



## HEALTH EDUCATION *in* CATTARAUGUS COUNTY

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Cattaraugus County Health Demonstration*

ONE of the chief aims of the program of health education which is being carried out in Cattaraugus County has been to present to the people of the County the story of what has been done and what is being done to control disease and to promote health through the rural health demonstration. Activities in the field of health education and publicity thus entailed have not been carried on as a separate function of the County Board of Health but by the Executive Secretary of the Cattaraugus County Tuberculosis and Public Health Association, who has served as Director of Health Education and Publicity for the demonstration.

Special emphasis has been placed on reaching the audiences of the fourteen newspapers in the County. Health letters on such subjects as tuberculosis, health examinations, control of smallpox, diphtheria, typhoid, infant care, the pre-school child, the school child, health and nutrition, have been submitted weekly to these papers. Editors have co-operated liberally in publishing them, and in printing many releases of news about demonstration activities.

Many meetings held in various parts of the County have had as their purpose the creating of a general interest in the



Some 250 Cattaraugus County children attended the recent summer health camp conducted in the Allegany State Park over a six-weeks period. The camp is under the direction of the Cattaraugus County Tuberculosis and Public Health Association. (Page 17.)

demonstration, or in some special phase of it. Fraternal and social organizations of many kinds have co-operated in this way in bringing to the people of the County a message of health and an explanation of the aims of the demonstration. Members of the demonstration staff have spoken at such gatherings. Two dinner meetings were arranged recently in conjunction with the Kiwanis Club. The speakers on this occasion were Dr. Milton J. Rosenau of Harvard University and Homer Folks of New York. Many similar gatherings have been held in churches and schools; women's clubs have provided for health addresses upon their programs; and other organizations such as the Farm and Home Bureaus, the Grange, the Young Men's Christian Association, the Boy Scouts, the Holy Name Societies of the Catholic Churches, and men's brotherhoods and clubs in the Protestant Churches have co-operated in this way.

Moving pictures have played an important part in health education in the Cattaraugus County Health Demonstra-

tion. Among pictures used in the County were the Metropolitan Life Insurance Company's film, "Working for Dear Life"; the John Hancock Mutual Life Insurance Company's film, "Preventing Diphtheria"; and "Well Born," "Our Children," "The Fly," "Jinks."

An exhibit of the demonstration activities has been held each year at the county fair held at Little Valley. Floats have been entered in parades held recently in Cattaraugus, Franklinville, and Little Valley. Original posters were prepared for use in advertising maternity and child hygiene and nutrition activities. Exhibits in the interest of the mothers' health clubs are also placed in key places in all of the health administration districts.

The purchase of a Normandie Manikin and an opaque projector and daylight screen has aided materially in the educational work in the campaign for the toxin-antitoxin treatment for immunization from diphtheria and in the dissemination of information on the work of the County Board of Health and of the demonstration in general. Parent-Teachers Associations and other organizations have joined with the County Tuberculosis and Public Health Association in presenting the value of toxin-antitoxin treatment to parents.

This automaton, dressed in a clown's suit of yellow and black, rolls its eyes, moves its lips and nods its head as it attracts the attention of those who pass to the series of health messages contained in its kit. Manikins dressed in nurses' costumes are also used to interest onlookers in health maxims.

