

UNIVERSITY OF CINCINNATI

CINCINNATI 21, OHIO

DEPARTMENT OF SOCIOLOGY AND ANTHROPOLOGY

April 3, 1964

Mr. Kehoe;

We don't have anything
going on in this area but it
occurs to me that Kettering might.

Sincerely

John W. Get

looking for new and dynamic approaches. We are also interested in finding out how to motivate the public, the consumer, for more knowledge about safety.

Therefore we would like to find out:

"What's New in Accident Prevention?"

We would therefore greatly appreciate if you could tell us briefly of any work which is going on in your Department or community on this very important problem.

We would like to know specifically what you are doing and what is being done by others directed towards:

- a) The medical profession
- b) Public Health personnel
- c) General public

In this connection it may be indicated that we are not interested in obtaining a list of pamphlets, literature, posters, etc. of the usual routine nature but to learn of new techniques which you may have developed as a means of improving motivation or attitudes of physicians and parents about obtaining education on accident prevention; also the use of specific materials and their effectiveness, etc.



THE CITY OF NEW YORK
DEPARTMENT OF HEALTH
 OFFICE OF ASSISTANT COMMISSIONER

125 WORTH STREET
 NEW YORK 13, N. Y.

TEL. WORTH 4-3800

March 12, 1964

Dear Dr:

For many years the American Academy of Pediatrics has been concerned with the morbidity and mortality due to accidents in childhood. The Accident Prevention Committee of this Academy is currently conducting a nationwide poll among the leaders of Public Health, Public Safety and Health Education to gather new information. I am writing to you as part of this poll.

We believe that accident prevention requires a team approach and that the physician should play a dominant role. Assuming that education and motivation are important weapons in this battle against accidents we are looking for new and dynamic approaches. We are also interested in finding out how to motivate the public, the consumer, for more knowledge about safety.

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N 6074.01

We are interested to learn about research in methodology.

- a) Simplification of existing methods
- b) New methods
- c) Computerization

We are interested in research in its various phases i.e. human factors involved and in research on products i.e., the host, the agent and the environment. We are interested in research on attitudes, effect of stressful situations, developmental patterns, parental practices, maternal attitudes, quality of parent child relationship, effect of various new audiovisual techniques, social and psychological factors, family organization, etc. and we are of course interested in the results of any of your studeis.

With many thanks for any information which you may be able to provide to us.

Sincerely yours,



Harold Jacobziner, M.D.
Assistant Commissioner