

APR 17 1973

In This Issue:

Pages

New AHF Research Center	1
Annual Awards Luncheon	3
New Chairman of AHF Trustees	3
Nutrition Clinic Services	4
Smoking Clinic Services	7

Dr. Schwab



The American Health Foundation Newsletter

Vol 5/No 1 • Published for the Advancement of Preventive Medicine • April 1973

National Cancer Institute Awards Initial Grant For Construction of AHF Research Facility

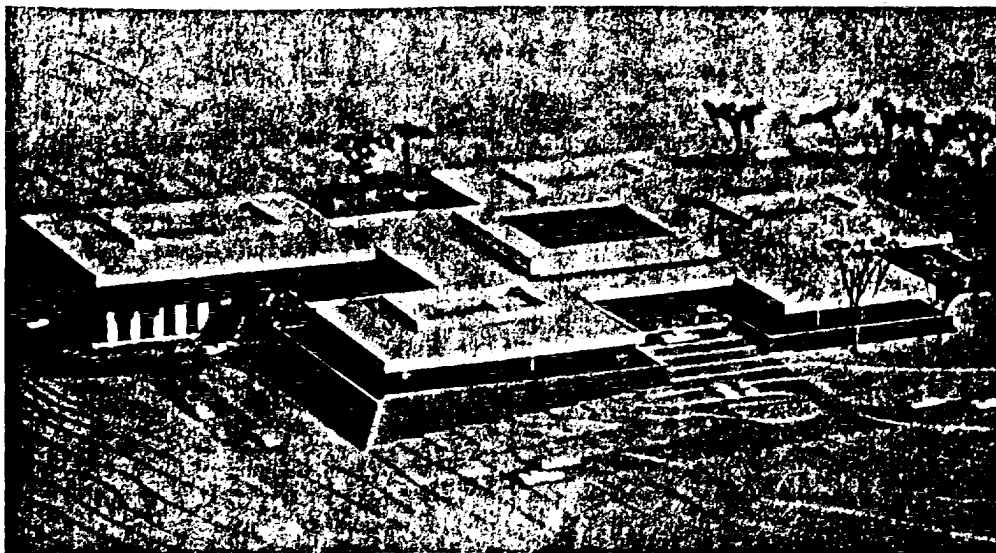
Dr. Frank J. Rauscher, Jr., director of the national cancer program, National Cancer Institute, NIH, has announced the award of a contract providing initial two-year support totaling \$2.1-million to The American Health Foundation to assist in construction of a new Health Research Institute.

AHF officials estimate that additional support from other sources will total approximately \$4-million. The new Institute (see Page 6 for illustrations) is to be planned and built by AHF, and will be located in Westchester, County, near New York City. This facility will focus largely on cancer prevention research for NCI's national cancer program.

Research at the new Institute will also be devoted to environmental causes of cancer, which are believed responsible for nearly 90% of all cancers. For example, studies of the frequency and distribution of various kinds of cancer among various population groups will pinpoint environmental factors common to cancer patients that may be responsible for their disease. Chemical and other agents found to be common factors are then studied in the laboratory to ascertain whether they are indeed able to cause cancer.

Other Studies: Special investigations are planned of the influence of diet, hormones, air pollution, and other environmental factors contributing to the onset and development of cancer. A major project on smoking and health is now underway at AHF to develop and monitor

(Continued P 6)



AHF's new research center will be called the Naylor Dana Institute for Disease Prevention. Financial assistance is urgently needed before this \$6,000,000 facility can open its doors. Suggested categories for grants or pledges are described in a brochure available on request to AHF headquarters.

81211093

The American Health Foundation Newsletter

The American Health Foundation, Inc.
1370 Avenue of the Americas
New York, N. Y. 10019
(212) 489-8700

EDITORIAL BOARD

David L. Davies
Executive Vice President
Delbert Jones, Editor

OFFICERS AND BOARD OF TRUSTEES

President Ernest L. Wynoer, M.D.

Chairman
John E. Martin
Chairman of the Executive Committee
Dana Corporation
Secretary
Hugo J. Gerardin
Partner
Loeb, Rhoades & Co.

Vice Chairman
G. William Moore
Board Chairman
Fieldcrest Mills, Inc.

Treasurer
Warner G. Cosgrove, Jr.
Vice President-Director
Shields & Company

Past Chairman-William J. Levitt
Founder and Board Chairman
Levitt and Sons, Inc.

Honorary Chairman David J. Mahoney
Chairman and President Norton Simon, Inc.

TRUSTEES

Louis V. Aronson, II
President
Ronson Corporation
Julius Cahn
President
Family Health Communications
Mrs. Charles A. Dana
Ralph Landau, Sc.D.
President
Halcon International, Inc.
Edward H. Meyer
President
Grey Advertising, Inc.

John H. Mitchell
President
Screen Gems
Joseph M. Murtha
President
Sandgren & Murtha, Inc.

Robert R. Pauley
Vice President
E. F. Hutton & Co., Inc.
Maxwell M. Rabb
Partner
Strock & Strock & Lavan
Stanley M. Rumbough, Jr.

BOARD OF SCIENTIFIC CONSULTANTS

Chairman
Edmund D. Pellegrino, M.D.
Vice President
Health Sciences Center
State University of New York
at Stony Brook

Lawrence Bergner, M.D.
Director of Health
Seattle-King County
Department of Public Health
Lester Breslow, M.D., M.P.H.
Chairman, Dept. of Preventive
and Social Medicine
School of Medicine
University of California
at Los Angeles

John Cassel, M.D., M.P.H.
Professor and Head
Department of Epidemiology
School of Public Health
University of North Carolina

Rene J. Dubos, Ph.D.
Professor
The Rockefeller University

William L. Evers, Ph.D.
Consultant
for University Resources

Alvin H. Freeman, M.D.
Chief, Division of Medical Systems
Memorial Hospital for Cancer
and Allied Diseases

Takeshi Hirayama, M.D.
Chief, Epidemiology Division
Japanese National Cancer Center

Arthur I. Halls, M.D.
Senior Vice President
for Medical Affairs & Research
American Cancer Society, Inc.

Marvin Kuschner, M.D.
Professor & Chairman
Department of Pathology
Health Sciences Center
State University of New York
at Stony Brook

G. E. Livingston, Ph.D.
Professor and Director
Food Science Program
Institute of Human Nutrition
Columbia University

Gottfried Schettler, M.D.
Professor of Medicine
University of Heidelberg

Morton K. Schwartz, Ph.D.
Chairman, Department of Biochemistry
Memorial Hospital for Cancer
and Allied Diseases

Philippe Shubik, M.D.
Director, The Eppley Institute
for Research in Cancer
University of Nebraska Medical Center

Herbert Spiegel, M.D.
Department of Psychiatry
Columbia University

Fredrick J. Stare, M.D., Ph.D.
Chairman, Department of Nutrition
Harvard University
School of Public Health

Theodore B. Van Itallie, M.D.
Director of Medicine
St. Luke's Hospital Center

Editorial: Reflections on "A Higher Calling," An Unpublished Ms. by Merlin K. Duval, M.D.

One of the fringe benefits this Newsletter enjoys is that manuscripts submitted to *Preventive Medicine*, official journal of AHF, occasionally reach our department before publication in PM. It happened this way again recently, with an article titled "A Higher Calling" by Merlin K. Duval, M.D., former assistant secretary for health and scientific affairs, U.S. Dept. of Health, Education, and Welfare. We are pleased to share some of its finest passages with you. . . .

Service to Society: "The medical profession uses a highly developed technology to treat and prevent disease. But the overall goal of the profession, its *raison d'être*, is to improve or maintain the health of the society it serves. Today's physician often loses sight of that mission in his zeal to meet the immediate, acute needs of an increasing number of patients."

The Missing Links: "Thus, we are faced with a paradox. This nation possesses the greatest medical empire the world has ever known. We've got all the gadgets, all the hardware, all the computers — the biggest and the best.

Yet, too many of our patients leave our offices empty, a prescription in hand for a tranquilizer to ease anxiety, perhaps, but without the counseling and compassion of the physician necessary to cope with the source of the problem. Nationally, our infant mortality and life expectancy statistics still lag behind many other nations."

Taking the Easy Way: "It is tempting to take the easy way out, and blame factors outside of the health care system — housing, nutrition, education, employment, and environmental pollution — for these low ratings.

"... But because the problems of housing, nutrition, and the like, are beyond the control of the health care delivery system, they must not be beyond the concern of the physician — not if his goal is ultimately the health of the community as well as the health of his individual patients."

The Role of Physicians: "I would submit that physicians, collectively, represent the most powerful force this nation has to improve the health and welfare of its people. Physicians must use that power, politically and socially, especially at the local level, to upgrade the health of the community they serve and from which they derive their income — wherever the needs are found — in the finance and delivery of health service, in housing, in nutrition, in employment, in occupation and environmental health."

Consider the Alternative: "I believe that time may be running out. If the medical profession is to continue to enjoy the privilege of self-determination which it has been granted by society, then it must live up to the responsibilities which society has placed upon it. If physicians fail to accept this responsibility, the government will accept it for us on behalf of society, and probably in a way not to our liking."

Published by The American Health Foundation, Inc., a non-profit tax exempt corporation. Edited for industrial, educational, communications government and medical leaders concerned with health care. Media are invited to reprint from this newsletter freely, with credit to The Foundation. Please forward address changes to The American Health Foundation, 1370 Avenue of the Americas, New York, N.Y. 10019.

81211094

**Dr. John H. Weisburger in Newly Created Post,
Has Joined AHF as Vice President for Research**

John H. Weisburger, Ph.D., former research scientist and official of the National Cancer Institute in Bethesda, Maryland, has joined the AHF professional staff as vice president for research. The position is a newly created



Dr. Weisburger

one, and Dr. Weisburger will be responsible for a wide range of research activities dealing with the prevention of cancer and other chronic diseases. Dr. Weisburger began what became more than two decades of service with NCI in 1949, beginning as a post-doctorate fellow. He was then appointed to the active regular officer corps of the U.S. Public Health Service, achieving eventually the rank of scientist director (colonel). His earliest NCI assignments (1950-1961) were in the Laboratory of Biochemistry. Later (1961-1972) he was named head of the Carcinogen Screening Section, Experimental Pathology Branch. Most recently (1971-1972), he was also the director of Bioassay Segment, Carcinogenesis Programs, Division of Cause and Prevention. His bibliography includes over 150 titles, including major critical reviews of key topics in cancer research.

Professional affiliations: Dr. Weisburger is a member of such distinguished professional societies as American Association for Cancer Research, American Society of Biological Chemists, American Society of Pharmacology and Experimental Therapeutics, American Chemical Society, Society of Experimental Biology and Medicine, Society of Toxicology (member of Council), and others. On two occasions, he has been awarded honorary service medals by the U.S. Department of Health, Education, and Welfare, and he has been a member or chairman of numerous professional committees, advisory groups, and national research projects. He has often served as associate editor or on the editorial advisory board of various scientific journals, and is currently acting in these capacities for several professional publications.

Dr. Weisburger was born in Stuttgart, Germany, and attended secondary schools in Brussels, Belgium. After further education at the Universities of Brussels and Havana, Dr. Weisburger earned his academic degrees — A.B. in chemistry, M.S. in organic chemistry, and a Ph.D. in organic chemistry — at the University of Cincinnati, Ohio.

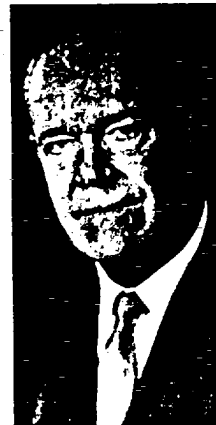
**New Chairman Named for Board of Trustees,
William J. Levitt Succeeded by John E. Martin**

John E. Martin, prominent industrialist and civic leader, has accepted appointment as chairman of AHF's Board of Trustees. He succeeds William J. Levitt, retiring as board chairman after a two-year term in which his many contributions to AHF's growth and good management have set a high standard for leadership.

Mr. Martin has been associated with the Dana Corporation in Toledo, Ohio, since 1952. He retired as the president and board chairman last December, but continues as a member of Dana's board of directors and chairman



Mr. Levitt



Mr. Martin

of its executive committee. He also serves as trustee of numerous public service organizations, including Toledo Hospital.

Mr. Martin has been awarded several honorary degrees, and in 1967 received the Annual Pacemaker Award from the University of Toledo. He is a native of Covington, Georgia, and served as deputy chief of the Army Ordnance Department's Artillery Division from 1942 to 1945.

AHF Holds Annual Awards Luncheon in April To Honor Achievements in Preventive Medicine

Some 300 guests — mostly from industry, government, and the medical profession — are expected to attend The American Health Foundation's annual awards luncheon, now scheduled for April 27 at the St. Regis-Sheraton Roof in New York City. Invitations have been mailed, and a special gourmet menu of low calorie, low cholesterol dishes has been planned by the arrangements committee of which Mrs. Averill Dailitz is chairman.

Highlight of the luncheon will again be presentation of the Eleanor Naylor Dana Award, carrying an award of \$5,000. AHF itself sponsors the Life Line Award, as a

further means of honoring individuals and organizations making significant contributions to the practice of preventive medicine. Winners of both awards for 1973 will, of course, be announced at the luncheon.

Last year the Naylor Dana Award was presented to Dr. Thomas R. Dawber and Dr. William B. Kannel, director and deputy director respectively of the renowned Framingham Heart Study. The Life Line Award for 1972 went to the National Football League, for participation by its players in a national TV campaign to curb drug abuse among youngsters.

AHF Nutrition Clinic Pioneering New Services

It is a rare cookbook that gets published these days without quoting what the wise and witty Dr. Samuel Johnson once said to his 18th century colleagues: "He who does not mind his belly will hardly mind anything else." Apparently, man and his eating habits have not changed for the better since that time, for today nutrition authorities are calling for intensive programs in diet education which could cost the U.S. more than \$100-million annually.

While national nutrition programs are clearly needed, much pioneering in new feeding habits for individuals and small groups also remains to be done. One place where this is already happening is the Nutrition Clinic opened by The American Health Foundation last summer. Its twin objectives are to provide services for weight reduction and control, and treatment for hyperlipidemias — elevated blood cholesterol and triglycerides — those fatty substances in arteries which increase the risk of heart attacks.

Off to Good Start: Because the AHF Nutrition Clinic has only been in operation a short time, results cannot yet be properly evaluated. But the initial response of patients has been extremely good, and plans are being implemented now for an expanding range of services and facilities.

Classes in nutrition education and food preparation are soon to be offered. Low calorie, low cholesterol lunches are already part of the educational program. Various activities related to practical aspects of weight reduction and control are now being conducted in the clinic's kitchen and conference room. And when it all comes together, the clinic is expected to serve as a prototype for similar diet education centers in other areas.

Begins in Childhood: Chief nutritionist and director of the AHF Nutrition Clinic is Jane Baldwin, who holds an M.S. degree in nutrition and public health. Mrs. Baldwin tells her "patients" and staff: "Ideally, good nutrition as a preventive measure must be practiced from childhood. Our clinic and the Foundation itself will increasingly be involved in nutrition education for parents of young children, so that good patterns of eating are developed early in life."

When asked about day-to-day operations of the clinic as now organized, Mrs. Baldwin gave the following answers about what can be expected. . . .

Question: What type of help would I receive at the clinic — for weight reduction?

Answer: It is the opinion of most nutrition experts that there are multiple causes of overweight, and that no one method of weight reduction works well for everyone. For this reason, the nutrition program uses various methods and types of nutritionally adequate diets that are planned to meet your individual needs. Unbalanced

"fad" diets are not used, because they are medically unsound. Treatment is offered through individual counseling and weight reduction groups or both.

Question: How will my method of treatment be determined in the beginning?

Answer: Through the evaluation of nutrition questionnaires, medical and social data, and the preliminary interview, the appropriate method of treatment is recommended. Both methods of treatment (individual and group) will involve nutrition education, behavior modification techniques, and physical fitness evaluation.

Individual counseling may also include sessions with a member of the psychological staff of AHF. Group treatment will vary according to the needs of the group, but peer support and pressure, information exchange, and insight development may be utilized in these sessions.

Question: What type of help would I receive at the clinic — for hyperlipidemias (cholesterol and triglycerides)?

Answer: Most elevated levels of cholesterol and triglycerides can be reduced through your diet. Your type of hyperlipidemia will be determined through blood tests and the diet necessary for control will be prescribed and taught to you. You will receive information on buying, food preparation, restaurant eating, and food selection. Some types of blood lipids elevation require medication for reduction, and the clinic physician will prescribe this treatment when necessary.

Question: What kind of people will be treating me?

Answer: The clinic is conducted by graduate nutritionists with training and experience in all phases of nutrition and diet therapy. The staff includes the services of a clinic physician and a registered nurse, among others.

Question: What procedures do I follow?

Answer: Our intake personnel will explain the nutrition program, answer questions, and ask you to complete nutrition questionnaires. An appointment is then made for you to return after fasting (for 12 hours) for blood tests to measure cholesterol and triglycerides. Blood lipid measurement is done for all persons who use the nutrition clinic services. If blood lipids are elevated beyond the levels conducive to good health, a second measurement will be made. After these tests, the nutritionist will evaluate your lipid values and questionnaires, and plan a dietary regimen for you.

Question: What happens if a problem is detected?

Answer: Patients with lipid problems then return at monthly intervals for lipid measurement to determine the effectiveness of the diet. When the desired reduction is achieved, follow-up visits are scheduled at three to six month intervals.

81211096

If you are participating in weight reduction and control, you follow the same procedures initially. You will also be asked to keep a seven-day food record which will be used in planning your program.

Question: What other tests are required?

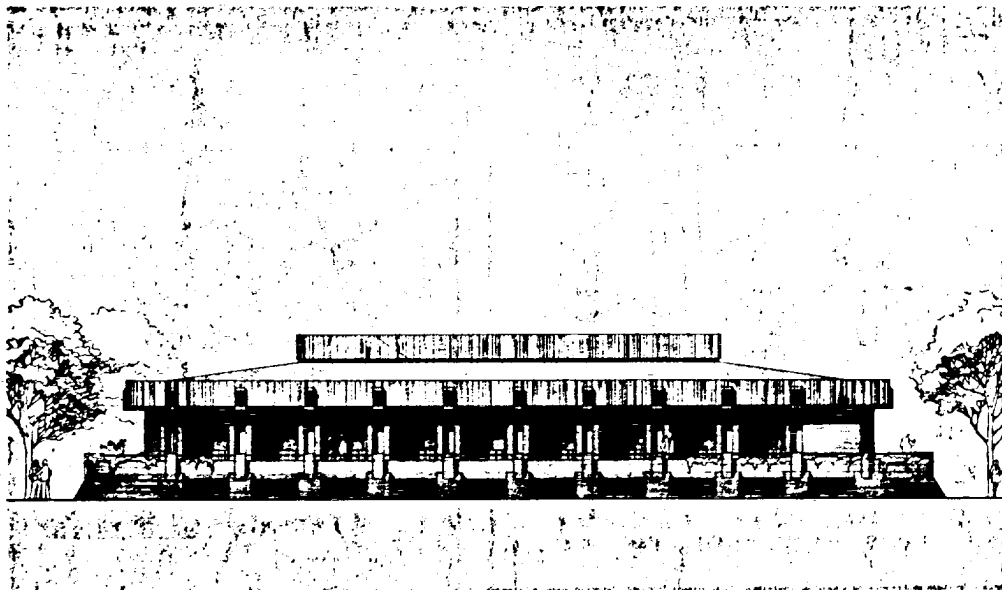
Answer: After the first appointment with the nutritionist, you will be scheduled for medical and physical fitness evaluation by the clinic doctor. This may include a supervised exercise test. You will then be assigned to return for individual counseling or a weight reduction group.

Individual counseling requires a minimum of four weekly visits initially, and additional visits as needed for achievement of weight reduction goals. Group treatment

Question: What are the major benefits of the nutrition clinic program?

Answer: There is abundant evidence from insurance statistics and medical literature that even a moderate degree of obesity is related to a shortened life span and increased incidence of chronic diseases. Excess weight is an increased hazard in pregnancy and in surgery. It complicates respiratory ailments, arthritis, and recovery from fractures, and frequently places limitations on physical activity.

The change to eating patterns that promote gradual weight loss and maintenance can reduce your risk in relation to these diseases. At the same time, you will experience a new sense of physical and mental well being.



Architectural rendering above shows section of new Naylor Dana Institute for Disease Prevention where AHF's Division of Nutrition, Lipid & Endocrine Metabolism will be located after construction is completed in the Fall of 1974.

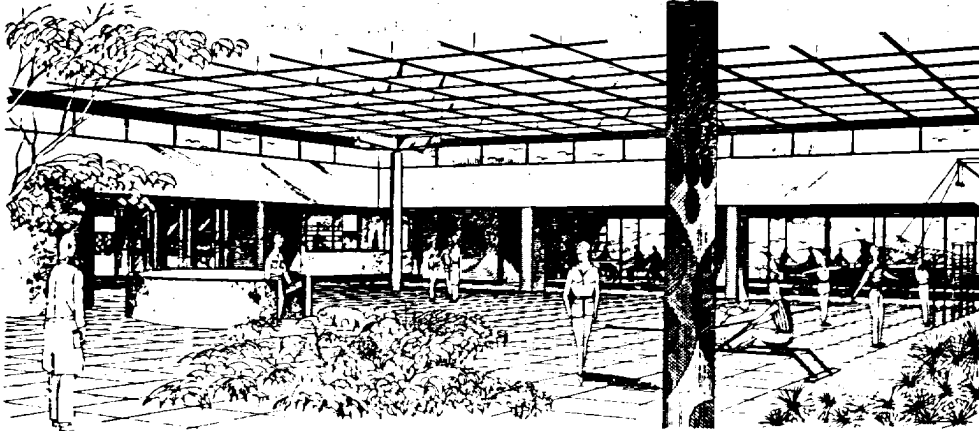
will last from 10 to 20 weeks, with additional follow-up sessions as determined by the clinic staff.

Question: What happens after the clinic program is completed?

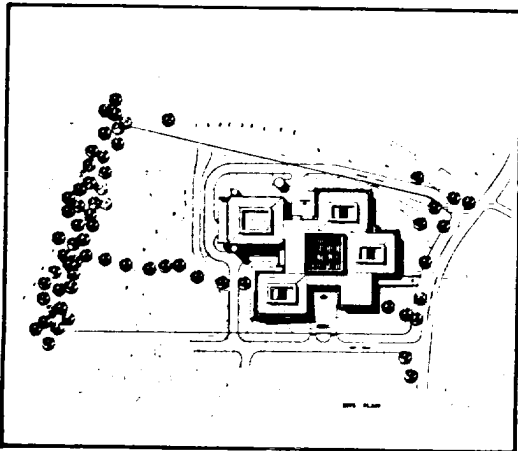
Answer: The nutrition clinic emphasizes the importance of maintaining desirable weight and lipid levels, as well as achieving them. For this reason, you will be scheduled to return at three to six month intervals after treatment to find out if you are continuing with your maintenance, or are finding any problems in doing so.

Question: Are there any special services at the clinic I should know about?

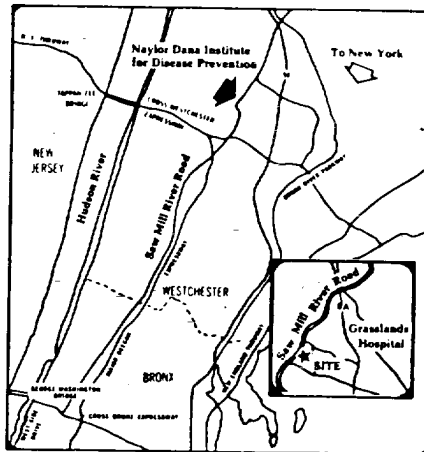
Answer: Classes in purchase and preparation of low calorie, cholesterol lowering foods and menus are scheduled from time to time in the nutrition conference room. You can receive a schedule of these events. Recipes, menus, and eating-out guides are also available. Anyone interested in obtaining these materials, or attending the AHF Nutrition Clinic for treatment may telephone (212) 489-8700, or write to The American Health Foundation, 1370 Avenue of the Americas, New York, N.Y. 10019.



Rendering of entrance court to new AHF research facility is shown above.



Directional map and simulated aerial view above show where the new Naylor Dana Institute for Disease Prevention will be located in Westchester County, N. Y., near



White Plains and close to The Basic Science Laboratories of the Westchester Medical Center.

Research Facility (Cont.)

the effectiveness of a less hazardous cigarette, and it will be continued.

Dr. Ernest L. Wynder, as president and medical director of AHF, will head the research projects aimed primarily at the prevention of cancer by identifying causative factors and then reducing human exposure to them. Dr. Gio B. Gori, associate scientific director for NCI's Division of

Cancer Cause and Prevention, will be the project officer for the Institute on the new contract.

Ground-breaking for the new research facility will begin this Spring, with completion of construction forecast for autumn of 1974. The new Institute will more than double the existing laboratory space, and will enable AHF to greatly expand its studies in the prevention of disease.

**Smoking Withdrawal Clinic Now in Full Swing
—And Here's What Happens When You Get There**

Opened less than a year ago, the AHF Smoking Withdrawal Clinic has already proven itself to be one of the Foundation's most effective public services, and the number of visitors — patients, if you will — continues to increase each month. For those who may not be familiar with its good health goals, and for those who may need its services urgently, here is a helpful question-and-answer summary of what this remarkable new clinic is all about

Question: What type of help would I receive?

Answer: It is the opinion of the smoking clinic staff that there are different types of smokers who smoke for different reasons and under different circumstances. Our own evaluation of other smoking withdrawal programs indicates that all smokers cannot be treated equally well by the same method.

It is for this reason that we are currently offering two treatment techniques: group therapy and individual counselling. Within each of these formats the particular direction taken is reflective of the needs of the smoker.

Through a series of tests and a preliminary diagnostic screening, the individual's smoking behavior habits are studied and an appropriate form of therapy is suggested. Group treatments will vary according to the composition of the group, but peer support and pressure, information exchange, and role playing may be utilized in these sessions.

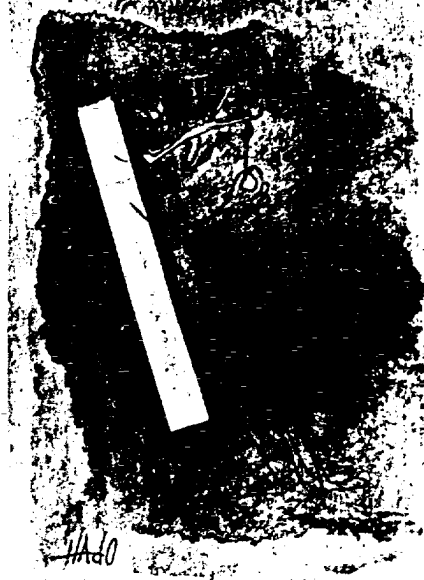
Individual counselling might include the use of the self-affirmation technique (hypnotic induction); providing support for the person who has no faith in his or her ability to stop; a series of discussions dealing with the obstacles an individual faces in the attempt to stop smoking, and possible means of overcoming these obstacles; or whatever meets the identifiable needs of the individual smoker.

Question: What kind of people will be treating me?

Answer: The smoking cessation program is headed by psychologists. The staff also includes allied health professionals and specially trained group leaders who are well versed and experienced in the field of smoking cessation and the problems which accompany the process. The services of a registered nurse and physician are also available.

Question: What procedures do I have to go through to stop smoking?

Answer: As a participant, you will first speak with our intake officer who will explain the program to you and ask you to fill out a questionnaire. At this time it will be decided whether a screening interview with a therapist would be advantageous in choosing the proper form of treatment for you. The screening session lasts from 20 minutes to one half hour, and enables you to discuss your own particular problems with smoking withdrawal. After this session is finished an appointment will be set



BELIEVE IT OR NOT, as Mr. Ripley used to say, the provocative painting shown above now decorates the walls of AHF's administrative headquarters. It's aptly titled "A Cigarette Smoking Man," and it makes a timely and memorable protest against one of the nation's most destructive-to-health practices: cigarette smoking. Photo prints are being made available to contributors to our Smoking Withdrawal Clinic and to other donors. Requests for copies should be addressed to Mrs. Jean M. Hickey, The American Health Foundation, 1370 Avenue of the Americas, New York, N.Y. 10019.

up for the course of treatment chosen for you. Most treatments run from one to six weeks.

Question: What kind of follow-up measures are taken by the Clinic?

Answer: As a one-time participant in our Smoking Withdrawal Clinic, you can expect to be followed-up at various intervals in the 12 months following the end of your therapy. By this we mean that the intake officer will be writing or phoning you to find out how you are doing, and whether you have encountered any obstacles in your smoking cessation. AHF is not only concerned with your giving up smoking, but also with making sure that once you have quit, you do not return to the habit.

(Continued P. 8)

Question: What are the benefits of quitting smoking?

Answer: There are many benefits to be realized when one quits smoking. Aside from the expense of cigarettes, we would like to emphasize your good health dividends. For almost all of those who have quit, it has been found that:

- 1) The risk of heart attacks significantly declines. Heart disease occurs 2½ times more frequently among heavy cigarette smokers than among non-smokers.
- 2) "Smoker's cough" decreases or completely disappears within four weeks of quitting.
- 3) Lung cancer risk declines after four years, even though the individual may have smoked for many years.
- 4) Circulatory ailments and discomforts are also alleviated by the absence of the effect of nicotine and tobacco smoke on the body.

Question: What kind of Special Services are available from the clinic?

Answer: Many smokers are concerned that they will gain weight after they stop smoking. Because of this concern, and because it can happen, the AHF staff will provide assistance to anyone who may need or request weight control guidance. In fact, the AHF is committed to providing any additional support any individual may require to refrain from smoking.

Question: What must I do to become a participant in the Smoking Withdrawal Clinic?

Answer: Appointments can be arranged by telephoning AHF headquarters at (212) 489-8700, or by writing to The American Health Foundation, 1370 Avenue of the Americas, New York, N.Y. 10019. Our offices are on the 21st floor at this address, so stop in for a get-acquainted visit if you happen to be nearby.

AHF Awarded Research Grant by Cancer Society

The American Health Foundation has been awarded an \$85,000 grant by the American Cancer Society. The funding is for a program entitled "Epidemiological Research in Cancer," and covers the period of 1/1/73 through 12/31/73. Because of the "exceptionally high priority" given to this research program, ACS has taken the unusual step of also assuring AHF of its equivalent support for the year 1974.

Among studies to be continued or initiated under this program are: investigations into the epidemiology of cancer of the kidney, pancreas, breast, prostate (among negroes), rare cancers, papillomas of the bladder, polyps of the large bowel, breast and gynecological cancers in relation to oral contraceptives and other sex hormones, and a comparison of diseases in Japan and the United States.

New AHF Journal Makes Welcome Gift for M.D.'s

If there's a doctor in your house, among your friends, or just one to whom you would like to send an unexpected gift, why not give him a one-year subscription to *Preventive Medicine*, the official journal of AHF? Still in its first year, *Preventive Medicine* is already one of the most respected publications in the health maintenance field.

Gift subscriptions to *Preventive Medicine* helped one of AHF's young science writers, Diane Christensen, solve her Christmas shopping problem last Yuletide. She sent half a dozen to physician friends. So try it, you'll like it. Phone or write to AHF headquarters in New York City for forms or information.



The American
Health Foundation, Inc.
1370 Avenue of the Americas
New York, N.Y. 10019

Non-Profit Org
U. S. Postage
PAID
New York, N.Y.
Permit No. 5292

Alex W. Spears, Ph.D.
P. Lorillard Company
2525 East Market St.
Greensboro, N. Car. 27420

81211100