egg Board (AEB), its chairman, Research Committee chairman and executive vice president. The AEB is a newly formed organization mandated by P.L. 93-428. These meetings were called by the American Heart Association but arranged by the director of the Poultry Division of the U.S. Department of Agriculture. During these meetings, constructive dialogue was initiated. AHA was impressed with their willingness to share their views and to listen to ours. Our goals are to attempt to keep their advertising in line and to encourage them to spend a significant percentage of their monies for appropriate research. They pledged a responsible approach to the board's role in egg advertising and indicated that they would welcome constructive assistance in the development of their promotion. The Heart Association was asked to view some proposed 60- and 30-second television spots and to explore specific areas for directed research.

Although these preliminary meetings were necessarily general in nature, we have agreed to meet again. We may now have an opportunity to try to do something constructive with the egg producers relative to the effects of egg consumption on serum cholesterol level and the incidence of coronary heart disease.

The American Heart Association, as a member of the National High Blood Pressure Coordinating Committee, met on August 26 with Dr. Theodore Cooper, Assistant Secretary for Health, to discuss future federal hypertension legislation. Dr. Cooper was in favor of utilizing existing legislation and mechanisms including P.L. 93-641, Health Planning and Resources Development Act, Medicare/Medicaid, and the National Consumer Health Information and Health Promotion Act of 1976 (P.L. 94-317), for prevention, education and control. The Association's future involvement in hypertension legislation will be discussed by the Steering Committee on September 17, at which time the Committee will also consider renewal of the National Heart, Blood Vessel, Lung and Blood Act.

A meeting for affiliate legislative liaisons is scheduled for the Annual Meeting on Wednesday, November 17, at 10 a.m. to 12 noon in the French Room of the Fontainebleau Hotel, Miami. At this meeting you will meet Lynn Benton, who is joining the Public Policy staff as affiliate legislative coordinator. An attorney, she has also had experience in working with the United States Department of Agriculture, with city government, and she has taught school. It is expected that there will be at least one representative from each affiliate in attendance.

On September 15 the Association will testify before the House Subcommittee on Health and the Environment (Chairman Paul Rogers) concerning pending diabetes legislation -- particularly the establishment of a National Diabetes Advisory Board. The Subcommittee is no longer considering H.R. 1126 as a separate bill but has incorporated it with several changes into a larger bill (H.R. 15346) with three titles of which the Diabetes Advisory Board is Title II. The first Title is concerned with the establishment of an Arthritis Advisory Board while Title III establishes a Digestive Diseases Commission and Coordinating Committee.

AHA will host a one day presentation by Dr. Robert Levy, director of the National Heart, Lung and Blood Institute, on Thursday, December 9, 1976. The morning session will be a review of the Institute's current programs and a preview of its plans for fiscal year 1977. The afternoon will include a discussion of the fiscal year 1978 budget and the renewal of the National Heart, Blood Vessel, Lung and Blood Act. Some of the invited agencies are American College of Cardiology, American College of Chest Physicians, American Lung Association, American Society of Hematology, American Thoracic Society, Cystic Fibrosis Foundation, National Heart, Lung and Blood Institute, National Hemophilia Foundation and the National Kidney Foundation.

The Public Policy Discussion Panel to be held at the Annual Meeting is scheduled for Thursday, November 18. The panel will open with an overview of public policy by Dr. John T. Shepherd. The final report of the Ad Hoc Advisory Committee on American Heart Association Policy on Health Legislation will be given by Dr. Harriet P. Dustan. Topics at the "target emphasis tables" will include: (1) Prevention and Control of Hypertension; (2) Regulation of Charitable Solicitation; (3) Control of Cigarette Smoking; (4) Research Training; (5) Diet Modification in Cardiovascular Disease and Atherosclerosis; (6) National Health Planning and Resources Development Act (P.L. 93-641).

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Publications Editor
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American Heart News

Vol. III, No. XXIX
September 1, 1976

*1977 FUND RAISING CAMPAIGN RECEIVES AD COUNCIL APPROVAL

The Advertising Council, Inc., has approved the 1977 AHA fund raising campaign, and will include it in the January/February Public Service Advertising Bulletin, sent to all advertising media. Such approval is important to the Association, because many radio and television stations will not air Heart Association announcements without it. Since most media contribute space and time to Ad Council projects under various plans, all correspondence to media should include the following paragraph:

"Our current program is included in the Public Service Advertising bulletin of The Advertising Council, Inc. It is our clear understanding that the assistance we are requesting is not intended to displace any regular Council allocation of space or time, but is sought as an additional contribution over and above your normal schedule of participation in the public service advertising plans of the Council."

AFFILIATES, NATIONAL CENTER INVOLVED IN PARTNERS OF THE AMERICAS PROGRAM

Three AHA affiliates and the National Center are exploring a joint program with various districts in Colombia, South America, for the exchange of information and expertise related to fighting heart disease.

As part of the Partners of the Americas program, affiliates in Florida, Massachusetts and South Carolina have met with medical personnel and Partners representatives in Bogata, Medellin and Cali in Colombia.

Under the program, AHA's affiliates will try to help their assigned districts with medical development and public education in Colombia's identified prime problem areas of hypertension, coronary heart disease and rheumatic heart disease. AHA expects to gain valuable experience in dealing with heart health problems that can be used in other areas of the world. On the basis of a year's findings, AHA will determine whether to encourage other affiliates to participate in the Partners program.

Representing the Florida Affiliate are Dr. Robert Windom and Admiral Philip Ashler, from Massachusetts are Dr. Philip Herrick and Irl Lucas, from South Carolina are Dr. Grady Hendrix and Marvin Miller and from the National Center is Keith Thwaites, Associate Director, Medical Programs.

*Action Items for Affiliates and Chapters

COMMUNICATIONS DIVISION CONDUCTS TELEVISION PROGRAMMING SURVEY

The National Center Communications Division is contacting program directors of television stations in the top 25 TV markets throughout the country, as well as the national networks, for the purpose of developing appropriate television programs for children in connection with Community Programs activities.

Stations are being queried on their current children's programming practices concerning age markets, production practices and handling of public service announcements.

STATUS REPORT ON LONGEVITY RESEARCH INSTITUTE CLAIMS

Heart Associations undoubtedly have received or will receive inquiries concerning studies done by the Longevity Research Institute (LRI) and publicized in the July 27 and August 31 issues of the National Enquirer. These stories promised ". . .hardening of the arteries. . .reversed for the first time" and "How You Can Be 100% Safe From Heart Attack," as a result of LRI studies involving a special diet-exercise regimen.

Another pro-LRI feature will appear in the November Woman's Day. The author spent one month at the institute, and is convinced the diet-exercise regimen works. He has called on AHA to make its own assessment of the scientific worth of the LRI program and research techniques.

Consequently, the limited information the National Center has on the LRI has been sent to members of the Nutrition Committee for their recommendations in developing an Association position on LRI, to be reviewed by AHA's officers.

Heart Associations will be kept informed of further developments.

NEW "NOT FOR WOMEN ONLY" TO FEATURE FIVE-PART SERIES ON RISK FACTORS AND CPR

Producers of the new "Not For Women Only" television program starring Polly Bergen and Dr. Frank Field, NBC science editor, have completed five half-hour episodes on the heart for national release on or around October 20.

The programs contain information on risk reduction, rehabilitation, signals of a heart attack, myths about women and heart attack, by-pass surgery, CPR and cholesterol.

Featured on the programs are Drs. John T. Shepherd, AHA president, Nanette Wenger, Program Committee chairwoman; Herman Hellerstein; John Mueller; Michael DeBakey; and Christina L. Haas, a nurse and CPR instructor.

The demonstration of CPR will show the audience how easy it is to learn, and emphasize the importance of knowing CPR. Viewers will be told to contact their local American Heart Association. The show's producers plan to make arrangements in all cities where the program is aired to have the local Heart Association telephone number flashed on the screen.

Additional information as to times, dates, cities and stations will be forthcoming as soon as this is known.

HEART EXHIBIT PLANNED FOR DIETETIC ASSOCIATION MEETING

The American Heart Association will have an exhibit at the 59th annual meeting of the American Dietetic Association, October 12-14, 1976, at the John B. Hynes Auditorium, Boston, Massachusetts. Visitors to the exhibit will be given a list of Heart diet materials. The list states that single copies are free, but for information about quantity orders the local Heart Association must be consulted. Copies of this list will be included in the September 22 materials mailing.

SOUTH CAROLINA HEART PLANS SYMPOSIUM ON STRESS,
CORONARY DISEASE AND HYPERTENSION

A two-day symposium on "Emotional Stress, Coronary Disease and Hypertension," is scheduled for September 13-14 at the Carolina Inn in Columbia, South Carolina. Sponsored by the South Carolina Heart Association and the ZEMP Trust, and co-sponsored by the Council on Clinical Cardiology, the session will focus on the pathophysiology of emotional stress and its relationship to the development of coronary disease and high blood pressure. The symposium will feature an outstanding faculty of national scientists and clinicians with participation by several key Heart Association leaders. Registration will begin on Sunday, September 12 at 7 p.m. A \$50 fee is being charged AHA members, \$60 for non-members. The program is acceptable for 9.5 hours credit toward Category I of the AMA Physicians Recognition Award. Further information is available from the South Carolina Heart Association, P.O. Box 5937, Columbia 29250.

HYPERTENSION MEDICAL KNOWLEDGE SELF-ASSESSMENT PROGRAM PLANNED FOR 1977

The editorial board of Dialogue in Hypertension (produced in cooperation with AHA's Council on High Blood Pressure Research) and the National Board of Medical Examiners jointly announce a pioneering educational program to help physicians evaluate and update their knowledge of hypertension diagnosis and treatment. The program is being offered free to participating physicians through an educational grant from Smith Kline & French Laboratories.

Under development for more than a year, the national Hypertension Medical Knowledge Self-Assessment Program for Physicians is now being readied for release early in 1977. Forty hours of continuing medical education credit is being requested from several accrediting organizations.

The program will consist of seven major components: two assessments of hypertension knowledge, one year apart, developed by the National Board of Medical Examiners; a background syllabus adapted from material published in Dialogues in Hypertension; and a series of four audiotaped discussions by panels of experts on hypertension as to aspects of pathophysiology, diagnosis, management and treatment.

More information is available from Health Learning Systems, Inc.; P.O. Box 7929, Philadelphia, Pennsylvania 19101.

FURTHER INFORMATION ON NICSH YOUTH SMOKING CONTROL PROGRAMS

Project announcements and guidelines concerning the Youth Leadership Projects on Smoking Control Programs sponsored by the National Interagency Council on Smoking and Health will be sent to the National Center around September 15. Copies of these materials will be included in the September materials mailing on the 22nd. Heart Associations have been invited to submit proposals for smoking education programs involving youth. Selected proposals will be awarded funding up to \$10,000 and consultative advice. The deadline for receipt of project proposals is November 15; announcement of awards will be made December 15. See the August and July 21 issues of American Heart News for details available up to this time.

DISTRIBUTION PROCEDURE CHANGE

The National Center Distribution Section will no longer directly fill orders for Advanced Cardiac Life Support (ACLS) slides and text, as reported in the May 1976 ed mat memo, 70-034B, and the June 30 issue of American Heart News. All orders should be placed through Affiliate Heart Associations.

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Kim Whitham, Publications Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group Members of the American Heart Association.

Perform a death-defying act. Reduce if overweight.

American Heart Association



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American Heart News

Vol. III, No. XXVII
August 18, 1976

NATIONAL INFLUENZA IMMUNIZATION PROGRAM STATEMENT

The American Heart Association supports the United States Public Health Service, DHEW, Center for Disease Control recommendation to implement a mass influenza immunization program to combat the expected outbreak of A/New Jersey (swine) flu this fall.

The role of Heart Associations should be determined at the local level by each affiliate and chapter. This Division of Education and Community Programs encourages all individuals susceptible and facing high risk from the complications of influenza (e.g. individuals with valvular, especially mitral, heart disease, congenital heart disease, congestive heart failure, etc.) to be vaccinated against swine flu. Heart Association volunteers should be encouraged to participate if needed at the local level to assist with the implementation of the vaccination program. More information will follow in a news release for affiliate and chapter use.

FTC ORDERS HALT TO EGG INDUSTRY CLAIMS

"The Federal Trade Commission has by unanimous vote ordered National Commission on Egg Nutrition (NCEN), Park Ridge, Ill., to stop claiming in advertisements that 'there is no evidence that eating eggs, even in quantity, increases the risk of heart attacks or heart disease,' and to stop making related misleading claims," according to the August 6, 1976, issue of FTC news summary.

The publication also reported: "Other major provisions of the FTC's order include requirements that: claims that eating eggs does not increase the risk of heart attacks or heart disease must be accompanied by a clear disclosure that many medical experts believe that existing evidence indicates otherwise; and NCEN must disclose in close proximity to its name that it is an organization composed of egg producers and others in the egg industry." The FTC cease and desist order said the commission's statutory duty is "to ensure that commercial advertisements intended to convince the public of the safety of a product are not deceptive"

*AWRT TO AID HEART ASSOCIATION EFFORTS

The National Association of Women in Radio and Television (AWRT) has selected AHA as the group it will work with for the AWRT's 1977 public service project.

A "Heart information packet," consisting of the 1977 Heart Facts booklet, suggested interview topics, fillers and list of AHA affiliates and chapters, accompanied by a cover letter from the AWRT president will be sent to its 2,600 members sometime this fall.

Although the letter solicits full membership support of the AHA public service project, Heart Associations are urged to determine who their local AWRT women are, contact them and lend support as needed.

Notification of the exact date of the mailing to AWRT's members will be made in a future edition of American Heart News.

*UPDATE ON YOUTH PROJECTS ON SMOKING AND HEALTH FUNDING

Funding for the Youth Leadership Projects on Smoking Control Programs sponsored by the National Interagency Council on Smoking and Health (NICSH) has been determined at "up to \$10,000."

Heart Associations interested in the project have been invited to submit proposals for smoking education programs involving youth by November 15, 1976. Selected proposals will be awarded consultative assistance as well as financial support. AHA is a member of NICSH. See page four of the July 21 issue of American Heart News for more information.

PHYSICIANS GUIDE TO HYPERTENSION COMPLIANCE NOW AVAILABLE

The National Center has received a limited supply of a publication for physicians entitled, "Physician's Guide to Compliance in Hypertension," by Richard N. Podell, M.D., (#15-0004) produced by Merck, Sharp and Dohme. Single copies are available from the Distribution Section while the supply lasts. Additional requests should be forwarded to Gilbert Hodges; Merck, Sharp and Dohme; Division of Merck and Company; West Point, Pennsylvania 19486. There is no charge for this booklet.

*LIMITED SUPPLY OF HIGH BLOOD PRESSURE ITEMS AVAILABLE

The National Center has received a limited supply of the following publications from the National Heart, Lung and Blood Institute that are available from the Distribution Section: 1) "Don't Take Chances with High Blood Pressure" (#15-0003) for use in programs in Black population areas, 2) "Medical Basis for Comprehensive Community Hypertension Control Programs" (#15-0002) and 3) "Automated Blood Pressure Measuring Devices for Mass Screening" (#15-0001). These publications have been made available by the National High Blood Pressure Education Program.

*AFFILIATE CHECK ON FREE SUPREMES RECORDING

From the Radio/TV/Film Section: If any affiliate did not receive its free supply of the Supremes' "I'm Gonna Let My Heart Do the Walking" recording (see August 2 ed. mat. memo), contact the appropriate affiliate services office. ASOs are asked to forward this information to Ginny Tannebring at the National Center.

NEW MATERIAL INCLUDED IN REVISED CPR BOOKLET

Revised copies of the popular CPR booklet, #70-023A, have been updated to include the "signals and actions" message on page one. Also, on page six, the section on choking has been changed consistent with the current AHA interim Statement on Management of the Obstructed Airway.

NEW FACE AT THE NATIONAL CENTER

Dave Haggard has come on board the National Center's Business Administration Division staff, as accounting systems consultant. Haggard will be assisting Frank Antonelli, accounting systems manager, with consulting work in the field. He is a graduate of Texas Tech University, and spent the last five years as senior financial analyst with Dallas' Republic National Bank.

*Action Items for Affiliates and Chapters

NOTICE OF "ROMPER ROOM" STATIONS PLANNING TO AIR HEART FILM

"A Man in Search of His Heart," AHA's five-minute film featuring the Tin Woodman, will be aired on the following stations as part of syndicated children's show, "Romper Room," September 9:

- KCOP -- Hollywood, California
- KTVU -- Oakland, California
- KKTV -- Colorado Spring, Colorado
- WCTV -- Tallahassee, Florida
- WFLA -- Tampa, Florida
- WTOG -- Savannah, Georgia
- WQAD -- Moline, Illinois
- WTVW -- Evansville, Indiana
- KAKE -- Wichita, Kansas
- WPSD -- Paducaha, Kentucky
- WJTV -- Jackson, Mississippi
- KOLN -- Lincoln, Nebraska
- WOR -- New York, New York
- WDHO -- Toledo, Ohio
- KSL -- Salt Lake City, Utah
- KHQ -- Spokane, Washington
- WSAU -- Wausau, Wisconsin

For more information on the "Romper Room" Heart show, see page two of the August 11 American Heart News.

PLUG "WE'RE FIGHTING FOR YOUR LIFE" WITH NEW SLUG

A new "We're Fighting For Your Life" ad plate ("slug") for Pitney Bowes postage meter machines has been developed by the National Center and is now available for order by affiliates.

The cost of the ad plates, which imprint on envelopes or metered tapes, will depend on the number of orders received by September 17. The price will be from \$16-20 per plate. To order, the following information is needed:

NAME: _____ AFFILIATE: _____

ADDRESS: _____

MACHINE MODEL NO.: _____

NO. AD PLATES ORDERED: _____

(See back for sample slug)

**WERE FIGHTING
FOR YOUR LIFE**
American
Heart Association



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American Heart News

Vol. III, No. XXIII
July 21, 1976

EXECUTIVE COMMITTEE APPROVES "PUT YOUR HEART INTO SPORTS" MONTH FOR APRIL 1977

In unanimous action by American Heart Association's Executive Committee on July 17, AHA will once again participate with the National Sporting Goods Association in the "Put Your Heart Into Sports" Month promotion next April.

Bob Killian, Communications Division director, will spearhead the Association's joint promotion with NSGA and its sporting goods retailer members, represented in the promotion by the Daniel Edelman public relations agency in Chicago.

"The 1976 promotion was a pilot program," Killian reported to the Executive Committee, "and enjoyed considerable success. But we are starting in August this year to plan an expanded campaign -- complete with national sports stars, more joint events and promotions by affiliates, chapters and NSGA retailer members in their areas, and more national educational programs on proper exercise." Killian added that he hoped to move the joint venture out of "what Americans can't do for fear of over-exerting themselves" into a program of enjoying good health through exercise and sports activities. "We also want to encourage NSGA's thousands of members' retail outlets to help AHA promote sports/exercise activities for a healthier America."

CLARIFICATION OF DISCONTINUED ITEMS LIST

Many questions have been coming to the National Center pertaining to the discontinued items list distributed in the June materials mailing. Items on the list definitely have been discontinued from stock, but this does not mean they will not appear again in a revised form.

The major reason for discontinuing most of the items listed is because they were outdated, or because there simply was not a great enough turnover to warrant warehousing and distribution costs.

Many popular materials, such as "Your Heart Has Nine Lives" (50030A), need revision, and the authors or the appropriate committees did not want to continue printing until revisions are made.

In the case of other materials, particularly "Emphysema -- The Facts" (51006A), these items are produced by other agencies, as noted on the list, and they are available from those agencies. It is no longer feasible for the National Center to warehouse them.

MEETINGS GALORE AT NATIONAL CENTER

For the first six months of 1976, 3,449 persons have attended 144 meetings at the National Center. The Dallas facilities feature a 200-seat Auditorium, fully equipped with audio/visual and projection equipment, and six other meeting rooms with capacities for groups of between six and 25 people. If the successful meeting trend continues, a substantial chunk of the \$860,000 per year spent for Association meetings in the past can be funneled into other worthwhile Heart programs.

LOUIS B. RUSSELL MEMORIAL AWARD TO HONOR MINORITY INVOLVEMENT

Recognizing the outstanding volunteer efforts of Louis B. Russell, Jr., the 34th and longest-surviving heart transplant recipient, the AHA Board of Directors has approved a new award to commemorate the outstanding example, courage and contribution Russell made, and to honor those who work toward minimizing the ravages of heart disease within minority and poverty areas.

The award will be given to any individual of any nationality, either in a medical or non-medical field. The recipient need not be a member of a minority group, but must be an individual involved in minority activities. The recipient should be a member of the Heart Association, and should be a volunteer in keeping with the spirit of the example set by Louis B. Russell; have spent enough time as a Heart Association member to accomplish the tasks for which he/she is nominated; and, be a community leader who supports the goals and objectives of the Heart Association.

Nominations for the award, which will be presented in February 1977, should be addressed by Heart Associations to: Louis B. Russell Memorial Award Committee, c/o American Heart Association National Center, 7320 Greenville Avenue, Dallas, Texas 75231. Deadline of receipt of nominations is October 15, 1976.

A bronze sculpture, commissioned to Denver sculptor Edward J. Dwight, Jr., will be placed on permanent display in the lobby of the National Center. Award recipients will receive bronze miniatures of the work.

Russell lived with a transplanted heart from 1968 until his death in 1974. He considered his last six years a gift, and lived as full a life as he could. He served five years on the Board of Directors of the Indiana Affiliate, living in Indianapolis as an industrial arts teacher. For three of these years, he was the affiliate's Heart Fund chairman. Traveling thousands of miles for the Heart cause, Russell once estimated that appearances and speeches to Heart Associations and other groups averaged between five and 15 a week.

RED CROSS CHANGES MAY AFFECT AFFILIATE CPR PROGRAMS

The National American Red Cross is undergoing some organizational changes. As of October 1, 1976, program consultation from its four area offices will be centralized at its Washington, D.C., headquarters and will no longer be available as it has been. This change will have some impact on affiliate relationships with the Red Cross with regard to CPR programs. If questions arise, it would be best to channel them through the AHA affiliate services offices, and, if necessary, they can be forwarded to the Red Cross national headquarters.

NO PLANS FOR PAPERBACK COOKBOOK DISTRIBUTION

Although a paperback edition of the American Heart Association Cookbook has been published, there are no plans for National Center distribution. The paperback retail price is \$2.95 (comparable to the distribution price for the hardcover cookbook), and AHA has been given no special reduced price that would make it worthwhile to begin distributing the paperback.

FOURTH NATIONAL SCIENCE WRITERS FORUM ANNOUNCED

The American Heart Association's Fourth Science Writers Forum has been scheduled for January 16-19, 1977, in San Antonio. La Mansion Hotel is the site of the symposium, expected to attract the top science/medical journalists of the United States, with up to 20 leading scientists in cardiovascular research as speakers.

We hope all national news media will be represented at the Science Writers Forum, and that science/medical writers and editors of daily newspapers in all cities throughout America also will attend. Affiliate public relations directors will be asked to encourage reporters from their states to be part of this national conference on newsworthy science in the cardiology field.

Informational notices soon will be distributed to Heart Associations that will aid local public relations staffs in promoting next January's event. Invitations will be sent from Dallas from a list prepared from Heart Associations' recommendations.

La Mansion Hotel, an historic landmark along San Antonio's famed river in the heart of the city, is rolling out a warm Texas hospitality carpet for the Forum. Some of San Antonio's attractions for Forum attendees are the Alamo (only two blocks from the La Mansion), symbol of Texas' 1836 fight for independence, other missions and museums, restaurants and shops along the river, and golf and tennis.

John Shepherd, M.D., D.Sc., president of the Association, will chair the three-day science symposium. Howard L. Lewis, chief, Science Information for AHA, is arranging Forum speakers and news media services.

NEW CHANGES, NEW FACES

Several old Heart friends have accepted new positions in the organization, and American Heart News would like to extend them a warm old welcome and some new good luck.

Lucile Little, formerly executive director for the Mississippi Heart Association, is now the regional coordinator for the Southern Region.

Also at SASO, Janet Mason has taken over as the new administrative assistant. She formerly was with U.S. Steel, and has a psychology degree from the University of Wisconsin.

Hal Sorensen is the new executive director for the New Mexico Heart Association, effective August 16. Sorensen has been the regional coordinator for the Northwest-Rocky Mountain Region for the past three years.

Up north in pipeline and caribou country, George Baltes is the new executive director for the Alaska Heart Association, beginning sometime in August. Baltes comes to Alaska from the Wisconsin Heart Association, where he was field services coordinator for the past three-and-a-half years.

The Frederick Carroll County Maryland Chapter of AHA welcomes Dixie Schaefer as executive director. Associated with Heart since 1969, Schaefer most recently was associate director of the Carroll County Heart Association, a branch of the Frederick County Heart Association.

NEW PRICE FOR STROKE BOOKLET

"Facts About Strokes" (51-008-A) has a new price of \$2.60 per 100 copies. The change is effective immediately.

NEW CLOTH PATCH READY FOR DISTRIBUTION

A new item has been added to the list of AHA materials -- the AHA cloth patch with the heart and torch encircled by the "American Heart Association."

This new item (37-0602) is being distributed at a cost of \$3.50 per package of 10.

*ADVANCED NOTICE REGARDING AVAILABILITY OF FUNDS FOR YOUTH PROJECTS ON SMOKING AND HEALTH

The National Interagency Council on Smoking and Health soon will be announcing the availability of funds for Youth Leadership Projects on Smoking Control Programs.

The purpose is to stimulate greater involvement of adolescent youth in smoking education. The goal is to discourage young people from starting to smoke and to encourage those who have started to quit. Selective proposals will receive consultative assistance and appropriate financial support in the \$5,000 to \$20,000 range. Special consideration will be given to projects which are innovative, dynamic and show sensitivity to the needs, life-styles and feelings of the 12-18 year old adolescent.

Youth must be involved in the planning and execution of the project. The impact of the project also should be assessed in the project outline. Proposals are not to exceed 10 double-spaced pages and should include a list of participating agencies, organizations and/or individuals. The deadline date for receipt of the applications will be November 15, 1976.

Interested Heart Associations should start planning now. It is expected that the National Interagency Council on Smoking and Health will be sending out official notices in the next three to four weeks.

*UPDATE ON CAMPAIGN MATERIALS PRODUCTION

Heart Associations should not plan to order the 1977 "Survival Kit" or "Heart Facts" before September. If these materials are ready sooner, you will be notified.

*Action Items for Affiliates and Chapters

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4566 SCOTT AVE
ST LOUIS MISSOURI 63110

American Heart News

Vol. III, No. XXI
June 30, 1976

*LOCAL COVERAGE NEEDED OF SCIENTIFIC SESSIONS

Now is a good time for Heart Associations to encourage local science writers to cover the 49th Annual Scientific Sessions in Miami Beach this November. The National Center Public Relations and Information Section will be happy to make room reservations for writers if you let the PR Section know when they plan to arrive and how long they will stay.

Media response to a recent promotional mailing by the PR Section has been encouraging -- even at this early date, a dozen writers from across the country have asked us to make room reservations for them in Miami Beach. Many others who are uncertain or who are unable to attend have asked for a press kit so they will be able to write about new developments in the cardiovascular area even if they cannot go to Florida. Some leading national publications signed up for coverage include the Journal of the American Medical Association, Modern Medicine, Medical Tribune, Drug Therapy and, among newspapers with syndicate outlets, the New York News.

*NEW MODERN CONCEPTS SLATED FOR RELEASE

A new Modern Concepts reprint, "Evaluation and Therapy of Hypertension," is replacing the July, 1973, Modern Concepts reprint entitled "Drugs Used in the Treatment of Hypertension" (72-008-A). It will be at least two months before the new reprint is ready, however, so those already on hand should be used until the supply is depleted.

*HBP REPORT FORM DUE

Heart Associations should complete and return the National High Blood Pressure Month report form from the Handbook of National High Blood Pressure Month to the affiliate services offices as soon as possible. Information supplied on the forms will be used to prepare a national report on HBP Month, 1976, and to improve future HBP months.

*NATIONAL CONFERENCE ON EMOTIONAL STRESS AND HEART DISEASE REPORT DISTRIBUTED

Copies of the report of the National Conference on Emotional Stress and Heart Disease, held last October in Myrtle Beach, South Carolina, have been sent to all affiliate executive directors.

The report includes the introductory address on exercise and stress, symposium texts presented and an appendix of workshop reports. Conference proceedings were published as a supplement to The Journal of the South Carolina Medical Association.

The conference was sponsored by the American Heart Association, the South Carolina Heart Association, the National Heart and Lung Institute, the Medical University of South Carolina and the Zemp Trust. Four major concerns were the definition, assessment and measurement of emotional stress; intervention in emotional stress; emotional stress and hypertension; and emotional stress and coronary heart disease.

Copies of the report are available at \$4 each from the South Carolina Heart Association, P. O. Box 5937, Columbia, South Carolina 29250. Checks should be made payable to the SCHA.

*Action Items for Affiliates and Chapters

*BE THE FIRST KID ON YOUR BLOCK TO GET A HEART T-SHIRT

Heart Associations now can order American Heart Association T-shirts with the '77 campaign slogan, "We're Fighting For Your Life," emblazoned on the front -- terrific attention getters for staff and volunteers at Heart events, and great eye-catchers at shopping centers, sporting events and anywhere else T-shirts are worn.

AHA T-shirts are \$2.70 each and come in S(34-36), M(38-40), L(42-44) and XL(44-46). The slogan and "American Heart Association" are printed in bright blue, with a red and blue heart and torch set off with a sun-yellow flame. They must be ordered in multiples of 12 -- there are 12 T-shirts to a box -- and sizes cannot be mixed in the boxes. Orders should be received at the National Center by August 1, 1976; allow 4-5 weeks for delivery. Drop shipment will be made directly from the factory, and affiliates and chapters will be billed from the manufacturer.

The National Center will not keep T-shirts in stock. When a sufficient number of orders has been received, arrangements will be made with the manufacturer for production and shipping. Orders should be directed to the National Center, Attn: Joe Dowling. Please feel free to call Dowling (214/750-5536) if there are any questions or problems.

NEW NAME FOR KANSAS HEART

Number 20 in the list of Heart Associations voting to change their names to incorporate AHA is Kansas Heart. Its new name is American Heart Association, Kansas Affiliate, Inc. Other Heart Associations should make a note of this change.

LOOK FOR CPR, HBP ARTICLES COMING UP IN NATIONAL MAGAZINES

Heart Associations should prepare for a possible barrage of calls as a result of two articles slated for publication in two national family magazines.

Family Circle, in its October issue, plans an article on CPR focusing on the single rescuer unwitnessed sequence in which AHA is prominently mentioned. Readers are advised to contact their local Heart Association for more information on CPR. AHA provided technical assistance for the article through the use of diagrams from CPR workbooks; and Dr. Malcolm Parker, chairman of the Emergency Cardiac Care Committee, provided consultation and advice to the authors. Family Circle has a circulation of approximately 20 million.

Reader's Digest, in its August issue, will carry an article on high blood pressure. The article advises readers to contact their local Heart Association for information and printed material. Reader's Digest publishes in 13 languages, Braille and large type, with a circulation of 18 million per month in the United States and 30 million worldwide.

ADVANCED CARDIAC LIFE SUPPORT MATERIALS NOW AVAILABLE

The Emergency Cardiac Care Committee has lifted the restriction on the distribution of Advanced Cardiac Life Support (ACLS) slides and text. Anyone now can purchase these ACLS materials, either through their affiliate or through the AHA Distribution Section. The availability of these materials is expected to be especially beneficial to medical schools, hospitals and allied health organizations that have requested ACLS materials in the past to use in their training programs.

The materials voted non-restricted are: CPR Advanced Cardiac Life Support Text (70-034B) and CPR Advanced Cardiac Life Support Slides (70-034C).

AHA certification of ACLS courses will remain the same, available only from instructors who have completed a course in accordance with AHA guidelines.

FLORIDA HEART SPONSORS PR/PI WORKSHOP

Florida Heart is offering a shirtsleeve PR/PI workshop complete with writing and photography assignments and critiques to all Heart Association staff and volunteers. The workshop is co-sponsored by the University of South Florida, whose faculty members will critique the assignments in three areas: print and broadcast media and photography. The workshop is planned for November 3-5 in Tampa.

Registration is free, and Florida's workshop appropriation includes two lunches. Participants will pick up the tab for hotel, travel and unplanned meals. The workshop begins Wednesday, November 3, at 1 p.m. and runs through Friday, November 5, until 4:30 p.m.

More information is available from Louise Massimo, Associate Director, Public Information, Florida Heart Association, P. O. Box 10100, St. Petersburg, Florida 33733.

PUBLIC POLICY AND GOVERNMENT AFFAIRS by Dawn Bryan

The American Heart Association has been informed that the final rules concerning state allotments for hypertension programs will be out within the next few weeks. It appears that there will be no changes in the rules as they appeared in their proposed form (Federal Register Vol. 41, No. 84, Thursday, April 29, 1976).

- THIS WEEK:
- The Senate passed and cleared for the House S. 2548, authorizing funds through fiscal year 1977 for federal assistance for emergency medical service systems.
 - The Senate Labor and Public Welfare Committee, Health Subcommittee, began hearings on the subject of "Basic Issues in Biomedical and Behavioral Research" with testimony from members of the President's Biomedical Research Panel and others. Chairman Edward Kennedy wants to see the fruits of research translated more visibly into health services. Kennedy said his subcommittee intends to report needed changes in legislative authorities for the National Institutes of Health before the May 15, 1977, deadline established by the Budget Control Act. The American Heart Association will be closely following and reporting on these hearings.
 - The senate confirmed the nomination of Robert E. Fulton of Massachusetts to be Administrator of the Social and Rehabilitation Service.

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Eat less saturated fat.**

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ST LOUIS MISSOURI 63110

American Heart News

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June 9, 1976

NATIONAL BOARD OF DIRECTORS APPROVES STANDARDS FOR AFFILIATES

At its June 4-5 meeting in Dallas, the national Board of Directors approved new Standards for Affiliates of the American Heart Association proposed by the Task Force on Affiliate Standards.

The proposal was submitted by Eldon E. Ellis, M.D., task force chairman.

The entire new Standards will be mailed to all affiliate offices in the materials mailing, along with official minutes of the board meeting.

NATIONAL CENTER PROVIDES MEETING PLACE FOR MANY HUNDREDS

Approximately 2,900 people have participated in about 150 meetings held at the National Center from December 1975 through May 1976.

The figures represent a variety of meetings, from film screenings and campaign presentations to advance life support courses and medical seminars. Meetings were attended by a variety of people also, including Heart Association staff from the National Center, affiliates and chapters, Heart volunteers, professional people and business representatives involved with Heart on certain projects.

If these meetings were held in New York, most would have required expensive meeting rooms in hotels. Thus, impressive cost savings have already been realized due to the new National Center conference facilities.

NATIONAL PUBLIC RELATIONS OPERATION IN NEW YORK RESTRUCTURED

James D. Lowe, formerly Public Relations Director (1973-75) for the Association and most recently Public Relations Counsel, has resigned his position effective July to pursue other endeavors. Officers of the Association have benefited substantially from his expert counsel and liaison with the Public Relations/Public Information Working Group. AHA officers, on behalf of the Association, express sincere appreciation to Jim for his valued contributions, and wish him continued success in the future.

Bob E. Killian, Communications Division Director, will assume the public relations counsel responsibilities. He will serve officers of the national organization on all public relations policy matters and will search for opportunities to expand American Heart's national visibility. Killian also will serve as National Center staff liaison with the Association's Public Relations/Public Information Working Group, chaired by Ira Lavin of Phoenix, Arizona.

Al Salerno, Chief, Public Relations and Information Section, will be primary contact with New York-based national news media -- print and network broadcast (TV/radio) -- from his Dallas office.

Gil Braun, for many years a valued member of the New York operation, will continue to office in New York and will serve as East Coast Special Representative to the Communications Division. He will report directly to Killian. Braun's responsibilities will include East Coast celebrity and network entertainment contact/coordination, broadcast production, special events arrangements and management of the broadcast center at annual scientific sessions. Braun will office in the Eastern Affiliate Services Office in New York.

COMMUNICATIONS DIVISION ABSORBS CELEBRITY CONTACT RESPONSIBILITY

Effective immediately, the Communications Division in Dallas has absorbed the national celebrity contact function for the American Heart Association. Gil Braun, now East Coast Special Representative for the Communications Division, will be primary celebrity contact for the American Heart Association along the Eastern seaboard. Ms. Vicki Risk, a member of the Greater Los Angeles Affiliate's public relations staff, will continue to represent AHA in West Coast celebrity contact activities. Both Braun and Ms. Risk will report to Bob Killian, Communications Division Director, on all celebrity contact work for the Association.

While their functions primarily will focus on celebrity utilization for the national organization, Braun and Ms. Risk may be able to arrange for celebrity activities for affiliates and chapters.

Any affiliate or chapter wanting assistance in arranging celebrity participation should channel the request through their representative affiliate and/or regional coordinator to Richard Root, Chief, Affiliate Services and Communications Section at the National Center. Root will then forward suitable requests to the two celebrity contact representatives.

Celebrity request forms soon will be issued to each affiliate, these to accompany requests for National Center assistance. A copy of each request will be sent to affiliate/regional coordinators.

1975 REPRINT AVAILABLE OF A HANDBOOK OF HEART TERMS

Heart Associations now can obtain copies of the 1975 reprint of the National Heart and Lung Institute's A Handbook of Heart Terms from the Institute.

Heart Terms is an illustrated glossary in non-technical language, available at 90 cents per copy. Orders of up to 50 copies should be sent to the Public Inquiries and Reports Branch; National Heart and Lung Institute; Bethesda, Maryland 20014. For orders over 50 copies, write to the Superintendent of Documents; Government Printing Office; Washington, D.C. 20402. Order requests should include the Department of Health, Education and Welfare publication number of the booklet - - (NIH) 76-131.

KUDOS FOR NATIONAL CENTER STAFFERS

For Curtis Nelson, Ph.D., AHA's Director of Scientific Affairs: The California Lutheran College Alumni Board of Directors passed unanimously a resolution honoring Dr. Nelson for distinguished service and for his "significant contributions to the life and growth of California Lutheran College." Dr. Nelson formerly was professor and chairman of the Biological Sciences Department of California Lutheran College.

For James E. Cusenza, Educational Materials Coordinator, Communications Division: Cusenza presented a case study on a bi-lingual multi-media campaign in coronary risk reduction to the California Commission on Alcoholism for the Spanish Speaking directors/assistants training session on May 12. The basis for the presentation was a Three Community Study of the Stanford Heart Disease Prevention Program, which involved risk reduction education to accomplish recommended behavior changes, specifically dietary modifications, weight control and cutting down or quitting the smoking habit. Cusenza was the media coordinator for the Three Community Study.

64 BLAKESLEE ENTRIES RECEIVED

Sixty-four entries were received in AHA's 1976 Howard W. Blakeslee Awards competition. The screening committee now is preparing the entries for final judging by a "blue ribbon" panel of science/journalism experts. Awards will be presented at November's Delegate Assembly in Miami.

The National Center received 29 entries in the newspaper category, 11 in the radio category, 17 television entries, four magazine entries and three book nominations.

*NATIONAL MEDIA CONTACTS OF INTEREST TO HEART ASSOCIATIONS

The National Center has been working with the national media recently in connection with articles about high blood pressure, heart attack and smoking. Heart Associations should be alert for the publication of these articles, since there may be questions from the local public and/or media.

Reader's Digest is planning an article, reviewed by AHA's medical staff, on how a physician diagnoses high blood pressure. Readers will be told that they can write their local Heart Association, enclosing a stamped envelope, for information on high blood pressure. The magazine has promised to let us know when the article is scheduled for publication. This advance alert is sent because of the magazine's large circulation and the possibly heavy volume of requests that may result.

AHA has been working with a writer for the Wall Street Journal who has been assigned to a project covering heart disease and heart attack in women.

Moneysworth magazine is researching an article on cigarette smoking - - specifically whether filter tips might be more harmful in relation to coronary heart disease than plain cigarettes, because more carbon monoxide is inhaled through the filters. This theory was suggested in a recent article in Lancet, a British medical journal. AHA has been asked to assist in tracking down any studies in this country along those lines.

*AHA TO PROVIDE NETWORKS WITH SUMMER EDUCATIONAL SERIES

The national broadcast networks, NBC, ABC, and CBS, have agreed to air a summer educational series on nutrition for the American Heart Association.

The public service series includes radio tapes featuring Victor Borge, Max Morath and Van McCoy (who wrote the song "Hustle") in 60-, 30-, 20- and 10-second spots. Also in the series are two television spots, "Here Comes Ed" and "Food," in both 60- and 30-second versions. The "Food" spot features the AHA booklet "Save Food \$\$ and Help Your Heart," #50-032A. Affiliates and chapters should anticipate increased demand for this item.

*MORE TIME AVAILABLE TO AFFILIATES FOR FILING ERISA EBS-1

The U.S. Department of Labor will accept ERISA Forms EBS-1 as late as July 30, 1976, (USDL 76-724, 4/23/76), "if matters reasonably beyond your control cause unavoidable delay." According to the Labor Department, delays in getting the EBS-1 distributed may have made it impossible for plan administrators to meet the May 30 deadline. The May deadline remained unchanged for furnishing the alternative ERISA notice to plan participants if affiliates expect to defer distribution of their summary plan description.

***NEW FACES IN HEART**

A new feature in American Heart News, to appear about once a month, is the "New Faces" section. The section will focus on announcements of new people aboard the Association, or old friends in new positions. In the interest of space, announcements will include only news of changes of chapter and affiliate executive directors and national staff.

Heart Associations are encouraged to contribute items for the "New Faces" section, to come to the Heart News office through affiliate and affiliate services offices.

This month's announcement is a welcome to Timothy D. Schilling, new Executive Director of AHA, Southwestern Chapter-Ohio Affiliate. He was graduated with a B.A. in marketing from the University of Notre Dame, and he has a M.B.A. in accounting from Xavier University in Cincinnati. Prior to joining the Heart Association, Schilling was the business manager of Good Samaritan Hospital in Cincinnati. He is married and has three children.

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Kim Whitham, Editor
Affiliate Services and Communications
Communications Division

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American Heart News

Vol. III, No. XVI
June 2, 1976

"WALKING MAN" CONTEST WINNER RECALLS FIRST AHA FUND RAISING EVENT

In 1948, over \$1.5 million was collected for the American Heart Association in its first fund raising event. The money enabled the Association to become a national voluntary health agency from a professional physician-only organization.

The money was raised through a special radio benefit called "The Walking Man" contest.

It was sponsored by the nationally popular radio show "Truth or Consequences," hosted by Ralph Edwards. Listeners were invited to send donations and 25-words-or-less letters on why the public should support the Heart Association.

The winner of that contest, Mrs. Florence Hubbard, now 98 years old, lives in Dallas, Texas. Her story will be the subject of a feature in the coming Membership Edition of American Heart News.

AFL-CIO PRESENTS AWARD TO AHA

The AFL-CIO Department of Community Services has awarded AHA a certificate of appreciation "for distinguished service in implementing 'the human contract' for the benefit of all."

The presentation was made May 18 in Washington, D.C., at the 18th National AFL-CIO Conference on Community Services. Executive Vice President William W. Moore accepted the award for the Association.

The certificate was given as part of a tribute to the agencies the AFL-CIO works with in fulfilling "the human contract" -- meeting the personal and family needs of union workers beyond the plant gates.

*DISTRIBUTION SECTION TAKING FREIGHT SERVICE SURVEY

Enclosed with materials shipped during June, affiliates and chapters will receive a freight service survey card. The survey is being conducted by the AHA Distribution Section in an effort to provide better shipping service to Heart Associations.

The postcard questionnaire is designed to be answered by the person who regularly deals with the freight companies in receiving materials shipments. The card is pre-addressed to the National Center and stamped. Affiliate and chapter participation in the survey can help the Distribution Section better serve Heart Association needs.

*Action Items for Affiliates and Chapters

*DISTRIBUTION WATS LINE NEWS AND INVENTORY INFORMATION

The Distribution Section's WATS line has been a success to date, but National Center staffers manning the line report that a lot of time and work can be saved in order status clarification if affiliates and chapters will have their order number on hand for reference.

Distribution also reminds Heart Associations that inventory will be taken at the National Center warehouse the last week in June. The Distribution Section will conduct normal operations during this time with the exception of materials shipments. Orders received after June 23 will not be shipped until after July 1.

*ZIP CODE CHANGES FOR SOUTHERN AFFILIATE SERVICES OFFICE

The new zip code for the Southern Affiliate Services Office is 30035.

The Postal Service changed the zip code as a result of recent growth and potential growth in the Decatur, Georgia, area. The transitional period for changing to the new zip code will be through October 31, 1976. After that time, all correspondence should have the new code.

*ALABAMA HEART CHANGES ITS NAME

The Alabama Heart Association has changed its name to American Heart Association, Alabama Affiliate, Inc. The Alabama change brings to 19 the total of affiliates that have made the name change to help unify the Association.

*ED MAT MEMO CORRECTION

Heart Associations should correct the call number on the film "Quality of Survival" from 24-0605/P-0605 to 25-0605/D-0605. The ed mat memo containing this information was mailed in February 1976.

*PROJECT PROPOSALS DUE JUNE 16

The next scheduled meeting of the Fund Raising Committee is July 16, 1976. New project proposals to solicit non-divisible restricted gifts should be received by the National Center 30 days prior to the meeting date, or June 16. Heart Associations planning to submit a proposal for FRC review should make a note of these dates.

JULY 1975 - APRIL 1976 INCOME REPORTS RELEASED

The following are 1976 Heart Fund Income Reports for the period July 1, 1975 - April 30, 1976, including National Center income:

A. With 54 of 55 affiliates reporting:

	1976	1975	±
Income, Less Bequests	\$39,352,385	\$36,180,088	+\$3,172,297
Bequests	13,107,160	10,374,623	+ 2,732,537
Grand Total	52,459,545	46,554,711	5,904,834

B. The comparison of income from the 52 affiliates which submitted reports for this time period in both 1975 and 1976:

	1976	1975	±	%
Income, Less Bequests	\$38,578,880	\$36,180,088	+\$2,398,792	+ 6.6
Bequests	12,809,787	10,374,623	+ 2,435,164	+23.5
Grand Total	51,388,667	46,554,711	+ 4,833,956	+10.4

PUBLIC POLICY AND GOVERNMENT AFFAIRS

By Dawn Bryan

Assistant HEW secretary for health, Theodore Cooper, M.D., recently provided a glimpse of the position he will present in the 1976 edition of the Forward Plan for Health, the annual document of the assistant secretary that focuses federal efforts and articulates the federal health policy. Cooper said the plan would carry an emphasis on prevention, as it has in the past, with particular concentration on child health -- prenatal care, post natal care and adolescent care particularly with regard to alcoholism, drug abuse and pregnancy. He said the plan would also focus on environmental and occupational health issues and health education. Cooper estimated that the education budget is "likely to double or triple in the next ten years" while the overall health budget probably would remain constant.

Affiliates were informed through their affiliate services coordinators on May 21 that \$10 million has been allocated to Regional Medical Programs for "exemplary RMP projects which are to be assimilated into Health Service Agencies." The money is now available, and those affiliates and/or chapters who have on-going projects funded by RMP or in cooperation with RMP should immediately contact the RMP coordinator in their respective areas concerning continued support.

The Conable Bill (H.R. 13500) was reported out of the House Ways and Means Committee on May 26 with minor amendments. The purpose of the bill is to designate more specifically than present law the extent to which public charities can participate in influencing legislative activities. The bill is designed to set relatively "specific expenditure limits to replace those uncertain standards of present law." H.R. 13500 applies only to organizations exempt under Section 501(c)(3) of the Internal Revenue Code and then "only if the organization itself elects to come under the standards of the bill." According to Mr. Conable's remarks on introducing the bill, it does not apply to churches or private foundations. Present law is to continue to apply to those organizations that do not come under the new rules of the bill.

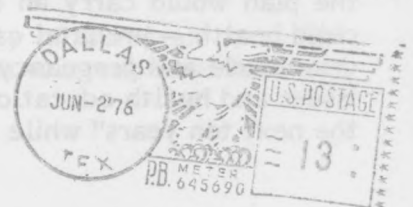
The specifics of the bill set new standards under which an organization incurs a tax "if it spends more on influencing legislation than the permitted amount determined under the formula of the bill." The formula is set on a sliding scale so that proportionately less expenditures are allowed for larger organizations. The permitted non-taxable amounts are as follows:

- 20 percent of the first \$500,00 of the organization's total expenditures
- 15 percent of the second \$500,000
- 10 percent of the third \$500,000
- 5 percent of any additional expenditures.

The bill also stipulates that if an organization spends any more than \$1 million in a year to influence legislation, it is to be taxed on a rate of 25 percent for anything over the \$1 million mark. In addition, "within the total permitted expenditure level, no more than one-fourth is permitted for so called 'grassroots' lobbying." If an organization were to exceed the permitted limits by a large amount over a consecutive four-year period (that is, exceed the permitted amount by more than 50 percent), then it would lose its tax-exempt status.

Of further interest is the aspect of the bill that deals with organizations and their affiliates. Special provisions are made in these cases. If only some of the affiliates choose to be subject to the new rules and others do not, then only those choosing to come under the rules of the bill are subject to its provisions. The bill lastly provides that in order to adequately provide for sufficient time for evaluation, the rules will apply for a ten-year period (1977-1986).

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American Heart News

Vol. III, No. XIV
May 12, 1976

*HEART ASSOCIATIONS INVOLVED IN NHC CONTINUING EDUCATION COURSES

The California and Florida Heart Associations are each part-sponsors of an NHC continuing education course. California Heart is involved in "Interpersonal Competence," a course structured to meet the unique needs of the voluntary health agency, July 12-16. Emphasis will be on developing, sharpening and expanding interpersonal skills of professional staff, particularly those with supervisory and/or consultative responsibilities at the national, regional, state or chapter levels. The class is limited to 25. More information is available from George W. Hagen, Associate Director, California Heart Association, 1370 Mission Street, San Francisco 94103.

Florida Heart is working with the NHC in a course, "Management Skills," for the health agency professional working directly with volunteers. The course, scheduled for August 2-6, is a peer-review experience with selected supportive material from University of Florida graduate school faculty who are practitioners in the field. It will acquaint the professional with basic management tools for improving success in carrying out agency objectives. This class is limited to 42. More information may be obtained by contacting Henry F. Hunter, Executive Director, Florida Heart Association, P.O. Box 10100, St. Petersburg 33733.

AHA will reimburse staff members for NHC course tuition. Individual arrangements must be made for travel and room and board expenses.

*CPR MANIKINS AVAILABLE

The Sigma Beta Sorority has made a restricted gift to AHA for CPR training manikins as part of their national community service program. Nine manikins have been ordered and should be available for affiliates to use for basic or advanced life support instructor courses. Requests for use of the manikins should be mailed to John Gould, Division of Education and Community Programs. Affiliates will pay air freight shipping, cleaning and repair expenses. An accounting of the number of people trained would be expected so that periodic reports can be made to the sorority. Sigma Beta is interested in maximum utilization of the manikins on a national basis, so extended periods of "lay over" in any one affiliate between courses will depend on the need for manikins by other Heart Associations.

NATIONAL MINORITY STAFF MEETING FOCUSES ON FUNDING, MATERIALS DEVELOPMENT

Working toward a goal of "putting the Minority Involvement Working Group out of business," 22 Heart staffers met in Dallas April 30 for a national minority staff meeting.

A major topic discussed was travel expense reimbursement for affiliate and chapter volunteers on committees who, for financial reasons, otherwise would not be able to serve Heart.

Those who attended also were concerned with Affirmative Action programs in the hiring of new staff and the involvement of more volunteer minorities, and with the development of ethnic educational materials on the affiliate and chapter levels.

Recommendations from the staff on these and other matters will be forwarded to the Minority Involvement Working Group.

1976 HEART FUND CAMPAIGN REPORT - MONTH ENDING MARCH 31, 1976

The following are 1976 Heart Fund Income Reports for the period July 1, 1975 - March 31, 1976 including National Center Income:

A. With 54 of 55 affiliates reporting:

	1976	1975	±
Income Less Bequests	\$31,680,748	\$31,116,958	+\$ 563,790
Bequests	11,153,677	9,360,410	+ 1,793,267
Grand Total	42,834,425	40,477,368	+ 2,357,057

B. The comparison of income from the 52 affiliates which submitted reports for this time period in both 1975 and 1976:

	1976	1975	±	%
Income Less Bequests	\$31,473,677	\$30,287,747	+\$1,185,930	+ 3.9
Bequests	11,141,502	9,242,857	+ 1,898,645	+20.5
Grand Total	42,615,179	39,530,604	+ 3,084,575	+ 7.8

SCIENTIFIC SESSIONS INITIATES POSTGRADUATE EDUCATION CALENDAR

Beginning in June, The Heart family will receive a quarterly postgraduate calendar of continuing education courses offered for physicians and nurses. The calendar will list programs on the national, affiliate, chapter and council levels, and will provide information on both current quarter and future meetings.

The calendar is a service of the Section on Scientific Sessions of the National Center.

GEORGETOWN UNIVERSITY HOSTS THREE DAYS OF CARDIOLOGY

One hundred seventy cardiologists, internists and residents are expected to attend the Three Days of Cardiology seminar on "Clinical Auscultation of the Heart" May 12-14 in Washington, D.C.

Presented by the Georgetown University Medical Center Division of Cardiology, the AHA Council on Clinical Cardiology and the Washington Heart Association, the conference is directed by W. Proctor Harvey, M.D., a past president of AHA. The seminar will stress auscultation, the diagnostic monitoring of the sounds made by internal organs, as part of the total cardiovascular evaluation of a patient.

"PUT YOUR HEART INTO SPORTS MONTH" FOLLOW-UP

The "Put Your Heart Into Sports Month" program has resulted in many articles appearing in national magazines encouraging people to make appropriate exercise a part of their lifestyle.

Mademoiselle magazine in its April edition stated, without our knowledge, that readers should "check out" their local Heart Associations for the pamphlet "Beyond Diet - Exercise Your Way to Fitness and Heart Health."

This pamphlet is copyrighted by Best Foods. Heart Associations may order it at a minimal cost from Mazola Corn Oil Exercise Booklet; Department ZO; Box 307; Coventry, Connecticut 06238. Heart Associations not wishing to order the booklet may refer orders to the same address.

BRITISH-AMERICAN RESEARCH FELLOWSHIP AWARDED

Nathan Aronson, Jr., Ph.D., of Hershey, Pennsylvania has been selected to receive the British-American Research Fellowship for 1976-77.

The Fellowship is jointly administered and supported by the American Heart Association and the British Heart Foundation. The award allows leading young American medical scientists to spend a year at one of the world's top laboratories in his field of research. It continues a tradition of cooperation between the leading laboratories of the two countries, providing the chance for young scientists to learn the latest techniques for application to their work at home.

Dr. Aronson's research is directed at understanding some of the basic ways the heart and other tissues are damaged during diseases such as rheumatic fever. The tissue damage involves the release of harmful substances, proteases, normally contained within cells in storage sites called lysosomes. Dr. Aronson has developed techniques to stop the activity of these harmful proteases and will attempt to apply these techniques to living animals in hopes that they will eventually be useful in understanding and treating human disease.

STATEMENT ON DIETARY FIBER

There have been many articles in the popular press espousing the health benefits of dietary fiber. AHA's Nutrition Committee, in collaboration with the Council on Epidemiology, has prepared a Statement on Dietary Fiber to assist Heart Associations in replying to inquiries. The statement was distributed in the April materials mailing.

AHA ADDS THREE PHYSICIANS TO TEACHING SCHOLAR PROGRAM

Three physicians have been named to the Teaching Scholarship Program of the American Heart Association. They are Drs. Robert J. Capone of Providence, Rhode Island; R. Joe Noble of Indianapolis, Indiana; and Richard A. Williams of Los Angeles, California.

The program offers financial support to attract gifted young physicians into fulltime teaching in the cardiovascular field, to add to the effectiveness of instruction in medical schools and, eventually, to raise standards of patient care.

This year there will be 10 active Teaching Scholars. Since 1966, the program has supported 26 young physicians and has reached into medical schools across the country where instruction of thousands of medical students has emphasized the most current research and treatment for patients with heart and blood vessel diseases.

Each candidate for this program must be recommended by a medical school with definite programs of cardiovascular education and investigation. Only outstanding candidates who have demonstrated a true desire to make teaching their lifetime work are selected.

Dr. Capone is an assistant professor of medicine and cardiology at Brown University in Providence. He is a member of the Rhode Island Heart Association.

Dr. Noble is associate professor of medicine at the Indiana University School of Medicine and is a fellow of the AHA Council on Clinical Cardiology.

Dr. Williams is assistant chief of cardiology at the Wadsworth Veterans Administration Hospital in Los Angeles. He edited and co-authored the Textbook of Black-Related Diseases and is a member of AHA.

PUBLIC POLICY AND GOVERNMENT AFFAIRS

By Dawn Bryan

The Senate Appropriations, Labor, Health, Education and Welfare Subcommittee agreed to transfer \$40 million from the Hill-Burton hospital program to health planning (currently funded at \$90 million). Regional Medical Programs would get \$20 million of these funds with the other \$20 million going to support Health Systems Agencies. There is at this time no indication as to how Regional Medical Programs will allocate its funds if these monies are included in the Second Supplemental Appropriations Bill for fiscal year 1976 including the July 1 - September 30 transition period.

Unfortunately, the Postal Facilities, Mail and Labor Management Subcommittee of the House Post Office and Civil Service Committee on May 6 passed H.R. 10922, the Wilson solicitations of charitable contributions amendment to title 39, United States Code. The American Heart Association is working with other health agencies to continue to make changes in the bill and report and to stop its progress.

The American Heart Association this week sent telegrams to Daniel J. Flood, Chairman of the Labor, Health, Education and Welfare Subcommittee, House Committee on Appropriations, asking him to take under serious advisement the recommendations of the Association for the funding of the National Heart, Lung and Blood Institute and the National Research Service Awards Act as his subcommittee marks up the HEW Appropriations Bill for fiscal year 1977. Telegrams were also sent from affiliates to key members of the subcommittee.

The proposed rules for state allotments for hypertension programs have been published in the April 29 Federal Register (p. 17931). The Association is responding to these proposed rules through the National High Blood Pressure Coordinating Council before the June 1 deadline.

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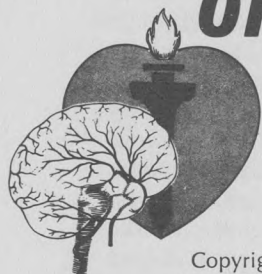
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current concepts of cerebrovascular disease **stroke**



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editor
Arthur G. Waltz, M.D.
editorial office
Department of Neurology
Pacific Medical Center
P.O. Box 7999
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Vol. XI

March-April, 1976

No. 2

Cerebral Blood Flow Measurement and Regulation in Man

Part II — Regulation and Clinical Studies

■ **Lawrence C. McHenry, Jr., M.D.**

*Professor of Neurology
Bowman Gray School of Medicine
of Wake Forest University
Winston-Salem, North Carolina*



REGULATION

The factors that control or regulate the cerebral circulation are arbitrarily divided into two groups: (1) extrinsic or extracranial and (2) intrinsic or intracranial. The principal extrinsic factors are (a) arterial blood pressure, (b) cardiovascular function and reflexes, and (c) blood viscosity. The intrinsic factors can be separated into (a) cerebral autoregulatory mechanisms related to cerebral perfusion pressure, (b) the size and state of the cerebral blood vessels, and (c) the intracranial or cerebral spinal fluid pressure.

Extrinsic factors are largely related to the cardiovascular system, including systemic blood pressure, myocardial function, and the presence or absence of cardiac disease. If cardiac output decreases by more than one-third, there often is a fall in cerebral blood flow (CBF). Alterations in cardiac rhythm may produce changes in cardiac output which in turn influences CBF. In a like manner car-

diovascular autonomic reflexes mediated via the carotid sinus may influence CBF, e.g., in patients with orthostatic hypotension or benign vasovagal syncope. The third main extrinsic factor controlling CBF is blood viscosity. In anemia CBF may increase up to 30%, whereas in polycythemia it may decrease over 50%.

The driving force in the cerebral circulation is the pressure difference between the cerebral arteries and veins, called the cerebral perfusion pressure. Since the pressure in the cerebral veins is only a few mm Hg above atmospheric pressure, the arterial blood pressure at the level of the head is almost the same as perfusion pressure.

The long-held theory that CBF is passively dependent on arterial blood pressure or perfusion pressure has been discarded. It is now established that normal brain has the ability to autoregulate its blood supply in response to changes in the arterial blood pressure. In this context autoregulation is defined as the maintenance of a relatively constant blood flow despite changes of arterial blood pressure. Autoregulation of CBF occurs in a range of about 150 to 60 mm Hg. At low arterial pressures the limits of autoregulation are reached, after which CBF begins to decrease with a

further fall in blood pressure. In abnormal circumstances, such as in ischemic brain damage and following induced seizures, autoregulation may be impaired or absent. Autoregulation is also abolished or reduced if there is pre-existing cerebral vasodilatation due to hypercapnia or cerebral hypoxia.

The mechanisms underlying autoregulation are dilatation of the small cerebral arteries and arterioles when the blood pressure is reduced and constriction when the blood pressure is increased. The adequate stimulus for this dilatation or constriction is a matter of some controversy, but there are three classic theories or concepts about the processes that may be operating: (1) myogenic control, (2) neurogenic control, and (3) chemical or metabolic control.

The first theory, myogenic control, is based on the response of the smooth muscle of the cerebral blood vessels to changes in intraluminal pressure. By means of cranial windows or direct observation of surface (pial) vessels, it has been shown that when arterial blood pressure is raised, arterioles constrict. A decrease in arterial pressure causes arterioles to dilate. Vasoconstriction and vasodilatation occur independently of other forms of vasomotor control and of the methods used for producing changes in arterial pressure. Section of the vagus, sympathetic, or carotid sinus nerves does not influence this response, which has been called the "Bayliss effect," implying a direct mechanical influence of pressure on the muscle of cerebral vessels.

The neurogenic factors that may regulate CBF still remain enigmatic. Anatomical studies have demonstrated the existence of an extensive network of nerves on extracranial and intracranial cerebral arterioles. Sympathetic postganglionic fibers arise from the superior cervical and sympathetic ganglia to form a nerve plexus on the internal carotid and vertebral arteries as well as on the circle of Willis and its branches. Branches of these nerves continue with the vasculature, coursing over the surface of the brain and penetrating deep within the parenchyma. Intracerebral arterioles as small as 25 μ have a perivascular nerve supply. Parasympathetic fibers course from the geniculate ganglion and from the greater superficial petrosal nerve.

Stimulation of the cervical sympathetic fibers causes constriction of the pial arterioles.

Parasympathetic stimulation produces vasodilatation of the ipsilateral pial arterioles. Despite the experimental demonstration of these responses, there is no evidence of a resting neurogenic constrictor or vasodilator state, or vasomotor "tone," mediated through the autonomic nervous system. There is little likelihood that the cerebral vasomotor mechanisms are involved in general circulatory reflexes. Undoubtedly, the cerebral vasomotor mechanisms are independently controlled; they may be related to chemical factors.

The chemical and metabolic control of the cerebral circulation is largely mediated through the local extravascular, extracellular pH or H⁺ concentration, which in turn may be related to the local and arterial carbon dioxide tension (PaCO₂). Secondary chemical influences include the oxygen tension of the arterial blood. The end-product of cerebral metabolism, carbon dioxide, is also the most potent physiological and pharmacological agent that influences CBF. Since CO₂ readily diffuses across the "blood-brain barrier" and the cerebral vessels are quite sensitive to local extravascular pH, the mechanism of action of changes of PaCO₂ may be explained simply by increasing extravascular acidity. Similarly, any increase in regional cerebral energy demand will result in increased oxygen and glucose metabolism with a concomitant rise in CO₂ production, which acts to decrease extravascular pH and cause an increase in blood flow. Increased CBF not only restores tissue Pco₂ to normal levels but also acts to maintain adequate oxygen delivery.

The action of CO₂ on cerebral vessels has been observed on the surface of the brain and in isolated segments of carotid arteries, which dilate when CO₂ is added to the solution in which they are submerged. CO₂ inhalation produces up to a 75% increase in CBF in normal individuals. Along with the increase in CBF there is a decrease in cerebrovascular resistance (CVR) and a lessening of the arterial-venous oxygen difference. On the other hand, when arterial Pco₂ is lowered by hyperventilation, converse effects result. Initially, Kety and Schmidt found a 35% decrease in CBF when the PaCO₂ was lowered from 45 to 26 mm Hg. Others have repeatedly confirmed these findings.

The cerebral circulation reacts in the reverse direction to changes in the arterial Po₂.

There is an increase in CBF with a decrease in arterial Po₂ produced by breathing 10% oxygen. However, increasing the arterial Po₂ causes only slight changes in CBF. Increasing CO₂ and decreasing O₂ (hypoxia) both cause cerebral vasodilatation; both also lead to the accumulation or formation of acid products. During the first few minutes of hypercapnia, H⁺ increases in brain tissue and in the cerebrospinal fluid. Hypoxia, on the other hand, is accompanied by an intra- and extracellular accumulation of lactic acid, causing extracellular acidosis and an increased CBF. In extreme hyperventilation causing a marked decrease in CBF, extracellular pH and blood pH are initially increased because of hypo-

capnia, but subsequently extracellular pH decreases. CBF will remain low, supporting the hypothesis that the PaCO₂ is primarily responsible for the changes in CBF rather than the extracellular pH.

CLINICAL STUDIES

CBF has been measured under a variety of different circumstances in man (Table 1). Studies have been performed in normal individuals in the resting state (both supine and erect) and during the various stages of sleep. Recently, studies have been carried out during mental activity and physical exercise as well. Data have been obtained about the effects of variations in PaCO₂ and PaO₂ by

TABLE 1
CEREBRAL BLOOD FLOW AND METABOLISM IN VARIOUS CIRCUMSTANCES IN MAN

Clinical state	CBF	MAP*	CVR	CMRO ₂
Normal adults				
Resting supine	56	88	1.6	3.5
Resting erect	52	—	—	3.4
Sleeping	65	90	1.5	3.4
Hyperventilating	34	98	2.9	3.7
Breathing 5-7% CO ₂	93	92	1.1	3.3
Breathing 10% O ₂	73	78	1.1	3.2
Breathing 85-100% O ₂	45	98	2.2	3.2
Normal children (3-11 years)				
Resting	106	81	0.8	5.2
Senescence				
No mental changes	58	93	1.6	3.3
"Senile psychosis"	46	101	2.1	3.3
Dementia	39	—	—	2.7
Anesthesia (volatile agents)				
Light	55	95	1.8	3.3
Moderate	61	78	1.3	2.1
Deep	52	—	—	1.9
Circulatory disorders				
Hypertension	54	159	3.0	3.4
Hypertension with cerebral arteriosclerosis	41	121	3.0	2.8
Hypertension with cardiac failure	36	86	2.6	2.5
Syncope	28	26	1.0	2.7
Cerebrovascular disorders				
Occlusion of middle cerebral or internal carotid artery	41	97	2.5	2.3
Blood dyscrasias				
Anemia	79	78	1.0	3.3
Polycythemia vera	25	108	4.3	3.0
Metabolic disorders				
Myxedema	40	—	—	2.8
Diabetic acidosis	45	86	2.1	2.7
Diabetic coma	65	66	1.1	1.7
Uremia	50	—	—	2.3

*Mean arterial pressure.

hyperventilation and CO₂ or O₂ inhalation. Studies in children have shown that CBF is nearly twice that of a normal adult; there is a similar increase in oxygen utilization (CMRO₂). Studies in aging adults have shown no change in CBF unless there is evidence of dementia.

A variety of circulatory disorders have been studied, including hypertension with and without cerebral arteriosclerosis or cardiac failure. In studies of cerebral vascular disorders, it has been shown that stenosis or occlusion of a middle cerebral artery or internal carotid artery may cause a decreased CBF with an increased CVR and a low CMRO₂. Similarly, in subarachnoid hemorrhage there may be a decreased CBF with an increased vascular resistance associated with cerebral vasospasm. In patients with arteriovenous malformations, regional CBF often is markedly increased in the region of the malformation.

In various blood dyscrasias changes of CBF may be marked. With polycythemia vera there may be a decrease of CBF to values lower than those found in any other condition in an awake patient. With anemia there may be a marked increase in blood flow. However, no change in CMRO₂ occurs in either condition. In myxedema there is a decreased oxygen consumption as well as blood flow. Patients with diabetes and uremia also have been extensively studied.

A large number of pharmacological agents have been investigated in man. Of particular usefulness have been studies of anesthetic agents on CBF and metabolism. During light anesthesia with volatile agents, there is little change in blood flow or metabolism, but during moderate anesthesia blood flow increases despite a fall in metabolic rate. Other pharmacological agents, particularly cerebral vasodilators such as papaverine and hexobendine, have been studied. There is an increase in CBF in some instances in areas of ischemia demonstrated by cerebral angiography.

Measurements of CBF have been performed before and during carotid ligation for

intracerebral aneurysms. If blood flow decreases 25% or more when the carotid artery is clamped, the patient is at risk of developing an immediate or delayed hemiparesis. Studies during intracranial and carotid artery surgery have been performed; measurement of CBF can give an indication of how much blood is being shunted through a malformation and whether perfusion of the surrounding brain tissue is adequate.

Regional CBF measurements have been made in patients with cerebral vascular disease and have demonstrated that there may be areas of hyperemia as well as ischemia. Hyperemia may be reactive to the pre-existing ischemia or may be compensatory, involving regions adjacent to ischemic zones. Autoregulation may be affected; for a patient who has had a recent cerebral infarct, blood pressure must be maintained in a relatively normal range. Ultimately, CBF measurements may help to determine the indications for the use of cerebral vasodilators or vasopressor therapy.

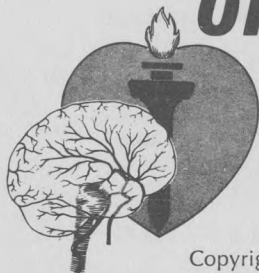
The potential usefulness of CBF measurements in man, particularly in predicting who are at risk of a completed stroke, has not been realized. Studies of CBF on a long-range basis have yet to be carried out in patients with transient ischemic attacks, in patients who have had a cerebral infarct and who unexpectedly develop a second superimposed neurological deficit after several days, or in patients undergoing treatment of systemic hypertension.

In patients with intracranial aneurysms and subarachnoid hemorrhage, CBF measurements may be of particular value in determining when surgery should be carried out. Other conditions such as migraine headache, temporal arteritis, and epilepsy have been studied in a preliminary way; further investigations may be helpful.

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current concepts of cerebrovascular disease **stroke**



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editor
Arthur G. Waltz, M.D.
editorial office
Department of Neurology
Pacific Medical Center
P.O. Box 7999
San Francisco, California 94120

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No. 1

Cerebral Blood Flow Measurement and Regulation in Man

Part I—Invasive Methods

■ Lawrence C. McHenry, Jr., M.D.

Professor of Neurology
Bowman Gray School of Medicine
of Wake Forest University
Winston-Salem, North Carolina



It has been nearly 30 years since the development by Kety and Schmidt¹ of a method for cerebral blood flow (CBF) measurement, the first to be used extensively in man. During this time a tremendous amount of data has been accumulated on the physiology and pathophysiology of the cerebral circulation in various cerebral vascular disorders. About 15 years ago Lassen and Ingvar² developed a method for the measurement of regional cerebral blood flow (rCBF) to study alterations or disturbances of the cerebral circulation in focal regions.

AVERAGE CEREBRAL BLOOD FLOW MEASUREMENT

The Kety-Schmidt¹ method requires puncture or catheterization of an internal jugular vein and of an artery, usually the brachial or femoral artery. The patient then inhales nitrous oxide or another inert but measurable gas for a period of 10 minutes; arterial and

jugular venous blood samples are obtained during saturation of the brain with the tracer. This method is based on the assumption of free diffusion of an indicator such as nitrous oxide or krypton across the blood-brain barrier and along diffusion gradients. Because the intercapillary distances in the brain are small, the concentration of diffusible indicators in the brain is thought to be flow-limited rather than diffusion-limited.

When the inert gas method is used to determine CBF, the amount of gas taken up or given off by the brain cannot be directly determined but must be inferred from the jugular venous concentration. The Kety-Schmidt method and its modifications assume that saturation is complete at the end of 10 minutes and that the concentration of the gas in the venous blood is equal to the concentration in the brain. Kety considered this an "indirect method" and tested it over a wide range of CBF, finding that equilibrium between the jugular venous blood and brain tissue was achieved after 10 minutes. Although in pathological states this may not be the case, it has nevertheless been assumed that for all practical purposes cerebral venous blood is in equilibrium with the brain at the end of 10 minutes.

The value for CBF obtained with the method is an average for a portion of brain and is expressed as ml of blood/100 g brain/min. Depending on the venous outflow from

allows serial CBF studies,^{6,7} although the same invasive procedures are required as in the other methods: puncture or catheterization of the internal jugular vein and puncture

T A B L E 1

NORMAL CEREBRAL BLOOD FLOW VALUES IN MAN*

Investigators	Method	CBF	CVR	CMRO ₂
Kety, Schmidt (1945) ¹	Nitrous oxide saturation	53.8	1.6	3.3
Scheinberg, Stead (1949) ³	Nitrous oxide continuous sampling saturation	64.7	1.3	3.8
Lassen, Munck (1955) ⁴	Kr-85 saturation	51.9	1.8	3.4
McHenry (1964) ⁵	Kr-85 desaturation	56.5	1.5	3.4

* Values are averages for a portion of the brain. CBF is expressed in ml/100 g/min; CVR in mm Hg/ml/100 g/min; CMRO₂ in cm³ O₂/100 g/min.

the brain, the CBF value could represent an average for total blood flow in the entire brain, or for one hemisphere, or for different proportions of the two hemispheres.

There have been various modifications of the original Kety-Schmidt method (Table 1). In one modification there is continuous sampling of blood, rather than spot sampling, over the period of 10 minutes of saturation.³ Lassen and Munck⁴ have used the inert radioactive gas krypton-85, which is more easily measured than nitrous oxide, and have calculated CBF by extrapolation of the curve of the arterial-venous krypton difference to infinity. Extrapolation will eliminate systematic errors of incomplete saturation of the brain and lack of equilibrium.

In 1963 McHenry⁵ measured CBF with krypton-85 by using the desaturation phase after cessation of the administration of the gas. The desaturation method eliminates the variability of the curve of arterial concentration that occurs with changes of respiration during inhalation of the gas; eliminates the need for a gas mask during the measurement; diminishes the effects of extracerebral contamination; and simplifies analysis, which can be done with a Geiger tube or well counter. The desaturation method has been found clearly superior to the saturation method by a number of investigators.

A method using argon as the inert tracer and a mass spectrometer for analysis eliminates handling radioactive materials and

or catheterization of an artery. Argon analysis can be done by saturation or desaturation. Indwelling catheters can be left in place in acutely ill patients, and studies can be carried out over two to three days. This is particularly useful when the neurological status is changing or if one wishes to study the effects of therapeutic intervention.

If jugular vein and arterial blood samples are obtained, the rate of utilization of oxygen by the brain (cerebral metabolic rate of oxygen or CMRO₂) can be calculated by multiplying the arterial-venous oxygen difference by CBF and dividing by 100. Cerebral vascular resistance (CVR) can be calculated by dividing perfusion pressure (arterial pressure minus venous pressure) by CBF.

REGIONAL CEREBRAL BLOOD FLOW MEASUREMENT

Blood flow in localized cerebral lesions may be different from that of normal regions, and measurements of average CBF may not indicate areas of focal disturbance. A method for regional CBF measurement was developed by Lassen and Ingvar² in the early 1960's. This technique is invasive in that it requires puncture of the common carotid artery and catheterization of the internal carotid artery. An advantage of this method is that a carotid angiogram can also be obtained at the same time. Since jugular venous puncture is usually not carried out, CMRO₂ cannot be obtained.

To measure CBF, a small amount of xenon-133 or another radioactive gas in saline is injected into the internal carotid artery. The arrival and subsequent clearance of the isotope is monitored by externally placed scintillation detectors. The location of the detectors determines the areas in which regional flow is measured. The clearance curve from each detector can be analyzed by curve fitting to determine CBF values for two components (fast and slow or gray matter and

pared with normal rCBF values. The region can thus be designated as normal, ischemic, or hyperemic. (2) The average value for all probes over a single hemisphere, hemispheric mean CBF, is determined and compared with the normal hemispheric mean CBF value. (3) The rCBF values in each region are compared with the hemispheric mean CBF to establish the presence of relative focal changes in flow in that hemisphere. If any rCBF value differs 20% from the hemispheric mean CBF, it

T A B L E 2

NORMAL REGIONAL CEREBRAL BLOOD FLOW VALUES IN MAN

Investigators	Method	CBF*	f(g)	f(w)	W(g)
Ingvar et al. (1965) ⁸	Intracarotid injection Xe-133	49.8	79.7	20.9	49.2
Fieschi et al. (1966) ⁹	Intracarotid injection Kr-85	50.4	80.7	23.2	48.0
Hoedt-Rasmussen (1967) ¹⁰	Intracarotid injection Xe-133	41.7	78.2	20.8	43.0
McHenry et al. (1969) ¹¹	Intracarotid injection Xe-133	54.4	77.0	21.9	54.0

* CBF is the hemispheric mean CBF, an average of regional CBF measurements over one cerebral hemisphere, in ml/100 g/min; f(g), f(w), W(g) are flow in ml/100 g/min in gray and white matter and gray matter relative weight in percentage, respectively.

white matter if the brain is normal) or by stochastic ("height-over-area") analysis:

$$CBF = \frac{H_0 - H_{10} \cdot \lambda}{A_{10}}$$

in which H₀-H₁₀ is the concentration or count rate at the peak of the time-concentration curve minus the residual concentration or count rate at the end of 10 minutes; A₁₀ is the area of the clearance curve or total number of counts during the 10-minute period; λ is the blood-brain partition coefficient for the indicator.

As shown in Table 2, CBF values from several regions can be averaged to produce a mean flow or hemispheric mean CBF. In most laboratories rCBF data are obtained from 2 to 35 regions, but recently up to 256 regions have been measured. However, there often is great overlap of regions. Three factors are considered in the evaluation of each study to determine if there are regional CBF changes: (1) The rCBF value in each region is com-

is considered to be focally increased or decreased.

There is no doubt that the xenon injection method is useful for studying brain circulation, but it is not easily implemented and requires carotid artery catheterization. In patients with cerebral vascular disease, particularly extracranial vascular disease, there is a potential risk of embolization from a stenotic lesion at the carotid bifurcation; however, few complications have been reported. The carotid catheterization should be carried out under fluoroscopic guidance to establish the fact that the carotid bifurcation is patent and that the catheter has indeed passed into the internal carotid artery rather than into the external carotid artery. To carry out serial or repeated studies over several days, repeated carotid artery punctures and catheterizations must be done. Moreover, for results to be of clinical value, the data must be handled by a dedicated computer which can provide on-line CBF values.

TOTAL CEREBRAL BLOOD FLOW MEASUREMENT

Total CBF was first determined by injecting Evan's blue dye into the internal carotid artery and measuring the dilution in samples of blood from the jugular vein. This method is based on the Stewart-Hamilton principle, commonly used for measurements of cardiac output. Other indicators have included other dyes, radioactive-tagged red blood cells, and hydrogen. The method has not been used often for clinical investigation because of the procedures needed.

ARTERIAL-VENOUS OXYGEN DIFFERENCE METHOD

If the oxygen uptake of the brain remains constant, the difference in oxygen content between the arterial and cerebral venous blood is inversely proportional to CBF changes, and a change in the arterial-venous oxygen difference reliably indicates the direction and degree of change in blood flow. If a baseline CBF value is obtained by a method that requires arterial and jugular venous blood samples, measurements of arterial-venous oxygen differences can be employed to assess rapid or continuing changes in CBF, especially in normal persons undergoing physiological stress.

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American Heart News

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April 21, 1976

*RADIO/TV/FILM SECTION PIONEERS NEW COLLECTION OF COUNTRY AND WESTERN SPOTS

Information in a forthcoming Education Materials Memo will detail a new never-before-offered country and western collection of TV spots on high blood pressure, heart attack and stroke on two-inch video tape.

The unique collection features top country and western stars recording in costume at the Country and Western Hall of Fame doing ten 30-second spots on heart attack and stroke facts and three 30-second spots on hypertension.

Affiliates and chapters should take advantage of the low rental rate and get their local stations to make free dubs.

Country and Western music seems to be sweeping the country (even in Manhattan, a C & W radio station ranks high in popularity), so get on the bandwagon and reach your public with these messages.

*CORRECTION FOR SCREENING PROGRAMS INSURANCE CARRIER

AHA's professional liability insurance carrier for blood pressure and risk factor screening programs is the Smith and Swan Company, 84 William Street, New York, New York 10038, (212) 344-3220, successor to Theodore H. Smith and Company.

The Smith and Swan Company insures AHA's screening programs as an agent of the Hartford Accident and Indemnity Company.

The insurance carrier was incorrectly printed in the April 14 American Heart News as the South and Swan Company.

AFFILIATE STANDARDS TASK FORCE REVIEWS PROPOSED STANDARDS

The Affiliate Standards Task Force convened April 8 at the National Center to review comments and input from affiliates and the eight Regional Heart Committees concerning the "Proposed Standards For Affiliates of the American Heart Association".

The Task Force made revisions in the wording of the document, but did not alter the overall concept of the proposed standards. The emphasis remains on affiliate planning.

Originally proposed standards were prepared by the AHA Subcommittee on Reaffiliation, chaired by Eldon E. Ellis, M.D. The revised proposal with the Task Force changes will be distributed to all members of the Board of Directors, Regional Heart Committee members and affiliate executive directors before the end of April.

The proposed standards will be considered for adoption by the Board of Directors at its June meeting.

Comments on the revised proposed standards should be directed to the appropriate Affiliate Services Office.

*Action Items for Affiliates and Chapters

NATIONAL TASK FORCE TO DISCUSS AFFILIATE/CHAPTER COMPUTERIZED ACCOUNTING

The Task Force to prepare the chart of accounts, input and output documents for the affiliate/chapter computerized accounting system has been appointed.

The members are Larry Kessner, California Heart; Bernadette Kaupman, Colorado Heart; Ronnie Riley, West Tennessee Chapter; and Mike Tarantino, Connecticut Heart. The actual pilot program will be conducted in the Colorado and Connecticut affiliates and the West Tennessee chapter.

THREE DAYS OF CARDIOLOGY SEMINAR SCHEDULED FOR APRIL 29-MAY 1

Two hundred physicians, interns, residents and technicians are registered for the AHA-sponsored Three Days of Cardiology, "Echocardiography at the Bedside: A Problem Oriented Approach," scheduled for April 29-May 1 in New York.

Those attending the program will explore echocardiograph use, a machine similar in principle to the electrocardiograph, but which uses sound waves instead of electricity to record the heart pattern. When handled by experts, echocardiography is believed to be a more precise way of measuring heart activity.

NATIONAL CENTER COMPUTER TO MAKE NEW MASTER CATALOG READABLE

That modern technological triumph, the computer -- alternately cursed and blessed by Mankind -- will get AHA's blessing when the new computerized Master Catalog of Materials is completed, projected for mid-September.

Of course, the computer cannot claim all the glory, since the revising and revamping is a cooperative effort on the part of personnel in several National Center divisions.

Computerizing the catalog involves a complete revision of AHA materials information into a standardized format. All materials will be coded in four ways: the inventory control number, the type of material code number, the audience code number (for whom the item was designed) and a subject code.

Making life easier for the computer, however, does not mean Heart people will become lost in a maze of computer jargon. Listings in the catalog will be made alphabetically, and each entry will contain a 250-character annotation describing the piece. The final product will be readable and understandable, and it will be easy to use.

In addition to the codes and the annotation, each entry in the new Master Catalog will carry the date the item was developed; the word title of the item; price information, including the price and where to purchase the item, such as from distribution, research or the film library; who produced or prepared the item; and a physical description of the piece (booklet, film, etc.).

Catalog users can find the entry they need by looking in either a subject index or a numerical index.

THE ONLY GOOD RERUNS ARE HEART RERUNS

Reruns of the Heart Association-inspired episodes of "Maude" and "All in the Family" will be aired in June and July.

The "Maude" segment is scheduled for June 28; "All in the Family" will be shown July 26.

Volunteer Heart doctors stood by on the set to check details when the two shows were taped. They were first aired in February to coincide with Heart Month.

SCIENCE WRITERS' FORUM RECEIVES OUTSTANDING PRINT MEDIA COVERAGE

AHA's news media clipping service recorded 727 print media articles covering the January 1976 Science Writers' Forum in Tucson, Arizona.

Newspapers and magazines in 48 states and the District of Columbia used news articles related to the papers read and the lectures and seminars conducted at the Forum. There is no way to determine the total amount of broadcast media coverage the Science Writers' Forum generated.

The top 10 states in print media coverage were California with 67 articles, Pennsylvania and Texas with 49, New York with 44, Ohio with 43, Florida with 35, Michigan with 34, North Carolina with 27, Massachusetts with 26 and Wisconsin with 21.

The 1977 Science Writers' Forum is scheduled for January 16-19, 1977. The place for the meeting will be announced at a later date.

NATIONAL HEALTH COUNCIL SPONSORS MINI COURSES IN CONTINUING EDUCATION

The National Health Council (NHC) has planned 10 courses from May through August in continuing education for national and local staff of voluntary, professional and other health organizations. The NHC Committee on Continuing Education is offering the short-term courses. AHA is one of 25 health associated organizations represented on the committee.

Washington University is hosting a short course May 12-15 entitled "Developing Leadership in Supervisory Management". Course emphasis will be on the applicability of management principles to human relations and supervisory problems unique to health care institutions.

More information is available from Joseph Movshin, Director, Continuing Professional Education, Box 1099, Washington University, St. Louis, Missouri 63130.

AHA will reimburse Heart Association staff members for the tuition for the NHC courses. Those attending the courses must make their own arrangements for payment of travel and room and board expenses.

Information on each particular course will follow in Heart News.

THE PUBLIC BEAT

NEWS OF PUBLIC POLICY AND GOVERNMENT AFFAIRS OF INTEREST TO AHA, BY DAWN BRYAN

A seminar for Affiliate Legislative Liaisons is being planned for this year's Annual Meeting in Miami. It is tentatively scheduled for 10 a.m. to noon, Wednesday, November 17, 1976.

The American Heart Association has submitted proposed revisions to H.R. 10922 to the House Subcommittee on Postal Facilities, Mail and Labor Management AHA staff will meet with government relations representatives from other major voluntary health agencies in Washington, D.C., on April 21 to reach a consensus concerning this proposal.

The May 5 meeting of the Seven Agencies Committee at the National Center has been expanded to include representatives from the 14 national voluntary health agencies of the Federal Service Campaign. The agenda will include discussions of model state and federal legislation regulating the solicitation of funds for charitable purposes and the Filer Commission Report.

On April 12, the House and Senate agreed to the Conference Report on H.R. 7988, proposed Health Research and Health Services Amendments of 1976. Also called the Heart-Blood-Lung Research Bill, the bill extends for two fiscal years the authority of H.E.W. to conduct research and demonstration programs with respect to heart, lung, blood and blood vessel diseases; authorizes \$350 million for National Research Service Awards; and improves the authority of the National Institutes of Health to conduct research into genetic diseases, especially sickle cell and Cooley's anemia.

The House passed the National Health Promotion and Disease Prevention Act of 1976 (H.R. 12678) on April 7. Before passing the measure, the House rejected a motion to eliminate a section of the bill (Title I) that establishes a program for health information and health promotion. A similar Senate measure (S. 1466) passed the Senate last July 30.

A Number of government and quasi-public health education and information organizations would be set up under both bills. The original Health Subcommittee idea for an NIH-like National Institute for Health Information, Education, and Promotion was dropped in favor of an Office of Health Information and Health Promotions to be placed in some unspecified agency in HEW. This office would administer the health promotion aspects of the act by establishing a national information clearinghouse. The clearinghouse would be responsible for disseminating information relating to health education and promotion, preventive health services and coordinating all of HEW's activities in the area.

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Editor
Affiliate Services and Communications
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7320 Greenville Avenue
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PR 9810020
ROBERT SHANK MD
SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
4566 SCOTT AVE
ST LOUIS MISSOURI 63110

American Heart News

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THANK YOU FROM JERRY BRUNER BUTTERWORTH

Eastern Affiliate Services Office Coordinator Jerry Bruner Butterworth is out of the hospital and recovering at her home at Lake Mohawk, New Jersey, following the automobile accident in which her husband, AHA past president J. Scott Butterworth, M.D., was killed.

She telephoned this personal note to the National Center and asked that we convey it to you:

"I want to thank all of our many friends in the Heart Family who have been so kind in sending flowers, condolences and memorial contributions in memory of Scotty.

"I will be in touch personally as soon as I am able to write. I do want you all to know now, however, how very much Scotty's mother, children and I appreciate your thoughtful expressions of sympathy."

--Jerry Bruner Butterworth

Those of us in the Heart Family hope Jerry's recovery is speedy and complete.

*BLAKESLEE DEADLINE REMINDER

Midnight May 1 is the deadline for receipt of entries in the 1976 competition for Howard W. Blakeslee Awards for outstanding reporting on heart and blood vessel diseases. Winners receive a \$500 honorarium and a citation.

Entries must have been printed, broadcast or exhibited in any recognized national or local mass communication medium during the period from March 1, 1975, through February 29, 1976. Mass communication media are newspapers, books, magazines, films, radio or television. Sixteen entries have been received to date.

Entry forms and rules for submitting entries may be obtained from local Heart Associations or from the Blakeslee Awards Committee, American Heart Association, 7320 Greenville Avenue, Dallas, Texas 75231.

*UPDATE ON REDUCTION OF PROFESSIONAL LIABILITY INSURANCE FOR SCREENING PROGRAMS

AHA is still investigating ways of obtaining professional liability insurance for blood pressure and risk factor screening programs at a lower insurance rate.

Until this can be done, we suggest you continue to insure your screening programs at the current prevailing rate of the Hartford Accident and Indemnity Company, through South and Swan Co., 84 William Street, New York, New York 10038.

*Action Items for Affiliates and Chapters

*FILM LIBRARY INQUIRIES NOTICE FOR ALL AFFILIATES AND CHAPTERS

AHA no longer maintains its film library in New York City.

The new film library is Association Sterling, 8615 Directors Row, Dallas, Texas 75247.

Do not send orders, requests, inquiries, etc. to the old New York film library. They will be returned to the affiliate or chapter. Heart Associations should notify colleges and universities, schools, community groups and other organizations that use AHA's film library of the change.

*ADVANCED ORIENTATION PLANNED FOR MAY

The National Center will host an Advanced Orientation Course May 10-13.

Eligibility requirements include 18 months of service and completion of a Basic Orientation course provided by AHA. Staff hired prior to 1973 may make application without having attended a previous orientation course.

A maximum of 36 registrations will be accepted for Advanced Orientation on a first come, first served basis. Staff can contact their Regional Coordinator for additional information.

AHA BOOKLET DISCONTINUED

The publication "Your Heart Has Nine Lives" (50-030-A) that has been reprinted in the past by the American Heart Association has been discontinued.

One of the authors, Jeremiah Stamler, M.D., has requested that the booklet not be reprinted until revisions have been made.

MINORITY STAFF MEETING SLATED FOR APRIL 30

A meeting of staff who are members of minority groups or working with minorities has been scheduled for April 30 at the National Center.

The meeting will provide an opportunity for those staff representatives to exchange ideas and information, determine needs with respect to programming in minority areas, provide participants with a better understanding of AHA resources and how they can be utilized and make suggestions for future activities.

Representatives at the meeting will also discuss the development of programs which will increase the visibility of AHA in minority communities and identify sources of financial support for the implementation of plans for minority community involvement.

STRESS TESTING ARTICLE TO BE FEATURED IN "WOMAN'S DAY"

"Woman's Day" magazine is researching an article on stress testing and its availability across the country.

The last time a national publication featured such an article, Heart Associations were swamped with inquiries. The Division of Education and Community Programs has sent affiliates a directory of cardiac rehabilitation units published in January that can be useful in answering inquiries.

IT'S HEART ASSOCIATION AUDIT TIME AGAIN

With the end of the fiscal year, June 30, fast approaching, Heart Associations are reminded that they should talk with their auditors now about scheduling the 1975/76 audit. The deadline for receipt of audits by the National Center is October 1, 1976.

BUDGET NOW FOR LOW COST RADIO AND TV SPOTS

Reminder: Now is the time to budget for the low production costs of spots you can make at AHA's Broadcast Center at the 1976 Annual Meeting in Miami.

The Broadcast Center provides affiliates and chapters the opportunity to tape local volunteers in Radio and TV spots at a minimum cost. Trained crews will be on hand to assist in the taping -- and will take over full supervision of taping if, for instance, chapter staff is not present to oversee the taping.

All the Broadcast Center needs is your volunteers. A selection of scripts as well as props will be available. Spots of any time length may be produced to suit local preferences. More information on exact costs and how to reserve time will be forwarded at a later date.

AHA ACCEPTING ABSTRACTS FOR STROKE AND CEREBRAL CIRCULATION JOINT MEETING

The 2nd National Joint Meeting on Stroke and Cerebral Circulation will be held at the Sheraton 4-Ambassadors Hotel in Miami, Florida, February 25-26, 1977.

Scientific investigators interested in cerebral circulation diseases as well as in physiology and pathological changes in the cerebral circulation are invited to submit abstracts to Scientific Sessions, AHA, 7320 Greenville Ave., Dallas, Texas 75231. Deadline for abstracts is September 1, 1976.

The sessions are sponsored by the Stroke Council of the American Heart Association, the Cerebrovascular Surgery Section of the American Association of Neurological Surgeons, the Canadian Stroke Society of the Canadian Heart Association and the Society for Vascular Surgery.

Robert G. Siekert, M.D., a member of AHA's Board of Directors and a Council Affairs Committee member, will serve as conference chairman.

SEMINAR ON INFECTIVE BACTERIAL ENDOCARDITIS PREVENTION SCHEDULED FOR MAY

Physicians, surgeons, immunologists, microbiologists and dentists from across the country will be attending a by-invitation-only Seminar on Infective Bacterial Endocarditis at the National Center May 14-15.

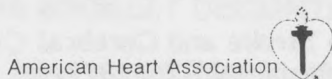
The 50 doctors invited to attend will take an in-depth look at new findings in bacterial endocarditis research, weighing these findings against current knowledge as a basis for a possible updating of AHA published recommendations for the prevention of infective bacterial endocarditis.

Publication Office:
7320 Greenville Avenue
Dallas, Texas 75231

Kim Whitham, Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group Members of the American Heart Association.

Perform a death-defying act. Exercise regularly.



AMERICAN HEART NEWS
7320 Greenville Avenue
Dallas, Texas 75231



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ROBERT SHANK MD
SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
4566 SCOTT AVE
ST LOUIS MISSOURI 63110

American Heart News

Vol. III, No. X
April 7, 1976

*DON DEFORE - D4 ENTERPRISES ALERT

Several months ago television personality Don DeFore contacted the American Heart Association requesting that his production company "D4 Enterprises" be authorized to produce golf tournaments in 50 or more locations for the benefit of the Heart Association. Because of the nature of the proposal, no such authorization has been given by AHA. Representatives of DeFore may contact your Association and may be under the mistaken impression that their proposal is authorized. Please be alert to this possibility.

RESEARCH APPLICATIONS INVITED BY AMERICAN HEART ASSOCIATION

Investigators may now apply to AHA for support of studies to be conducted during the fiscal year beginning July 1, 1977.

July 1, 1976 is the deadline for submitting applications for established investigatorships and British-American research fellowships. Applications for grants-in-aid are due by October 1, 1976. All applicants must have a doctoral degree.

Awards for 1977-78 will be made as follows:

Established investigatorships are five-year awards to young physicians and scientists (usually under age 40) with proven ability to conduct independent research. Three or more years of post doctoral research experience and U.S. citizenship or permanent visa are required. Negotiated stipends will be based on faculty or staff rank, with \$15,000 minimum.

British-American research fellowships are one-year awards to U.S. citizen physicians and scientists, usually under age 35, desiring additional research training best available in British institutions. Stipend is \$12,000 plus dependency, travel allowances and \$750 departmental grant.

Grants-in-aid support one to three-year projects in non-profit institutions. Awards are based on scientific excellence for problems broadly related to the cardiovascular field. Proposals from talented young investigators are encouraged.

Emergency grants are limited monies for such laboratory disasters as fire, flood, vandalism or similar unpredictable circumstances. Application requests can be made anytime by phone or letter of explanation.

Application forms may be obtained from the Director of Research, American Heart Association, 7320 Greenville Avenue, Dallas, Texas 75231, (214) 750-5448.

*INTERNATIONAL MEETINGS QUESTIONS

The Office of Education and Medical Programs (EMP) in the National Center has requested that all questions related to international meetings and conferences be directed to the EMP deputy vice president's office rather than to the individual council sections.

*Action Items for Affiliates and Chapters

*NATIONAL CENTER REQUESTS APPLICATION NEEDS
FROM AFFILIATES AND CHAPTERS

Affiliates should notify their Affiliate Services Office of their needs and their chapter's needs of the standard affiliate/chapter grant-in-aid and fellowship research application forms. The National Center will use these projected figures to determine the number of forms which will be printed.

COOPERATIVE RESEARCH INFORMATION
AVAILABLE FROM NATIONAL CENTER

Through participation in the Heart Association Cooperative Research Program, affiliates and chapters select from AHA applications individuals or projects they find most interesting, and by contributing most of the first year's support, an affiliate guarantees immediate funding of the project. The remaining one or two years' support will be paid through the national budget. In the past, this program has provided about \$250,000 per year for the activation of AHA grant awards which otherwise may not have been funded in affiliate areas. For more information about the COOP Program, contact the Research Division of the National Center.

AMA ACCREDITATION CLARIFIED

For several years, AHA has been able to offer American Medical Association (AMA) Category I credit for all continuing education programs for physicians sponsored or co-sponsored by the National Center.

According to AMA guidelines, only the National Center can offer Category I credit on behalf of the AMA.

This should not prevent affiliates or chapters from going to their state medical societies and requesting category credit at the local level. However, there are some variables Heart Associations need to be aware of when seeking category credit from a state medical society. Not all state medical societies are structured to offer credit. Those that do work through a Council on Continuing Medical Education (CME) organized within their own ranks. CME guidelines call for nine months pre-planning and a request to be involved in the planning stages of the course.

An alternative is to seek co-sponsorship from one of the AHA National Center Scientific Councils. This process takes six months, and, because of co-sponsorship, the course will receive full AMA Category I credit.

A council will need to know title, program chairman, proposed topics and names and addresses of all faculty. A decision will be made on whether or not to co-sponsor the program within 30 days.

It is important to remember that requests must be made at least six months in advance of the date of the course. A council will not consider emergency, overnight review.

If an affiliate or chapter course is approved for co-sponsorship, the program brochure should indicate this with a credit line such as "In cooperation with. . ." or ". . .and co-sponsored by the American Heart Association Council on _____."

Council co-sponsorship also allows affiliates and chapters to state the number of hours credit given by the AMA. This statement should appear as, "This course has been approved for _____ hours credit toward Category I credit of the AMA Physician's Recognition Award Program." The National Center will have the information on the number of hours credit a course is worth.

It will be very helpful to the audience if a certificate of attendance card is enclosed in each registration packet. The card serves as documentation of course attendance for the physician to keep until it is needed.

Questions on co-sponsorship may be directed to Dale Stringfellow, Chief, Section on Scientific Sessions, National Center, through the appropriate channels.

"DIET AND HEART DISEASE" STATEMENT REVIEWED

The Nutrition Committee has reviewed the 1973 statement, "Nutrition and Heart Disease," and has determined there is no need to change the Association's position. The committee made its decision after discussion of preliminary reports of several new studies that seemed to run counter to AHA advice on diet -- particularly the consumption of egg yolks. A complete statement has been mailed to all affiliates and should be received by April 7. It is attached to a Communications Division memo form and bears the identifying number, NR 76-3017.

CRNR MEETING TO DEAL WITH OBJECTIVES, AFFILIATE AND MINORITY RESEARCH

Along with reports regarding the developments and concerns of each region, the Committee on Regional/National Research (CRNR) will discuss the five-year objectives of the National Center Research Division at its April 11 meeting. The Executive Committee of the CRNR will also consider suggestions for new programs or program revisions in an attempt to plan for the most effective way to support research projects.

Another CRNR concern is that research expenditures by affiliates and chapters have steadily diminished over the past few years. The committee will consider ways in which the trend can be reversed in order to meet a primary goal of the Heart Association, ". . .the support of acquisition of new knowledge through research."

Additionally, the CRNR along with Dr. Elijah Saunders, chairman of the Minority Involvement Working Group, will consider ways of encouraging minority scientists to make application to AHA for research support.

TASK FORCE TO STUDY COMPUTER SERVICE FOR AFFILIATES

Representatives from the eight regions attended a session on computerized accounting at the National Center on March 23. Some members of this group will constitute a Task Force to prepare the chart of accounts, design the input documents and agree on the kinds of computer output (reports) needed by the regions and by affiliate and chapter Heart Associations. In addition, three of the Heart Associations present at the meeting will enter into a pilot program on computerized accounting with the National Center.

By January 1, 1977, the National Center computer will be able to accommodate an additional six Heart Associations; by July 1, 1977, the needs of another six Heart Associations will be met, and so on.

Concurrently, the National Center computer staff will be working with selected Heart Associations on various applications such as fund raising, inventory, membership and mailings. Once these programs are proven successful, the National Center can offer the service to all Heart Associations.

PERSONNEL AND TRAINING DIVISION ANNOUNCES NEW APPOINTMENTS

The Personnel and Training Division of the National Center reports the appointment of two new staff members. Paul Caldwell has accepted the position of Manager of Training, replacing Eileen Hafner who resigned.

Carey McElya will be responsible for National Center insurance administration, wage administration and the retirement program, replacing Larry Duckert who also resigned.

Both will be available to assist affiliates and chapters with their specific needs, in addition to administering programs conducted at the National Center.

THE PUBLIC BEAT
News of Public Policy and Government Affairs
of Interest to AHA, by Dawn Bryan

Copies of the following publications from the National Health Council were mailed to affiliates this past week. Additional copies may be ordered per price list within each book.

- (1) Congress and Health: An Introduction to the Legislative Process and its Key Participants
- (2) Congressional Staff Aides for Health Legislation
- (3) Private Health Organizations' Government Relations Directory

As a result of the American Heart Association meeting with the staff of the Post Office and Civil Service Subcommittee of the U.S. House of Representatives on Friday, March 26, 1976, the Committee has agreed to postpone the mark-up on H.R. 10922 until early May. This gives us the opportunity to coordinate our efforts with other organizations in drafting a more acceptable fund solicitation bill. This bill will be discussed by the Fund Raising Advisory Committee at its April 8 meeting in Dallas. Although Representative Lionel Van Deerlin has delayed the final mark-up on his bill, H.R. 1123, until the Post Office and Civil Service Committee has completed its action, he did write a letter to Representative Charles Wilson on behalf of the American Heart Association. His letter brought to Representative Wilson's attention some of our concerns about the accounting and disclosure requirements of H.R. 10922.

AHA is carefully examining for possible comment the proposed rules for Health Planning and Resources Development which were published in the Federal Register on Friday, March 19. Affiliates are encouraged to send suggestions for revision to Public Policy and Government Affairs at the National Center as soon as possible. The final rules and regulations for designation and funding of Health Systems Agencies were published in the Federal Register on March 26, 1976.

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ROBERT SHANK MD
SCHOOL OF MEDICINE
WASHINGTON UNIVERSITY
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ST LOUIS MISSOURI

63110

American Heart News

Vol. III, No. IX
March 31, 1976

IN MEMORIAM

It is our sad duty to report that J. Scott Butterworth, M.D., a past president of the Association, was killed in an auto accident in New Jersey March 26. He was associate professor of medicine at New York University School of Medicine and director of its ECG department.

A memorial service will be held Tuesday, April 13, at 2 p.m. at the New York Heart Association, 2 East 64th Street, (212) 838-8800. Former board chairman Ross Reid will deliver the eulogy.

"Scotty," as he was affectionately known to the heart family, was recognized as one of the world's leading authorities on heart sounds. He was a forerunner in the development of audiovisual instruments and aids for teaching cardiology, and he worked for many years on improving the accuracy and acuteness of instruments doctors use to study heart sounds.

Dr. Butterworth was a volunteer leader of the Association for more than 25 years. He was a long term board member of the New York Heart Association and worked closely with AHA's programs of professional and public education. He was awarded the AHA Award of Merit in 1959, and, in 1965, he received the Gold Heart, the highest award for volunteer leadership.

Letters should be sent to Mrs. J. Scott Butterworth; 36 North Shore Trail; Sparta, New Jersey 07081. Memorial gifts may be made to the New York Heart Association, 2 East 64th Street, New York, New York 10021.

Scotty's wife, known to the heart family by her professional name, Jerry H. Bruner, is the Affiliate Services Coordinator for the Eastern Affiliate Services Office in New York City. Jerry suffered rib and wrist injuries in the accident, and is now recovering in New York University Hospital.

*Action Items for Affiliates and Chapters

* CHECK SUPPLIES STROKE PAMPHLETS
FOR "NOT FOR WOMEN ONLY" BROADCASTS

The popular syndicated series, Barbara Walters' "Not For Women Only" has scheduled five, half-hour programs on stroke during April and May.

The programs will advise the public that two stroke pamphlets are available from their local Heart Association. The pamphlets are "7 Hopeful Facts About Stroke" (51-016A) and "Stroke--A Guide for the Family" (50-025A). Heart Associations should check their supplies of these pamphlets to ensure that they have an ample supply on hand to cover responses from viewers of the show. The AHA Distribution Section reports a large supply of "7 Hopeful Facts About Stroke" but may run short of "Stroke--A Guide For the Family."

A list of cities, stations and air times where "Not For Women Only" is broadcast was included in the March materials mailing.

*HBP TELEVISION SPOT DISTRIBUTED FOR MAY

For the information of all affiliates, the National Center will send a TV packet for "High Blood Pressure Month" directly to the news editors of TV stations across the country. This packet contains copy for station newscasters, a letter to the news editor, a business reply card and a one-minute 16mm film featuring Dr. John Shepherd, president of AHA, making an HPB announcement.

This packet should arrive at the station news departments during the week of April 26. Affiliates and chapters should contact the news editors of their local TV stations and ask them to insert Dr. Shepherd's film during the newscasts.

AHA is doing this TV promotion at the request of and with the approval of the Advertising Council.

LOOK FOR HBP MONTH TV AND RADIO KITS TO ARRIVE SOON

A total of 200 TV kits and 1000 radio kits are being distributed free in early April to all affiliates for HBP Month. The distribution figures are based on assembly delegate proportions.

The TV kit contains the 60-second "Supremes" spot (16-324A), a 30-second spot, "Drugstore" (16-308B) and Waylon Jennings (16-327A) speaking from the Country and Western Hall of Fame.

Additional kits may be ordered from the AHA Distribution Section at \$2 for each radio kit and \$20 for each TV kit.

NEW FORMAT ACLS COURSE A SUCCESS AT THE NATIONAL CENTER

An affiliate faculty course in Advanced Cardiac Life Support (ACLS) held at the National Center March 11-14 received rave reviews from the 47 physicians who attended the two-and-a-half-day course. ACLS at the National Center also got lots of local television and print media coverage.

The March ACLS course was offered under a new format that differed from the one-and-a-half-day July 1975 course centering around lectures and seminars.

The physicians who attended the March course spent their time primarily in small 8-member groups. Groups were made up of cardiologists, anesthesiologists and emergency care and family practice physicians. Group members took turns dealing in practical teaching situations with material they did not encounter in their day to day practices. Each physician's presentation was critiqued by the other members of his group.

The doctors also had more time to practice the ACLS performance skills, and they were given time to meet with other physicians from their geographical areas to plan ACLS programs for their regions.

The participants were tested in performance skills and with a written exam on the material. They will be certified as affiliate faculty after they have organized and held their first ACLS instructors course with monitoring by one of the national faculty. They also could be certified after they assist in a course under the direction of a national faculty member.

Copies of the course program are available from the Affiliate Services Offices.

OBSTRUCTED AIRWAY SURVEY IN PROGRESS

A survey of rescue attempts for obstructed airway incidents is being conducted by the AHA Committee on Emergency Cardiac Care.

The purpose of the survey is to provide information regarding different types of rescue attempts for choking incidents that have been both successful and unsuccessful in saving victims' lives.

Information gleaned from the study will be the basis of a report given by AHA at the National Academy of Sciences-National Research Council conference June 21-22, 1976. Conference attendees will review various reports and data related to the management of obstructed airway emergencies.

Data is being sought from responsible groups involved in delivering emergency medical service. The form is being circulated through faculty and physicians who attended the AHA Advanced Life Support Courses in July 1975 and in March 1976, and through Affiliate Services Offices. Survey forms also are available from the Education and Community Programs Division of the National Center.

The statement on "First Aid for Foreign Body Obstruction of the Airway" will be circulated in the April materials mailing for distribution by affiliates to all CPR instructors. The statement has been approved by the AHA Steering Committee on Education and Community Programs.

"HELP!"

Wanted: Woman, 30-40 years young, who is a recovered heart attack victim. She must be a celebrity either in the film or television industry, on stage, in sports or the wife of a prominent political figure or statesman.

Her story could be the subject of a feature article for publication in one of the leading national women's magazines. If you know of a woman fitting any of these categories, and who would be willing to be the focal point of a story, please notify the AH News editor, Kim Whitham, as soon as possible. Include with the woman's name and address the reason why she qualifies as a candidate for the article.

All names will be submitted to the writer of the proposed manuscript. The author will determine whom the story will feature. If you have a candidate in mind, please do not make any promises to her concerning the story or its possible publication.

CALIFORNIA AFFILIATE DONATES STATE FLAG TO NATIONAL CENTER FOR PERMANENT DISPLAY

Members of the California affiliate board of directors contributed to the purchase of a California state flag for permanent display in the National Center's auditorium, and recommended that other affiliates purchase flags of their states for the same purpose.

Dr. Rene Bine, Jr., of San Francisco, an AHA board representative who attended the national board of directors meeting in Dallas, reported on the Dallas meeting and commended the National Center for its colorful state flag display with 50 state banners and the Commonwealth of Puerto Rico flag.

Other affiliates interested in donating their state flags for permanent display in the National Center Auditorium should contact their Affiliate Services Office for size specifications.

*MAY 1 IS DEADLINE FOR BLAKESLEE AWARDS

Midnight May 1 is the deadline for receipt of entries in the 1976 competition for Howard W. Blakeslee Awards for outstanding reporting.

To be eligible, entries must have been printed, broadcast or exhibited in any recognized national or local medium of mass communication -- newspapers, books, magazines, films, radio or television -- during the period from March 1, 1975, through February 29, 1976.

The awards now in their 25th year, encourage the highest standards of reporting on heart and blood vessel diseases. They were established in memory of the late science editor of the Associated Press who was a founder of the National Association of Science Writers. Winners receive a \$500 prize and a citation.

HONOLULU IS SETTING FOR ASIAN-PACIFIC CONGRESS OF CARDIOLOGY

Hawaii Heart Association is hosting the VI Asian-Pacific Congress of Cardiology October 3-8, 1976, in Honolulu. The congress is sponsored by the Asian-Pacific Society of Cardiology.

The program will feature daily scientific sessions covering multiple disciplines of cardiology.

The congress has arranged a mailing list for information on registration, travel and presentation of papers. Write to the VI Asian-Pacific Congress of Cardiology, c/o Hawaii Heart Association, 245 North Kukui Street, Honolulu, Hawaii 96817. Requests to be placed on the mailing list must be received by July 1, 1976.

*WHEELS TURNING FOR UPDATE OF BASIC CPR INSTRUCTOR MANUAL

Suggestions are being sought from affiliates and chapters for additions, deletions or changes that should be considered in updating the Manual for Instructor-Trainers and Instructors of Basic Cardiac Life Support (70-024-A).

The updating is a project of the AHA Committee on Emergency Cardiac Care. The committee plans a release date of fall 1976 for the revised manual.

Comments and materials found to be valuable through field experience should be forwarded through the established channels to the National Center Education and Community Programs Division marked to the attention of John Gould.

The present manual will still be available until the revised one is completed.

INTERAMERICAN CONGRESS OF CARDIOLOGY WILL MEET IN CARACAS

The X Interamerican Congress of Cardiology will be held in Caracas, Venezuela from September 5-11, sponsored by the Interamerican Society of Cardiology and organized by the Venezuelan Society of Cardiology.

The scientific program will consist of morning plenary sessions, followed by lectures, luncheon panels, afternoon round table discussions, late afternoon free communication sessions, and evening conversations with "master teachers." Plenary sessions will be on epidemiology of ischemic heart disease non-invasive techniques, myocardial infarction, valvular surgery, coronary surgery and cardiomyopathies.

Registration fee is \$120 for members and \$90 for associate delegates until April 30, when fees increase to \$150 to \$100 respectively.

For abstract forms and preliminary programs, and additional information, write to J. Keith Thwaites, Associate Director, Medical Programs, American Heart Association, 7320 Greenville Avenue, Dallas, Texas 75231. Deadline for receipt of abstract forms is April 30.

THE PUBLIC BEAT
NEWS OF PUBLIC POLICY AND GOVERNMENT AFFAIRS
OF INTEREST TO AHA, BY DAWN BRYAN

American Heart Association President Dr. John Shepherd testified in support of funding for the National Heart, Lung and Blood Institute for Fiscal Year 1977 before the Senate Labor-H.E.W. Subcommittee on Appropriations on March 16. Our testimony stresses the importance of a full spectrum national research program, including prevention, education and control. In regard to research dollars, two beliefs were emphasized: that continuity of funding with clear priorities is vital for successful research, and that the key to new knowledge is the skilled investigator with the ability to probe the future.

AHA recommended \$424 million as the minimum the National Heart, Lung and Blood Institute requires to carry on existing programs. We do not suggest any new program "starts," but a realistic continuation of those now underway and working at the institute. Our recommendations conform to the levels the Congress has authorized for Fiscal Year 1977 in the Renewal of the National Heart, Lung and Blood Act of 1976 and the Research Service Awards Act.

We are scheduled to testify in the house on March 30.

The position of the American Heart Association on the Proposed Regulations Concerning Fats and Cholesterol in Foods has been submitted to the Federal Trade Commission. This agency will be holding hearings on the proposed regulations in several areas later this year. The Association will present its witnesses in Dallas on October 12, 1976. See Federal Register of March 2, 1976, 41 F.R. 8980 for other public hearings.

The Public Policy Working Group will meet in Washington, D.C., on Monday, March 29, to be chaired by Dr. John Shepherd, president of AHA.

Filer Commission Follow Up: On Wednesday, February 11, 1976, William W. Moore represented Mr. Richard D. Dotts, AHA chairman of the board, at a meeting called by the Honorable George Romney to further discuss the possibility of collaboration in developing a program that would meet the need for voluntary action to be better organized, better understood, better mapped and better supported.

The following conclusions were reached:

1. There is a need to preserve, strengthen and protect voluntary action and pluralism in the American society. This should be the goal of any collaborative effort.
2. The objectives of any organization established under the above goal should include, but not be limited to, data gathering; sharing experiences; providing a voice for volunteerism; demonstrating needs for various services; establishing minimum standards for philanthropic and voluntary agencies; identifying needs not now being perceived; acting as spokesman on relations with the public sector.

3. None of the organizations and coalitions presently in existence can adequately meet these goals and objectives. Therefore, an entirely new organization will have to be constructed.
4. Toward this end, Governor Romney plans to have conversations with the following organizations:

Alliance for Volunteerism	National Center for Voluntary Action
Coalition for the Public Good	National Council on Philanthropy
National Assembly	National Health Council
5. A small staff group of participants at the meeting was requested to further refine the goal and objectives of the proposed new organization and to develop organizational models for consideration by a group of volunteers from the various agencies.

A report in opposition to the Filer Commission Report has been published. "Private Philanthropy: Vital and Innovative or Passive and Irrelevant?" is available at \$1.50 each from the Committee for Responsive Philanthropy, Suite 622, Connecticut Avenue, N.W., Washington, D.C. 20036.

THE PUBLIC BEAT GOES ON

The proposed regulations governing state activities under the National Health Planning and Resources Development Act of 1974 (P.L. 93-641) have been published by H.E.W. in the March 19 "Federal Register." The set of regulations details organization and functions of the State Health Planning and Development Agencies and consumer-prevention Statewide Health Coordinating Councils to be established under the planning law. In addition, the proposed regulations cover review of the need for certain health expenditures. The proposed regulations are open for comment until May 3.

The House Commerce Health Subcommittee has approved extension and revision of assistance to emergency medical services systems (H.R. 11327) for full committee action.

Heart Association staff met on Friday, March 26 in Washington, D.C., with staff of the Post Office and Civil Service Committee, U.S. House of Representatives concerning the committee's April 1 markup of H.R. 10922. This proposed bill would amend Title 34, U.S. Code, to require the furnishing of certain information in connection with the solicitation of charitable contributions by mail and for other purposes.

This month, copies of the American Heart Association 1975 Annual Report were mailed to members of Congress along with a letter listing our 1976 officers and noting the moving of the National Center to Dallas.

Publication Office:
7320 Greenville Ave.
Dallas, Texas 75231

Kim Whitham, Editor
Affiliate Services and Communications
Communications Division

Published by the American Heart Association and distributed to the AHA Board of Directors, Affiliates, Chapters, Past Officers and Committee and Working Group Members of the American Heart Association.

Perform a death-defying act. Stop smoking.

Give Heart Fund
American Heart Association



AMERICAN HEART NEWS

7320 Greenville Avenue
Dallas, Texas 75231

American Heart News

Vol. III, No. VIII
March 10, 1976

*CAMPAIGN THANKS IN ORDER FOR LOCAL RADIO AND T.V. STATIONS

The AHA public relations office in New York City has sent a letter to all radio and television stations thanking them for their cooperation in the 1975 Heart Fund campaign. The stations were also asked to return a log of the air time they contributed for AHA for forwarding to the FCC.

Affiliates that requested their letters in bulk will receive this packet. They are asked to send these letters along with their own so that a complete report can be sent to the FCC.

RECORD-BREAKING EMPLOYEE CONCURRENT CAMPAIGN GETS 100 PERCENT PARTICIPATION

National Center staff gave \$9,030 in a 100 percent-participation employee concurrent campaign this year -- .3 percent over the goal set, campaign chairpersons Carolyn Uhlemann and Bill Turko announced.

The 1976 gifts very nearly doubled the amount raised in last year's employee campaign.

Designations of this year's gifts showed \$8,241.90 donated to the American Heart Association, and the remaining \$778.10 primarily split between the American Cancer Society, the March of Dimes and the United Fund.

First in with 100 percent employee participation in the 1976 campaign were the Fund Raising Division, the Office of the Deputy Vice President for Operations, the Division of Scientific Affairs and the Division of Education and Community Programs.

The Western Affiliate Services Office was the first of the four area offices to report 100 percent employee participation. Elaine Garriga of WASO was presented with the first "Traveling Award," begun this year and which will be awarded each year to the affiliate services office that first reports 100 percent participation. Appropriately, the award is a silver collection plate.

*Action Items for Affiliates and Chapters

PAPERBACK COOKBOOK DUE FOR APRIL DEBUT

The best seller American Heart Association Cookbook is scheduled for an April debut in paperback, to be published by Ballantine Books. AHA will continue to share royalties with Ballantine, just as the Association does with the publisher of the hardback version of the cookbook, David McKay Company, Inc.

More information on the paperback version will be released as negotiations with Ballantine continue.

*NEW FILM REQUEST FORMS EASE ORDERING PROCESS

Two forms have been devised to facilitate the processing of film rental and purchase requests, as well as to furnish precise billing and shipping information for the AHA film library:

09-5003	Film Purchase Request
09-5004	Film Rental Request

These forms will be used by affiliates and chapters in ordering films for rental or purchase. Supplies of the order forms may be obtained from the National Center Distribution Department.

NEW PROCEDURES FORMULATED FOR FILM PREVIEWING AND VIDEOTAPING

A new film previewing procedure has been put into effect, which states:

All films listed in the catalog for sale through the AHA library are available for preview. In this courtesy service, you will receive a rental print of the film, which must be returned. For affiliates and chapters of AHA this service is free. For others, the rental fee of \$10 will be charged. Films bought through a purchase order may be returned for credit or replacement within 30 days.

This new procedure is necessary since AHA cannot afford to stock large numbers of preview films which risk damage in the preview process.

The film videotaping procedure has been changed to:

Any film listed as produced by AHA and which is for sale through the AHA film library may be videotaped for personal use without express permission. This includes non-profit, closed circuit television distribution within schools and medical facilities.

These procedural changes will be included in a reprint of the AHA film catalog now being produced.

1974 CORONARY MORTALITY RATES RELEASED

The National Center for Health Statistics' just-released coronary mortality rates for 1974 indicate that for each 10-year age, sex and race group between 35 and 74, the 1974 rate was lower than the 1973 rate.

Overall, the 1974 rates are down 13-37 percent since 1968, depending on age, sex and race.

Heart Attack Death Rates Per 100,000 Population by Age, Sex and Race: United States, 1973 and 1974

Age Group	White		Non-White		Male		Female	
	1973	1974	1973	1974	1973	1974	1973	1974
35-44	75.4	69.5	14.6	13.1	103.6	95.6	51.3	44.4
45-54	312.9	301.8	65.8	61.9	375.6	353.4	185.8	171.7
55-64	867.0	814.0	256.4	243.3	902.0	848.1	516.1	478.6
65-74	1918.9	1835.2	855.0	813.9	1784.2	1713.6	1267.0	1160.5

Percent Change in Heart Attack Death Rates U.S., 1968-74 by Age, Sex and Race Based on death rates per 100,000 population, 8th Revision Codes 410-413

Age Group	White		Non-White	
	Male	Female	Male	Female
35-44	-20.6	-20.1	-30.7	-36.8
45-54	-13.3	-14.4	-15.7	-22.4
55-64	-14.6	-15.0	-17.9	-26.3
65-74	-14.4	-20.3	-25.7	-30.3

If the 1968 ischemic mortality rates had persisted in 1974, there would have been 41,000 more male deaths and 26,000 more female deaths in the 35-74 age group than actually occurred in 1974.

LIMITED SUPPLY AVAILABLE
OF SOME HIGH BLOOD PRESSURE MONTH MATERIALS

The materials listed below are in the process of revision or are being discontinued after the present stock has been depleted. Affiliates and chapters are advised to use their present stock of these particular items for May High Blood Pressure Month. Orders will be filled by the AHA Distribution Department as long as the present supply lasts.

- 62-005-B "Perform a Death Defying Act-Have Your Blood Pressure Checked"-(posters) item to be discontinued - use present supply.
- 62-002-A "High Blood Pressure"-(poster) item to be discontinued - limited supply
- 72-008-A "Drugs Used in the Treatment of Hypertension" - to be discontinued - limited supply
- 95-011-A "High Blood Pressure Control: A Guide for Community Programs" - under revision - limited supply
- 24-0172 "High Blood Pressure" (film) - to be discontinued - limited supply

NEW ITEM: A valuable addition to HBP literature is 52-004-A "What Every Woman Should Know About High Blood Pressure," a public education leaflet written by Harriet P. Dustan, M.D., president-elect of the American Heart Association.

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Editor:
Kim Whitham
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AMERICAN HEART NEWS
7320 Greenville Avenue
Dallas, Texas 75231

American Heart News

Vol. III, No. VII
March 3, 1976

CPR HELPS SAVE THE LIFE OF JUDGE SIRICA

When U.S. Federal Judge John J. Sirica collapsed from a massive heart attack February 5, his life was sustained by cardiopulmonary resuscitation (CPR) until licensed medical attention was made available.

CPR was performed by Deputy U.S. Marshal William C. DeLodovico of Washington, D.C., who had completed a federal government lifesaving procedures training program consistent with AHA recommendations.

For his contribution to the saving of Judge Sirica's life, Deputy Marshal DeLodovico received the Certificate of Exemplary Action from the American Heart Association on February 23 in Washington, D.C. The award was presented by Dr. Gerold I. Shugoll, president of the Washington, D.C., affiliate, and cites DeLodovico for his "professionalism, training, immediate action and overall dedication to duty."

Judge Sirica's wife and daughter attended the presentation. According to his staff, Judge Sirica is progressing satisfactorily.

*AMERICAN HEART NEWS GETS A FACELIFT

This issue of AH News initiates a new format for the weekly publication.

The changes made are the result of several considerations, including the need for a more modern "alive" approach, the need for more flexibility and functionality and, certainly, to increase readability.

In connection with the new format, the National Center mailing list for the newsletter also has been revised. National distribution now goes to affiliates, past officers and members of the AHA Board of Directors, committees and working groups.

AH News is an information exchange tool between and for the National Center and the other members of the Heart family. As such, information relative to affairs of the Heart Association and relevant for national distribution sent from members of the Heart family is welcome.

AH News is published every Wednesday of the month, except every fourth Wednesday which is the National Center bulk mailing. The deadline for receipt of copy is the Friday before publication.

*Action Items for Affiliates and Chapters

*HIGH BLOOD PRESSURE MONTH AND THE MEDICINE SHOPPE

Representatives of a national chain of pharmacies called the Medicine Shoppe have been approaching Heart Associations regarding screening programs in drug stores of the 200-member chain. It has been incorrectly reported that AHA has a contract to set up the in-store screening programs.

The Medicine Shoppe's pharmacists are eager to cooperate with Heart Associations in high blood pressure education and screening, and Heart Associations are advised to cooperate with the chain's stores preferably in an educational way. If educational material is to be distributed through drug stores, it cannot be used in any way in connection with a product which would imply endorsement. This is a national policy.

NOTICE OF PUBLICATION REVISION

"Hypertension - Drug Treatment" (EM422 or 70-013A) is in the process of revision. Date of the availability of the revised publication is early Fall 1976.

"Outline of Recommended Antihypertensive Regimens for Groups with Varyingly Severe Hypertension as Indicated by Diastolic Pressure" (desk card - EM633) has been thoroughly revised with several drugs added and changes made in priorities of drugs to be used in various circumstances. Final copy should be approved by April and will be available as soon after that as possible.

Affiliates and chapters are advised to continue using their present stock of both publications.

*PRICE OF HEART-SHAPED BALLOON INFLATES

Due to an increase in production costs, VanDam, Inc., is raising the price on the #12-0181 heart-shaped balloon to the following:

Less than 6M	7 to 25M	Over 25M
43.25 per M	37.75 per M	32.25 per M

Please mark this price change in the Heart Fund Campaign Materials Catalog on page 27.

*ED. MAT. PRINTS SET FOR PREVIEW

All affiliate executive directors will be receiving preview prints of:

WHEELCHAIR	:60	16316A	January 1976 Ed. Mat. Memo
BODY LANGUAGE	:60	16-315A	January 1976 Ed. Mat. Memo

Affiliates will have 21 days to preview the prints, and will receive a bill from the warehouse. If they do not wish to keep the spot, they should return it with the bill to AHA Distribution, 7320 Greenville Avenue, Dallas, Texas 75231.

STEERING COMMITTEE FOR MEDICAL
AND COMMUNITY PROGRAMS ADOPTS STATEMENTS

The Steering Committee for Medical and Community Programs has adopted statements on blood pressure measurement by non-physicians, the use of national or affiliate offices for screening activities and the establishment of smoking rooms in high schools.

The National Heart and Lung Institute (NHLI) Advisory Council's position statement on "Blood Pressure Measurement by Non-physicians vis-a-vis Medical Practice" was adopted with this recommended amendment:

". . . that the screener give the numerical values for the systolic and diastolic blood pressures to the screenee and preferably in writing at the time the blood pressure is recorded."

Copies of the statement cited above are available from Area Program Specialists.

Regarding the use of Heart Association offices and staff for screening activities, the Steering Committee for Medical and Community Programs approved the following statement:

"The American Heart Association is vitally interested in the detection, confirmation, treatment and follow-up care of patients with hypertension. The Association furthermore supports the development of screening and educational programs, but does not recommend or endorse the utilization of national or affiliate offices and their respective personnel as health care participants in the follow-up care of identified patients with hypertension."

In adopting a position statement on the establishment of smoking rooms in high schools, the steering committee adopted the following:

"Inasmuch as the American Heart Association has taken a firm position that cigarette smoking is detrimental to an individual's health, it is therefore recommended that smoking rooms not be established in high schools because such locations promote a set of stimuli which encourages and develops that smoking habit."

The American Cancer Society's position statement of October 1973 recommending that "smoking areas should not be provided on school grounds or in school buildings . . ." was also approved. A copy of this statement has been provided to Area Program Specialists.

TIN WOODMAN FILM PRICES RISE

Tin Woodman (:30) #16-307-L and Tin Woodman (:20) 16-311-A film prices have been increased to \$5 each.

THE PUBLIC BEAT
News of Public Policy and Government Affairs
of Interest to AHA, by Dawn Bryan

The American Heart Association presented scientific testimony on the relationship of cardiovascular health to smoking at the February 19 hearing of the Senate Subcommittee on Health. The occasion was the introduction of a bill, S. 2902, submitted by Senators Hart and Kennedy to amend Title V of the Public Health Service Act to be called the National Health Service and Development Act of 1976, and containing provisions for a new cigarette tax to be used for health research and development. Dr. Henry Blackburn of the School of Public Health, University of Minnesota, represented the American Heart Association at this hearing. Other testimony included that of Dr. Renato Dulbecco, Nobel Laureate from London, England, and Dr. Howard Temin, Nobel Laureate from Madison, Wisconsin, as well as representatives from the American Cancer Society and the American Lung Association.

The American Heart Association will be hosting representatives of the Seven Agencies Committee at the National Center on May 5, 1976. The purpose of the meeting will be to draft model national legislation for the regulation of charitable solicitations.

Last week the American Heart Association submitted testimony to the House Subcommittee on Health and the Environment supporting Rep. Mollohan's bill for emergency medical services. It was felt that this bill most closely represents the Association's position of EMS because of its emphasis on funds for training of personnel to implement emergency medical services.

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Unveiling the bronze plaque at the National Center dedication ceremonies are (from left): Dr. John Shepherd, AHA President; Dr. Harriet Dustan, AHA President-Elect; Mrs. Andrew A. Fraser, who presented the plaque to AHA in memory of her husband; and Richard Dotts, AHA Chairman of the Board.

Ceremonies Pay Tribute to Volunteer Spirit

AHA Dedicates National Center

The new National Center of the American Heart Association was formally dedicated in a ceremony January 30, 1976. The event, themed: "Volunteerism; Part of Our Heritage," was attended by National officers, board members representing all 50 states and other AHA subdivisions, past presidents and chairmen of the organization and special guests.

Richard Dotts, AHA Chairman of the Board, served as presiding officer of dedication activities. Toddie Lee Wynne of Dallas, past chairman of the Board of Trustees of Presbyterian Hospital, gave the invocation and was followed at the podium by Dr. Charles Sprague, President of the University of Texas Health Science Center, who welcomed AHA to Dallas on behalf of the science/medical community of the city.

Remarks by Mrs. Sidney Rubin, representing New York State Affiliate; Ira Lavin, Vice President Southwest Region; Dr. John Shepherd, AHA President; and Dr. Harriet Dustan, AHA

President-Elect, supported the "Volunteerism" theme.

A highlight of the event was the unveiling of a bronze plaque by Mrs. Andrew A. Fraser, a National Center benefactor. The plaque, to be installed at a later date on the building's facade, has an inscription dedicating the National Center to "The Spirit of Volunteerism — Past, Present and Future."

Six AHA Awards of Merit, presented by Dr. Shepherd, and a Distinguished Service Award presentation to Dr. Irving S. Wright (see Award stories) by Dr. Elliot Rapaport, Immediate Past President, honored those outstanding citizen-scientist professionals whose volunteer efforts have contributed greatly to AHA's programs.

William W. Moore, Executive Vice President of AHA, presented remarks on the building and its many purposes. Guests then toured the new Center and attended a reception in the staff dining area.

Ways to be Successful— By Trying!

The Houston Chapter of the Texas Affiliate estimates that rain and wretched road conditions cut attendance at its 1976 Special Gifts Kickoff Breakfast by at least 10 percent.

Even under these adverse conditions, however, more than 1,500 businessmen turned out at 7:30 a.m. to eat a low cholesterol breakfast and to get their assignments for what must be one of the best organized campaigns of its kind in Heart Association history!

Chapter Executive Director Sam Inman, who had reservations from 150 more workers, modestly disclaimed any magical formula for the remarkable attendance. Instead, he said, the successful meeting was the result of fundamental "by the book" campaign organization.

Frank Horlock, Jr. was named '76 Heart Fund Chairman for the Chapter early last year. By the end of spring, the planning stages of the campaign were accomplished and two prominent businessmen, John Turner of the Friendswood Development Corporation, and Deane Kanaly, president of Kanaly Companies, were appointed co-chairmen for Special Gifts and vice chairmen for the Campaign.

Between them, Turner and Kanaly recruited captains in 12 categorical recruitment divisions. Each captain recruited six lieutenants. The recruiting pyramid continued, volunteer to volunteer, and at a one to six ratio. The result was the extremely gratifying Kickoff Breakfast on January 20.

Success such as this deserves examination. Inman feels that success was ensured by two factors. One is a requirement that a written report on recruitment be received, at each level of organization, containing the name and address of each person recruited. When these reports are received, a letter, over Frank Horlock's signature, goes to each new recruit. These letters are specific and reiterate the exact requirements of the assignment.

A second success factor, according to Inman, is the fact that orientation meetings are held at

Continued—Ways to be, Page 2

Ways to be Successful:

(from Page 1)

each level of organization. When a lieutenant, for instance, is recruited, he accepts a schedule of orientation meetings. His schedule is prearranged; the meeting places are reserved; the times are set; the agenda is complete — and no deviations from the plan are allowed.

Recruitment at each level proceeded according to schedule in Houston. By Fall all leadership had been recruited, and 80 per cent of all recruitment and training was completed before Christmas. In top echelons, 100 per cent attendance at orientation meetings was achieved. At all levels, attendance never fell below 85 per cent.

The breakfast meeting on the 20th had a Swiss movement. No speech exceeded five minutes. Each speaker was given one minute to make his own expression, in addition to the prepared material he was assigned to deliver. The low cholesterol food was donated, and the other costs of the meeting were made insignificant in view of one technique employed: Workers were urged to start their fund raising effort with their own gift. To make this process easier a Master Charge form was placed at each table setting.

Panel IV Sees AHA Democracy in Action

A striking example of AHA's democratic process in action came full circle this month with the acceptance of the Fund Raising Advisory and Policy Committee report by the American Heart Association Board of Directors.

The process began in November, in Anaheim, when 21 tables in the Fund Raising Panel attracted an attendance of 191.

From this panel, 64 recommendations were made in 12 major categories: 16 recommendations were related to public relations, eight dealt with the quality and quantity of volunteers, seven were concerned with training and three with unification of name. Other recommendations included four on the case for support; materials development, three; campaign timing, four; record keeping, six; special events, three; solicitation of national firms, two; divisibility factor, four and policy on product endorsement, two.

On January 9 and 10 the Fund Raising Advisory and Policy Committee considered major recommendations and either took direct action or asked other committees to consider those recommendations which fell within their areas of responsibility.

Finally, FRAPC recommendations were forwarded to the Board of Directors as a part of the report of FRAPC Chairman Mrs. Jean Dresslar.

Give Heart Fund
American Heart Association

Those volunteers who didn't have Master Charge were instructed to turn the form over and write their pledge on the back. They will be billed directly from the Chapter. Inman estimated that more than 50 per cent of those attending made their contribution at that time.

The program was not without celebrity content. Astronaut Donald K. Slayton spoke — for his allotted five minutes — as did Chapter President Dr. William L. Winter, Jr. Without doubt, however, the star of the show was the event itself.

Lest any confusion be created about the nature of Houston's Special Gifts Campaign, it should be pointed out that on February 10 another kickoff is planned. This breakfast, of a lesser magnitude, will bring together between 600 and 800 other volunteers, who will conduct the Chapter's Business Campaign. Different in concept, the Business Campaign will be conducted as a one day blitz. Volunteers will leave the breakfast meeting with an assignment of at least 10 calls on business establishments of 25 or fewer employees. Volunteers proceed immediately from the meeting to their assignments. When they have finished their 10 calls they may return to "go" and accept additional assignments, if they wish.

Texas Affiliate Executive Vice President Dudley Hafner congratulated Inman and the Houston volunteers on their accomplishments. They did it, he said, by following the basic concepts of good fund raising organization.



Making the new panel system work at the Anaheim meeting were (left) Dr. Eva Schindler Rainman, group dynamics consultant, and Mrs. Mary Ripley, 1975 Assembly Planning Committee chairman.

New Panel Process Introduced at Anaheim

The 1975 Assembly Planning Committee, under Chairman Mrs. Mary Ripley, recognized the need for a change in the cumbersome discussion panel process of the annual Delegate Assembly.

For the Assembly last November the committee planned something different, announced

Continued—New Process, Page 4

Dr. Wright Receives Achievement Award



Dr. Irving S. Wright

pioneering work won many awards and appointment honors.

For the past seven years Dr. Wright's role as National Chairman has resulted in an impressive record of accomplishment. The excellence of the Commission's 40 published reports is a tribute to his efforts, and provides standards of excellence and a new dimension in the concept of cardiovascular disease patient care. It also provides a vision for essential future planning.

Awards of Merit

Dr. Irving S. Wright of New York was presented the Distinguished Achievement Award during dedication activities of AHA's National Center.

Dr. Wright, the Emeritus Clinical Professor of Medicine at Cornell University Medical College and Consulting Physician to New York Hospital, was cited "for his accomplishments for medicine and the public during seven years as National Chairman of the Inter-Society Commission for Heart Disease Resources."

Considered a foremost authority on cardiovascular disease who pioneered in the study of thrombosis, Dr. Wright played a vital role in encouraging the study of and introducing the clinical use of anti-coagulants to treat heart attack and

stroke and to help prevent recurrences. His

American Heart Association Awards of Merit were presented to six volunteer leaders during National Center dedication activities January 30.

The awards, given "in recognition of dedicated and distinguished service in advancing the Association's national program," were presented to Donald S. Fredrickson, M.D., Bethesda, Maryland; Robert J. Michtom, M.D., Rockville Centre, New York; Rose Pinneo, R.N., Rochester, New York; Robert Mitchell, M.D., Plainview, Texas; Sam A. Threefoot, M.D., Augusta, Georgia; and Richard H. C. Taylor, attorney from Richmond, Virginia.

These six volunteer leaders were selected from throughout the country by the AHA Board of Directors to receive the award.

The Public Beat:

Commission on Private Philanthropy Releases Study of American Charitable Giving

The Commission on Private Philanthropy and Public Needs — a privately funded panel founded in November, 1973 — has completed its broad study of the source, scope, and impact of charitable giving in the United States. The Report is based on scores of Commission-sponsored studies which were conducted by scholars and other experts in many fields, such as health, education, sociology, economics and law. Every effort was made to compile comprehensive empirical data and to develop a balanced presentation of differing viewpoints. The implications of the study and its recommendations are far-reaching.

MAJOR FINDINGS

A summary of major findings of the Commission includes the following:

- The voluntary sector is a large and vital part of American society, more important today than ever. But the sector is undergoing economic strains that predate and are generally more severe than the troubles of the economy as a whole.
- Giving in America involves an immense amount of time and money, is the fundamental underpinning of the voluntary sector, encompasses a wide diversity of relationships between donor, donations and donee, and is not keeping pace.
- Decreasing levels of private giving, increasing costs of nonprofit activity and broadening expectations for health, education and welfare services as basic entitlements of citizenship have led to the government's becoming a principal provider of programs and revenues in many areas once dominated by private philanthropy. And government's growing role in these areas poses fundamental questions about the autonomy and basic functioning of private nonprofit organizations and institutions.
- American society has long encouraged "charitable" nonprofit activity by excluding it from certain tax obligations. But the principal tax encouragement of giving to nonprofit organizations — the charitable deduction from personal income taxes — has been challenged from some quarters in recent years on grounds of equity and eroded by expansion of the standard deduction.

RECOMMENDATIONS

The recommendations resulting from these findings are divided into three categories: proposals involving taxes and giving; those that affect the "philanthropic process," the interaction between donors, donees and the public; and a proposal for a permanent commission on the nonprofit sector.

The first category of recommendations intends

to broaden the base of philanthropy through expansion of the income tax deduction for charitable contributions. Specifically, the Commission recommends permitting all taxpayers who take the standard deduction to deduct charitable contributions as an additional itemized deduction; providing additional inducements to the low- and middle-income taxpayers, i.e., "double deduction"; excluding income deducted for charitable giving from any minimum tax provision; retaining the appreciated property allowance within the charitable deduction, but amending it to eliminate any possibility of personal financial gain through tax deductible charitable giving; retaining the charitable bequest deduction in its present form; and stimulating corporate giving through additional tax incentives.

Recommendations for improving the philanthropic process fall into four areas: accountability, accessibility, personal or institutional self-benefitting and influencing legislation. In addition to suggesting uniform accounting measures and detailed annual reports for all but religious organizations, and recommending that recipient organizations be made primarily responsible for their own expenditures, the Commission urges that tax exempt organizations recognize an obligation to be responsive to changing viewpoints and emerging needs and that they broaden their boards and staffs to ensure that they are responsive. The 1969 Tax Reform Law placed stringent restrictions on self-benefitting by foundation personnel. The Commission believes that other tax exempt organizations may be as open to such abuses, however, and it favors extending the 1969 restriction to all exempt organizations, with appropriate modifications. It also recommends that a system of federal regulations be established for interstate charitable solicitations and that intrastate solicitations be more efficiently regulated by state governments. As government has expanded in relation to the nonprofit sector, the influencing of government has tended to become an even more important function of nonprofit organizations; thus, the Commission recommends that nonprofit organizations — other than private foundations — be allowed the same freedom to attempt to influence legislation as are business corporations and trade associations.

A proposal for the establishment of a permanent Commission in the nonprofit sector to be established by Congress is based upon the Filer Commission belief that a new organization of national stature and authority is needed to further chart and study, and ultimately strengthen the nonprofit sector and the practice of private giving for public purposes. Among other purposes and roles of this Commission would be continuous collection of data on the sources and uses of the resources of the nonprofit sector; exploring and

proposing ways of strengthening private giving and nonprofit activity; providing a forum for public discussion of issues affecting, and for commentary concerning, the nonprofit sector; studying the existing relationships between government and the nonprofit sector and acting as an ombudsman in protecting the interests of the sector as affected by government.

IMPLEMENTATION

The Commission's final Report, *Giving in America: Toward a Stronger Voluntary Sector*, has been presented to and discussed in detail with members of both the Senate and the House. As a follow-up, the voluntary sector itself has been discussing the possibility of a collaborative effort in voluntary action in the year ahead. In early January the Honorable George Romney, Chairman of the Board, National Center for Voluntary Action, called a dinner meeting for select leaders of American life to discuss a possible course of action with respect to a number of pressing problems which may affect the future of the private voluntary sector. Mr. Ross Reid represented Chairman of the Board, Richard D. Dotts, and the American Heart Association at this meeting. The group was particularly concerned with the proposed central Commission, Romney and others on the Filer Commission dissenting from having a government agency perform this function, believing it far more important that such function be discharged by the private sector.

ORDERING INFORMATION

Copies of the complete report, *GIVING IN AMERICA: TOWARD A STRONGER VOLUNTARY SECTOR - REPORT OF THE COMMISSION ON PRIVATE PHILANTHROPY AND PUBLIC NEEDS* (Filer Commission), may be ordered for \$1.50 each from the Commission on Private Philanthropy and Public Needs, 1776 K Street, N.W., Suite 800, Washington, D.C. 20006. *Guide to SPONSORED RESEARCH of the COMMISSION on PRIVATE PHILANTHROPY and PUBLIC NEEDS*, a summary of studies of the findings and conclusions reflected in the Report, is also available from the Commission on Private Philanthropy and Public Needs at \$1.50 each. The Commission will bill you for your convenience.

Publication Office:
7320 Greenville Ave.
Dallas, Texas 75231

Editorial Staff:
Richard F. Root
Marcellus Alexander
Kimberly Whitham

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National Center Buzzes with Heart Activity

Fulfilling the vital function of accommodating meetings of Heart Association members, committees and councils, the National Center already has been host to 1,150 people in 1976.

If this trend continues as expected, about 14,000 people will have taken advantage of the National Center facilities by the end of the year, and a substantial chunk of the \$860,000 per year spent for Association meetings in the past can be funneled into other worthwhile Heart programs and operations.

Capping the new Center facilities is the 200-seat National Auditorium, fully equipped with audio-visual and projection equipment. The auditorium easily can be divided into three smaller meeting rooms to accommodate meetings of from 25 to 50 people.

In addition to the Auditorium facilities, the National Center has six other meeting rooms with capacities for groups of between six and 25 people. Three of these rooms are equipped with rear-projection viewing systems.

To make meetings in the National Center even more enjoyable, there are facilities for morning and afternoon refreshments and menus for catered lunches featuring sliced turkey, roast beef, tuna fish or Texas barbecue and baked beans with fresh fruit for dessert.

Supporting the meeting facilities at the National Center is the Heart Library, an information and research center for AHA staff, committees and councils.

The National Center meeting facilities provide a forum for the exchange of ideas among the 40,000 scientists and physicians, the two million citizen volunteers and the 65,000 other members of the AHA organization who are involved in the various Heart committees and councils.

In the past there have not been meeting facilities under one roof for Association groups which now use the accommodations in the National Center on a regular basis. During January, groups meeting at the Center included the AHA Board of Directors, the Working Group on Thrombosis, the Cardiovascular Research Study Committee, the Committee on Reduction of Risk of Heart Attack and Stroke, Fund Raising committees and the Emergency Care Committee. Other groups using the Center facilities during January were the Working Group on Affiliate Relations, the Physiological Chemistry Research Study Committee, the Scientific Sessions Program Committee and the Pathology Research Study Committee.

New Panel Process: (from Page 2)

something different — and produced something different! Four discussion panels were scheduled — each sponsored by an AHA working group or committee and each related to broad areas of delegate interest. Delegates chose the panel they wished to attend and, interestingly, attendance was well divided among the four. Panel I, *Program*, was chaired by Eldon Ellis, M.D.; Albert Miller, M.D., was chairman of Panel II, *Working Group on Public Policy and Government Relations*; Panel III, sponsored by the *Minority Involvement Working Group*, was chaired by William Trice, D.M.D., and the *Fund Raising Advisory and Policy Committee* sponsored Panel IV, chaired by Richard H. C. Taylor.

Great care was taken in the selection of a discussion leader for each of the 75 tables, or discussion groups. Dr. Eva Schindler Rainman, a consultant in group dynamics, was retained to

The American Heart Association will be working cooperatively with other public and private health organizations at the National Center, such as the Intersociety Commission for Heart Disease Resources, the National Heart and Lung Institute and the Association of University Cardiologists.

Training programs for professional and non-medical groups also will be conducted at the National Center facilities. Postgraduate courses for physicians and nurses will be offered at the Center, and the Association hopes to initiate programs to review research advances and cooperative efforts with the University of Texas Health Science Center, Presbyterian Hospital, Baylor Hospital and other medical organizations in the area.

“train the trainers” and to ensure the smooth working of the panel process.

Each panel's discussion group recommendations were classified by category and, after duplications were eliminated, were forwarded for consideration of the full sponsoring group or committee.

An example of the process, as it worked with Panel IV, is included in this edition of AHA News. As other sponsoring groups and committees meet and consider panel recommendations, the new spirit generated by the 1975 discussion panels will be felt in those areas as well. It represents a complete and direct communication channel from the individual delegate to the American Heart Association Board of Directors and it will result in decisions more directly responsive to the needs and wishes of AHA volunteers.

