

Participation high in on-the-job cancer detection program

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and cervical cancer. Smokers of both sexes got an oral exam for cancer of the mouth.

Cannon Mills paid all the costs of the program.

Results of screening

"This has never been done any place in the world on this scale," Heyden said. He is a professor of community and family medicine and a faculty member of the Comprehensive Cancer Center.

The screening turned up:

- six women with breast cancer, four with early stages of the disease,
- seven women with cervical cancer, all with early stages,
- two people with colon cancer, one with an early stage tumor,
- six men with prostate cancer, three with early stage disease.

Other findings included: 65 confirmed cases of diabetes, previously undetected; 247 previously unknown cases of severe

hypertension; 1,591 previously unknown cases of mild hypertension; 420 cases of non-cancerous prostate disease, and 455 cases of non-cancerous breast-disease.

Referred for follow-up

Any worker found to have something wrong in the screening program was referred to his or her own doctor for follow-up.

Heyden examined all 12,000 workers screened. He and May Morris, a Duke nurse and health educator, conducted the education sessions. Also participating in the screening were three other registered nurses, two nurses' aides and a secretary, all employed by Cannon Mills.

Workers on every shift at every Cannon plant had the chance to attend the one-hour education sessions and the screening.

Reasons for success

Heyden said three factors led to the program's success.

"First, Cannon Mills allowed us to conduct not only the education but also the screening during work hours," he said.

"Second, the education program itself boosted participation in the screening. In an industrial situation, when you invite people to come for screening, you usually get 15 to 30 per cent maximum taking part. We have proven the power of education in motivating about 70 per cent of people in the plants to accept our invitation for screening," Heyden said.

Most took advice

Equally important, he said, 91 per cent of women screened and 80 per cent of men took Heyden's advice to see their doctors if the screening tests showed something wrong.

"This is further evidence of the effectiveness of health education," he said.

The third factor Heyden cited in the

program's success was the cooperation of local doctors in Cabarrus County.

"They were real pioneers, too, in that they were the ones who could say 'yea' or 'nay' to the whole program and they said 'let's go ahead.'"

On to other areas

Heyden said he now will take the education and screening program to other areas of the state and to other industries.

"Blue Cross — Blue Shield of North Carolina actively promotes the idea of more cancer education and screening for all North Carolinians," he said. "They have initiated a close cooperation and financial assistance for our team."

Other industries are interested in the program, he said, because it can reduce deaths and early retirements among workers.

"The average age of workers found to have cancer at Cannon Mills was 53," Heyden said. "A company has invested a lot in a person by then. The person is most valuable to the company at that age."

In addition, company screening programs help workers' families, he said. "How is a family going to survive without the income of the worker, or with a largely reduced income?"

Professional news

Dr. Samuel L. Katz, professor and chairman of pediatrics, attended the American Academy of Pediatrics annual meeting in New York City, Nov. 5-10.

Katz took part in a meeting of the infectious diseases committee and two seminars on infectious diseases and antibiotics, and he served on a plenary session panel on vaccines.

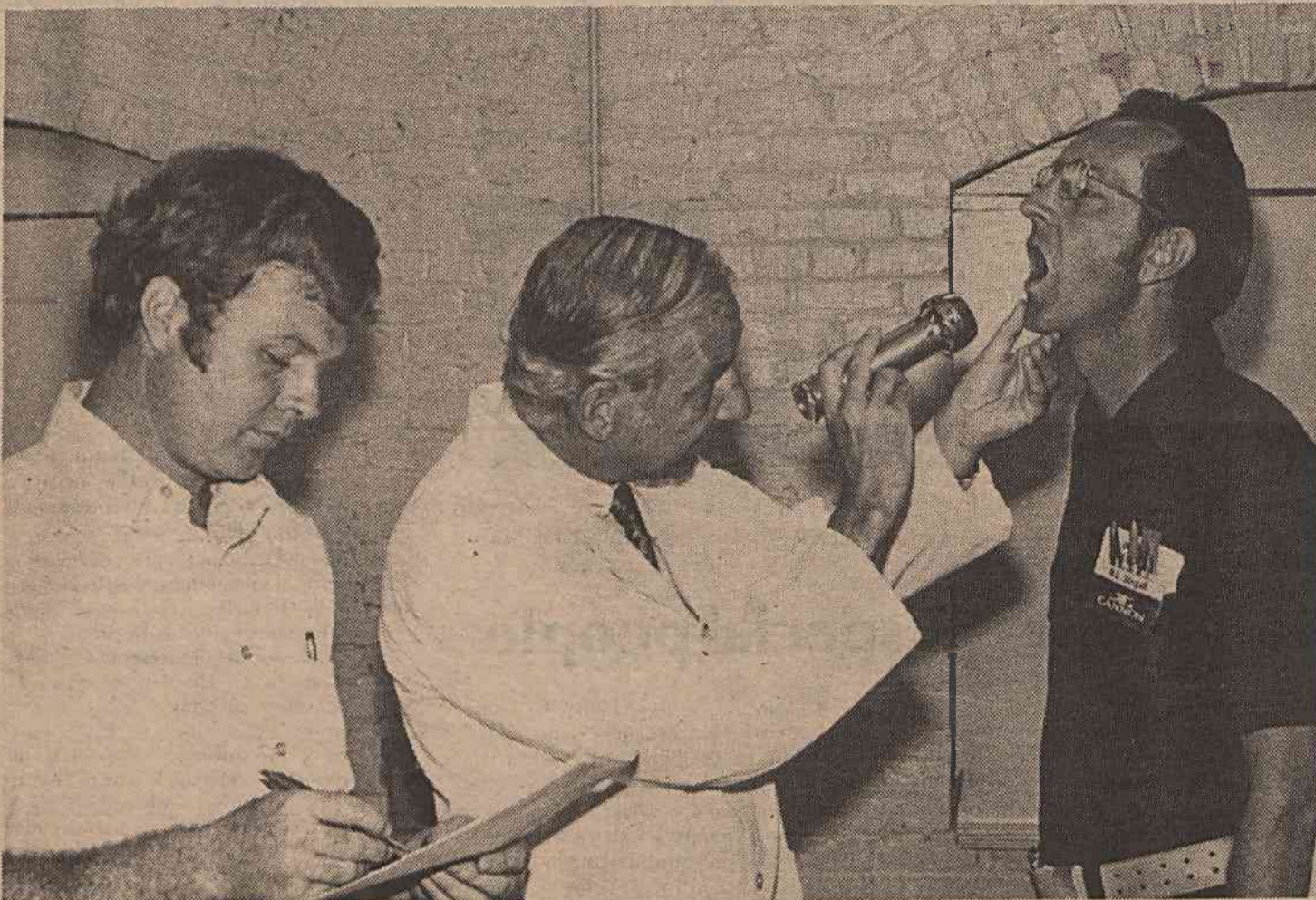
The Academy, with headquarters in Evanston, Ill., is the Pan-American association of physicians certified in the care of infants, children and adolescents.

There are approximately 18,000 members in the U.S., Canada and Latin America.

Dr. Robert McClelland, associate professor of radiology, directed a radiology postgraduate course in Bermuda, Oct. 24-28.

The faculty for the course included professors of radiology, Dr. Herman Grossman and Dr. Reed P. Rice, and Dr. James C. Reed, associate professor of radiology.

The course drew more than 200 participants.



OPEN WIDE—Twenty-four cases of cancer were found in a program of cancer examination of 12,000 Cannon Mills employees. Led by Dr. Siegfried Heyden, the two-year program was one of the largest on-the-

job cancer education and examination programs in U.S. history. Here, Heyden examines a Cannon Mills employee, Raeford Stegall, while another employee Danny Black, records observations.

What?

Never calculate the quantity of your pre-pubescent poultry until each has consummated the incubation process.

If you don't intend to do anything about a problem, it's silly to worry about it.

If you intend to solve it, worry isn't necessary.

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Advances against cancer to be symposium topic

North Carolina physicians will have a chance to catch up on some new developments in cancer treatment at a symposium in the Research Triangle Park Nov. 30.

The day-long symposium, entitled "Recent Advances in Cancer Treatment," will cover childhood cancers, adult leukemia, ovarian cancer, breast cancer, head and neck cancer and the treatment of solid tumors with immune system boosters.

Co-sponsors are the Duke Cancer Control Program and Burroughs Wellcome Co. Presentations begin at 9 a.m. at Burroughs Wellcome, 3030 Cornwallis Rd.

Those attending will have ample time

On tour

A group of students from Carrington Junior High School is touring the medical center today.

They are participants in the school's Introduction to Vocations program, and are accompanied by Dot Honeycutt.

for questions and answers, said Dr. Donald S. Miller, symposium director and director of the Cancer Control Program.

Three Duke specialists will join others from Buffalo, Minneapolis and Houston in making presentations. Those from Duke are: Dr. Wayne Brenckman, an associate in medicine; Dr. T. Boyce Cole,

an associate professor of otolaryngology; and Dr. John Falletta, a professor of pediatrics. The three and Miller are members of the Comprehensive Cancer Center.

For registration information, call the Cancer Control office at 684-5201 or write to Box 2985.

Two faculty members promoted

Two medical center faculty members have been promoted to assistant professor.

University Provost Frederic N. Cleaveland announced the promotions of Dr. William Mackey Clark in the Department of Radiology and Dr. Ann L. S. Moore in the Department of Community and Family Medicine.

Clark graduated from Davidson College in 1966, and Moore from the University of Missouri in 1968. Both were elected to Phi Beta Kappa.

A Rhodes Scholar, Clark studied at Oxford University prior to attending

Harvard Medical School, from which he received an M.D. in 1971.

He served as a general medical officer in the U.S. Navy, 1972-74. The radiologist joined the Duke faculty in 1977 after having completed residency training here.

Moore earned her M.D. from the University of Missouri in 1972. She came to Duke as a resident in the Duke-Watts Family Medicine Program, 1972-75, serving as chief resident during the last year of her training.

She was appointed to the faculty here in 1975.