

The 1952 Diabetes Detection Drive

The Committee on Detection and Education under the chairmanship of John A. Reed, M.D., conducted the 1952 Diabetes Detection Drive which was renewed during Diabetes Week, November 16-22. Organizational material on professional and lay levels was issued to Affiliate Societies, Committees on Diabetes and Secretaries of County and State Medical Societies as early as May 15. From then until the days immediately preceding Diabetes Week, a great number of pamphlets, posters, and leaflets; radio and television material; as well as testing kits, were made available to the Committees. Medical and professional journals were apprised of Detection Drive activities.

NATIONAL PUBLICITY

As the week of November 16-22 approached, the national publicity campaign arranged by the National Office of the Association was started.

On four consecutive days, at the opening of the annual program, the four major networks, totalling 1,300 stations, (ABC 326; CBS 214; MBS 562; NBC 194) allocated thirty minutes of their sustaining time to the Diabetes Detection Drive;—a record in introductory announcements for Diabetes Week.

Radio furnished such stars as Red Barber, Fred Allen, Tallulah Bankhead, Jimmy Durante, George Sanders, Meredith Wilson, and Lockwood Doty, the last a prominent radio announcer who is also a diabetic.

Distinguished diabetics who participated in many of these dramatic presentations were Bill (Swish) Nicholson, well-known big league ball player, Bill Talbert and Hamilton Richardson, Davis Cup teammates, Evelyn Lockhart, professional model, Mrs. Eva Saxl, and Mrs. Claire V. Rider, department store executive.

Ten of the leading network shows of the four radio systems carried spot announcements of the Drive and the Metropolitan Life Insurance Company made similar announcements during Diabetes Week on its many daily programs over 76 American and Canadian radio outlets.

In addition to such network coverage, 867 transcriptions were made available to Committees on Diabetes for use on their local radio stations and 1,338 scripts were furnished them for live dramatizations, interviews, and spot announcements.

In the field of television, similar publicity coverage was achieved. In addition to network television shows which featured diabetic celebrities as guests during the week, 52 sets of three slides each were prepared for local use in addition to the 21 slides prepared for the TV networks.

NEWSPAPER AND MAGAZINE COVERAGE

News stories were released almost daily by the Associated Press, the United Press, International News Service, and many other feature syndicates, starting November 9th. Their science and medical columnists enthusiastically cooperated by writing one or more columns apiece about diabetes and the necessity for its early detection during the week. As these writers' columns are supplied to thousands of papers throughout the country, our affiliates were advised to call the attention of their local papers to the availability of these outstanding features.

A magazine and newspaper kit of educational material was prepared and distributed to all Committees on Diabetes and cooperating organizations before the drive, and many of these were used with unusual effectiveness in providing newspaper stories for local coverage.

Special effort was made this year to secure a wide magazine representation in Diabetes Week publicity. Articles appeared in the following publications: *Cosmopolitan*, *Glamour*, *Pageant*, *Parents' Magazine*, *Pathfinder*, *Today's Health*, *Variety*, etc. Many trade journals and company publications were also represented in this phase of the publicity.

PROFESSIONAL PUBLICATIONS

Special material was sent to professional magazines and State and County Medical Society Journals. Editorials and articles appeared prominently in the *Journal* of the American Medical Association, the *Journal* of the American Dietetic Association, the *Journal* of the American Pharmaceutical Association, *Postgraduate Medicine*, *Current Medical Digest*, *Medical Economics* and the *Southern Pharmaceutical Journal*.

Space only permits mentioning a few of the Medical Society Journals which called Diabetes Week to the attention of their members. Articles appeared in the

New York State *Journal of Medicine* and the *Newsletter* of the Medical Society of the State of New York, the *Bulletin* of Orleans Parish Medical Society, King County Medical Society *Bulletin* (Seattle, Ore.), the *Bulletin* of the Medical Society of Erie County (New York), the *Quincy Medical Bulletin* (Adams County, Ill.), and the *Bulletin* of Oklahoma County Medical Society.

The *Journal* of the Michigan State Medical Society dedicated its October issue to diabetes and the Detection Drive with ten articles on the subject.

Articles by members of the Association appeared in many trade journals, company publications and labor magazines. Widely distributed were "Working with Diabetes," by Frank N. Allan, M.D. and "Diabetes—A Detective Story," by John A. Reed, M.D.

ENDORSEMENTS

Both the American Medical Association and the American Pharmaceutical Association previously had twice endorsed the Diabetes Detection Drive. This year the Bureau of Medicine and Surgery of the Navy Department made a diabetic survey a standard service of the U. S. Navy's occupational program for Civil Service employees.

Previous endorsements that may be mentioned are those of the American Federation of Labor and the Congress of Industrial Organizations and The Advertising Council, Inc. Special endorsements have also been received from the American Dietetic Association and the American Nurses' Association.

Bill Talbert, former captain of the U. S. Davis Cup team who has generously lent his efforts to previous drives, travelled from Boston to Seattle during this Diabetes Week playing exhibition tennis matches in ten cities in ten days.

SUCCESSFUL MEETINGS

The Philadelphia Metabolic Association held a successful meeting in the auditorium of the Philadelphia Medical Society on November 17th. W. C. Stadie, M.D., of the University of Pennsylvania, outlined current advances in diabetes research and Henry D. Cornmann III, M.D. answered questions on diabetes asked by the audience.

Once again, the New England Diabetes Association held a Diabetes Fair at Horticultural Hall in Boston. This exposition provided facilities for urine and blood testing and chest x-rays; motion pictures were shown and ten exhibits on as many different phases of diabetes

—its detection and control, were assembled by voluntarily cooperating groups.

In Toronto, over 1,700 visitors attended the meeting of the Diabetes Association of Ontario meeting during Diabetes Week; 500 individuals had to be accommodated at an overflow meeting at another hall at the University of Toronto and over 100 persons joined the Ontario Association.

At Easton, Pa., the Lay Society of the Lehigh Valley Diabetes Association organized their Diabetes Week meeting around a program emphasizing the role of diabetes in industry and business.

ST. LOUIS USED DREYPAK DEVICE

In St. Louis, Mo., over 100,000 Dreypak kits were distributed through druggists by the St. Louis Diabetes Association, repeating the use of this comparatively new and effective means of mass testing. Earlier experiences with the Dreypak method in mass screening is described by Doctors Olmsted, Drey, Agress, and Roberts in this issue of DIABETES (see page 37).

The Far East Command of the U. S. Army participated in Diabetes Week by setting up clinics in Japan and Okinawa for the testing of civilian personnel and military dependents.

The Medical Welfare Department of the Republic Aircraft Corporation in Farmingdale, Long Island, cooperated in the Diabetes Detection Drive by setting up a screening program for its 23,000 employees.

In New York City, several screening centers were arranged to handle the huge population of that city and the drive was formally opened by Mayor Impellitteri and Henry G. Jacobi, M.D., then President of the New York Diabetes Association, at City Hall.

RESULTS BEING EVALUATED

The above highlights are only a few of the nationwide activities performed during Diabetes Week. Reports are still being received from Committees on Diabetes and tabulated results continue to be compiled in the National Office.

The Committee on Detection and Education, John A. Reed, M.D., Chairman, has offered the Committee's appreciation and thanks to the many Association members on Committees on Diabetes Detection of Affiliate Organizations, and on Committees on Diabetes in their County and State Medical Societies who have done so much to make the year's program an outstanding success.