



UNIVERSITY OF MINNESOTA
TWIN CITIES

Laboratory of Physiological Hygiene
School of Public Health
Stadium Gate 27
611 Beacon Street S.E.
Minneapolis, Minnesota 55455

CONGRES-BRESLOW

March 3, 1981

Lester Breslow, M.D., M.P.H.
Professor of Public Health
School of Public Health
University of California - Los Angeles
Los Angeles, CA. 90024

Dear Friend:

We would like to invite you to present the first Gaylord Anderson Memorial Lecture and to receive the award in his name. This is to be the all-school, academic event of the year to stimulate intellectual activity on the campus, to bring the faculty and student body together, to address a major public health issue, and to recognize a major public health figure.

With respect to all these criteria, plus the added criterion of identification with the University and your personal relationship with Gaylord, your name has come persistently to the forefront in reviewing candidates for the first award.

We would, therefore, hope you would pick a date this fall, hopefully a Thursday in October which day is especially for school activities (the 8th, 15th, or 22nd?) We hope you would bring your wife, first class, be hosted here for two nights and receive an award of \$1,000.

We would hope that you would be able to remain for the evening after the presentation for an intimate social event at the Campus Club (which is usually "above average" on Thursday evening).

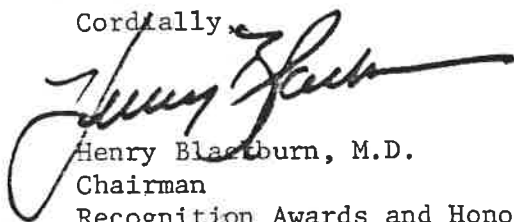
Finally, we would like to offer you complete flexibility in your choice of subject, assuming it will be on a major public health issue, and one which most involves your interest, concern, and expertise at this period. I think it is likely that we would want to record the event, either on tape or on video tape, but we would, of course, not require a formal manuscript. We might want to abstract the recorded presentation for publication in school historical documents and newsletters.

We are both hoping that you will be available and have the interest to spend a relaxed period with us during the crisp fall days of October.

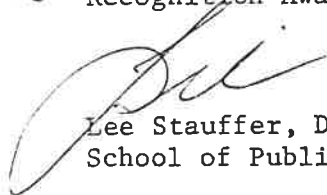
March 3, 1981
Breslow Letter
Page Two

If not, we can change the date to a later one.

Cordially,



Henry Blackburn, M.D.
Chairman
Recognition Awards and Honors Committee



Lee Stauffer, Dean
School of Public Health

HB, LS:jml

bpc: Recognition, Awards and Honors Committee Members

✓
3/9/81
JMS

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SCHOOL OF PUBLIC HEALTH
LOS ANGELES, CALIFORNIA 90024

RECEIVED

MAR 23 1981

School of Public Health

*reply on tape
pc to Dean please*

12 March 1981

Henry Blackburn, M.D.
Laboratory of Physiological Hygiene
School of Public Health
Stadium Gate 27
University of Minnesota
611 Beacon Street, S.E.
Minneapolis, Minnesota 55455

Dean Lee Stauffer
School of Public Health
1360 Mayo Memorial Building
Box 197
University of Minnesota
420 Delaware Street, S.E.
Minneapolis, Minnesota 55455

Dear Henry and Lee:

I am deeply honored to receive your invitation to present the first Gaylord Anderson Memorial Lecture and to receive the award in his name. With great pleasure I accept.

Of the days you suggest, Thursday, 15 October 1981, would be my choice. I am already committed to another event for 22 October and my wife could not accompany me on 8 October. If that date, 15 October is still agreeable with you, my wife, Devra, and I would plan to arrive Wednesday afternoon or evening, 14 October, and stay through Friday morning, 16 October.

You indicate great flexibility in the choice of topic. I would like to give that some further thought. If you have any suggestions, I would appreciate receiving them.

I look forward to the occasion with great enthusiasm.

With warm regards,

Sincerely yours,

Lester Breslow, M.D., M.P.H.
Professor of Public Health

LB:sh



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Laboratory of Physiological Hygiene
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611 Beacon Street S.E.
Minneapolis, Minnesota 55455

file - Breslow

October 27, 1981

Dr. Lester Breslow, M.D., M.P.H.
Professor of Public Health
Dean Emeritus, School of Public Health
University of California, Los Angeles
Los Angeles, CA 90024

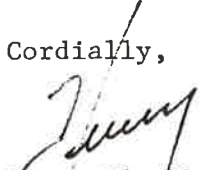
Dear Les:

It was great to have you here. There is a potential interest on the part of the American Journal of Public Health and Minnesota Medicine in your fine presentation if it could be reduced to about 8 to 10 typewritten pages. What do you think? It would be a marvelous identification of the occasion, and the honoring of Gaylord, if it could be printed. However, we don't want to impose an unwelcomed task.

I think it's important in your advisory role to Manning Feinleib's new operation to realize that we conceived and got started on such surveillance activities several years ago. I have been a little concerned that NIH may not have felt the need for profiting from our experience concerning successes and failures, cost and effectiveness, validation and classification. Paul Leverton keeps somewhat in touch with Richard Gillum who is Project Officer for our undertaking. We have a wealth of experience which could greatly facilitate the operations of the Coordinating Center and the individual clinics, if it could be utilized. It would seem a shame not to do so. We had thought that the best way to do it would be to have Richard Gillum as a Co-investigator in the Coordinating Center. Since the Minneapolis (Biometry) application for that did not succeed, he is out of that picture. At any rate, we might help them avoid reinventing the wheel and I think Gillum will sit as consultant.

A brief description of our activities is enclosed.

Cordially,


Henry Blackburn, M.D.
Professor and Director

HB:lr

enc.

see att. cover pgs.



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Laboratory of Physiological Hygiene
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Courtesy Breslow

November 6, 1981

Lester Breslow, M.D., M.P.H.
Professor of Public Health
School of Public Health
University of California Los Angeles
Los Angeles, CA 90024

Dear Les:

While you were here I didn't want to consider any more imposition on your time. However, on rethinking, I would like to feel you out with respect to your possible interest in sitting with our scientific advisory group for the Minnesota community program. We feel the need of your contribution in community public health.

I am talking about the Minnesota Heart Health Program, a major NHLBI-funded research and demonstration project involving surveillance in three pairs of Minnesota communities and integrated multiple educational strategies in one of each pair, planned for a nine-year period and funded for the first 5 years. The object is to integrate sustained direct education, both youth and adult, with community organization and with professional and mass media public education.

The difference between ours and the Stanford study is our "balanced" emphasis on the three modalities, direct education, community organization and media, as well as the paired design, and the three repetitions.

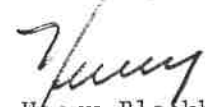
I think it might be useful on a national scale for you to have more knowledge of ours and the other two funded projects (in Stanford and Rhode Island), if these community education models are to be effective and to be represented as a significant part of research in public health and to get adequate support and interest of the scientific community.

We had one meeting of our Scientific Advisory Board last May, consisting of Thomas Cook of Northwestern, Joseph Stokes, now of Boston, Jack Farquhar and Larry Green. It was intimate, with vigorous discussion, and addressed rather effectively a limited number of basic issues. The format is a day and a half at the Springhill Conference Center, half an hour from the Minneapolis Airport and the anticipated dates next year are Monday and Tuesday, May 17 and 18.

I don't know where you stand in regard to new undertakings, and will understand entirely if this is something you feel you shouldn't enter. If there is interest we can consider it on an ad hoc basis for this one meeting, and make a decision later on longer-term participation.

I am enclosing a little information from our last advisory group meeting so you will know something about the format.

Cordially,



Henry Blackburn, M.D.
Professor and Director

HB:lr

enc.



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MINNESOTA HEART HEALTH PROGRAM
SCIENTIFIC ADVISORY BOARD MEETING

Spring Hill Conference Center
Minneapolis, Minnesota
May 19-20, 1981

Least open.

AGENDA

Tuesday, May 19:

- | | | |
|----------------|---|--------------|
| 6:00-7:30 p.m. | Social Hour - Main Lounge | |
| 7:30-8:30 | Dinner - Dining Room | |
| 8:30-9:30 | Welcome/Overview/Function of the Board
Main Lounge | H. Blackburn |
| 9:30- | Discussion | |

Wednesday, May 20:

- | | | |
|-----------------|--|--|
| 7:30-8:30 a.m. | Breakfast - Dining Room | |
| 8:30-8:45 | Announcements - Conference Room A | H. Blackburn |
| 8:45-9:15 | Overview of: Study Design
Education
Evaluation | R. Luepker
M. Mittelmark
D. Jacobs |
| 9:15-10:25 | Discussion | |
| 10:25-10:45 | -- Break -- | |
| 10:45-12:15 | Discussion | |
| 12:15-1:45 p.m. | Lunch - Dining Room | |
| 1:45-4:00 | Summary - Conference Room A
Summary | H. Blackburn
Advisory Board |

THE MINNESOTA HEART HEALTH PROGRAM

The Minnesota Heart Health Program is a community-wide project designed to reduce the risk of major cardiovascular illnesses--specifically, heart attack and stroke. The Mankato area is the first of several Minnesota communities participating.

The goal of the program is to promote continued health and healthy activities of Mankato citizens. The project will focus on eating style, physical activity, cigarette smoking, and prevention and control of high blood pressure. These factors are among the major modifiable causes of heart attack and stroke.

Change in health-related behavior is not only possible but safe and enjoyable. Change by informed citizens is an American characteristic. The University of Minnesota staff is enlisting the partnership of Mankato area citizens and organizations to develop programs to accomplish health changes and heart attack prevention. Changes in specific behaviors, over time, by people of all ages should produce a community-wide reduction in heart attack risk. This is expected to come about from reduction in blood pressure, blood cholesterol, and smoking levels which scientific evidence finds directly contribute to risk.

The Mankato Heart Health Program will involve an innovative risk factor screening and education program, direct family health education classes, professional education workshops, and the participation in health-related activities of community leaders and organizations. Additionally, local newspapers, radio and television stations will present useful information on how to make desirable changes in day-to-day living patterns.

The success of this program depends on the active participation of the entire Mankato community: health agencies and health professionals, schools, service clubs, voluntary agencies, public and private organizations, business and industry, and individual families. We want to work together to design programs best suited to the needs of Mankato.

The whole program has been reviewed by a distinguished panel of the National Institutes of Health which has approved and funded the first five years of a planned nine-year project. The program is unique. It has a strong research component which will measure the effectiveness of community-wide education for health. It is the first such program to take place in Minnesota and in Mankato. It involves multiple, sustained and systematic educational activities. It touches on the entire community in a worthwhile and pioneer effort.



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Cornes - Breslow

November 9, 1981

Lester Breslow, M.D., M.P.H.
Professor of Public Health
School of Public Health
University of California, Los Angeles
Los Angeles, CA 90024

Dear Les:

I was delighted to receive the notice of the Thomas Francis Memorial Lecture. My goodness, such back-to-back honors; so well deserved! Have a good time at Ann Arbor. I am sure it will be a delightful and traditional occasion. If you put together a manuscript on "population laboratories," I'd love to see it. We have the feeling that we have one here in Minnesota and I want to see if we're doing things right! You will have received several other notes from me recently, which I hope you will enjoy but should not be an imposition.

Cordially,

Henry Blackburn, M.D.
Professor and Director

HB:lr

enc.

*Framingham book review
Science 214, 4520, pp. 549-550, 10-30-81*

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SCHOOL OF PUBLIC HEALTH
LOS ANGELES, CALIFORNIA 90024

7 December 1981

Henry Blackburn, M.D.
Professor and Director
Laboratory of Physiological Hygiene
School of Public Health
Stadium Gate 27
University of Minnesota
611 Beacon Street, S.E.
Minneapolis, Minnesota 55455

*sent 12-16-81
pc Lucy
Jo
MHP with Breslow*

Dear Henry:

Thank you for your kind letter inviting me to attend, on an ad hoc basis, the next meeting of the Scientific Advisory Board to the Minnesota Heart Health Program.

I would be pleased to attend that meeting, depending upon final determination of dates. You mention that the anticipated time for the meeting is 17-18 May 1982, and I am placing a preliminary hold on those dates.

I am intrigued by the Minnesota Community Prevention Program and look forward with enthusiasm to learning more about it.

With warm regards,

Sincerely yours,

Lester Breslow, M.D., M.P.H.
Professor of Public Health

LB:sh