



Minnesota  
Heart Health  
Program

*copies - Murray*

*Dr. David Murray*

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April 9, 1982

MEMORANDUM

TO: Rick Swanson  
FROM: Dr. David Murray  
SUBJECT: The Public Image

Those of us in the Laboratory who have been engaged in health behavior research for some time and have very strong beliefs about the relationship between behavior and disease states, typically adhere to the kinds of eating, nonsmoking and exercise patterns that we suggest to members of the public. I personally make a particular point of doing so in public places where in many ways I feel that I represent the Laboratory and the messages that I espouse. The Mankato field staff members are very clearly representatives of the Mankato Heart Health Program, whether we choose for that always to be the case or not. Members of the public will be more inclined to take us seriously, and our messages seriously, if our behaviors are consistent with those that we recommend to others. In this way, we would not by design have heavy smokers teach our smoking cessation class, or sedentary individuals teach our physical activity classes.

I want to encourage you and the members of your staff to consider this, particularly when you are in public places, and I would suggest to you that you can use those business lunches and similar events as opportunities to educate by example.

*4/16/82  
JRM*

*Dave: This is an interesting, important & subtle suggestion. ~~Subtle~~. It is a degree of "advice" I have never directly imposed" as you have done here & have real question about your unilateral action on the issue*

CC: Dr. Mittelmark  
Dr. Blackburn  
Dr. Luepker

/sh

*let's discuss before you find yourself off such a high horse*

*which involves profound policy issues.*