

Childbearing In The Black Family

A Black Perspective

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

It has long recognized that per-

sons who most often need good or

special prenatal care or antepar-

turn 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 it

Children's Bureau, has established

the maternal and infant care pro-

grams. There have been substan-

tial decreases in infant mortality in several metropolitan areas since the beginning of these type

programs. Several other interest-

ing programs have been developed as the maternal and infant care

programs have progressed. Per-

sons 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 com-prehensive care for mothers and

of having certain complications.

Brenda Kennedy BSN

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 Cincinnat?"

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.



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, Pass-port, Mass Production and The Motors, plus the debut of Cowboys International.

"ROBERTA FLACK FEATUR-ING DONNY HATHAWAY" (Atlantic SD 16013), produced by Ms. Flack and Eric Mercury, is high-lighted by two callaborations from this Grammy-winning duo. re-

corded just prior to Mr. Hathaway's untimely death in January of 1979 - including the current hit single "YOU ARE MY HEA-VEN;" 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

keyboardist-producer Klaus Dold-inger, the band (which now ines two Americans) covers a clude 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 nineman 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 Inter-national, with the LP "THE ORI-GINAL 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 "AIR-PORT," 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

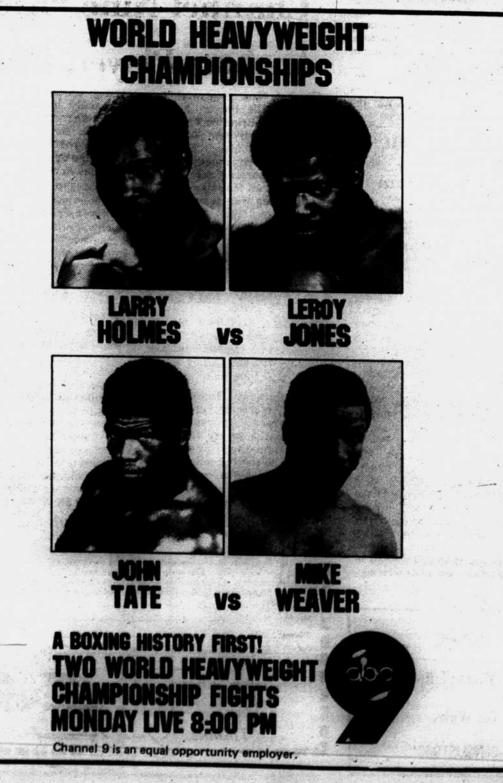
supporting players (including an orchestra) for this ground-breaking production.

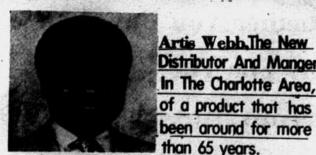
In advance of the release of these five albums, all WEA Corporation sales managers, marketing co-ordinators, sales and promotion representatives on national, regional and local levels have been supplied with quantities of album preview booklets detailing the new product, plus merchandising aid descriptions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