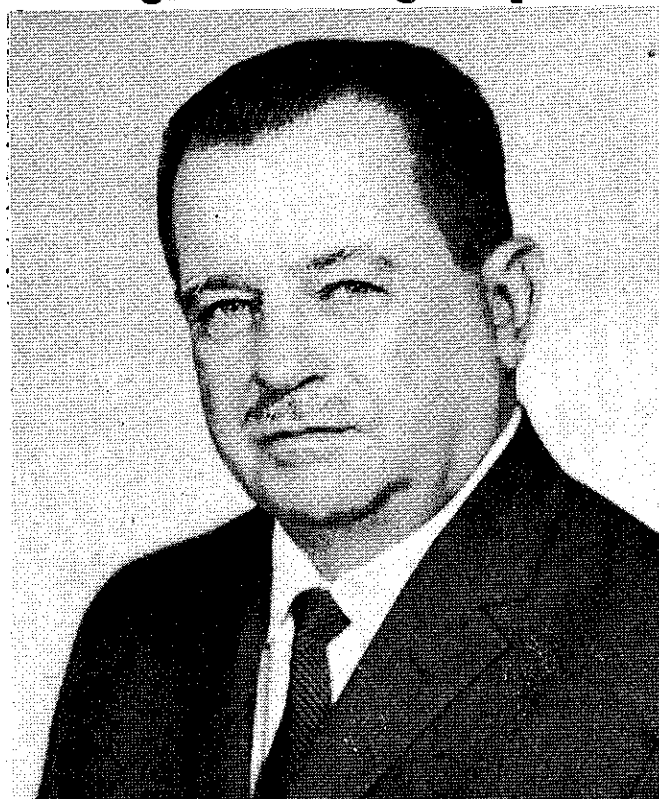


Dr. Bruce Succeeds Dr. Hedmeg, Retiring Sept. 1



JOHN M. BRUCE, M.D., M.P.H.



ANDREW HEDMEG, M.D., M.P.H.

Gov. Edwin W. Edwards's appointment of John M. Bruce, M.D., M.P.H., as director, Division of Health, Louisiana Health and Human Resources Administration (LHHRA), and deputy state health officer, has been announced by William H. Stewart, M.D., LHHRA commissioner.

He succeeds Andrew Hedmeg M.D., M.P.H., who is retiring September 1.

Dr. Bruce, 57, a native of New Orleans, currently is the medical director of East Louisiana State Hospital at Jackson.

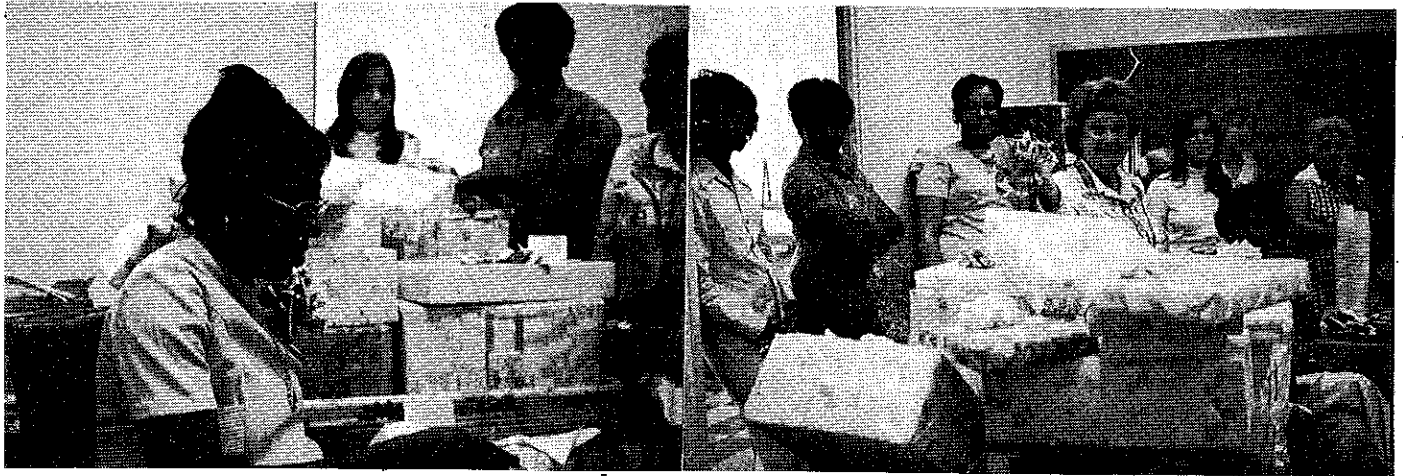
He is a graduate of Jesuit High School and Loyola University, where he completed his pre-med studies in 1947. A World War II veteran, he earned his medical degree at the LSU School of Medicine in 1951, and his master's degree at the Tulane University School of Public Health and Tropical Medicine in 1955.

Dr. Bruce began his public health career March 13, 1953 as assistant director of the Jefferson Parish Health Unit. He advanced through several administrative positions with the state health department until 1967 when he transferred to the hospital post.

Dr. Bruce and his wife, the former Irma D. Weisdorffer of New Orleans, have five children: Mrs. Nelson Voelker, Jr., Mrs. Lynden Camin, David, Gregory, and Melody.

Praising Dr. Hedmeg as a "public health leader who exemplifies dedication and professionalism," Dr. Stewart said he has been "especially influential in developing our statewide system of parish health units."

Nationally recognized, Dr. Hedmeg received the American Public Health Association's 1973 Distinguished Service Award. In 1972, he was named Deputy State Health Officer, and on October 16, 1973 he was commissioned director of the state's Division of Health.



At left, Wilma (Mrs. David P.) Webb, typist-clerk III, EPSDT, opens a gift at the combined birthday-baby shower given by her friends and co-workers in Central Office. Looking on are Arleen Bahan, typist-clerk III, and Antoinette Celestine, dict. machine op. II, TB Section. At right, Ann (Mrs. Don) Goodman, secretary, Nursing Division, holds the gift corsage. Other guests (l-r) are Matilda Price, typist-clerk II, Adm. Services; Antoinette Celestine, Barbara Gonzales, typist-clerk II, EPSDT; Arleen Bahan, Nedra Jaspar, typist-clerk, Insurance Commission; Sondra Hebert, typist-clerk III, MCH, and Lena Babin, Actt. II, EPSDT. (See HEIRED)

JAMBALAYA....

Dr. Rose Ann Langham, Nutrition Section chief and president of the Association of State and Territorial Public Health Nutrition Directors, recently participated in hearings on a proposed national nutrition policy before the Senate Select Committee on Nutrition in Human Needs. . . . Don Kendall, public health advisor who coordinated the development of the nutrition surveillance program in Louisiana, has been transferred to the Vaccination Assistance Program at the Ft. Green Health Center, Brooklyn, N. Y. . . . About 40 central office employees signed up for a 16-weeks class in weight control under the direction of Nutrition's training coordinator, Judy Sylvester, R.D. . . . Maire Kalcic, LSU-B.R., environmental health student, was assigned to the Jefferson Parish Health Unit for two months training. One of two

women in the 12-member class, she will qualify as a sanitarian upon graduation. . . . Michael Mitternacht, Jefferson PHU sanitarian (editor of le Connoisseur de Sante) transferred to the Division of Food and Drug Control. . . . St. Mary PHU reports that Mrs. June L. Price joined the staff as typist-clerk I through the Title IV program; Mrs. Donald Mae Rollins was employed July 1 as Home Health Aide, and Mrs. Rita Levet, typist-clerk I at the Franklin unit, resigned July 3 and was replaced by Mrs. Ann Borne, a 4-year veteran at the health unit, on emergency appointment. . . . Sam Scelfo, health educator in the S.E. region, became director (Aug. 1) of a new juvenile program for Iberia parish, operating out of the Sheriff's office. . . . To keep the record straight, Environmental Health Bureau director Jim Coerver advised that his public health experience began in 1952, not 1954 as stated in the July Newsletter. . . . Welcome back to (Continued page 5).



At left, Mrs. Mary S. Dilts, health educator, and Miss Katherine Nizer, medical social worker and president of the St. Bernard Business and Professional Women's Club, are pictured with the poison control exhibit that won second place in the BPW statewide contest. In the center photo is Albert J. Calvin DuBose, audiologist and speech pathologist, Division of Communicative Disorders, who was sworn to office July 12 as a member of the Louisiana Board of Examiners for Speech Pathology and Audiology. He was appointed to the Board by Gov. Edwin Edwards. At right, Dr. Charles T. Caraway, chief epidemiologist, watches Dr. Philip A. Mackowiak, EIS officer, open his farewell present from office colleagues. Dr. Mackowiak's two-year assignment with the Division of Communicable and Preventable Disease ended in June. (See Jambalaya)

NEW ORLEANS TO HOST APHA, OCT. 20 -24

Theme of the American Public Health Association's 102nd annual meeting (October 20-24 in New Orleans) is "Health of Non-White and Poor Americans."

United Farm Workers leader Cesar Chavez is scheduled to deliver the keynote address at the opening session October 21. LHHRA Commissioner William H. Stewart, M.D., will open the convention with a welcoming address. Dr. Stewart is convention chairman.

The 1973 San Francisco meeting broke all attendance records--attracting 10,216 health professionals, paraprofessionals, and interested consumers from the U.S., Canada, and foreign countries.

This is the first time since 1936 that New Orleans has hosted APHA, which currently has 26,000 members.

Convention vice-chairmen are Andrew Hedmeg, M.D., director of the Division of Health, and Doris Thompson, M.D., director of the New Orleans Health Department.

Delcambre Named Acting Head

Leewood J. Delcambre, Bedding Control Officer III, was named acting head of the Division of Bedding and Upholstered Furniture Inspection.

Division head William M. Gammon is convalescing from illness.

N. O. Fluoridates Water Supply

Fluoridation of the New Orleans public water supply was announced in June by the New Orleans Sewerage and Water Board.

The level of fluoridation will be maintained at not less than seven-tenths part per million, nor in excess of one part per million, according to a board spokesman.



John S. Guillory, head, Div. of PH Education, addresses his staff at a conference held July 11 at the Sheraton Airport motel in Kenner. Seated (L-R) are health educators Don Mullins, Central region; Doug Wheelington, NE; Sam Scelfo, SE; Henry Hutson, NW; Ashton Brisolara, director of the Committee on Drug Abuse and Alcoholism for the Greater New Orleans Area, program speaker; Jim Bryant, Jefferson PHU; Mrs. Mary E. Causey, SE; Mrs. Mary S. Dilts, New Orleans Area; Miss Iris M. Day, Dept. Info. Rep., New Orleans; Mrs. Virginia Fontenot, NW; and Arthur O. Sneed, SW.

Legislation Changes Some Health Agency Names

"They're changing the guard at Buckingham Palace, said Alice."

It wasn't the guard, and it wasn't Buckingham Palace, but there were changes.

Act 294 of 1974 changed the name of the Louisiana Health and Social and Rehabilitation Services Administration to Louisiana Health and Human Resources Administration.

Also amended were the names of two LHHRA Divisions:

Division of Health Maintenance & Ambulatory Patient Services to Division of Health; Division of Planning and Administration to Division of Management.

The name changes became effective July 31, 1974.

In a memorandum to the Division directors, July 19, Ben Jeffers, director of the Division of Management, requested that no new letterheads or other identification forms, be printed until such items are standardized.

By separate act, a new Division of Youth Services was added to LHHRA.

Healthspeak for All Seasons

George Dunea, MB, MRCP

THE Comprehensive Regional Ultimate Mediplan (CRUM) is a multi-agency modular system that coordinates all provider programs aimed at special consumer targets. CRUM achieves its distinctive though complementary goals through a multifaceted system of facilities linked together by a computer network. Its activities are described in its weekly newsletter, the *Global Planner*, which is written in "Healthspeak," a language that abounds in clichés specially devised to satisfy the linguistic needs of Healthplanners.

CRUM programs include strong educational components—patient education, doctor education, and nurse education—with regular symposia that feature prominent out-of-town speakers, and two-day workshops with separate sessions for doctors, nurses, and technicians. High-visibility CRUM buses—painted red and with distinctive signs in large letters—will bring doctors to patients, patients to doctors, and screen for early signs of disease. Outreach facilities will be set up in a grocery, a storefront, a factory, a church, or a tent, with teams of provider paramedical healthworker personnel to take histories, blood pressures, and electrocardiograms, to use protocols and algorithms, and to fill in questionnaires and history forms.

Eventually there will be a complete network, with start-up funds from public, private, philanthropic, and bureaucratic agencies. When the money runs out—as it undoubtedly will—CRUM will become self-sufficient. The bus will pay its own way by charging fares, the symposia will generate funds from registration

fees, and new systems of payment methodology will be developed. The program will grow, expand, relate, interdigitate, and develop into a total system. Health care will be delivered to all, and a data bank will be set up of disadvantaged victims who are unaware of their condition.

The community will become involved. They will take their own blood pressure, they will look at their own fundi, they will manufacture their own insulin, and grow their own foxglove. A helicopter with computer capability will fly the results to the Central Registry at Bethesda (CRAB). Everything will be taped, key-punched, stored, standardized, retrieved, stereotyped. Everyone will have a 12-digit number, everyone will be cost accounted. Peer review will ensure a high standard of quality care, there will be ongoing surveillance, and program evaluation will be done by means of a CRAB-activated self-modulating feedback loop. Essential facilities will no longer be reduplicated, provider reimbursement will be based on reasonable cost, and the taxpayer will get the biggest bang for the buck!

Criteria will be set up for selection, acceptance, designation, and resignation. Site visits will be conducted regularly, and all facilities will be categorized. B-type facilities will become responsible for C-type facilities and will relate to A-type facilities. B-type facilities, however, will be allowed to relate to several A-type facilities if they so desire. Eventually, D-type facilities may be created to fulfill administrative, programmatic, and emotional needs.

The CRUM network of facilities, units, centers, satellites, and outposts will be under an area-wide advisory board that will consist of physicians, politicians, physician-politicians, cler-

gymen, and lay persons. Five members of the board will serve for five years, two for two years, and one for ever. The board will meet at regular intervals, not more often than biannually nor less often than semi-weekly, as specified in the rules and regulations. Minutes will be compiled by CRAB. A subcommittee will come up with standards, criteria, recommendations, and modules, receive reports and issue guidelines, allow for geographic differences, and avoid interference with the doctor-patient relationship.

The area-wide advisory boards will report to super-regional authorities that will report to Washington. Phasing-out operations, however, are expected to begin soon, to allow for the development of a more realistic system of categorization, one that will ensure direct consumer participation without reduplication of planning agencies. All plans, proposals, programs, systems, agencies, boards, and subcommittees will be listed and linked by computers. Interim guidelines will be promulgated, but all this will be changed after the introduction of National Health Insurance, whether it is the Glubbudbrib bill, the Glumdalclitch bill, or the Teufelsdröckh bill. If, inadvertently, several of these bills should be passed at the same time, they will undoubtedly also be linked by CRAB.

It is expected that CRAB will respond by delegating more power to the super-regional authorities, which may then again turn to CRUM. Already there are moves afoot to reconstitute the area-wide CRUM advisory board, and a search committee has been appointed to look for the five members who serve for five years, the two members who serve for two years, and the gentleman who serves for ever.

From the Department of Medicine, Cook County Hospital, Chicago.
Reprint requests to 1825 W Harrison St, Chicago, IL 60612 (Dr. Dunea).

'employees emeritus'

This is the first appearance of a new column devoted solely to news of public health employees who have retired. Some people may retire to their rocking chairs—but not ex-public health workers. Judging by their letters to the Newsletter, they are busier than ever—holding part-time jobs, traveling, gardening, enjoying their leisure.

We invite our retired friends to share their news with us. When you write, please include your present mailing address, the title and place of the job from which you retired, and the year: John Jones, '71, sanitarian, Tensas PHU.

LUCILLE H. DURHAM, Monroe, is taking care of "a lovely yard of gorgeous day lilies and roses" and playing bridge twice a week, as well as "staying active" by working part time.

ELINOR W. CHANDLER, Shreveport, has acquired two granddaughters through their marriages to two of her six grandsons. Mrs. Chandler writes that she is "doing everything. . . accomplishing nothing. . . and enjoying it."

DELLA BRASHER, Tioga, is working as a receptionist in a furniture store in Alexandria. She writes "I had one of the loveliest tributes paid any employee of the State Health Department . . . when I retired . . . sixty of the nicest people in the world coming out for me made me feel very humble and grateful."

PHILOMENE A. LIND, New Orleans, wrote from Lilburn, Ga., where she was spending three months with a son and his family, to send her regards to all public health employees.

BERTHA DUPUY, Baton Rouge, sent us a copy of the newsletter written, mimeographed, and distributed by residents of Catholic-Presbyterian Apartments. The first issue carried an article on health, naturally. Besides working on the newsletter, Bertha completed a 52" x 72" linen cutwork tablecloth that was raffled to pay for a community piano. Square-dancing, Mardi Gras parties, religious meetings, and entertainment by community volunteers keep Bertha and 199 other residents happily occupied.

JAMBALAYA... (Continued from page 2)

Don Goodman, radio-tech II, TB Control, Harry Thompson, motion picture projector, op., Health Education, and "Pete" Peterson, CDI, Vaccination Assistance. All were hospitalized this summer. . . . Mrs. Alberta Greene, typist-clerk II, retired in May after 25 years' service with the Allen Parish Health Unit. She was honored at a surprise party given by the staff. Replacing her is Mrs. Claudette Gordon. Mrs. Virginia Spears is the Allen PHU's new home health aide. . . . Mrs. Orvilla "Kitty" Casteix, typist-clerk II, transferred from Big Charity to the Title IV-A Social Services program, Nursing Division, June 17. . . . Before leaving New Orleans to begin his work in infectious diseases in Dallas, Dr. Philip A. Mackowiak, EIS, Officer, Epidemiology, expressed his thanks to Dr. Andrew Hedmeg for "a most profitable and enjoyable experience. . . . thank you for giving me the the opportunity to work with Chuck Caraway and the



Miss Ruth Hofschulte, MCH program administrator, will be listed in WHO'S WHO OF AMERICAN WOMEN, 9th edition (1975-76). The edition contains essential biographical sketches of America's outstanding women.



Gail C. Blanchard, speech and hearing consultant for the Southwest region, joined the Communicative Disorders Section June 3, replacing Susan Scott Higgins who resigned. Miss Blanchard is headquartered at Crippled Children's Hospital in New Orleans.

LHSRSA. Chuck, as you know, is a real gentleman and one of the truly capable state epidemiologists in this country." ("Chuck" is Dr. Charles T. Caraway, head of Epidemiology.) . . . Mrs. Cheryl Marino, daughter of Mrs. Shirley Hennessey, Pers. Tech., ably filled in on emergency appointment for Josie Wagner, steno-cl. II, Com. Dis., vacationing in Florida. . . . Congratulations to the Ouachita Parish Health Unit nursing staff on the successful delivery of their first baby, a 3 lb., 13 oz. girl, born July 3. PHNs Tommie Campbell and Glenda Caballero delivered the baby, while nursing supervisor Sallie Snapp readied sterile dressings and the incubator, and called for an ambulance from E. A. Conway Hospital. The surprised mother had come to the health unit that day for a blood pressure checkup. . . . Genevieve G. Ransanet, PHN II, Iberia PHU, received the Women of the World Life Insurance Society Award for 1974, for ministering to the sick and the indigent. . . . Barbara Guillory was employed as typist-clerk II in Evangeline Parish, Mamou Branch, June 18.



Speaking at dedication ceremonies June 21, opening the new \$79,000 DeSoto Parish Health Unit and voting machine warehouse in Mansfield, is Dr. Andrew Hedmeg, deputy state health officer (in photo at left). Other participants were (L-R) Police Jury President Jerry L. Holmes, Police Juror J. O. Ricks, Dr. L. V. Landry, RMC; Police Juror Gene Rogers, and Mrs. Sims Calhoun. In the center, the former health unit building, part of a pre-Civil War structure that housed the Mansfield Female College until 1930. At right, an inside view of the new unit, showing Mrs. J.O. Ricks, health unit clerk; Mrs. Breedlove, Mansfield; Dr. Landry, Mrs. Barbara R. Valentine, typist clerk, Miss Shirley Angele, regional PHN.

Nutrition Training Ok'd

Three federally-funded, short-term, nutrition training projects will be held in New Orleans in 1975.

"Multidisciplinary Training on Adolescent Nutrition," a conference and workshop for nutritionists, dietitians, nurses, physicians, and others interested in the health problems of adolescents, will be held January 16-17.

Participants will be nationwide. Priorities will be given to professionals associated with MCH and Handicapped Children's programs. Three program committee members will then spend three days at the National Audio-Visual Medical Center at Atlanta, developing an audio-visual aid to be distributed to the ten HEW regional nutrition sections.

Registration fee is \$5. For further information, write to Judy Sylvester, R.D., Nutrition Section.

"Nutritional Assessment in Health Programs," the second project, will be held February 10-21 for members of the Association of State and Territorial Public Health Nutrition Directors.

Three workshop sessions on "Determining the Cost Benefits of Nutrition Services" will be conducted for nutritionists and an administrator, statistician, or planner from each of the five state health departments in Region VI, HEW, (Louisiana, Arkansas, Oklahoma, Texas, and New Mexico). Methods and terms developed in the first two sessions will be field tested for three months following each workshop before final evaluation and modification.

HEIRED

Debbie and Joe Valenti, Hammond, (she's a ph nutritionist III) welcomed an infant daughter, Katherine Leigh, June 6.

Jean Garrison, secretary, Bureau of Sanitarian Services, is the proud grandmother of Cassidy de Buys, 8lb. 2 oz., born June 17.

David Preston Webb Jr., 6 lb., 6 oz., born to Wilma and David Sr., Mrs. Webb is a typist-clerk III with the EPSDT program.

LPHA TO MEET IN BOSSIER CITY

The Louisiana Public Health Association will hold its 1975 convention at the Sheraton-Inn in Bossier City.

April 23-25 are the convention dates selected by the Governing Council at its July meeting.

Child Protection Center Opens

The New Orleans Area Child Protection Center, a unit of the Louisiana Health and Human Resources Administration, opened in June at Charity Hospital in New Orleans.

The Center services Orleans, Jefferson, St. Bernard, and Plaquemines parishes, offering 24-hour, seven-days-a-week service for abused and neglected children, and counseling service to parents.

Mrs. Marilyn Piper is administrator of the Center, first of its kind in Louisiana.

To report cases of child abuse or neglect call 524-2607.



To Mrs. Hattie Williams Brown, widow of Dr. Frederick F. Brown, retired public health physician who died June 16. Dr. Brown, a statewide consultant for the Division of Maternal and Child Health, received the Agnes Morris Memorial Award from LPHA in 1965. He retired in December 1967.

To Dorothy Beck, Shreveport, on the death of her father, Thomas E. Beck, August 24, 1973. Mr. Beck retired in December 1964 after serving more than 40 years as a sanitarian with the Webster Parish Health Unit.

To Georgia Ann Martin, former public health nurse, Baton Rouge, on the death of her husband Charles E. Lewis, June 22.

To Pauline M. McAuliffe, retired secretary, Bureau of Health Conservation, on the death of her son, Martin L. McAuliffe, July 6. Mr. McAuliffe was employed as a health information specialist from October 5, 1951 to June 27, 1952.