

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.
 2. North Carolina State Board of Health.
 3. Division of Audio-Visual Aids, Extension Division, University of North Carolina.
 4. North Carolina Tuberculosis Association.
 - g. Have articles on good health written by students published in the school or local papers.
 - h. Arrange for an open forum discussion of good health by students on the local radio station.
 - i. 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.
 - j. Arrange a Health Program for the Parent Teacher Association.
 - k. 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.

Result

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 chairmen 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.