

Appeal Will Ask Area Citizens To Keep Med Center Healthy

Each year, more than 85 per cent of all the hospital outpatient visits made by Durham County residents within their county are to Duke Hospital.

In a year's time, approximately 330,000 outpatient visits take place at Duke.

Additionally, more than 25,000 patients are admitted here annually.

Based on these figures supplied by American Health Facilities, Inc., it's easy to see that the hospital is by far the largest provider of health care services to citizens in the Durham area.

In an effort to give the community an opportunity to share in the task of keeping its number one health resource "healthy," the Development Office has expanded Duke Hospital's Annual Appeal Program.

According to R. Glen Smiley, assistant director of medical center development, his office will soon be sending out a series of three letters to former patients and selected area citizens who may wish to participate in the program begun in 1971.

Campus Club Slates Lectures

What do men, women, the young, the old, nuclear arms and Arnold Schoenberg have in common?

They're all going to be the subjects of lectures to be presented by the Duke Campus Club in their annual lecture series for 1975.

The topics are "Women by Men, Men by Women—Gender in Fiction," "The Old, the Young, and the Rest of Us: A Twentieth Century Dilemma," "SALT and Nuclear Arms: Who is Ahead in the Arms Race?" and "Arnold Schoenberg Centennial Year," and they will be discussed by professors Reynolds Price, Juanita M. Kreps, Theodore Ropp and Julia Mueller, respectively.

Price will speak on Jan. 15, Kreps on Jan. 29, Ropp on Feb. 12 and Mueller will complete the program with the aid of the Ciampi Quartet on Feb. 26. The first three lectures will be held in the Music Room (201), East Duke Building, and the final one will be held in the Rehearsal Hall of the new Mary B. Duke Music Building, both on East Campus.

The price of the series of four lectures is \$4. Single tickets will not be available. To obtain a ticket, send a check payable to "Campus Club Lecture Series" to Mrs. Robert E. Cushman, 2719 Spencer St., 27705, or to Mrs. Robert S. Smith, 2236 Cranford Rd., 27706, both in Durham, along with a stamped, self-addressed envelope.

WOMEN'S TOWN MEETING

The Durham Women's Center is presenting the second annual Women's Town Meeting on Saturday, Dec. 7, at 1 p.m. at the YWCA located at 515 W. Chapel Hill St. in Durham.

The afternoon will include workshops on assertiveness, health care, raising free children, rape, the Equal Rights Amendment and other subjects of interest to women.

A keynote speech by Amanda Smith will focus on women's struggles for power in a male-dominated society. Ms. Smith is director of a State Department of Public Instruction program which is trying to eliminate sex bias from the public schools.

There will be entertainment, free child care and a pot luck dinner at 6 p.m. Anyone interested in attending may call 688-4396 for more information.

The letters will be signed by Nello Teer, president of the Nello L. Teer Construction Co., as a concerned Durham resident who realizes the importance of the hospital's well-being to the community. They will explain the importance of the giving program to the future of the hospital and ask for a contribution.

Twenty-one thousand former outpatients, 17,000 former inpatients and 30,000 residents of the hospital's primary service area including Durham, Wake, Orange, Alamance and Chatam counties will receive the requests.

Only those who could reasonably be thought capable of supporting the hospital will be contacted, Smiley said, and Duke faculty and staff members who already receive a number of solicitations from groups within the university each year will not receive the appeals.

"Our goal during the first year of the expanded program is to get as many new donors as we can," Smiley explained. "We think that by acquiring new donors we'll be making a real investment in the future."

He added that other hospitals throughout the nation have been carrying on annual appeals for many years, and some, like Massachusetts General Hospital in Boston for example, have been able to raise as much as \$2 million annually.

Hair Tells Story

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they weigh, whether they are healthy, how much the afterbirths weigh and how much protein the afterbirths contain.

The next step will be to correlate whether the amount of protein eaten by a mother influences the measurements taken at birth. Finally, the professor will determine whether a baby's health can be predicted by analyzing the roots of the mother's hair plucked before birth.

The two-year experiment may later help obstetricians shape their patients' diets, Goldsmith indicated.

But it may also be useful to scientists looking for ways to forestall baldness.

"There are hairs there in baldness," he explained, "but they're tiny, like a baby's hair, rather than like an adult's. Whether there are particular proteins not being made, or whether metabolic pathways are being turned off, we don't know yet."

The Duke professor's hair-plucking may turn up some answers.

UNICEF CARDS

Again this year, the Medical Center Library will have UNICEF Christmas cards, calendars and note cards for sale. These items will be available in the library offices from 8:30 a.m. to 5 p.m., Mon.-Fri. Most styles of cards are in stock. Special arrangements can be made to have the cards imprinted.



NATIONAL AWARD WINNER—Richard B. Hayes (left), director of development for the medical center, receives the Award for Excellence he and his office won in national competition sponsored by the National Association for Hospital Development. Making the presentation, during ceremonies in San Francisco, is David J. Rosser of Atlanta, chairman of the awards committee.

Development Gets Top Award

The Office of Development at the medical center has received a top national award in one category of competition and was judged runner-up for the overall top award.

Competition was conducted by the National Association for Hospital Development. Richard B. Hayes,

director of development for the medical center, received the awards—one to himself and one to his office—during ceremonies in San Francisco.

The organization has more than 650 members representing approximately 600 hospitals and medical centers across the country.

The top award was won by Duke in the Capital Giving category, on the basis of development program, results and supplementary materials provided, including brochures and a detailed eight-page report on the Duke fund raising campaign.

Dietetics Paces Safety Contest

Well into the first weeks of their Safety Contest, the employees of the dietetics and environmental services departments are running at full pace...carefully.

At the end of the contest's second week in the month-long attempt to curb accidents, Dietetics has the edge over Environmental Services with no accidents reported. The Environmental Services department has reported four accidents—one resulting from a reaction to a disinfectant, a hurt knee caused by slipping on a wet floor and two accidents involving scapel or needle punctures.

"This may be a good time," said Safety Investigator Bill Mountford, "to remind all staff members using needles to dispose of them in their respective containers."

The contest, which will end at midnight November 30, will award a free 20-pound turkey to one employee from each department who has had no accidents during the month. All no-accident employees will be eligible for the turkey drawing on Dec. 6.



STOPPING OVER—Leroy McCloud, a recent visitor to the Pediatric Outpatient Clinic, didn't realize he'd become part of the opening ceremonies for a new playroom. All newly done-up in greens and blues and decorated for the big day, the new playroom opened its doors to children on Halloween. A project of the hospital auxiliary, Mrs. Jean Carden, auxiliary representative said, "We're big supporters of pediatrics." The function of the playroom, according to OPC staff member Jane Sharp, "is to allay the children's anxiety while they're waiting to see the doctors. We also hope it teaches effective ways to play from children to parents and it's a good way to start the child thinking of positive experiences in a hospital."

October Safety Scoreboard

Total Employee Accidents	81
Total Number of Days Lost	72
Accidents Causing Lost Time	20
Total Number of Needle Punctures	14

Totalling 13 accidents for the month of October, the operating room reported the highest number of accidents. Of the total 81 employee accidents reported, the three highest contributors were the operating room, environmental services, and dietetics. In the last two months, there have been four ultraviolet ray burns in the operating room. A medical center safety official cautioned that "all employees exposed to ultraviolet rays should be required to wear protective glasses in addition to visors, as working conditions permit."