

# Project takes aim at corn-chip commandoes

(Continued from page 1)

man-made hall of health hazards begins in infancy "when it is exposed to feeding excesses unwittingly imposed upon it by poorly informed parents."

## Doing something about it

A trim, well-conditioned man who preaches what he practices, DeMaria doesn't stand around bemoaning the tide of battle.

He's trying to do something about personal health maintenance — and some school-age youngsters and their parents in Cabarrus County are being enlisted for duty.

DeMaria is the mainspring behind a project called Health and Education United, HEED for short, that's being developed and field-tested in 12 Cabarrus County classrooms. The pilot project involves 312 second-graders.

## Simply stated ground objective

The grand objective for HEED, DeMaria explained, can be summed up in a short phrase: disease prevention.

For example, DeMaria said, many health experts believe diseases such as high blood pressure, the "silent killer" that affects an estimated 35 million Americans, are linked to overweight and high salt intake.

"Eighty million Americans are overweight and consume an average of ten pounds of salt a year, far above any reasonable natural need," DeMaria said.

One of the things HEED is trying to do, he added, is educate youngsters — for some physicians believe predisposition to high blood pressure begins in childhood — to maintain normal weight and shy away from salty foods, both processed and those prepared at home.

## Helping them help themselves

HEED will seek to turn youngsters into their own health advocates by teaching them the fundamentals of disease prevention and maintenance of their physical and mental health, DeMaria said.

To do that, the 312 second-graders at Allen Elementary in Cabarrus County, Coltrane-Webb and Cabarrus Academy in Concord and Charles B. Aycock in Kannapolis will be testing teaching materials for the project beginning next month.

Eventually, DeMaria said, he and others involved in HEED hope it will become a sequential program that can follow a child from kindergarten through high school.

The project was commended by the 1977 General Assembly and is receiving some assistance from the state Department of Public Instruction. Primary support, however, is from a \$219,000 federal grant and \$35,000 from Cannon Mills in Kannapolis.

## Curriculum based on health knowledge

A 31-year-old doctoral candidate in educational administration at Duke, Gail Latham, directs HEED fulltime from an office in Cabarrus County.

She works with occasional advice from Dr. Robert Pitillo, a Duke professor of education who sees HEED "as a true opportunity to develop a curriculum based on health knowledge and combine it with people who know something about children and the learning process."

Pitillo also was the catalyst who brought DeMaria and Cabarrus County school officials together when the physician was seeking a site for pilot work on HEED.

## Cartoon characters featured

Latham said teaching materials for HEED will draw on a stable of cartoon characters in film strips and other media. Among the characters are "Greebees," green meanies that wreck teeth with gleeful abandon and Hootie the owl, a good guy who's the one continuing character in the whole program.

HEED subjects will be taught by regular classroom teachers, not health professionals, Latham said. In an effort to

involve parents, some teaching materials will be sent home with youngsters for joint study.

"We want to influence the lifestyle of the children — and their parents," she added.

Such influence can be achieved by bringing parents and children together in activities that teach both of them the dangers of improper diet, dental neglect and other facets of HEED, she said.

## Four major areas

"We're stressing four major areas in the pilot program," Latham said, "nutrition, safety, common diseases and 'The Wonder of Me,' which deals with the uniqueness of each person in attaining a healthy, productive life."

Once HEED reaches full flower, every child by age 14 should have a good

understanding of his or her body and the motivation to prevent disease and maintain health, DeMaria said.

He described the U.S. health care system as "a beautiful curative system," but one woefully deficient in preventive and health maintenance programs.

"Disease prevention can't be reached by changing the health care delivery system," DeMaria said. "It can best be achieved when each citizen assumes increased responsibility for his own health."

The pediatrician noted that prevention, by far the best method of dealing with disease, could make a big dent in the nation's medical bill, which stood at \$146 billion in 1976.

"I'm not sure we can afford to be without it," he said.



**AUXILIARY SAYS THANKS** — Laura Teston (foreground) obviously thinks her certificate is worth the hours she worked to earn it. She and other junior volunteers, including Amy Gentry (left) and Vickie Smith were honored recently by the Hospital Auxiliary at a dinner in the Magnolia Room on East Campus. Smith placed third in number of hours worked (304). Robin McNeil worked 378 and Rosalyn Massey worked 332. Five other junior volunteers contributed more than 200 hours of their summer vacations. They are Karen Webster, Beth Strand, Annetta Pool, Pamela McNeil and Sonya Fletcher. (Photo by Parker Herring)

## Review course set for EEG techs

Some 75 electroencephalogram (EEG) technicians are expected for a five-day review course to be held here beginning tomorrow.

The course will be conducted by faculty and staff members from Duke and the VA Hospital and four guest faculty members — Dr. Mary Andriola, associate professor of neurology, University of Florida College of Medicine; Dr. H. F. Flanigin Jr., associate professor of neurosurgery, University of Arkansas Medical Center; Dr. Hooshang Hooshmand, Neurological Associates, Vero Beach, Fla.; and Dr.

Edward L. Reilly, associate professor of psychiatry, University of Texas Medical School in Houston.

Lecture topics will include "EEG in Psychiatry," "Pediatric EEG," "EEG in Head Injury, Vascular Disease, Tumors" and "EEG in Infectious Diseases, Toxic and Metabolic Disorders, Coma, Cerebral Death."

The course is sponsored by the Division of Clinical Neurophysiology in the Department of Psychiatry. Meetings will be held in the Allied Health Building at the VA Hospital.



**THERE IT IS** — During last year's Davison Club Weekend, several members who also are graduates of the School of Medicine looked back at their composite class photographs. There will be time for nostalgia along with a full weekend of activities for Davison Club members beginning this evening. For the story, see page 1. (Photo by John Beaton)



Sept. 22-29, 1978

The Medical Center Calendar lists lectures, symposia and other activities of interest to faculty, staff and students. Notices should be sent to Box 3354 no later than one week prior to publication. If last minute scheduling makes it impossible to send a written notice in time, please call 684-4148.

### Friday, Sept. 22

1 p.m.

Network for Continuing Medical Education (NCME). Program on "Abnormalities of Ovulation: Reaching Diagnosis." View in Rm M406 at Duke and Rms D3008, C6002 and C7002 and Bldg 16 at the VA Hospital. (Previous NCME programs have been catalogued in the Medical Center Library and are available for viewing there.)

### Monday, Sept. 25

12 noon

Pathology Research Conference. Dr. Frances K. Widmann, associate professor, "Lewis Blood Group — Clinically Significant?" Rm M204.

### Wednesday, Sept. 27

1 p.m.

NCME. See Fri., Sept. 22, for program and viewing areas.

### Thursday, Sept. 28

12:30 p.m.

Microbiology and Immunology Seminar. Dr. Marshall Edgell, associate professor of bacteriology, University of North Carolina, "Eucaryotic Gene Organization — The Globins," Rm 143, Jones Bldg.