

December 13, 1972

*congrat.*

Dr. Robert W. Wissler  
President, Chicago Heart Association  
22 West Madison Street  
Chicago, Illinois 60602

Dear Bob:

Thank you for your 8 December letter and 11 December call. You have a marvellous vision and program for Heart Attack Prevention in Chicago. I am pleased to be considered among those who might lead such a large, important and difficult undertaking.

I must say now that I should not entertain your challenge any further. The reasons are first my commitment to this laboratory and the preventive trials now upon us, and second, commitment to the ideas that definitive results from such trials are desirable before undertaking the mass public programs and, I believe, essential to the initiation of any great and durable change in the social factors leading to coronary disease.

Many thanks and best wishes,

Henry Blackburn, M.D.  
Professor and Director

HB/rs

blind c.c. Stauffer, Ebert, Burchell



**HEART  
ATTACK  
PREVENTION  
PROGRAM**

CHICAGO HEART ASSOCIATION  
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CHICAGO, ILL. 60602  
TELEPHONE (312) 346-4675  
SERVING COOK, LAKE &  
DUPAGE COUNTIES

December 6, 1972

DEC - 8 1972

Henry W. Blackburn, Jr., M.D.  
Laboratory of Physiological Hygiene  
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Stadium Gate 27  
Minneapolis, Minnesota 55455

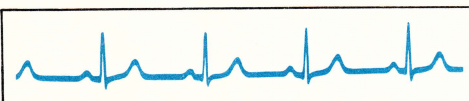
Dear Henry:

The Chicago Heart Association has initiated a pioneering new program in Heart Attack Prevention (HAPP) which promises to have a favorable impact on the incidence of cardiovascular disability and death in the Chicago area during the next decade. For the past several weeks I have been chairing a Search Committee which has been considering a long list of potential candidates for Medical Director of this program. This directorship is visualized as a full time position for an experienced and talented physician who is highly motivated to lead an innovative program which will involve interaction with the many committees and councils of the Chicago Heart Association. It will also involve coordinated effort with many parts of industry, the health delivery system and the public health-preventive medicine organizations in the City of Chicago and surrounding communities.

It is assumed that the Director of HAPP will hold an appropriate academic appointment at one or more of Chicago's medical schools. The salary and fringe benefits will compare favorably with those of professors of medicine in this area. We also assume that he will lead and coordinate efforts to obtain and sustain long term funding for primary intervention programs, some of which will be supported by various State and National granting agencies.

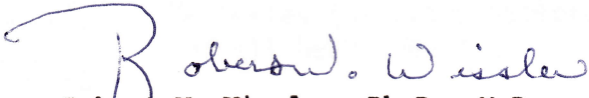
We have now narrowed the list of those we are considering down to a very few people of which you are one. The Committee has agreed that I should write you to acquaint you with the program, to inform you of our interest in you as the Director of HAPP and to see if you would be willing to visit with the Committee and the officers of the Chicago Heart Association sometime during the next few weeks.

I am enclosing a few items which may help to provide more information regarding the proposed HAPP program. I (or Oglesby Paul, Chairman of the Atherosclerosis Council or Mark Lepper, Immediate Past President of the Chicago Heart Association) will call you sometime in the next week or ten days to discuss this possibility with you and to try to answer any questions that you may have before you decide whether to pursue this possibility further.



In the meantime, I hope you will give this important matter careful consideration and that we will have the opportunity to explore with you further the possibility of your becoming Director of HAPP.

Sincerely,



Robert W. Wissler, Ph.D., M.D.  
President  
Chicago Heart Association

RWW:jw

Enclosures

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## CHICAGO HEART ASSOCIATION

### Heart Attack Prevention Program

1. Heart and blood vessel disease is the leading cause of death and disability in the Greater Chicago area and in the United States.
2. The underlying cause of heart attacks is severe hardening of the arteries (or arteriosclerosis). This process accounts for two-thirds of all heart deaths.
3. Sudden death is the most common form of heart death and can only be attacked through prevention.
4. The current efforts to limit and prevent this #1 killer are grossly inadequate. Whereas the number of deaths from most other forms of heart disease is declining, deaths from heart attacks are not.
5. The Chicago Heart Association, based on fifty years of experience and achievement in the health field, is confident that this trend can be reversed by a ten-year community wide preventive effort.
6. Therefore, the Chicago Heart Association has formed a new Council on Arteriosclerosis, the aim of which is the prevention of heart attacks.
7. The Council proposes:
  - a) emphasize the prevention of heart attacks through better application of existing knowledge particularly as related to diagnosis and treatment of high blood pressure, the use of cigarettes, and eating a rich diet. This means a new intensive educational program with schools, industries, unions, and housewives. It means new intensive cooperative programs with physicians, hospitals and clinics to treat more effectively those at risk for heart attacks or those now afflicted with hardening of the arteries. It means a new understanding with those who manufacture and distribute foods. It means the identification of persons at risk for a heart attack through new community-wide screening programs.
  - b) undertake new research and development to improve the management of known risk factors, identifying and control other risk factors, and improve public understanding to assure participation in the program.
8. The Council will:
  - a) concentrate the Association's rich resource of physician and other scientist and lay advisors in the field of arteriosclerosis within one new organization.
  - b) will seek cooperative arrangements with official and voluntary health groups.
  - c) employ new staff including a director to lead and supervise the efforts of the Council.
9. The Chicago Heart Association needs \$2,000,000.00 to be expended over a ten-year period to launch and underwrite this effort.