

Duke Announces \$162 Million 'Epoch Campaign'

Duke University yesterday launched a three-year campaign to raise \$162 million for university development. President Terry Sanford said \$28 million already has been received in special advance gifts.

The financial effort, largest ever undertaken by Duke, will primarily seek funds for named professorships, student financial aid, library support, faculty research, and unrestricted and maintenance endowment.

Plans for the campaign were revealed at a press conference at the Duke News Bureau on Chapel Drive. Sanford announced the appointment of Edwin Jones of Charlotte, a Duke trustee and alumnus, as chairman of the campaign steering committee.

Sanford said the three-year program will be called "The Epoch Campaign, a

time for greatness at Duke," and stressed the personal elements in programs for which funds are to be sought.

"We will invest the money we raise in students—undergraduate, graduate and professional—and faculty, in books, and in other instruments of teaching, while satisfying the minimum requirements in buildings."

Alex McMahon, chairman of the board of trustees at Duke, announced that the trustees have pledged \$2.7 million to the campaign during the advance gifts period.

The Epoch Campaign will seek \$37,500,000 for named professorships in the schools of arts and sciences, medicine and nursing, divinity, forestry, law, business administration and engineering. Three million dollars will be sought to initiate a permanent endowed fund for a

visiting professors program.

Another \$15 million would be earmarked for an endowment to help undergraduate, graduate and professional school students meet the burgeoning costs of higher education through scholarships and loans.

Construction and renovation of several campus and medical center buildings is also planned during the course of the Epoch Campaign. New campus buildings include a physical education and recreation facility for residents of the east campus, completion of the Student Activities Building on west campus, and a university center for use by the entire university community.

Modernization of Page Auditorium, Card Gym, the Duke Chapel, and the Engineering Building is planned. The

total cost for new buildings and renovations on the main campus is \$17,480,000.

The development program also includes \$48,020,000 for construction in the medical center complex. Included in this part of the program are funds for three new buildings necessary for cancer research, a medical center library and communications center, and expansion of the 43-year-old Duke Hospital.

Other major items include:

- \$4 million to maintain the level of excellence at the Duke University libraries.

- \$4 million for university support for the vital research carried on by the university faculty.

- \$9 million for unrestricted endowment.

- \$9 million in endowed funds for maintenance of university buildings.

- \$15 million to support current operations and on-going programs.

In addition to Jones, other campaign committee chairmen and advisers are Mary Semans of Durham; John Forlines of Granite Falls; and Alfred Hunt of Pittsburgh, Pa. Other members of the campaign steering committee are Fred Von Canon, Sanford; Richard Henney, New York City; Clifford Perry, Winston-Salem; W. M. Upchurch, New York City; and Charles Wade, Winston-Salem.

(Continued on page 2)



Intercom

duke university medical center

VOLUME 20, NUMBER 39

SEPTEMBER 28, 1973

DURHAM, NORTH CAROLINA

Social Psychologist Links C.H.D. to Job Pressures

Unhappy with your job? Got that "run down" feeling after a hard day's work, and maybe a headache, too?

Then what you may need, says Duke social psychologist James S. House, is quick relief from occupational stress.

Considering what House and other researchers have discovered over the last few years, the faster you find a job you like, the better. They've turned up statistical evidence that occupational stress plays a role in heart disease.

Occupational stress is nothing new. Lion tamers have known about it for a long time, but now just about everybody who works encounters job-related stress to one degree or another.

Only in recent years have studies begun to show a statistically higher rate of cardiovascular disorders (coronary heart disease and stroke) among persons under job strain so severe they cannot cope with it.

In an article prepared for the Journal of Health and Social Behavior, House has drawn together much of the current knowledge about the effects of occupational stress on one aspect of human health, coronary heart disease (CHD).

The most striking fact about CHD, House said, is the degree to which it affects young and middle-aged males—and spares similarly-aged women.

Throughout the peak working years of 25 to 64, the male death rate from CHD among whites is from 2.75 to 6.5 times greater than the female rate. Non-white males die from CHD at a rate of 1.35 to 1.91 times greater than non-white females.

Indeed, House said, CHD is the leading cause of death among males from age 35 on, and if this and other cardiovascular diseases were eliminated, the average life span of Americans would jump 11 years.

Job-related stress affects an individual's physical condition when he or she cannot adapt to its demands, according to House.

"How a person responds to the situation is of crucial importance," he noted. "In the face of a heavy work load, one person may successfully reorganize his style of work, gain new skills, or call on others for help.

"Another person may simply flounder along, unable to alleviate the stress and ultimately incurring a heart attack."

Stress causes the body to put its autonomic nervous system into high gear, House explained, resulting in increased adrenaline discharges, heart beat, blood pressure, muscle tone and digestive secretions.

If this abnormal state persists, it may result in what some medical scientists call "diseases of adaptation," disorders caused by the body's own attempts to adapt to stress, rather than to any external influence.

A 1957 study revealed the serum cholesterol level in tax accountants rose markedly as April 15 approached, House said, and a later investigation showed the same effect in medical students the day before exams.

These and other findings highlight the effects of work overload, "the feeling that one doesn't have enough time—or ability—and hence may fail," House said.

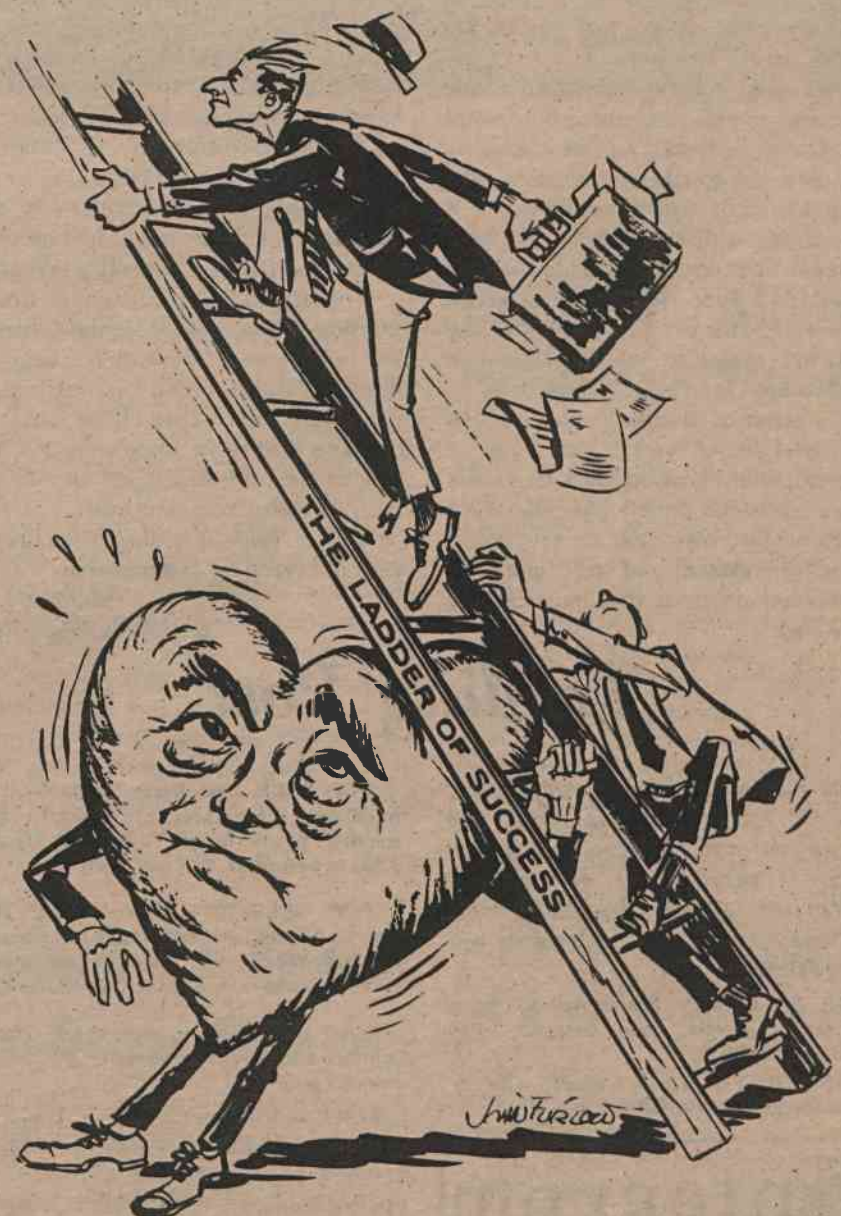
The Duke researcher believes other factors in a person's work environment may be linked to CHD. Two of these factors, he has found, appear to be self-esteem and job satisfaction.

In a study he conducted last year, House found that middle-aged and older men in white-collar jobs who have a low degree of occupational self-esteem are more prone to heart disease.

Earlier studies showed heart disease mortality is much greater among workers who reported relatively low job satisfaction compared to those who liked their occupations.

Another aspect of the problem just beginning to be investigated in the relationship of occupational stress to

(Continued on page 2)



United Fund Begins Drive

The medical center's annual United Fund Campaign will be launched on Tuesday in the new Courtyard Cafeteria at 10 a.m. University President Terry Sanford will be there to speak about the significance of the community giving effort. During the September "Pacesetter" campaign Sanford said, "I look upon the United Fund drive as an important event for the university in supporting local organizations, and I'm looking forward to meeting with medical center employees at the kickoff meeting." (For details about the meeting, see story on page 3)