

(copy) YES - SEIBERT

**American Heart Association
Minnesota Affiliate, Inc.**

4701 WEST 77th STREET ♦ MINNEAPOLIS, MINNESOTA 55435
612/835-3300

M E M O R A N D U M

TO: Dr. James Dahl, Dr. Richard Grimm, Dr. Henry Blackburn,
Dr. Wm. Weidman

FROM: Sandy J. Seibert, RN

SUBJECT:

DATE: June 3, 1982

I would appreciate your advice re how you feel the Affiliate should respond to this letter. Attached for your background info is previous correspondence relating to the AHA slide set.

We are checking with Mary Winston to validate the statement in the letter indicating AHA withdrawal of the slide sets.

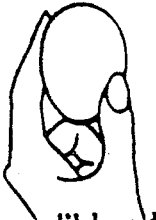
Many thanks for your help with this issue.

*6/17/82
Sandy: The slides were erroneous, childish, offensive, misleading & a serious AHA mistake. They should not be shown anywhere & all callers should be advised the AHA has retracted them. That's my view. HB.*

encl.

*P.S. I'd like a set to show my
people an example of what
not to do! Richard - Grimm.*

*6/17/82
p.w.
R.Grimm.*



Minnesota EGG Council

2950 Metro Drive Suite 308
Minneapolis, Minnesota 55420
Phone (612) 854-0363

The incredible edible egg.
It's everywhere.

Mn. Heart Assoc.
4701 W 77th St.
Mpls, Mn. 55416

*Sandy will you respond?
AAA*

May 17, 1982

Dear Executive Director:

The Mn. Egg Council was happy to hear that AHA has discontinued the slide sets "Modifying School Meals for Fat, Sugar, And Salt" and "Coronary Risk Factors". The slide sets, intended for use by school food service personnel, depicted eggs as "poor dietary habits" and cholesterol as a fat chicken guzzling cream with broken eggs lying about.

The slides aroused the ire of the Mn. Egg Producers. This week Mary Winston, medical program science administrator for AHA, informed this office that AHA is discontinuing use of both slide sets.

Our question to you is regarding the continued use of these sets in Mn. If you plan to use the sets and not recall them we would like your assurance that the four most offensive slides will be removed from the sets if in fact the sets are to continue circulating in the state of Mn.

Our Heartfelt thanks for your attention to this matter.

Sincerely,
Carol Ann Banister
Carol Ann Banister
Ex. Director

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Carol Banister - Executive Director • CHAIRMAN - Mark Seetin - Commissioner of Agriculture - St. Paul • Linda Carlson - Home Economist

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