



## Letters to the Editor

Letters to the Editor are welcomed and will be published, if found suitable, as space permits. Submission of a Letter to the Editor constitutes permission for its publication in the Journal. Letters should not duplicate similar material being submitted or published elsewhere. Letters referring to a recent Journal article should be received within three months of the article's publication. The editors reserve the right to edit and abridge letters, to publish replies, and to solicit responses from authors and others.

Letters should be submitted in duplicate, double-spaced (including references), and should not exceed 400 words.

### Project LEAN

In the September 1988 *Journal*, an editorial by Patricia Crawford<sup>1</sup> called for formation of a National Nutrition Coalition and for a "national campaign to improve American eating habits." Such an initiative is underway. A national campaign to encourage Americans to eat less fat is sponsored by the Henry J. Kaiser Family Foundation and a coalition called Partners for Better Health. The campaign—Project LEAN—which stands for Low-Fat Eating for America Now, was announced in a September press conference and was described in Bailus Walker's President's Column in the September issue of *The Nation's Health*.

Twenty-three national organizations concerned with diet and health have joined together to mount this initiative. The Partners for Better Health include, among others: the American Public Health Association; American Heart Association; American Cancer Society; National Cancer Institute; National Heart,

Lung, and Blood Institute; US Department of Agriculture; US Public Health Service, Office of Disease Prevention and Health Promotion; DHHS Office of Minority Health; American Medical Association; American Dietetic Association; Association of State and Territorial Health Officials; American Association of Retired Persons; and Produce Marketing Association.

Project LEAN will complement work of each Partner and extend the low-fat message to the public. The campaign has three primary objectives:

- Reduce dietary fat intake from present level to 30 per cent of calories by 1998;
- Increase availability and accessibility of low-fat foods through supermarkets, restaurants and cafeterias in worksites and schools;
- Increase collaboration among national and community organizations committed to reducing dietary fat.

Project LEAN will increase public awareness of health consequences of high-fat eating through public service advertising in cooperation with The Advertising Council and a designated volunteer advertising agency. Public service announcements for television, radio, print and outdoor will begin in early 1989. Publicity, consumer materials, and special events are planned to teach consumers the skills they need to alter food purchasing and preparation habits. The campaign is working cooperatively with food companies, cooking professionals, and industry associations to stimulate promotion of low-fat

foods and menu items.

The campaign is directed by staff of the Kaiser Family Foundation. For more information on how to get involved, write: Project LEAN, 1001 30th Street, NW, Washington, DC 20007.

### REFERENCES

1. Crawford P: The nutrition connection: Why doesn't the public know. (editorial) *Am J Public Health* 1988;78:1147-48.

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### Information Sought on Omaha System

We are interested in hearing from home health and public health agency staff as well as educators who have used the Omaha System. Feedback and suggestions will help us finalize two books which we are writing for W. B. Saunders. In return, we will inform you about the latest developments and plans regarding the Omaha System.

Karen Martin, RN, MSN

Editor's Note to Readers: Please respond directly to Karen Martin, RN, MSN, Director of Research, Visiting Nurse Association of Omaha, 10840 Harney Circle, Omaha, NE 68154.

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