

You & Your Health

A Black Perspective



Brenda Kennedy BSN

Childbearing In The Black Family

We have already discussed many aspects of childbearing and the Black family. We have looked at some problems that are seen frequently, that the Black mother can do to help prevent problems and some norms of any pregnancy. We have established that the Black mother and child are considered "high-risk", meaning that they have a greater than usual chance of having certain complications.

It has long recognized that persons who most often need good or special prenatal care or antepartum care are often the ones who receive it least. The highest rates of prematurity and perinatal deaths occur among the socially and economically deprived of this country: in large cities and in the rural South. These are the areas where the Department of Health, Education and Welfare, through its Children's Bureau, has established the maternal and infant care programs. There have been substantial decreases in infant mortality in several metropolitan areas since the beginning of these type programs. Several other interesting programs have been developed as the maternal and infant care programs have progressed. Persons in these programs receive care between pregnancies as well as prenatal and delivery care, including family planning. The infants and other children are included in the programs. An attempt is made to provide comprehensive care for mothers and

children in the neighborhood clinic and hospital.

One of the first problems that we will look at is birth weight. As we already know, it is statistically significant that the average Black infant at birth weighs about 150 gms less than the average white infant. These marked variations are frequently dependent (not only upon race) but size of parents, number of children which the

mother has borne, her life style and her nutrition and general condition during the latter months of pregnancy. This is why it is most important to follow physician's orders and provide good nutrition for yourself and baby.

"WKRP In Cincinnati"

Dr. Johnny Fever's only kidding when he tells his WKRP listeners to take their garbage and dump it on the steps of City Hall. It turns out to be a pretty messy affair, though, when the listeners take him seriously, triggering an irate telephone call from the Mayor's Office and a possible legal hassle, on "WKRP in Cincinnati," to be rebroadcast Monday, March 31 at 8:30 p.m. on WBTV, Channel 3.

An on-air apology by Johnny is the only way to clean up the misunderstanding, but the doctor suddenly develops a bad case of "mike fright" and can't talk.

Check the ads in the Charlotte Post each week for the best bargains in town.

Atlantic Releases 5 Albums

Atlantic Records has announced this week a national release date for five new albums. The announcement was made by Atlantic Senior Vice President-General Manager Dave Glew, who noted that these new releases represent product appearing on the Atlantic, Cotillion and Virgin labels. Included are new albums from Roberta Flack & Donny Hathaway, Passport, Mass Production and The Motors, plus the debut of Cowboys International.

"ROBERTA FLACK FEATURING DONNY HATHAWAY" (Atlantic SD 16013), produced by Ms. Flack and Eric Mercury, is highlighted by two collaborations from this Grammy-winning duo, recorded just prior to Mr. Hathaway's untimely death in January of 1979 - including the current hit single "YOU ARE MY HEAVEN;" also featured are two songs written for Roberta by Stevie Wonder.

Passport's "OCEANLINER" (Atlantic SD 19265) is the seventh U.S. album release from this internationally-acclaimed fusion ensemble; under the leadership of

German composer-reedsman-keyboardist-producer Klaus Doldinger, the band (which now includes two Americans) covers a broad musical range - from jazz to rock to pop to dance rhythms. "MASSTERPIECE" (Cotillion SD 5218) is the newest self-produced cutting from the top-rated R&B-pop group Mass Production - the nine-man band's follow-up to last year's chart-breaking "IN THE PUREST FORM" LP and the smash single "FIRECRACKER."

Making their U.S. debut in this release is Britain's Cowboys International, with the LP "THE ORIGINAL SIN" (Virgin VA 13138), produced by Dennis Mackay; the band is the brainchild of singer-composer Ken Luckie, who had won extensive critical approval for his innovative musical approach.

England's highly-acclaimed Motors, who previously scored with two albums and the international million-selling single "AIRPORT," have returned with the long-awaited "TENEMENT STEPS" (Virgin VA 13139), produced by Jimmy Iovine and the group; The Motors, Nick Garvey & Andy McMaster, are joined by

supporting players (including an orchestra) for this ground-breaking production.

In advance of the release of these five albums, all WEA Corporation sales managers, marketing coordinators, sales and promotion representatives on national, regional and local levels have been supplied with quantities of album preview booklets detailing the new product, plus merchandising aid descriptions and allotments, as well as new release sales order forms. Promotional-marketing campaign plans for these LPs have been presented in detail at individual WEA branch presentations across the country.

"Alice"

Vera introduces Mel to her new friend, Bobbi, a bus tour guide, who immediately falls in love with Mel and makes his diner a tourist attraction, on "Alice," Sunday, March 30 at 9 p.m. on WBTV, Channel 3.

Not wanting to lose the extra tourist business, Mel strings Bobbi along. Things get really hot in Mel's kitchen though, when Bobbi's brother shows up.

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