

EDUCATION AND PUBLICITY

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Equipping a Campaign—A picture of extensive and varied equipment required for a successful publicity campaign is provided in the catalogue of the 1928 Christmas Seal Sale supplies now being distributed by the National Tuberculosis Association. In addition to campaign manuals and press material the following are offered: posters (11 by 14, 3 styles; 19 by 26; 24 sheet); shop early cards; easel cutouts; poster snipes (2½ by 19; 3 by 28); letterheads; team workers' envelopes; booth envelopes; envelope stuffers (3 styles); follow-up cards; prospect cards (3 styles); personal solicitation cards; lantern slides (2 styles); motion picture trailer (150 feet; 15 feet); stories for children; talking points; self service coin box; bangle pins; buttons (2 styles); head dress; arm bands; electrotypes of Christmas Seals (4 styles); electrotypes for follow-up cards; electrotypes of double-barred cross; electrotypes of envelope stuffer.

When Is a Report a Report?—That an annual report is merely a historical document when it appears six months after the year ends is the contention of C. E. Ridley, National Institute of Public Administration. Under the heading "Promptness" in a study of 12 "typical current municipal reports" Mr. Ridley says: "Only two of the twelve reports were available for distribution within six weeks of the end of the period covered. Five of the twelve reports were not available until six months or more had elapsed. In this rating no credit

whatever is given for a report six months or more late, for it is contended that by that time it has lost all of its news value and therefore its usefulness depends alone upon whatever function it may serve as a means of recording financial statistics and historical events—purposes hardly justified in a report to the taxpayers on the current operation of their municipal government." The 20 points for judging the reports include: Promptness, Size, Important facts, Attractiveness, Diagrams and Charts, Table of Contents, Organization Chart, Recommendations and Accomplishment, Comparative Data, Propaganda. "Propaganda" would better be "Personal Publicity" (photographs of officials, etc.) for the entire report is "propaganda."—*Appraising Public Reports. National Municipal Review*, 261 Broadway, New York, N. Y. March, 1928. 50 cents.

Diphtheria Dramatized—"Delivered with a rush to the speakers' table by a bellhop this telegram introduced a special session of our Conference of State and Local Committees on Tuberculosis and Public Health, State Charities Aid Association of New York:

A murderer of little children is loose in New York State and we believe this killer is now at the Hotel Roosevelt. Won't your health conference find a way to help us?

The Children of New York State.

"The chairman, after solemnly reading the telegram, asked the audience what was to be done. A voice from the rear of the room declared, 'Let's catch this murderer and hold a court to try him.' The suggestion was unanimously accepted by the group, a bailiff and a sheriff were appointed, the door at the rear of the room opened at once and a

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judge in black robes entered followed by the sheriff who dragged a figure garbed in black with a red mask who was labeled 'Black Diph.' The bailiff called the court to order in a loud voice, ordering all to stand and take off their hats. The judge proceeded solemnly to the bench, rapped for order and the 'trial' began.

"This unique introduction opened the special session on diphtheria prevention. The murderer was accused of slaying 264 children during 1927 in New York State, outside of New York City, and of maiming nearly 4,000 others. The prosecuting attorney was out for blood and called on a series of imposing witnesses to convict the murderer before the Court.

"These witnesses brought out the essential facts about the nature of diphtheria, its prevalence in the state, the principal points about diphtheria prevention campaigns, all conducted in regular Court procedure, with variations. It served to catch the attention of the group and to hold it for over an hour. The Judge in his charge to the Jury summed up the evidence and recommended a verdict banishing the murderer from the state.

"The stunt worked so well at this meeting and required so few properties and time to work it up, that it appears to be well adapted for use locally not only to call attention to diphtheria but to tuberculosis. It could be used to advantage in the organization meeting for a diphtheria prevention campaign, or early diagnosis project.

"What do you think of it?"—Robert W. Osborn, S.C.A.A.

A State Diphtheria Poster Contest
—A poster contest for students in the recognized school art departments in New York outside of New York City is being conducted by the State Department of Education in collaboration with the New York group of state agencies combating diphtheria, and with the cooperation of the National Poster Art

Alliance. The highest prize will be an art scholarship amounting to \$365. The contest runs from February 15 to May 15. The plan as a whole offers practical suggestions for contests in other states. The statement of the diphtheria problem addressed to the students is well done, and the suggestions to the students with the contest rules could be adapted elsewhere. For copies address Marie F. Kirwin, State Committee on Tuberculosis and Public Health, S. C. A. A., 105 East 22d Street, New York, N. Y.

Using Words That Other Folks Use—A staff worker was recently making school inspection in a small town which she had visited some months previously. She asked of a small person undergoing inspection, "And how is your sister?" "Oh she's pretty well, but she has tuberculosis."

"She has tuberculosis?" Why when did you learn that?"

"You said so!"

The records were looked up. The inspector breathed a sigh of understanding when she discovered that the girl had been sent home because of pediculosis, or what ordinary folk call lice.—Reported in *Michigan Out-of-Doors*, Lansing, Mich.

Do We Know? Or Do We Think We Know?—What does the "average" man do in a museum or in an exhibition?—

He wanders aimlessly, yes, but not blindly. His attention is drawn to this and distracted from that. He must have glimmering interests which might be fanned into overt enjoyment. Yet, this casual visitor is in the main a mystery and, if he is to be dealt with effectively, there needs be added to the talking about him and thinking about him deliberate observation of his behavior.

That deliberate observation of his public can be of service to the museum administrator (or the organizer of exhibits—Editor) should not be a novel idea. If there is any single predominant achievement of the psychology of the past quarter-century it lies in the revelation that so far as human nature is concerned acquaintance with is often a far cry from

knowledge about. . . . Most of us felt quite well acquainted with American intelligence before the scientific scrutiny of that capacity in the white draft. And we were acquainted with that intelligence—we were even able to get on with it moderately well—but the deliberate inventory taken by the testers revealed unsuspected facts. Similarly in the present case, there is no reason to believe that the museum director is not acquainted with the casual visitors who wanders through his precincts. Yet, only a few hardy souls would claim that deliberate observation can add nothing to what has been learned informally and passively.

. . . . At the time our studies of the museum visitor were beginning, the Associated Press quietly announced what was under way. Immediately the letter writers and the editorial writers began to volunteer to solve our problems, not by doing our observing for us, but by replacing observation with argument. . . . We wanted to find out as accurately as possible what is actually going on in the museum. And we saw no other way of getting such information than by going after it directly and deliberately.—

In "The Behavior of the Museum Visitor," by Robinson, Sherman and Curry. American Association of Museums, Washington, D. C. 1928. 78 pages. \$.75.

This preliminary report is based on the first two years' work on a study financed by the Carnegie Corporation. It considers museum "fatigue"; the effect of size, position and context upon the individual picture; and guidance by pamphlets. The study suggests application to health exhibitions, and is a reminder of the need of scientific study of human behavior under the impact of various forms of education. Not until such studies are made can we know where we are at in our lavish expenditures of time and money on public health.

"Health Promotion Week"—In Illinois the week is scheduled for two periods: April 1-7 in the 52 counties to the south, and April 22-28 in the 50 northern counties. The week will include the following: Health Sunday, Dental Hygiene Day, Dental Examination Day,

Food Facts Day, Diphtheria Prevention Day, School Health Day, Heart Disease and Cancer Prevention Day.

The "program suggestions" for the series of days are simple, practicable interpretations of the themes as they should be presented by local committees. The concreteness of the topics for the days is a happy contrast to the plan for many health weeks. Unfortunately, this concreteness is partly nullified by the diversity of topics represented in the "educational services and material available" through the state department. Many local committees are likely to distribute printed matter unrelated to the topic of the day. The full program and other material appears in *Illinois Health News*, State Department of Public Health, Springfield. Feb., 1928. *Free*.

Can It Be Instructive?—A state department of health offers in its lists of motion pictures "a one reel combination of four subjects presented in animated cartoon form. It deals with diphtheria, prenatal care, infant feeding and the house fly. Very entertaining and instructive for any type of audience." Probably the "combination" picture is entertaining, but can it be instructive? Can "any type of audience be *instructed* in one session on so many diverse subjects?" Of course, if not too "entertaining" the picture may convince almost "any type of audience" that something or other "will get them if they don't watch out!"

Publicity and Education at Memphis, May 2-9—Five morning sessions and 8 afternoon and dinner sessions, plus several informal luncheon gatherings make up the program of the Committee on Publicity Methods and the Educational Publicity Division of the National Conference of Social Work meeting at Memphis. Among the topics will be: Making Up the Year's Program in Publicity (national, large city, small town), Interviews with secretaries of large

givers on how publicity and appeal letters look to them, Outstanding Publicity Ideas of the Year (including, we hope, some diphtheria and other health features), To Sob or Not to Sob—Trial of the Sob Sister, Letter Clinic, Integrity in Publicity—facts and ethics, The Use of the Welfare Appeal in Commercial Advertising, Where the Publicity Worker Gets His Point of View and Technic, The Use of Demographic Areas in Publicity. Zona Gale will discuss Literary Values in Social Work. For program address Committee on Publicity Methods, 130 East 22d St., New York. Health workers will be welcome. Awards will be made for “unusual achievements in publicity”—newspapers, letters, printed matter. For conditions write the Committee. The exhibits will include much that is new and helpful, and the headquarters will have opportunities for meeting specialists.

COÖPERATING GROUPS

A health program for parent-teacher associations appears in Parent-Teacher Handbook for North Carolina. University of N. C. Press, Chapel Hill, N. C. 50 cents.

The American Junior Red Cross is 10 years old. What it has done and is doing is told in *Red Cross Courier*, Washington, D. C., Oct. 1, 1927. *Free*.

A School Health Appraisal Form, 8 pages, was distributed in September, 1927, by the Iowa State Department of Health to the Parent-Teacher Association of the state. In addition to sending copies of the filled-in form to the State Department of Health, every association was urged to discuss the findings in a November or December meeting.

Condensed information and sources of information about organizations—boys and girls, physical education, etc., are given in Sources of Information on Play and Recreation, by M. P. Williams. Russell Sage Foundation, 130 East 22d

St., New York, N. Y. Revised 1927. \$1.00. With references to material on recreational occupations for camps and institutions.

POPULAR HEALTH ARTICLES

“The Cause of Modern Baldness.” *Literary Digest*. Feb. 4, 1928.

“The Dark Arrows of Phoebus,” by Frank Thone. *High School Service*, American Red Cross, Feb., 1928. 15 cents. The sun, vitamin D, and rickets.

“Uncle Sam Fitter Than Ever.” *Literary Digest*. Feb. 4, 1928. “1927 was the healthiest year.”

“Newspaper Recruiting of Students,” by Mary Goodyear Earle. *Trained Nurse*, New York. Jan., 1928. One of a series of vocational talks on the professions open to women in the *Herald-Tribune*, New York, N. Y.

EDUCATIONAL MATERIAL

One of the best diphtheria folders I have seen was issued by the Cleveland Health Council, 510 Electric Bldg., Cleveland, O. The most difficult words used are explained thus: “immune (cannot get the disease)” and “sus-cep-table (liable to take the disease).” Good size type and well-printed. Ask for a copy.

Another diphtheria folder rather good in its approach to the reader comes from the Wisconsin State Board of Health. But it has many “hard words,” and probably gives more information than is necessary.

Mothers Will Gossip says some “Gossip like this means trouble and sometimes Death!” such as, “Give him something to eat when he cries,” etc.; and “Gossip like this means intelligent help that develops fine healthy babies,” such as, “My baby was a skeleton until the Health Station taught me about his feeding.” Four baby foot-prints, a striking cover design, show before and after care of fallen arches.—Children’s Health Service, 578 Madison Ave., New York, N. Y.