

THE EDUCATIONAL CAMPAIGN LAUNCHED BY THE BUREAU OF TUBERCULOSIS OF THE DEPARTMENT OF HEALTH

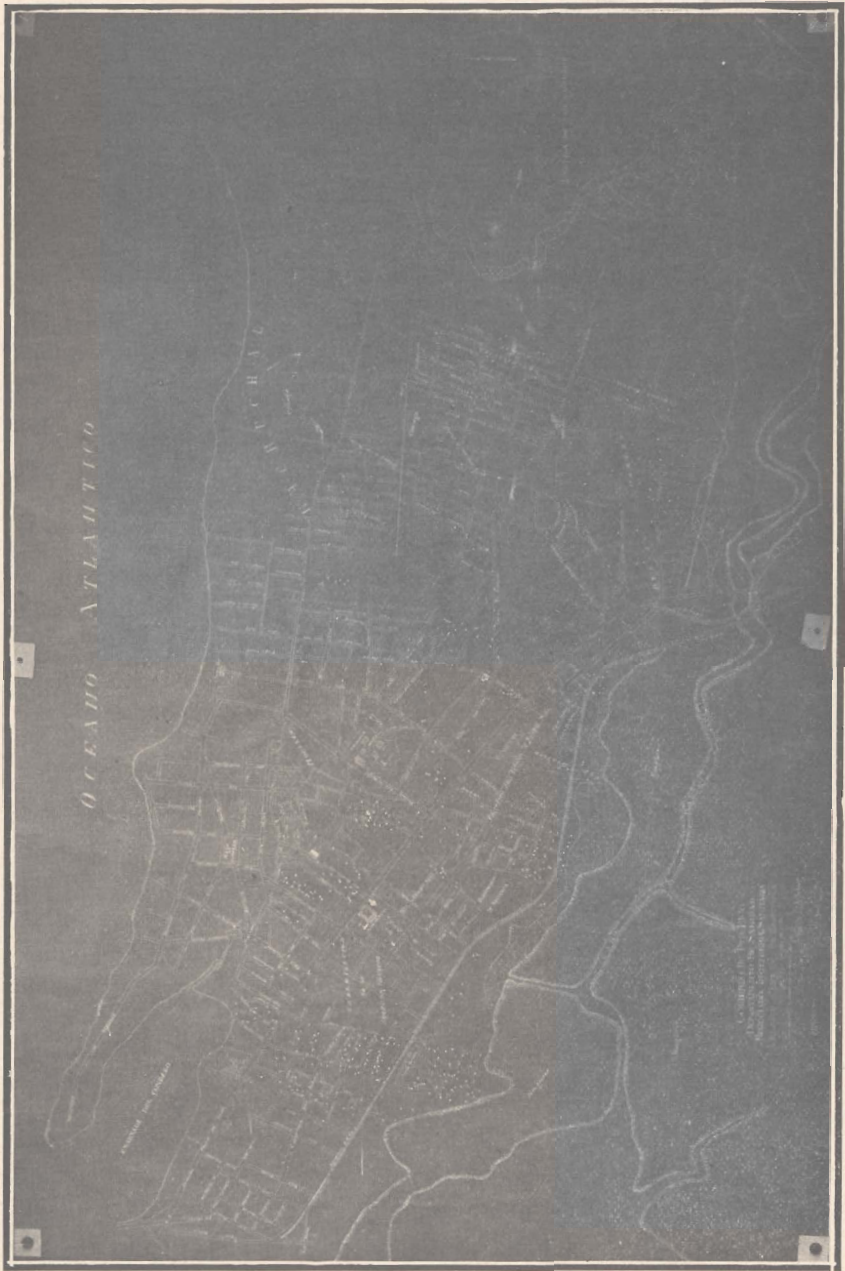
By J. RODRÍGUEZ PASTOR, M. D., Chief of the Bureau of Tuberculosis

In any educational campaign it is of paramount importance to study the characteristics of the people and to do this an exact knowledge of the customs, habits, history and ideals is essential and fundamental. An educational campaign on matters of hygiene in Alaska, for example, where the majority of the inhabitants are rude miners who live isolated and who are used to the inclemencies of a severe climate, could not be carried out in the same way as in Morocco where the inhabitants who are very different in temperament and idiosyncracies enjoy an even climate.

Again an educational campaign in Switzerland which is densely populated could not be conducted in the same way as in Brazil where the population is scattered; nor in Holland where all the inhabitants know how to read and write as in the Congo where almost all the inhabitants are illiterate. Nor could an educational campaign be carried out in the same way in San Juan, the capital of Porto Rico, a municipality where all the inhabitants live in the urban zone as in Aibonito, a mountain summer resort where a large proportion of the inhabitants live in rural zones.

The difference in customs, living conditions, environment, and the natural aspirations of the distinct communities bring about the necessity of planning an educational program on an entirely different basis for each group. So taking into consideration this fact in connection with the educational campaign against tuberculosis in Porto Rico it has been necessary to plan at the outset a program that would be thoroughly adapted to existing conditions, including at the same time known methods that could be utilized here.

It has been necessary to prepare all the literature that is being used in this educational campaign in harmony with the life, racial characteristics and economic conditions of the people and consequently, posters, pamphlets and leaflets in Spanish, written in simple and at the same time effective language have been prepared, as well as slides with object lessons tending to stimulate attention and arouse interest. Original moving pictures prepared in Porto Rico with



Map Showing Prevalence of Tuberculosis in the District of Santurce According to Number of Patients Registered in the Dispensaries.

titles in Spanish and adapted to our environment are being exhibited with great success throughout the country. According to our experience imported films from the National Tuberculosis Association serve no purpose here.

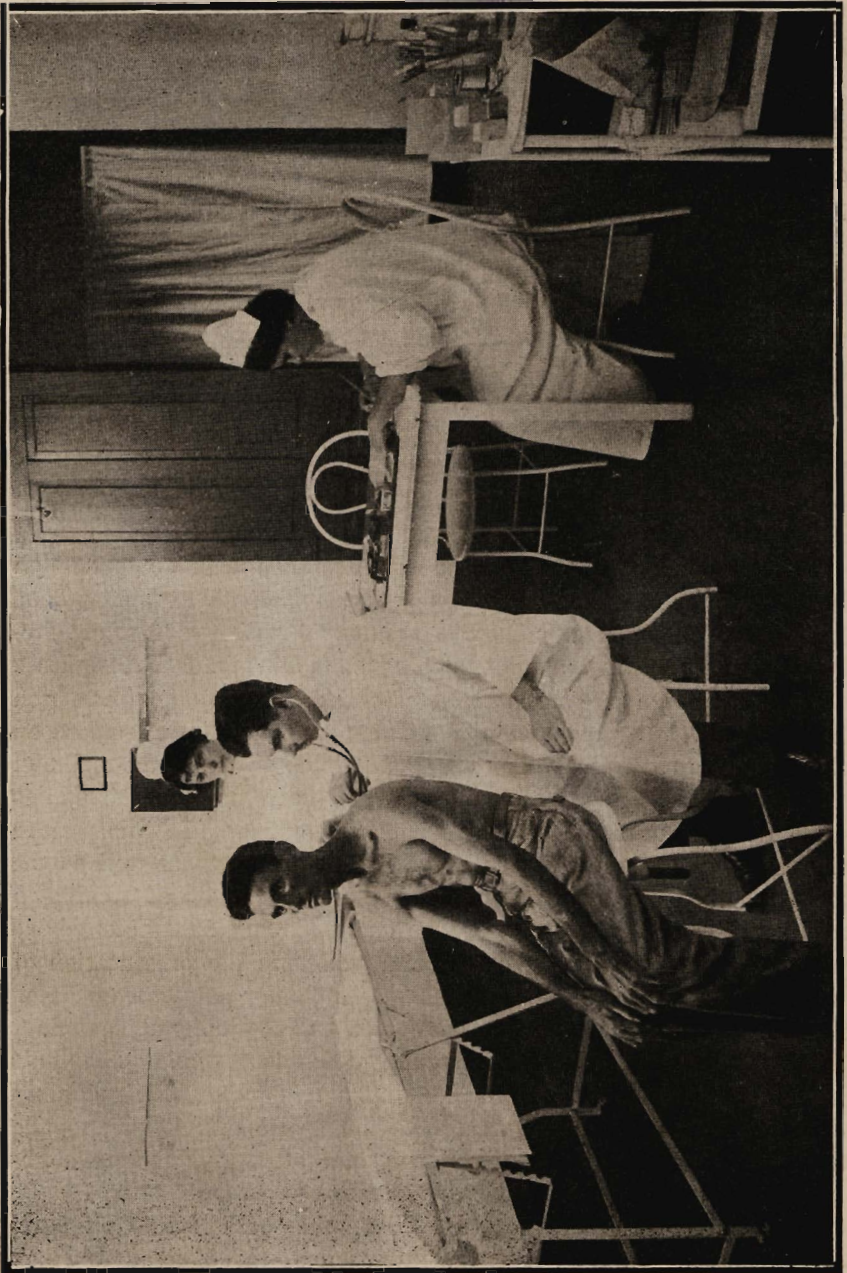
The activities of this educational campaign are as follows: Propaganda in the dispensaries, through the columns of the press, a wide distribution of pamphlets and posters, slides and moving pictures prepared in Porto Rico with a graphic demonstration of how tuberculosis is spread and how it can be avoided and lectures in schools, churches, theaters and other public places.

The physicians and public-health nurses use the dispensaries as educational centers and the visiting nurses carry the teachings on hygiene into the homes of those patients who are unable to attend the clinics. Not only the patients but their relatives and neighbors are instructed as to the principles of home hygiene, proper food, the benefits of pure air, the great importance of keeping the patients isolated from the other members of the family, the necessity of a daily bath, daily exercise and rest.

This propaganda also by means of literature is being carried on in all parts of the Island and not only are thousands of pamphlets, leaflets and posters being distributed but instructive articles are frequently published in the daily papers by the Bureau of Tuberculosis.

The campaign by means of slides and moving pictures has been initiated with the preparation of a large number of illustrations on the various prophylactic aspects of tuberculosis. A three-reel film entitled "Fighting the White Plague" has been made in Porto Rico under the direction of the Bureau of Tuberculosis. In this picture the causes of tuberculosis in Porto Rico are set forth as well as the measures that are being adopted by the Department of Health to avoid and combat the disease. The typical living conditions of the poorer classes have been exactly portrayed with the presentation of unhealthy districts where people live in small, dark unventilated rooms. The public restaurants and cafés and the indigent, ambulant consumptive supply material for practical demonstrations. Emphasis is laid on the fact that ignorance and carelessness in bringing up children often makes them victims of the White Plague, as does the habit of kissing which is so common in the Latin-American countries when women greet and say "goodbye" to each other.

The public-lecture campaign is also being extended to all parts of the Island. In fact, it is the intention of this Bureau to reach the remotest region so as to attract the attention of the entire popu-



Examining a Patient in the Tuberculosis Clinic of Santurce.

LA TUBERCULOSIS ES CURABLE.

DEPARTAMENTO DE SALUD DE PUERTO RICO
BUREAU DE TUBERCULOSIS

El Aire Puro y Fresco Cura y Evita la TUBERCULOSIS. DUEMA CON LAS VENTANAS ABIERTAS.

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DEJE QUE SUS NIÑOS JUEGEN AL AIRE LIBRE.

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Don't let poor health hold you down

El vaso en que bebe todo el mundo, es un propagador de la muerte.



How's your health?



Have a Medical Examination

Keep sickness away!

TENGA SU CASA LIMPIA Y CLARA.

El Aire y el Sol Matan los germenés de LA TUBERCULOSIS.

DEPARTAMENTO DE SALUD DE PUERTO RICO
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NO ESCUPA EN EL PISO.

ES UN VICIO FEOD, Y Puede Diseminar Enfermedades Peligrosas.

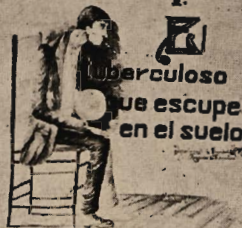
DEPARTAMENTO DE SALUD DE PUERTO RICO
BUREAU DE TUBERCULOSIS

NO VIVA EN CASAS OSCURAS Y MAL VENTILADAS.

El AIRE y el SOL son Esenciales para la SALUD.

DEPARTAMENTO DE SALUD DE PUERTO RICO
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Cómo se disemina la tuberculosis:



BANESE TODOS LOS DIAS.

LA LIMPIEZA TRAE SALUD.

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Si Usted Tiene Sintomas de Tuberculosis Proteja a Sus Familiares:

Evite el contacto con ellos.
Evite el uso de vasos, platos, cubiertos y ropa que hayan estado en contacto con ellos.
No respire en sus caras.
No respire en el mismo espacio que ellos.

DEPARTAMENTO DE SALUD DE PUERTO RICO
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LA TUBERCULOSIS NO SE CURA CON MEDICINAS.

Se Cura con:

Aire Puro y Fresco,
Buena Alimentación,
Descanso.

DEPARTAMENTO DE SALUD DE PUERTO RICO
BUREAU DE TUBERCULOSIS

lation as to the imperative necessity of avoiding and combating tuberculosis. For this campaign a truck will be equipped with literature, a cinematographic outfit, magic lantern, slides and films. A lecturer and nurse will travel with the truck to the smallest village and to the least-known settlements of the Island giving clear, explanatory messages to these benighted people who are ignorant of the fundamental principles whereby physical strength and health are secured.

The program which this Bureau has outlined constitutes an arduous and heavy task. Upon its shoulders rests more or less the education of the people, and no doubt through a hearty spirit of coöperation on the part of the public in general, this campaign, which is of vital importance to every class, will be a genuine success.

