

MEMO TO: Henry Blackburn
Richard Ebert
Ivan Frantz
Robert Vernier

FROM: Henry Taylor

SUBJECT: Notes on a CHD Risk Factor Reduction Demonstration

Following a general discussion by the ad hoc sub-committee (of the cardiovascular coordinating committee) on preparation of a proposal for a National Research and Demonstration Center, Ivan Frantz and Henry Taylor discussed some of the details of a possible demonstration.

The proposal emphasizes nutrition and blood lipid reduction. No specific efforts to reduce blood pressure or smoking habits were discussed. Decision on these questions was left until the principal outlines are agreed upon.

The concept envisions selection of two rural towns and the farming areas which utilize the commercial services provided. It is felt that areas should be chosen in which the major agricultural products are soy beans and/or corn rather than dairy products. The size of the communities remains unspecified. Experience in exploring the possibility of mounting programs in Marshall and Crookston indicated that rural towns of 3,000 to 4,000 include a farm community of roughly two to three times the size of the town, so total community size could well be 10,000.

The design designates one community for risk factor modification and a second as a control. Community intervention would consist of enlisting the interest of food producers and retailers who would work together to display and advertise locally a wide range of groceries and meats useful in preparing a low saturated fat diet. In addition, efforts will be made to interest processors of special products such as poly-unsaturated margarines, olive oil and the unsaturated oils to join the promotion. Similar efforts will be made to involve the convenience food industry.

A public health educational campaign coupled with the establishment of a Nutrition Advisory Center staffed with individuals who can give practical advice to the housewife on meal planning, cooking techniques, etc., would be the central operating facility.

Mrs. Foster advises that the Laboratory of Physiological Hygiene's staff of nutritionists will have some time during December to work on the nutritional aspects of the proposal. Nutritionists of the L. R. C. should be invited to give what time they have available for consultation. Dr. Irving Pflug, Professor of Environmental Health, who has an extensive background in the problems of the food processing industry should also be consulted.

Documentation of the impact of the program can be obtained by risk factor surveys in both communities. Thought should be given to the techniques of marketing research which might be very useful in

identifying misconceptions and other communication problems as well as documenting changes in acceptance of desirable foods which were not widely used by the community in the beginning of the program.

If the preparation of this proposal is to go forward, individuals with time to devote to selection of specific communities, contacting the food industry, etc., should be identified and provided with the opportunity to do this work.

It is hardly necessary to say that an early meeting of interested personnel is imperative.