



NEWS DIGEST

of the NEW YORK HEALTH DEMONSTRATIONS

GETTING the man who needs information about his health to read it, said Elihu Root at the last meeting of the Milbank Memorial Fund's Advisory Council, is perhaps the greatest problem with which the public health crusader has to cope. Editorial writers in many quarters of the United States have elaborated upon Mr. Root's thought. Typical of this supporting opinion, is that of the *Reading (Pa.) Tribune* which in a recent issue adds that the man who needs advice never has listened to it—except by reiteration. "A tremendous amount of energy must be spent in saying the same thing over and over again," continues the *Tribune*, "before intelligent men and women fully grasp it."

"ADVERTISERS know that the only way to keep an idea alive is by reiteration. . . . Insurance charts

show that the average length of life is slowly but steadily increasing. Therefore the average standard of health and happiness must be increasing. Educational work done by state health departments and municipalities have been an important factor in bringing this condition about. The eagerness with which newspaper articles by eminent physicians are read is indicative of the trend. Of course, people want to obtain health with the least possible effort, but the business of making them realize how much that least possible effort means is by no means hopeless.

"Many communities have organized for group advertising—the advertising of the whole community rather than any one particular enterprise. It has paid. Why could not the community profitably use publicity methods for keeping up its chief asset—the health of its citizens?"