

2 Help yourself to free booklet, better health

As everyone knows, "an ounce of prevention is worth a pound of cure." And these days, a pound of cure costs a lot of money. As part of its continuing effort to encourage people to practice personal good health habits, Blue Cross and Blue Shield of North Carolina is offering a free ounce of prevention called "Help Yourself."

A guide to preventive health maintenance, "Help Yourself" is the latest in the series of health education booklets published by the national Blue Cross and Blue Shield Associations.



The 94-page booklet stresses preventive medicine as one way to overcome the high cost of medical and hospital care. Topics discussed in the booklet include diet, exercise, stress, self-treatment and precautions against cancer, and other factors determining today's lifestyles.

Expectations out of line

"We have come to expect too much of our healers and too little of ourselves," writes Walter J. McNerney, president of the Blue Cross and Blue Shield Association, in the introductory article.

McNerney notes that "the foremost killers and disablers of modern man —

including heart disease, cancer, stroke and accidents — are the 'lifestyle diseases' that result from the abuse and neglect of our bodies."

Disease, whether a killer orcrippler, can be reduced since it is "related to behavior," McNerney says.

Examples

He cites as an example that deaths from coronary heart disease have already decreased 23 percent as the public has been made known the importance of diet, exercise and rest, and the dangers of high blood pressure and high cholesterol.

Another example is the reduction in auto accidents which followed the new 55 mph speed limit.

"The task of improving our chances of good health and long life must begin with us as individuals," McNerney declares.

Counting the cost

Other articles in the booklet approach the cost of illness from the standpoint of workdays lost, lowered energy levels and physicians' offices filled with patients who could have been self-treated.

"A Good Start," by Dr. Donald Cornely of The Johns Hopkins University, tells parents how to prevent obesity, accidents and emotional problems in youngsters.

"Analyze Your Lifestyle," an article by Drs. Lewis Robbins, and Jack Hall includes a risk factor chart for the reader to see how many years might be taken out of the average lifetime by bad health habits.

Live Less — Longer

The doctor examined the patient thoroughly and then asked him one simple question: "Do you lead a relatively normal life?"

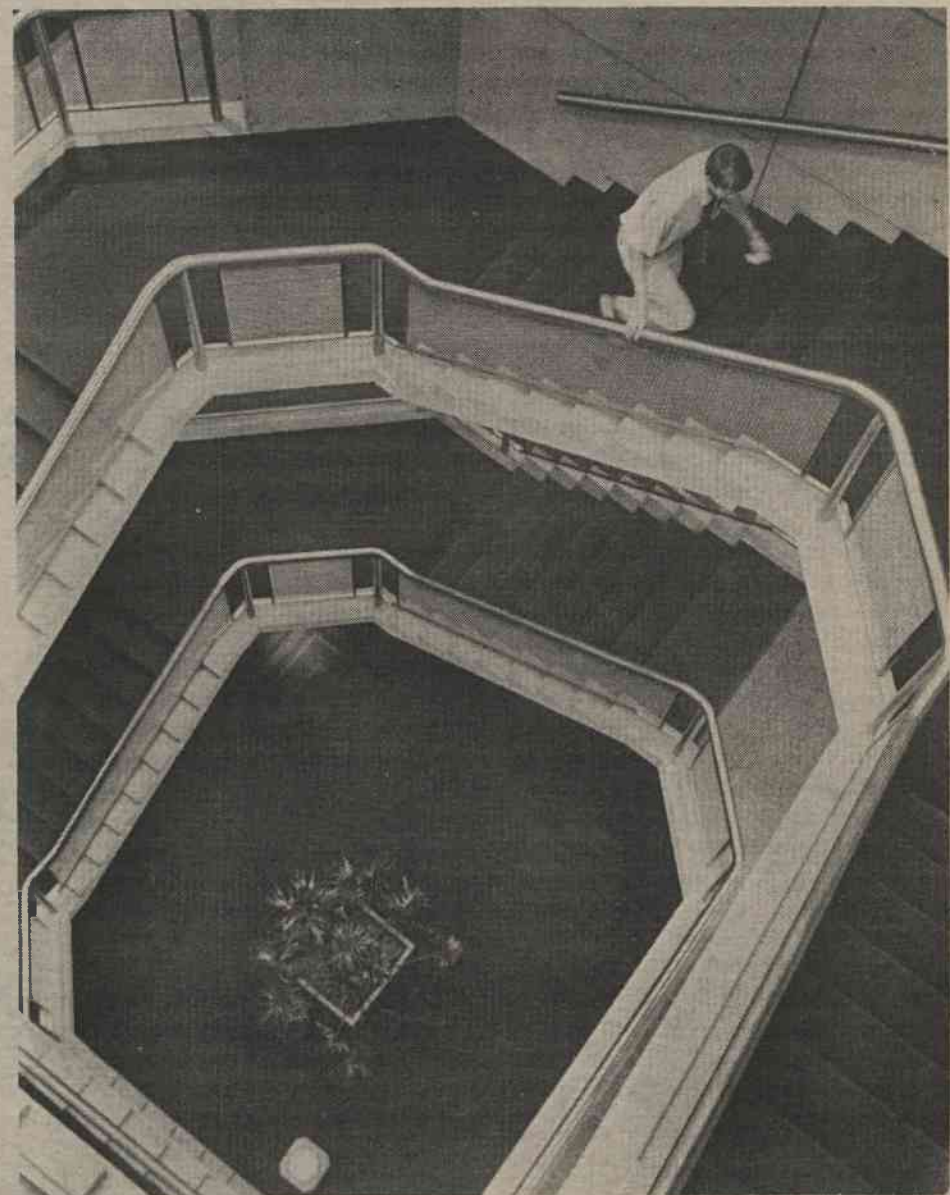
"Yes," answered the patient without hesitation.

"Stop it for thirty days and return for another examination," ordered the doctor, "Maybe I can still save you."

Dr. Howard Hunt, chairman of the Department of Physical Education at the University of California, describes the correct way to exercise in "How Much Exercise Do You Need?" He dispels a few myths about its "bad effects" and shows how repetitive and regular exercise improves the heart muscle and tones up the entire body.

All 10 articles promote health as a goal which is attainable to nearly anyone who will try.

Single copies of "Help Yourself," available free of charge by writing to the Public Relations Division, Blue Cross and Blue Shield of N.C., P.O. Box 2291, Durham, N.C., 27707.



LONE FIGURE — The carpet on the circular staircase in the Seeley G. Mudd Building is getting a little rest during the lax summer days when many students are liberated from their studies. Some medical center students, such as the one here, are still frequenting the Medical Center Library but with considerably less enthusiasm. The staircase winds its way in an interesting pattern from the basement to the third-level stacks. The plant in the center receives its light from a skylight in the roof of the building (Photo by Parker Herring)

Radiology course scheduled

Approximately 100 physicians are expected to attend a postgraduate course to be conducted by members of the Department of Radiology faculty in Atlantic Beach, July 31-Aug. 5.

The scientific sessions will present current concepts in most areas of diagnostic radiology, including ultrasound, computerized tomography (CT) scanning, and nuclear medicine.

The meeting has been designed for radiologists, but is open to other physicians whether in training or practice.

Dr. Charles E. Putman, professor and chairman of radiology will be program

chairman and Dr. Robert McLelland, associate professor of radiology, will be program director.

Other radiology faculty members participating will be Drs. Oliver P. Charlton, assistant professor; James T.T. Chen, professor; Richard Daffner, assistant professor; Eric Effmann, associate professor; John A. Gehweiler, associate professor; Herman Grossman, professor; Donald C. Jackson, associate professor; John P. Jimenez, associate professor; and Frederick M. Kelvin, assistant professor.

Also Drs. Salutarario Martinez, assistant professor; David F. Merten, associate professor; Carlisle L. Morgan, assistant professor; Terrence Oddson, assistant professor; Robert A. Older, associate professor; James C. Reed, associate professor; Reed P. Rice, professor; William M. Thompson, associate professor; William Trought, assistant professor; Jack K. Goodrich, professor; and Robert H. Wilkinson Jr., associate professor.

Credit union successful saver

Duke's credit union has earned a National Credit Union Administration (NCUA) Thrift Honor Award for its success in stimulating savings. The award was announced by Bernard M. Ganzfried, regional director, NCUA Region III, based in Atlanta.

The credit union attained a monthly

growth rate of 3.1 percent, which is significantly higher than the average for credit unions of similar size, Ganzfried said.

The credit union, chartered in 1968, had 4,238 members with a savings of \$2,389,954 on April 30 of this year.

Charles Rogers, assistant general manager of Duke University Stores Operations, is president of the credit union. William D. Eastwood, director of Patient Accounting Operations, serves as treasurer.

The NCUA charters, supervises and insures more than 12,800 credit unions in the United States. It conducts the Thrift Honor Award program to provide an incentive for federal credit union officials to encourage members with small accounts to include regular savings as a part of their family financial management plan.

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