



UNIVERSITY OF MINNESOTA
TWIN CITIES

Division of Epidemiology
School of Public Health
Stadium Gate 27
611 Beacon Street S.E.
Minneapolis, Minnesota 55455
(612) 624-5400

CONFIDENTIAL

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TO: Robert Kane
FROM: Henry Blackburn
RE: Mac Hawley

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The continuation of Mac Hawley's visit was very worthwhile. He became very excited by the depiction of the multiple "real-life" activities we are actually carrying out in the Division. It was clear that he hadn't spent much time reading what we've sent him in the past. We're therefore setting up a schedule for "The Education of Mac Hawley" to include visits with Cheryl Perry and school programs, to Rebecca Mullis on community nutrition programs, and Dave Murray and John Finnegan to discuss his ideas about a highly visible spot to create awareness and interest in the "Minnesota--A Healthy Place" idea.

He continues his generally healthy focus on promoting something healthy rather than taking things away from people. He reacted negatively to your use of the term "a Chair in Preventive Medicine," so you will want to remember this on your next visit with him. "A Chair in Health Promotion and Education," or whatever, might be more appropriate.

We will move vigorously ahead with this educational process and have already sent him more material plus the four-part MHHP TV program. I'm out of the picture for a while now, but I'm sure our group will run with the ball, as I'm sure you will, separately, in discussion about support of a chair.

As you know, I'm still in a quandary about the "senior behavioral scientist" situation and making some possible provision for Dick Jessor. I told him at Christmas time that he would hear something back from us. On careful consideration of the function of the HP/DP Chair with Cheryl, it seems to me that a person who is not an interventionist with research leadership in that area would be unsuitable. I think the characteristics the Hawleys would be interested to see in the chair are those that none of the "incumbents" in the school would meet in terms of "passion and public image." I had entertained the possibility of assuming a chair and leaving the Division direction to be worked out. (A prior Dean candidate was proposing that I be the Mayo Professor!) However, I now think it is premature for that, even if it were appropriate in terms of my skills, interests or opportunities.

I think you will need to have some detailed thoughts, and it would be useful for you to touch base with Russell and Cheryl, about characteristics of a HP/DP Chair in preparation for discussions with Mac. He wants "passion, charisma, and sophistication" in dealing with Minnesota leadership, and other qualities which may not be in line with Those we are thinking of in terms of academic developments. The idea is, of course, not to discourage him about our academic interests but to get the chair. Would we let the family play any consultative role or express an opinion at the end of the search process? At any rate, the stage is set and the iron is hot; I'm sure you will strike effectively with Mac.

bpc: J. Finnegan
R. Luepker
R. Mullis
D. Murray
C. Perry
R. Prineas
D. Surbey