

# The 1951 Diabetes Detection Drive

*A Preliminary Report of  
the Committee on Detection and Education  
Made at the Interim Meeting of the Council of  
the American Diabetes Association  
Indianapolis, Ind., January 19, 1952*

A full statistical report on the results of the Diabetes Detection Drive during 1951 cannot be given at this time in view of the fact that the official forms presenting data on the Drive have not yet been returned from the County (or District) and State Medical Society Committees on Diabetes. However, it is felt to be both important and timely to present a narrative resume of the activities of the Association in this area so that its entire membership, and the medical profession as a whole, will be appraised of the project and will have some idea of its continuing growth.

There are three major reasons why the American Diabetes Association in 1948 inaugurated a Diabetes Detection Drive and why that Drive has been adopted as a continuing program which is spearheaded annually by a nationally promoted Diabetes Week—the whole activity devoted to an endless search for the “unknown diabetic.” First, diabetes as a disease entity is of continually growing importance in our aging population as one of the leading causes of death. Second, several reliable and repeatedly-confirmed surveys have indicated that there are approximately a million persons with undiagnosed diabetes in this country. Third, early discovery and treatment of the disorder should unquestionably help to decrease the number of irreversible complications arising from the disease. Taken together, these reasons constitute a challenging mandate for the continual search for the undiagnosed diabetic by our Association.

Within individual communities the work has been carried out by Committees on Diabetes of the official County and State Medical Societies of the American

Medical Association and the local Affiliates of the American Diabetes Association. This year there were exactly 636 county and 30 state Committees on Diabetes, 28 Affiliate and 5 Non-Affiliate Diabetes Associations, and in addition, 170 individual officers of County and State Medical Societies who participated without officially formed Committees on Diabetes. The grand total of all groups and individuals conducting local detection campaigns during the year is 849.

The typical local program involves, from the medical point of view, a screening of individuals by urinalysis or blood test for the presence of an abnormal amount of sugar. Whenever evidence suggestive of the presence of diabetes is found, the individual is notified and is referred for further diagnosis to his own physician. Under certain circumstances physicians are notified rather than individuals; this happens occasionally in programs for screening school children.

The rapid growth in the number of County and State Committees on Diabetes, the tremendous interest in the program on the part of officers of these official American Medical Association organizations, the enthusiastic participation by thousands of individual physicians on the activity in communities throughout the United States and the widespread acceptance of, and interest in, diabetes detection on the part of the public are indisputable evidence not only of the need for such a program but also of its highly effective educational value. The undertaking is, of course, still in a stage of swift development and therefore is confronted with innumerable problems and difficulties. Undoubtedly, a critical analysis of the data to be obtained during the

next few months from the official reports on the Drive will present practical answers to many of these questions.

#### ACTIVITIES OF THE NATIONAL ASSOCIATION

##### *Drive Materials*

To assist these Committees on Diabetes in conducting a successful community Diabetes Detection Drive, the national Association made available the following varied Drive material:

#### 1. PAMPHLETS AND LEAFLETS

- What Is the Diabetes Detection Drive?
- Organizing a Successful Diabetes Detection Drive.
- Finding the Diabetic in Your Community
- Diabetes—Its Detection. Its Control (leaflet, new)
- How Women Can Help Detect Diabetes (new)
- How to Gain the Cooperation of Business and Industry in the Diabetes Detection Drive
- How Business and Industry Can Cooperate in the Diabetes Detection Drive
- Detecting Diabetes Among School Children
- Suggested Medical Procedures and Reporting Methods for Follow-Up (New)

#### 2. POSTER

Have *You* Been Tested for Diabetes?

#### 3. RADIO TRANSCRIPTIONS

30-Minute Dramatizations; 15-Minute Dramatizations; 13-Minute Interviews; Spot Announcements

#### 4. TESTING MATERIALS

Chemicals and supplies for making 1,416,610 individual urine tests distributed on order.

##### *National Publicity*

Magazine, newspaper and syndicate publicity on the Drive arranged by the Association was extensive. It is summarized below in two parts, *Professional Relations* and *Lay Publicity*. Space permits only a listing of the names of the media in which special publicity appeared.

#### PROFESSIONAL RELATIONS

*Journal of the American Medical Association; Postgraduate Medicine; The PR Doctor; Current Medical Digest; Modern Medicine; Medical Economics; Journal of The American Dietetic Association; The American Journal of Nursing; The Journal of the American Pharmaceutical Association; Lab World; in-*

numerable County Medical Society Bulletins and State Journals.

#### LAY PUBLICITY

- A. Radio (local and national): American Broadcasting Company; Columbia Broadcasting System; Mutual Broadcasting System; National Broadcasting Company
- B. Television: American Broadcasting Company; Columbia Broadcasting System; Dumont Television Network (New York and New England); WPIX Television (New York and New England)
- C. Newspaper Wire Services, Syndicates and Special Writers: Associated Press; United Press; King Features Syndicate; United Features; Newspaper Enterprise Association; North American Newspaper Alliance; Women's National News Service; syndicated medical columnists; science writers
- D. Magazines: *Life and Health; Magazine Digest; Today's Health; Today's Woman; A.D.A. Forecast.* Also innumerable trade journals, house organs and the like
- E. Endorsements: from various civic, labor, religious and educational leaders. In particular, the Detection Drive this year received the wholehearted endorsement of the Association of Junior Leagues of America, the American Federation of Labor, and the Congress of Industrial Organizations. The Advertising Council, Inc., has also approved the Drive and listed it in its November-December 1951 *Radio Bulletin.*

#### FINANCIAL SUPPORT

This program has been made financially possible by funds voluntarily donated for the purpose, as well as by an added amount appropriated by Council action from the General Fund of the Association. Despite the sizable expansion of the program this year, which has involved the publication of three new Drive pamphlets and a new poster, the provision of wider national publicity before and during the Drive, and the making of two financial grants for specific follow-up studies, the Committee has operated entirely within its allotted budget. It has used only funds voluntarily donated for this specific work, with the exception of \$500.00 appropriated from the General Fund.

#### ACKNOWLEDGMENTS

The Committee wishes to express its deep appreciation to Arthur R. Colwell, M.D., President of the Associa-

tion, for his helpful cooperation; to the Council of the Association for its assistance; to the Committee on Purposes and Policies of the Association for its important analytical criticisms. All of these helped to guide the Detection Committee in its efforts to develop a more effective and useful undertaking. The actual functioning of the Committee and the production of the materials necessary for its work would have been to all intents

and purposes impossible without the help of Mr. J. Richard Connelly, Executive Director of the Association. To him unlimited credit is due.

Respectfully submitted,

Committee on Detection and Education\*  
John A. Reed, M.D., *Chairman*

\*For a list of the members of this Committee, kindly turn to page 169, this issue of DIABETES. *Ed.*

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## ASSOCIATION NEWS

### INTERIM COUNCIL MEETING

The Council of the American Diabetes Association held its Interim Meeting in Indianapolis on Saturday, January 19, 1952. In addition the Councilors participated in two panel programs for the medical profession and in two lay programs before and after the Interim Meeting.

Two days before the formal Council meeting, the Council members spent the day in Cincinnati as guests of the Council on Diabetes of the Public Health Federation of Cincinnati. Mayor Carl W. Rich proclaimed January 17 "Diabetes Day Observance," and opened the lay meeting, which was held in the afternoon. Dr. Frederick W. Williams of New York was moderator. In the evening a professional panel discussion took place at the University of Cincinnati College of Medicine. Moderator was Dr. Cecil Striker, first President of the American Diabetes Association and this year's President of the Cincinnati Academy of Medicine. During the day Dr. Striker, Dr. Charles H. Best, co-discoverer of insulin, and Dr. Arthur H. Colwell, President of the Association, were on radio and television programs.

Friday morning the members of the Council left for Indianapolis, and in the evening a professional panel

discussion was held in the Medical Center Auditorium. The following evening, after the Council had completed its sessions, its members participated in a lay meeting which, like the professional panel of the day before, was sponsored by the Indianapolis Diabetes Association. Dr. John A. Reed of Washington, D.C. presided over both of these meetings.

The following committees of the Association also met during the two-day stay in Indianapolis: the Executive Committee and the Committees on Affiliate Associations, Constitution, Emergency Medical Care, Finance, Membership, Scientific Publications, and Study of Membership Qualifications.

### FIRST CONGRESS OF THE INTERNATIONAL DIABETES FEDERATION

The International Diabetes Federation will hold its first Congress July 7 to 12, 1952, in Leyden, The Netherlands. This international meeting will afford an excellent opportunity for the exchange of clinical and research data, and physicians the world over are invited to attend.

Dr. Elliott P. Joslin has been asked to open the Con-