

Telling Texas
about
May Day
Child Health Day
1939

WITHDRAWN

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Texas State Department of Health
Geo. W. Cox M. D. - State Health Officer

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WASHINGTON, D. C.

MAYOR'S PROCLAMATION

Whereas, the president of the United States and the Governor of Texas have proclaimed the first day of May as May Day-
FORE WORD Day, and

Whereas, May Day has become officially recognized as a part of the State and Community health, and

This bulletin has been prepared to fill a long felt need for unity in May Day publicity throughout the State of Texas. Realizing that many of the chairmen were too busy or were not experienced in writing articles, the following pages of this were prepared for their convenience.

There is a model mayor's proclamation, district and county news releases, general stories on child health problems, and suggestions for window displays and other items. welfare of children on this day to launch a week-long program to promote the development and needs of children.

IN TESTIMONY WHEREOF, I have hereunto signed my name officially

Mayor of _____

MAYOR'S PROCLAMATION

Whereas, the president of the United States and the Governor of Texas have proclaimed the first day of May as May Day-Child Health Day, and

Whereas, May Day has become officially recognized as a part of the State and Community health, and

Whereas, future greatness of our State and City is contingent upon the proper and wholesome development of our children;

NOW, THEREFORE, I, _____ Mayor of the City of _____, do hereby proclaim May 1, 1939, as May-Day-Child Health Day, as the first day of a week of public examination of our child health, development and welfare projects and urge everyone interested in the development and welfare of children on this day to launch a week-long program to promote the development and needs of children.

IN TESTIMONY WHEREOF, I have hereunto signed my name officially

Mayor of _____

Dr. _____, director of Public Health District No. _____, has just announced the appointment of _____ as County Chairman of May Day-Child Health Day in _____ County.

_____, upon assuming this chairmanship has begun the work of organization and will name the Community Chairman within a very few days. The slogan this year is "IN THE HEALTH OF ITS CHILDREN LIES THE FUTURE OF TEXAS".

Starting May first programs will be held in each section of the County, and it is expected that before the week is over sufficient interest will be aroused so that the work of protecting the health of children in _____ County will be carried on throughout the year.

LOCAL RELEASES ON APPOINTMENT OF CHAIRMEN

SUNDAY - APRIL 30:

_____, Upon accepting the May Day chairmanship, stated that the program of the week was being outlined. The week will probably start on Sunday, April 30th, when the ministers will give special sermons on the problem of the child as a whole. On May first, meetings will be held on the development problems of childhood, and all meetings will be sponsored by the Parent-Teacher Associations. Also, on the same day there will be a broadcast over the Texas State Network with the State Health Officer, State Superintendent of Schools and the Governor of Texas taking part. Tuesday, there will be programs in all the schools; Wednesday will be Child Welfare Day; Thursday, there will be programs designated to show the need of organized public health service in the county; and Friday, the American Legion will sponsor Child Health Day.

WEDNESDAY - MAY 3:

Child Welfare Day - Program in charge of Mrs. Violet Greenhill, Division of Child Welfare and Welfare Committee of the American Legion. Welfare agencies and organizations throughout the State are arranging programs and are holding open house for the public, and the newspapers will want stories, both straight news and feature on this occasion. This day presents an ideal opportunity for photographs and special stories of the work of these welfare institutions.

SUGGESTED ANGLE FOR MAY DAY PUBLICITY

SUNDAY - APRIL 30:

If your local pastors have agreed to preach sermons on the problems of the whole child, your newspaper church editor will be interested to have the information, plus possibly several paragraphs explaining the tradition of May Day and the 1939 objectives.

MONDAY - MAY 1:

Your newspaper will want a story on the community child health meetings devoted to the developmental problems of childhood, sponsored by the Parent-Teachers Association. Possibly you will have out of town speakers and authorities on child problems for these meetings, and you should arrange to have these persons interviewed by the local paper on their arrival concerning related subjects of childhood. These interviews would, of course, be in addition to the stories the papers would carry on the programs arranged for Monday.

Also a special story on the broadcast from 2:30 to 3:00 o'clock Monday over the Texas State Network, with Governor W. Lee O'Daniel, Dr. Geo. W. Cox, State Health Officer, L. A. Woods, State Superintendent of Education, and Mrs. Violet Greenhill, State Director of Child Welfare, taking part.

TUESDAY - MAY 2:

Newspapers will want stories of programs in the various local schools, the State Department of Education cooperating with all schools in the State in the production of special programs on this day.

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THURSDAY - MAY 4:

Public Health Day--with stories on the advantages of public health units which are arranging demonstration programs to familiarize the public with what the units are doing to better the health of children.

Special and regular news stories will suggest themselves to the various committee editors.

FRIDAY - MAY 5:

The Whole-Child Health Day, sponsored by the health committee of the American Legion. Programs are to be presented recapitulating the health factors entering the life of the child. To check up on health activities of the past years, local recreation agencies are also presenting programs on Friday. Newspaper stories will naturally present themselves with these two observances of May Day-Child Health Day.

It is important that the local publicity chairmen consult early with the newspaper editors to secure editorial space and to plan, day by day, the series of stories so that the Newspapers can be assured of efficient cooperation with the various agencies correlating their efforts in the annual May Day-Child Health Day.

of Education, and Mrs. Violet Greenhill of the Child Welfare Division

The program will originate in Austin and radio stations _____ has

informed the editor that they will carry this broadcast.

The speakers are the representatives of the _____

statewide agencies interested in Child Health. Teachers, school children

and the general public are requested to tune in on _____ Monday at

2:30 P. M.

Babies are like sailors in certain respects, according to Dr. _____ . Both develop scurvy if they are not protected against that disease through the daily use of certain fruit juices. That is the reason, Dr. _____ explained, why so much emphasis is laid on the addition of orange or tomato juice to a baby's diet. They are necessities and luxuries.

BROADCAST RELEASE

"Scurvy is not contagious," Dr. _____ continued. "It is not a new disease. It is a nutritional disease that is caused by the lack of vitamin C in the diet. The Texas State Network as their share in the Observance of May Day-Child Health Day are sponsoring a thirty minute program at 2:30 P. M., May 1st.

At that time the speakers will include Governor W. Lee O'Daniel, Dr. Geo. W. Cox, State Health Officer, L. A. Woods, State Superintendent of Education, and Mrs. Violet Greenhill of the Child Welfare Division. The program will originate in Austin and radio station _____ has informed the editor that they will carry this broadcast.

The speakers are the representatives of the more than a dozen statewide agencies interested in Child Health. Teachers, school children and the general public are requested to tune in on _____ Monday at 2:30 P. M.

Babies are like sailors in certain respects, according to Dr. _____ . Both develop scurvy if they are not protected against that disease through the daily use of certain fruit juices. That is the reason, Dr. _____ explained, why so much emphasis is laid on the addition of orange or tomato juice to a baby's diet. They are necessities not luxuries.

"Scurvy is not 'catching' ", Dr. _____ continued. "It is not a germ disease. It is a nutritional disease that is caused by the lack of a certain necessary element - which scientists call a vitamin - and have proved to be especially effective in protecting babies from this disease.

"The baby starts out on the voyage of life equipped with a certain reserve amount of the scurvy preventing vitamin. But the stock has to be regularly replenished. If the supply runs very low, the baby is restless and fretful and begins to show the characteristic symptoms of scurvy. As the disease progresses, the bones and joints, the gums and other parts of the body are involved. The condition is often mistaken for rheumatism. There is intense pain and suffering.

"To safeguard them from this disease all babies whether breast fed or bottle fed should be given orange juice or tomato juice daily. Babies who are nursed by their mothers get a certain amount of protection against the disease in their mother's milk, but they need additional protection. Bottle fed babies are not protected against it, and it is very

essential that the protective fruit juice be added to their diet.

"The fruit juice should be given twice a day beginning when the baby is a month old, continuing throughout the first year, or longer according to your doctor's orders.

"If orange juice is used, begin with a half tablespoonful of juice diluted with an equal amount of water. The amount should be slowly increased until the baby is getting a tablespoonful twice a day. Strained tomato juice, either fresh or canned is also effective as a protection against scurvy. If tomato juice is used begin with a tablespoonful of the juice. The fruit juice should be given between the other feedings. Cod liver oil, which is necessary for babies to insure growth, does not protect them against scurvy."

"One of the valued by products of May Day - Child Health Day activities of recent years has been the stimulus to periodic Health examinations of school children by their family physician," is the opinion of Dr. Geo. W. Cox, State Health Officer. Early detection of these defects and their correction will assure better health and well being in our coming generation.

A child with defective vision cannot be expected to do the required work in school until this handicap is removed. Inflamed, watery eyes, granulated lids, chronic stys, nervous actions as habitual winking, may be caused by a defect and should have immediate attention.

The far reaching effects of infected tonsils on the system has been recognized by health workers for years. Many of the ills of later life, such as heart disease, arthritis, deafness, etc., are directly traceable to tonsils that became infected during childhood and were allowed to remain untreated.

Dental defects are found in more children than any other imperfection, and for this reason children should be taken regularly to their dentist for examination and cleaning of the teeth. This precaution keeps the mouth clean and makes it possible to discover dental defects as soon as they appear.

Postural defects appear in the life of a child much sooner than we formerly suspected. Have your family physician see if your child's shoulder blades project and if his arches are low. Simple exercises, diligently adhered to when the child is young, will prevent later serious developments in many cases.

MATERIAL FOR STORIES OR EDITORIALS

More and more communities are studying the problem of health to see if their present services are effectively meeting the local needs of their people. They want to know what steps are being taken to prevent these diseases that are preventable, whether they are protected by safe milk and water supplies and proper sewage disposal, whether all the facilities for the care of children are made available and whether the facts about health promotion have been brought to the adults of their community. The present trend is toward the establishment of adequate health services under the direction of well trained personnel.

In the business of preventing disease and prolonging life, it is well to stop occasionally to see that our methods of work are in line with the newer discoveries that have been made in medical and sanitary science. While we may look back with pride on past accomplishments, we must see whether there have been any opportunities missed. For example, some cities and towns may find from their records that they have failed in controlling such preventable diseases as diphtheria, and they may wish to make more careful plans to avoid unnecessary loss of life.

It is only natural that a town should look to its health department for leadership in the promotion of personal health. From this organization one should be able to secure information on measures which will decrease the chances of death from childbirth, which will build up the health of all age groups in the town. Voluntary health agencies such as public health nursing associations should be able to have sound guidance in their work.

The foundation of effective local health work is a full-time department of health with qualified personnel working on a well rounded program. Only with such an organization as a basis can the money spent on any phase of health bring the greatest amount of service to the greatest number of people.

While much thought and a fair measure of action are being given to the welfare of youth in the industrial field, it is nevertheless true that a fair proportion of young workers are physically handicapped. That, on the average, young people in the wage-earning category are likely to require corrections just as badly as do their school contemporaries should be plain to everyone.

Protective influences of the young worker have been inspired by the medical profession, public health and labor officials, and by industry itself. However, the real interest in this vital problem still rests with the home.

Parents in some way must be made to realize that a thorough physical examination of the young employee by a physician is essential. The correction of discoverable and remediable defects is essential not only to his happiness and vitality but to his ability to earn his livelihood efficiently.

Industry, particularly in large plants, has made much progress in employee welfare including those in the younger age groups. It is likely to be a different problem, however, when the establishment is comparatively small, or when the business is of a nature, such as a retail shop, that welfare programs are neither practicable nor applicable. And in these classifications many thousands of younger persons are working.

This type of breadwinner is just as entitled to the health attention as is now accorded those in school or to those more fortunately placed in industry. The medical profession, industry, and health and labor departments, while pointing the way and expressing a wish to cooperate, cannot render their best services to these young people unless parents intelligently and generally cooperate. It is an attitude that needs strengthening if the young worker of today is to be the healthy mature worker of tomorrow."

Regularity of meals is important for all ages, but particularly so for children. In fact the infant starts off on a definite schedule, for the mother is advised by her physician that feedings must come at regular intervals. When the food begins to take on the nature of a real meal feedings may come after longer intervals than at first, but they are still part of a schedule and given at regular times.

Babies who are not fed on time as a rule give warning by crying or fretting, but when the child grows a little older the mother is not so often reminded of the approach of meal time, for the child has many more interests to divert his attention. For this reason the child who grows up in the home where regularity is not the rule is very likely to suffer.

With meals at any or all times the intervals are sometimes quite too long which leads to the bad habit of eating between meals. Such a habit should not be allowed to start, for once started it is apt to persist throughout life. Eating between meals is not only the result of irregularity of meals, but is often a reflection on the type of meals served. If the menus have not been well planned, eating between meals is often an indication that the body needs have not been fully met and there is a craving for something that is lacking in the diet.

Usually what is missing in the diet cannot be met by the foods eaten between meals, however, since such foods as crackers and cookies and oftentimes candy and other sweets are the rule and these only serve to burden the digestive system with superfluous sweet and starchy foods which dull the appetite for the next meal.

Everyone is familiar with the sensations of hunger which come at regular intervals indicating that this is usually the hour for breakfast or lunch or dinner. This is a healthy sign that the digestive system has become accustomed to a rhythmic order of activity followed by a period of relaxation. Loading the stomach with food at irregular periods upsets this nice physiological balance. Regular time for meals, then, is important and three-meal intervals is the best though in some instances, to meet certain special needs, one or more extra meals may be recommended by the physician. If such is the case these meals should also be well spaced at regular intervals.

Feeding time is of particular importance to the mother. Her responsibility in planning and serving well balanced meals is not ended when the food is placed on the table. It is at this time that she must take note of the response from each individual member of her family. Quite often an idiosyncrasy which appeared early in childhood has still persisted unless it was wisely overcome at that time. This may be shown by refusal to eat certain food or foods due to an earlier dislike which was allowed to continue. Mothers need to watch all such tendencies and correct them by subtle means. A watchful eye is needed at each and every meal to detect such diverse tendencies. Otherwise some child at the table may continually refuse milk, or butter, or vegetables or fruit and by so doing upset the balance of foodstuffs carefully planned by the mother - for the tendency may be toward an excess of meats or breadstuffs or sweets. An instance

of this was noted in an institution at one time - an institution where a well balanced diet was the rule. A small boy who had recently been admitted was found to have developed a case of scurvy which is caused by failure to eat green vegetables, tomatoes and raw fruits, or even many potatoes. Up to this time it had not been observed that this boy was actually eating only those foods he had previously been familiar with and these were largely the starchy foods. After this, each child was watched more closely for failure to partake of the well balanced diet provided.

The time to correct such tendencies is early in life, when a variety of new foods is being introduced into the baby's diet. Variety in foods is essential to provide for necessary mineral elements and vitamins and high quality proteins if health is to be maintained. The mother's duty is to make provision for this and to make sure that each member of her family is taking advantage of it.

Babies born in 1939 have a 62-year lease on life.

The total "life expectancy at birth" for the United States last year, according to computations based on certain estimated factors and released by the United States Public Health Service, was 62 years. This figure compares with an expectancy of 60.26 in 1931, and 60.9 as estimated for 1937.

While still somewhat below the biblical promise of "three score and ten", the life expectancy now is almost twice as great as it was 100 years ago. For the 7 years since 1931 a gain in expectancy of 1.74 years is indicated, while a gain of 1.1 years is shown in 1938 over 1937.

The expectation of life at birth, it is explained, "is the average age at death of a hypothetical group of persons each of whom is subject to the same age specific mortality rates throughout his lifetime."

The important factors in the computation of life tables are these age specific death rates, which are based upon the age distribution of the population and on the deaths by ages. Apparently the actual average age at death of persons in the general population should be the life expectancy at birth. This is not likely to be true, however, since the age distribution of the living population will probably not be identical with that of the stationary population which is a function of the computed expectancy.

It is the function of our city and town governments to carry out the work of the whole community, to furnish various services and provide protection which can be secured only with great difficulty on an individual basis. For example, the community not only looks after such general matters as education, welfare, streets and roads, but also spends money to protect our lives and our property from fire and from criminals. Strange as it may seem, many of the diseases that now occur can be prevented, lives may be prolonged, and public health may be improved depending largely upon the extent to which we wish our communities to buy better health.

Although there are still many diseases that we do not know how to prevent, medical science has made such tremendous strides during the last fifty years that we are receiving only a portion of the dividends which may be had through proper application of the accumulated knowledge. That this is not done is shown by the large number of cases of preventable illness and death that still occur. During the past year some cities have had as many as twenty and thirty cases of diphtheria, while nearby cities and towns have had none. In most of the towns of the state there is not a well-planned local program aimed at finding tuberculosis early, with the result that 85 per cent of the cases admitted to our state sanatoria still are either moderately or far advanced. Many communities do not have adequate sanitary inspection of food-handling establishments and of the production of milk, and the need is not felt until a food-poisoning outbreak occurs at which time the cost of unnecessary sickness and death is far in excess of the cost of good sanitary supervision.

To what extent is it worthwhile to invest the public money in health protection? In the reports of various towns and cities in Texas one finds none of which it may be said that more is being spent than is justified by the return on the investment. There may be some where it could be expended more wisely, but one finds too often a grotesque disproportion in the use of public money in an effort at economy. For example, we even find towns in which devotion to our ancestors is so great and the preservation of public health is of so little importance that twice as much is appropriated to care for the cemeteries of the dead as is spent to promote the health of the living. One also finds towns in which the dog warden or the tree warden is paid ten times the amount of the health officer. This may not indicate excessive expenditures for these services, but it does make one wonder whether or not enough is being appropriated to plan an enlightened and well-rounded public health program.

The saving of lives and the prevention of disease do cost money. At the most it has been calculated that good community health protection will cost around two dollars and a half per capita, which is only a small percentage of the cost of local government. In most towns voluntary associations have assumed much of the burden of providing health service. This shows good public spirit, but the community itself should have machinery adequate to furnish leadership to other health agencies and to carry out all the various duties required of health officers and health departments by law.

ADVERTISING SUGGESTIONS

Many newspapers are more than willing to issue special editions for May Day. These go under various names such as Better Babies, Healthier Babies, Child Health and many more.

Generally pictures of local babies and children under five are scattered throughout the section. The reading matter is all on the care of infants, preschool children, immunizations, sanitation and other disease prevention measures. The cost of the edition is borne by the extra advertising, such an issue carries. Material may be secured from the State Department of Health.

In the event that it is thought best not to attempt a special edition, advertising can be used with a courtesy line at the bottom giving the sponsor's name or names.

Many of the merchants will carry the slogan of May Day at the top or bottom of their regular advertisements. Any of these avenues are worth considering as they will serve to focus attention on your activities.

The merchants should be interested in planning window exhibits for the week. A baby window can be easily decorated by a drygoods or department store: Dolls' (for babies) layouts, cribs, clothes, books on the care and rearing of babies, pamphlets etc. Other possibilities are windows for preschool children, school children and playground equipment. Drugstores could prepare a window on immunization and first aid; groceries, a window on diet.

The use of the theatres is generally available for special showing of films. The District Health offices can furnish 16 mm film and the Extension Division, University of Texas, Austin, can supply you with both 16 mm and 35 mm films. Theatre managers may be willing to run slides or trailers containing health slogans.

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WASHINGTON, D. C.

RADIO

The State Department of Health will sponsor the following radio programs during the observance of May Day:

MONDAY:	May 1, 1939 Texas State Network	2:30-3:00 p. m.
TUESDAY:	May 2, 1939 KTSA - San Antonio WOAI - San Antonio	3:00-3:15 p. m. 4:00-4:15 p. m.
WEDNESDAY:	May 3, 1939 Texas State Network	2:30 p. m.
THURSDAY	May 4, 1939 KNOW - Austin WOAI & KTSA-San Antonio be announced later	11:30 p. m. -- Time to

Forty-three communities of Texas have radio broadcasting stations. The American Medical Association has prepared two radio talks suitable for May Day and the State Medical Association has called the attention of County Medical Societies to these talks and has asked them whenever possible to assist local May Day Committees by designating persons to deliver these talks over local radio stations. May Day Committies should confer with the Secretary of their County Medical Society about having these talks delivered if there is a radio station in their towns.

PUBLICITY CHAIRMEN SHOULD READ PAGE 20 OF THE MANUAL

