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## HEALTH EDUCATION *in* SYRACUSE

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THE term "health education" is used to define a field, the boundaries of which extend over a vast amount of territory. In the Syracuse Health Demonstration everything is called health education which has to do with giving instruction regarding health to the residents of the City. Daily news items, editorials, motion pictures, lectures, educational courses in the schools, exhibits, parades, magazines, bulletins, circulars, posters, advertisements, photographs, cartoons and a host of other things are used and come under this short but comprehensive heading.

The machinery used to carry out the health educational program under the Syracuse Health Demonstration includes (a) a Bureau of Health Education in the Department of Health, with a staff consisting of a physician employed as part-time director, whose duty it is to see that the medical and health content of all articles and material issued is correct; a full-time assistant director, trained in publicity and advertising, whose duty it is to put the technical material into popular form, and a full-time stenographer; (b) a

director of health education in the public schools and a similar director in the parochial schools; and (c) a director of health education on the staff of the Onondaga Health Association. Each of these various workers in health education has a somewhat different audience before whom to make his appeal. This involves, of course, the use of devices and methods of publicity as dissimilar as the audiences.

*The Bureau of Health  
Education*

The first step taken by the Bureau of Health Education of the Department of Health was the adoption of a definite program. For instance, for the coming year the Bureau has five

major subjects which it will stress; namely, periodical health examinations, diphtheria prevention, pre-natal care, child welfare, and control of tuberculosis. About these will be built much of the publicity. During 1924, a total of \$14,457.69 was spent in health education work by this Bureau. The total spent on special demonstration activities in the City of Syracuse, including its work in the Department of Public

THE success of any community-wide crusade for disease prevention and health conservation rests finally with the desire for health on the part of the individuals who constitute the community—and upon their willingness to avail themselves of the assistance which modern medical science has placed within their reach.

Even to persuade all of a neighborhood's sick to consult a physician or to attend a clinic, is often difficult. To persuade those who are well and those who, though sick, believe they are well to incorporate into their habits of life but one physical examination annually, is perhaps more difficult.

Instruction and the Onondaga Health Association, was \$110,925.74.

As important as a definite program is in health work, it is

equally valuable that it be of a nature which can be readily put aside when some special subject demands timely publication.

REFERRING to the program of popular health education which is being undertaken in connection with the Syracuse Health Demonstration, Dr. W. S. Rankin, when Field Director of the Committee on Municipal Health Department Practice of the American Public Health Association said that "it is doubtful whether any better piece of work of this sort is being done anywhere." The accompanying article is of interest, therefore, because it gives an account of how this activity, which is basic in any community health campaign, is being carried out in the demonstration in Syracuse, a city of some 190,000 population.

One of the rules of the Bureau of Health Education is never to print any literature, to be used for any purpose, unless it be put up in such an attractive form that it carries with it some assurance of being read. Printing, spacing, art work, contents, — all of these are given much thought before the matter is ready for publication. The psychol-

ogy of color, the size and kind of type, spacing, illustrations, forms of publication vary with the audiences served and are deemed quite as important as the subject matter itself.

The Bureau of Health Education acts in an advisory capacity to the other twelve bureaus of the Department of Health. It prepares their printed matter and publicity and aids them in their special campaigns and exhibits. It is the aim of the Bureau to place information on health subjects and news concerning the progress of the demonstration before

every person in Syracuse. To do this it resorts to various methods and devices. For physicians and health workers, publicity material assumes a concise and more or less conservative form. This is illustrated in the weekly bulletins of the Department of Health in which are set forth the mortality and disease records of the City with pertinent current information. For others who help to mold public opinion, such as the clergy, educators, club workers and leaders in commercial and social lines, there is published more popular material than that which might naturally be expected to interest a group more conversant with health subjects. It is with this latter audience in mind that "Better Health," a bimonthly magazine, is printed. This magazine is illustrated and deals with the work of the agencies in the demonstration and of other organizations in the city engaged in health activities. Editorials in the daily papers discussing the more important phases of health work appear at frequent intervals, and are of special interest to this particular group. Special surveys on child health, industrial health and venereal diseases have also been made by outside experts brought to Syracuse through the demonstration. These surveys have been published in pamphlet form, and limited in circulation to a more or less technical group.


To reach the general public, wide use is made of the newspapers. Articles are published to furnish health news, to give information and practical advice on health subjects and to supply entertaining reading material. In this latter class falls a series of weekly stories entitled "Little Stories about Health." These stories, popular in tone, are built about an imaginative character, Mrs. Wise, who brings to the attention of her good neighbor, Mrs. Smith, certain truths which the Department of Health wishes to broadcast. Similar to this is a series of illustrated health stories for children. These

follow the program of health education that is being given in the public and parochial schools under the demonstration.

Advertisements are inserted from time to time in the local newspapers calling attention to some special feature of health work. In the main, however, there has been little resort to paid newspaper advertising in the demonstration. Special health numbers published by two of the local papers during the past winter and spring might be cited as the most successful experience had with advertising of this kind. One number dealt with general health, one with child health, and a third with health during the summer months. Each newspaper permitted the Bureau of Health Education to furnish the health articles, to supervise all printed matter and to pass judgment on all advertisements. Many advertisers in the health field took space in the issues. The Department of Health in return paid for a half page advertisement in each paper. These numbers were judged successful from the standpoint of both the public and the advertisers.

The Bureau of Health Education maintains a Speakers' Bureau and issues a handbook listing available speakers on health topics and the subjects of their talks. This handbook is sent to all clubs, churches, factories and schools in the City. Popular and scientific subjects as well as health talks

Wallcards, giving ten rules for the promotion of better health and longer life, have been issued by the Onondaga Health Association, and are being distributed to individuals and to commercial organizations in Syracuse.

To be placed up in  the home or workplace

## HOW TO LIVE 100 YEARS

*Health Rules Suitable for Most Adults*

- 1 Breathe fresh air, both day and night.
- 2 Exercise your larger muscles regularly every day.
- 3 Look upon over-fatigue as your enemy, and upon rest as your friend. Take at least eight hours of sleep. (The Voice of Wisdom says to turn off the radio about 10 o'clock.)
- 4 Drink plenty of water—at meals and also between meals.
- 5 Eat temperately, partaking of vegetables and fruit for "roughage" and health's sake, and sparingly of meat and sugar. Avoid overweight.
- 6 Have regular bowel habits.
- 7 Avoid infection from both outside and inside sources. Make a thorough recovery from colds and sore throat.
- 8 Wash your hands before eating. (That the teeth are to be cleaned night and morning is taken for granted.)
- 9 Think wholesome thoughts. Face unpleasant situations frankly and sensibly, and don't worry. Keep up your play spirit.
- 10 Have a Health Examination by your physician each year; ask his advice and follow it.

† THE ONONDAGA HEALTH ASSOCIATION  
Participating in  
THE SYRACUSE HEALTH DEMONSTRATION †

and stories for children are included in its subject matter. On occasions such as large mass meetings, national and state



A health poster contest was a feature of the health education program carried out in the public and parochial schools during the 1924-1925 school year. An exhibit of these contest posters drew large numbers of visitors to the Syracuse Art Museum.

authorities on health topics are sometimes brought to the City. With a motion picture machine purchased by the Bureau, and the kindly cooperation of the State Department of Health in the matter of films, the Bureau has been able to reach among others many foreign and native born American audiences to whom the unillustrated lecture does not appeal.

For those who are not inclined to read the newspapers, either for lack of time or lack of interest, exhibits play their part. Among these might be cited the Children's Health Parade, now an annual spring event in Syracuse. This parade is put on by the Bureau of Health Education with the cooperation of the directors of health education in the public and parochial schools and such agencies of the Community Chest as are engaged in health work. The parade therefore illustrates in pictorial form all the health work being done for children in the City of Syracuse and serves to drive home to a vast

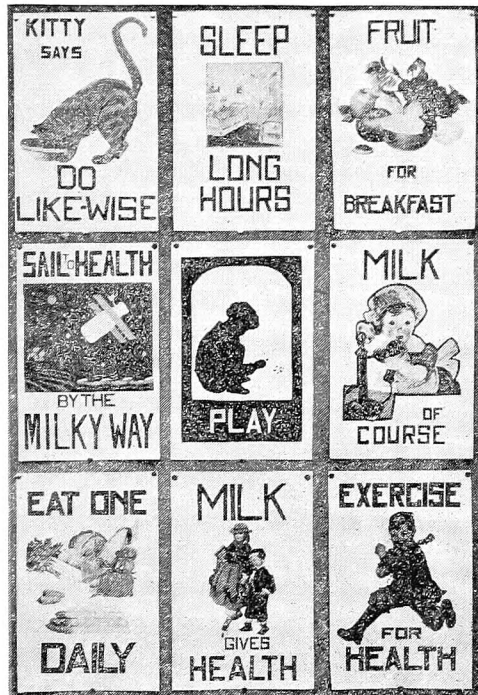
“street audience” the value of health work in the schools under the demonstration.

This year’s parade, which extended through a mile of the City’s streets, cost in the neighborhood of \$200. It is difficult to think of a way in which the same amount of money could be used to purchase as large a volume of helpful publicity.

The radio has been used by the Department of Health in its work in the demonstration. It has been found best for our purposes to have the health talks short, to procure speakers whose voices carry well over the radio, and to make the programs as popular as possible. Health stories told at bedtime have been found a popular way of broadcasting. Often a radio station will agree to a series of health hours if music or other special features are introduced. We have tried the latter experiment in Syracuse and found that it worked most effectively.

With the help of the National Health Library and the Syracuse Public Library, there have been published by the demonstration two lists of health books, one for children and one for adults. The library has a special collection of books

Most of them adapted by the use of scissors, paste and ink from pictures appearing in current magazines, these posters, made by Syracuse school children, have been useful in illustrating health lessons in the classrooms.



on health which, placed in a favorable location in its reading room, serves to arouse interest in health subjects. For that



Under a yearly contract, some 300 copies of the Onondaga Health Association car cards like the two shown here are displayed in trollies in Syracuse and suburban districts. Others are posted in factories, offices, store windows, schools and diverse public places.

part of our audiences which is found in factories, large business houses, et cetera, extensive use has been made of news bulletins and pictorial posters. Health literature of a popular nature is supplied to the various factory reading rooms.

In reaching the children of Syracuse, the Bureau works in close co-operation with the directors of health education in the public and parochial schools. It has been found that primary colors, large type, wide margins, simple, understandable subject matter, and paper that does not absorb dirt readily are factors to be considered in arranging children's publications.

#### *Health Education in Public and Parochial Schools*

A health education campaign is being carried out in the public and parochial schools of Syracuse through the use of a definite course of instruction. It owes its success largely to the splendid co-operation existing between these two systems and their respective directors of health education who together worked out the course. To reach the school group the following methods have been employed:

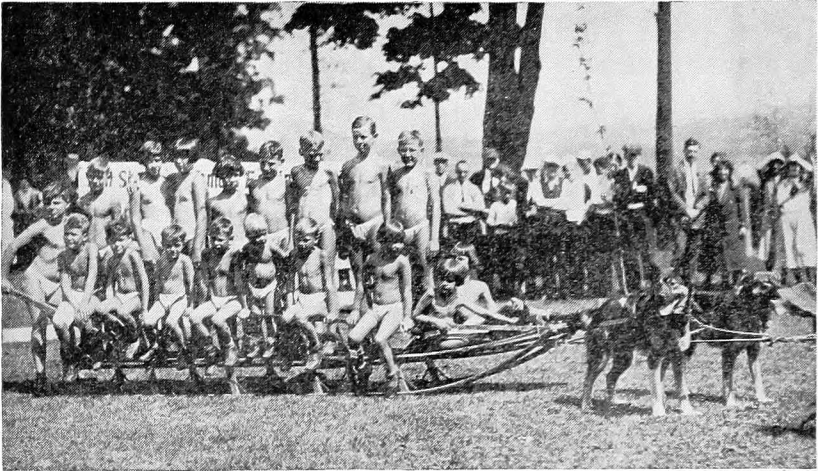
In the fall, the teachers are given outlines for each grade,



together with illustrative material such as posters, charts, rhymes and games. In the first grade in the public schools, use is made of pictures in teaching the health habits. Words like "milk," "clean," "bed" and "early" are built of letters by the children at their desks, and inspections for cleanliness are a part of the regular classroom exercises. One day teeth are emphasized; another, hands, and another, finger nails, et cetera. Banners are given as prizes to the classes which have made the greatest efforts along health lines. In the second grade, health rhymes, scrapbooks with pictures illustrating health truths and simple lessons in health are a part of the established course. In the third grade, health takes on new angles. Health plays are produced. The story of milk is developed through pictures according to the project method. The fourth, fifth and sixth grades make health posters their special project.

Grade school pupils in the public schools take much interest in the health clubs which have been organized by them. There are forty-five such clubs at present. Each club has a president and the meetings are conducted in true parliamentary order. The children report on the observance of standard health rules. In order to help the children who are underweight, nutrition classes have been organized in the public schools. Through these classes the children who need it are given more intensive instruction in health habits and diet. Their homes are visited and an attempt is made to teach the mothers the importance of having their children in the best physical health. Dental hygienists do all they can to awaken the children's interest in the subject of teeth and ways to keep them clean and strong.

In both the public and parochial school systems, health in some instances is taught as a special subject and in others the correlation method is used. For instance when geog-

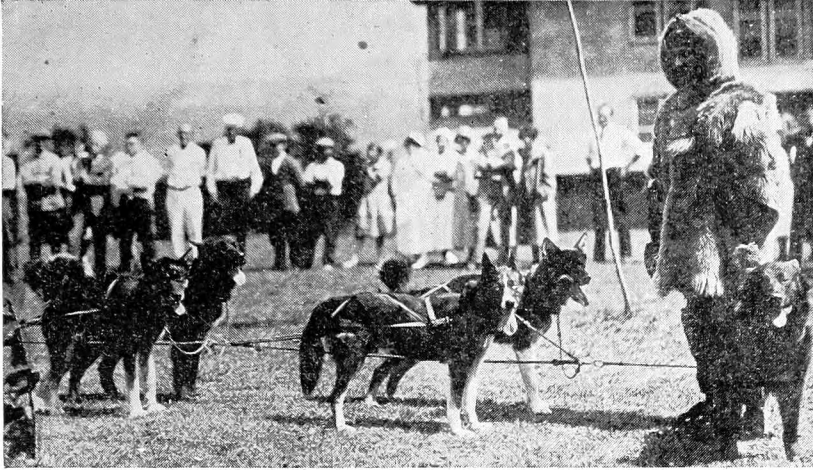


To create public interest in the diphtheria immunization campaign in Syracuse, two parades held there recently featured with his Eskimo dog team, Willard J. Shannon who helped carry diphtheria antitoxin to Nome during an epidemic there of this disease last winter. The dog-team carried a supply of toxin-antitoxin received from Health Commissioner Farmer at the City Hall to two diphtheria immunization clinics. The dogs are shown here with patients of the

raphy is studied, the various grain and other food belts are discussed, and their importance to man. In arithmetic, problems are often arranged with a health background. English brings with it composition on health subjects; spelling, words connected with health lessons; and drawing, posters illustrating rules of health. Correlation is found to be the most successful method of teaching health. It is natural that the manner of presentation of health lessons should differ somewhat in the public and parochial school systems, although in the main the same program is followed.

Contests based on a spirit of good natured rivalry have been found effective. This year a poster contest in which the children of the public and parochial schools took part was arranged. An exhibit of the posters at the Art Museum brought out the largest number of visitors ever registered.

So far health education has been introduced only into the



Tuberculosis Sanatorium as passengers. The team also visited Cattaraugus County to take part in the health demonstration there, and carried toxin-antitoxin to the schools in Ellicottville, Cattaraugus and Franklinville. The school physician in each of these communities gave immunization treatments to the children whose parents had consented to their immunization under the impetus of the interest aroused in this manner.

elementary and junior high schools in the public school system and in the elementary schools alone in the parochial school system, although talks and illustrated lectures have been given in both public and parochial high schools.

#### *The Onondaga Health Association*

As one of the three agencies participating in the Syracuse Health Demonstration, the Onondaga Health Association has carried on various special projects in the spreading of health propaganda in the city. The popular exhibit field is more carefully covered by it than by the other two agencies in the demonstration. The Association has found out that in this special type of activity, popular window exhibits yield some of the best results. Use therefore has been made of such devices as the automatic health clown; the milk-fed and non-milk-fed rooster advertising the food value of milk; the doll who drinks milk, and the exhibits of health posters made by

the children of the county schools. One of the recent publicity features of the Association was a parade in which were featured the Eskimo dogs which made the first lap of the famous trip to Nome, Alaska, last winter, carrying diphtheria anti-toxin. The dogs and their driver, with two floats of children immunized against diphtheria in the clinics of the Department of Health and the demonstration, and standard bearers with banners displaying fitting health slogans, constituted the parade which attracted much attention and served to emphasize the value of diphtheria immunization.

Public speaking has been used as one of the means of disseminating health knowledge by the Association. The street car advertisement in poster form is used. Both from art work and typographical standpoints these posters have been designed to solicit interest of the "man who reads as he travels." They are changed at intervals varying from four to eight weeks. Copies of the same poster are distributed in the factories, offices, stores, schools and other public places. In securing the subject matter for the posters, the Association has endeavored to adapt them to the seasonal needs and to the demonstration program as a whole. Some of them, as one on daylight saving, have only temporary value; while others, like one on spitting, have a year round use. In order to place emphasis as much as possible on the subject matter, the name of the Association has been purposely kept in the background. For the sake of effectiveness some of the posters are printed over the name of the Department of Health.

