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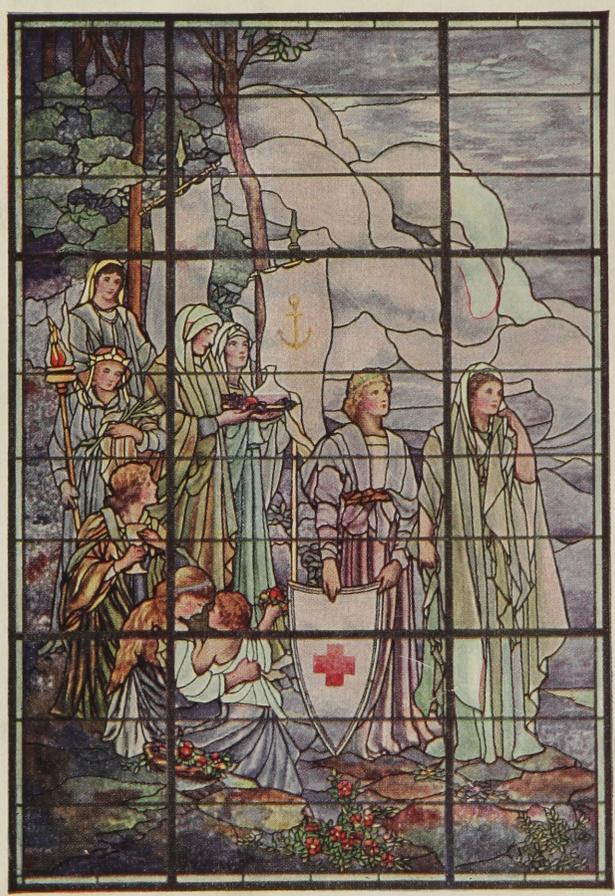
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# THE AMERICAN RED CROSS HEALTH CENTER

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The Spirit of the American Red Cross

*To prevent today the suffering  
that it mitigated yesterday*



THE  
AMERICAN RED CROSS  
HEALTH CENTER

Prepared for  
RED CROSS CHAPTERS

THE AMERICAN RED CROSS  
WASHINGTON, D. C.



## FOREWORD

*The fight against disease is a local fight.*

LIVINGSTON FARRAND, M. D.

The interest of the American Red Cross in Health Service began long before the war through its medical units, its disaster relief work, its department of Town and Country Nursing and its Bureau of First Aid. During the war and during the time since the armistice was signed, thousands of American Red Cross officials have been fighting disease in the war-stricken countries. At the same time tens of thousands of local Red Cross officials have been engaged at home fighting disease—notably, the influenza epidemics.

The American Red Cross feels that all this valuable experience in health service at home and abroad should be utilized. It recognizes the urgent need for continued Red Cross health service at home because there are as many as a half a million people dying annually from preventable causes and because more than one-third of the young people of America are victims of physical defects, the greater number of

which could easily have been prevented and can now be corrected.

Red Cross Chapters everywhere wish to continue their Red Cross labors and chiefly now for the benefit of the people at home. But how? This pamphlet on THE AMERICAN RED CROSS HEALTH CENTER will show how the work of preventing diseases and suffering can be undertaken and conducted. The Health Center herein described is a simple local health enterprise. It is not something so technically forbidding as to place it beyond the possibility of having its usefulness understood and appreciated by the average lay mind. On the contrary, it will be readily recognized that in this Health Center is represented a health work which any group of lay people can undertake and conduct under the leadership furnished by Division and National offices. This pamphlet is presented, therefore, to meet a demand for a local Red Cross service in which everybody can become deeply interested and play an important part.

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EXTERIOR VIEW OF AN AMERICAN RED CROSS HEALTH CENTER

## Chapter I

# THE AMERICAN RED CROSS HEALTH CENTER

## WHAT IT IS

*Health is the greatest of all possessions—a  
hale cobbler is a better man than a sick king.*

BICKERSTAFF

### A Health Promoting Agency

The Red Cross Health Center is a very simple form of health work. Its most elementary conception is that of a place where a few people gather together in the interest of promoting general health. The Red Cross Chapter that has launched upon some undertaking for the promotion of general health is a potential Health Center. When the Chapter has developed a definite program of health education; when, as far as possible, cooperation has been effected with existing public and private health agencies; when a place has been established in which and from which health activities are conducted, then we may consider that we have an actual Red Cross Health Center.

### A Room and a Worker

Such a Red Cross Health Center may be only a room with a volunteer or paid lay worker in charge, yet it can be a most important factor in the prevention of diseases and the promotion of health in the community. In this pamphlet the activities of such a simple one-room Health Center in charge of volunteer lay leadership will be described. In the

following chapters are set forth in detail the means and methods to be used to establish and to conduct such a Health Center. In this preliminary statement of "What A Red Cross Health Center Is," some of the major purposes and activities are briefly touched upon.

### A Clearing House

The Health Center is a real clearing house for health resources. It makes it possible for the community to benefit by the accumulated experience of modern medical science. It brings to the community the wisdom and resources of the great public and private health organizations. On the other hand, it does not fail to make full use of all local health assets. It does not duplicate established efforts; it supplements them.

### Service to the Sick

The Health Center is of great service to the sick. Where there is not a nurses' registry it keeps a live and up-to-date registry of nurses, both trained and practical. Definite information is made available as to the rates and methods of admission to hospitals for sick and injured, to tuberculosis sanatoria, to in-



INTERIOR VIEW OF HEALTH CENTER—FRONT OF ROOM

stitutions for the deaf, dumb and blind, the feeble-minded and epileptic.

### Service to the Well

The Health Center is of even greater service to the well, for by means of health education it prevents disease. It conducts special health campaigns to meet local needs. It affords a splendid opportunity to local, state and national health experts and organizations to reach the people. Health exhibits are arranged and high-grade motion pictures on health are procured. The latest and best literature on all health topics is constantly at the command of the Health Center. Every device employed by the social worker for social betterment is used to create an intelligent organized interest in the preservation of health.

All of the resources of the American Red Cross are brought to the service of the smallest community through the Health Center.

### Community Center

In the small community the Health Center may well become the center of social and community activities not so directly connected with health work. There may be provided a rest and comfort room, especially for women and children of country districts when they come to town on shopping visits. Such provisions facilitate informal contacts by many isolated families. The Health Center may also serve as a means to promote the recreational life of the community. It is impossible, of course, to draw a line of demarcation where

health work stops and recreational work begins. There is perhaps no more important health work than the promotion of health through wholesome play and pastimes, especially in our smaller communities.

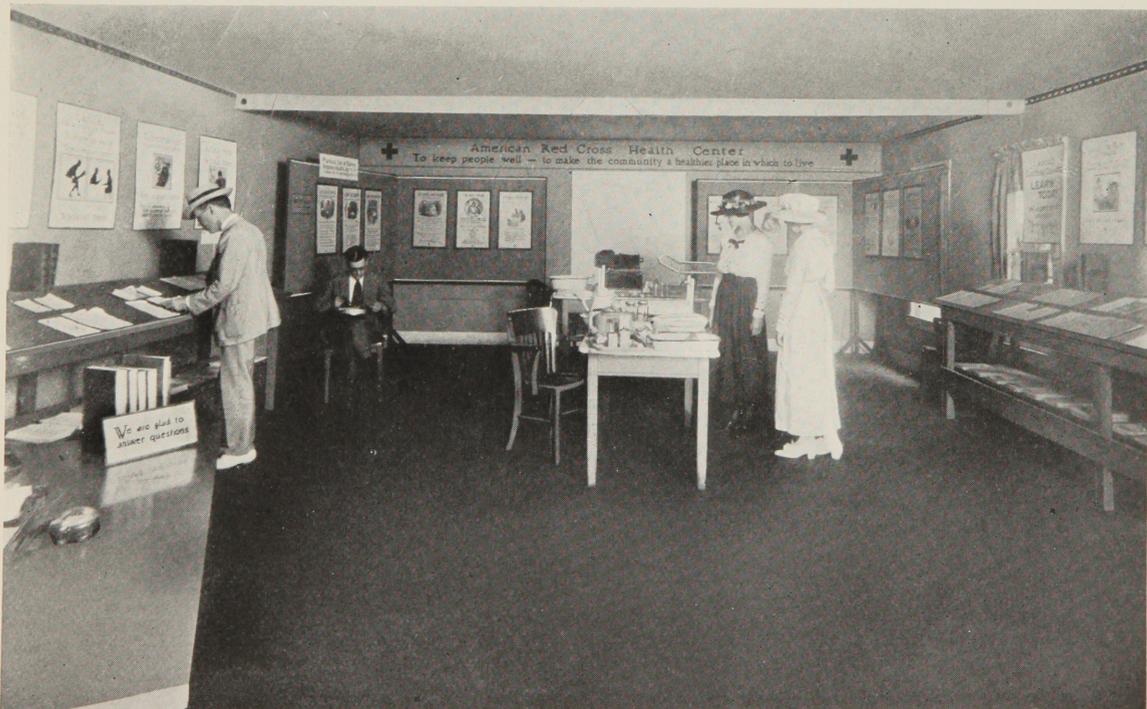
### Branch Health Centers

The needs of the outlying Branches should be remembered. While at the headquarters of the Chapter, which is usually located in the largest community of the county, a Health Center should by all means be established, the need for such elementary Health Centers in connection with Branches in the smaller settlements of the county is just as great. The influence of the Chapter headquarters can be considerably increased or extended throughout the

county by the establishment of small Branch Health Centers in the more remote sections. These Branch Health Centers can be placed entirely under volunteer management, and the exhibits, demonstrations, lectures, etc., of the main Health Center can be repeated at each of the Branches.

### Three Lines of Development

It should be kept in mind that the Health Center herein described is purely an informational and educational Health Center. In this respect the Red Cross is making a unique contribution to public health service. There are three directions in which this Red Cross health service can be developed: one, its activities may be confined exclusively to health information and education ser-



INTERIOR VIEW OF HEALTH CENTER—REAR OF ROOM

vice; two, there can be added to this kind of health service medical activities, such as clinics of which medical workers will have charge; and, three, where clinics have already been established there can

be added this information and education service, thus developing a clinic into a full-fledged Health Center. These last two possibilities will be considered in a subsequent pamphlet.



## Chapter II

### HOW TO SELECT AND EQUIP A PLACE

*Gold that buys health can never be ill spent.*

JOHN WEBSTER

#### Health a Commodity

Health is a commodity that can be bought and sold. The Red Cross Health Center is a place of business where health is sold. There are certain business considerations entering into the establishment of a Health Center that are indispensable for its success. These necessary considerations include the selection of the place for the Health Center, its equipment and arrangement. The following suggestions will be of practical value.

#### Location

The proper location of the Health Center should be given careful consideration, for it is of prime importance. The following points should be kept in mind in making the selection:

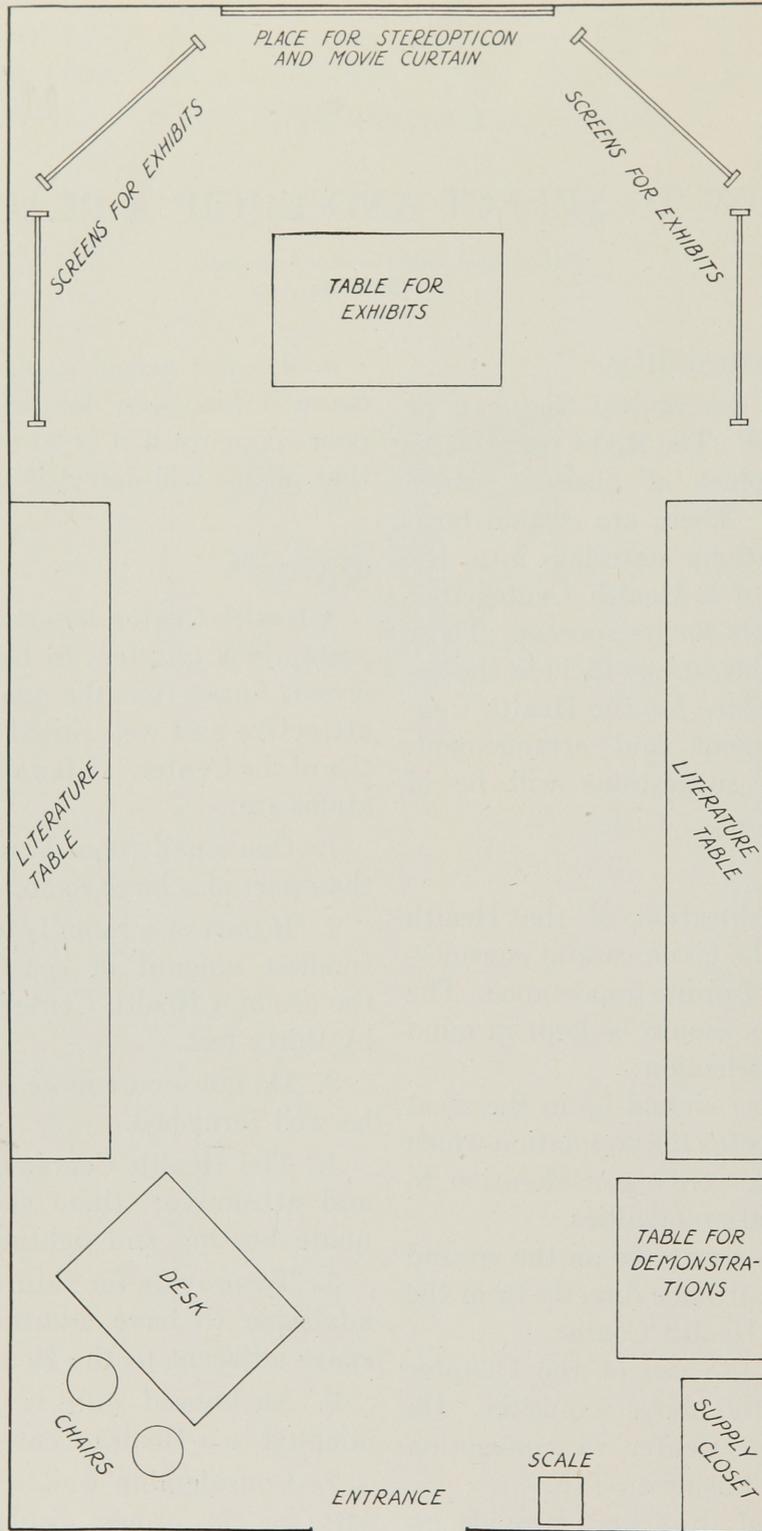
1. The Center should be in the most convenient place for the population which is to be served. Give consideration to local transportation facilities.
2. The room should be on the ground floor with the entrance directly from the street into the Health Center.
3. Consider the use of the Chapter room if it has the above requisites. Do not establish a Center in connection with any other business office.
4. An unused store may provide an ideal location.

5. Do not accept a place merely because it has been donated. It will be poor economy if it is so out of the way that people will not visit it.

#### Quarters

A Health Center does not require large pretentious quarters to begin with, but do not forget that the quarters must be attractive and well suited to the activities of the Center. A few of the considerations are:

1. One small room is more desirable than part of a large room.
2. If part of a room is to be used, the smallest amount of space feasible for the use of a Health Center is fifteen feet by thirty feet.
3. Do not secure more space than can be well furnished.
4. The Health Center must be clean and attractive; there should be adequate heating and lighting facilities.
5. To provide for future growth it is advisable to have additional available space adjacent to the Health Center.
6. An unused store is generally well adapted to a Health Center.
7. Considerable wall space is necessary for the proper display of posters, charts, maps, etc.



FLOOR PLAN OF HEALTH CENTER ROOM

## Furnishing and Arrangement

The Health Center should be well furnished. A barren room is unattractive and gives a sense of loneliness, enticing neither to the worker nor to visitors. A proper arrangement of the furniture will aid materially in the operation of the Center. A few suggestions follow:

1. If a portion of the Chapter room is used, the Health Center must be marked off from the rest of the room either by the arrangement of the furniture, a railing or even a partition.

2. A flat top receiving desk should be near the entrance.

3. An oiled wooden floor or one covered with linoleum is easy to keep clean.

4. A telephone is a necessity.

5. A letter file and card index are necessary articles for any good office.

6. Buff or light gray are suitable colors for walls, with white for woodwork.

7. Painted walls are better than papered walls.

8. The Health Center should be plainly designated by a sign on the outside.

9. A neat bulletin board should be placed outside the Health Center.

10. A sign or two on prominent street corners pointing the way to the Health Center and showing the location will be useful.

11. Window displays are effective means of attracting attention.



SUPPLY AND LOAN CLOSET

## Equipment

Very little special equipment is needed for the elementary Health Center. The principal thing necessary, tables for displaying public health literature, can be made by any one handy with hammer and saw. These tables should be placed along the walls on the sides of the room, and the health literature should be classified and placed in groups on them. Over each group should be placed a placard as indicated in the illustrations on pages 20 and 23. A design for tables has been carefully worked out, and it is strongly recommended that this design be copied exactly. It has been found that this means of displaying books and literature is better than placing the material on ordinary shelves or flat tables, as it enables the visitor to inspect the material more easily. Store keepers have found that the goods which are invitingly displayed are more readily purchased. It is for the same reason that these display tables have been designed in the manner as shown on page 58.

Other equipment necessary is as follows:

1. There should by all means be a large wall map of the town, also one of the county and of the state.

2. A map of the United States may be useful.

3. Public Health posters should be displayed on the walls, and changed from time to time.

4. It is well worth while to make a neat bulletin board of the type suggested on page 63.

5. A platform scale should be provided and this scale should be equipped with a measuring rod. This scale may be used for growth and nutrition clinics. Children and older people will be interested in comparing their weight with the standard weight for their height. The relation between the two is often an indication of health or disease.

6. There should be a Red Cross First Aid Box in each Health Center. The person in charge should know how to use it.

7. A "loan closet" containing such articles as a stretcher, a wheel chair, back rests and material and utensils that local merchants may not ordinarily keep in stock may be maintained.



### Chapter III

## HOW TO PUT PEOPLE IN TOUCH WITH EXISTING HEALTH AGENCIES

*Sympathy without knowledge is warmth without light.*

### The Most Important Function

The most important function of the Health Center is to give out health information. There are public departments and institutions and private organizations and institutions established and maintained for sick and defective people, yet very little is known about these agencies by citizens. Definite and accurate information is not readily available as to where these agencies are located, when and how they may be used, and upon what conditions and by what methods people may be admitted to institutions conducted by them. The average person is usually not well informed on the fine points of health and sanitary laws and ordinances of his community. Few people know where to turn to secure the services of a trained or practical nurse. A large number of people do not know when it is necessary to consult a physician or where a clinic may be found. The Red Cross Health Center, as the unofficial health agency of the great body of common folk, will be their general information bureau on public health matters.

### How Such Information is Obtained

When the Health Center is established, the Health Center director will at

once begin to correspond with the State Health Department and obtain all the available information on the health conditions of the community and on state health laws; and she will request that the Health Center be placed upon the mailing list of the Health Department for current reports and literature. She will call on the local Health Officer and constantly consult with him on local health conditions, regulations, activities and institutions. She will write the Secretary of the State for reports on state institutions for the sick and the defective. She will correspond with the heads of these institutions as to conditions, methods and possibility of admissions to these institutions. She will consult the Division Office and the local Health Officer as to state and local health laws and ordinances. She will consult the county authorities with reference to county institutions and health and sanitary measures. She will obtain from the Health Service Department of the Division Office of the American Red Cross the names and addresses of private health agencies operating in her state. She will obtain from the officials of these organizations information on what practical service they are ready to give. She will learn all about local municipal

and private institutions and societies, such as hospitals, clinics, and public health nursing service. In localities where there is no nurses' registry she will obtain the names and addresses of all the trained and the practical nurses available for private bedside nursing.

### How Such Information is Compiled

After securing all this information, the Health Center director will make a card file directory of the state, county and city departments, organizations and institutions. She will arrange these alphabetically under their proper headings—STATE, COUNTY, CITY—and show on the card the name of each health agency, the address, the telephone number, the office hours, the names of persons in charge and of department heads, and just a line or two on powers, duties and character of service. She will make another arrangement of this information alphabetically under a topical index as to type of service or need; such as

ALCOHOL AND DRUG ADDICTIONS  
BLINDNESS  
CANCER  
CHILDREN  
CONVALESCENTS  
DEAF  
EYE, EAR, NOSE AND THROAT

For example, under TUBERCULOSIS she will place all the names of available agencies dealing with the tuberculous, as follows:

#### TUBERCULOSIS

##### *Clinic*

City Dispensary, Gay and Brown Sts.—  
Phone 1674  
Children—Saturdays, 3-5 p. m.  
Women—Thursdays, 2-4 p. m.

Women (employed)—Tuesdays, 7-9 p. m.  
Men—Mondays, 7-9 p. m.  
Registration fee twenty-five cents.

##### *Committee, Local Tb.*

Mrs. Agnes Sawyer, Chairman  
Residence—568 Poplar Street. Phone 6532

*Fresh Air Camp* (Children). Brownsville Road.  
Phone Marion 367

Free to children of county  
Mrs. Gertrude Smith, Matron  
Mrs. Mildred Cook, Chairman  
Residence—2311 Wells Avenue. Phone 4513

##### *Nurse, Tb.*

Miss Hilda Phillbrook  
Office, City Dispensary. Phone 1674  
Office hours, daily 8:30-9:30 a. m.

*Open Air School.* Horace Mann School, 14th  
and Lansing

Dr. Walter Shipp, Medical Examiner  
Office—Room 126 Boswell Bldg. Phone 1531  
Office hours. 8-9 a. m. and 4-5 p. m.  
Residence—63 Jamison Street. Phone 1618

*State Sanatorium.* Brightwood

Dr. J. Harold McDonald, Supt.  
Indigent patients apply to Township Trustee  
Pay Patients, Ten Dollars per week. Apply  
to Supt.  
County allotment, four beds

### Typical Information Service

If Mrs. Brown, then, comes to the Health Center and states that she thinks her well water isn't right, and asks how she may have this water tested, the Health Center director will be prepared to give this information immediately. If Mr. Jones' brother has tuberculosis and Mr. Jones wants to know where he could have him placed in a sanatorium, what it would cost, etc., the Health Center director will be able to give him at once this information. If Mary Smith, who is a high school senior, wants to write an essay on school hygiene, she naturally turns to the Health Center for such infor-



INFORMATION DESK

mation and promptly gets it. If Mrs. Black comes to the Health Center to ascertain how she can have the Evans children, who have whooping cough at their house, stopped from playing with her children, she is at once referred to the Health Officer. If Mr. Baker phones that his wife has suddenly become ill and wants to know where he can get a practical or a trained nurse, he will immediately be given the names and addresses of nurses available, or the address of the local nurses' registry.

### Handbooks of Information

Health Center workers will bear in mind that National and Division offi-

ces are compiling National and State Handbooks of Information on social resources, nation-wide health agencies, public and private, and agencies less than nation-wide but covering more than a single community. The fullest possible use should be made of these handbooks as soon as they are available, and of the material being collected by National and Division offices before the handbooks themselves are published. It should also be remembered that National and Division offices will have on file much information in addition to that included in the Handbooks, and that Division offices are eager to place this material at the disposal of Chapters.

### City, County and State Maps

The Health Center director will find it of great practical use to have on the wall, maps of her city, county and state with the location of every institution clearly indicated with colored pins or designs. She will need the maps not only for her own convenience, but also to help the inquirer to get his proper bearings. To a tuberculous patient, for example, who is not altogether decided

that he wants to go to the State Sanatorium, she can point out on the map the exact location of that institution, "which is beautifully situated about seventy-five miles from your town on the D. H. & I. Railroad, and therefore near enough for relatives to visit you occasionally." In the same way on the city or county map the exact location of a hospital or clinic may be pointed out, and information given as to how to get there.



## Chapter IV

### HOW TO DISTRIBUTE HEALTH LITERATURE

*The healthy know not of their health, but only the sick.*

CARLYLE

#### Good Business Policy

A resourceful Health Center director will not wait until people call individually at the Health Center for health information. She will stimulate constant demand for health information; she will provoke inquiry. If it is good business policy for the patent medicine manufacturer to spend thousands upon thousands of dollars to create a large demand for his wares through advertising, then it should be good business policy for the Health Center director to create a larger demand for preventive medicine through the distribution of health literature.

#### Health Literature

When we think of education we usually have in mind book-education. Still we know that the printed word by itself, without personal guidance and inspiration, seldom is sufficient to produce the desired results; therefore, guidance and inspiration must be added. Hundreds of excellent health pamphlets have been published by health departments, bureaus and organizations, but while these printed messages have been most excellent in themselves, the proper messengers have often been lacking. The Red Cross Health Center will serve as a splendid medium through which not

only such health literature can be distributed, but through which also the personal guidance and inspiration can be provided by the Health Center workers. These resourceful Health Center workers will not be satisfied merely with the general distribution of so many hundreds of health pamphlets each month, but will employ such means and methods as will make each piece of health literature count for better health in the community.

#### Pamphlet Plus Person

For example, when Mrs. Smith calls at the Health Center to ascertain how she can have her boy admitted to the tuberculosis sanatorium, the Health Center director giving the desired information will at the same time show Mrs. Smith a few pamphlets on how to prevent and protect against tuberculosis, perhaps read a few striking passages, and give these pamphlets to Mrs. Smith to take home. This method of distributing health literature with personal advice will be followed by the Health Center director with regard to any other health question in which people may be or should be directly interested.

#### List of Health Pamphlets

The following is a carefully prepared list of pamphlets which should be in



A LITERATURE TABLE

every Red Cross Health Center for distribution to the public. These publications are issued by various departments of the Federal Government and by other national organizations. This valuable health material will be furnished free of charge, except in a few cases where otherwise noted. The cost in time and money for the preparation of this health information has been enormous. Therefore, it is exceedingly important that it be placed in ways that will insure its greatest usefulness. This list will be published in a separate leaflet with Order Blanks which can be obtained by Red Cross Chapters from their Division Office.

SURGEON GENERAL, U. S. Public Health Service,  
Washington, D. C.:

*Keep Well Series*

No. 1 The Road to Health

- No. 2 Adenoids
- No. 3 How to Avoid Tuberculosis
- No. 4 Diphtheria
- No. 5 The Safe Vacation
- No. 6 Cancer
- No. 7 Vaccination
- No. 8 Motherhood
- No. 9 Breast-Feeding Her Baby
- No. 10 Bottle-Feeding for Babies
- No. 11 Malnutrition

*Supplements*

- No. 1 Measles
- No. 8 Trachoma
- No. 10 Care of the Baby
- No. 16 Summer Care of Infants
- No. 18 Malaria
- No. 21 Scarlet Fever
- No. 24 Exercise and Health
- No. 30 Common Colds
- No. 31 Safe Milk
- No. 34 Spanish Influenza

*Public Health Bulletins*

No. 32 Hookworm disease

- No. 36 Nature and Prevention of Tuberculosis
- No. 48 Pellagra
- No. 68 Safe Disposal of Human Excreta
- No. 69 Typhoid Fever
- No. 70 Good Water for Farm Homes
- No. 98 Health Almanac
- No. 102 Home-made Milk Refrigerator
- No. 103 The Rat

*Venereal Diseases Bulletins*

- No. 1 Keeping Fit
- No. 6 Man Power
- No. 8 On Guard (for women)
- No. 32 The Parents' Part
- No. 45 Keeping Fit (for young men)
- No. 48 How to fight Venereal Diseases in Your City

*Public Health Reprints*

- No. 100 Whooping Cough
- No. 412 Hay Fever
- No. 504 Sewage from the Single House
- No. 517 Is your Community Fit?
- No. 518 Mental Hygiene Leaflet for Teachers
- No. 545 Treatment of Hay Fever

CHIEF, U. S. Children's Bureau, Washington D. C.:

*Dodgers*

- No. 1 Good Books and Pamphlets on Child Care
- No. 2 Care of the Mother
- No. 3 Is Your Child's Birth Recorded?

Learn the Rules of Health

Follow them and you will keep yourself and your family well



Find out how - today

↓

♦ AMERICAN RED CROSS



Glorify Motherhood

Give tender and intelligent care to expectant mothers

These books will help

♦ AMERICAN RED CROSS

How to Keep Babies Well



They are the Hope of the Future

♦ AMERICAN RED CROSS

Avoid "Catching" Diseases

**LEARN TODAY**

how to protect yourself and others

Heed these Hints

↓

♦ AMERICAN RED CROSS

Children's Progress in School depends on their Health



Keep them well and they will advance in their studies

↓

♦ AMERICAN RED CROSS

What to Eat to Keep Well



Benefit your Health and your Pocketbook

Here is a booklet for you

♦ AMERICAN RED CROSS

- No. 4 Breast-Feeding
- No. 5 Bottle-Feeding
- No. 6 Preparation of Artificial Food
- No. 7 Milk
- No. 8 Feeding the Child
- No. 9 The Care of the Baby
- No. 10 What Do Growing Children Need?

*Bureau Publications*

- No. 4 Prenatal Care
- No. 8 Infant Care
- No. 30 Child Care
- No. 35 Milk
- No. 59 What is Malnutrition?
- No. 61 Save the Youngest
- No. 64 Every Child in School

CHIEF OF PUBLICATIONS, U. S. Department of Agriculture, Washington, D. C.:

*Farmers' Bulletins*

- No. 375 Care of Food in the Home
- No. 602 Production of Clean Milk
- No. 851 The House Fly

SUPERINTENDENT OF DOCUMENTS, Government Printing Office, Washington, D. C.:

*Health Education Series*

- No. 1 Wanted, Teachers to Enlist for Child Welfare Service
- No. 2 Diet for the School Child
- No. 3 Summer Health and Play School
- No. 4 Teaching Health
- No. 5. Child Health Program for Parent-Teacher and Women's Clubs



The  
**American Red Cross**  
helps to make better and more healthful communities through its Departments of

Health Service  
Nursing  
Junior Red Cross  
Military Relief  
Civilian Relief

Learn about them here



AMERICAN RED CROSS

Sanitary Surroundings  
Are Necessary to Health



Help your Health Officer secure healthful surroundings  
Read these booklets on Sanitation

AMERICAN RED CROSS

**Tuberculosis**  
attacks run-down persons



Keep in good condition

Here is information on—  
How to prevent Tuberculosis  
How it may be cured

AMERICAN RED CROSS

**Delay Old Age**  
Early advice from your physician may keep you in good condition and prolong your life



Information Here



AMERICAN RED CROSS

**Cancer**  
is a curable disease  
if  
Discovered early  
and  
Treated at once




Know the facts      Learn the danger signals from your doctor

Booklet here

AMERICAN RED CROSS

**A Clean Mind**  
in  
**A Clean Body**



A Personal Question  
and  
A Social Responsibility

AMERICAN RED CROSS



ANOTHER LITERATURE TABLE

No. 6 Further Steps in Teaching Health  
(Single copies of these six pamphlets  
5 cents each, additional copies 1  
cent each.)

THE AMERICAN CHILD HYGIENE ASSOCIATION,  
1211 Cathedral Street, Baltimore, Md.:

Motherhood  
Suggestions for Organizing Baby-Saving Work

THE AMERICAN SOCIAL HYGIENE ASSOCIATION,  
105 West Fortieth Street, New York, N. Y.:

The Community, Prostitution and Venereal  
Diseases

(4 pamphlets as follows)

- I. Law Enforcement
- II. Medical Measures
- III. Education
- IV. Recreation

THE AMERICAN SOCIETY FOR CONTROL OF CAN-  
CER, 25 West Forty-fifth Street, New York,  
N. Y.:

Fighting Cancer with Facts  
Fourteen Points about Cancer  
How the Public Health Nurse Can Help  
Control Cancer

NATIONAL COMMITTEE FOR THE PREVENTION OF  
BLINDNESS, 130 East Twenty-second Street,  
New York, N. Y.:

Bright Eyes, How to Keep Them Shining

NATIONAL COMMITTEE FOR MENTAL HYGIENE,  
50 Union Square, New York, N. Y.:

Community Responsibilities in the Treatment  
of Mental Disorders (Reprint 32)  
Burden of Feeble-Mindedness. By W. E.  
Fernald

How We May Discover the Children Who  
Need Special Care (Reprint 10)

Meeting the Mentally Sick Half Way. By  
G. A. Hastings

NATIONAL TUBERCULOSIS ASSOCIATION, 381  
Fourth Avenue, New York, N. Y.:

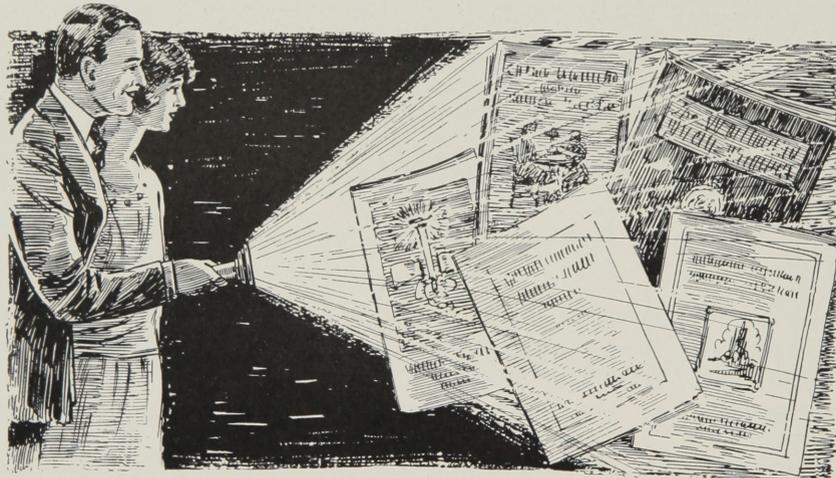
Sleeping and Sitting in the Open Air

What You Should Know about Tuberculosis  
To the Children of America

## How Literature Should Be Kept Available

How can this health literature be kept  
available at the Health Center? Red  
Cross Chapters have had ample experi-

ence during the war in the handling of  
considerable supplies of literature. They  
know that there is great danger in having  
a large accumulation of literature on  
hand not properly classified and not  
easily available. It is therefore strongly  
urged that information tables or racks,  
designs for which may be found on page  
58, be placed at the sides of the Health  
Center room, and that the literature be  
assorted and classified under proper  
general headings as indicated by the  
literature guide posters found on pages  
21 and 22.



## Chapter V

# HOW TO CARRY ON AN ACTIVE CAMPAIGN OF HEALTH EDUCATION

*Our national health is physically our greatest asset.  
To prevent any possible deterioration of the American  
stock should be a national ambition.—ROOSEVELT*

### Illustrated Health Lectures

Another important method of interesting people in health is to give series of health talks. Such health talks by the Health Officer, prominent doctors and dentists in the community and by outside health experts may be given at the Health Center itself. It may also be arranged with the school authorities to have these health talks given at the schools. Women's Clubs and other organizations may be interested in including health subjects on their programs. Mass meetings may be worked up on important phases of community health. Red Cross Juniors may be used as Health Pages in distributing dodgers and acting as ushers. Sets of stereopticon slides and even health films may be used to illustrate the lectures.

### Lecture Topics on Health

The following is a suggested list of topics for health lectures:

The High Road to Health—general lecture on good health.

How to be Stronger and Live Longer—personal hygiene and the healthy conduct of life.

The High Cost of Dying—what it costs to be sick and the value of preventing disease.

Home Hygiene and Care of the Sick—precautions to be used in the home to prevent sickness and care for it.

Disease on the Wing—insects, such as mosquitoes, flies, fleas, lice, which carry disease.

Man and the Microbe—the relation of germs to human beings.

Danger Signals of Life—diseases of adult life and how to grow old comfortably.

Plain Facts about Cancer.

Keeping Fit—sex hygiene.

Social Hygiene—how to prevent venereal diseases in the community.

The Captain of the Men of Death—dealing with tuberculosis.

Child Welfare—dealing with the care of the baby and the mother.

Health in the School—how to prevent disease and keep well in school.

The Public Health Nurse—her work and duties.

Food and Common Sense—how to get the most value out of eating.

Production of Pure Milk—the four essential factors in getting a pure milk supply. The rôle of the dairy, the people and the health department.

The Care of the Teeth—the preventive value of good dentistry.

Robbing the Public—the dangers of patent medicines, nostrums, and quack doctors.

First Aid to the Injured.

Prevention of Accidents in the Factory—principally for industrial workers.

Why Worry? A lecture on keeping cheerful.

The effect of worry on health and a discussion of mental hygiene.

Human Engineering—a talk on anatomy and physiology, mixed with some personal hygiene.

Sanitary Science and the Public Health—a description of past and present sanitation and general public health work. The importance of the health department.

The Romance of Sanitary Science—an historical account of the development of sanitation.

The Red Cross Health Service—a description of the aims, ideals, and accomplishments of the Red Cross in health work.

## Sources of Lantern Slides on Health

The following is a list of sources of lantern slides which may be used to illustrate talks and lectures or for exhibition purposes:

U. S. Public Health Service, Washington, D. C., has over 2,500 views in its stereopticon loan library, which may be borrowed. A catalog and all data concerning them can be obtained from the U. S. Public Health Service.

U. S. Children's Bureau, Washington, D. C., has slides on care of the baby and child labor. Sent free, but transportation to be paid by borrower.



ILLUSTRATED HEALTH LECTURE



RED CROSS JUNIORS ACTING AS HEALTH PAGES

American Child Hygiene Association, 1211 Cathedral Street, Baltimore, Md., has slides on child hygiene.

American Posture League, 1 Madison Avenue, New York City, has slides on posture and will send lists on application.

American Society for the Control of Cancer, 25 West Forty-fifth Street, New York City, has slides on cancer.

National Child Labor Committee, 105 East Twenty-second Street, New York City, has sets of slides on child labor.

National Committee for the Prevention of Blindness, 130 East Twenty-second Street, New York City, has slides on the subject of blindness.

National Safety Council, 166 North Michigan Avenue, Chicago, Ill., has slides on accident prevention.

National Organization for Public Health Nursing, 156 Fifth Avenue, New York City, has slides on nursing and child welfare.

Slides may also generally be obtained from the State Department of Health, and there are many commercial firms which sell or rent them. The advice of Division Headquarters of the Red Cross should be obtained with regard to slides.

### Motion Pictures on Health

The following is a list of motion picture films on health subjects, which are recommended as suitable for use in a Health Center. These may be secured from the producing agency.

*Winning Her Way.* Produced by the American Red Cross. This picture deals with public health nursing. Two reels.

*Every Swimmer a Life-Saver.* Produced by the American Red Cross. It shows in the simplest and yet the most lucid way, the latest and most approved methods of rescue and resuscitation. One reel.

*In Florence Nightingale's Footsteps.* Produced by the American Red Cross. This film shows the training of a nurse of today in classroom, operating room and medical and children's wards. One reel.

*Our Children.* Produced by the U. S. Children's Bureau, Washington, D. C. It shows examining, weighing and measuring of children, depicts the organization of a child welfare station, and indicates correct methods to be employed. It consists of two reels and takes forty minutes to show.

*An Equal Chance.* Produced by the National Organization for Public Health Nursing, 156 Fifth Avenue, New York City. It illustrates the work of the public health nurse and has an interesting story running throughout. It is based on rural conditions during the influenza epidemic. Two reels. It may be rented or purchased.

The National Tuberculosis Association, 381 Fourth Avenue, New York City, rents the following at seventy-five cents per day per reel, transportation extra:

*The Priceless Gift of Health.* A film on child hygiene (including school hygiene), showing how a child is handicapped by neglect in infancy. One reel, requiring about fifteen minutes.

*The Price of Human Lives.* A film exposing the evil effects of quack medicine and the benefits of proper treatment.

*Jinks.* An animated cartoon on health habits and tuberculosis. A good humorous film. One reel.

*The Modern Health Crusade.*

*The Lone Game.* A story about two consumptives and their search for health.

*The Great Truth.* A story about tuberculosis. Two reels.

The U. S. Public Health Service has available the following:

*War on the Mosquito.* A new film produced by The U. S. Public Health Service and the U. S. Reclamation Service, Washington, D. C. May be obtained from the former. An interesting and excellently filmed picture.

*The House Fly.*

*The Mosquito.* Two films produced by the U. S. Public Health Service, Washington, D. C., and loaned without charge. One reel each. These films are in considerable demand and must be booked several months in advance.

The following are distributed by commercial firms:

*The Long vs. the Short Haul.* Distributed by the National Motion Pictures Company, Indianapolis, Ind. It shows the importance of breast feeding of babies.

*The Rat Menace.* Distributed by the National Motion Pictures Company, Indianapolis, Ind. Shows the habits of the rat, how they spread disease and how to exterminate them.

*Through Life's Windows.* Distributed by the Worcester Film Corporation, 145 West Forty-fifth Street, New York City. Shows the anatomy of the eye, defects of vision and remedies. An interesting picture.

Films on Social Hygiene can be obtained from the American Social Hygiene Association, 105 West Fortieth Street, New York City.

Films on Accident Prevention can be obtained from the National Safety Council, 166 N. Michigan Avenue, Chicago.

Films, especially on social hygiene, can generally be obtained from the State Departments of Health. The Division Headquarters of the Red Cross should also be consulted on the matter of films.



HEALTH PLAYLET

## Health Playlets

A most attractive method of interesting people in health is through the health playlet. Although the preservation of health is a very vital question with the Health Center management, it does not necessarily follow that people in general take such a deep interest in the preservation of their own health. Their interest must be awakened and stimulated. Nothing will accomplish this so effectively as by having children take part in health playlets. Parental pride will bring fathers and mothers to a little

health play when no other means could possibly induce some of them to come. It is possible to bring home, through such a playlet, health and sanitary lessons to people who are otherwise indifferent and therefore need them most. The following list of health playlets has come to the attention of the Red Cross. It is hoped that health workers with talent for writing will add to this list.

## Suggested List of Health Playlets

The National Tuberculosis Association, 381 Fourth Avenue, New York

City, issues a pamphlet entitled *The Play's the Thing*, which outlines fifteen health plays. These plays may be purchased for one cent a copy.

Some other playlets are as follows:

*The Magic Basket.* Northern Division, American Red Cross, Minneapolis, Minn.

*A Pageant in the Interest of Good Health.* Distributed by the Iowa Tuberculosis Association, Des Moines, Iowa.

*Our Friends the Foods.* Brooklyn, N. Y., Bureau of Charities.

*Ten Little Germs.* Reprinted in the *Survey*, March 29, 1920.

*Well Babies.* Little Mothers' League, Public School No. 15, New York City.

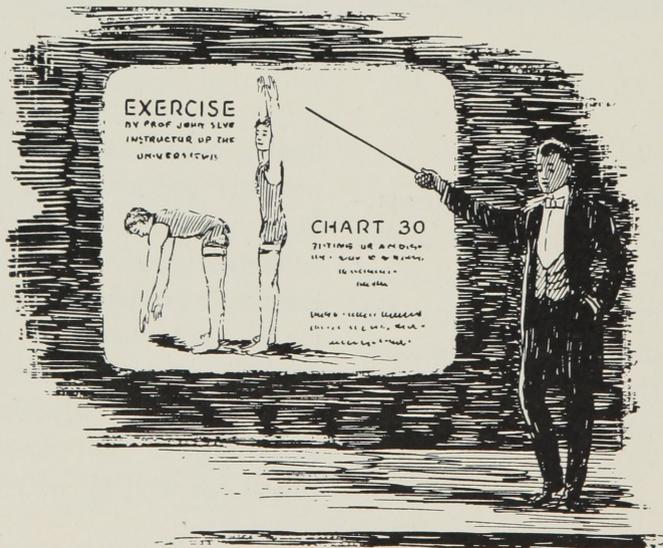
*The Care of Precious Things.* Printed in the *Journal of Home Economics*, May, 1919. A play on food values.

The Child Health Organization, 156 Fifth Avenue, New York City, has Health Clowns and a Health Fairy who

give health demonstrations to children. See the *Red Cross Magazine* for November, 1919, for an interesting story about "Cho Cho, the Health Clown."

## Publicity

It should be kept in mind that the success of lectures and playlets is largely dependent upon the amount and kind of publicity obtained for them. Newspaper editors can be greatly interested, providing the information is furnished them in time and in fairly complete and usable form. A health talk, "boiled down" in writing to a few hundred words and placed in the hands of editors a day or two before it is given, will receive favorable attention and space. Official information about outside speakers and personal incidents are appreciated. Brief descriptions of playlets with the names of the children taking part will always be welcome.



## Chapter VI

# HOW TO PREPARE AND CONDUCT HEALTH EXHIBITS AND DEMONSTRATIONS

*Health lies in labor and there is no royal road  
to it except through toil.*—WENDELL PHILLIPS

### Health Exhibits

The most attractive way in which people can be interested in health preservation is through health exhibits. The printed page of the health pamphlet and the spoken word of the health lecture do not bring home to the people in as graphic a manner a health fact, or a series of health facts, as does the health exhibit with its illustrations and demonstrations by object and picture. The Red Cross Health Center, therefore, will make constant and extensive use of the health exhibit as a most essential method of interesting people in their own health. The Health Center offers three possibilities for health exhibits: one, the permanent exhibit of literature and posters as explained in Chapter IV; another, the use of the Health Center window space for continuous window displays; and a third, a series of temporary health exhibits in a portion of the Health Center room set aside for this purpose.

### Window Displays

It has been stated before that health is a commodity that can be bought and sold, and that the Red Cross Health Center, therefore, is a health business. If the Health Center management will

proceed upon this principle and be as enterprising as the wide-awake merchant, it will make advantageous use of its Health Center window space. Health, like any other commodity, is not easily sold to people who think that they are pretty well supplied with this article. It is just as essential, therefore, for the Health Center as it is for the merchant to use every proper device to secure customers who are always attracted by pleasing and instructive health window displays.

### Two Kinds of Window Displays

There are two kinds of window displays: one, a window display attempting to be in itself a fairly complete presentation of a health subject; the other, showing but a relatively small feature of a larger health exhibit inside the Health Center room. The illustration shown on page 33 is an example of the complete window display on the Malarial Mosquito. Attention is called to the fact that by the addition of a small aquarium in which "wobble-tails" are seen to disport themselves, this *still* poster display is transformed into a *live*, animated display that tempts people to stop, to look, to read, and to heed. An example of the small-feature window display is shown in the illustration on

this page. It shows a small feature of a big question—How to assure a pure milk supply to the community. In the Health Center room a more comprehensive exhibit of all the various elements entering into this question is given. This small window display is intended primarily to arouse curiosity which can be satisfied only when the person steps inside to learn what else, besides the milk pail, stands between him and the cow, between good health and disease.

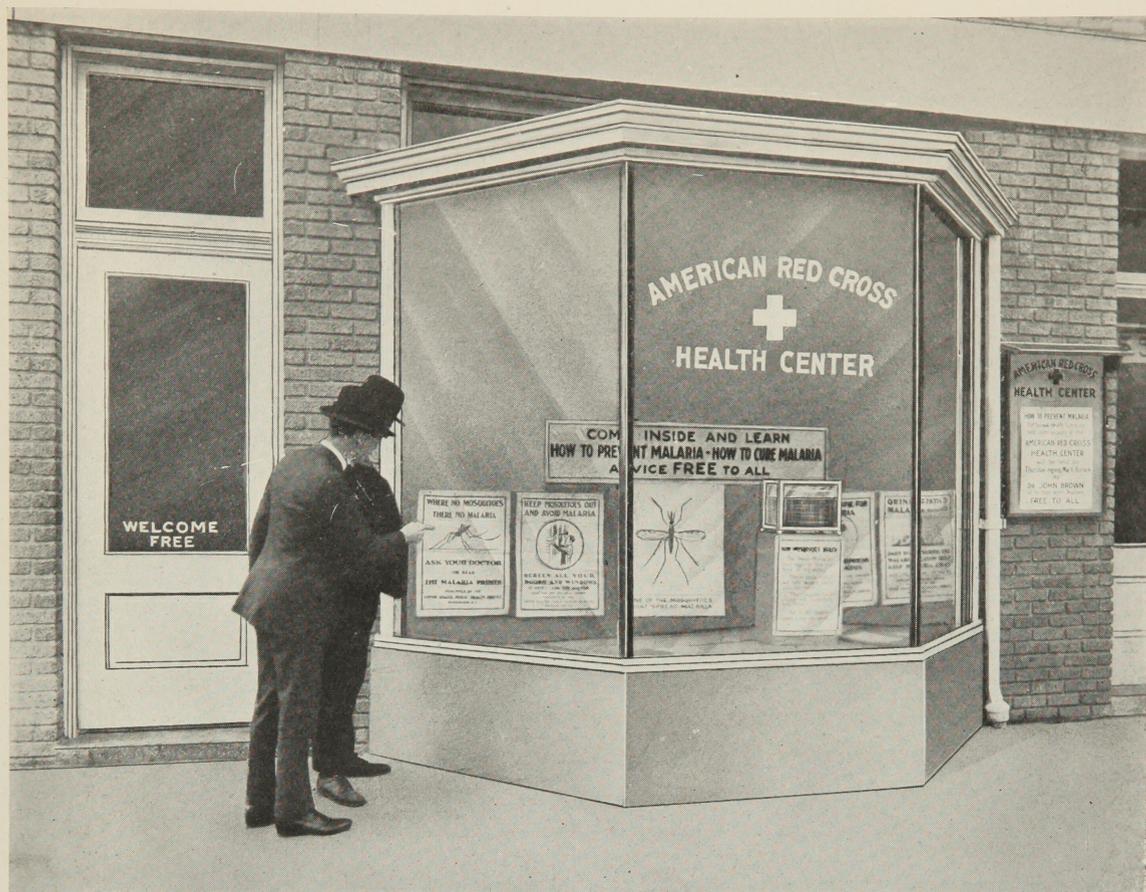
### Continuous Window Displays

In order to retain the interest of passers-by, the window display should

be changed weekly. It is also possible to re-arrange a window display now and then. For ambitious window displays, mechanical devices may be constructed, bought or borrowed. Such firms as the Chas. Beseler Co., 131 East 23rd Street, New York City, and the Educational Exhibition Company, 331 Custom House Street, Providence, R. I., construct interesting mechanical devices. Some State Health Departments have certain of these mechanical devices as well as other models and displays on hand, which may be borrowed by the Health Center. The Health Service Department at National Headquarters has prepared a list of



A WINDOW DISPLAY



ANOTHER WINDOW DISPLAY

about one hundred suggestions for window displays. Chapters may obtain this list from the Division Director of Health Service.

### Temporary Health Exhibits

The following is a suggested list of exhibits on health. These exhibits are chosen because the material is not difficult to obtain and also because they illustrate the more important subjects which should be used. The assistance of the local and State Health Departments, the government health agencies, Red Cross Division headquarters, local, state and national health associations, local

medical and dental societies, civic organizations and the schools should be called upon in making up these exhibits.

1. *Infant Welfare.* Showing the importance and proper methods of prenatal care, birth registration, breast-feeding, care of the baby, and other phases of infant welfare. May extend over several weeks and be displayed in sections.

2. *School Hygiene.* Showing the importance of medical inspection, proper posture, proper school lunches, health habits and other phases of school hygiene.

3. *Milk.* Showing the value of milk as a food, its sanitary production by attention to cleanliness of milker, clean cows, sterile utensils, the small top pail, immediate cooling and proper bottling. Also the importance of proper

pasteurization in the prevention of milk-borne diseases.

4. *Foods.* Showing what and how to eat. A well-balanced diet. What not to eat, etc:

5. *Control of Disease.* Showing how to avoid infection. The importance of hygiene and sanitation, of reporting and quarantine. Disease carriers. Vaccination. This subject may be extended over several weeks and individual diseases such as diphtheria, trachoma, pellagra, small pox, scarlet fever, influenza, malaria, etc., taken up.

6. *Tuberculosis.* Showing its cause, spread, prevention, and cure.

7. *The Venereal Diseases.* Showing how they are caused, spread, cured, prevented. How the community can cope with them.

8. *Cancer.* Showing what it is and the need for early diagnosis and treatment.

9. *Diseases of Adult Life.* Showing how to live to prevent such organic diseases as heart trouble,

apoplexy, Bright's disease, rheumatism, etc. How to grow old comfortably.

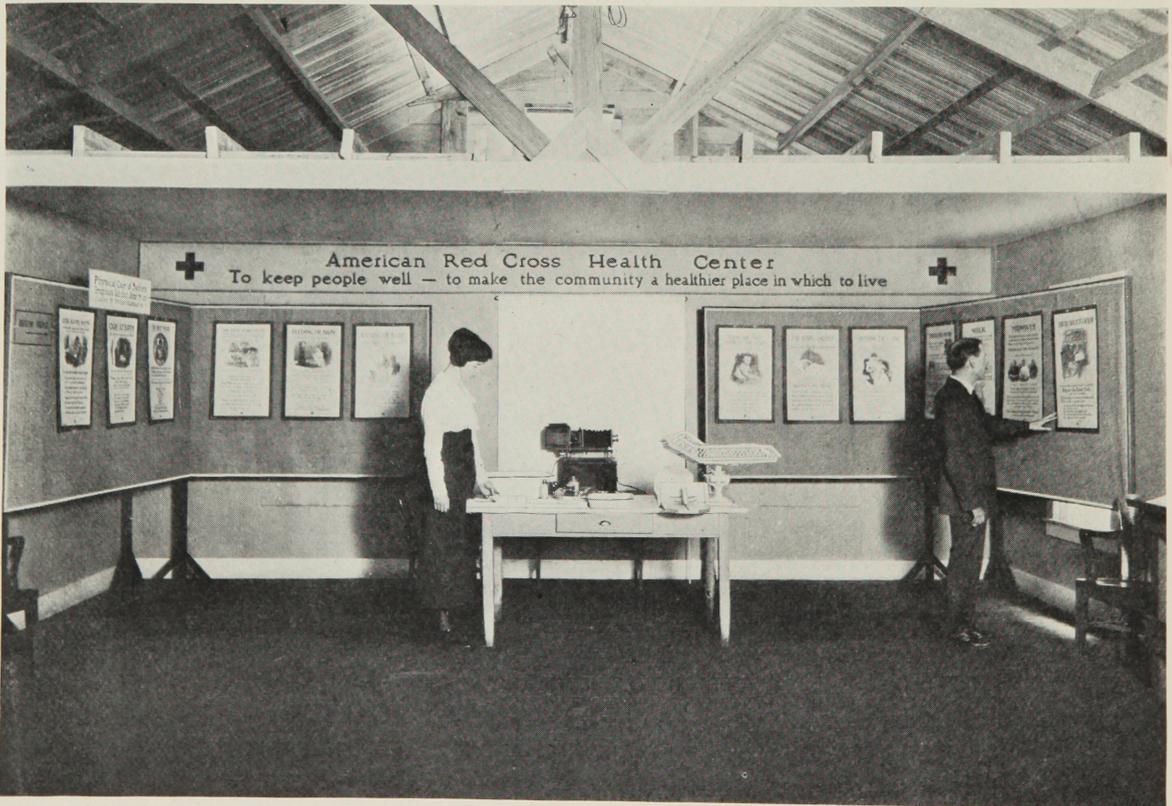
10. *Personal Hygiene.* Showing the general hygienic rules of life. How to care for the eyes, teeth, hair, feet, what to wear, the importance of fresh air, bathing, sleep, freedom from worry, etc.

11. *Safety First and First Aid.* Showing how to avoid accidents, the dangers of carelessness, and what to do in case of injury or emergency.

12. *Sanitation.* Showing the importance of pure water, safe disposal of sewage and waste, eradication of nuisances. The relation of typhoid fever to sanitation. The sanitary privy, flies, etc.

13. *Insects and Disease.* Showing how malaria is carried by the mosquito, typhoid by the fly, plague by the rat-flea, etc. How to eliminate these insects.

14. *The Public Health Nurse.* Showing the scope and importance of her work.



A TEMPORARY HEALTH EXHIBIT



DEMONSTRATION OF MILK MODIFICATION

15. *Red Cross Service.* Showing what the Red Cross does for health, and other activities.

### Exhibit Material—Posters and Charts

Much of the poster and chart material for health exhibits may be bought or borrowed from various organizations and departments. The following is a list of sources of such exhibit material. It is urged, however, that Chapters first consult the Division Health Service and Publicity Departments as to such material now on hand and available to the Chapters. The Division Health Service Department will furnish from time to time practical suggestions, if not actual material, for various health ex-

hibits. After a number of Red Cross Health Centers have been established in any district, it may be possible for the Division Health Service Department to arrange a circuit of such health exhibits, and thus be of great assistance to each local Chapter and Branch.

### Sources of Such Material

1. *State and Local Health Departments.*
2. *Red Cross Division Headquarters.*
3. *U. S. Public Health Service, Washington, D. C.* 4 cloth posters on malaria, 1 poster on the house fly.
4. *U. S. Children's Bureau, Washington, D. C.* 12 panels, 20 x 40 inches, on infant welfare.

5. *U. S. Bureau of Education*. Posters on "Health, Strength and Joy," Height and Weight Charts.
6. *U. S. Department of Agriculture*, States Relations Service, charts on food values.
7. *American Medical Association*, 535 North Dearborn Street, Chicago, Ill. 15 charts on baby welfare. 47 cartoons for public health exhibits.
8. *American Social Hygiene Association*, 105 West Fortieth Street, New York City—several sets of posters on venereal diseases. Catalog gives list.
9. *American Posture League*, 1 Madison Avenue, New York City. 5 posters on posture.
10. *Etna Life Insurance Co.*, Hartford, Connecticut. Many posters on health subjects, 8 x 10 inches.
11. *Association for Improving the Condition of the Poor*, 105 East Twenty-second Street, New York City. Charts on food, \$1.50 a set of 6 or more.
12. *Metropolitan Life Insurance Co.*, 1 Madison Avenue, New York City. Many 8 x 10 inch posters on health.
13. *National Child Welfare Association*, 70 Fifth Avenue, New York City. 25 panels on child hygiene, Catalog 50 cents.
14. *National Tuberculosis Association*, 381 Fourth Avenue, New York City. Chart on tuberculosis, free.
15. *National Council of Health Education*, 525 West 120th Street, New York City. 58 charts on child welfare (catalog).
16. *National Safety Council*, 166 North Michigan Avenue, Chicago, Ill. Many 8 x 10 inch posters on accident prevention.
17. *National Committee for the Prevention of Blindness*, 130 East Twenty-second Street, New York City. 4 posters, eye accidents in industries; 5 posters, babies' sore eyes.
18. *National Child Labor Committee*, 105 East Twenty-second Street, New York City. 9 exhibits on child welfare.
19. *National Organization for Public Health Nursing*, 156 Fifth Avenue, New York City. 1 poster 14 x 18 $\frac{3}{4}$  inches on the public health nurse.
20. *Prudential Life Insurance Co.*, Newark, New Jersey. Many small statistical charts.



## A Detailed Description of an Exhibit

In order to picture more clearly the steps to be taken in the preparation of special health exhibits, one of these exhibits is described below somewhat in detail. This description shows as well what use can be made of local talent and resources.

### AN INFANT WELFARE EXHIBIT

#### The Primary Purpose

The primary purpose of an Infant Welfare Exhibit is to give authoritative information to mothers on the care of babies:

- When to feed the baby.
- How to feed the baby.
- What to feed the baby.
- How to clothe the baby.
- When and how to bathe the baby.
- Sleeping arrangements.
- Plain, unpainted toys.
- Baby killers—long tube bottles, flies, etc.
- Scales for weighing baby.
- Good and bad baby carriages.
- Any good ideas for the care of babies, before and after birth.

#### Wall Panels and Charts

Attractive wall panels and charts if not otherwise available should be prepared on the above subjects. Only one idea should be set forth on each panel and in brief but striking phraseology.

Local artistic talent should be called upon to assist in making the panels. One way of making posters attractive would be to have the subject illustrated with appropriate pictures found in magazines. Requests for magazines with attractive pictures should be made of women's clubs and of the schools, and through the newspapers. The local Health Officer and local doctors, nurses, and dietitians should be consulted for authoritative statements. The Department of Health Service at Division Headquarters in cooperation with the Publicity Bureau will also be of assistance to the Health Center for suggestions in the preparation of panels. While all the paraphernalia demanded for a modern classic exhibit may not be available in town, it is surprising what a little ingenuity applied to working out a good idea can accomplish. For example, a Red Cross publicity director wanted to chart the conditions of the roads of a certain rural county. Nothing in the way of standard chart supplies was available in the little town, so he obtained at a dry goods store pieces of yarn of different colors, a number of buttons of various sizes and colors, and some ordinary pins. With this material he made his chart, graphically portraying the conditions of the county roads, black yarn representing bad roads, blue yarn fair roads, and red yarn good roads. Schools were designated by dark trouser buttons, churches by lighter shirt buttons, and so on. The chart attracted special attention by reason of its unique display of yarn and buttons, and it told its story just as graphically as a chart prepared by an expert



exhibitor could have done with all the standard material at hand.

### Infant Welfare Demonstrations

At an Infant Welfare Exhibit, demonstrations should be given of the various modifications of milk and of home pasteurization of milk. Using a large doll for the purpose, demonstrations should be given on how to handle, clothe and bathe the baby. Merchants should be asked for the loan of various baby articles, which should be placed on display at the exhibit. The displays should be adequately explained by small placards and great care should be exercised in the selection of the articles. A committee of those thoroughly conversant with infant welfare needs should be appointed to make the selections.

### Publicity

A program of lectures on infant welfare by doctors should be prepared. Stereopticon slides and a motion picture film on child welfare should be secured through the State Board of Health or Division headquarters. Every step in the development of the exhibit should be written up for the newspapers. Announcements should be prepared for all public gatherings. Attractive window cards for the stores should be made. Arrangements should be made for school classes to visit in a body the exhibit; also women's clubs and other societies.

### Putting Everybody to Work

Of course, the great secret of keeping up the interest of as many people as possible is to give as many as possible something to do. The use of the

local health experts and of local artists has been mentioned. Local doctors should be asked to lecture. Women able to demonstrate the preparation of baby foods and the pasteurization of milk should be interested. Women familiar with infant welfare needs should be asked to serve on a committee to select various baby articles. Men handy with hammer and saw should be asked to do the necessary carpentry work. Merchants should be asked to make special displays of baby wares in their show windows during the exhibit. Window trimmers should be asked to cooperate with the Exhibit Committee. As many people and firms as possible should be asked to donate things that are needed. Junior Red Cross members should be asked to serve as Health Pages. Newspaper editors, of course, should be interested to give generous publicity. Owners of motion picture theaters should be asked to show special announcements of

the exhibit. Preachers and teachers should be asked to make announcements in churches and schools.

### Baby Health Literature

A generous supply of baby health literature should be on hand for distribution. It may be possible to go over the birth records for the past two years, obtain the names and addresses of families where there are babies, and send these families special invitations. Great care should be exercised, however, to check up such a list with the death records so that the horrible mistake (which has in fact been made) may be avoided of sending invitations to families that have lost their babies. More complete information on Child Welfare Exhibits may be obtained from a pamphlet issued by the U. S. Children's Bureau, Washington, D. C., entitled, "Child Welfare Exhibits—Types and Preparation." (Bureau Publication No. 14.)



## Chapter VII

# HOW TO GIVE HEALTH INSTRUCTION THROUGH CLASS AND CLUB WORK

*Health instruction is even more important than health legislation.*

### Class Work

The Red Cross has three Bureaus organized at National and Division headquarters to assist Red Cross Chapters in conducting classes in

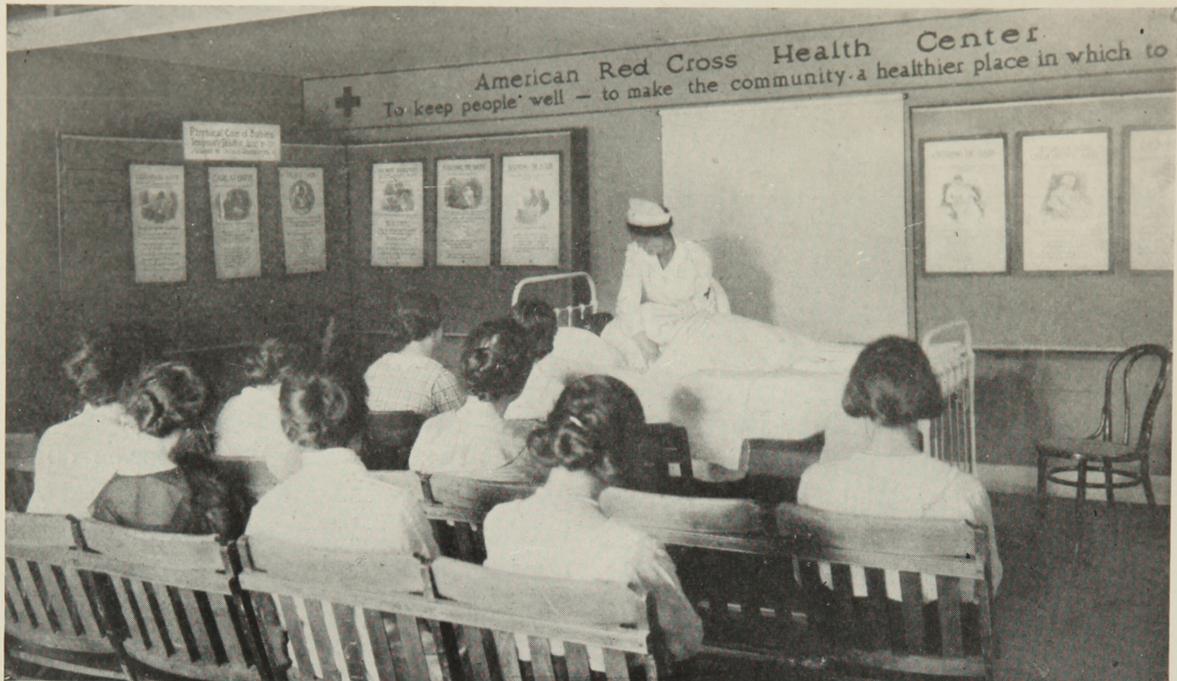
Home Hygiene and Care of the Sick,  
Dietetics,  
First Aid.

When the Chapter establishes a Health Center these Red Cross activities should be conducted in the Red Cross Health Center. The Health Center director should stimulate interest in courses in these subjects and encourage the organization into classes of those desiring to take advantage of them. Supplies and permanent equipment needed for such courses should always be on hand. The establishment of a Health Center, therefore, should stimulate greater interest in these Red Cross activities.

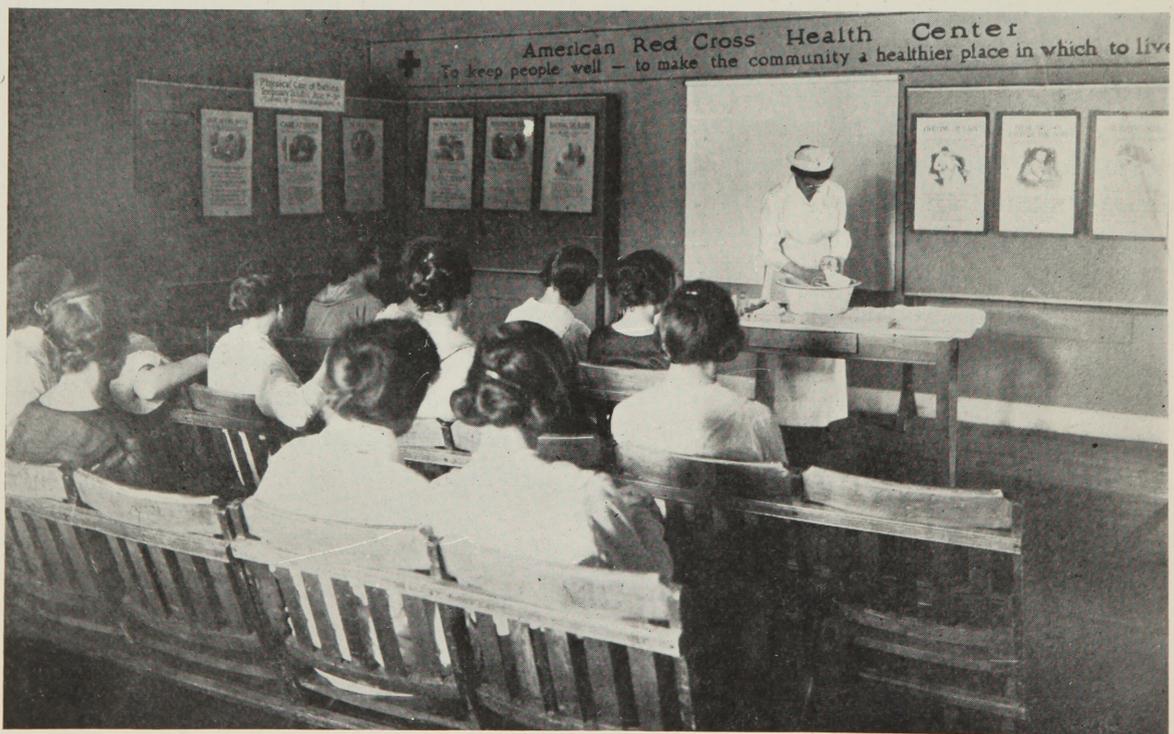
### Home Hygiene and Care of the Sick

The classes in Home Hygiene and Care of the Sick appeal to women and girls

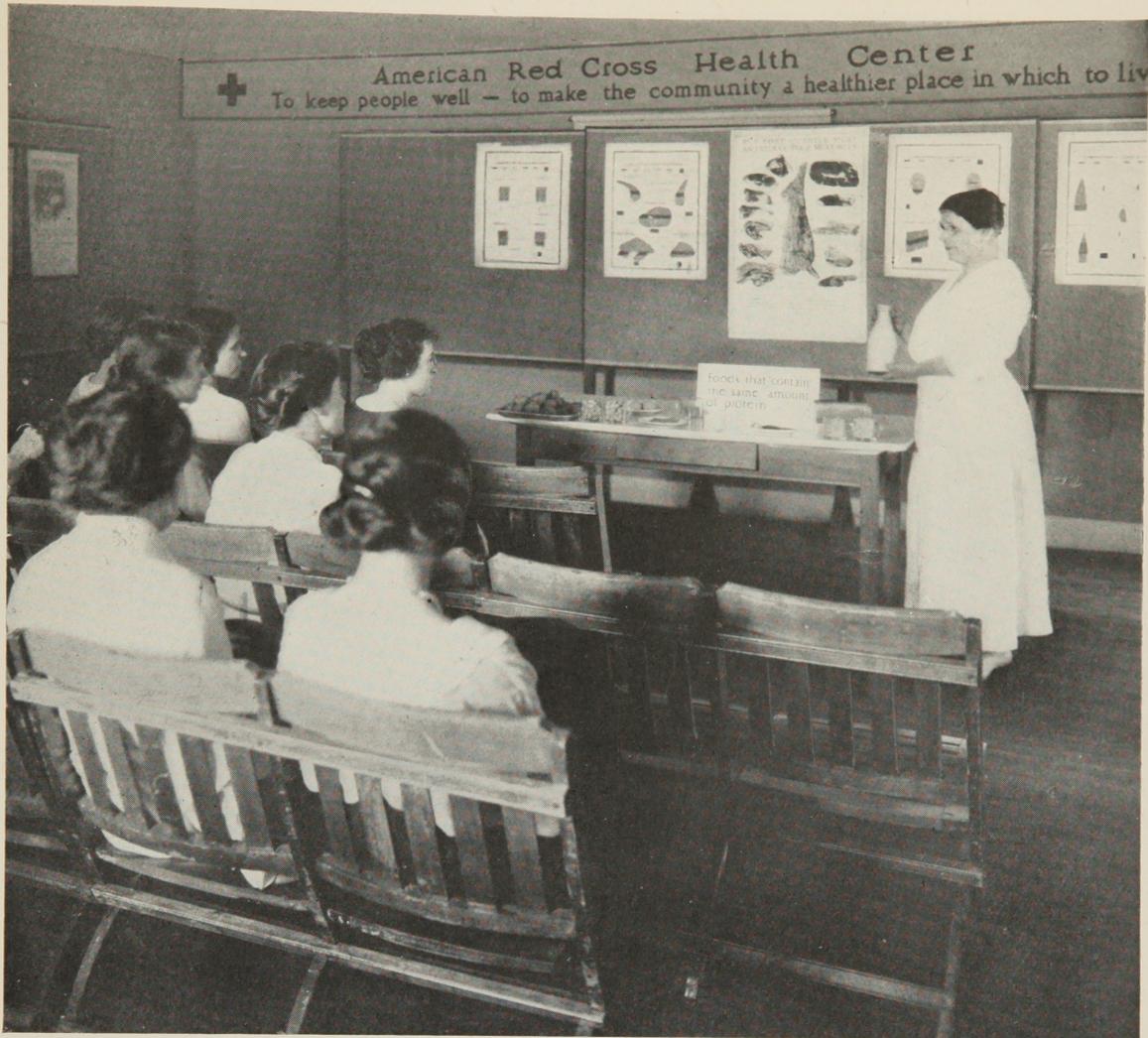
interested in maintaining health in the homes. This is a valuable form of health education. No Health Center is complete without the equipment to meet the needs of these classes, which are presided over by a nurse instructor provided by Division headquarters, who brings to the Health Center her enthusiasm and skill in teaching women and girls some general laws of health, the earlier recognition of symptoms of disease, the greater care in guarding against contagious diseases, and a knowledge of the elementary methods of caring for the sick. The value of having an increasing group of women in the community schooled in this important phase of health work can be appreciated both for the improvement of the general health conditions in the community and for the development of a body of volunteer health workers as a practical resource of the Health Center. This was demonstrated during the influenza epidemics.



CLASS IN HOME HYGIENE AND CARE OF THE SICK



BATHING THE BABY



CLASS IN DIETETICS

## Dietetics

Another valuable phase of health work is fostered by the American Red Cross through its Bureau of Dietitian Service. Many women and girls can be interested in joining a class on proper food selection and preparation. Division or National Headquarters will supply a competent instructor for such class work. The Health Center will be equipped to facilitate such class work, and the Health Center director will be in a position to

promote better health in the community by means of increasing the general intelligence concerning proper food selection and preparation.

## First Aid

The Red Cross Health Center is also a center for First Aid instruction, but may go even beyond that by being a First Aid Station where emergency equipment is kept available for use in case of accidents. Various groups can be organized at the Health Center into First



CLASS IN FIRST AID

Aid classes—such as boys, girls, men and women. Social and industrial groups can be interested in taking these classes. The Boy Scouts and Girl Scouts may receive their First Aid lessons at the Health Center. A Red Cross First Aid Box, anatomical and instruction charts, and First Aid literature and text-books constitute part of the Health Center equipment and supplies. The First Aid Bureau at Division Headquarters will appoint competent First Aid instructors, and furnish supplies and expert advice. The Health Center director will organize the classes, make all the arrangements, and, where the Health Center is the First Aid Station, will be responsible

for the availability of equipment in case of accidents and emergencies.

### Health Clubs

The Health Center director will find that whereas a great many persons can be interested in class work on the subjects mentioned, there are large groups of younger and older persons whose interest in health can be stimulated only through some form of social organization. Social settlement workers long ago have learned this secret, and they act upon it by using various kinds of social devices to interest their patrons in matters pertaining to their health as well as in other phases of social endeavor.

It is possible to organize in the Health Center such social-health organizations as the Mothers' Health Club, the Little Mothers' League, and the Children's Health Hour.

### Mothers' Health Clubs

Mothers can be interested in organizing a Mothers' Health Club for two reasons; one, because they are home managers and, like managers of other concerns, welcome the opportunity of exchanging ideas with reference to their home interests and their position as mothers and home managers; and, the other, because they need diversion from sweeping, dusting, dish-washing, and three-meals-a-day routine. There is no greater need anywhere, from the farm

to the overcrowded tenement, than a health organization for mothers where they can learn how to conserve their own health and this, first of all, through the pleasant diversion of a weekly social hour with their own kind. No experienced Health Center director need be advised that such clubs should be self-governing in character, and that but a few mothers in the community, be they endowed with that precious gift of leadership, need be enthused on this subject to have the organization of a Mothers' Health Club develop under its own impetus. The resourcefulness of the Health Center director will be put to the test, however, when interesting subjects and devices must be constantly worked out to keep this social-health



MOTHERS' HEALTH CLUB



LITTLE MOTHERS' LEAGUE

organization alive and active. The director may be assured that the Health Service Department at Division headquarters is in position to come to her aid in this respect.

### Little Mothers' Leagues

The little girl of today is the mother of tomorrow. While the school must place its chief emphasis upon mental development, it is possible for the Health Center to supplement the school education of young girls with such instruction as will best fit them to be the mothers of tomorrow. But there are many, while they are still little girls, entrusted by necessity, or otherwise, with the responsi-

bility of caring for baby brothers and sisters, and who are therefore "Little Mothers" not merely in the spirit of play but in fact. Health work with children must be play work. The most interesting way by which little girls can learn health lessons which will save life in generations to come is through the formation of "Little Mothers' Leagues"—through playing with the aid of dolls, etc., at being mothers. The Division of Child Hygiene of the New York State Department of Health, Albany, New York, has issued an excellent pamphlet on "Outlines for Organizing and Directing Little Mothers' Leagues." The following is a list of

"Titles for Lessons," quoted from this pamphlet:

1. Growth and development of the baby.
2. Care of special organs: eyes, ears, nose, throat and teeth.
3. Bathing the baby.
4. Fresh air and sunshine.
5. Sleep and quiet.
6. Clothing and cleanliness.
7. First care of the sick baby.
8. Milk and other baby foods.
9. Baby feeding.
10. Care of the milk in the home.
11. Home directions for milk modification.
12. Instructions for making barley water, whey, etc., diet from one to six years.

### Children's Health Hour

Many libraries conduct children's story hours. In the smaller communities and in neighborhoods of larger cities where children can not or do not attend such

story hours, the Health Center has a special opportunity for organizing a Children's Health Hour. There are many pleasing and instructive children's stories with health as their chief motif, that can be told at a Children's Health Hour. For example, The Child Health Organization of America has published an illustrated booklet entitled "Cho-Cho and the Health Fairy," which contains six stories by Eleanor Glendower Griffith:

The House the Children Built.

The Magic Oat Field.

The Wonderful Window.

The Little Vegetable Men.

The Lovely Bird.

The Fairy's Party.

Then, it is possible to give little health demonstrations at the Children's Story Hour. For example, use a card board



THE CHILDREN'S HEALTH HOUR

house with two large candles and three small candles inside representing father, mother and three children. With the windows and doors open, the candles burn cheerfully, but after the windows and doors are all closed, the lights die out, all for the want of fresh air.

### List of Sources of Children's Health Stories

*Children's Story Number of "The Crusader"* of the Wisconsin Anti-Tuberculosis Association (February, 1919), Milwaukee, Wisconsin.

*The Milk Fairies.* By Jennie Van Heyson McCrillis, Massachusetts Health Department Bulletin (March, 1919), Boston, Mass.

*Cho-Cho and the Health Fairy.* By Eleanor Glendower Griffith. The Child Health Organization, 156 Fifth Avenue, New York City.

*Child Health Alphabet.* The Child Health Organization, 156 Fifth Avenue, New York City.

*Health Stories for Teachers and Pupils* (10 cents). Minnesota Public Health Association, St. Paul, Minnesota.

*Keep Well Stories for Little Folks.* By Dr. May Farinholt. Publishers, J. B. Lippincott Company, Philadelphia, Pa.



## Chapter VIII

### GROWTH AND NUTRITION CLINICS

*Happiness lies first of all in health*—GEORGE WILLIAM CURTIS

#### Border-Line Clinics

In the preceding chapters such health activities have been touched upon as are considered possible in a Red Cross Health Center conducted under the direction of a lay worker and where the services of professional health workers are not available except at times when Red Cross Division Headquarters appoints a nurse, a dietitian, or a doctor for special courses in Home Hygiene, Dietetics, or First Aid. Without doctors and nurses, of course, it would not be possible to conduct medical clinics in the Health Center. Without expert dietitians and doctors, it may also be considered inadvisable to attempt Growth and Nutrition Clinics. However, in practically every small community there is a doctor who may be interested in examining children that are physically under-par, and also a domestic science teacher or Home Demonstration Agent who is familiar with nutrition values and whose cooperation may be secured in conducting Growth and Nutrition Clinics in the Health Center. For this reason therefore this border-line, social-medical clinic is included in this pamphlet, though the subject of medical clinics as a phase of

Health Center activity has been reserved for a future pamphlet on the more fully developed Red Cross Health Center. It may be possible, of course, for the Health Center director herself to take advantage of some training in the methods of conducting Growth and Nutrition Clinics through health courses which will be given in each Red Cross Division for Health Center directors.

#### Malnourished Children

Dr. William R. P. Emerson makes the following statements in his pamphlet on *Nutrition Clinics and Classes*:

All children of pre-school and school age may be divided, for the sake of discussion, into three groups: the sick, the well, and the malnourished. The sick are cared for at home and in the hospitals. The well are inspected and receive a certain amount of preventive care from school physicians. The malnourished, *about a third of all*, receive no treatment for their malnutrition as such, because they are considered well by both private and school physicians.

All children habitually seven per cent or more under weight for their height are not only undernourished but malnourished, retarded in both weight and height from one to four years.

Simple causes, as the following, are found adequate to explain malnutrition of the most severe type: fast eating, insufficient food, the use of tea and coffee, late hours, closed win-



dows at night, too little time in the open air, poor hygiene, over-pressure and long hours in school. Such definite diagnoses are essential to successful treatment.

### Growth Clinics

A Growth Clinic where children are regularly and systematically weighed and measured is a form of keep-well work especially appropriate for a Health Center. The weight is considered in relation to the height and compared with the standardized weight on the Height and Weight Chart. A record of the comparative weight and height of each child is kept on forms specially prepared for this purpose. If over a period of time the child is found to remain seven per cent or more under weight, then the parents are consulted and advised to have the child examined by the family physician. The actual mechanics of

weighing and measuring children do not require unusual skill and can be performed by lay workers. In fact, children can be made to take great interest in their weight and height by encouraging them to weigh and measure themselves. The Height and Weight Charts and the Record Forms are available from the following sources:

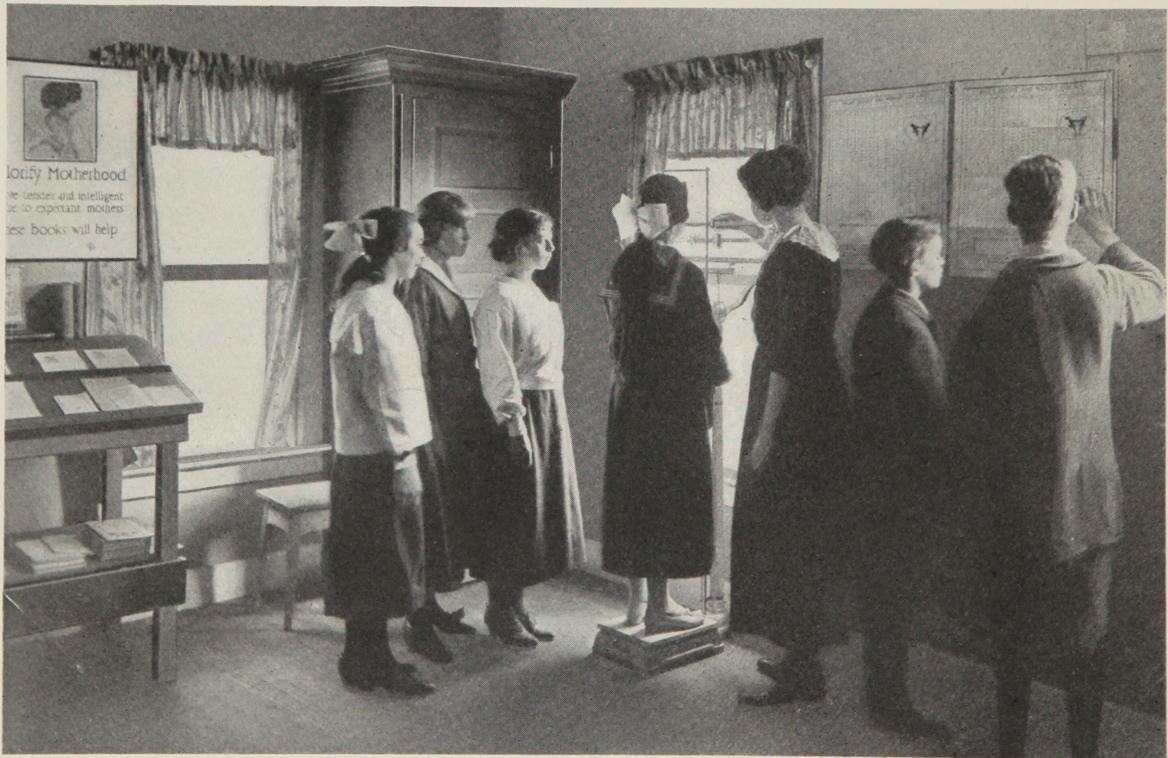
U. S. Bureau of Education, Washington, D. C.

Child Health Organization, 156 Fifth Avenue, New York City.

Nutrition Clinics for Delicate Children, 44 Dwight Street, Boston, Mass.

### Attendance at Growth Clinics

In communities where the system of medical examination of school children has not been established, the cooperation of the school teachers may be obtained



GROWTH CLINIC



in having their pupils weighed and measured periodically by classes. But even where such medical examination is made, the facilities for conducting Growth Clinics in the schools may be lacking, and the Health Center may be used for this purpose. In case the school authorities are not sufficiently interested, attendance at Growth Clinics can be stimulated through the Red Cross Juniors, Little Mothers' Leagues, and the Children's Health Hour.

### Nutrition Clinics

Through the operation of Growth Clinics there will be discovered children who are habitually seven per cent or more underweight. Such underweight may be due to two general causes—one, a physical or mental condition or defect; the other, malnutrition. In the Health Center, as herein described, where no medical clinics are conducted the physically and mentally defective children are not examined and treated; but it is possible, as has been stated, to conduct a nutrition clinic with the cooperation of a doctor and a person informed on nutrition values.

### Diagnosis of Malnutrition

The lay health worker, of course, cannot determine the causes of habitual underweight. Neither can she proceed with a proper diet for each case until the

cause has been diagnosed by a physician or a specialist and the proper course of treatment has been determined.

The first step to take, therefore, with an habitually underweight child is to take the child to a doctor or specialist for diagnosis and prescription. The usual methods are followed, of course, in having parents, able to pay, meet this responsibility themselves, while with those unable to pay, medical examination is made possible without cost or at a nominal cost.

### "Free to Grow"

With the primary causes of habitual under weight removed by the doctor, physically defective children have been put in the condition of being "free to grow." Such children should still attend with their mothers the Nutrition Clinic in order that they and their mothers may be encouraged to follow the doctor's instructions with reference to proper feeding, and may learn the "why and how" of proper food selection, preparation and consumption. Children whose under weight has been determined by the doctor to be due solely to malnourishment and who are therefore in the "free-to-grow" condition, may attend the Nutrition Clinic without any preliminary treatment.





WEIGHING OF BABY



MEASURING OF BABY



NUTRITION CLINIC

### How to Proceed with a Nutrition Clinic

As has been intimated, it is of great importance that mothers attend the Nutrition Clinic with their children; for they select and prepare their food and supervise their eating. The class method has been found to be more effective than the individual method. The Nutrition Clinic may therefore be considered a class for delicate children. Such a class will in reality be a weekly demonstration of progress made by each child. Some of the children, of course, may make but slow progress, but they and their mothers will be encouraged by the demonstration of progress made by others. General discussions will be held and conditions will be gone into which might otherwise

create offence if individually applied. As in the Growth Clinic, each child is weighed and measured weekly, the results recorded on the form record card, and the progress determined. When the child has reached normal condition, it may then be considered to have graduated from the Nutrition Clinic into the Growth Clinic.

### Consult Division Director of Health Service

There is considerable information available on these clinics, and the Division Director of Health Service will have this information on hand. Health Center directors are advised, therefore, to consult their Division Director when the establishment of Growth and Nutrition Clinics is contemplated.

## Chapter IX

# HOW TO BEGIN ORGANIZING A RED CROSS HEALTH CENTER

*The whole sum of life is service—service to others and not to self. No man has come to greatness who has not felt in some degree that his life belongs to the race.*—PHILLIPS BROOKS

### The Chapter Executive Committee

In order to avoid having so many committees to manage the affairs of the Red Cross Chapter, it has been deemed advisable for the present, at least, for the Chapter Executive Committee to have direct charge of the Red Cross Health Center and not to delegate this responsibility to a sub-committee. While this Executive Committee is largely composed of non-medical people, this should in no way deter them from undertaking the kind of health service described in this pamphlet. It is, however, exceedingly important that both the professional and non-professional groups that are actively engaged or chiefly interested in health work in the community, be drawn into this Health Center movement in order that the Executive Committee may benefit by their interest, knowledge and experience.

### Health Center Advisory Council

The key-people in local health work in a small community usually include the Health Officer, members of the Board of Health, officers of the medical society, dentists, school officials, and officials of such voluntary health agencies as the local tuberculosis committee, child welfare society, visiting nurse association,

and others. It is highly essential that, first of all, the Chapter Executive Committee consult these groups of health workers in the community and secure their hearty cooperation. The best way to accomplish this may be to ask those who are not members of the Executive Committee to serve as members of a Health Center Advisory Council. Such an advisory council would be simply what its name indicates—a group of specially selected local health officials and professional and lay workers to whom the Chapter officials could turn for counsel and advice with reference to health matters. This would not preclude the Executive Committee from remaining the administrative body of the Red Cross Health Center.

### The Local Health Officer

The first person in the community to be interested by the Executive Committee in a Red Cross Health Center is the local Health Officer. He should be presented with a copy of this pamphlet and be given opportunity to read it in order that he may fully understand that the Health Center in no way encroaches upon his official duties and responsibilities. It should be thoroughly explained to him that the Health Center will not duplicate but supplement his work;

that in the Health Center he will find an institution that will actively support him in the discharge of his duties; and that the Health Center will be the means of bringing to the people a greater appreciation of his office and of the necessity for the strict enforcement of the health laws, ordinances and regulations for their own protection. It will not be difficult to convince a conscientious Health Officer of the advantage to the community and to his department involved in the establishment of a Red Cross Health Center.

### Local Doctors and Dentists

It will be readily appreciated that the most important groups of people to be interested in the establishment of a Red Cross Health Center are those of the medical and dental professions. In consulting them, the emphasis should be placed upon the educational character of the Health Center activities. The fact should be brought out that one of the principal objects of the Health Center is to encourage people to look to the legitimate profession for their medical treatment instead of to quacks or instead of using patent medicines. The modern medical practitioner will heartily enter into this health movement. An attitude of reserve may be found only in an exceptional doctor of the old school who fails to realize that the legitimate medical profession thrives on general health intelligence while only the quack thrives on ignorance and superstition. To the dentists it should be pointed out that the Health Center lays great stress upon the importance of dental care and treatment, and that their cooperation in this respect is indispensable.

### Officials of Voluntary Health Agencies

A number of agencies may be actively engaged in health work in the community; such as, a tuberculosis committee, a child welfare society, a visiting nurses' association, a parent-teacher association, a civic league or a women's club. The influential leaders of these various organizations should be consulted. It should be explained to them that the Health Center can be the means of bringing all the health interests in the community to work together, of developing a unified health program, and of getting everybody to work at the health job the year around and not just occasionally because of a temporary, spasmodic interest that must be periodically revived. A hearty response may be expected from leaders who are deeply concerned in the health of the community and readily see the wonderful possibilities in a Health Center.

### The Superintendent of Schools

A most important official to consult about establishing a Red Cross Health Center is the local superintendent of schools. He will readily recognize the supplementary value to the schools of the Health Center where children will be interested in personal hygiene; where parents will become better informed as to the health needs of their children through lectures, exhibits, clubs and classes; and through which public officials may be encouraged to make more generous provision for health work in the schools.

### Establishing the Health Center

The members of the Chapter Executive Committee will have learned from



MEETING OF CHAPTER EXECUTIVE COMMITTEE WITH HEALTH COUNCIL

reading the previous chapters of this pamphlet how important it is to select the right location for a Health Center; what the equipment should be, the cost of which is given in the appendix on Construction and Cost; and what variety of interesting activities can be developed in a Health Center. However, one most important matter remains to be considered—namely the appointment of a Health Center Director.

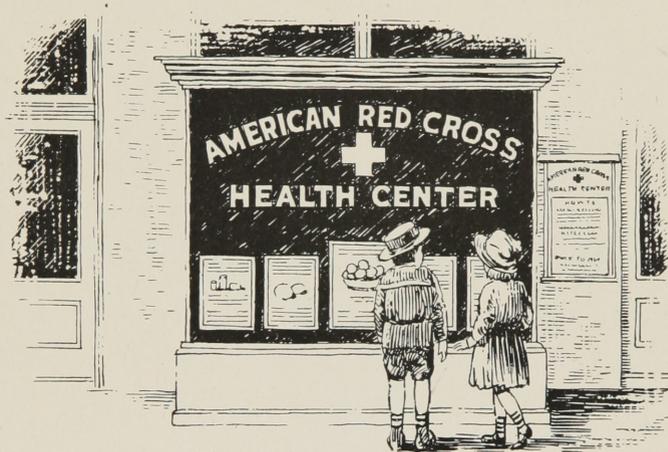
### The Health Center Director

After reading the previous chapters, it will be understood that the kind of a Health Center therein described does not

depend upon a specially trained manager for its success. While trained personnel, in the person of a doctor or a nurse, would be of advantage if available, it is not absolutely essential, and this for two reasons: first, because the Health Center is primarily if not solely an institution for health education and not an institution for the curing of disease; and, second, because the technical expert is already provided in the health service director in charge of the Department of Health Service at Division Headquarters of the American Red Cross, who may at all times be consulted by the Chapter Executive

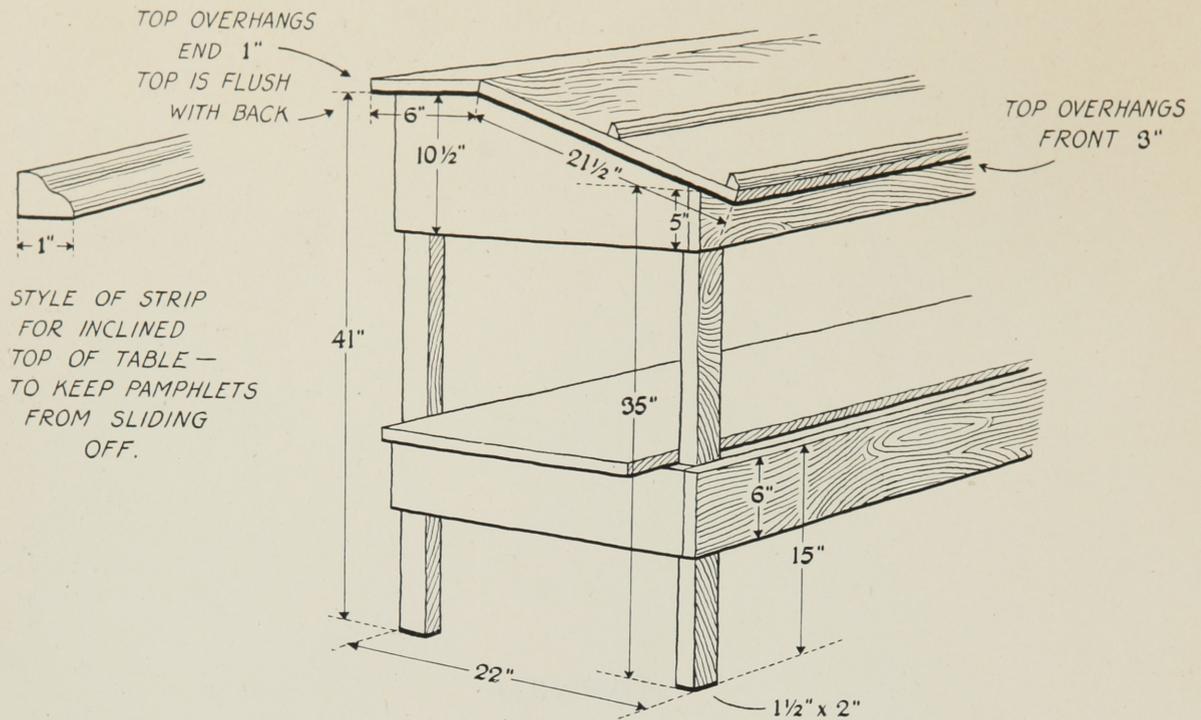
Committee or by the Health Center director on all health matters; because literature, prepared by specialists of various health organizations, including the American Red Cross, will be available to all Chapters and Health Centers; and, also, because the knowledge and experience of local health officials, doctors, dentists, and health workers serving on the Advisory Council will be of practical assistance to them. A Chapter executive secretary who has had some

social training and experience, or any other competent person, whether a salaried or a volunteer worker, may well be qualified as a Health Center director. Her chief personal qualifications should be receptiveness to new ideas, ability to adjust herself to new conditions, ability to interest others in her work, and such initiative and resourcefulness as will enable her to take hold of every opportunity to make the Health Center a real health promoting agency.





*Appendix*  
CONSTRUCTION AND COST



## HOW TO MAKE THE LITERATURE TABLES

These tables, as the accompanying sketch shows, are designed to have a flat shelf along the top for holding books and a sloping front part on which the literature should be placed. Underneath, resting on the cross supports, is a shelf for an extra supply of booklets.

Four tables, each 7 feet long, will provide room for the dozen or more sections into which the pamphlets will be divided.

The lumber needed for making four

tables each 7 feet long is: 95 board feet of 7/8 inch pine boards 6 inches wide; 42 lineal feet of 2 inches by 1 1/2 inches finished lumber for the legs. Sixty feet of molding is needed for strips on top of tables.

One carpenter should take about 16 hours to build the four tables. The approximate cost of labor and material for each should be about ten dollars.

The tables should be stained or painted a brown color.

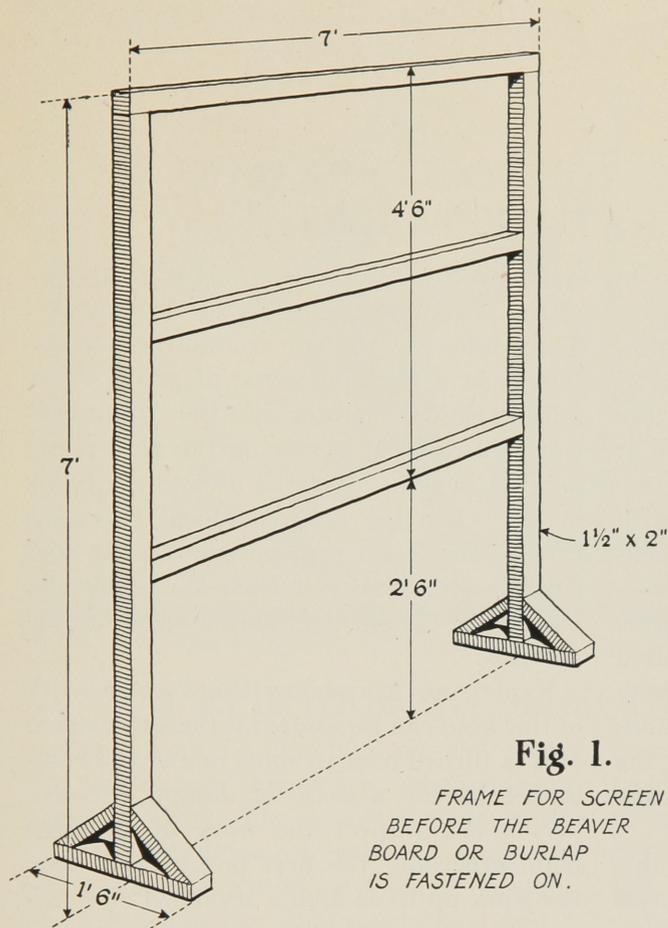


Fig. 1.

FRAME FOR SCREEN  
BEFORE THE BEAVER  
BOARD OR BURLAP  
IS FASTENED ON.

1 3/4" x 1/4" STRIPS  
TACKED OVER EDGE  
AFTER BURLAP  
IS TACKED ON

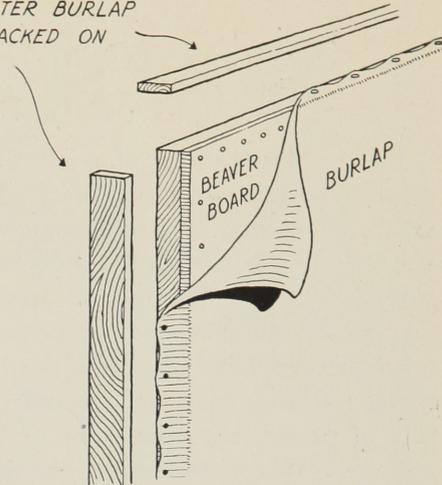


Fig. 2.

## HOW TO MAKE EXHIBIT SCREENS

It is essential that the screens be high enough to allow the exhibit posters or panels to be placed with their center on the eye level. Also, the screens should be high enough to allow sufficient space above the posters so that a sign giving the title of the exhibit, or a particular section of the exhibit, may be placed there.

After the frame of the screen has been made, as shown in Figure 1, wall board should be nailed on both sides. Place over that the burlap, tacking along the edge as shown in Figure 2. The strips of wood that are tacked on the edge so as to give a finish to the frame, should be painted before they are nailed in position.

About 142 lineal feet of 1 1/2 x 2-inch lumber is needed for a set of four screens. Also 130 lineal feet of 1/4 x 1 1/2 inch strips are needed for edges of the screens. 252 square feet of wall board is required to cover the four screens on two sides, and 24 yards of burlap 48 inches wide is needed for both sides of the four screens. One carpenter can make the four screens in about two days. As the price of lumber and labor varies greatly in different parts of the country, it is only possible to give a general estimate of the cost. The complete cost should average ten dollars apiece. In many places the lumber may be donated and possibly the labor volunteered.

Natural colored burlap is recommended, both because it is of a pleasing color and because it is cheaper than the colored bur-

lap. The legs of the screens and the strips on the edges may be stained or painted a brown color.

## HOW TO MAKE GUIDE POSTERS TO GO OVER LITERATURE TABLES

All the illustrations of posters shown on pages 21 and 22, except the black silhouettes, are from covers, illustrations or advertisements in magazines. A list is given below of sources for the illustrations used on the posters. Note that on some posters two or more pictures have been combined. Advertising lettering may be covered over with bits of paper the same color as the background. Where the same illustrations as those reproduced in the pamphlet cannot be obtained, similar ones can easily be secured from other magazines. The pictures with the text and the printed reproductions of posters should be handed over to the local sign man with the following instructions:

Posters to be made on 22 x 28, double weight, white Bristol cardboard. Impress on the sign man the necessity for following

carefully the style of lettering and spacing of the posters reproduced in the pamphlet. The border and the line around the illustration is in a medium shade of green. The initial capital letters of the important words in the first phrase on the posters are painted in red. Also the arrows are made in red. Use the same shade of red as is used in the Red Cross emblem on the Red Cross posters sent out from Headquarters. Use paste on only the outer edges of the pictures.

Experience has shown that better work of this kind can be secured if the supervision of it is turned over to some one of the committee having a sense of design. Such a person can inspect the work of the sign man, especially the first poster, and keep the work up to as high a standard of workmanship and good taste as possible.

## WHERE THE PICTURES ON THE GUIDE POSTERS FOR THE LITERATURE TABLES CAME FROM

*Glorify Motherhood.* Illustration in Ladies' Home Journal, February, 1920.

*How to Keep Babies Well.* Cover of Junior Red Cross Magazine, February, 1920.

*What to Eat.* Advertisement of the Aluminum Cooking Utensil Co., Ladies' Home Journal, February, 1920.

*Children's Progress.* Cover of Literary Digest, January 30, 1920.

*Tuberculosis.* Cover of Red Cross Magazine, March, 1920.

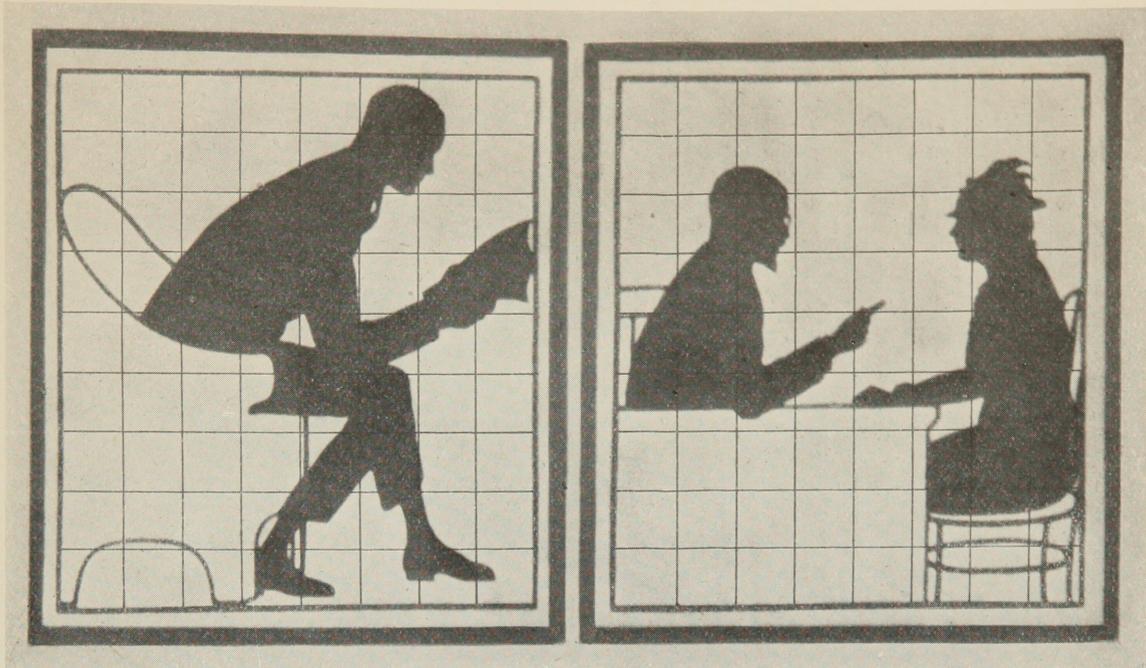
*Delay Old Age.* Illustration from Burroughs Adding Machine Advertisement, System, April, 1920.

*Cancer.* Silhouettes. To be re-drawn by local artist.

*A Clean Mind in a Clean Body.* Cover of Woman's Home Companion, October, 1919.

*Sanitary Surroundings.* Picture of men building a tunnel, from Blau-Knox Co., Pittsburgh, Pa. Advertisement in Saturday Evening Post, September, 1919. Two pictures of houses from Ladies' Home Journal, April, 1920. One picture of house from "Alabastine" advertisement, Ladies' Home Journal, April, 1920.

*Learn the Rules of Health.* Advertisement of Columbia Phonograph Co., New York, Delineator, February, 1920.



## REPRODUCING SILHOUETTE DRAWINGS

The silhouette drawings on the poster entitled "Cancer" are each 8 inches wide and 9 inches high. The easiest way to reproduce these pictures is to rule off the drawing in the reproduction into small squares, making 8 squares the short way and 9 squares the long way. By ruling off the space for the drawing in one-inch squares of the same number, redrawing of the picture

is made comparatively easy. The drawing teacher of the high school or any person clever with a pencil can in this way reproduce the silhouette. Use plain white paper. Ink in the black spaces with waterproof ink. Do not attempt to work on the cardboard of the poster as mistakes there cannot be corrected easily; make the drawing on a separate sheet of paper.

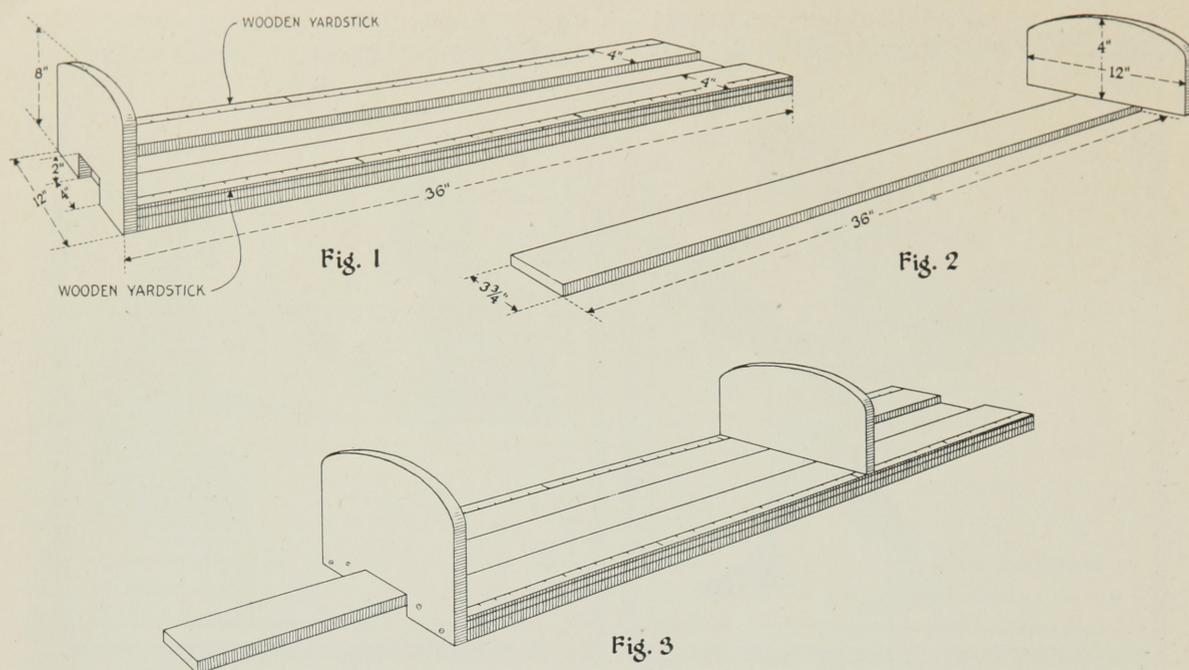
## WALL SPACE FOR EXHIBIT POSTERS OR PANELS

Ample wall space is essential in a Health Center in order to allow for the hanging of posters.

Especially is this space desirable for the hanging of temporary exhibits. The minimum space required for a small traveling exhibit is about 25 lineal feet. In order to care for different kinds of exhibits as much more space as possible should be considered.

Where it is feasible it would simplify the hanging of the exhibits to have the wall covered with wall board to a height of at

least 8 feet. This should be either papered or covered with burlap. Material may then be tacked on the walls without damage to the plaster. Where the placing of wall board on the wall is not possible, a picture rail may be used. Another method is to place a strip of wood, such as a chair rail, along the wall about six feet from the floor. In case there are many windows and doors in the room, or for other reasons wall space is not available, screens may be constructed. On these the exhibit posters or panels may be hung.



## HOW TO MAKE A MEASURING BOARD FOR BABIES

This measuring board consists of a base with a head piece (Fig. 1) and a separate piece (Fig. 2) that slides in the center space of the bottom board (Fig. 3).

Two wooden yard sticks are set in the bottom board flush with the surface of the board (Fig. 1).

To make the measuring board, fasten on to a board 12 inches wide, and 36 inches long, two pieces of board 4 inches wide and 36 inches long. Place these two 4-inch boards so as to leave a space 4 inches wide in the center of the bottom board (Fig. 1).

Fasten with screws onto the end of this base, a piece 8 inches high and 12 inches wide with a curved top and having an opening 2 inches by 4 inches.

Then make an end piece, 12 inches wide and 6 inches high and fasten on to it a board  $3\frac{3}{4}$  inches wide and 36 inches long (Fig. 2).

Use  $\frac{7}{8}$  inch clear white pine lumber.

Paint the completed measuring board with white paint finishing with a coat of enamel paint. It will then be more easily kept clean.



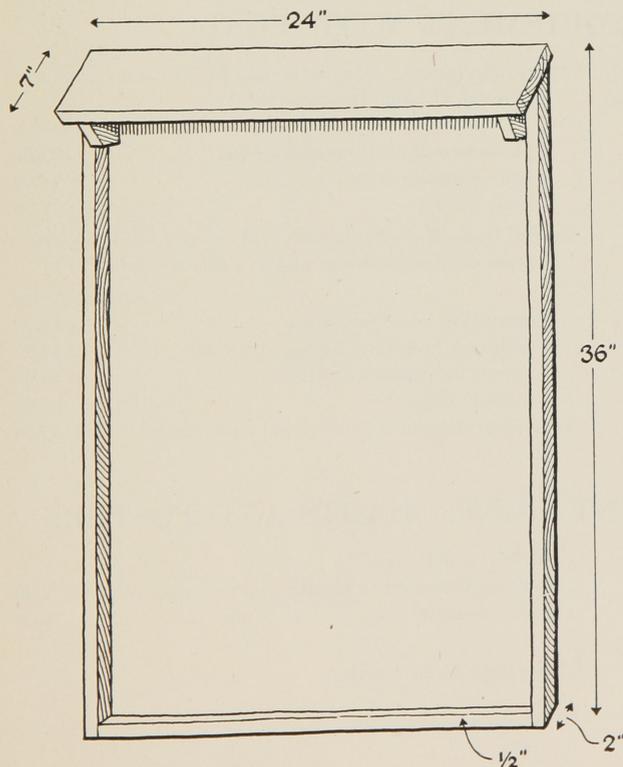
### STANDARD TYPE OF HEALTH CENTER SIGN

Above is pictured the style of sign for American Red Cross Health Centers. Note that capital letters only are used; also that the second line "Health Center" has the same sized letter as the line reading "American Red Cross."

It is essential that the curved form of the first line and the placing of the second line just below the insignia be followed accurately.

This particular arrangement will serve as a distinctive mark of the American Red Cross Health Center and conformity to it will be a distinct asset to the Health Center using it and to the entire movement.

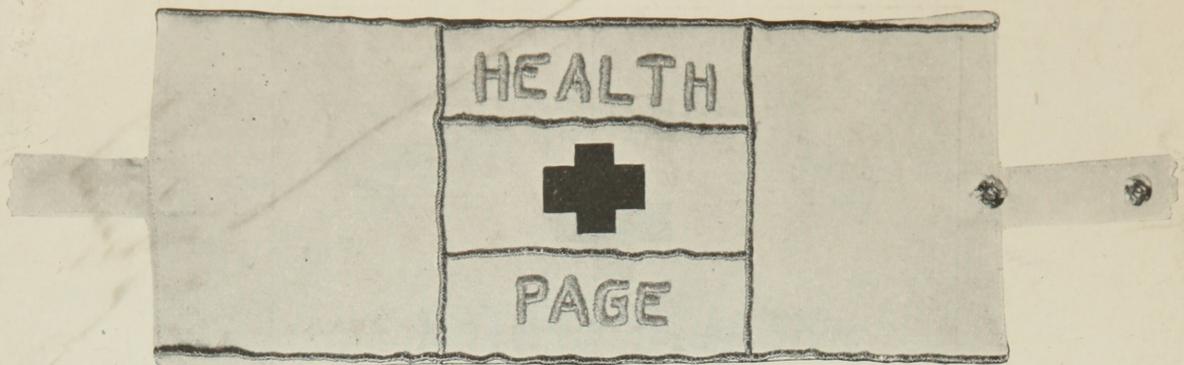
Whether the sign is lettered on a window, placed on a board hung outside the Health Center or lettered on the bulletin board, this standard form is recommended.



### HOW TO MAKE THE BULLETIN BOARD

The size of the bulletin board may be varied to suit the space where it will be hung on the outside of the Health Center. A good size is given in the following plan. Place not more than one sign on the bulletin board at one time. Several signs will not attract the attention that one sign will.

The board may be made of  $\frac{7}{8}$  inch boards or of wall board with braces at the back. The bulletin board may be painted a light gray with dark green on the hood and on the strip which runs around the edge. The lettering should be in black with, of course, red for the Red Cross insignia. A bulletin board of this size will cost about five dollars.



### ARM BANDS FOR HEALTH PAGES

These arm bands are to be used by Red Cross Juniors when acting as Health Pages at the Health Center. The bands may be made by the children or their parents.

A cheap grade of white linen, doubled, may be used for the band itself. Alice Blue embroidery silk should be used for the letters and bordering lines. The Red Cross should be made of turkey red muslin. Snap fasteners should be used to fasten the

band on the arm. The dimensions of the arm band are as follows:

Length 9 inches; width 4 inches; space for lettering 4 inches long and 1 inch wide; space for the Red Cross insignia 4 inches long and 2 inches wide; size of letters is  $\frac{5}{8}$  inches; size of the Red Cross insignia  $1\frac{1}{8}$  inches; length of straps  $4\frac{1}{2}$  inches and 2 inches respectively. The Red Cross emblem is made of five *equal* squares.

### REGULAR LIST OF EQUIPMENT WITH COST

*Administration Equipment.* (This equipment probably may be already on hand, may be donated, or bought second-hand, therefore prices are not given.)

- 1 flat top desk
- 1 desk chair
- 1 telephone
- 1 set office supplies (pen, ink, paper, etc.)
- 1 card index box for 3 x 5 inch cards
- 500 plain white cards for same
- 1 correspondence file
- 2 plain tables
- 8 (or more) chairs

*Special Equipment.* (May be bought from local merchants or through Division Headquarters.)

	<i>Average Cost</i>
1 platform scale with measuring rod	\$35.00
1 baby weighing scale	18.00
1 First Aid kit	7.00

*Special Home Made Equipment.* (Made by a local carpenter, from detailed drawings given in this appendix.)

	<i>Estimated Cost</i>
1 measuring board for babies	\$5.00
4 tables for literature display at \$10.00	40.00
4 screens for exhibits at \$10.00	40.00
1 bulletin board	5.00
Total approximate cost of special equipment	\$150.00

### COMPLETE LIST OF PERMANENT SIGNS, CHARTS AND POSTERS

- 1 set standard weight charts \*
  - 1 set signs, including the following:
    - 12 posters for literature display
    - 1 "Red Cross Health Center" cardboard sign. (May be purchased from Department of Health Service, Division Headquarters) .
  - 1 each, city, county, and state map
- } \$7.50

- 1 painted outside sign \*\*
- 1 or more "Direction to Health Center" signs, each . 2.00
- 1 cloth "streamer" . . . . . 5.00

\* See page 36 for source.

\*\* See page 63 for style





American Red Cross Health Center

*To Keep our People Well*

*To Make Our Community a Healthier Place in which to Live*