THE
GOOD HEALTH CAMPAIGN
of North Carolina

THIS BROCHURE MADE AVAILABLE BY THE AMERICAN HOSPITAL ASSOCIATION, IN COOPERATION WITH THE UNITED STATES PUBLIC HEALTH SERVICE, THE NORTH CAROLINA MEDICAL CARE COMMISSION, AND THE NORTH CAROLINA GOOD HEALTH ASSOCIATION, INC.
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THE GOOD HEALTH CAMPAIGN

OF

NORTH CAROLINA
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INTRODUCTORY STATEMENT

The Hospital Survey and Construction Act passed by the 79th Congress set the stage for a major improvement in the distribution and availability of health facilities in this country. This Act authorizes grants to States to assist in preliminary surveys of needs and in the construction of hospitals and health centers.

Surveys now being conducted in each of the States offer an opportunity for the establishment of State plans which can and should lead to the development of an overall program to meet the total health needs of the Nation. State planning should result not only in a coordinated hospital system, interrelated and developed to provide the best hospital facilities to the patients of this country, but also in the construction of the most economical and efficient hospital plants. One of the results of these plans should be the development of a coordinated hospital system.

With the leadership of professional groups, State plans can be presented to the people for public support. This support is vital, and can be gained only from an informed public.

An example of a successful public relations program for good health and as an account of techniques that can be used by other States wishing to develop similar programs, the North Carolina public information program is presented in this brochure.

North Carolina, through the Poe Commission, appointed by the Governor in February, 1944 and the Medical Care Commission, established by legislative act in 1945, set forth a health and hospital plan acceptable to representatives of the medical, hospital, and nursing professions as well as to those who are the recipients of medical and hospital care. This gave the State a specific program which could be offered to the public for consideration and decision. Although keyed to hospitals and health centers, the program's final objective is better distribution of facilities, medical care, and public health services for every citizen irrespective of race, creed, or financial resources.

Leadership in the comprehensive public education program was provided by outstanding citizens of the State, including representatives of the public and professions concerned with good health.

Kay Kyser of Beverly Hills, California, who is a native of Rocky Mount, North Carolina, and now the honorary vice president of the North Carolina Good Health Association, has developed a thorough understanding of the health needs of his State and has presented these needs to his fellow citizens in a manner which enlisted widespread support for a better health program.

Public understanding must precede any worthwhile expansion of public health facilities. We believe the informational techniques used by Mr. Kyser and the North Carolina citizens will prove a helpful guide to leaders of other States who wish to develop similar programs.

Thomas Parran, M.D. 
Surgeon General 
U.S. Public Health Service

John H. Hayes
President
American Hospital Association
FOREWORD

The public education activities carried forward in North Carolina by the Good Health Association in support of the State Medical Care Commission's program has been of inestimable value in obtaining citizen support and cooperation toward the goal - better health services for all North Carolinians.

This program, skillfully designed to develop individual understanding of the objectives of the Medical Care Commission, and community accord in achieving them, may have suggestive value to other States confronted with similar problems.

The support given by the State Medical Association to the program from its inception for better medical and hospital facilities was a challenge to other professional groups in establishing cooperative methods whereby the goals set forth would be obtainable.

A successful public education program must have sound and definite objectives. These may vary from State to State...from community to community...from area to area, but accomplishment of these objectives is commensurate with the thorough understanding and support of the citizenry.

The North Carolina public education program aided most effectively in creating the needed interest in hospital construction whereby many communities and areas with high priority and low economic resources were stimulated to make every effort to raise the local funds required for their participation in the State and Federal Hospital Survey and Construction programs. Many communities and hospital areas with available funds but with low priorities developed a keener appreciation of their problems with resulting better understanding by their citizens of the procedures to be followed in dealing with the State Hospital Agency.

A significant accomplishment of the public education program was reflected in the legislative action by the General Assembly during the 1947 regular session. Funds totaling $20,207,000 were appropriated for the construction of hospitals, health centers, and medical school buildings at Chapel Hill. In addition, legislation was enacted which provided for licensure, inspection, and regulation of hospitals, loan funds for students of medicine, dentistry, pharmacy, and nursing, who would subsequently practice at least four years in the State; the establishment, construction, maintenance and operation of hospital facilities by municipalities and counties, separately or jointly.

John A. Ferrell, M.D., Dr.P.H.
Executive Secretary of the
North Carolina Medical Care Commission
Raleigh, N.C.
PREFACE

The exhaustive studies made of health conditions and needs in North Carolina and the comprehensive plan formulated to meet those needs have been presented previously in printed form. Already they have proven of value to observers. They are "Hospital and Medical Care For All Our People," published in 1945 by the North Carolina State Hospital and Medical Care Commission, and the second edition of that volume published this year by the North Carolina Medical Care Commission with data revised as of February, 1947.

This brochure describes the educational campaign which aided in winning support.

In making this report available to observers, the American Hospital Association repeats by request The North Carolina Good Health Association's evaluation of its educational campaign:

"The educational campaign was a spoke in the wheel of the forward movement for better health in North Carolina.

"If our efforts aided in speeding that movement it was due to the soundness of the research which established the needs, to the excellency of the plan formulated to meet those needs, and to the intelligence of the people of North Carolina to endorse enthusiastically the leadership of their chosen representatives.

"Moreover, it should be realized that the desire for and appreciation of Good Health in North Carolina had been cultivated steadily over the years by our health professions, State and Public Health Service officials, many private agencies included in particular the Duke Endowment, and by our three Medical Schools, and by our state governmental leaders."

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North Carolina State Hospital and Medical Care Commission

The modern movement for an active good health program in North Carolina began in 1943 when the President, President-Elect and three Past Presidents of the Medical Society of the State of North Carolina presented to Governor J. Melville Broughton a formal appeal for the improvement of health conditions throughout the State.

The committee advocated: (a) that a large well-equipped general hospital, initially 500 to 700 beds, be built in a centrally located place in the state, to serve as a diagnostic and treatment center for indigent patients; (b) that other, smaller hospitals be built in areas of the state where no such institutions existed; (c) that existing hospitals be enlarged where needed; (d) and that the state's two-year medical school be expanded into a standard four-year school with teaching hospital in affiliation.

The committee further suggested that the central teaching hospital be situated on the campus of the University of North Carolina, at Chapel Hill, adjacent to the School of Medicine.

Governor Broughton, impressed with the statement of the medical leaders, took the proposals under immediate consideration. As a result the Governor announced that he would appoint a commission composed of outstanding members of the medical profession, of business, agricultural and labor groups to make a comprehensive survey of the whole subject of health needs in North Carolina, and that the commission would be asked to submit recommendations for improvement of health conditions to the next session of the General Assembly.

Appointment of the State Hospital and Medical Care Commission

In February 1944, Governor Broughton named his "State Hospital and Medical Care Commission" to study the health conditions and develop a program. Dr. Clarence Poe of Raleigh, editor of the Progressive Farmer magazine, was appointed chairman of the group of 50 leaders from all sections, groups, occupations, and professions in the State.

Six subcommittees of the Commission were named to undertake long-range studies. They were: Hospital and Medical Care for our Industrial and Urban Population, Charles A. Cannon, chairman; Hospital and Medical Care for the Rural Population, Thomas J. Pearsall, chairman; Special Needs of the Negro Population, E. E. Blackman, M. D., chairman; Mental Hygiene and Hospitalization, James W. Vernon, M.D., chairman; Hospital and Medical Care Program in Other States, W. M. Coppridge, M.D., chairman; and Statistical Data and Publications, C. Horace Hamilton, chairman.

State leaders offered their services and provided their personal funds to survey how other states were meeting their health needs. Medical plans and institutions were studied and health experts' consultation was sought on the proposed North Carolina health plan.

After almost a year of study, the Commission, which had come to be
known as the "Poe Commission" made its report to the Governor, who presented it to the 1945 session of the General Assembly.

Objectives of the Program

Declaring that "the common health is the foundation of the commonwealth," the Commission underlined three "supremely needed" factors: (a) more doctors; (b) more hospitals and (c) more non-profit health service insurance.

"We cannot have enough doctors without more hospitals," said Chairman Poe, "nor enough hospitals without greater popular ability to pay for hospital service ... and such ability to pay on the part of the poorer half of our population is impossible without insurance."

Survey Report

The survey made by the Commission emphasized the need for a better health program in North Carolina. The report presented to the General Assembly showed: that 33 counties had no hospital facilities whatsoever; that 39 counties had no hospital beds for a sick Negro; that North Carolina stood 42nd among the states of the nation in the number of hospital beds per one thousand population, and 45th in the number of physicians; that the death rate of infants was lower in 37 other states than in North Carolina; that in 40 other states a mother would have a better chance of surviving childbirth than in the Tar Heel State.

Statistics also became available which showed that 40.9 of the white draftees for the armed services and 60.6 of the colored, were being rejected. Dr. I. G. Greer, superintendent of the State Baptist Orphanage reported that of the 321 boys who had grown up in that institution, only three had been rejected and the reports from other State orphanages showed 1,138 service acceptances and 16 rejections. The Commission report stated: "The boys of our North Carolina orphanages are not coddled. They are not given luxuries but they do receive nutritious food and reasonable adequate medical and hospital care . . . . this not expensive program of medical and hospital care provided for North Carolina boys of draft age resulted in an army acceptance of 98.6%".

The survey report and the draft rejection statistics aroused the people of the State to improve hospital and health conditions and the report of the six white orphanages resulted in the recognition of "A Program of Great Hope, of Almost Infinite Promise, and Yet of Great Practicability."

Recommendations of the Commission

The Commission recommended: (1) a state supported four-year medical school; (2) loan funds for medical students; (3) medical training for Negro youths; (4) an appropriation of $5,000,000 to assist the counties and communities in building or enlarging hospitals and health centers; and (5) state encouragement for development of group medical care plans.

In January 1945, the Commission made its formal report to Governor Broughton's successor, Governor R. Gregg Cherry, who recommended the
health program even before the Legislature had studied the report and recommendations of the Poe Commission.

Speaking on a particular health need as it related to school children, the Governor said, "I believe that adequate medical examination and care, should be provided for the children in the state whose parents are not able to provide the same. It is my belief that where parents are unable to finance the cost of remedying childhood defects, the State should make provision for this remedial work to be done. Only less sacred than the right of a child to obtain an education is his right to get a fair chance of health in his youth. The neglect of youth becomes the burden of age and a grievous loss to the State in earning power."

Legislative Action, 1945

Later, on February 27, 1945, before a joint session of the House and Senate, Governor Cherry delivered a special message in which he endorsed "the principles of the Medical Care Program as embodied in a bill."

He said, "As members of this General Assembly, you have the responsibility and the privilege of making another decisive decision in the history of our State. I ask you to believe with me that better schools, better roads, and better health constitute the main high roads for the advancement of North Carolina. I have confidence that you, in this hour of destiny, will make the decision embracing a program for the future happiness and welfare of North Carolina."

After considerable study of the health problem, and on the basis of recommendations made by the Poe Commission, the 1945 Legislature endorsed the broad implications of the Hospital and Medical Care Program, and legislation was passed looking toward the eventual implementation of the entire plan.

The essential provisions of the bill passed were:

(1) The establishment of a "North Carolina Medical Care Commission" as a permanent state agency of 20 members with an appropriation of $50,000 per year for the 1945-47 biennium to finance its work.

(2) The adoption of the principle of State contributions for the hospitalization of indigent patients with the appropriation of $500,000 per year for the 1945-47 biennium to be distributed among hospitals approved by the Commission at the rate of one dollar per day for each indigent patient hospitalized.

(3) A medical education loan fund for worthy students willing to practice a minimum of four years in rural areas of the State, with an appropriation of $50,000 for the establishment of such a loan fund.

(4) A survey of the State, county by county, "to determine the need for some kind of State aid for construction and enlargement of local hospitals" to insure adequate hospital facilities for all sections of the State; and the authorization of the Medical Care Commission to act as the agency of the State "for the purpose of setting up and administer-
ing any state-wide plan for the construction and maintenance of hospitals, public health centers, and related facilities, which is now or may be required in order to comply with any Federal law and in order to receive and administer any funds which may be provided by an Act of Congress for such purpose."

(5) The expansion of the two-year medical school of the University of North Carolina into a standard four-year medical school with a 400 bed central teaching hospital.

(6) A careful study of the "necessity and methods of providing medical training for Negro students."

The North Carolina Medical Care Commission

As provided by law, the Medical Care Commission was set up as a permanent State agency, with offices in Raleigh. James H. Clark, of Elizabethtown was appointed chairman, and Dr. Clarence Poe, vice-chairman.

Ten sub-committees were named to study special health problems in the State. The committees and their chairmen were: Acceptance of Gifts, Dr. W.M. Coppridge; Construction and Enlargement of Local Hospitals, Dr. W.S. Rankin; Contribution for Indigent Patients, Dr. Franklin J. Blythe; Hospital Care Associations, Dr. Fred C. Hubbard; Legislation, W.B. Rodman; Medical School Expansion, Dr. Paul F. Whitaker*; Student Loans, J.W. Bean; Medical Training for Negroes, W. M. Rich; Nursing Service and Training, Miss Flora Wakefield; Report to Governor and General Assembly, Mr. James H. Clark.

Appointment of the National Survey Committee

In conformity with the provision of the 1945 Legislature that a state-wide health survey be made, a National Survey Committee of seven distinguished educators and medical representatives was selected: Dr. W.T. Sanger, President of the Medical College of Virginia, Chairman of the National Survey Committee; Eugene L. Bishop, M.D., Director of Health, Tennessee Valley Authority, Chattanooga, Tennessee; Graham L. Davis, Hospital Director, W. K. Kellogg Foundation, Battle Creek, Michigan; John A. Ferrell, M.D., Medical Director, The John and Mary R. Markle Foundation, New York City; Victor Johnson, M.D., Secretary, Council on Medical Education and Hospitals, Chicago, Illinois; Hugh R. Leavell, M.D., The Rockefeller Foundation, New York City; and Samuel Proger, M.D., Medical Director, The Joseph H. Pratt Diagnostic Hospital, Boston, Mass.

The members gave much consideration and study to briefs submitted by the several cities competing for the medical school, reviewed the comprehensive report of the Poe Commission, sought the advice of numerous other experts in the field of medical education and medical care, and in general made a thorough study of the situation.

The final majority report of this Committee, signed by five of the seven members, together with the minority report of the two remaining members, were submitted to the Governor in July, 1946.

* Later resigned and was succeeded by Dr. J. Street Brewer.
The majority report of the National Survey Committee endorsed all parts of the proposed health program, including the expansion of the University medical school. It recommended that the four-year medical school be located on the campus of the University of North Carolina at Chapel Hill.

The minority report endorsed all features of the proposed program with the exception of the medical school expansion.

Following the reports of the National Survey Committee, the Medical Care Commission called in other experts to study the situation a committee of the five past presidents of the State Medical Society and the Advisory Committee of citizens appointed by the Governor to consult with the Commission. Both groups endorsed the proposed program without reservations.

Hospital Survey and Construction Act

As anticipated by the 1945 Legislature, the possibility of an adequate state-wide health program for North Carolina was enhanced by passage of the Hospital Survey and Construction Act, P.L. 725, 79th Congress in August, 1946. Under provisions of the Act, North Carolina became eligible for approximately $17,000,000 over a five-year period, for construction of public and non profit hospitals and health centers particularly in the rural areas where the greatest need existed. Under the law passed by Congress, federal funds within the state's allotment would be available to states meeting given requirements on a basis of matching each dollar from federal funds with two dollars from state and county or local funds.

Commission's Recommendations to 1947 Legislature

The Medical Care Commission on the basis of the 1945 State Legislature's health bill on September 22, 1946 adopted a resolution tentatively blueprinting a "hospital building program for North Carolina." Accordingly, the Commission recommended to the 1947 Legislature that sufficient state funds be appropriated to match Federal funds available under the provisions of the Federal Act whereby 7,200 new beds in local general hospitals and needed expansion of the State's mental and tuberculosis institutions, could be financed.

The proposals of the Commission, as presented to the 1947 Legislature asked for appropriations by the 1947 and 1949 Legislatures of funds approximating $20,000,000 as the State's share in a five-year hospital building program. The Commission also recommended that facilities of a hospital or health center or a combination of the two, located within a radius of 25 miles, be made available to all the residents of the State. This provision assured the people of an accessible hospital or health center or a combination of the two. The recommendations included a provision for needed additional beds for mental, tuberculosis, orthopedic and other groups.

Budget requests from mental, tuberculosis, orthopedic, blind and spastic agencies were made individually and totaled approximately $6,000,000, leaving around 14 millions as the amount requested to effect the state-wide health plan of the Medical Care Commission.
Report to State Advisory Budget Commission

In October, 1946, the Medical Care Commission presented the broad outlines of its over-all program to members of the State Advisory Budget Commission. The plan called for the construction over a five-year period of 5,000 general hospital beds in the state; nine new hospitals and 24 health centers, located mainly in the 33 counties of the state having no general hospital beds; and the construction at the University of North Carolina in Chapel Hill of a 400 bed teaching hospital for the four-year medical school.

The estimated construction costs of the proposed five-year program were listed as $36,739,000, of which the State would be asked to provide $20,000,000 to match an anticipated allotment of approximately $17,000,000 federal funds under the Hospital Survey and Construction Act.

The plan, presented to the Advisory Budget Commission, indicated that federal funds would become available for aiding in the construction of both local hospitals and health centers and the University Medical School teaching hospital. Local funds would be required to supplement federal and state funds. State aid to counties would be given on basis of need, such state aid varying in percentage from 10 to 50 per cent according to the ability of the county to furnish local funds for construction, maintenance and operation of the hospitals built under the Act.

The Medical Care Commission also explained that estimates and detailed plans were necessarily vague due to contingencies of needs to be established by future surveys of existing hospitals, by spiraling construction costs, and by the enthusiasm, or lack thereof, of the people of North Carolina to provide the facilities and personnel for realization of a Good Health Plan.

The Advisory Budget Commission and the 1947 Legislature approved in its entirety the request of the Medical Care Commission for state funds.

Legislative Action, 1947

During the 1947 regular session of the North Carolina General Assembly, health legislation was enacted which supplemented that passed in 1945. The laws passed in 1947 provided for: licensure, inspection, and regulation of hospitals receiving Federal aid under the Act; loans (Appropriating $50,000 for these purposes) for students of medicine, dentistry, pharmacy, and nursing with the provision that such students, upon completion of their courses and when duly licensed would practice in a rural area of the State for at least four years; a study to be made whereby necessary medical training would be available for Negro students and findings of the study to be reported to the 1949 session of the General Assembly; counties, cities, towns, and townships, separately or jointly, to raise funds by appropriations, tax levy, or bond issue for the establishment, construction, maintenance and operation of public and non-profit hospitals.

The 1947 legislature appropriated to the Commission $61,520 for
administrative expenses, $350,000 annually for hospital care for indigents and $6,250,000 for construction of local general hospitals, clinics, health centers, excluding State owned institutions; $5,290,000 to the University of North Carolina for expansion of its two year medical school to a four year medical school and the building of a 400 bed teaching hospital; $5,413,526 to Mental Hospital Board for expansion and rehabilitation of the State mental hospitals and $1,500,000 for the purchase of Camp Butner hospital; $1,700,000 to the Tuberculosis Hospital Board for expansion and rehabilitation of the three State tuberculosis hospitals; and $53,500 to the State Orthopedic Hospital.

Additional appropriations were passed whereby provision was made for the expansion of State institutions offering primarily domiciliary care of epileptics, feeble-minded, and spastics, which institutions are not eligible for Federal aid under the Act.

The North Carolina Good Health Association, Inc.

To assist the Medical Care Commission in educating the people of North Carolina as to the desperate need for more doctors, more nurses and medical technicians, more hospitals and more health centers, and more nonprofit hospital insurance, some 200 of the state's leading citizens representing hospitals, medicine, other professions, industry, agriculture, labor and other groups, met March 14, 1945, at Thomasville, and formed the North Carolina Good Health Association. Dr. I. G. Greer, of Thomasville, superintendent of the State Baptist Orphanage, was named president. Charles R. Jonas, of Lincolnton, was elected executive vice-president, and James E. Lambeth, Jr., of Thomasville, treasurer.

Regional chairmen appointed were: West - D. Hiden Ramsey, of Asheville; Piedmont - Irving Carlyle, of Winston-Salem; Northeast - James S. Ficklen of Greenville; and Southeast - Judge Henry L. Stevens, of Warsaw.

Origin of the Public Education Program

Kay Kyser, radio and screen star from Rocky Mount, came to North Carolina in August of 1946 on his vacation. While in the state he met Dr. I. G. Greer, who discussed with him the state's health problems and the work of the Good Health Association. Doctor Greer emphasized the desperate need which was shown in the many surveys and reports made by the Commission for a good health program for North Carolina and explained the plan proposed by the Association.

Mr. Kyser asked if the people of North Carolina were aware of the Plan and were conscious of the health status which prompted it. Dr. Greer said that progress had been made in arousing the State's leadership but it would take tremendous effort on the part of all residents of the State to carry so new and so comprehensive a program to complete success.

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Mr. Kyser suggested that the Good Health Association "start a bonfire at the grassroots," by using all the known methods of advertising and publicity, to merchandise health to the people and bring them out of their lethargy and complacency.

In the interest of better health Mr. Kyser abandoned his vacation idea and visited more than 30 of North Carolina's 100 counties, speaking to thousands of people and soliciting contributions from civic-minded firms and individuals to finance the work of the Good Health Association.

Mr. Kyser drew up a publicity and advertising prospectus (See PROSPECTUS, Page 16). Doctor Greer liked the idea and the Good Health Association adopted it.

First Meeting on Public Education Program

At a Good Health Association meeting of representatives of the medical profession, business, education, labor, politics and agriculture, held in Raleigh, September 4, 1946, Mr. Kyser urged the group to assume leadership for the campaign which would mean better health for the state by presenting his own hopes and plans. This speech proved to be a "spark" that kindled the interest, enthusiasm, and support of the group present at the meeting.

Support of State Leaders

These North Carolinians and many others, too numerous to mention gave generously of their time, their talents, and their funds to insure the success of the campaign for better health for the State. Their support and assistance during the entire campaign proved invaluable.

The services of an advertising agency in Durham were secured. The agency continued throughout the campaign as counsellors and advisors on all advertising, radio, and editorial problems.

Charter of Incorporation

One week later, on September 12, the North Carolina Good Health Association was granted a charter of incorporation by the Secretary of State.

The six objectives of the Association as set forth in the Charter were:

(1) To engage in educational work to acquaint the state with public health generally.

(2) To cooperate with government and private agencies, individuals and groups interested in better health for the state.

(3) To publish and distribute literature on public health.

(4) To disseminate information on the good health of the State and to support and to encourage the adoption of such a good health program
through the aid of newspapers, radio and other advertising media.

(5) To encourage support by parents' organizations, educational and religious clubs, business and agriculture, labor and professional associations, women's organizations, civic clubs, patriotic and humanitarian organizations, and all others interested in the State's good health.

(6) To have the power to receive donations, bequests, devices to purchase, lease and otherwise operate a nonprofit, nonstock organization to further the cause of good health in North Carolina.

The charter described the Association as a charitable and educational corporation, with no capital stock and a limit on its existence.

Organization of Staff

Headquarters were established September 24, 1946, in Durham, and H. C. Cranford, of Durham became Director of Publicity.

The Executive Committee engaged Harry B. Caldwell, of Greensboro, former master of the State Grange, to serve as Executive Secretary. A Good Health chairman and co-chairman were appointed in every county in the State.

The Campaign

The Good Health Publicity and Advertising Campaign was officially launched November 9, 1946, with a star-studded "live" broadcast featuring North Carolina stars of screen and radio. This broadcast reached more than two and one-half million listeners through every radio station in the State over a leased wire from Hollywood.

From that date to the end of March, 1947, the campaign based upon the original Prospectus (See Prospectus page 16), was kept squarely in the public eye.

Hundreds of articles appeared in the North Carolina newspapers,—billboards,—special recorded radio programs featuring almost every well-known star in Hollywood,—movie trailers,—talks by leading citizens,—window displays,—dramatic skits for elementary and high schools,—lapel buttons,—posters and car cards,—even milk bottle collars were used to emphasize to the people of the State that "North Carolina's number one need is good health".

Conclusion

Specific objectives may vary from community to community,—from area to area,—but the need for public understanding of a program that will benefit the public,...the need for sharing the responsibility for the success of the program can only be accomplished by presentation of the problem to the public through all the known media of publicity and advertising.

The Good Health Publicity Campaign in North Carolina

This following section reviews North Carolina's Good Health
educational publicity and advertising campaign and may be used as a reference or guide by other States attempting similar campaigns. It indicates the procedures, results, and special techniques used by the Good Health Association.

In the discussions which follow, an attempt was made to point out the mistakes that were made as well as the accomplishments. Some of the lesser devices suggested in the following pages were not attempted for the reasons set forth, but every major medium known to advertising and publicity was used with excellent results.

The experience and advice of the North Carolina Good Health Association staff, Mr. Kay Kyser and Mr. Knox Massey and Mr. John Moorehead of the Harvey-Massengale Advertising Agency in Durham may prove helpful to other States planning similar programs. Such assistance is available upon request of the State Agency to the American Hospital Association.

(The Prospectus that follows -- beginning on page 16 -- was developed from the suggestions of The Executive Committee of the Good Health Association.)
SUGGESTIONS FOR ACCOMPLISHING OBJECTIVE DURING NEXT SIX MONTHS
(Not listed in any order of importance)

1. FOR MOVING PICTURE THEATERS --

A. Series of shorts to be made as soon as possible:

One, a straight appeal by well-known personality (very short - 1 1/2 or 2 minutes)
Another, a song by well-known personality or orchestra, followed by straight appeal (approximately 4 minutes in all).
Another, stock shot of accident on highway or emergency illness, followed by personality explaining that this might happen to you at any time, and if so, where would you take your child, and are you sure you could get in, etc.
Another, announcing details of whatever Statewide contest we decide to use. (about 2 minutes)

Would like theater man's opinion on this before making.

In all cases, will try to get North Carolinians to entertain and make the appeals -- such as, Katherine Grayson, Randolph Scott, Ann Jeffreys, Cecil B. DeMille, Paul Green, etc.

B. Could we run these shorts at all theaters in every town -- especially small or second run houses, which get large percentage of people to whom we are most anxious to get our message?

C. Can we cover colored theaters?

D. Would these shorts be rotated in a town with more than one theater, or should they run simultaneously in all houses? This would necessitate many more prints.

E. What is minimum number of prints we could have and still get complete coverage?

F. Toward end of this series of shorts, wouldn't it be very effective to work out a schedule among the influential citizens of each community and at each show, at the conclusion of the short, have lights go up and local leaders step before audience and localize the message? In other words, briefly explain what benefits that community will receive from the plan.

G. Could we have at least one of the campaign's slogans permanently erected in the lobby to serve as a reminder for the audience as it leaves the theater?

H. Toward the end of our campaign, could we arrange with the Girl Scouts, Boy Scouts, Campfire Girls, or any other group who could be in uniform, to distribute small handbills carrying our slogan and message, as audience leaves theater?
2. FOR ALL RADIO STATIONS --

A. Series of transcriptions, including entertainment and messages by North Carolina personalities. Could make two or three 15-minute recordings in which we could play a song or two and probably Katherine Grayson would sing, and the appeals would be made by Cecil B. DeMille, Randolph Scott, etc. These would all be different. Probably Westminster Choir would transcribe some Christmas Carols and Governor Cherry would make the appeal. This could also be done with the North Carolina State Symphony.

B. Can also make series of spot announcements running 10, 15, 30 and 60 seconds, respectively. These would make good use of slogans and catch lines.

C. Could local stations create their own programs to supplement this series?

D. Could the Communications Center at the University develop series of programs for the North Carolina network, which would be entertaining, as well as enlightening?

E. Could announcements be included at all sports events which are broadcast, showing how health, sports and our plan all go together? For instance, at football games could there be short interviews at half-time between sports announcer and some outstanding figure in sports, in which the importance of health is emphasized to the listener?

F. There are many special events including other phases of our exploitation which could synchronize effectively with radio, such as cutting in on school rallies. If employees of certain plant decided to back the health plan and donate, etc., possibly part of that meeting could be picked up.

G. As enthusiasm for the plan grows, couldn't we do Man-On-The Street programs?

H. Would a meeting of all radio station managers be valuable?

3. FOR NEWSPAPERS --

A. Pictures and interviews with North Carolina's greats -- public figures, athletes, movie stars, opera singers, etc.

B. Have sports writers editorialize Health on Sports Page.

C. Picture of, and statement by, most colorful football stars in the State, placed on front page.

D. Pick our outstanding athletes who are from other States where the health rating is much higher than ours, and have them say that they hope North Carolina will soon raise its standards the same as their State has done.
E. Have cameramen get scenes at hospitals showing the over-crowded conditions.

F. Pictures of, and pleas by, doctors for more equipment and space.

G. Pictures of general practitioners in rural districts endorsing the plan to their patients.

H. How about some letters to the editors (plates made of actual letters wherever possible).

I. Newspapers can spot our slogans throughout the papers as fillers and teasers.

J. Chambers of Commerce and Better Business Bureaus can get all local advertisers to incorporate our slogans in their ads.

K. How do we go about getting the National advertisers to help in the same way?

4. FOR ALL BILLBOARDS -- DISPLAY WINDOWS -- AND TACK CARD SPACE --

A. In my opinion, most billboards with strategic locations cannot be donated, or even bought by us, as they are contracted for over long periods of time by specific advertisers. If this is true, I have a suggestion to make. Let's contact the respective National advertisers and ask them to cooperate in the interest of the health of their consumers by donating their best boards for a week or a month. Our layout would give them credit for their cooperation. We would rotate our 24 sheets so that we would have continuous coverage and, yet, the advertiser would sacrifice his boards for only a slight part of the year. Of course, we would supplement 24 sheets with 3 sheets, 1 sheet, and window cards.

B. Small windshield sticker carrying a slogan. This would make good Boy Scout assignment.

C. Don't you think in all cases, reverse type is most effective?

D. Could we get the printers to contribute our material and the billposter to post and tack for us free -- in the interest of health?

E. How about signs on all State cars? Also, can we get signs on Express trucks for a while?

5. CONTESTS --

A. Run statewide contest from now until Christmas (?) for best essay on Health in 100 words or less. Maybe complete the following thought in 100 words or less: "We need a Statewide Health Plan because --". Set up a Board of Judges.

First prize to be free trip to Hollywood as guest of Kay Kyser
or the North Carolinians in Hollywood. To be a first prize for a man or boy and a first prize for a woman or girl. We would also send chaperone if necessary, and all three would be our guests in Hollywood for a week during the Christmas Holidays, with all expenses paid. Winners would be entertained by the "Tops" in the town. (If Christmas Holidays not best time, they could take trip when convenient).

Would have to work out a series of second, third, etc., prizes - probably the first 100 best essays should receive something.

B. Run a statewide contest in the grammar schools. The class or the school in each community which wrote the best essays, or did the most to promote the Health Plan in their community -- whatever we decided on -- would receive a free trip to the Lost Colony. This would apply to the entire class, the school, or whatever proportions you decide to use. This is of double value, because we'd not only be selling health, but at the same time, encouraging children to see the Lost Colony.

C. Statewide contest in high schools. Debating societies to determine best speaker in the interest of health in each community, and these speakers to meet in districts, etc., until narrowed down to finals. (This could be handled the same as the Statewide debating championship is determined). Or, have the civic clubs in each town determine who is the best Junior civic leader in high school -- boy and/or girl -- Have finals on the floor of the State Legislature, with the Legislators as judges. The best boy and the best girl speaker would receive a year's scholarship at whatever State run school they prefer.

D. Run contest in all school art classes for a symbol for our Health Plan.

E. Run contest in all classes of Journalism in high schools and colleges for additional slogans.

F. Can we get contest for the Business Schools in the State?

(Must have attractive prizes in all cases)

(All contest data is in rough form and was jotted down hastily, but this is a good start from which to make final plans.)

6. SCHOOLS --

A. In addition to contests, get the schools to cooperate by allowing stickers to be placed on blackboards in each and every room so that students are continuously reminded of the Health Plan.

B. Get the State Board of Education to include the Health Plan in all courses -- physical education, hygiene, sanitation -- in fact, in all classes. Make it a part of every school child's lesson for a day or a week. Require them to memorize all the slogans and explain what each means in terms of health. Instruct the child in turn to go home and explain it to his
parents. This will not be effective unless the child is graded on his knowledge of the Health Plan.

C. Have rallies in school auditoriums with speeches on the Health Plan by the students and various colorful figures brought in from time to time.

D. Arrange for local radio stations to pick up these health rallies in the various schools.

E. Get the newspapers to cover them with pictures and a reporter. Be sure that the school paper carries report of this, too.

F. Don't forget the Kindergartens.

7. CHURCHES, CIVIC CLUBS, PARENT TEACHERS ASSOCIATION, WOMEN'S CLUBS, BOY SCOUTS, GIRL SCOUTS, JUNIOR CHAMBER OF COMMERCE, VETERANS GROUPS, LABOR UNIONS, ETC. -- TO ENDORSE PLAN.

A. Can't we arrange a speakers' schedule of popular people -- not politicians, not renowned educators (mean no disrespect here), but athletes, entertainers, people from the radio, anyone who would catch the imagination or the curiosity of these various groups and thereby insure good attendance?

B. In the churches, for contrast and emphasis, could the preacher in each pulpit introduce some respected citizen of the community and allow him briefly to present our message to the congregation? This would in no way desecrate the pulpit, and it would be very effective.

C. Can we also bring the 4-H Clubs together, and the other farm and dairy groups? (How about a contest for them -- make the prizes big)

D. Do you think a "Major's Institute" in Raleigh would be effective means of igniting the heads of our communities? and, could they, in turn, go back and have a town meeting of some nature?

8. SLOGANS --

A. Slogans are of extreme value because they are short and, therefore, can be very effective in newspapers, radio, movies, billboards, windshield stickers, etc. They are great reminders if you know what they stand for, and arouse your curiosity if you don't know.

B. Slogans can also be very effective at all sports events, dances, and all other meetings of the people. For instance, if slogans are paraded during a football game, not only do the folks in the stands see them, but the radio announcer can report that they are on the field and what they are, and this gives the announcer a logical reason to elaborate on the subject for his listeners; however, in all cases where slogans are used in this manner, think they must be professional signs, -- well-made
and well-painted so as not to cause ridicule.

C. The majority of our slogans, in order to appeal to the masses of our State, should be as catchy as possible and a couple of them can even be on the slang side.

Have thought of a few, which we jot down here:

FOR NEXT SIX MONTHS

1. All for Health -- Health For All!!
2. The Common Health is the Foundation of the Commonwealth (From report to Governor)
3. Come on, chillun, let's live!
4. Get Hep -- Help Yourself To Health!
5. From 42 to 1 by '50 ('49? or '50?)
6. What good is anything without health?
7. A wealthy man is not always a healthy man -- but a healthy man is always a wealthy man!
8. This is a must!! -- A State Health Plan for the Common Man.
9. A State Health Plan will make this true -- "Here's to the Land of the Old North State - Where the weak grow strong, and the strong grow great!"
10. Rich and poor, alike, are entitled to health!
11. We did it with roads and education -- now let's do it with health! A State Health Plan is the only way.
12. We did it before, and we can do it again -- This time, it's health!!
13. Our goal by 1950 -- Health for every North Carolina man, woman and child!

FOR LATER ON

1. Invest a little in health now, so disease won't drain your purse later.
2. Be a good business man -- invest in health!
3. No health, no work; no work, no money; no money, no fun -- That's bad!
4. Good health is good business -- No health, no business.
Obviously, we must supplement all of the various ideas discussed here with printed matter of all types for mailing and other means of distribution.

That is, our plan, Report of Committee for Medical Care, Letters of Appeal, a brochure depicting the plight of our State -- pictures and statistics -- what we propose to do about it, how long it will take, what the benefits are to the individual, and what he can do to help. Keep it short, streamlined, and punctuated for emphasis. Use lots of pictures. If it's long, it goes in the wastebasket.
WHEREWITHAL AND KNOW-HOW

This campaign must be backed by more than enthusiasm and good intentions. It will take a sizeable amount of money, and the full time guidance of experts in the field of exploitation.

As active as we all will be in this campaign, it still remains we have other things to do; therefore, we must pay a competent group to do nothing but make this work!!

Men who have the "Know-how" to take ideas from all of us, pick the good ones, then ride herd on us to see that we carry them out. If this type of man-power is not available, we must draft it. We must prevail upon some large North Carolina manufacturer to lend us for three months one of their experts on merchandising. Give him a paid staff. After three months, the staff could carry on without him. Also, by then we would have our respective assignments rolling and would know how to continue them. We are going into big business and amateurs and paupers won't make the grade!

ODDS AND ENDS

Must get symbol of some kind that will become as significant in our State as "V...for Victory" did during the war.

The Steering Committee of the Good Health Association must include men and women who represent all the facets we must tap to make our plan work -- industrialists, Union leaders, heads of newspaper associations, top radio men, heads of movie chains, head of Council of Churches, civic club Governors, etc., etc.

If a man shoots and kills you, that's against the law, but if he coughs in your face and does the same thing, that's all right!

What sense does it make to show great concern about your child's health and do nothing about the health of the person who takes care of it?

You've heard "An ounce of prevention is worth a pound of cure"? -- "He Who Hesitates is Lost"? -- "Lock the barn door before the horse is gone"? -- "Never put off until tomorrow what you can do today"? -- "Self preservation is the first law of nature"? Sure, you've heard all of them and you agree with the wisdom of these axioms; yet, we have refused to apply any of them regarding our own health here in North Carolina - Proof? --
We had more men rejected in the war because of physical unfitness than any other State in the Union. The spirit was there, but the body wasn't!!! This is a shameful situation, but what is most shocking about it is this -- it proves our young folks are unhealthy (for the old trees to decay and go to seed is one thing, but when the saplings are unsound, we are in trouble). This predicament proves we didn't use the ounce of prevention, didn't lock the barn door, and why? Because we didn't have the equipment or the manpower to do it. How do we know? Facts!!

(1) One-third of our counties do not have a single hospital bed. What folks in those counties do, I do not know, but in the State as a whole, here's the situation -- 

If you have an accident or a sickness, there are 42 States in the Union where there would be more hospital beds for you than in North Carolina.

In 44 States, there would be more doctors to take care of you if you had an accident.

In Michigan, there would be a bed for you -- in Connecticut, there would be one person ahead of you -- but, in North Carolina, you would be 17th in line to get in a hospital bed.

When your child is born, there are 40 States in which that baby would have a better chance of surviving birth.

In 38 States, your wife would have a better chance of surviving childbirth than in North Carolina.

A good percentage of our Negro population is diseased, and yet we only have one colored doctor for every 6,619 negroes.

And -- we could recite these deplorable statistics to you far into the night.

We must rectify this deplorable situation for our own self preservation. We must have hospitals and clinics in every nook and corner from Manteo to Murphy. We must enlarge and supplement our present facilities. We must have our own facilities for training the doctors and nurses to man our network of hospitals, etc. We must arouse the individual.

This means a lot of hard work - and a vast amount of money, all of which can't come from any one source -- the Hill-Burton Bill would help us, the Legislature will help, but every individual in every community must also help. It means every child must give of his pennies, and every man and woman must give of their dollars. Not only that -- but every person must give of them selves -- give of their talents, their minds, their hearts.

It will be a long hard pull and it'll take lots of patience, determination, and most of all, good honest sweat -- but, it can be done in other States, and we've done it here with roads and education -- now, let's do it with health! "From 42 to 1 by '50, or bust!"
NORTH CAROLINA'S
NO. 1 NEED...
GOOD HEALTH!

THIS SLOGAN AND SYMBOL KEYNOTED THE ENTIRE CAMPAIGN
THE GOOD HEALTH PUBLICITY CAMPAIGN IN NORTH CAROLINA

Fact Sheet

Without question the most useful publication prepared for and used during the entire campaign was the Fact Sheet. This six-page mimeographed booklet was designed to brief the press and radio on all aspects of the health program. It reviewed the History and the objectives of the movement, explained with facts and figures, the desperate need for a positive health improvement program, and called on the press to cooperate in an intensive educational publicity campaign.

Distribution

Copies of the Fact Sheet were sent to every daily and weekly newspaper editor in the State. Managing editors, city, state, society, telegraph and sports editors on the daily papers also received a copy. It was sent to writers who prepared the radio programs. This letter was sent with each copy:

October 18, 1946

Dear Sir:

The attached Fact Sheet has been prepared by the North Carolina Good Health Association for your information and is not for publication.

If you have other questions not covered in this text, we shall be happy to try and find you the answers.

The North Carolina Good Health Association during the next few months will undertake an intensive campaign designed to inform the people of the state of our desperate need for more hospitals, more doctors and nurses, and more medical facilities in general.

Your full cooperation in publicizing this vital campaign is earnestly requested.

Thank you.

The North Carolina Good Health Association

In addition, copies of the Fact Sheet were sent to all persons writing to the Good Health Association and requesting information about the campaign.
FACT SHEET

PREFACE--HOW, WHY AND WHAT IT'S ALL ABOUT

Some time ago, the Governor of North Carolina created the "North Carolina State Hospital Medical Care Commission" to survey the health status of the State, to report on the existing medical care facilities and personnel and to formulate a comprehensive plan for enlarging existing facilities and the creation of new facilities where needed. This Commission enlisted the aid of medical experts in the State and seven national figures. Many surveys were conducted, and from all these surveys the Commission plans to draw up a concrete proposal.

The Medical Care Commission was created by the 1945 General Assembly to continue the health program. To assist the Commission in its work and to promote interest in health conditions in North Carolina, some 200 of the State's leading medical men and laymen gathered 18 months ago in Thomasville and formed the "North Carolina Good Health Association," a non-profit, volunteer organization.

Kay Kyser, in North Carolina on his vacation in August, met Doctor I. G. Greer, head of the State Baptist Orphanage, and President of the North Carolina Good Health Association. He discussed the health problem, the background of all the surveys made, and his fears for the fate of the Good Health Plan, various means of exploitation to merchandise health to the people--to snap them out of their lethargy and complacency. Dr. Greer liked the idea, Kyser drew up a prospectus, the Good Health Association adopted it, and the plans are now well under way.

The Good Health Association will permanently promote Good Health; the immediate objective is to mold public sentiment. This campaign is to make the citizens of the State conscious of the facts, enthusiastic about good health, and determined to have a Good Health Plan. The immediate campaign will be divided into three general phases:

I. "NORTH CAROLINA'S NUMBER ONE NEED--GOOD HEALTH"
   This phase runs about four weeks. This is a "scare" campaign--all statistics of bad health--low rating in medical equipment, personnel, and so forth.

II. "NORTH CAROLINA'S NUMBER ONE PLAN--THE GOOD HEALTH PLAN"
   This runs approximately 3½ weeks and explains the Good Health Plan--that is, more hospitals, clinics and health centers, more doctors, nurses, technicians and the financial means for every person in the State to have access to these facilities.
III. "NORTH CAROLINA'S NUMBER ONE JOB--BACK THE GOOD HEALTH PLAN"
This phase runs approximately 3 weeks. In it the people will be encouraged to back the plan and urge that it be adopted.

This is the Good Health Association's #1 Project. If the objective is achieved, other programs to be sponsored include: Drives for nurses, nurses aids, etc.; increased Public Health functions; compulsory examinations of school children; compulsory chest and blood examination of all citizens; hospital sanitation laws, and by all means a balanced and scientific diet program.

THE GOOD HEALTH CAMPAIGN

First phase - "North Carolina's Number One Need--Good Health."
(Approximately November 9 - December 1)

WHY #1 NEEDED - Because

1. Draft Rejections - In the War, North Carolina had the highest percentage of rejections of any state in the Union. (Had 40% of volunteers at start of war, but of those drafted, about 40.9% of whites and 60.6% of Negroes rejected. For startling comparison, see "Draft vs Orphanages").

2. Mother and Baby Deaths - Maternal mortality is lower in 40 other States and infant mortality is lower in 37 other States than in North Carolina.

3. Mental Ills - In 1945 there were 8,462 patients in the State Hospital for the Insane, 1255 additional who couldn't get in--1500 more released from the State Hospitals under probation--yet, only about 2% of the mentally ill are insane. These facts are a report to the North Carolina Medical Journal by Doctor Morris H. Greenhill, head of Neuropsychiatry of the Duke University Medical School, who further says--North Carolina has the highest percentage of feeble minded individuals of any state in the Union. (There are an estimated 27,000 mentally defective white children, and 30,000 more who are of borderline intelligence. In 43-44, 114,000 children failed to be promoted in school, and a large majority had low level of intelligence. One-half of the children in correctional schools, and 3% in public schools are feeble minded.)

4. Tuberculosis - With this disease we are better off than the United States average--In 1945 the American average was 39 deaths per 100,000--In North Carolina 31.7. In spite of this, 1,198 died last year--there are over 300 known active cases of tuberculosis now waiting for admission. (In some cases the wait is for four months.)

5. Venereal Disease--Progress has been made, but rates are still high especially among Negroes. Statistics not available yet.

6. Children's Diseases--Recent compulsory examination of all
Boys in two upper school grades found--dental defects 85% --defective vision 16%--hernia 2%--diseased tonsils 14%-- overweight 7% and underweight 16%--all remediable defects. In addition, Doctor George M. Cooper says nutritional deficiencies are rampant in most all children causing rickets, pellagra, etc.; intestinal disease still prevalent in most rural sections, and Doctor J. S. Gaul reports bad orthopaedic conditions.

THREE REASONS FOR ALL OF THIS

I. ECONOMICS

Most people cannot pay for modern medical care. (Especially Negroes and rural people). In 1940 North Carolina ranked 44th in net income per capita, ($317--national average $573.) We were 42nd in value of dwellings; 38th in homes with electricity; 41st in homes with radios and running water.

II. EDUCATION

In 1940 North Carolina was 42nd in percent of adults with less than a fifth grade education, and most of our educated people are insufficiently informed in health matters to take advantage of existing facilities. Most of population is ignorant of and indifferent to preventative measures. Also, value of nutrition not understood. Sanitation laws are lax. (Public Health personnel and facilities overloaded.) Doctor W. M. Coppridge, President of the North Carolina Medical Society says; "Every small hospital or medical center established in this State should be a center of health education conducted for adults as well as youngsters. In any state program, the education of the people to avail themselves of the facilities offered is one of the largest problems."

III. FACILITIES

1. North Carolina is 42nd in hospital beds per thousand population. (Accepted average is four beds per thousand.) Of the 100 counties, 33 have no hospital beds at all; 31 counties have from two to four beds per thousand, and only four counties have more than four beds per thousand. We are almost 6000 hospital beds below the average for our population.

2. North Carolina ranks 45th in the nation in the number of doctors per 100,000 population. We need 1300 to 1500 additional doctors to provide one doctor for each 1000 people.

3. North Carolina ranks 40th in percentage of babies delivered in hospitals. (Only 17.1% of rural infants and 13.6% of Negro babies delivered in hospitals.)

4. North Carolina ranks 40th in doctors attendant at births. (In 1945 there were over 15,000 childbirths with midwives.)

WHAT TO TELL THE PEOPLE

1. By all means, don't talk down to them. Use bad statistics,
but don't scold too much--let's do it in reverse. For instance, "Yes, it's true -- the statistics are correct, but one thing we are sure of--now that you people know the facts you will do something about it, and when you do North Carolina will be the beacon light for other states to follow." (Emphasize the fact that what we are doing practically every other state also needs.)

2. Let's not paint the picture too black. After all, there are some bright spots in the North Carolina health picture. For instance, we have a high birth rate, low death rate, and very favorable span of life. Deaths from tuberculosis in North Carolina are lower than the national average.

3. Let's use tuberculosis as a fine example of what we are driving at. Point out that our average is good with this disease because years ago the State started providing treatment and proper care. Under the fine leadership of Doctor P. P. McCain, this system has paid great dividends to our people.

4. Show the need for greatly enlarged medical facilities and personnel, but at the same time emphasize the fact that a good part of the bad health is the fault of the people themselves--their apathy and indifference towards sanitation, medical care, disease prevention and so forth. Point out there are many ways they can help improve the situation while we are waiting for a larger and better distribution of hospitals and medical personnel.

5. Point out that twice before North Carolina has taken itself by its boot-strap and pulled us out of the mud--first, with schools and then with roads, and we are sure we can do it again--this time with health.

6. Point out that we realize in addition to the individual cooperation of the people in the State, an over-all State Health Plan will be necessary and assure them such a plan is being formulated by the medical experts and other leaders of the State.

7. By all means use quotes from famous North Carolinians. This will personalize the appeal, and the people will more readily accept what they are saying.

8. In other words, things are black but not hopeless. We can drive disease from the State if every man, woman and child pledges to help do something about it.

* * * * * * *

DRAFT VERSUS ORPHANAGES

In draft rejection statistics, for each year of the War, North Carolina was between 45th and 48th, and in 1943 we had the highest percentage of draft rejections in the United States--during this period 40.9% of the whites were rejected and 60.6% of the Negroes. Contrast that with the
combined record of five of the leading orphanages in North Carolina. Between them they had 1,138 boys and girls called to the colors and only 16 were rejected. Yes, only 16 out of 1,138—less than 2%. Were these orphans fed caviar, and sent to the Mayo Clinic for examination? You bet your life they weren't—they received three plain, wholesome, well balanced meals a day and periodically a doctor felt their pulse, listened to their heart, thumped on their chest, looked down their throat and thus kept them well. Think how wonderful our State would be if we could multiply the record of these orphanages all over the State!! And we feel sorry for the orphans!! We better wish we could get our own children in the orphanages so they could grow up healthy and strong!

STATUS OF MENTAL HEALTH — ADDITIONAL INFORMATION

Dr. Greenhill points out our State Institutions for the Insane are running over, and yet experts tell us only 2% of the mentally ill are insane. For the remaining 98% there are only three clinics in North Carolina where they can get help. The Department of Neuropsychiatry at Duke Hospital sees approximately 3,000 per year, the Charlotte Mental Hygiene Clinic 274, and the Mental Hygiene Clinic of Raleigh and Wake Counties, 130. In the private sanatoria devoted to mental illness, there are facilities at any one time for a total throughout the State of 140 patients who can receive treatment for a disorder other than insanity. Outside of the State hospitals, there are only 20 physicians in the entire State who can devote most of their time to the treatment of mental illnesses.

ADDITIONAL ON TUBERCULOSIS

In 1945 the tuberculosis mortality rate for North Carolina was 31.7. The death rate for the United States in 1945 was 39 per 100,000. For a disease which is both preventable and in the early stages curable it is tragic. In 1945 we had 1,193 deaths from tuberculosis. The rate for Negroes is about three and a half times that of the whites. (18.1% for whites—66.6% for Negroes.)

Surveys show there are 8 to 10 cases of tuberculosis for each death; therefore, there are approximately 10,000 people in North Carolina with clinical tuberculosis. (The majority of whom are as yet undiscovered.) The State is putting on mass surveys in order to discover these cases. By the mass X-raying of the "apparently well" approximately one out of every 200 is found to have clinical tuberculosis and fortunately 75 to 80% are found to have the disease in the early, non-communicable and non-contagious form. If arrangements can be made to hospitalize these cases as soon as they are discovered there is a good chance of tuberculosis being brought under control. In contrast, the vast majority of patients having tuberculosis discovered by the usual methods have advanced disease by the time it is found and have already infected the other members of the family!!

All of the State Sanatorium and most of the county sanatoria have waiting lists. There are at least 300 known active cases of tuberculosis who are waiting for admission, and in some institutions they have to wait from two to four months for admission. Doctor McCain says we need more than 1000 more beds to take care of the patients in this State with tuberculosis. If the beds could be made available we
believe that tuberculosis could be brought under control in this generation. We add, "Yes, together with a law requiring periodic chest examination"!!

ADDITIONAL DOCTOR MATERIAL

Most all of the 1300 to 1500 additional doctors needed are needed in rural areas. Only 31 percent of our doctors live in rural areas, but 73 percent of our population is rural. Cities above 10,000 in population with only one-fifth of the State's population have one-half of our doctors. There are only 144 Negro doctors in the State to serve a million Negro people. We need about 850 additional Negro doctors. The number of rural doctors is declining. In 1914, there were 1,125 doctors living in the rural areas of the State, but by 1940, we had only 712 rural doctors. The number of rural people per physician went up from 1,678 in 1914 to 3,613 in 1940. The number of doctors above 55 years of age in the State as a whole, has gone up from 15.6 percent in 1914 to 32.0 percent in 1940. In rural areas the percent of doctors above 55 years of age went up from 14.6 in 1914 to 37.5 in 1940.
Early in the campaign eight regional meetings were held in strategic centers throughout the state. Good Health workers and community leaders were invited. At these meetings, the executive secretary of the Good Health Association reviewed progress in the campaign up to that time, explained the program, and called on the local leaders to get behind the movement and see it through.

In his talks, the Executive Secretary first explained the object of the campaign, then the need and the plan, and finally the proposed publicity procedure for accomplishing the plan.

The publicity procedure was outlined as follows: kick-off broadcast on November 9, 1946 (See RADIO, Page 38), the recorded radio programs, motion pictures, billboards, newspapers, health pictures, high school oratorical contest, newspaper contest, posters and signs, civic club participation, and suggestions to local committees.

Local leaders were told they could help by (1) making up a list of leaders interested in the Good Health program and sending it to headquarters of the Good Health Association; (2) calling their county Good Health group together to discuss the program not later than November 22, 1946; (3) assigning responsibility for various aspects of the program to individuals willing to work; (4) keeping headquarters informed on all developments.

These meetings were held in the form of luncheons and representatives of the local press and radio were invited. This afforded the Publicity Director an opportunity to meet these people and make contacts which later proved helpful.

A Good Health dinner meeting was held in Durham in December, 1946, and attended by leaders of the program. Several other smaller dinners were held during the campaign following business sessions.
As the campaign progressed, it became physically impossible for the Executive Secretary to cover the necessary territory in a State as large as North Carolina. This might have been possible in a State the size of Rhode Island. Four regional chairmen had been selected for the original state-wide organization and had been chosen because of their prestige. It soon became apparent that these chairmen were far too busy to carry out the program as was necessary. As a result, the Executive Committee authorized the Secretary to employ four Assistant Directors who would work from Headquarters Office under the direction of the Secretary and the Regional Chairmen. The employment of these assistant directors was not effected until the program was well underway and the opportunity for evaluating their services was negligible. However, the results achieved even in so short a time were most effective and it was felt that these services at the very beginning of the program would have been most beneficial.

**Duties of Assistant Directors**

Each county in the State had a chairman and a co-chairman but it was impossible or impractical for these people to do all the work that needed to be done. As is true in most campaigns, as intensive as this one proved to be, it was found more feasible to pay someone to direct the work and often do it himself. Some of the major duties were:

(a) **Personal calls on key people.** It was important that the leading citizens of the State become thoroughly acquainted with the Good Health Program. This was best achieved through personal contact. The field workers were well informed and able to answer questions on all phases of the program.

(b) **Distribution of literature, coat lapel buttons and posters.** This had been done some by mail (See POSTERS, DISPLAY CARDS, CARCARDS - Page 91), but had been found that in many cases the person who received the materials had not followed through in getting them placed or posted. It was desirable to have as many posters on display as possible and this required someone going out to the various stores, filling stations, etc. and seeking permission to put them in the windows. It was also the intent for as many individuals as possible to have at least one piece of Good Health literature. This presented another problem of distribution, eased appreciably by the Assistant Directors who had been employed.

(c) **Arranging and holding meetings.** The County Chairmen were requested by the Office of the Association to hold a county-wide meeting and invite all leading citizens, civic club officials, representatives from labor, farm and professional groups, etc. for the purpose of acquainting them with the Good Health Program. In many cases the County Chairmen had failed to hold this meeting and the field workers helped in getting this done, often speaking themselves on such occasions.
(d) **Show films in strategic places.** Each of the four Assistant Directors carried a portable 16mm projector "loaded" with one of the movie shorts on the Good Health Program. They reported that these were very effective before groups particularly groups in the rural areas where the people had little opportunity to see movies as a rule.

The four regional Assistant Directors made weekly reports to the Headquarters Office and also came in at intervals to pick up additional literature and materials, and to get further instructions from the Executive Secretary.
The demand for a Speakers' Bureau and Manual arose before the Executive Committee had an opportunity to formulate plans for either. Requests for speakers began to pour into the Central Office as soon as it was opened.

Procedure

Early in the campaign, a series of regional meetings was held. These meetings were designed to acquaint the county chairmen with the broad objectives of the campaign and to appeal for local participation. Many speakers were recruited at these meetings.

The majority of the first requests for speakers came from home demonstration agents throughout the state who were holding Annual Achievement Day programs at the time. Many of the home demonstration clubs had adopted "Better Health for North Carolina" for their slogan and project for the year, and were naturally interested in hearing what had been accomplished along these lines. As the campaign progressed, requests for speakers came in from civic clubs, PTA groups, farm organizations, women's clubs, and college groups.

As requests were received, a speaker was obtained as conveniently located to the area as possible. A schedule of engagements was made up in the Headquarters Office and close check kept on this to see that all engagements were taken care of.

How speakers were obtained:

(a) The Association was fortunate in having as its President a speaker of statewide reputation, who gave generously of his time and traveled many thousands of miles to fill the many engagements for which he was called. The same was true of the Executive Vice-President of the Association.

(b) The Medical Society of the State of North Carolina appointed from its membership an Advisory Committee to the North Carolina Good Health Association. Well known speakers were chosen from this group. Many of these doctors were called on to fill speaking engagements in or near their communities. Having the doctors speak to a group of lay people was effective, for they felt that if the doctors were behind this health movement it was a good thing.

(c) Another effective device for securing speakers was the selection of people from all walks of life--newspaper and radio people, business men, lawyers, health officers, health educators, nurses, etc. A letter requesting their services as speakers was mailed. A postal card was enclosed for their reply. This brought good response. Had the letters and cards been sent earlier in the campaign, it would have prevented overburdening some of our more valuable speakers who had to be called upon to fill less important engagements. Two hundred and fifty-four of the letters were mailed and 100 answered in the affirmative.

(d) Several of the District and County Chairmen did a great
deal of work in this field, either in making the speeches or in obtaining the speakers.

(e) Later in the campaign after the Assistant Directors were employed, they rendered invaluable service in this activity.

Reports

Speakers were asked to send a report on the meetings they attended so that a record could be kept of attendance and of the amount of interest shown in different communities. This made it possible to obtain some idea of the areas in which more intensive campaigning would be necessary. The speakers were also requested to send in a statement for expenses incurred, which were paid by the Association.

A Speakers' Manual or Guide, as such, was never prepared, but literature containing facts and figures on the Health Program was furnished to each speaker.

Comments

It was felt that handling the mechanics involved in connection with a Speakers' Bureau is a full time job and had a secretary or assistant who could have maintained records of requests for speakers, appearances, subjects of discussions and information or audience reactions as reported by the speakers, been employed, much greater value could have been gained from this phase of the campaign.
Radio played a major role in North Carolina's Good Health campaign—
described by experts as one of the most extensive peacetime public
service campaigns ever attempted in any one state.

Procedure

The North Carolina Association of Broadcasters at their meeting in
Durham October 11-12, 1946 unanimously voted to place the state's com-
plete radio facilities behind the Good Health advertising and publicity
campaign and pledge their support 100%.

This vote was taken after the broadcasters had heard the Good
Health program outlined by the coordinators of the campaign who were
members of an advertising agency in Durham and served on a volunteer
basis as supervisors and advisors on all Good Health advertising and
publicity.

The impressive support of the radio station managers was due in
large measure to the work of the officers of the Association of Broad-
casters, who were the president of WDNZ, Durham; vice-president of
WMFD, Wilmington; secretary-treasurer of WSJS, Winston-Salem as well as
the Board of Past Presidents, representing WPTF, Raleigh; WBT, Charlotte;
and WSTP, Salisbury.

A member, of the Washington staff of National Association of
Broadcasters, who attended the luncheon, said "It was one of the
greatest demonstrations of radio's willingness to go all-out for a
worthy cause that I have ever witnessed."

The president of the Good Health Association, Dr. I. G. Greer
said:
"An advertiser with $1,000,000 to spend could not have received
more sincere, complete cooperation than was volunteered to the Good
Health campaign by the radio stations of North Carolina."

Result

Radio provided the "opening gun" of the movement when on November
9, 1946 at 7:00 p.m. a special all-star broadcast was heard over
every fulltime station in the state. Day-time-only stations used
transcriptions of the show on the following day.

The 30-minute broadcast which was brought direct from Hollywood,
California, exclusive to the North Carolina stations which were hooked
up in a statewide network by leased wire, had been widely publicized
throughout the state for several weeks. This program was heard by
more than one million people.
Kathryn Grayson, Ava Gardner and many other North Carolina-born stars of stage and screen helped make the radio programs notable.
Saturday, November 9, 1946
4:00 - 4:30 PM PST
7:00 - 7:30 PM EST
K.F.W.B. Studio 3
Hollywood, California

MUSIC: CAROLINA SONG: FADE FOR:

ROD: The North Carolina Good Health Association brings you from Raleigh, His Excellency, Governor Gregg Cherry and Doctor I.G. Greer. And from Hollywood, Dinah Shore, Red Skelton, Ish Kabibble, Michael Douglas, the Campus Kids and Kay Kyser's Orchestra. . . .together with Hollywood's North Carolinians, Ava Gardner, John Scott Trotter, Anne Jeffreys, Skinnay Ennis; and here is -- Kay Kyser!

MUSIC: SLOW THEME

(APPLAUSE)

KYSER: Evenin' folks, how ya all. Well, I'm glad to see so many students turned out tonight for this special get together for North Carolina. And we're going to start out with some music.

MUSIC: BUTTERMILK SKY MICHAEL DOUGLAS & ORCHESTRA

(APPLAUSE)

GAYNE: At the 1945 session of the General Assembly, Governor Cherry created "The North Carolina Medical Care Commission" to survey the health status of the State and to draft a comprehensive plan for meeting the State's health needs. Exhaustive surveys have been made by outstanding medical experts, the Medical Care Commission has drafted a Good Health Plan. The torch has been lit. North Carolina is on the march. At this very moment the people of North Carolina are meeting in their homes and public buildings to officially launch the greatest popular movement for good health this nation has ever witnessed. One such meeting is being held in Raleigh, the capital city. For a direct report on that meeting, we call in Doctor I.G. Greer, Superintendent of the Baptist Orphanage at Thomasville, and President of the Good Health Association. . . .Dr. Greer, what's the word from North Carolina?

GREER: You're right - The Torch has been lit. North Carolina is on the march. Committees of the Good Health Association are ready to bring the story to every County in the State. We're facing the fact that "North Carolina's Number One Need is Good Health" . . . .you can rest assured we're going to do something about it. Big people, little people...rich people, poor people...all the people in North Carolina are joining hands together and nothing can stop this progressive march. And you folks out there in Hollywood -- don't have to take just my word for it...right here at our meeting is
GREER: North Carolina's Number One Citizen... I am proud to present, His Excellency, Governor Gregg Cherry!

(APPLAUSE FROM STUDIO)

CHERRY: Thank you, Dr. Greer. I am glad to share in this opening rally. I believe your battle cry..."North Carolina's Number One Need is Good Health"...will find a response equal to the answer our state gave in the past on other great needs. Indeed, the time is ripe for tackling this big problem of health. Certainly, in the past and under less opportune conditions we have met the challenge. For example, in our poverty we built a great school system. In spite of debts and deficits we built a great public high-way system. Now we should complete the triangle and build a great health system. If we did it with schools and did it with roads when our actual solvency was in question, surely we need not be afraid to do it now with health. The voices of the sick cry out to us, at this time, for help. These voices have gone too long unheard. They cannot continue to be ignored. The foundation for a balanced and humane program for more adequate medical care was laid at the 1945 session of the General Assembly of North Carolina. The next General Assembly meeting in January, will face the responsibility of developing this program. Already North Carolina is getting more health conscious every day. We face the facts. Therefore, I commend the Good Health Association for its worthy efforts and express confidence that it's battle cry -- "North Carolina's Number One Need is Good Health" -- will echo and re-echo up and down our state from the plains to the hills and back again. Another hour of Destiny in North Carolina's history has arrived. As with schools...as with roads...so too with health will North Carolina meet the challenge.

(SWITCH TO HOLLYWOOD)

(APPLAUSE FROM HOLLYWOOD)

KYSER: We here in Hollywood thank you too, Governor Cherry. And now here's a sweet-singing gal from down Dixie way -- lovely Dinah Shore!

(APPLAUSE)

MUSIC: LINGER IN MY ARMS DINAH SHORE

(APPLAUSE)

KYSER: Ah, Dinah, that was lovely.

DINAH: THANK YOU, KAY.

KYSER: Red Skelton!

(APPLAUSE) (DINAH EXITS)
RED: Hello, Kay.

KYSER: Hiya, Red. I'm glad you could join us tonight for the kick-off of our good health campaign.

SKELTON DOES SKIT

KYSER: Thanks, Red Skelton, you and Junior were really great. We also want to thank Verna Felton and Rod O'Connor for their most able support. And now, Chillun, here's the Varsity Crew with a new version of an oldie -- If You Were The Only Girl In The World.

MUSIC: IF YOU WERE THE ONLY GIRL ORCHESTRA

(APPLAUSE)

GAYNE: Tonight, The Good Health Association launches a statewide educational campaign which marks the opening chapter in what might well be the most inspiring story of our times. For it is the dramatic story of the entire peoples of a state - your state - mustering their individual forces - and rallying around the cause of Good Health. Already, ground work has been done. North Carolina men and women from every category of business and profession have given of their time, their money and their talents so that this campaign could tonight become a reality. In the weeks which follow you will everywhere see the results -- in your churches, in your schools, at home by your radios, you will hear the story of North Carolina's great need. The newspapers and billboards will tell you more of that story -- a story of a cold, hard, unescapable facts! Tonight, from Raleigh, Governor Cherry has officially proclaimed the slogan, "North Carolina's Number One Need - Good Health". And now we bring to our Hollywood microphone several outstanding North Carolinians to tell you the facts behind that slogan.

ENNIS: This is Skinnay Ennis of Salisbury. Did you know that we had the highest percentage of draft rejections of any state in the union?

GAYNE: In North Carolina there were many volunteers, but of all men drafted about 40 percent of the whites and 60 percent of the Negroes were rejected!

AVA GARDNER: This is Ava Gardner of Wilson. Did you know that in our state more babies die at birth than in 37 other states -- and more mothers die during childbirth than in 40 other states? Last year alone there were over 15,000 childbirths with only a midwife.

JOHN SCOTT: This is John Scott Trotter of Charlotte. Did you know our children's hospitals, our mental and tuberculosis hospitals, are overflowing. North Carolina's record in tuberculosis is better than the national average, and yet there are over 300 active cases right now waiting for admission to an institution.
ANN JEFFREYS: This is Ann Jeffreys of Goldsboro. Last year almost one out of every seven of our school children failed in school most of them because they were handicapped by bad teeth, bad eyes, diseased tonsils, and other such defects which could have been prevented or corrected.

KYSER: Well folks, we could go on and on but I'm sure you see how the record stands. The experts who have surveyed the State have determined three big reasons for our predicament—listen:

GAYNE: Because North Carolina's income per person is low—lower than the average for the other states—most folks can't pay for modern medical care. This is particularly true in the rural areas and among the Negroes.

GARDNER: The second reasons for our poor health is the shortage of hospital facilities and medical personnel. For instance, more than one-third of our counties don't have a single hospital bed, and in the entire state we are short almost 6,000 beds.

ENNIS: That's right, Ava, and we should have a doctor for every 1,000 people—yet, in the rural districts there is only one physician for every 3700 people. Our state needs at least 1300 additional doctors, just to be average.

GARDNER: A few years back there were about 1100 doctors living in the farm sections of the state. Although the farm population has increased, the number of rural doctors has decreased to only 719.

TROTTER: So obviously the rural population, which is 75% of the state, must have the majority of additional hospital beds and doctors.

KYSER: Well, there you are folks—our ills and the causes—The Medical Care Commission has the cure. From the combined opinions of the State and national experts, they have drafted a Good Health Plan calling for the expenditure of much money in the next five years. It's aim and purpose is to put medical facilities and medical personnel within 25 miles of every family in North Carolina. The Medical Care Commission has based its plan on the combined thinking of the very best experts available. They feel that everything they have proposed is vital to the over-all success of the plan. North Carolina's Number One Need—Good Health—can and must be answered by North Carolina's Number One Plan—the Good Health Plan. As Governor Cherr has said—Another Hour of Destiny in North Carolina's history has arrived. As with schools...as with roads...so too with health will North Carolina meet the challenge.
Transcriptions

After the opening broadcast, the radio stations volunteered to maintain a steady flow of recorded programs for the duration of the campaign.

Procedure

A branch office of the Good Health Association was set up in Hollywood and began making health transcriptions.

Subsequently, scores of stars and their writers volunteered to help. Special scripts were prepared stressing "North Carolina's Number One Need -- Good Health." and Good Health recordings were soon being turned out by the dozens.

The first of these records made exclusively for the North Carolina Good Health Association arrived in the state in mid-November and were received with great enthusiasm.

Almost overnight, North Carolina's 47 radio stations were promoting the Good Health program as no public service campaign in state history had been promoted.

Every station was offering this Good Health minimum: a 15-minute show twice weekly, five-minute strip daily, daily spot announcements, and special "local" programs.

In addition, special star-studded 30-minute shows were prepared for Thanksgiving, Christmas and New Year's Day.

All the transcriptions, were produced and supplied gratis by NBC and CBS networks. Stars, accustomed to getting four-figured checks for their radio appearances, contributed their services.

It would take several pages to list all of the stars who made Good Health recordings, but among these were:


North Carolina professional business, civic, medical, agricultural and labor leaders also made Good Health recordings.

Among the state leaders heard on these records were:

- 44 -
The president of the Medical Society of the State of North Carolina; President of the North Carolina Congress of Parents and Teachers; vice-chairman of the North Carolina Medical Care Commission; former president of the Medical Society of the State of North Carolina, and North Carolina member of the Board of Governors of American College of Physicians; President of the North Carolina Council of Churches; President of the State Board of Labor; State Director of the CIO; Superintendent of the State Baptist Orphanage and president of the North Carolina Good Health Association; State Superintendent of Public Instruction; Governor R. Gregg Cherry; former Governor J. Melville Broughton; member of the State Board of Education and Farm Bureau Federation executive; State representative and Farm Bureau Federation executive; Master of the North Carolina State Grange; Chairman of the Executive Committee of the State Grange; Civic leader and member of the State Advisory Budget Commission; President of the North Carolina Nurses Association; President of the North Carolina Junior Chamber of Commerce; Chairman of the Medical Care Commission; Farm leader; Negro leader and president of North Carolina Mutual Life Insurance Co.; President of North Carolina Pharmaceutical Association; and, President of the American Legion Auxiliary.

North Carolinians appearing on the programs transcribed their talks at the North Carolina radio station closest to their home. The recordings were then shipped air express to Hollywood, where they were re-recorded on the Good Health shows with Hollywood entertainers.

The typical Good Health recording opened with the announcer saying: "The Good Health Association brings you (name of star.)" The orchestra then played a popular song, after which the star performed briefly. Following the entertainment, either the star or some North Carolina leader gave a short lecture on the Good Health program, followed by more entertainment.

Results

When Good Health records were completed in Hollywood, a week's supply and a schedule were shipped air express direct to all North Carolina radio stations. A sample schedule follows:
# NORTH CAROLINA GOOD HEALTH ASSOCIATION
## RADIO DIVISION

**TRANSCRIPTION SCHEDULE - NOVEMBER 18 to NOVEMBER 26, 1946**

<table>
<thead>
<tr>
<th>SIDE</th>
<th>15-MINUTE SHOWS</th>
<th>DAY OF STAR'S OWN COMMERCIAL SHOW</th>
<th>DAY FOR BROADCASTING HEALTH REC.</th>
<th>DATE NOV.</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIDE 2</td>
<td>DINAH SHORE</td>
<td>WEDNESDAY</td>
<td>MONDAY</td>
<td>18</td>
<td>14:25</td>
</tr>
<tr>
<td>SIDE 3</td>
<td>HOAGY CARMICHAEL</td>
<td>SUNDAY</td>
<td>TUESDAY</td>
<td>19</td>
<td>14:30</td>
</tr>
<tr>
<td>SIDE 29</td>
<td>BURNS &amp; ALLEN</td>
<td>THURSDAY</td>
<td>WEDNESDAY</td>
<td>20</td>
<td>14:28</td>
</tr>
<tr>
<td>SIDE 26</td>
<td>FIBBER MCGEE AND MOLLY</td>
<td>TUESDAY</td>
<td>THURSDAY</td>
<td>21</td>
<td>10:05</td>
</tr>
<tr>
<td>SIDE 2</td>
<td>DINAH SHORE</td>
<td>WEDNESDAY</td>
<td>FRIDAY</td>
<td>22</td>
<td>14:25</td>
</tr>
<tr>
<td>SIDE 3</td>
<td>HOAGY CARMICHAEL</td>
<td>SUNDAY</td>
<td>SATURDAY</td>
<td>23</td>
<td>14:30</td>
</tr>
<tr>
<td>SIDE 29</td>
<td>BURNS &amp; ALLEN</td>
<td>THURSDAY</td>
<td>SUNDAY</td>
<td>24</td>
<td>14:28</td>
</tr>
<tr>
<td>SIDE 26</td>
<td>FIBBER MCGEE AND MOLLY</td>
<td>TUESDAY</td>
<td>MONDAY</td>
<td>25</td>
<td>10:05</td>
</tr>
<tr>
<td>SIDE 2</td>
<td>DINAH SHORE</td>
<td>WEDNESDAY</td>
<td>TUESDAY</td>
<td>26</td>
<td>14:25</td>
</tr>
</tbody>
</table>

**SHORT ANNOUNCEMENTS**

<table>
<thead>
<tr>
<th>SIDE</th>
<th>15-MINUTE SHOWS</th>
<th>DAY OF STAR'S OWN COMMERCIAL SHOW</th>
<th>DAY FOR BROADCASTING HEALTH REC.</th>
<th>DATE NOV.</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIDE 28</td>
<td>2nd Cut JUDY CANOVA</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>18</td>
<td>5:58</td>
</tr>
<tr>
<td>SIDE 5</td>
<td>1st Cut MAYOR OF TOWN</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>18</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 8</td>
<td>1st Cut GINNY SIMMS</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>19</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 4</td>
<td>2nd Cut JACK CARSON</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>19</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 4</td>
<td>1st Cut HOAGY CARMICHAEL</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>20</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 5</td>
<td>2nd Cut FRANK SINATRA</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>21</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 8</td>
<td>2nd Cut DR. CHRISTIAN</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>22</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 28</td>
<td>1st Cut DENNIS DAY</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>23</td>
<td>6:20</td>
</tr>
<tr>
<td>SIDE 5</td>
<td>1st Cut MAYOR OF TOWN</td>
<td>SATURDAY</td>
<td>MONDAY</td>
<td>24</td>
<td>6:20</td>
</tr>
</tbody>
</table>

**NOTE:** SPECIAL THANKSGIVING SHOW WILL FOLLOW FOR NOVEMBER 28th.
WE ARE SENDING NOTHING MORE UNTIL DECEMBER FIRST, SO WE SUGGEST REPEATING SHORT SPOTS FROM THE ABOVE LIST WHICH ARE ONLY SCHEDULED ONCE.

- 46 -
Many stations, particularly the smaller ones without network affiliations, liked the Good Health shows so well, they used them several times.

Each month the radio stations submitted individual reports showing the number of Good Health programs scheduled. A currency check of the five months campaign revealed that North Carolina radio stations had donated almost half a million dollars worth of radio time.

Local Participation Week

One week of the campaign,(December 15-21, 1946) was set aside as "Local Participation Week." No Hollywood transcriptions were sent to the stations for use during this week. Instead, local doctors, teachers, and other community leaders were called on to make shore talks over their local stations on the subject of good health. Scripts for this purpose were prepared by state headquarters and sent to Good Health county workers, who obtained the speakers and made arrangements to have them used on the air. This special week proved highly successful.

Letters to Governors

Letters were written to the Governors of all 48 states with respect to North Carolina's health program. These individually-written letters told the history of the Good Health campaign in North Carolina and requested each Governor to make a brief recording congratulating North Carolina on her forward-looking health campaign. About 15 of the 48 Governors complied with the request and the recordings were sent to Hollywood where they were used on regular Good Health programs. The following remarks of Governor Laney of Arkansas were typical of the statements received:

"Congratulations North Carolina on the stand you are taking for better health for your people. Good Health is essential to happiness and success. In planning for better health in North Carolina, you are doing that which will be of lasting benefit to all of you. You are setting a splendid example for the rest of the people of our nation. We of Arkansas, appreciate what you of North Carolina are doing."

The statements by the Governors were also used in news releases (See Press (Newspapers) Page 58.)

Dramatize Case Histories

A series of transcriptions, describing actual "case histories" were made by the subjects themselves or by the dramatic classes of the University.
MOVIE TRAILERS

Arrangements were made in Hollywood to produce six movie trailers (shorts) featuring North Carolina movie stars. These were made by (1) Columbia Studios (2) Metro-Goldwyn-Mayer Studios and (3) RKO Radio Pictures. Appearing in the two made by MGM were Kathryn Grayson, of Winston-Salem, N.C., and Ava Gardner, of Wilson, N. C. The three from RKO featured Randolph Scott, of Charlotte, N. C., (who also appeared in the one made at Columbia), Ann Jeffreys, of Goldsboro, N. C. and Kyser from Rocky Mount. Thirty-five prints of each film were made free of charge by the studio.

Procedure

At the request of the Good Health Association, an executive of the Wilby-Kincey Corporation, appointed a committee of 74 leading motion picture exhibitors in North Carolina to work with the Association in the promotion of good health through the theatres.

Result

These were shown in theatres throughout North Carolina through the cooperation of the Wilby-Kincey Service Corporation, and the North Carolina Theatres, Inc., both of Charlotte.

About two weeks was required for the trailers to complete the state circuit of first-run theatres. They were then shown in second-run houses.

All trailers were later made up in 16 mm size and distributed to schools by our Film Library. (See 16 mm HEALTH FILMS Page 50.)

Each trailer ran approximately two minutes, opening with music and showing the Good Health insignia and this message: "The North Carolina Good Health Association Presents (name of star) of (name of North Carolina city."). The star then spoke on "North Carolina's Number One Need--Good Health" and closed with the insignia and music.

The message by Randolph Scott was typical. It follows:

THE NORTH CAROLINA GOOD HEALTH ASSOCIATION

Snow Bldg. - Durham, N.C.

MOVING PICTURE DIVISION-FACT SHEET

FIRST PHASE--SHORT NUMBER ONE--Randolph Scott

Yes, North Carolina's Number One Need Is Good Health--You say "why"? Well, did you know that in the War, we had the highest percentage of draft rejections of any state in the Union? Did you know more of our babies die at birth than in 37 other states--more mothers die at childbirth than in forty other states? Did you know our children's hospitals, our mental institutions and tuberculosis sanatoria are overflowing and hundreds of additional patients waiting to get in?
Yes, all this is true and there are three big reasons why--

First, most of our folks can't pay for modern medical care, especially our rural people and the Negroes.

Second, we have insufficient facilities and medical personnel--For instance, over one third of our counties don't have a single hospital bed--and the State as a whole is short about 6000 beds.

We should have a doctor for every 1000 people--yet, in the rural districts there is one for each 3700. The Negroes have one doctor for each 7,000. Last year we had over 15,000 childbirths without a doctor! With only a midwife!

The third great reason for our health problem is we ourselves. Most of us are ignorant of health matters--indifferent to preventative measures--we ignore nutrition, vitamins and the value of well-balanced diets--we're lax on sanitation laws.

Yes, North Carolina's Number One Need Is Good Health--while a good health plan is being drafted you and I can do something about this situation--let's all talk and practice good health, and also show our neighbors that our Number One Need is Good Health!
Early in the campaign a 16 millimeter library of health films was established. Through this facility health films were serviced to public schools and other educational agencies in every section of the state.

Procedure

The committee formed to evaluate and give guidance on the distribution of these pictures was composed of the Associate Director and Head of the Bureau of Visual Education, Extension Division; the Technical Director, Communication Center; the secretary and librarian of the film Library, all of the University of North Carolina; two members of the State Board of Health; and one member of the Department of Public Instruction.

Sixty-three organizations were contacted for films. Prints were obtained from film companies, previewed and selected for distribution by the committee. Some of the film companies and government organizations which supplied films on health are:

Inter-American Affairs Washington, D. C.
U. S. Department of Agriculture Washington, D. C.
U. S. Public Health Service Washington, D. C.
American Cancer Society Mt. Airy, N. C.
National Tuberculosis Asso. Raleigh, N. C.
Association Films New York 17, N. Y.
Metropolitan Life Ins. Co. New York, N. Y.
U. S. Navy Charleston, S. C.

A library of 135 prints of 50 different subjects was selected. A message to the people of North Carolina was attached to all of the sixteen millimeter health films circulated. Two messages were prepared. For the first four weeks of the drive, "NORTH CAROLINA'S NUMBER 1 NEED IS GOOD HEALTH" was used. The second leader, "MAKE NORTH CAROLINA THE NUMBER 1 HEALTH STATE", was then substituted.

A central film library circulation office was established. Booking forms were printed for use in filling the requests for films. An invoice was printed to give the user information on the dates the film was to be used and returned. Gummed shipping labels were printed for use on film shipping cases.

The first list of films was released on November 20, 1946 to all health officers in North Carolina and all schools having sixteen millimeter projectors. A letter from the representative of the State Board of Health, endorsing the program was sent with the film list to the health officers. Another letter from the Director of the Division of Instructional Service, Department of Public Instruction, was attached to the film list mailed to principals of schools where projectors were available. Within ten days all films listed had been booked for two months. The second list of health film subjects was released in January, 1947.
At no time was it possible to supply the demand for film bookings, there being approximately 2,000 sound sixteen millimeter projectors in North Carolina, 1,200 of which are in schools. The rest are in health departments, agricultural groups, civic and church organizations, and other agencies. As the films dealt with health in general, rather than health in North Carolina specifically, there appeared to be an indication of a need for continuing service of this nature to the people of North Carolina.

**16 mm Film Library**

Films were booked for one day's use. In large cities, each school was allowed one day for a film showing. Likewise, health departments were given several days on each booking in order for the films to be shown in rural sections where there were no projectors.

Naturally, some films were more popular than others. Grade schools preferred films of the Disney type. Pictures of a more general nature were requested by high schools and civic groups. Prints on tuberculosis and nutrition were much in demand.

Films were shown to schools, health departments, civic organizations, Parent-Teacher Associations, home demonstration clubs, and health clinics. Over 300 schools, 25 health departments, and 25 other groups in 92 of the 100 counties of North Carolina had 2,025 films showings during the first three months, with an aggregate audience of 1,127,000 persons. During the month of January over 200 film requests were rejected due to the lack of films. Over 500 bookings were refused during a three months period.

All films were shipped prepaid to the users. Users paid the postage for the return shipment of the films to Good Health headquarters in Durham.

**Comments**

Following are excerpts from typical letters received from users of the films:

"... We have big plans for observing Good Health Week in Charlotte City Schools and are having more calls for films than we can take care of ... please accept my thanks for this excellent service to the general health of North Carolina."

Effie Maiden  
Health Educator  
City of Charlotte

"Our school is very much interested in Good Health Program. We feel that a great opportunity has presented itself to the schools in that it may supplement its regular teaching program with films on the subject of health."

C. Ray Pruette, Principal  
Franklinton Public Schools  
Franklinton, N. C.
Comments

"We believe that these pictures will aid us immensely in putting over our health program here in our school..."

S. R. McLendon, Principal
Morehead City Graded School
Morehead City, N. C.

"... these pictures have been thoroughly appreciated by the students, community people and the members of the Veterans School, and I have been making a follow-up study of each one."

Miss Clotel Taylor
Parmele School
Parmele, N. C.

"... thank you very much for the cooperation we have received from you. The films have certainly been a great help in our Good Health Drive."

Leonard B. Scronce, Principal
Union High School
Vale, N. C.

"... Your Film List No. 1 was received with appreciation this morning. I feel sure that this service will be an excellent tool in achieving a 'Better State Through Good Health'."

Martha Clark, Health Educator
City of Rocky Mount

Panoram Machine And Continuous Projector

Through the cooperation of the United States Navy, twenty-three-16 millimeter, sound Panoram machines, (juke box motion pictures), were obtained on loan for use in this health campaign. They were shipped to a central point for distribution throughout the state. These machines were inspected and the mechanism checked for operation.

Procedure

The North Carolina Theaters, Inc., of Charlotte, North Carolina released 35 millimeter, two-minute short film health subjects after they had completed their circuit in the theaters of North Carolina. These two-minute subjects were reduced to 16 millimeter size and threaded on the machines. The Panoram machines were trucked to the larger centers of population in the state and installed in hotel lobbies, schools, community buildings and showrooms from Asheville to Elizabeth City.

The American Tobacco Company made available fifteen, 16 millimeter small continuous projectors. These small continuous projectors were threaded with the two-minute film shorts. The machines were
used by workers in the Good Health Drive, and by health educators of the North Carolina State Board of Health in various counties in connection with their work.

As additional North Carolina Good Health short subjects were released by the theaters, they were reduced to 16 millimeter size and placed on the Panoram machines and small continuous projectors.

Since both the Panoram machine and small projector were equipped with a continuous reel, it was possible for anyone to push a button or turn on a switch and see and hear the two-minute health movie. Without rethreading or rewinding the machine, upon completion of one showing, the film was ready to be reshown. All of these showings were without cost to the interested public.

Result

As there was no record made of the number of times these projectors were operated, it would be hard to estimate the thousands of persons who saw the films.

The small continuous projector was compact and portable, weighed approximately thirty pounds and was contained in one case the size of an over-night bag. For this reason it was more widely used than the six hundred-pound Panoram machine. The Panoram machine, due to its size and weight, was kept for longer periods of time in one location. This did not afford the flexibility of use that was possible with the smaller machine.

* * *
HIGH SCHOOL ORATORICAL CONTEST

Another major project undertaken during the Good Health campaign was a high school oratorical contest.

Procedure

This contest was sponsored jointly by the Good Health Association and the North Carolina Department of Public Instruction. It attracted several hundred entries from about half of North Carolina's 100 counties. All schools in the state did not participate. Probably a considerably greater number of pupils would have entered the competition had it been given better promotion in the schools. Many principals could not cooperate, because of the shortage of teachers which had forced them to keep extra-curricular activities at a minimum. Some schools participated without enthusiasm. However, in schools where the contest was properly staged, it was effective.

The contest was open to all high school students in the state, both white and Negro. Prizes for the white and Negro divisions were the same. The winning boy and winning girl in both the white and Negro divisions each received first prize awards of $500 college scholarships, given by the Good Health Association. The runner-up or second place boy and girl winner in both the white and Negro divisions each received an RCA Victor console model radio-phonograph combination given by the Southern Radio Corporation, of Charlotte. All county winners received a gilt edged certificate. Two thousand dollars ($2,000) to cover the four $500 scholarships was deposited in trust for the four winners at such time as they enter a college of their choice.

Students who participated in the contest spoke on the subject "North Carolina's Number One Need -- Good Health". These talks were limited to 10 minutes.

A booklet listing all rules of the contest and factual material relative to the need for a program of better health in North Carolina was prepared by the Good Health Association. More than 30,000 copies of this booklet were sent out to the approximately 900 high schools in the state, to be given to any boy or girl interested in competing in the contest. (See PAMPHLETS AND BROCHURES, Page. 79.)

The first round of the contest determined county winners. This round was scheduled to be completed not later than November 26, 1946, but a few counties were granted short time extensions.

In many cases Good Health county chairmen called on local merchants and were given small prizes to be awarded to county winners. Some county winners received $25 and $50 bonds given by firms or individuals interested in the contest.

Result

County winners (white division) were grouped for district competition in Round Two contests held at 16 strategic places in the state on Dec. 6.
High School students competed in State wide oratorical contests that publicized the GOOD HEALTH theme.
District winners in the Round Two contests met at four places on December 13 in regional finals.

On January 10 regional winners competed at Woman's College in Greensboro and Wake Forest College in semi-final rounds to determine Eastern and Western champions.

Finals in the Negro division of the contest were held on January 17, 1947, in the B. N. Duke Auditorium at North Carolina College in Durham. Prizes were the same as in the white division.

All four speeches were used in transcriptions and, therefore, subsequently heard on all 47 stations.

The first portion of the Negro finals was broadcast direct. After the contest the two winners were brought to the radio station, and repeated their winning orations on the air.

Grand state finals for white division were held Thursday night, January 30, 1947, in the hall of the House of Representatives, State Capitol, Raleigh, at 8 o'clock. These finals were judged by Governor Cherry, Lt. Gov. L. Y. Ballentine, Thomas J. Pearsall.

Both Raleigh newspapers and Radio Stations cooperated fully in advance publicity for the contest and stimulated unusual local interest. This resulted in a large audience for the finals.

The advertising director of a large department store assisted in decorating the auditorium for the finals. Good Health posters were hung on the walls, and one of the RCA Victor radio-phonographs being given as a prize was on display and played the Good Health record until the oratorical exercises got underway. Young ladies wearing evening gowns presented printed programs to spectators as they entered the hall. State officials presided and Governor Cherry presented the awards. Before the exercises the Good Health Association gave a dinner at the Sir Walter Hotel, Raleigh, honoring the contestants and their sponsors. Prominent friends of the Good Health Association were present.

The local radio station recorded the entire program of the finals. Records of the two winning talks were sent to radio stations in the home towns of the winning students, for use on local shows. Prints of the recordings were also sent to Hollywood to be used on Good Health records made there and transcription sent to 47 North Carolina radio stations.

Newspaper Stories

Throughout the oratorical contest, from mid-November until January 30, news releases concerning the various developments were sent regularly to the state papers. These were well used by the papers and aroused state-wide interest in the contest.

When the field of contestants had been narrowed to eight, pictures of the eight--four boys and four girls--were obtained and used in a newspaper layout. Mats from the engraving were made and sent out with excellent results. Every large paper in the state and
many of the weeklies used the layout.

Pictures of the four finalists were superimposed on a map of North Carolina in a newspaper layout designed to spur interest in the grand finals of the contest. The pictures of the speakers were placed on the map according to the section of the state from which they came, and a photo of the State Capitol, scene of the finals, was inset. Mats were sent to all papers and were well used.

Another publicity picture which was made, pictured three county winners in the contest admiring one of the radio-phonographs being given as prizes by the Southern Radio Corporation. This was done primarily to express the thanks of the Good Health Association for contributing the radio-phonographs.

Window Displays

The four RCA Victor radio-phonographs being given were displayed by RCA Victor dealers in principal cities of the state who agreed to cooperate in this plan. Posters and other Good Health material were sent to each store which agreed to display one of the sets. This was used for background in window displays. Three of the four sets being awarded were rotated to dealers in the 10 or 12 larger cities of the state to be displayed in store windows.
North Carolina newspapers, though hard hit by the newsprint shortage, furnished excellent cooperation throughout the Good Health campaign.

Procedure

Even before the campaign had officially opened, the North Carolina Press Association adopted a resolution endorsing the North Carolina Good Health Association and pledged its support to the Good Health program.

The resolution, adopted on September 14, 1946, at the annual convention of the Press Association in Asheville, was presented by the editor of the Durham Herald-Sun; and seconded the general manager of the Raleigh News and Observer.

The resolution:

"The State of North Carolina faces no more alarming status than that revealing the health deficiencies of its people, and the scarcity of facilities for medical care.

"Mindful that something must be done immediately to correct this deplorable condition, the North Carolina Press Association would endorse the North Carolina Good Health Association and pledge its support to the program that Association is sponsoring.

"To implement this endorsement, we would ask the President of the North Carolina Press Association to write every member newspaper asking fullest possible cooperation in the publicizing of the emphasis of the North Carolina Good Health Association. We further urge the appointment of a three-man committee from the North Carolina Press Association to serve as counsellors to the North Carolina Good Health Association in its current campaign in matters relating to publicity."

After the resolution had been unanimously adopted, the three-man committee of press publicity counsellors was appointed. It consisted of the general manager of the Raleigh News and Observer; the publisher of the Durham Herald-Sun; and the editor of the Sanford Herald.

This committee met with officials of the Good Health Association and discussed plans for Good Health newspaper publicity. Previous to the opening of the campaign, the Director of Publicity visited every large daily newspaper in the state and many of the smaller dailies and weeklies. This tour afforded an opportunity to meet working newspapermen and get their ideas on health publicity. Many newspapermen, particularly desk men who edited Good Health copy, offered helpful suggestions.

It was then suggested than an individual letter from a member of the three man committee to the editor of each of the more than 200 newspapers in the state would be effective in gaining the best possible newspaper cooperation for the campaign.
Better Health for North Carolinians

A factual survey of state health and health needs—a report to the people by a distinguished group of North Carolina experts.
The committee agreed to write such letters, each taking a third of the newspapers in the state. A separate letter was prepared by each member. The letters were then individually typed and mailed.

The following letter is representative:

"As you know, at the meeting of the Press Association in Asheville last month a resolution endorsing the North Carolina Good Health Program was passed and requests made that all newspapers do their utmost to cooperate with this good work. The newly elected president, Herbert Peele, appointed a committee composed of Frank Daniels, Bill Horner, and myself to work with the Good Health Program.

Attached is the Fact Sheet giving information about the Good Health Association and its aims and endeavors. You will from time to time receive information and stories, which we hope you will print.

"Statistics released by the Selective Service on rejections show the crying need in North Carolina for a Good Health program. The newspapers were able to do a grand job sometime ago on safe driving and an outstanding job on the collection of scrap metal during the war. It is my hope that we will all get behind this program and do a good job on making the people of North Carolina health conscious.

"Trusting that you will write me of your plans for cooperating in the Good Health program and any suggestions you might have for the benefit of your committee, I remain, with kindest regards, Cordially, Carl C. Council."

These letters brought favorable replies from many editors.

Result

The newspaper campaign was officially launched on Sunday, November 10, 1946, following the opening broadcast from Hollywood (See RADIO Page 38).

To start the newspaper publicity on November 10, a special full-page (8-column newspaper size) picture layout had been designed (see reproduced page). This page of pictures graphically illustrated the shortage of doctors and nurses in North Carolina, the crowded conditions in hospitals, and the general need for improvement and enlargement of state health facilities. Some of the pictures used on this page were taken in local hospitals. Others were borrowed from the files of government agencies in the state, from newspaper morgues, and other sources.

The page carried a streamer headline "North Carolina's No. 1 Need--Good Health" and this boxed text:

"North Carolina ranks among the nation's most progressive states--but one long unanswered need--good health--still poses a challenge. Exhaustive studies by medical and citizen leaders reveal that North Carolina is near the bottom in almost every standard health measurement."
These studies help explain why North Carolina had a higher draft rejection rate in World War II than any other state in the union... why a higher percentage of North Carolina mothers die during childbirth than in other states... and why North Carolina has a higher infant mortality rate than 37 other states. Pictures here are the shocking facts. They don't make a pretty picture but they no longer can be ignored. The North Carolina Good Health Association presents the story with confidence that once the people know the facts they will do something about them just as they did when an awakened state saw the need for better roads and for better schools."

In advance, each editor received a letter from the Good Health Association saying that mats of the picture page were being sent. The mats were mailed to both weekly and daily papers from the printers in New York direct to North Carolina newspapers, for use on Sunday, November 10, or as soon thereafter as possible.

Four of the six large Sunday (daily) papers in the state used all or a part of the picture page on the specified release date. A story outlining the Good Health program, sent out for possible use with the page, was carried by all six of the Sunday papers, two of which played it on the front page. It is probable that the picture page would have been used by all papers, except for the fact that it was released at a time when the newsprint shortage was critical.

The full page mat was designed so as to be divisible by halves or quarters, with each section telling the complete story. This was done primarily to take care of the small-size weekly newspapers, which could not use an eight-column mat. These quarter and half-page sections were used by many of the weeklies, over a period of two or three months after November 10.

Approximately 5,000 proofs of the page were posted on bulletin boards and in store windows throughout the state.

News Releases

All news releases went to the weeklies as well as the dailies. Farm, religious, and other special publications were also put on the mailing list. The first Good Health news release told of the establishment of a state headquarters in the Snow Building in Durham.

During the first two months of the campaign, news releases were sent out from state headquarters on an average of one or more daily. This was in addition to feature stories. These releases usually ran from 400 to 750 words, and dealt with all phases of the campaign. Later, as the individual newspapers began picking up the Good Health message from a local angle, the number of releases from the Association headquarters was reduced materially, and the final month before legislative action was taken on the health bill, flow of news releases from the Association itself was halted altogether.

All state-wide publicity for special observances or projects such as Good Health Week in the schools, Good Health Sunday, the high school oratorical contest, etc., was disseminated from state headquarters of the Good Health Association. In addition, local publicity was
encouraged and promoted through county workers.

Special broadcasts arranged by our radio division, such as the Christmas and New Year's shows, (See RADIO Page 38) were given newspaper publicity. Lay-outs of the stars appearing on the broadcasts were made up and mats sent to the papers. These were well used, considering that newspapers and radio are natural rivals and refuse as a rule to publicize one another.

**Feature Stories**

A feature story a week was sent to the newspapers. At first an effort was made to write different stories for the afternoon and morning papers, and to send both to the weeklies. However, this required more work than our limited staff was able to do, and the plan was abandoned in favor of a single feature story a week going to all papers.

These weekly feature stories usually ran from 1200 to 1500 words in length, which was probably too long. Each was illustrated with a single picture in mat form. Mats were found to be more practical than glossy prints. (See PHOTOGRAPHY & ENGRAVING Page 71)

Several of the outstanding newspaper feature writers in the state were invited to contribute an article to the campaign. These included stories by members of the staff of the Charlotte News, the Greensboro Daily News, the Winston-Salem Journal, the Durham Sun, as well as free lance writers.

These special features were sent out at a rate of one a week to all papers. Each carried the writer's by-line and the name of his paper. The stories in this series were not illustrated.

For reasons never fully determined, these articles were poorly used. Only two or three papers carried them as a rule, and some were not used at all. This was probably due to one of three reasons: (1) stories were too long; (2) they were not illustrated, and; (3) writer was connected with another paper.

A newspaper contest was proposed, but was never conducted. (See NEWSPAPER ESSAY CONTEST Page 102)

**"Home Town" News**

Numerous "local angle" stories were sent out. These were appropriately marked and received good "home town" play in many papers. Stories announcing the appointment of Good Health county chairmen and co-chairmen were handled in this way. For these announcements a form story with blanks for names, places and dates was used. Then, with each new appointment, it was simply a question of filling in the blank spaces, marking the story "local angle" and sending it to editors in the county in question.

**National News**

The congratulatory messages, requested from the Governors of 48 states, were also incorporated into news releases.
Good Health Plan Urged

State Health Needs Shown By Expert

RALIEGH, Jan 31.—North Carolina needs 220 medicalstudents and 1,100 trained nurses and 45 doctors to explain the state's public health program at maximum efficiency, Dr. John C. Estes, state health officer, told. The number of trained medical personnel is insufficient, he said, and the need for trained nurses and doctors is growing at an alarming rate.

 "The number of trained medical personnel is insufficient, he said, and the need for trained nurses and doctors is growing at an alarming rate. We need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency. The need for trained nurses and doctors is growing at an alarming rate and we need at least 45 more doctors and 1,100 trained nurses to explain the state's public health program at maximum efficiency.

DOCUMENT:

**Medical Care Group Reveals Allocation of 7,200 Hospital Beds**

Harford, Jan 30.—The North Carolina Medical Care Group has revealed that the plans are now in place for the allocation of 7,200 hospital beds throughout the state. The group, under the leadership of Dr. John C. Estes, state health officer, has been working with local health departments and hospitals to ensure that there is adequate medical care for all.

**KYSER TELLS OF CAROLINA HEALTH NEEDS**

Orchestra Star Appears Before House of Reps in Washington

WASHINGTO, March 2.—An orchestra star appeared before the House of Representatives in Washington today. The star, who is a member of the North Carolina Medical Care Group, outlined the state's health needs for the committee.

**Ill, Solon Says N. C. Had MIDWEST 4 F. PAPE I/1. S.**

Ill, Solon Says N. C. Had MIDWEST 4 F. PAPE I/1. S.

**Hill Declares Health Plan Good Investment For State**

Good Health Work Is Set for Feb. 28

**HEALTH PLANS GIVEN SUPPORT**

Former Governor Broughton Says North Carolina May Lead Nation With Programs

**KAYO HELPS GOOD HEALTH PLAN**

**GOOD GOSH, KAYO! ARE YOU 200 YEARS OLD?**

**NAMN MOON, JUST DON'T SAY THAT TO A PARTY!**

**HELP YOURSELF TO HEALTH—CAMILARE at radio stations WABT during Rhythm Time.**

**Hill Declares Health Plan Good Investment For State**

**Good Health Work Is Set for Feb. 28**

**Two Governors Praise Better Health Campaign**

**InBRAHIT. Jan 31—North Carolina and South Carolina Governors today praised their state's Better Health Campaign. The campaign, which is aimed at promoting health and fitness, has been successful in both states.

**ILL, SOLON SAYS N. C. Had MIDWEST 4 F. PAPE I/1. S.**

**Good Health Work Is Set for Feb. 28**

**Good Health Work Is Set for Feb. 28**
**Sports Stories**

Pictures and cartoons were employed extensively, usually with excellent results. (See PHOTOGRAPHY & ENGRAVING Page 71 and CARTOONS Page 72)

A brochure of information on North Carolina college athletes--originally assembled for use on a Good Health recording made by Bill Stern--was sent to sports editors of all newspapers in the state, with the suggestion that they write columns or sports page editorials on the subject of "Athletics as an avenue to Good Health."

Since the brochure listed the names of leading athletes at the five largest major colleges in the state for the past 25 years, it was a valuable addition to the sports files of the various newspaper offices. Several sports editors, as an expression of their appreciation for the material, responded with columns on the subject we had suggested.

Each kit contained the Fact Sheet (See FACT SHEET Page 26), a list of the 33 counties in the state without hospital beds, a copy of the Good Health Bill passed by the 1945 Legislature, the Good Health Plan, and other related reference materials.

The kits were welcomed by the reporters and radio men, who expressed their appreciation by presenting the Good Health Plan in their stories in the most favorable light possible.

**Campaign Insignia**

Mats of the official campaign insignia, in four different sizes, were sent to the editors and business managers of all newspapers. A letter was sent with the mats, suggesting that they be used in "dog ears" on the front page and/or advertisements. A striking campaign symbol such as that used by the Association was of greatest value during the campaign.

As had been expected, some papers were more favorable toward the plan than others. Quite naturally, therefore, the papers supporting the program gave a correspondingly greater amount of space in their news columns than did the two or three papers who objected to a single feature of the proposed plan. In this connection, it should be emphasized that no-newspaper opposed the entire Good Health Program. Every daily paper in the state and many of the weeklies at one time or another during the campaign carried editorials endorsing the overall health plan.

The state-wide press interest in the program and the strong support evidenced by most newspapers may be seen in the following selected editorial comments:

The Winston-Salem Journal: "North Carolina needs more physicians for rural districts and smaller towns, district health centers, and the extension of comprehensive public health services throughout all counties of the State."

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Charlotte News: "The people of North Carolina understand the nature of the crisis in health and are willing to sacrifice to meet it."

Asheville Citizen: "More hospital beds are needed in rural areas. More doctors must be found to serve rural people in well-equipped clinics or small rural hospitals."

Wilmington Morning Star, January 8: "As long as the national government stands ready to make the broad objectives of the Good Health program attainable, and in view of the fact that North Carolina has long been below par in public health, there can be no sound reason for the legislature to be niggardly."

The Raleigh News and Observer, October 14, 1946: "The people, and especially the rural people of North Carolina know from experience that we need more hospital beds for sick people and also more doctors, nurses, and medical technicians."

Charlotte Observer, November 10, 1946: "Public Health--A Public Duty--" "Public health has reached that point at which neither private means, local governments, nor the State can assume the whole burden. All must cooperate with Federal aid to spread the load equally. When this is done, we shall see the average health of our State equal the average in the orphanages."

Winston-Salem Twin City Sentinel, November 12, 1946: "It is anticipated that several million dollars of Federal funds will soon be available to assist states and local communities in providing more adequate medical care. Whether or not such funds become available, North Carolina can and must wage and win this battle for good health among its people. This fight must not be lost through disputes and controversies over the detailed means or methods of achieving the great and vital objectives involved. It must not be sacrificed to the ambitions or jealousies of individuals, groups or institutions."

North Carolina Education, October, 1946: "But good health and good schools, 'like June's swans,' must ever be 'coupled and inseparable.' He who advocates the one advocates the other, and the adversary of either is irrefutably the adversary of both."

Progressive Farmer, December, 1946: "Talking about which feature of the North Carolina health and hospital program we might do without is very much like trying to decide which finger you could best do without.
We need them all and should insist on keeping them all."

Greensboro Daily News: "The amounts requested for these services are not small but our health needs are critical and it must be remembered that state appropriations are to be supplemented by federal funds and local funds. The program is an integrated one, a three-pronged attack on a state-wide threat, and it should be put over now while the time is ripe."

Smithfield Herald: "The Good Health plan is a plan of integration. To fill the health needs of the people of North Carolina it must be adopted in full. It will be folly to attempt the program in part."

Salisbury Sunday Post, January 12, 1947: "The Post, long ago, expressed itself wholeheartedly in favor of the total of the state medical program and especially in favor of a state medical center of major proportions where doctors, nurses, and technicians could be trained to fill the crying needs of better health on a state-wide scale."

Kinston Free Press, December 29, 1946: "The Health Program is not a spur of the moment plan, but one which resulted from a long and intelligent study and of a review of experts who were asked to come and pass upon the findings of the state committee."

High Point Enterprise, January 9, 1947: "The medical care and hospital program will cost North Carolina millions. But the expenditure would be as sound an investment as the state has ever made--an investment that would pay dividends both in dollars and in lives."

Hillsboro, The News of Orange County: "The News believes thoroughly in the program as it has been outlined by the Good Health Authorities and recommends the ideas as advanced by the group to its readers."

West Jefferson, Skyland Post, November 21, 1946: "The 1945 legislature started the ball rolling. It is up to the incoming session to activate these plans. North Carolina has made a record for progress for both schools and roads. A state as progressive as ours cannot fail to solve its number one problem of today, better health for all good citizens."
Durham Morning Herald, January 16, 1947: "Good Health is North Carolina's Number One Need. North Carolina may become the Number One Good Health State. It will take money. The State has the money. Why further delay?"

The Greensboro Record, January 14, 1947: "Raleigh dispatches indicate that the current General Assembly will do everything reasonable within its power to support North Carolina's health and education programs. That is as it should be, for the people by and large, realize that these--health and education--are both 'musts.'"
The first news releases sent from the Good Health Association were on plain mimeographed paper. The releases needed more eye-appeal to "stand out" among the hundreds of such releases flowing across the average newspaper editor's desk daily. Otherwise, there was the risk of having them "lost in the shuffle and winding up in a wastebasket."

A red band across the top of the mimeograph paper, with the text, in reverse type, "News from North Carolina Good Health Association, 701 Snow Building, Durham, North Carolina. Dial J-0713," was adopted. It was also decided to use a better, whiter grade of mimeograph paper. During the campaign approximately 70,000 sheets of this special paper were used.

Several desk men on daily newspapers were asked their opinion of the red-band release paper. Most of them gave it their approval and thought it made Good Health copy "distinctive and easy to spot."

A billing typewriter (upper case letters only) was used for cutting Good Health news release stencils. This made the releases easier to read.
The Offset process was used frequently during the campaign for reproducing newspaper editorials, stories and photographs. (The Offset process provides excellent reproduction and is very economical.)

Copies of offset editorials were mailed to State Legislators, columnists, Good Health workers at the county level, and other persons interested in the campaign.

In connection with the distribution of "It's All Up to You" sheet music through Columbia record dealers in the state, a photograph of a window display featuring the song was offset, and copies sent to all dealers, with the suggestion that they set up similar displays. (See HEALTH SONG - Page 92)

The cost of 500 offset copies was $6.50, and a job of this size could be done in less than two hours.

Sixty thousand booklets were offset for our high school oratorical contest. (See HIGH SCHOOL ORATORICAL CONTEST-page- 54.)

Because of its economical feature, the offset process was used for practically all reproduction. Photostats were made on large orders--maps, charts, etc.--but for regular letter-size items the offset service was used with very satisfactory results.
PHOTOGRAPHY, ENGRAVING

Photography was used effectively in the Good Health Campaign but looking at the program in retrospect it is believed that more pictures could have been used advantageously. The value of pictures was found to be such that the employment of a full-time photographer for at least the first month or two would have been a worth-while investment.

The pictures used during the campaign were made by a free-lance photographer and printed on 10x12 inch paper.

Since news releases were sent to all papers in the State—both weeklies and dailies—the same distribution was made of pictures. Except on special, spotnews occasions, all pictures were sent out in mat form. There were several reasons why mats were used instead of glossy prints. First, all of the 150 weekly papers in the state and a large number of the 50 dailies have no engraving plants and must rely solely on commercial engravers.

These commercial firms charge several dollars to make an engraving, therefore the average newspaper would be more likely to use a mat than a glossy print. All printed newspapers, no matter how small, are equipped to cast a mat at practically no expense.

Second, many weekly newspapers are located at a great distance from the nearest commercial engraving plant and would have found it impractical if not impossible to have obtained engraving service on the pictures, even if they had desired such service.

For these and other equally convincing reasons, mats and not glossy prints were sent out.

A local Engraving Company made all the engravings and mats. Job orders were written by the advertising agency, serving in a voluntary capacity. Working through an advertising agency which is a regular customer of an engraving company, assured faster service.

Re-touching of photos and other art work was done by a commercial artist employed by the agency. This artist was paid for these services by the Good Health Association.

Approximately 200 mats were made from each picture sent to the engravers. A mat, with explanatory cutlines, was sent to every newspaper in the state and to other special publications.

In addition to the pictures made on assignment, photos were borrowed from the files of state newspapers, from the Institute for Research in Social Science at the University of North Carolina in Chapel Hill, the Metropolitan Life Insurance Company in New York, the Ted Bates Agency in New York, The New York Times, and elsewhere.

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CARTOONS

Cartoons in state newspapers depicting different phases of the Good Health program proved quite effective. This was particularly true of the cartoons drawn especially for the program by nationally-known comic strip artists, among these: Robert L. Ripley, creator of "Believe it or Not," Frank H. Willard, creator of "Moon Mullins," and Gus Edson, who draws "Andy Gump."

Procedure

Relying on the law of averages, about 15 of the top comic strip artists were approached. Letters sent to these artists explained in detail the Good Health movement in North Carolina, and requested autographed cartoon. The letters were sent to the artists in care of their syndicates, and it is possible that some of them were never delivered. Individually-typewritten letters were sent to each artist, since it was felt that a mimeographed letter would not be read. The text of each letter was essentially the same. The letters were airmailed on October 23, 1946.

Two weeks after the letters had been mailed, a magnificent cartoon was received from Robert L. Ripley. It was entitled "Moon above North Carolina," and graphically pictured the health needs of the State. The Good Health Association immediately sent Mr. Ripley a letter of appreciation. The next cartoon received was from Gus Edson, of "Andy Gump" fame. A letter of thanks was sent to Mr. Edson.

Mr. Ripley and Mr. Edson were the only artists heard from. The other 13 did not reply, either favorably or unfavorably, to the original letter. Therefore, on December 6, a second letter was sent to these 13 artists, reiterating the request for a cartoon and, of course, mentioning the fact that Mr. Ripley and Mr. Edson had already contributed.

As a result of the second letter, a "Moon Mullins" drawing was received from Frank H. Willard, and the promise of one from both Carl Ed, creator of "Harold Teen," and George McManus of "Bringing Up Father."

Neither of these artists was able to furnish the promised drawing, however, due to illness.

The cartoons from Ripley, Edson and Willard were the only ones received.

Letters to the other artists were never acknowledged. Although this average may not seem very impressive, it was felt that those received were worth many times the effort, time and cost of the letters.

In addition to the cartoons contributed by famous comic strip artists, the Good Health Association also employed on a part-time basis a local cartoonist. He did an original comic strip-type drawing carrying the Good Health theme, which was sent to the newspapers. As only a few papers used it, no more comic strip-type cartoons were sent out.
NATIONALLY FAMOUS CARTOONISTS CONTRIBUTED THEIR BIT
Several newspapers in the state used health cartoons drawn by their staff artists. The Salisbury Post early in the campaign featured an excellent editorial page drawing by their staff cartoonist who does "Carolina Oddities." The editor of the Post, was so impressed with the cartoon that he had mats made and sent it to every daily paper in the state. The Greensboro Daily News and other papers and magazines in the state also carried original cartoons.

Processing

Each of the three drawings was processed the same way. First an engraving was made. Then approximately 225 mats were rolled from the engraving. (The Ripley cartoon was made in three-column size, the Edson and Willard cartoons in two-column size.) A mat with appropriate outlines was then sent to each of the more than 200 daily, weekly, college and special newspapers in the state. These mats were widely used, particularly the one of the Ripley cartoon. Many papers used them on their editorial pages.

Distribution

It was originally planned to use photostats of the cartoons in store windows and elsewhere for display, but this plan was not carried out. Proofs from the engravings, were sent to schools, plants and other places for use on bulletin boards.
ADVERTISING (NEWSPAPER)

In the original planning much emphasis was placed on newspaper advertising. Early thinking envisioned a page, or half page or quarter page ad in practically every daily paper and weekly paper on a once-every-two-weeks schedule. The space costs were to be paid by local advertisers, individually or cooperatively, or in some cases, donated free by the publication.

The policy of the Good Health Association itself not paying for any advertisements was maintained. (This was true on all forms of advertising - newspaper, radio, outdoor, magazines.)

Practical situations, however, precluded newspaper advertising from being conducted on the extensive scale originally planned. Those practical situations were chiefly: (1) Scarcity of newsprint had made it necessary for many daily papers to ration space to advertisers. Most advertisers needed the limited space they could buy for their own commercial use; (2) available manpower and time did not permit the Association to contact personally the individual advertisers in the respective counties and cities. (Normally, the newspaper advertising staff would do this but, with a tight paper situation, they were concerned in the main with not getting more advertising but accommodating the advertisers they already had.)

Procedure

Original art work on two of the five Association prepared advertisements (see attached proofs) were donated by William Meade Prince, nationally known illustrator. Illustrations for these others were donated by the New York Times from their Thousand Neediest Cases art file. A member of an advertising agency of New York directed production.

The outstanding newspaper ad campaign on Good Health by an individual advertiser or organization was run by the North Carolina Committee of the United States Brewery Foundation. The Committee placed a 30 inch advertisement in practically every daily newspaper and every weekly newspaper in North Carolina. Copy and art were supplied by the association and advertising agency which placed the advertisement.

The Association also prepared advertisements for six advertisers who bought ad space in the special Charlotte News Health edition.

Preparation

The preparation of newspaper advertisements, therefore, was confined to:

A series of five advertisements supplied in mat form in page and half-page sizes; individual mats of the Number One symbol and slogans in one column, two column and three column sizes; and several special ads requested by individual advertisers and organizations.
Magazines

Advertising in magazines was restricted to North Carolina publications. This was in keeping with the campaign policy. (See MAGAZINES Page 82). Full-page Good Health ads, that were sponsored by different individuals and organizations voluntarily backing the campaign, appeared in The State Magazine, Better Health Magazine published by the N. D. Social Hygiene Society, the Progressive Farmer, the Textile Journal published by the School of Textiles at North Carolina State College, the official programs of Big Five football games, and other publications in the state.
DESTINATION: THE ORPHANAGE

A MOTHER DIES, as her eighth child is born; and all 8 children must be "shipped-off" to "The Orphanage."

She could not get into a hospital. She was attended only by a midwife. She died! Yet, expert post-mortems said: "This Mother would have lived with a minimum of medical attention." And eight children would be living in their own home, today, instead of in "The Orphanage."

Horrible? Yes, and yet similar things happen in North Carolina almost every day. Records show that in 40 other states a Mother has a better chance of surviving childbirth than a Mother has in North Carolina. Only 17 out of every 100 "rural Mothers" have their babies in hospitals.

Also 25% of our Mothers in rural areas do not have a doctor when their babies are born . . . 15,000 babies a year are delivered by midwives in this state. . . . Is there any wonder that our people are so solidly behind The Good Health Plan?
North Carolina's No. 1 Need:

Good Health

North Carolina ranks among the nation's most progressive states—but one long unanswered need—good health—still poses a challenge. Exhaustive studies by medical and citizen leaders reveal that North Carolina is near the bottom in almost every standard health measurement. These studies help explain why North Carolina had a higher draft rejection record in World War II than any other state in the nation... why a higher percentage of North Carolina mothers die during childbirth than in 43 other states... and why North Carolina has a higher infant mortality rate than 37 other states. Pictured here are the shocking facts. They don't make a pretty picture but they no longer can be ignored. The North Carolina Good Health Association presents the story with confidence that once people know the facts they will do something about them just as they did when an awakened state saw the need for better roads and for better schools.

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I believe that an adequate medical examination and care should be provided for all the children in the state. Only latesavethan the right of a child to obtain an education in his right to get a fair chance at health. The welfare of youth becomes the burden of age and a priceless loss to the state in earning power.
A number of pamphlets and brochures were prepared for general distribution. The need for this throw-away literature became apparent even before the campaign officially opened on November 9, 1945.

People first hearing of the Good Health movement were eager to find out what it was all about. Such questions as "Do we really have the highest percentage of draft rejections of any state in the nation?" and "Are the hospitals really over-flowing?" were being heard on all sides. These questions and many others were answered in the material prepared by the Association.

Authority for all factual references to state health conditions was the statistical and graphic summary entitled "Medical Care Services in North Carolina" prepared for the North Carolina Commission on Hospital and Medical Care by the Department of Rural Sociology, North Carolina Agriculture Experiment Station, L. D. Baver, Director, State College, Raleigh, February, 1945. Another invaluable source of reference was the report on a proposed state-wide program of hospital and medical care by Clarence Poe, chairman of the special Medical Care Commission appointed by Governor Broughton in 1945.

"N. C.'S. #1 NEED" LEAFLET

The most widely circulated of these materials was the eight-page folder entitled "North Carolina's No. 1 Need -- Good Health" of which 25,000 were published. This folder contained North Carolina health facts in 14 concise statements. The six-point Medical Care Commission Plan was included along with "Six Things the People Must Do" to get Good Health. This was followed by figures showing the estimated cost of the five year program.

"SUMMARY OF THE GOOD HEALTH PLAN"

Ten thousand folders were prepared on the "Summary of the Good Health Plan." This publication was devoted to the research and plans leading up to the Medical Care Commission's Good Health program. It traced the developments back to 1943 when a group of physicians appealed to Governor J. Melville Broughton to inaugurate a plan for the immediate improvement of general health conditions in North Carolina.

BOOK OF ENDORSEMENTS

The 48-page booklet entitled, "Endorsements of the Medical Care Commission's Good Health Plan," was published to emphasize the overwhelming approval which the entire Good Health Plan has received. It contained emphatic endorsements of the entire health program from 79 state leaders in business, agriculture, education, religion and other fields. Fifteen hundred of the booklets were printed and distributed to state leaders. The large number of open endorsements by leaders ranging from Governor R. Gregg Cherry to the heads of practically every important organization in North Carolina made the booklet the most effective publication prepared by the North Carolina Good Health Association. It evoked much favorable comment.
CONTEST BOOKLETS

Sixty thousand 10-page booklets explaining the Good Health High School oratorical contest were prepared and distributed to the schools in North Carolina. (See OFFSET Page 70). The oratorical contest booklet not only contained facts about the Good Health Association, but four pages of health figures and one page of quotations dealing with health in North Carolina, similar to the statistical material appearing in the "Fact Sheet." Total printing cost of this project was about $850.
Attention-compelling pamphlets and brochures were used extensively
MAGAZINES

All North Carolina publications were encouraged and assisted in presenting news stories and features on North Carolina's health needs and the Good Health Plan for meeting those needs. Although many requests were received from writers for such national magazines as Saturday Evening Post, Collier's, Coronet, trade journals and other, no national magazine publicity was sought or permitted.

Procedure

The North Carolina publications approached included The Progressive Farmer, State Magazine, Better Health, Education, and state magazines or bulletins published by various clubs, professions, and civic groups.

Special Edition

On February 11, 1947, the Charlotte News published a 52-page magazine section on "Better Health for North Carolinians." This edition gave complete coverage to every phase of the state's health. The stories, written by experts, described in detail all phases of the state's health problem and explained what should be done to alleviate our dearth of doctors, nurses and hospitals.

Many of the pictures in the Charlotte News magazine were supplied by the Good Health Association, though none of the articles in the issue other than the history of the Good Health Association, came from that office. Credit for the idea and the work belongs entirely to the Charlotte News and not to the Good Health Association.
Magazines, too, told thousands of rural and urban residents of the plan to make North Carolina the No. 1 State in GOOD HEALTH.

The Progressive Farmer

DECEMBER 1946

Support the Whole Good Health Program

Talking about which feature of the North Carolina health and hospital program we might do without is very much like trying to decide which finger you could best do without. You need them all—and should insist on keeping them all. We can't have more hospitals without more doctors ... nor more doctors without more hospitals for them to practice in ... nor can the people pay hospital and doctor bills without Blue Cross insurance ... nor can we train enough doctors, nurses, dentists, etc., to serve North Carolina hospitals unless we enlarge the state's two-year medical school to a four-year medical school and have a fully-equipped Teaching Hospital there. That Teaching Hospital should give priority to patients who come from counties whose people have no hospitals.

Our North Carolinian folks should insist that the Legislature approve the whole program. Meanwhile, see to it that your county gets in line for any further needed hospital building ... and encourage all your people to take out Blue Cross hospital insurance.

The EDITORIAL VIEWPOINT
The Good Health Association subscribed to all leading daily newspapers in the state and to a number of weeklies. It was decided that in view of the intensity of the campaign and the speed with which it was necessary to move in the time allotted, that the usual Clipping Services to which one may subscribe would be too slow.

The newspapers were read and all items pertaining to the Good Health campaign or related subjects were clipped and pasted in scrapbooks. These clippings were of value in determining emphasis on particular phases of the program and in many cases in changing the complexion and even techniques of projects already planned.

Two high school boys worked on the clippings on an average of two and one half hours a day and within five months five large scrapbooks were filled.

Clippings pasted in scrapbooks were soon found to be of little value as reference because no special order or plan had been maintained.

The original plan had been to file these clippings in letter sized envelopes in a regular filing cabinet and classifying the clippings according to subject. Changing this system was one of the major mistakes of the campaign.

Before being pasted in the book the clippings were reviewed by the Publicity Director. Special attention was called to editorials pro or con the Good Health Program. The favorable editorials were reproduced in offset (See OFFSET, Page 70) and copies mailed to all state leaders whose support was felt as being beneficial to the program.

The Director also was able to check from the clippings which newspapers were using the releases from the Headquarters Office.

Ideas for feature stories were frequently found in these clippings (See PRESS (Newspapers) Page 58).

Clippings, of which there were duplicates, were occasionally sent in reply to requests for information about particular phases of the program.

The scrapbooks, while inadequate for reference, proved to be most interesting and enlightening to visitors who sought information from the Headquarters Office.
Medical Care Group Reveals Allocation Of 7,200 Hospital Beds

Raleigh, Jan. 25—The North Carolina Medical Care Group, Inc., has revealed that the plan is being held for 7,200 hospital beds to be held for the state's medical needs. The beds will be held for a period of up to one year, and will be available to hospitals in the state on a first-come, first-served basis.

Health Plan Is Endorsed

The North Carolina Good Health plan, endorsed yesterday by the National Medical Care Council, has been backed by the State Medical Care Commission as well. The commission has stated that the plan will help to improve the state's health care system.

Kayo Helps Good Health Plan

Two Governors Praise Better Health Campaign

FAYETTEVILLE, Sept. 25—North Carolina's two governors have praised the state's Better Health program, saying it is helping to improve the state's health care system.

Hill Declares Health Plan Good Investment For State

George W. Hill of Durham: "There are more than 7,200 beds in North Carolina today, and if we want to make sure that our citizens are getting the best care possible, we must invest in the health care system. This is a good investment for the state, and we should be proud of what we are doing.

Good Health Work Is Set For Feb. 28

Raleigh (UPI)—The North Carolina Medical Care Group has announced that the state will receive 7,200 hospital beds for the state's medical needs. The beds will be held for a period of up to one year, and will be available to hospitals in the state on a first-come, first-served basis.

Health Plans Given Support

Former Governor Broughton said North Carolina is leading with its health plan.

KYSER TELLS OF CAROLINA HEALTH NEEDS

Orchestra's Star Appears Before Commission at Washington.

WASHINGTON, Dec. 27—The orchestra's star appeared before the Commission at Washington yesterday. The orchestra's star performed a beautiful piece, which was met with great acclaim by the audience.

Two sessions were contributed to the North Carolina Good Health Association by Frank H. Kidder, director of the nationally known Star Medical Care Commission.

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ADVERTISING (OUTDOOR BILLBOARD)

Standard 24-sheet billboards carrying the message of Good Health were displayed throughout the state during the months of November and December, 1946, and January, February, and March of 1947. The illustrations which were originals done especially for the Good Health Association, were those of the famous illustrator and artist, Mr. William Meade Prince of Chapel Hill, N. C.

Three poster designs were used during the Good Health Association publicity campaign. Poster No. 1 showed a huge blow-up of the Good Health Association emblem with the text "North Carolina's number one need - GOOD HEALTH." Poster No. 2 showed a man holding a child in his arms that had been hurt in an automobile wreck, with the copy reading "Where's the hospital -- Thirty-three counties in North Carolina have no hospitals." Poster No. 3 used the same illustration and the text "Get a doctor --- North Carolina must get 1500 more doctors." These were printed by a lithograph corporation.

Procedure

The success of the billboard campaign, in a large measure, can be attributed to the sixteen different billboard plant owners who comprise the Outdoor Advertising Association of North Carolina. In addition to cooperating with the local and national advertisers who donated their space to the Good Health Association, the sixteen different plant owners contributed all available boards owned by them not under contract to advertisers.

An executive in charge of the lithographing company took a personal interest in the campaign and was responsible in large measure for the success of the billboard publicity. He secured the necessary paper (which was very short at the time) and assigned top priority to the production of Good Health posters. This company made another contribution in the form of a special, low rate on the job.

When it had been decided that outdoor billboard advertising should be a major medium for publicizing the health needs of North Carolina, it was quickly ascertained that it was impossible to buy advertising of this type because practically all of the billboard space in the state was already under contract to local and national advertisers. This meant prevailing upon those firms who had the space under contract to donate it to the Good Health Association. The plan was to ask each advertiser to give to the Good Health Association one-fourth of his contracted boards during the life of the Good Health campaign. There are approximately four thousand 24-sheet billboards in North Carolina. The objective, therefore, for November-December, 1946, was one thousand billboards throughout the state for showing poster No. 1. Many national and local advertisers were contacted and below is listed some of those who either gave one-fourth or a portion of all the boards under contract to them in North Carolina: American Oil Company, Standard Oil Company, Gulf Refining Company, Wm. Wrigley, Jr. Company, Swift and Company, G. Krueger Brewing Company, Jos. Schlitz Brewing Company, local bottling plants, local department stores, and local banks. Approximately one thousand boards were secured and used during the months of November and December of 1946.
HIGHWAYS AND BILLBOARDS WERE ENLISTED FOR SUPPORT
and early January, 1947. The campaign was carried on without interruption using Poster No. 2 and Poster No. 3 from January 15 through April, 1947. Poster No. 2 and 3 were posted simultaneously.

Results

Altogether approximately 1600 postings were secured, for an average of from 250 to 300 a month. Two-thirds of these boards were donated by billboard plant owners of the state, and the other one-third from advertisers who relinquished their boards temporarily to the Good Health Association.

Distribution of the outdoor advertising was excellent. At the height of the campaign, it was not possible to ride for more than a few miles along any highway in the state without seeing one of the Good Health billboards.

Many observers commented on the effectiveness of the posters.

All local and national advertisers who contributed boards to the campaign were given the privilege of using a credit line at the bottom of the poster, but in each instance the advertiser decided to forego this tie-in so that the Good Health poster could be used without any advertiser's name appearing thereon.

Some local banks and stores used painted outdoor displays similar in character to poster No. 1.

Comments

It was soon learned that one of the most important factors in a successful outdoor billboard campaign is securing this space as soon as possible. This space is planned and allocated approximately six months in advance of actual placement of the billboard and planning with this factor in mind is extremely advantageous in any billboard promotion.
POSTERS, DISPLAY CARDS, CAR CARDS

Posters, display cards and car cards were used extensively. The three types were identical except for sizes, which were: posters (one sheet) 42" x 22"; display cards: 28" x 42"; and car cards: 21" x 11". Each contained the campaign insignia (a red "superimposed on a white outline map of North Carolina, set against a blue disc) and the text "North Carolina's No. 1 Need -- Good Health!" The McCandlish Lithograph Corporation, Philadelphia, Pa., was contracted to print the three items in the following amounts: one-sheet posters: 5,000; display cards: 1500; and car cards: 2000. (See ADVERTISING - OUTDOOR BILLBOARDS Page 86).

Procedure

Car cards were made available to companies operating city bus systems. These were displayed on the advertising racks of most buses. The bus advertising firm which controls the advertising in most North Carolina urban buses cooperated in getting these cards displayed in urban buses. This firm donated space in a majority of the cities where all the space had not been sold to commercial advertisers.

It was found more advantageous to contact a single individual of a firm which controlled all such advertising in the State than approaching each bus company individually. By working through one company whose activities were State-wide, greater coverage was assured and less time and personnel wasted.

It was originally planned that these car cards would be put in all North Carolina school buses, but this plan was dropped when investigation revealed no suitable way to suspend the cards in the vehicles.

About 1000 of the one-sheet posters and display cards were used on the sides of dairy trucks of the state. (See DAIRY INDUSTRY Page 101).

A small windshield sticker carrying the campaign emblem and slogan was suggested. This idea was abandoned by the Executive Committee on the advice of several members who felt that motorists would be reluctant to clutter up their windshields with "advertising." There was also some question about a law against stickers which partially obstructed a driver's view.

Posters and cards were used as a background material for Good Health window displays by several stores in Durham and possibly in other cities of the state. (County Chairmen were instructed to furnish merchants with posters for this purpose upon request.)

A state-wide window-dressing contest, with prizes for the most effective Good Health window displays was considered. The contest was never held, however.

Special Problems

Individual distribution of the posters, display cards and car cards (in answer to requests) proved to be a problem. The posters (paper) and display cards (cardboard) could not be bent or folded and were therefore difficult to pack for mailing. An effort was made to locate some large mailing tubes for this purpose, but none could be found in the state. The car cards were small enough to be wrapped and mailed. By rolling the posters and cards and wrapping them with
with brown paper, we were able to get them out. This took a lot of
time, however, and bundles were often crushed enroute to the addressee.

Distribution

Railway and motor express was employed to distribute the signs in
quantity. A number of each design were sent to our Good Health county
chairmen for their personal distribution. Many county chairmen placed
the cards in store windows and in other similar public locations.
There were many chairmen, however, who failed to put them up for one
reason or another. In Durham County a professional billposter was
engaged for this work. He posted approximately 100 of the signs in
the business district, many of which are still up, after several
months. His fee was only $10. To have hired someone to put the
posters up in all of the larger cities of the state would probably
have been a good investment.

Results

Of the three types of display materials used, the one sheet poster
was undoubtedly the more effective. It served a variety of purposes.
For example, it was invariably used as a background prop for pictures
of speakers in action, etc. Through this device we managed to get
our insignia and slogan in the newspapers.

The one sheet poster was also valuable for decorating purposes.
At Good Health luncheons (see STATE HEALTH MEETINGS Page 33) several
were posted on the wall behind the speaker's table. These were
easily applied with Scotch tape, which left no marks. The appearance
of these posters had a good psychological effect, in that they helped
get the people present in the mood for listening to a speaker on the
subject of health.
The Good Health lapel button measures 7/8th of an inch across, and has the campaign insignia. 101,400 of these buttons were purchased from the Whitehead & Hoag Co., manufacturers of advertising specialties in Newark, N. J., at a cost of $1,384.11.

Distribution

The buttons were distributed throughout the state. There was no general plan of distribution, but several different methods were used. Each county and city school superintendent in the state received approximately 175 buttons in a kit of materials sent out for use during Good Health Week, February 2-8, 1947. (See GOOD HEALTH WEEK, Page 96.) They were given, for the most part, to children in the elementary grades as "prizes" for daily attention to health precautions—brushing the teeth, cleaning finger nails, etc.

Paid regional assistants of the Good Health Association carried quantities of the lapel buttons with them at all times, and passed them out at health luncheons, club meetings and public gatherings. (See APPOINTMENT OF PAID REGIONAL ASSISTANT DIRECTORS, Page 34.) A special effort was made to have community leaders, public officials, and other influential individuals wear the buttons.

At state finals of the high school oratorical contest, held in the Capitol at Raleigh, a button was pinned to each copy of the printed program presented members of the audience as they entered the hall.

Many requests for quantities of buttons were filled by mail from our state headquarters.
THE GOOD HEALTH SONG: "IT'S ALL UP TO YOU"

Perhaps no single feature of the Good Health publicity campaign "clicked" so decisively as did "It's All Up to You". This song was written for and donated to the North Carolina Good Health campaign by one of the country's best known song writing teams--Sammy Cahn and Jule Styne. Hit songs of the past by Cahn & Styne include "Saturday Night is the Loneliest Night in the Week", "Let it Snow", "I'll Walk Alone", "Five Minutes More", "It's Been a Long, Long Time", and hundreds of others. It is believed that "It's All Up to You" was one of the few songs ever written, printed, and recorded exclusively for a public service campaign in any one state.

Kay Kyser, on the basis of his many years as a showman, was convinced that many people would never read about the State's bad health record, or listen to even the most eloquent speaker discuss startling statistics. He felt that these people would, however, sit up and listen to a musical appeal. Kyser contacted Cahn and Styne and enlisted their services. Within twenty-four hours the Good Health song was on paper.

The next job was to procure the services of two top-flight vocalists to record the number with the Kyser orchestra. Dinah Shore and Frank Sinatra were persuaded to take this assignment.

To put the song in its present style, Kyser called in his personal arranger. The record was then cut.

30 hours work for arranging, rehearsal and actual playing went into that song at absolutely no cost to the Good Health Association. Cahn & Styne, Sinatra and Shore, Kyser and his orchestra and the recording personnel all worked gratis in the interest of better health for North Carolina.

Distribution of Records

The problem of how to get "It's All Up to You" known throughout the state of North Carolina was solved when the Columbia Recording Corporation agreed, at Kyser's request, to contribute 10,000 of the records to be turned over to the North Carolina Good Health Association for distribution. Also, in the event additional prints should be needed, Columbia agreed to make them at cost.

These 10,000 records were shipped to the Good Health Association from the Columbia Recording Corporation, Bridgeport, Conn. The first allocation made was to state leaders. One record was then sent to the Good Health chairman and co-chairman in each county of the state.

It was decided that the more than 9,000 remaining records should be distributed to the general public through the state's radio stations. A letter was written to the 47 radio stations of North Carolina to enlist their cooperation. All agreed to cooperate in the plan. Spot announcements were prepared and sent to the radio stations to be used as a build-up for the record.
IT'S ALL UP TO YOU
(TO MAKE North Carolina NO. 1 IN
GOOD HEALTH)

THIS SONG WRITTEN FOR
AND DONATED TO
THE GOOD HEALTH ASSOCIATION
By
SAMMY CAHN  JULE STYNE

EDWIN H. MORRIS & CO., Inc.
1619 Broadway
New York 19, N. Y.

Professional Songwriting

was another useful tool
"It's All Up to You" was officially introduced to North Carolina on January 1, 1947, on a special New Year's Day transcribed broadcast made in Hollywood. The build-up started on January 2 and extended through January 10, when listeners were told how they might acquire a copy of the Good Health record.

Distribution

The exact manner of distribution was left up to the individual station. Most stations elected to simplify the procedure by operating on a "first come, first serve" basis until their supply became exhausted.

Railway express, motor transport and private automobile were employed to deliver the boxes of records to the 47 stations in the state. The average station got 100 records, though the larger ones received from 200 to 500 each.

Several hundred window streamers saying that radio stations were giving away records of "It's All Up to You" were printed by the Columbia Recording Corporation. These were mailed direct to Columbia dealers in North Carolina for display purposes.

Results

Even after they had given away their allotment of the records, many radio stations continued to play "It's All Up to You" daily, and disk jockeys reported many requests for the number.

The suggestion was made that the record be placed on juke boxes in principal cities of the state. Operators of the automatic coin machines were contacted and all agreed to use the record.

None of the original 10,000 records contributed by Columbia were left, so it was decided to order an additional 1,000 prints from Columbia.

When the additional 1,000 records were received they were immediately distributed to juke box operators in Durham, Greensboro, Raleigh, Charlotte, Wilson, Wilmington, Asheville and Winston-Salem where they were placed on machines in the best locations in each city.

One box of 100 records was kept on hand at Good Health headquarters to answer mail requests. This supply was soon depleted and dozens of requests for the record had to be turned down daily.

A feature story on "It's All Up to You" was prepared, illustrated and sent to every newspaper in the state.

Song Sheet

As soon as the records had been given out, Kay Kyser made arrangements with a music publishing company, to print 15,000 copies of the sheet music to "It's All Up to You". These were printed gratis.

A package of the song sheets was sent to every Columbia dealer in the state, along with a letter of explanation and an offset photo of a suggested window display.
The letter invited dealers interested in putting in Good Health Window displays to write to state headquarters of the Good Health Association for posters, placards, etc. Several dealers later sent in their requests for these materials.

During Good Health Week in the Public Schools (SEE GOOD HEALTH WEEK - Page 96), "It's All Up to You" was sung by hundreds of thousands of pupils. Words to the song were sent to every school and two records sent to the superintendent of each county and city school system. Superintendents were asked to make the records available to principals within their respective systems for use on assembly programs and chapel exercises. In many schools, children were required to learn the song and words.

Orchestrations

Special orchestrations and band arrangements of "It's All Up to You" were prepared by another music publisher and sent to a list of band and orchestra leaders and music teachers in the public schools obtained from the State Department of Public Instruction.

Orchestrations were also sent to college orchestras and professional musical groups in the state.

(This song written for and donated to the Good Health Association)

IT'S ALL UP TO YOU
(To Make North Carolina Number One In Good Health)

(VERSE)
The questions used to be "Is there a doctor in the house?"
The question now is out of date.
If you think about the phrase it's no good 'cause nowadays
The question is "Is there a doctor in the state?"
Now there's no use denyin' that the situation's tense.
Let's stop the ailing and start using common sense.

(CHORUS)
Even Superman supports the
good health plan;
He knows what it will do.
IT'S ALL UP TO YOU, IT'S ALL
UP TO YOU.
Spread the health alarm
Through ev'ry town and farm
And preach the good health view.
IT'S ALL UP TO YOU, IT'S ALL
UP TO YOU.
The task is for you alone;
Be a real life saver,
You'll be saving a life beside
your own.
Never stop until
We pass the good health bill,
Let's work to put it through.
IT'S ALL UP TO YOU, IT'S ALL
UP TO YOU.

(PATTER)
We need vitamins and medicines
and beds to spare.
Places where the sick can go
to get some care,
Lots of new equipment to combat
disease,
Clinics where the poor can go
for moderate fees,
Free examinations for the kids
in class.
A kid whose health is good will
have a chance to pass.
If we do these things then we
will be the state
Where the weak grow strong and
the strong grow great.

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GOOD HEALTH WEEK

The week of February 2-8, 1947, was officially designated as Good Health Week in North Carolina's public schools by the State superintendent of Public Instruction. During the week teachers discussed health with their classes, physical education demonstrations were held, health films were shown, children received physical examinations, and other special health activities staged. School authorities declared the observance an overwhelming success.

Procedure

Good Health Week in North Carolina schools was the result of conferences between the North Carolina Good Health Association and the State Department of Public Instruction.

On January 9, a copy of "Suggestions for Observance of Good Health Week," together with a letter announcing the designation of Good Health Week, and other related materials, was sent by the Superintendent to each county and city school superintendent in the state.

A similar letter together with a copy of the suggestions was sent to all elementary and secondary principals.

The "Suggestions for Observance of Good Health Week" follow:

1. Appoint a Health Committee in each school or on a county or city basis, composed of the principal, some teachers, pupils and parents and, if possible, a member of the health department to:

a. Work out plans for special health activities to be carried on during Good Health Week.
b. Make a study of the most urgent health needs of the school and community. These needs may be studied from the following four standpoints:

(1) The need for determining present and future basic lifetime disease problems as well as the relative importance, preventability, and curability of each.
(2) The need for developing educational programs aimed specifically at the most important lifetime disease problems and integrate closely with the other parts of the control programs.
(3) The need for equipment, materials and properly trained personnel to put into action the educational methods selected.
(4) The need for medical services both for maintaining the health of the school child and for use as educational tools.

c. Make recommendations for immediate action to improve the health program.
d. Make a comprehensive long-time plan for improving child health.
2. Carry out each day of Good Health Week some specific health activity designed to stimulate interest on the part of students, teachers and the public. Some suggested activities are:

a. Have the students present an assembly program on health. Such a program will be better if it grows out of a classroom health activity.

b. Demonstrate in the gymnasium or auditorium some special phase of the physical education program.

c. Secure and have played the Good Health song. Kay Kyser made the arrangements for the writing of the song and for the recording of it on Columbia Records sung by Frank Sinatra and Dinah Shore with the Kay Kyser Orchestra, 15,000 piano copies of this song have been distributed in the state to piano students.

d. Get the band and orchestra arrangement of the above mentioned song and have some renditions of it as a part of each General Assembly of the school.

e. If someone has participated in the health oratorical contest, have him give the oration in assembly.

f. Secure some good health films to be shown in appropriate groups. Such films should be used to supplement the health work as carried on by classroom teachers. Films may be secured from:

1. The Good Health Association.
3. Division of Audio-Visual Aids, Extension Division, University of North Carolina.

h. Have articles on good health written by students published in the school or local papers.

i. Arrange for an open forum discussion of good health by students on the local radio station.

j. Have students prepare health posters for classroom and hall bulletin boards. A contest may be held and recognition be given for the best health poster.

k. Arrange a Health Program for the Parent Teacher Association.

l. Arrange for high school students, only those who can make a good presentation, to talk on school health needs to the various Civic Clubs.

3. Health Service Suggestions.

a. Make a special effort to have every high school student who has not been examined during the past twelve months given a complete medical examination by a private physician, or the health officer.

b. If it has not already been done, complete the teacher screening of elementary children and initiate steps to get follow-up examinations by nurse and doctor.

c. Work towards getting corrections for all children found with physical defects.

4. Give special emphasis to some phase of the health program each day in every elementary class and to all students of high schools either as part of home room programs or as a part of some special class.
The superintendent recorded a speech urging the cooperation of all schools and school teachers in the observance of Good Health Week. This was broadcast on all North Carolina radio stations during the week January 1-9. A similar speech was recorded and used just prior to Good Health Week.

The Good Health Association prepared several news releases concerning the occasion. These were sent to all newspapers and radio stations in the state, and also to the high school newspapers.

The cooperation of the North Carolina Congress of Parents and Teachers contributed much to the success of Good Health Week.

The president of the North Carolina Parent-Teacher Association, wrote a letter which was mimeographed and sent to more than 900 Parent-Teacher Association groups in the state. The letter urged that each unit participate in Good Health Week activities.

One thousand copies of a "Suggested Health Program" prepared by the Good Health Association were made available to State Headquarters of the Parent-Teacher Association. A copy of this program was sent by the president to each local unit, with the suggestion that it be given during Good Health Week.

On January 15, a mimeographed letter was sent to the Good Health chairman and co-chairmen in every county of the state. It appealed to the county campaign leaders to get in touch with their county and city school superintendents and "help put Good Health Week over."

Meanwhile, the staff of the Good Health Association was completing kits of materials to be used in connection with Good Health Week.

Three different types of kits were prepared for radio stations, school superintendents and Good Health county chairmen.

Publicity Kits

The following items were included in the kits mailed to radio stations:

Suggested scripts for: a five-minute talk by a school teacher, a 10-minute talk by a high school senior, a five-minute talk by the county Good Health chairman, a 10-minute talk by the Superintendent of Schools, and a three-minute talk by a Parent-Teacher Association officer. Also a list of spot announcements about North Carolina's poor health standing, a list of the 33 North Carolina counties without hospital facilities, a Good Health Week statement by the State superintendent of Public Instruction, the complete text of both boy and girl winning talks in the state-wide Good Health high school oratorical contest, and a series of brief congratulatory statements on North Carolina's health program from governors of other states.

A letter explaining the origin and purpose of Good Health Week and containing suggestions for the use of the radio scripts was enclosed in each kit.
The kit sent to school superintendents contained copies of each of the 10 items sent in the radio station kit, plus the following: Definition of a rural health center, 175 Good Health lapel buttons, words to the Good Health Song, "It's All Up to You," (6 copies), sheet music to the Good Health Song (6 copies), two Good Health Song records, two copies of the folder, "North Carolina's Number One Need--Good Health", and a proof (for bulletin boards) of the Good Health cartoon drawn by Robert L. "Believe It Or Not" Ripley.

Also a covering letter, which outlined plans for the week and appealed to the superintendents to give the project personal attention to insure its success.

The kit of materials sent to Good Health county chairmen and co-chairmen was essentially the same as the one sent to superintendents, except that it contained a different letter. The letter called on county workers to contact immediately their local superintendent of schools, and the local press and radio, and offer their services in the promotion of Good Health Week.

During Good Health Week cooperation of the press and radio was most gratifying. Virtually all stations used the scripts furnished by the Good Health Association, and other health programs planned by the stations themselves. Newspapers used not only the releases sent out from Good Health headquarters, but many "local angle" stories as well.

Comment

This was one of the most successful projects undertaken during the program.
GOOD HEALTH SUNDAY

Good Health Sunday was observed in North Carolina on November 10, 1946.

The special occasion was set aside in an official proclamation issued by Governor R. Gregg Cherry.

Good Health Sunday came as a follow-up to the broadcast from Hollywood, Saturday night, November 9, which officially opened the Good Health campaign, (See RADIO Page 38). Ministers throughout the State added impetus to the campaign kick-off by delivering health sermons on Good Health Sunday.

Though ideally timed, Good Health Sunday was not announced far enough in advance to get complete cooperation and participation from all churches.

Procedure

How to convey news of the observance to all ministers had presented a major problem. Due to the large number of pastors in North Carolina and the tremendous amount of work upon the Good Health Association at the time, the sending of personal letters to all the ministers in the State did not seem practical and was not attempted.

Widespread newspaper publicity was given to the Governor's proclamation declaring November 10 as Good Health Sunday, but news stories, of course, proved inadequate to persuade many pastors to change their sermons at the last minute.

Approximately three months later, on February 2, 1947, a second, unofficial Good Health Sunday was scheduled in North Carolina. This date was timed to coincide with the celebration of Good Health Week in all Public Schools, February 2-8.

This Good Health Sunday was more successful than the first, but again fell short of expectations.

It is not known how many ministers preached health sermons, but the 100% cooperation hoped for was certainly not achieved. As with the first observance, it was apparent that many ministers, since they were not approached individually, never realized Good Health Sunday had been proclaimed.

Result

The Good Health Association received excellent cooperation from the North Carolina Council of Churches in the planning and staging of the two Good Health Sundays.

Although neither Good Health Sunday touched every church in North Carolina, a large number of health sermons were preached and drew much favorable comment.

An excerpt from a sermon typical of those preached, follows:
PROCLAMATION

GOOD HEALTH SUNDAY

WHEREAS, the excessive number of draft rejections in North Carolina as a result of physical deficiencies on the part of draft age men who were examined for possible military service during the recent World War II; and

WHEREAS, North Carolina is today 41st in maternal mortality and 38th in infant mortality; and

WHEREAS, there are many other indications of this state's dire need at this time for a genuine program looking to better health generally for our people; and

WHEREAS, this state acutely needs more hospital facilities, more health centers, more doctors, more nurses, and more medical technicians; and

WHEREAS, an adequate medical examination and care should be provided for all the children in the state, irrespective of the ability of their parents to provide this, a fair chance at health for a youth being no less sacred than the right of a child to obtain an education; and

WHEREAS, our experience has taught us that the neglect of youth becomes the burden of age and a grievous loss to the state in earning power; and

WHEREAS, every child in our state has the right to have every mental or physical defect corrected, if this correction be within the power of medical or surgical skill;

NOW, THEREFORE, I, R. GREGG CHEWY, by virtue of the authority vested in me as Governor of the State of North Carolina, do hereby proclaim that Sunday, November 10, 1946, be set aside and observed as Good Health Sunday in North Carolina, and I call on the citizens of this state give attention to the event in accordance with North Carolina's number one need at this time — more abundant good health.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of North Carolina to be affixed at Raleigh this twenty-sixth day of October in the year of our Lord, One Thousand Nine Hundred and Forty-six.

R. Gregg Chewy, Governor

By the Governor

Private Secretary
"And now, in closing, I would like to bring all that we have been saying concerning the healing work of Christ to focus upon a timely matter that should concern everyone of us. I refer to the current program to arouse the people of North Carolina into a mighty and united struggle against the conditions of poor health that exist over our state and for the mobilization of all our resources for the correction of those conditions.

"In all reverence, I say to you that if Jesus were on earth today, and living as a citizen of North Carolina, I believe He would be tremendously concerned about this thing that concerns so many of us. Moreover, I believe that He would not only put His blessing upon it but would also throw the weight and power of His energy and influence into it. For He would find it clearly congenial to His ministry of healing. I personally doubt if He would consider it "North Carolina's No. 1 Need": though that is an excellent and admirable slogan for our purposes. He would still know that moral responsibility before God is and always will be North Carolina's--and all men's--No. 1 Need. But I believe He would be troubled over the fact that today: there are 40 other states in which mothers have a better chance of surviving child-birth than in North Carolina; and 37 other states in which new-born babies have a better chance of reaching their second year than in North Carolina; and 47 other states where young men have a better chance of meeting the minimum standards of physical health required by an organization like an army than in North Carolina; and 44 other states where a doctor's care is more accessible to those who need it than in North Carolina; and 41 other states that have made more adequate provision for the hospital care of its sick than North Carolina. Yes I believe that were Jesus living here in North Carolina today, He would still look upon a situation like that and upon the people caught in it with a deep and moving compassion and pity. Moreover, I believe He would look upon this program to correct and improve the situation as an integral part of God's will and God's work; and would seek to call out all our resources to rectify it. I believe He would look upon medical science and hospitals and public health agencies, as well as the healing power of personal faith, as part of God's mercy and providence toward human need. And I believe He would not let us rest in ignorant indifference or cold callousness to all that situation means in terms of human suffering and anguish of heart. I believe He would still say to us, as indeed He has said to us through the Gospel, "I am come that they might have life, and have it more abundantly"; and "Inasmuch as ye did it unto one of the least of these, my bretheren; ye did it unto me."

(Delivered at the First Presbyterian Church, Durham, N. C., on Sunday, December 1, 1946, by the minister, Dr. Kelsey Regen.)
A state-wide newspaper contest, which was conceded to be an excellent idea, was abandoned because the time was too short to undertake such a project. To successfully carry out this campaign, it would have been necessary to enlist the services of personnel skilled in this particular type of promotion and finding such personnel on such short notice would have been a problem.

However, it was originally planned to schedule the contest to open December 2 and run through December 22. All newspaper readers of 18 years or over were eligible. Entrants were to complete in 250 words or less the following: "North Carolina's Number One Need is Good Health because..." The winner was to receive a ten day all-expense trip to Hollywood as guest of the North Carolina movie and radio stars. The winner was permitted to select a travelling companion who would enjoy all the privileges of the winner, himself. These would include a ten day stay at a well-known Hollywood Hotel, a tour of the famous Hollywood night clubs as well as movie and radio studios and round trip transportation tickets.

**Procedure**

Before this idea was abandoned, letters were sent by the Good Health Association to all newspaper editors seeking their cooperation. A card enclosed with the letter was for the editors' convenience in replying.

About 75 of the 200 cards were returned and 70 of these editors indicated that they believed such a contest would be effective and assured their support in the event the contest were attempted. The other five editors mentioned the shortage of newsprint as their only reason for not being able to support the contest.

All the large daily newspapers in the State agreed to cooperate with the contest.

One of the replies from the general manager of the Greensboro Daily News was typical of the reaction of other large newspapers: "It seems that a state wide newspaper reader contest in connection with your educational and publicity campaign would be worth-while. We shall be glad to cooperate in this, as well as in all your other promotion matters".

An editor of another of the large daily papers wrote that it was felt such a contest would have been a great success. He estimated that from Durham County alone more than 5,000 entries could have been drawn. Basing statewide estimates on such figures as these it would seem logical that the total entries might well have been numbered in the hundreds of thousands.
DAIRY INDUSTRY PROMOTION

The North Carolina Dairy Products Association became interested in the Good Health movement in North Carolina at the beginning of the program.

The statement by the executive vice-president of the Dairy Products Association, explains the strong support given the North Carolina Good Health Campaign by the dairy industry:

"Realizing that milk and its products represent an essential part of the diet of our citizens, especially of children, we felt that we should make some tangible contribution to the movement, inasmuch as we are engaged in an industry that has such a direct bearing upon the health and well-being of the citizens of our State".

The interest of the dairy association was kindled at the meeting held in Raleigh, at which time Kay Kyser outlined the particulars regarding the health situation and the plan for correcting it. The dairy leaders unanimously supported the program.

Contribution

The sum of $10,000 contributed to the program by the Dairy Products Association was the first substantial contribution made to the campaign. Members also bought and distributed more than a million and a quarter bottle collars bearing the message of North Carolina's needs for improving its health situation. These bottle collars were printed in colors, bearing the slogan, First, "North Carolina's No. 1 Need;" Second, "North Carolina's No. 1 Opportunity;" Third, "North Carolina's No. 1 Plan". Each of these messages was carried for a given length of time covering a period of several weeks.

Distribution

The greater part of the collars were shipped direct from the manufacturer to the Dairy Products Association offices in Raleigh from which they were distributed to individual producers. The larger orders were shipped from the manufacturer to distributors in the different parts of the state, where they in turn divided their quota among the different branches of their companies.

Thirty-seven member dairies of the Association participated in the distribution of the bottle collar.

Besides the funds and the collars, the North Carolina Dairy Products Association distributed among its members one thousand posters with the same general theme which were carried on the sides of milk trucks. Efforts were made to secure stickers to apply to cartons of ice cream, but this was found to be impracticable because of the difficulty in making the sticker adhere to the waxed cream carton through the freezing process, and the plan was abandoned.
'Collars' on milk bottles were the dairy industry's contribution.
A special Christmas card was designed by the Good Health Association and sent to friends and supporters of the campaign in 1946. Twelve hundred (1200) of the cards were bought at a cost of $42. A special mailing list was prepared. This included every individual and organization which had contributed to the success of the campaign in any way. The special list absorbed the entire regular mailing list of approximately 700 names. (This regular mailing list contains all newspapers and radio stations in the state, the Good Health county chairmen and co-chairmen in each county, a "special group" of some 100 state leaders in various fields who have expressed an interest in the program, county health department heads, and others.) The Christmas card was also sent to a list of more than 150 radio and movie stars in Hollywood, Calif., who cooperated in making Good Health radio recordings.
Holiday Greetings and sincere thanks for helping make possible in future years the best Christmas present of all Good Health for everyone...

THE GOOD HEALTH ASSOCIATION

The needs of rural families were emphasized

A Yuletide greeting served as a reminder and an expression of thanks

'Vesong-plugging' was put to work in music stores
Anticipating the large volume of out-going mail, a Postage Meter machine was obtained through the North Carolina Sales representative of Pitney-Bowes, Inc. This representative called and displayed samples of postage meter ads which various firms and organizations were using effectively. He suggested that the Good Health Association purchase one as another means of advertising the statewide campaign. The official campaign emblem of a No. 1 superimposed on the state of North Carolina, and the text, "North Carolina's Number One Need--GOOD HEALTH", was adopted and a postage meter ad plate made. The cost of the plate was $25.00.

This ad used since November on all out-going mail from headquarters, and many favorable comments were received.

Later a suggestion was made that large firms and organizations using postage meter machines be asked to adopt and use the ad on their machines, and some effort was made along this line. One large cotton mill in eastern North Carolina bought one and also a large life insurance company in Durham. It could have been more effective however, if all metered mail posted in North Carolina during the campaign had shown this same ad proclaiming "North Carolina's No. 1 Need -- GOOD HEALTH!"