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### Resource guide for health and fitness program development

Sandra D. Butler

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RESOURCE GUIDE  
FOR  
HEALTH AND FITNESS PROGRAM DEVELOPMENT

By

Sandra D. Butler

B.A., Gustavus Adolphus College  
St. Peter, Minnesota, 1981

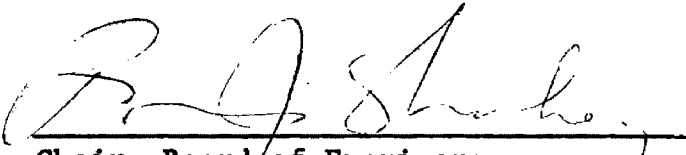
Presented in partial fulfillment  
of the requirements for the degree of

Master of Science

UNIVERSITY OF MONTANA

1982

Approved by:

  
Chair, Board of Examiners

  
Dean, Graduate School

12/17/82  
Date

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Butler, Sandra D., Master of Science, December 1982, Health and Physical Education

Resource Guide for Health and Fitness Program Development (78 pp.)

Director: Brian J. Sharkely, Ph.D. 

The need for a resource guide of health and fitness materials exists for optimum development and implementation of employee health management programs. By request of the United States Forest Service (USFS) Equipment Development Center of Missoula, Montana, a resource guide was developed to help units of the USFS, as well as other organizations and individuals, implement health and fitness programs.

The scope of the health and fitness resource guide includes: health and wellness; nutrition; weight control; exercise and fitness; stress management; blood pressure control; and smoking cessation. The types of resource materials include pamphlets, booklets, books, films and slide-tape presentations. Specific publication lists, resource catalogs and resource organizations are also listed.

Letters of request for materials to be submitted for review and possible inclusion in the resource guide were sent to government health and fitness agencies; state, regional and national organizations; corporations with employee health and fitness programs; and resource individuals. Resource materials were reviewed, analyzed and selected according to technical soundness, cost effectiveness and applicability and accessibility of the resources. The information given for each resource includes: the title; date; publication number, if available; the author or organization involved in writing the materials; where to write for the material; type of source; page numbers; approximate costs; for whom the material is intended; contents.

## ACKNOWLEDGMENTS

I would like to express my sincere appreciation to Stephen Ballard and my parents for their continual encouragement, love, and prayers throughout the writing of this paper. I would also like to thank Dr. Brian Sharkey for making this project available to me and for giving me guidance along the way, and Dr. Kathleen Miller for her special contributions, not only with this project, but throughout my graduate study.

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**PART A**

**GENERAL CONSIDERATIONS CONCERNING  
THE DEVELOPMENT OF THE  
HEALTH AND FITNESS RESOURCE GUIDE**

## CHAPTER 1

### INTRODUCTION

Organizations are becoming more and more aware of the health benefits associated with physical fitness. Corporations are offering health and fitness programs for their employees in hopes of improving health, reducing absenteeism, controlling the cost of health care and increasing productivity. Employee health management programs stress the concept of wellness by utilizing health risk analysis techniques and counseling in areas of stress management, nutrition and diet, weight control and smoking cessation. A special emphasis is placed on the development of cardiovascular fitness to reduce the likelihood of cardiac disease.

Numerous educational materials and guides for health and fitness program development exist, but selecting and locating these sources are frequently difficult. Often in the development of a health management program, an organization finds that it needs additional information and teaching materials for a more effective program but does not have a means of obtaining this essential information.

With the assistance of Dr. Brian J. Sharkey of the University of Montana, the United States Forest Service Equipment Development Center of Missoula, Montana devised an Employee Health Program (1) which emphasizes the prevention of illness, an individual's responsibility for health and the cost effectiveness to the organization. The program maintains the need for a health risk profile, blood chemistry analysis

and periodic medical examinations. The Employee Health Program stresses the need for the development of health programs which include printed and audiovisual aids in the areas of stress reduction, nutrition, weight control and exercise. Although the Employee Health Program describes how to evaluate and implement health and fitness programs, it does not deal specifically with the resource material needed to best meet the goals of the program. As an aid to individual Forest Service units attempting to implement the program, the United States Forest Service wished to develop an informational resource guide of exceptional health and fitness program materials.

It was because of the great need for this type of resource guide for the development and implementation of health and fitness programs that this researcher intended to compile a list of sources to be utilized by the United States Forest Service as well as other organizations and individuals. Having access to this resource information will allow organizations to devise a well-rounded health and fitness program to achieve the highest possible level of employee wellness.

#### Statement of the Problem

The purpose of this study was to devise a resource guide containing material to be utilized in the development and implementation of employee health and fitness programs.

### Subproblems

1. A health and fitness resource survey was conducted.
2. Health and fitness resource materials were analyzed and selected for inclusion in a resource guide.

### Delimitations

The scope of this study included the following areas:

- a. health and wellness
- b. nutrition
- c. weight control
- d. exercise and fitness
- e. stress management
- f. blood pressure control
- g. smoking cessation

### Limitations

1. The review of health and fitness program resource materials was limited to the number of contact sources the researcher was able to obtain.
2. Not all individuals or organizations responded to the request to review their resource materials.
3. The purchase of resource materials was within the financial limitations set by the United States Forest Service Equipment Development Center of Missoula, Montana.

### Assumptions

1. There is a need for a resource guide of health and fitness program materials.
2. Organizations will continue to offer health and fitness programs for their employees.
3. With increased knowledge and scientific evidence of the benefits of exercise and healthy lifestyles, a greater number of organizations will be interested in developing employee health and fitness programs.
4. An increase in the number of organizations beginning employee health and fitness programs will create an increased need for a resource guide.



## CHAPTER 2

### METHODS AND PROCEDURES

#### Resource Survey

The scope of the health and fitness resource survey included health and wellness; nutrition; weight control; exercise and fitness; stress management; blood pressure control; and smoking cessation. The health areas of alcohol and drug abuse were not included in the resource guide because excellent community referral organizations such as Alcoholics Anonymous and other drug dependency agencies are generally available for assistance. The types of resources included pamphlets, booklets, books, films and slide-tape presentations.

The initial search for health and fitness resource materials was conducted at the United States Forest Service Equipment Development Center in Missoula, Montana. Government publications, United States Forest Service health and fitness guides, brochures from national and regional health conferences and conventions, as well as journals, books, pamphlets and brochures were reviewed for leads to government health and fitness agencies; state, regional and national organizations; corporations with employee health and fitness programs; and reference individuals who may be able to aid in the development of the resource guide.

University of Montana experts in specific health-related areas

were asked for suggestions of resource possibilities. Physical education book lists and catalogs, as well as health and fitness newsletters were also reviewed for resource materials.

### Inquiry Process

Letters were sent to prospective organizations, government agencies, corporations and resource individuals informing them of the development of the health and fitness resource guide and the health areas and types of resources contained in the guide. Criteria for evaluation and selection of materials was discussed as including technical soundness, cost effectiveness and applicability and accessibility of the resources to users in remote locations as is the case with certain United States Forest Service units. The inquiry letter explained that the University of Montana's Human Performance Laboratory had been asked by the United States Forest Service (Equipment Development Center of Missoula, Montana) to research and assemble the guide and that its use was intended to help units of the Forest Service implement health and fitness programs suitable for their size and location. It was also noted that the guide would be available to the public, as is the case with all government publications. Requests were made for health and fitness materials to be submitted for review and possible inclusion in the resource guide.

### Review Process

The first review consisted of a broad overview of the materials with preliminary decisions of acceptability made according to the appropriateness and validity of the contents. Information as to contents, cost and date of publication were listed and attached to each resource.

In the second, in-depth review the materials were placed into sub-categories according to the type of information presented. Materials were further analyzed for technical soundness, cost effectiveness and availability.

As materials were reviewed, additional health and fitness resources, organizations and individuals were discovered. Inquiry letters were thus continuously sent out as materials came in and were reviewed.

### Resource Guide Organization and Development

The health and fitness resources were organized first by broad topic headings and then more specifically by their purpose in the program. Each topic includes the sub-categories of program resources, additional resources, publication lists and resource catalogs, and resource organizations. Additional sub-categories were added when necessary.

The materials were not ranked from the first to last resource choice but were instead listed by a combination of the form of material and comprehensiveness of its contents. Pamphlets and brochures were

usually listed first. The variability in the type and amount of contents often made it impossible to rank the material or comment on its specific use. For this reason, all materials listed were evaluated as being helpful in the development of a health and fitness program. The sub-category materials under the heading, "Additional Resources," were considered helpful but because of cost or specific content appropriateness, were not included with the other resources.

The specific information in the resource guide includes the title; date; publication number, if available; the author or organization involved in writing the material; and where to write for the resource material. Also covered are the type of resource; page numbers; appropriate cost; for whom the material is intended; and a brief summary of the resource contents.

The date of some booklets and small pamphlets do not appear in the resource guide because the date was not printed. These materials were included if the contents were applicable. The organization or publishing company of whom to write for the resource is indented immediately under the title, date, publication number and author. All resource addresses are alphabetically listed in Appendix B.

Because the prices of resource materials change periodically, the resources were placed into four cost categories rather than listing specific prices. The ranges of cost are abbreviated and designated as: (I) no cost; (II) low cost: \$0.20-\$3.00; (III) cost: \$3.00-\$10.00;

(IV) high cost: over \$10.00. Films, of course, were over \$10.00 and thus rated as high cost. The preview, rental, and purchase prices of the listed films are comparable to other film prices. Most film companies failed to respond to the request for review or requested a film preview fee. For this reason, along with the fact that most film descriptions contained inadequate content material, only three films were listed.

Each resource is designated as being appropriate for the program director, employee or both with abbreviations of PD, E and PD/E respectively. The resources are not restricted entirely by the specified label, but are given as guidelines for program development.

Resource contents are presented by separating the main themes or topics by semicolons and related information by commas. Specific comments are only given to clarify reasons for placing some resources under the "Additional Resources" heading.

## CHAPTER 3

### RESULTS AND DISCUSSION

The health and fitness resource survey resulted in a 66.24% return. Inquiry letters were sent to 234 organizations, government agencies, corporations, publishing companies and individuals. One hundred fifty-five responded by sending resource materials and/or letters referencing other organizations and resources for review while 79 did not respond. Each organization was only counted once although many were written to more than one time when additional resources were discovered.

Several contributing factors may have lowered the percent return:

1. Many of the initial inquiry letters were sent to several resource individuals and organizations who it was thought may not respond. This was done to try and receive information and leads from a wide variety of places, organizations and individuals.
2. Several State Health Departments were written to in hopes of receiving examples of free information available to in-state and out-of-state residents. Some responded by saying they could not send information to other states because of financial reasons.
3. The organizations were responsible for paying the postage on

materials they sent for review.

4. Many corporations may not have responded because they used personal company publications.
5. Some organizations may not have had appropriate materials to send or did not want to take the time to respond.
6. Some letters were returned because of organization name or address changes and could not be forwarded.

The best response came from the government agencies who were also found to have many of the best and least expensive materials. These resources are generally well researched, periodically updated and comprehensive.

## CHAPTER 4

### SUMMARY AND RECOMMENDATIONS

#### Summary

A resource guide which contains materials to be utilized in the development and implementation of employee health and fitness programs was devised by request of the United States Forest Service Development Center of Missoula, Montana. The scope of the health and fitness resource guide included: health and wellness; nutrition; weight control; exercise and fitness; stress management; blood pressure control; and smoking cessation. The types of materials consisted of pamphlets, booklets, books, films and slide-tape presentations. Specific publication lists, resource catalogs and resource organizations were also listed.

Letters of inquiry were sent to government health and fitness agencies; state, regional and national organizations; corporations with employee health and fitness programs; and individuals known as experts in the areas of health and fitness. Requests were made for materials to be submitted for review and possible inclusion in the resource guide.

Resource materials were reviewed, analyzed and selected according to technical soundness, cost effectiveness and applicability and accessibility of the resources. The information given for each



resource listed in the guide includes: the title; date; publication number, if available; the author or organization involved in writing the material; where to write for the material; type of source; page numbers; approximate cost; for whom the material is intended; contents.

#### Recommendations

1. A condensed version of the information in this resource guide is being developed by the United States Forest Service as an aid to units of the Forest Service in the development and implementation of employee health management programs. For further information, contact the United States Forest Service, Equipment Development Center, Fort Missoula, Bldg. 1, Missoula, Montana 59801.
2. Corporations and other organizations can benefit by using this resource guide to develop new employee health and fitness programs or improve existing programs.
3. The resource guide can be utilized in the school setting by instructors and students in the Health Promotion field as a guide to collateral materials for health education unit development.
4. Continued survey and review of health and fitness resource materials are necessary for a complete, comprehensive and up-to-date resource guide.
5. As the health and fitness resource guide becomes available, more organizations and individuals will become aware of the guide and send their materials to be reviewed.

REFERENCE

Sharkey, Brian J. Employee Health Program: A Proposal for the Eighties.  
United States Department of Agriculture, February 1981.

**PART B**

**HEALTH AND FITNESS RESOURCE GUIDE**

HEALTH AND WELLNESS

Need for Health and Fitness Programs

.Healthy People: The Surgeon General's Report on Health  
Promotion and Disease Prevention (1970)

DHEW (OHS) Publication No. 79-55071

U.S. Department of Health, Education and Welfare

Superintendent of Documents, U.S. Government Printing Office

165 page paperback            III        PD

health statistics of Americans; risks to good health;  
prevention of disease; broad National goals of infants,  
children, adolescents, adults and older adults; actions  
for prevention, health protection, health promotion

.Promoting Health/Prevention Disease: Objectives for the Nation  
(1980)

U.S. Department of Health and Human Services Superintendent of  
Documents, U.S. Government Printing Office

86 page paperback            III        PD

specific and quantifiable objectives necessary for attainment  
of the broad goals stated in Health People (above); nature and  
extent of health problems, health implications, status trends;  
prevention, promotion; specific National objectives for improved  
health status, reduced risk factors, improved awareness, improved  
services and protection, improved surveillance and evaluation.

.Employer and Employee Expenditures for Private Health Insurance  
(Date Preview 7)

HHS Publication No. (PHS) 81-3297

U.S. Department of Health And Human Services Office of Health  
Research, Statistics and Technology

15 page preview report        I        PD

Section of a larger National Health Care Expenditures

study by the National Center for Health Services Research; preliminary estimates of several key measures of health insurance, health services use and health care expenditures

**Additional Resources for Demonstrating a Need for Health and Fitness Programs**

.Health - United States, 1981 (1981)

DHHS (PHS) Publication No. 82-1232

U.S. Department of Health and Human Services, Superintendent of Documents, U.S. Government Printing Office

251 page paperback            III            PD

6th annual report on U.S. health status; analytic articles on selecting health topics; statistical tables of health status and determinants, utilization of health resources, health care sources and expenditures; trends and comparisons over time

comments: does not specifically apply to health and fitness program development

.Prevention '80 (1980)

DHHS (PHS) Publication No. 81-50157

U.S. Department of Health and Human Services, Superintendent of Documents, U.S. Government Printing Office

143 page paperback            III            PD

annual report describing Federal preventive activities; reviews major accomplishments of past year

comments: does not specifically apply to health and fitness program development

**Total Health and Fitness Program Development**

.A Proposal for the Eighties: Employee Health Program (1981)

Brian J. Sharkey, Ph.D.

United States Forest Service, Missoula, Montana

41 page booklet                II            PD

detailed results of Missoula Equipment Development Center's pilot health program, Project Life Style; brief description of three basic types of employee health programs for prevention, early detection and periodic medical examination; implementation and evaluation of programs; potential value to employees and employers

Employee Fitness (1977)

Martin L. Collis, PH.D.

Supply and Services, Canada

comprehensive description of developing a successful employee fitness program: benefits of program, promotion, motivation, leadership, evaluation and legal aspects of a fitness program; sample Canadian programs, questionnaires, health hazard appraisal

Employee Fitness "The How to ..." (1979)

(Proceedings of the Ontario Employee Fitness Workshop, Seneca College, King City, Ontario; March 1979)

Fitness Ontario Enforme

193 page booklet          III          PD

comprehensive discussion of the development of employee health and fitness programs: rationale and organization support; fitness program possibilities and considerations; fitness testing; leadership; motivation; evaluation; finances; resource list

Managing Health Promotion in the Workplace: Guidelines for Implementation and Evaluation (1982)

Rebecca S. Parkinson and Associates

Mayfield Publishing Company

314 page hardcover          IV          PD

program guidelines: needs and objectives; designing the program; identifying and allocating resources; evaluation of program; examples of existing company programs; background papers on health and fitness program components

Wellness at Work: A Report on Health and Fitness Programs for Employees of Business and Industry (1982)

Robert M. Cunningham, Jr.

## Blue Cross Association

136 page paperback      III      PD

considerations for beginning a program: records, employee opinion survey; making a program work in a company; major portion deals with sample corporate health programs

YMCA Corporate Health Enhancement Program Kit (1980)  
(Two Manuals:: (1) program development; (2) course outline)

## YMCA of the USA

(1) 97 page manual (2) 84 page manual      IV      PD

(1) comprehensive overview of steps involved in setting up corporate fitness program: planning, promotion, advertising the program, record keeping, evaluation; presenting the need for a program to corporate heads and employees; sample letters and forms

(2) background information; treatment components; relationship to total health; potential solutions; developing personal action plans; sources of additional information and recommended reading for the participants and the presentors

comments: written for YMCA program director but can be adapted.

Cardiovascular Primer for the Workplace (1981)

NIH Publication No. 81-2210

U.S. Department of Health and Human Services,  
the National Institutes of Health

88 page booklet      III      PD

risk factors of cardiovascular disease; economics of cardiovascular disease in business and industry; approaches for starting a program; resources; statistical information

## Additional Resources for Total Program Development

Toward a Healthy Community: Organizing Events for Health Promotion

DHHS (PHS) Publication No. 80-50113

37 page booklet I PD

system-centered health promotion; shortcomings of health promotion; initial considerations in program management; characteristics of an effective health promotion program, program implementation, maintenance, evaluation; health risk questionnaire

Re-Vitalize Program Manual (1982)  
Bull Publishing Company

program manual IV PD

includes the manual, risk factor appraisal: questionnaire and profile and program component books (listed below; each discussed in appropriate resource guide category)

Individual Learning Programs:

Taking Charge of Your Weight and Well-Being  
Learning to Eat  
Managing Stress Before it Manages You  
Taking Charge of Your Smoking

Additional program components not included in total program cost:

Nutrition: A Change for Heart  
Realities of Nutrition  
Fat Counter Guide  
Stress: Feeling Good About Feelings  
Exercise: Exercise: The Why and The How

comments: all books may be purchased separately and used with the more comprehensive planning and implementation resources found in the section of Health and Fitness Program Development

The Y's Way to Physical Fitness (1982)  
Lawrence A. Golding, Ph.D., Clayton Myers, Ph.D. and  
Wayne Sinning, Ph.D.  
YMCA of the USA

172 page hardcover IV PD



magnitude and scope of YMCA Health Enhancement Program Kit (above); planning and organization; questions and answers about exercise physiology; YMCA physical fitness test battery; exercise principles and guidelines; program resources

comments: less expensive program development books are available

.YMCA Risk Factor Management (1978)  
YMCA of the USA

large booklet                    III        PD

three detailed programs: stress management; nutrition and weight control; smoking cessation

comments: may be used with YMCA Health Enhancement Program Kit

Program Resources for Health and Wellness

.Health Risk Appraisals: An Inventory (1981)  
DHHS (PHS) Publication No. 81-50163  
U.S. Department of Health and Human Services  
National Health Information Clearinghouse

32 page booklet                    I        PD

inventory of 29 health risk appraisals currently available to the public; cost, method of analysis, specified target population, special ordering information, general description; bibliography of books and journals that provide further information on the concept and use of the health risk appraisal

NOTE: State Health Departments usually have available HRA's at low cost. Government agencies should contact the Center for Disease Control for HRA assistance

.A Healthy Lifestyle: One Key to Lower Health-Care Costs  
Abbott Laboratories

4 page pamphlet                    I        E

general information on steps to a healthy lifestyle: moderate exercise; sleep; balanced diet; moderate weight; smoking abstinence; moderate alcohol consumption

.What Everyone Should Know About Wellness (1982)  
 (A Scriptographic Booklet)  
 Channing L. Bete Co., Inc.

15 page booklet            II        E

general information regarding a healthy lifestyle:  
 factors that can and cannot be controlled: diet,  
 exercise, rest, stress, bad habits, attitude

.Health and Lifestyle  
 Spectrum Films

28 minute film (16mm or 3/4" video-cassette)    IV    E

comprehensive presentation of patterns of daily living  
 which contribute to optimum health: stress management,  
 nutrition, weight control, exercise; suggests lifestyle  
 as an individually controlled decision

comments: endorsed by the American Occupational Medical  
 Association and by the American Association of Fitness  
 Directors in Business and Industry; Blue Ribbon Award,  
 1980 American Film Festival, New York City

.The American Way of Life Need Not Be Hazardous to Your  
 Health (1978)

John W. Farquhar, M.D.

Stanford Alumni Association, The Portable Stanford

191 page paperback        III        PD/E

habits and lifestyles of Americans; achieving self-  
 directed change: stress management; exercise; nutrition  
 and food patterns; weight control; smoking

.7 Steps to Heart and Lung Fitness (1978)

Richard Rylander Blide, M.D.

The Athletic Institute (or Anna Publishing, Inc.)

64 page paperback        III        PD/E

overview of exercise and fitness, nutrition and weight  
 control, stress management, smoking

.Physiology of Fitness (1978)

Brian J. Sharkey, Ph.D.

Human Kinetics Publishers

420 page paperback III PD/E

comprehensive overview of the physiology of aerobic and muscular fitness, prescription for fitness; weight control; health and lifestyle in relation to fitness

## Additional Program Resources for Health and Wellness

.Patient Information Library

(variety of patient health information booklets)

Patient Information Library

8-32 page booklets II E

explanation of causes, diagnosis, care and treatment, strength and flexibility rehabilitation exercises, anatomy; importance of early diagnosis, ongoing treatment, changes in lifestyle

examples of booklet titles: "Knee Owner's Manual," "Back Owner's Manual," "The High Blood Pressure Story"

.Fitness: A Lifetime Commitment (2nd edition) (1982)

David K. Miller and T. Earl Allen

The Athletic Institute (or Burgess Publishing Company)

250 page paperback III PD

designed primarily for college physical education students with major objectives of understanding the purpose of exercise, evaluating physical fitness and designing a personalized exercise program; written in textbook form with goals and objectives for each chapter

.Health and Wellness: A Holistic Approach (1982)

Gordon Edlin and Eric Golanty

Science Books International

603 page paperback IV PD

comprehensive discussion of positive wellness in a holistic approach: healthy lifestyle as a combination of physical, psychological, emotional, social, spiritual and environmental factors; examples of health topics: nutrition and weight control; life stress and illness; illness and disease; emotional distress; alcohol use and abuse, smoking; preventing cardiovascular disease; intimate relationships

comments: contains more than health and fitness program resource materials

### Resources on Cardiovascular Disease

American Heart Association pamphlets  
American Heart Association

2-12 page pamphlets        I        E

examples:

Six Important Facts for a Healthier Heart (1979)

Why Risk Heart Attack: Seven Ways to Guard Your Heart (1981)

Reduce Your Risk of Heart Attack (1981)

Facts About Congestive Heart Failure (1982)

Eat Well But Eat Wisely (to reduce one of your risks of heart attack) (1969)

Save Food Dollars and Help Your Heart (1974)

The Way to a Man's Heart (A fat-controlled, low cholesterol meal plan to reduce the risk of heart attacks) (1972)

Fact Sheet on Heart Attack, Stroke and Risk Factors (1982)

Heart Facts 1982 (1982)  
American Heart Association

25 page booklet        I        PD/E

U.S. statistics on heart facts: coronary heart disease, mortality, costs, prevalence, cardiovascular operations, risk factors; concise description of heart functions, atherosclerosis, high blood pressure, heart attack, stroke, congenital heart disease, rheumatic heart disease; glossary of heart terms

### Additional Resources for Cardiovascular Disease

Medicine for the Layman: Heart Attacks (1981)

NIH Publication No. 81-1803  
 U.S. Department of Health and Human Services  
 Office of Information, National Heart, Lung and  
 Blood Institute

32 page booklet            II        PD/E

heart attack causes; how the heart works; magnitude of the  
 problem; symptoms, treatment, prevention; questions and  
 answers

.Arteriosclerosis 1981 (Vol. 1) (1981)

NIH Publication No. 81-2034  
 U.S. Department of Health and Human Services  
 Office of Information, National Heart, Lung and  
 Blood Institute

62 page booklet            III        PD

technical discussion of arteriosclerosis: present knowledge  
 of the disease, application of knowledge: prevention and  
 education, past accomplishments, past and present research

Health and Wellness Organizations with Newsletters

.The Center for Consumer Health Education

provides and assists with programs for health promotion;  
 publications: pamphlets, reference books and newsletter:

Taking Care

6 page monthly publication            IV    E

contents: health and fitness issues: nutrition, weight  
 control, exercise, smoking cessation, stress management

.Medical Datamation

health risk and lifestyle analysis; health education  
 booklets; health strategy seminars; positive health  
 speakers bureau; followup service; newsletter:

Health 80's/MDI Newsletter

8 page monthly publication            IV    E

contents: developments in health screening, education  
 and promotion (focus on Medical Datamation user  
 experience); articles on health and wellness

.American Running and Fitness Association  
(formerly the National Jogging Association)

nonprofit educational organization which promotes health through aerobic exercise; information on running and fitness, guidelines for successful exercise programs; tabloid newspaper:

Successful Jogging

4 page bimonthly publication IV E  
contents: medical advice; discounts on running gear, stress tests, sportsmedicine clinics and podiatrist services

Additional Health and Wellness Newsletters

.Environmental Nutrition, Inc.  
newsletter:

Environmental Nutrition

4 page monthly publication IV E  
contents: information on diet and nutrition; tips on special diets, recipes, consumerism, reviews of popular nutrition publications, resource list of recommended books, government pamphlets, etc.

.Society for Nutrition Education  
publication:

The Journal of Nutrition Education

quarterly publication IV (no cost to members) E  
designed to stimulate interest and research in applied nutritional sciences; information for educators; nutrition articles, reviews of books and educational materials, editorials, discussions of current issues

Health and Wellness Publication Lists and Resource Catalogs

.Consumer Information Catalog

Consumer Information Center

.Selected U.S. Government Publications

Supertintendent of Documents, U.S. Government Printing Office

.Bull Publishing Company: Books on Nutrition, Health and Cancer Care

Bull Publishing Company

American Medical Association

National Health Information Clearinghouse

## Health and Wellness Resource Organizations

### National:

- .American Alliance for Health, Physical Education,  
Recreation and Dance
- .American Association of Fitness Directors in Business  
and Industry
- .American Cancer Society (and local chapter)
- .American Collete of Sports Medicine
- .American Heart Association (and local chapter)
- .American Lung Association (and local chapter)
- .Association of the Advancement of Health Education
- .Center for Health Promotion (American Hospital  
Association)
- .Center for Health Promotion and Education (Center for  
Disease Control) (formerly the Bureau of Health  
Education)
- .Center for Medical Consumers and Health Care Information  
(helps to teach how to critically evaluate health  
information)
- .Health and Welfare Canada
- .National Association of Community Health Centers, Inc.
- .National Center for Health Education
- .National Health Information Clearinghouse
- .Office of Health Information and Health Promotion
- .Washington Business Group on Health

### Regional:

- .Be-Well(services the Broward County, Florida area)
- .Health Education Center (services the Pittsburgh area)
- .Health Planning Council (services southern Wisconsin)

### State and local:

- .state and local health department
- .county extension cooperative service
- .state and local medical society
- .local hospital patient information
- .local college university health and physical education  
department
- .community health programs, organizations, associations

## NUTRITION

### General Nutrition Program Resources

#### Nutrition and Your Health

U.S. Department of Agriculture, U.S. Department of Health  
and Human Services

Superintendent of Documents, U.S. Government Printing  
Office

19 page pamphlet            I    E

dietary guidelines for Americans: variety of foods; body  
weight; fat, saturated fat, cholesterol; starch and fiber;  
sugar; sodium; alcohol

#### A-B-C's of Good Nutrition    (1982)

(A Scriptographic Booklet)

Channing L. Bete Co., Inc.

15 page booklet            II    E

general nutrition information: six basic nutrients,  
recommended daily allowances for infant, male, female;  
balanced diet: the basic four food groups

#### Nutrition: Are You What You Eat?    (1980)

Center for Consumer Health Education

7 page pamphlet            I    E

nutrition basics: well-balanced diet, foods to avoid:  
saturated fat and cholesterol, sodium, sugar, saccharine;  
special nutritional considerations of babies, children,  
pregnant or breast feeding women, the elderly, people with  
special conditions: diabetes, high blood pressure

#### Good Health: Exercise/Nutrition

Illinois State Council on Nutrition, Governor's  
Council on Health and Fitness

7 page pamphlet            I    E

combination of sensible diet and exercise programs for  
fitness: basic four food groups, nutrients, approximation  
of calories needed per body weight; exercise tips; calorie  
value of various activities; minimum requirements for  
improving cardiovascular fitness and weight control



.Nutrition: Food at Work For You

Prudential Insurance Company of America

16 page booklet            II     E

basic four food groups; tips on meal planning; nutrients: what they do, where found; mineral and vitamins; water; food energy; maintaining desirable weight

.Nutrition Fact Sheet     (1981)

Nutrition Information and Resource Center,  
Pennsylvania State University

23 page fact sheets        I     E

examples of nutrition topics: sodium, fiber, sugar, diet and heart disease, fad diet frauds, weight control, fast foods, convenience foods, food forms, nutrition during pregnancy, vegetarianism; nutrition resource lists: pamphlets, books, low fat and low sodium cookbooks

.Guide to Wise Food Choices     (1982)

National Dairy Council

6 page booklet            I     E

energy nutrients and their effects on health; sources of nutrients; food groups; recommended dietary allowances; nutrition labeling

.Diet and Coronary Disease     (1978)

American Heart Association

6 page booklet            I     PD

factors associated with coronary heart disease; general dietary recommendations: caloric intake, reduced saturated fats and cholesterol, carbohydrate, sodium, other dietary factors

.Your Diet and Your Heart     (1982)

(A Scriptographic Booklet)

Channing L. Bete Co., Inc.

15 page booklet            II     E

simplified nutrition factors and heart disease:  
atherosclerosis, obesity, reduction in cholesterol,  
fats; basic four food groups; total health strategy:  
periodic medical check-up, healthy eating habits,  
exercise, avoid stress

.Vitamin Facts (1981)  
National Dairy Council

2 page fact sheet I E

discussion of function of vitamins; recommended dietary allowances; supplements generally not needed; naturally occurring vitamins, synthetic and "natural" vitamin supplements; large chart of fat-soluble and water-soluble vitamins and their recommended dietary allowances, significant sources, major physiological functions, deficiency symptoms, overconsumption functions

.Vitamins: An Alphabet Soup for Good Health  
Abbott Laboratories

6 page pamphlet I E

discussion and chart of vitamin functions, deficiency conditions, food sources; importance of balanced diet

Comprehensive Nutrition Program Resources

.Weighing the Choices: Positive Approaches to Nutrition  
Spectrum Films

20 minute film (16 mm or 3/4" video-cassette) IV E

positive food choices for healthier living; short-term payoff of feeling better and eventual reduced risk of disease and disability; weight control: food choices rather than dieting; lifetime eating habits

comments: endorsed by the American Occupational Medical Association and by the American Association of Fitness Directors in Business and Industry

.A Guide to Fats and Oils (1980)

Best Foods Nutrition Information Service

22 page booklet            II (single Copy: I)    E

facts about fats, fat composition, cholesterol, fats in foods, package labels, food choices

.The Medicine Called Nutrition (1979)

Best Foods Nutrition Information Service

67 page booklet            II (single copy: I)    PD

comprehensive overview of nutrition for better health: reports by experts in the field; guidelines for nutrition counseling: protein, fats, carbohydrates; choosing foods for health; nutrition vs. disease, hypertension, atherosclerosis, obesity, cancer, diabetes; lipids, proteins and fat metabolism

.Eater's Guide: Nutrition Basics for Busy People (1981)

Candy Cummings and Vicki Newman

Prentice-Hall, Inc.

170 page paperback        III        E

informational nutrition facts and recommendations: food intake health questionnaire; types of fats; fiber; sugar; cholesterol; salt: sodium content in various foods, spices as alternatives; caffeine: content in selected foods, beverages and drugs; weight control; several recipes with minimal sugar, salt and fat

comments: easy reading with humor and cartoon illustrations

.A Change for Heart: Your Family and the Food You Eat (1978)

James M. Ferguson, M.D. and C. Barr Taylor

Bull Publishing Company

183 page paperback        III        E

self-instructed guide for eating behavior modification; family involvement in planning for change; eating behavior charts, food check lists, graphs; glossary of medical and dietary words; references and recommended readings

## Additional Nutrition Program Resources

.Your Age & Your Diet: Infancy to Adulthood (1981)  
American Medical Association

9 page pamphlet            II        E

energy and nutrient requirements for infants, children, adolescents, adults, pregnancy, aging adults; daily food guide: minimum servings of the four food groups for each age group; sources of additional information

.A Guide for Food and Nutrition in Later Years (1980)  
Society for Nutrition Education

18 page booklet            II        E

nutritional needs in later years, weight control, shopping tips, protein foods; special nutrition problems, realities of "health" foods and vitamin/mineral supplementation; nutrition chart: major nutrients, their sources, functions and recommended daily serving; resource organizations, programs, books and publications

Nutrition Labeling: Food Selection Hints for Fat-Controlled Meals (1978)  
American Heart Association

9 page pamphlet            I        E

how to read food labels, guidelines for shopping for fat-controlled meals

.Read the Label, Set a Better Table (1976)

DHEW publication No. (FDA) 76-2049

U.S. Department of Health, Education and Welfare Food and Drug Administration

7 page pamphlet            I        E

reading a nutrition label; key nutrients: functions, sources; using the labels to serve a better meal and to save money; U.S. recommended daily allowances

.The Sodium Content of Your Food (1981)

U.S. Department of Agriculture  
 Superintendent of Documents, U.S. Government Printing  
 Office

43 page booklet                    I        PD/E

overview discussion of sodium content in food; chart of sodium content in foods and beverages, selected non-prescription drugs

.Sodium in Food, Medicine and Water  
Water Quality Association

56 page pamphlet                    I        PD/E

chart of sodium content in foods and beverages, common medicines, and in the water of U.S. cities; lists the products portion size, weight in grams, sodium content in milligrams

.Facts About Potassium (1977)  
American Heart Association

9 page booklet                    I        PD/E

potassium facts: what it is, normal diet usually sufficient, increased need due to some heart disease medications, selected references; potassium and sodium content of selected foods

.Nutrition, Food, and Weight Control (1981)  
Brent O. Hafen

Allyn and Bacon, Inc.

250 page paperback                III        PD

reference text: comprehensive overview of the basic nutrients, vitamins and minerals: functions, sources; digestion, absorption, metabolism; contemporary issues in nutrition: cereals, breads, flour: whole wheat vs. white bread; sugar; fiber; caffeinated beverages; vegetarianism; nutrition and disease; nutrition, learning and behavior; food additives; nutrition labeling; overweight and obesity: myths and facts; obesity and health; weight control fads and fallacies; nutritive values of the edible parts of foods

.Realities of Nutrition (1976)

Donald M. Deutsch

Bull Publishing Company

405 page paperback IV PD

reference text: basic principles of energy, exercise and fat; principles of weight control; food content and labeling; carbohydrates, proteins, fats; vitamins, minerals; application of nutrition principles; modern technology and food: processed vs. "natural" foods, additives, pesticides

## Nutrition Publication Lists and Resource Catalogs

.American Dietetic Association Catalog

American Dietetic Association

.Supplement to Guidelines for the Development of Nutrition Programs (1981)

American Heart Association

.Selected List of DHHW Nutrition Publications.Vitamin and Mineral Resource List

National Health Information Clearinghouse

.Nutrition Education Materials

Nutrition Foundation

.Publications of the Food and Nutrition Service

Food and Nutrition Service

.Nutrition for Everybody: An Annotated List of Resources.Nutrition Education Resource Series No. 12: Fitness and Nutrition (March 1981).The SNE Catalog

Society for Nutrition Education

Publication lists or resource guides also available from:

.American Medical Association, Department of Foods and Nutrition

.Foods and Nutrition Information Center, National Agricultural Library Building

.National Heart, Lung and Blood Institute, Public Inquires and Reports Branch

.Vital and Health Statistics Publications Series, National Center for Health Statistics

## Additional Nutrition Resource Catalogs

.Audiovisual Resources in Food and Nutrition (1979)  
National Agricultural Library, USDA  
Oryx Press

232 page paperback      IV      PD

.Food and Nutrition Resources (10th edition) (1982)  
National Agricultural Library, USDA  
Oryx Press

345 page paperback      IV      PD

## Nutrition Resource Organization

## National:

- .American Dietetic Association
- .American Heart Association
- .American Medical Association, Department of Foods and Nutrition
- .Best Foods Nutrition Information Service
- .Food and Drug Administration, Consumer Communications
- .Food and Nutrition Information Center
- .Health and Welfare Canada
- .Human Nutrition Center SEA, U.S. Department of Agriculture
- .National Health Information Clearinghouse
- .National Nutrition Education Clearinghouse
- .Nutrition Foundation
- .Nutrition Information and Resource Center, Pennsylvania State University
- .Society of Nutrition Education

## State and local:

- .state and local health department
- .county extension cooperative service
- .state and local medical society
- .local hospital patient information
- .community health programs, organizations, associations

## WEIGHT CONTROL

### Weight Control Program Resources

.The Healthy Approach to Slimming (1979)  
American Medical Association

21 page pamphlet            II            E

weight conscious vs. health conscious approaches to weight control; desirable weight; short term weight changes; deceptive gain and loss; calories as fuel; planning a diet: basic four food groups, sample diets

.You and Your Weight (1982)  
(A Scriptographic Booklet)  
Channing L. Bete Co., Inc.

15 page booklet            II            E

basic weight control; why the problems; health problems; desirable weights; controlling the diet: four food groups; exercise, getting started; balancing diet and exercise; determining calorie intake and expenditure; other weight loss plans: crash diets, mechanical devices, drugs

.Exercise and Weight Loss (1980)  
President's Council on Physical Fitness and Sports  
Superintendent of Documents, U.S. Government Printing Office

8 page pamphlet            I            E

weight control fallacies: energy expenditure in exercise, appetite and exercise; advantages of exercise; importance of diet; exercise and modern living: regular exercise schedule, supplementary physical exercise, stepped-up ordinary exercise, physical activity in the day's occupation

.How You Can Control Your Weight (1979)  
(Stay Well Series)  
Metropolitan Life Insurance Company

6 page pamphlet            I            E



desirable weight chart: varies according to amount  
fat weight and muscle mass; healthy eating: lifetime  
habit; dieting tips; effects of exercise; behavior  
modification methods: food diary

.Overweight and Your Health: The Vital Connection! (1978)  
Weight Watchers International, Inc.

14 page booklet            II        E

health risks of being overweight: causes, related health  
problems, long term affects; respiratory problems, cardio-  
vascular diseases, diabetes, gynecologic problems, gall-  
bladder disease, osteoarthritis, varicose veins, skin  
conditions, surgical risks, shortened life expectancy;  
health hazards from improper dieting; choosing a sensible  
diet

.Life Plan for Weight Control (1980)  
Center for Consumer Health Education

7 page pamphlet            I        E

diet myths; two methods of simple weight assessment;  
mirror test, pinch test; getting started; sensible  
food substitutions; question checklist for determining  
weight control program

.Personalized Weight Control (1981)  
Betty Taif  
National Dairy Council

15 page pamphlet            I        E

inventory of present food habits; quality vs. quantity of  
calories: carbohydrates, proteins fats; guide to good  
eating: basic four food groups; tips for preparing foods,  
packing lunches, snacks, restaurant eating; exercise:  
physical activity throughout the day

.What to Know About a Weight Control Diet Before You Eat  
One (1982)  
National Dairy Council

8 page pamphlet            I        E

general information on the basics of a good weight control diet: basic four food groups, nutrients cutting calorie input, increasing energy output through exercise; basic behavior modification principles: eating habits; tips for the beginning a weight control diet 37

.Weight Reduction (1975)  
American Heart Association

12 page pamphlet I E

daily food patterns: basic four food groups; guide for selecting and preparing food, serving sizes, approximate calorie amounts

.Proper and Improper Weight Loss Programs (position paper)  
American College of Sports Medicine

9 page paper I PD

statements and recommendations for weight loss based on current research: severely restricted caloric intake and the loss of water, electrolytes, minerals, glycogen stores and minimal fat loss; large muscle dynamic exercise and higher percentage of fat loss; need for nutritionally sound diet, lifetime commitment to proper eating habits and regular physical activity

.Thin and Fit: Your Personal Lifestyle (1982)  
Dorothy E. Dusek, Ph.D.  
Wadsworth Publishing Company

278 page paperback III PD/E

comprehensive discussion of weight control as total lifestyle involvement: nutrition and eating patterns, physical activity, stress management, relaxation and positive relationships; readiness profile for estimating success of weight reduction program; setting goals, methods of determining ideal weight; role of calories in weight reduction, behavior modification techniques; stress management; analyzing personal diet, planning a new healthy diet; exercise profile: importance of strength, flexibility and endurance as exercise components; developing a program; references, suggested readings

## Weight Control Behavior Modification Manuals

.Take It Off and Keep It Off: A Behavioral Program for Weight Loss and Healthy Living (1977)

D. Balfour Jeffrey and Roger C. Katz  
Prentice-Hall, Inc.

354 page paperback      III      PD/E

causes of becoming overweight; eating, exercise, psychological habits; realistic goal setting, rewarding success; nutritional facts, diet guidelines; role of exercise in weight control; managing food: buying, preparing, servings, eating, snacking; emotional aspect of eating; weight loss maintenance techniques; improving child's eating habits; eating behavior and exercise charts and records

.Learning to Eat: Behavioral Modification for Weight Control (1975)

(student and leader manuals)  
James M. Ferguson, M.D.  
Bull Publishing Company

170 page manuals (approx.)      III      PD/E

leaders manual: outline lesson plans, charts, graphs used in programs; student manual: major proportion behavioral charts and graphs; ten week weight control program, one lesson per week involving class lecture/discussion, daily homework: monitoring and charting eating behaviors and activity; weight habit awareness; eliminating eating cues; changing eating behaviors; analyzing behavior and progress, problem solving techniques; energy expenditure: increase normal activities, enjoyable exercise; snacks and holiday control

.Habits, Not Diets: The Real Way to Weight Control (1976)

James M. Ferguson, M.D.  
Bull Publishing Company

252 page paperback      III      E

self-instructed behavioral weight loss course: same contents as Learning to Eat(above); large portion of text is charts and graphs for self-monitoring of eating habits

.Slim Chance in a Fat World: Behavioral Approach to Obesity  
(revised, condensed edition) (1978)  
Richard B. Stuart and Barbara Davis  
Research Press

163 page paperback III E

self-instructed guide to behavioral weight control: discussion of obesity; how to succeed in a weight control program, managing the behaviors prior to eating: eating-related feelings, availability of desirable and problem foods; retraining ones urge to eat; managing the act of eating: pre-planning and pre-recording what is eaten; managing the consequences of successful eating behavior; ideas in planning what to eat; choosing a personalized food plan guide

.Slim Yourself (1979)  
Morton L. Arkaya, Ph.D.  
Moss William Publishing Co., Inc.

174 page paperback III PD/E

health and social/psychological problems and causes of obesity; behavior modification and weight control: specifying problem behaviors, observing and recording behavior, analyzing records, applying behavioral control strategies; self control of eating: tips on shopping, storing, packaging and cooking food; mood eating; food and nutrition myths; exercise and weight control: elements of aerobic exercise; energy expenditure; applying self control principles; other approaches to weight control; caloric values of common foods; two week supply (57 page) of personal data charts and graphs

.Taking Charge of Your Weight and Well-Being (1978)  
Joyce D. Nash, Ph.D. and Linda H. Ormiston, Ph.D.

## Bull Publishing Company

495 page paperback      IV      E

behavioral approach to weight control: identifying and managing underlying problems; comprehensive workbook manual: approximately 50% pages of charts and graphs for personalized data; used as individually self-instructed manual or used in groups; leaders guide available; sample topics: choosing what to eat, coping with emotions, eating for a healthy heart, self-reward, managing self-image and special situations

## Caloric and Nutritive Food Value Resources

.The Fat Counter Guide      (1978)  
Bull Publishing Company

131 page paperback      II      E

caloric values of common foods: data on protein (% of U.S. RDA), carbohydrate, calories, fat calories, total calories; emphasis on quantity of fats in foods: information sections on calories, too much protein in American diet, carbohydrate as main energy source; all foods in one section: alphabetical

.Calories and Weight: The USDA Pocket Guide      (1981)  
(Agriculture Information Bulletin No. 364)  
Science and Education Administration, U.S. Department of Agriculture

Superintendent of Documents, U.S. Government Printing Office

80 page pocket booklet      II      E

total caloric value of common foods, listed by food types: alphabetical; index to general table headings, small section of basic nutritional information: choosing foods for weight control, four food groups, reducing caloric intake

.Your Calorie Counter      (1980)  
National Dairy Council

14 page pamphlet            I            E.

caloric values and generalized vitamin/mineral data on basic foods; listed by food groups including popular main dishes, desserts and snacks, beverages; two day personal calorie data chart; male/female table of desirable weights

.Nutritive Value of American Foods in Common Units (1975)  
(Agricultural Handbook No. 456)

Agricultural Research Services, U.S. Department of Agriculture

Superintendent of Documents, U.S. Government Printing Office

290 page paperback        III            PD/E

comprehensive nutritive information of American Foods; one list, alphabetical; information includes description of the food, approximate measure or unit, several sizes, proportions and types of preparations, corresponding weight in grams

Table 1: percent water, calories, protein, fat, total saturated and unsaturated fat, carbohydrate, calcium, phosphorus, iron, potassium, vitamin A, thiamin, riboflavin, niacin, ascorbic acid

Table 2: fatty acid values: total fat, total saturated fatty acids, oleic and linoleic unsaturated fatty acids, principal sources of fat

.Nutritive Value of Foods (1981)

(Home and Garden Bulletin No. 72)

Science and Education Administration, U.S. Department of Agriculture

Superintendent of Documents, U.S. Government Printing Office

34 page booklet            II            PD/E

condensed version of Nutritive Value of American Foods in Common Units (above); items listed alphabetically by food groups

.Health Pointer: Weight Control

National Health Information Clearinghouse

.Weight Control and Obesity (Resource Series No. 7) (1981)

Society for Nutrition Education

Weight Control Resource Organizations

.see Nutrition Resource Organizations

## EXERCISE AND FITNESS

### United States Forest Service Resources

.Fitness and Work Capacity (1977)  
(FS-315) (Stock No. 001-001-00426-0)  
Brian J. Sharkey, Ph.D.  
U.S. Department of Agriculture/Forest Service  
Superintendent of Documents, U.S. Government  
Printing Office

81 page booklet            III            PD

aerobic and muscular fitness related to work capacity and health; intensity, duration, frequency of exercise; sample walk-jog programs; muscular strength prescriptions; special considerations of training; facilities, running technique, shoes and clothing, environmental factors: heat, altitude, air pollution, exercise problems; weight control tips; fitness exercises: weight control tips; fitness exercises: warm-up, weight lifting, calisthenics, isokinetic exercises

.Measuring Your Physical Fitness  
(Title No. 007939)  
U.S. Department of Agriculture/Forest Service National  
Audiovisual Center

80-slide program; 16 page booklet    IV    PD/E

step test: explanation, procedures; equipment; test background and rationale; scoring methods; 1½-mile run alternate test; medical considerations of test administration

.Fitness Trail (1977)  
Brian J. Sharley, Ph.D.  
U.S. Department of Agriculture/Forest Service  
United States Forest Service, Missoua, Montana

29 page booklet            II            PD

the use of a fitness trail as a testing and training facility; how to build, sign and use the trail



comment: available to U.S. Forest Service units

## Exercise and Fitness Program Resources

### .An Introduction to Physical Fitness (1978)

DHEW Publication No. (OS) 79-50068

President's Council on Physical Fitness and Sports  
Superintendent of Documents, U.S. Government  
Printing Office

25 page pamphlet            II            E

self-testing; graded exercise programs: warm-up exercises, conditioning exercises, cardiovascular activities; exercise programs are designed primarily for beginners

### ."E" is for Exercise (1977)

American Heart Association

6 page pamphlet            I            E

effects of exercise; types of exercises: isotonic, isometric, dynamic; proper exercise procedure: warm-up, conditioning, warm-down; lifetime commitment

### .Finding Your Own Way

Center for Consumer Health Education

9 page pamphlet            I            E

importance of staying physically fit; basic guidelines on what exercises are best and how to exercise

### .Physical Fitness and Your Heart (1976)

(A Scriptographic Booklet)

Channing L. Bete Co., Inc.

15 page booklet            II            E

basic, generalized description of effects of exercise on the heart; beginning an exercise program, best types of exercise; basic office exercises; motivational tips for continuing a program

.Physical Fitness for Fire Fighters

President's Council on Physical Fitness and Sports

8 page fold-out brochure           II           E

flexibility, strength and endurance exercise program;  
description and visual diagram of exercise including  
intensity, duration and frequency

.Walking as an Exercise

Illinois Governor's Council on Health and Fitness

4 page pamphlet           I           E

general information on frequency, duration, intensity of  
exercise; benefits of walking compared to running; tips  
for a walking program

.Exercise for Office Workers

Illinois Governor's Council on Health and Fitness

4 page pamphlet           I           E

importance of making exercise part of daily activities;  
stretching exercises for office and home; cardiovascular  
exercises

.How to Keep Fit at Your Desk: The Desk-R-Cize Way (1980)

Doug MacLennan

The Fitness Institute

31 page booklet           II           E

the dangers of desk work: reduced circulation, muscular  
weakness, poor posture, pain and stiffness, fatigue, muscle  
tension; simple tests for determining fitness; exercises  
for the office, plane, bus, car

.Shaping Up for the Long Run (Whether Measured in Miles or Years)

Best Foods Nutrition Information Service

24 page booklet           II(single copy: I)   E

informative discussion of bodily changes due to exercise, proper nutrition; reasons running is one of best exercises for health and fitness; weight control: exercise and diet; components of a nutritional diet for someone on a fitness program; muscular fitness; exercise guide: warm-up, warm-down, building muscles, endurance training

.Beyond Diet...Exercise Your Way to Fitness and Heart Health (1981)

Best Foods Nutrition Information Service

36 page booklet            II(single copy: I) E

informative discussion on proper diet and exercises: effects on decreasing the risk of heart attack; starting an exercise program; guideline medical questionnaire for the need to consult physician; type and frequency of exercise; mets and calories of various exercises; warnings for stopping, evaluating, readjusting a program; specific exercise programs; motivation; heart rate profile chart

.Fitness Head-On

(A Participation Book)

Accidental Life Insurance Company of Canada

32 page booklet            III        E

two common problems in attaining fitness: getting started and keeping going; strategies for overcoming the "ten most common problems that stand between people and fitness:" misconceptions, indecision, time, old habits, lack of satisfaction, social pressures, self-consciousness, defeatist attitudes, tension, giving up

.Fitness for Everybody (1980)

Linda Garrison and Ann Read

The Athletic Institute (or Mayfield Publishing Company)

138 page paper back    III        PD/E

information concerning nutrition; weight control; beginning an exercise program; flexibility, strength and endurance exercise: goals and objectives, explanation and diagram of exercises; male/female differences: body composition, hormones, conditioning; creating a more active environment

.Exercise: The Why and the How (1980)

Paul Vodak

Bull Publishing Company

77 page paperback      II      PD

reasons for exercise; intensity, duration and frequency of exercise; determining the need for medical check-up; heart disease risk factor analysis; starting an exercise program; cardiovascular sports; discontinuous sports; references

.Fitness: The Facts (1981)

Institute for Aerobic Research

Ideals Publishing Corporation

package of six 12 page booklets      IV      PD/E

(1) "The Shape You're In": determining physical fitness, what it means, why it is important; (2) "The Human Machine": how the body works, what it can do; (3) "What It takes" to get in shape: how long, how much, now hard; (4) "The Activities": which activities improve fitness, which make most sense to the individual; (5) "The Benefits of Fitness" (6) "The Final Ingredient": getting started, motivation

.Health and Fitness Through Physical Activity (1978)

(American College of Sports Medicine Series)

Michael L. Pollack, Jack H. Wilmore and Samuel M. Fox

John Wiley &amp; Sons

357 page hardcover      III      PD

comprehensive text on exercise, health and fitness: research findings on exercise, health maintenance and performance, medical screening and evaluation procedures, exercise prescription guidelines: preliminary considerations, cardiorespiratory fitness and weight control programs; nutrition and human performance; cardiac rehabilitation; special considerations: shoes and clothing, injury prevention, environment, age and sex, training, motivation

## Additional Exercise and Fitness Program Resources

.Guidelines for Graded Exercise Testing and Exercise Prescription (2nd edition) (1980)

American College of Sports Medicine  
Lea & Febiger

151 page paperback      III      PD

reference book: guidelines for evaluation of health status prior to exercise testing; graded exercise test administration, exercise prescription, types of exercise programs, exercise program administration; role of physicians in exercise programs; certification of prevention and rehabilitative exercise program personnel

.Exercise (1978)  
(Stay Well Series)

Metropolitan Life Insurance Company

5 page pamphlet      II      E

basic questions and answers on exercise; office exercises

.Taking Action for Fitness: A Guide to Selected Information Resources (1981)

DHHS (PHS) Publication No. 81-50164

National Health Information Clearinghouse

24 page booklet      I      PD/E

organizations and resources for fitness: bicycling, bowling, calisthenics, dance, hiking-camping-back-packing, racketball, running-jogging, skating, skiing, softball, swimming, tennis, volleyball, walking, yoga; general organizations and resources for special groups: blind, deaf, diabetic, elderly, handicapped, mentally retarded, post-coronary

.Aqua-Dynamics: Physical Conditioning Through Water Exercises (1981)

President's Council on Physical Fitness and Sports  
Superintendent of Documents, U.S. Government  
Printing Office

33 page booklet            II            PD/E

water exercises: diagrams explanations

.Feel Better (1980)

Eddie Miller

Blue Cross Association

29 page booklet            II            E

information on exercise benefits; designed primarily  
for the sedentary individual not interested in exercise

.The Fitness Challenge...in the Later Years (1981)

President's Council on Physical Fitness and Sports;  
and the Administration on Aging

Superintendent of Documents, U.S. Government  
Printing Office

28 page booklet            I (single copy)    PD/E

information on the benefits of exercise to the aging  
person; programs based on current fitness level

#### Exercise and Fitness Resource Organizations

##### National:

- .American Alliance for Health, Physical Education,  
Recreation and Dance
- .American Association of Fitness Directors in Business  
and Industry
- .American College of Sports Medicine
- .American Heart Association (and local chapter)
- .American Lung Association (and local chapter)
- .American Running and Fitness Association
- .Health and Welfare Canada
- .President's Council on Physical Fitness and Sports

##### State and local:

- .state and local health department
- .area college or university health and physical education  
department
- .community health programs, organizations, associations

## STRESS MANAGEMENT

### Stress Management Program Resources

.Some Ways of Handling Stress (1980)

Center for Consumer Health Education

7 page pamphlet            I            E

general information on why people feel stress; physiological reactions; situations that cause stress; Holmes scale of life changes; reducing stress; resources

.Stress and Your Health (1980)

Metropolitan Life Insurance Company

4 page pamphlet            II            E

definition of stress, types and degrees of stress: mental, emotional, physical; bodily reactions; treatment: discovering the causes, physical check-up, releasing tension, reducing stress

.Coping With Stress (1979)

Keyword Publications

14 page booklet            II            E

general information on stress: definition; physical and psychological stress; scale of life changes related to stress; effects of stress: alarm, resistance and adaptation, exhaustion; recognition; symptoms; reduction of stress

.What Everyone Should Know About Stress (1982)

(A Scriptographic Booklet)

Channing L. Bete Co., Inc.

15 page booklet            II            E

general discussion of stress: causes; tension, anxiety, depression; reduction of stress; problems with self-medication; questions and answers

.How to Deal With Your Tensions

National Mental Health Association

9 page pamphlet            I            E

discussion of useful and harmful anxiety and tension;  
practical and constructive actions for reducing stress

.Stress, Work, Health (1980)

Department of Environmental, Public and Occupational  
Health

American Medical Association

23 page booklet            II            PD

variables in occupational stress: specific tasks,  
occupational positions, organizational environment;  
major stress factors in organizations: emotional  
distress, cardiovascular symptoms, gastrointestinal  
disorders, respiratory allergies, medication use or  
abuse; encountering stress rather than avoiding it:  
personality, constitution (control over own life),  
social support systems; the stress of relocation:  
recognition and prevention; programs for dealing with  
emotional stresses and anxieties; references

.Taking It in Stride: Positive Approaches to Stress  
Management

Spectrum Films

22 minute film (16mm or 3/4" video-cassette) IV E

comprehensive presentation of approaches to stress manage-  
ment: focus on skills for coping with stress, adapting  
to life situations, productively managing stress

comments: endorsed by the American Occupational Medical  
Association and by the American Association of Fitness  
Directors in Business and Industry

Stress Management Techniques

.Controlling Stress and Tension: A Holistic Approach (1979)

Daniel Girdano and George Everly

Prentice-Hall, Inc.

2 1/2 page paperback            III            PD



nature of stress, stress-response, mind and body's reaction to stress, psychosomatic theory of disease; causes of stress: factors that trigger the stress response, self assessment and personal stress profile; creating personal stress management systems: relaxation techniques, exercise, diet, coping strategies

.Managing Stress Before It Manages You (1980)

Jenny Steinmetz, Jon Blankenship, Linda Brown, Deborah Hall, Grace Miller  
Bull Publishing Company

114 page paperback      II      PD/E

self-instructional or group oriented workshop manual: healthy and unhealthy stress; identifying the stress cycle; causes of personal stress; recognition of physical, emotional, behavioral symptoms; techniques for changing reactions to stressors: relaxation exercises, cognitive restructuring, active listening, assertion training

.How to Relax: A Holistic Approach to Stress Management (1981)

John D. Curtis and Richard A. Detert  
Mayfield Publishing Company

222 page paperback      III      PD/E

stress management in relation to the total person concept; components of stress; recognizing and controlling stressors; problems with stress, benefits of relaxation; skills for reducing/eliminating stress; several methods and techniques of stress reduction; effective communication, time management, nutrition and exercise; includes sequential relaxation exercises, practice schedules and daily logs for personal relaxation program

.Progressive Relaxation Training: A Manual for the Helping Professions (1973)

Douglas A. Bernstein, Ph.D. and Thomas D. Borkovec, Ph.D.  
Research Press

66 page paperback      III      PD

detailed step-by-step procedures for effective teaching of progressive relaxation: background of relaxation training; discovering causes of reported tensions; physical setting; rationale; basic procedures and variations; differential and conditional relaxation; possible problems and suggested solutions; record included as supplementary illustration of proper words, intonation, sequencing and timing of the relaxation procedure

### Stress Management Resource Organizations

#### National:

- .International Stress and Tension-Control Association  
(formerly the American Association for the Advancement  
of Tension Control)
- .National Clearinghouse for Mental Health Information
- .National Health Information Clearinghouse (and resource  
list)
- .National Institute of Mental Health
- .National Mental Health Association

#### State and local:

- .local mental health center
- .personal physician
- .local social service department

## BLOOD PRESSURE CONTROL

### Blood Pressure Control Program Resources

.The High Blood Pressure Story (1981)

Colman Ryan, M.D.

Patient Information Library

16 page booklet            II            E

general description of blood pressure, how the heart works; possible causes of high blood pressure; how controlled; health factors related to high blood pressure; importance of regular check-ups, treatments: lifestyle change, nutrition and diet, exercise, medication

.Your Blood Pressure (1977)

Sandra C. Malanga

American Medical Association

13 page pamphlet            II            E

explanation of high blood pressure; how measured; prevalence in Americans; causes; why harmful; essential hypertension; detection and treatment; nationwide screening

.Watch Your Blood Pressure (1981)

Public Affairs Pamphlet No. 483B

Theodore Irwin

Public Affairs Committee, Inc.

28 page booklet            II            E

normal blood pressure; explanation; hypertension: essential, secondary, acceleration; people most often afflicted with high blood pressure; possible underlying causes; diagnosis; blood pressure control; methods of treatment

.Recommendations for Human Blood Pressure Determination by Sphygmomanometers (1980)

American Heart Association

29 page booklet.      II      PD

equipment for indirect measurement of blood pressure; determination of blood pressure: technique, effect of arm position, blood pressure in thigh, legs and forearm, basal blood pressure and home recording; blood pressure recording in special situations: arrhythmias, clinical shock, obesity; determination of blood pressure in infants and children; epidemiological methods: measurement errors, clinical implications

Pamphlets by the U. S. Department of Health, Education and Welfare

High Blood Pressure Information Center

8-11 pages                      I or II      E

.High Blood Pressure Facts and Fiction (1982)

general information on who can get high blood pressure, likelihood of no symptoms, importance of continuing treatment if doctor prescribes medication

.High Blood Pressure: Things You and Your Family Should Know (1980)

NIH Publishing No. 81-2025

basic explanation of high blood pressure; no symptoms: diagnosis, control: medication, nutrition and diet, decreased salt intake; family help and support

comments: written in Spanish and English

.Questions About Weight, Salt, and High Blood Pressure (1982)

NIH Publishing No. 82-1459

questions and answers about weight and salt reductions and its effects on high blood pressure

.Blacks and High Blood Pressure (1980)

NIH Publication No. 81-2024

basic information about high blood pressure; prevalence in blacks, diagnosis medication, weight control, salt reduction, family help and support

.High Blood Pressure: What You Can Do About It (1980)  
Marvin Moser

explanation of blood pressure; myths and facts about high blood pressure; causes often unknown; heredity, environment, diet; effects of high blood pressure: the heart, stroke, arteriosclerosis, heart attack; medications: types, possible side effects; other risk factors in cardiovascular problems; treatments: diet, exercise, others; glossary

Pamphlets by the American Heart Association  
American Heart Association

2-9 pages I or II E

.Ten Commandments: For the Patient with High Blood Pressure

important reminders for a person with high blood pressure

.High Blood Pressure

basic definition; effects on the body, diagnosis; importance of periodically checking high blood pressure

.High Blood Pressure: Facts You Need to Know (1981)

general explanation of high blood pressure; unknown causes; genetics; diagnosis; effects of high blood pressure: treatments

.High Blood Pressure: What It is; What I Can Do; What You Can Do About It (1980)

information on blood pressure: systolic, diastolic; high blood pressure; effected by body chemistry, emotions, heredity; health and high blood pressure; treatments; general health habits; importance of checking blood pressure, remaining on medication if prescribed

.What Every Woman Should Know About High Blood Pressure

high blood pressure and oral contraceptives, pregnancy, overweight, after menopause, black women, family history; blood pressure control

.About High Blood Pressure in Children: What Parents  
Should Know (1981)

description of blood pressure: systolic, diastolic;  
high blood pressure in children, causes, treatments;  
parents role: continued support, encouragement, help  
with diet

.How You Can Help Your Doctor Treat Your High Blood Pressure  
(1980)

explanation of high blood pressure; essential and primary  
hypertension; development of high blood pressures;  
heart mechanics; treatments; medications and possible  
side effects; high-potassium/low-sodium foods

Employee Blood Pressure Control

.High Blood Pressure in the Workplace Fact Sheet (1980)  
High Blood Pressure Information Center

1 page fact sheet      I      PD/E

prevalence, risk, deaths, absenteeism and lost earnings  
due to high blood pressure

.Blood Pressure Control at the Work Site: Manual of  
Procedures for Blood Pressure Control Programs in  
Industrial Settings

John C. Erfurt and Andrea Foote

Institute of Labor & Industrial Relations, Worker  
Health Program

83 page booklet      III      PD

comprehensive guide for devising and implementing an  
employee high blood pressure program: screening and  
referral: procedures, screening forms and pamphlets,  
employee education, referral to physician, record  
keeping; follow-up procedures: records, follow-up  
letters to employees and physicians, telephone contacts,  
filing system, evaluation of follow-up results, program  
evaluation forms

High Blood Pressure Control in the Work Setting: Issues, Models, Resources (1976)

(Proceedings of the National Conference October 14, 1976, Washington, D.C.)

High Blood Pressure Information Center

102 page booklet            I            PD

potential of high blood pressure control in the work setting identified through presentation of four operational models and speaker presentations: confidentiality and job security, economic considerations, interdependence of occupational and private medicine, need for more trained occupational health personnel

re: High Blood Pressure Control in the Worksetting

National High Blood Pressure Education Program, National Heart, Lung and Blood Institute

High Blood Pressure Information Center

12 page booklet            I            PD

expanded issue of High Blood Pressure Control in the Worksetting (above): seven examples of workplace hypertension control programs; programs include large corporations and small companies, variety of employees, wide range of settings, approaches, resources; programs initiated by companies, public or voluntary organizations

Handbook for Improving High Blood Pressure Control in the Community (1976)

DHEW Publication No. (NIH) 77-1086

High Blood Pressure Information Center

105 page booklet            I            PD

community high blood pressure control: detection, diagnosis, therapy, essential services, critical considerations; improving community high blood pressure control: identification of needs, resources, constraints, alternate activities, implementation, monitoring, evaluation, several sample forms, questionnaires, reports

.The 1980 Report of the Joint National Committee on  
Detection, Evaluation, and Treatment of High Blood  
Pressure (1980)

NIH Publication No. 81-1088

U.S. Department of Health and Human Services  
Superintendent of Documents, U.S. Government  
Printing Office

24 page booklet            III            PD

comprehensive description of elements involved in detection, evaluation and treatment of high blood pressure: detection, confirmation, referral; evaluation: history, physical examination, minimal laboratory tests, explanation of findings to the patient, classification of hypertension; therapy: benefits, goals, non-drug and drug therapy; long-term maintenance of therapy; management of special patient groups: elderly, cerebrovascular disease, coronary artery disease, renal impairment, isolated systolic hypertension in the young

.Cost of Worksite Hypertension Treatment (1980)

NIH Publication No. 81-2115

U.S. Department of Health and Human Services

46 page booklet            I            PD

results from a 1978 cross-sectional analysis study of the cost of treating hypertensives in 11 worksite clinics in the greater New York metropolitan area: the worksite program; cost of providing hypertension treatment in community setting; worksite clinic cost analysis: cost of care and blood pressure control over time, cost of treatment changes over time; discussion of lower costs and better blood pressure control compared to physician private practice or hospital out-patient setting

comments: results of one geographical area but may be helpful for implementation or evaluation of worksite hypertension programs



No cost:

.Materials on High Blood Pressure Control in the Work Setting (1 page list)

.National High Blood Pressure Education Program: Materials for Patients and Consumers

.High Blood Pressure in the Worksetting: A Selected Bibliography (1981) (journal articles)

.National High Blood Pressure Education Program, High Blood Pressure Information Center

Cost:

.Printed Aids for High Blood Pressure Education: A Guide to Evaluated Publications (1981)

NIH Publication No. 81-1244

98 page catalog            IV            PD

.Audiovisual Aids for High Blood Pressure Education (1979)

NIH Publication No. 80-1663

195 page catalog            III            PD

.Directory of Community High Blood Pressure Control Activities (2nd edition) (1977)

HEW Publication No. (NIH) 77-1243

366 page catalog            IV            PD

.Education Materials for Hypertensive Patients: A Catalog of Evaluated Publications (1977)

DHEW Publication No. (NIH) 77-1244

56 page catalog            III            PD

National High Blood Pressure Education Program,  
High Blood Pressure Information Center

(all of above)

.Audiovisual Resources for Hypertension Education (1981) (revision of Audiovisual Aids for High Blood Pressure Education (1979) (above)

Learning Resource Center, University of Michigan  
Medical School

**Blood Pressure Control Resource Organizations****National:**

- .American Heart Association(and local chapter)
- .High Blood Pressure Information Center

**State and local:**

- .community health programs, organizations, associations
- .local hospital patient information
- .county extension cooperative service
- .state and local health department
- .state and local medical society

## SMOKING CESSATION

### Smoking Information and Facts

.Smoking: Facts You Should Know (1977)  
American Medical Association

9 page pamphlet            II            E

health hazards; respiratory and circulatory system;  
cigarettes, cigars, pipes; safety; women, pregnancy and  
smoking; quitting; rights of nonsmokers

.Smoking and Heart Disease (1981)  
American Heart Association

6 page pamphlet            I            E

smoking and heart disease, circulation, atherosclerosis,  
peripheral vascular disease, heart attack, angina pectoris,  
chronic lung disease, oral contraceptives, low tar and  
nicotine cigarettes

.Word of Mouth (1976)  
American Cancer Society

2 page pamphlet            I            E

brief discussion of smoking and oral cancer, importance of  
dental check-ups, symptoms and prevention

.Medicine for the Layman: The Lungs (1979)  
NIH Publication No. 79-1802

U.S. Department of Health, Education and Welfare  
U.S. Department of Health and Human Services,  
National Institutes of Health

23 page booklet            II            PD/E

lung function, physician evaluation, industrial and non-  
industrial causes of lung disease, cigarette smoking,  
new diagnostic techniques, signs and symptoms of lung  
lung dysfunction precautions, questions and answers

.The Smoking Digest: Progress Report on a Nation  
Kicking the Habit (1979)  
NIH Publication No. 79-1549  
U.S. Department of Health, Education and Welfare  
Office of Cancer Communications

127 page booklet            I            PD/E

behavior and attitudes toward smoking: adult, health professionals, teenagers, teenage girls, young women; biomedical effects of smoking: cigarette smoke, smoking effects on health, effects of changes in smoking behavior; effectiveness of public information and education; smoking cessation programs: those most likely to quit, cessation programs, evaluation; legal restrictions on smoking; the tobacco industry: cigarette sales, advertising

.Quit Smoking Now: Before You Have To (1978)  
American Cancer Society

5 page pamphlet            I            E

health benefits of quitting; decreased life expectancy of smokers, heart attacks and strokes, lung cancer, emphysema and chronic bronchitis, other cigarette-related cancers; women and smoking; filter cigarettes, tips on quitting

.The Decision is Yours (1977)  
American Cancer Society

4 page pamphlet            I            E

colored illustration and description of the normal lung and lungs with emphysema and cancer; tips for quitting smoking

.Quit Smoking: The Lives You Save...May Be Theirs  
American Cancer Society

4 page pamphlet            I            E

parental smoking influence on children, reasons young people start smoking; health problems and deaths from cigarette-related diseases

.Cigarette Smoking: The Facts About Your Lungs (1979)  
American Lung Association

4 page pamphlet            I            E

American death rates due to effects of cigarette smoking; effects of smoking one cigarette; hot smoke and its harmful compounds; men, women and teenagers: influential factors of smoking, trends of smoking; pregnancy and smoking; tips on quitting; facts for non-smokers

.Second-Hand Smoke (1980)  
American Lung Association

5 page pamphlet            I            E

informative facts about the effects of tobacco smoke to non-smokers: open burning, sidestream and mainstream smoke, carbon monoxide, hazardous levels, effects of the gas; animal research; effects on children and asthmatics; Nonsmoker's Bill of Rights

.If You Must Smoke...(1974)  
DHEW Publication No. (CDC) 75-8706  
U.S. Department of Health, Education, and Welfare  
National Clearinghouse for Smoking and Health

5 page pamphlet            I            E

suggestions to help reduce some dangers of smoking; effects of smoking on risk factors of heart disease; prevalence and symptoms of chronic bronchitis, emphysema, lung cancer, other health risks to smokers

.We Americans Have Seen the Light...And We're Putting it Out  
DHEW Publication No. (PHS) 79-50070  
U.S. Department of Health, Education and Welfare  
Office of Cancer Communications

6 page pamphlet            II            E

report on smoking and quitting: declining trend of smokers; tips on quitting, immediate rewards, long-range benefits; important considerations of low-tar, low-nicotine cigarettes: check other constituents, amount of inhalation; woman, pregnancy and smoking

## Women and Smoking

.When a Woman Smokes (1975)

American Cancer Society

3 page pamphlet I E

basic information about rising trend of female smokers: rate of health problems and diseases equalling male rates; pregnancy and smoking; smoking prevalence of teenage girls; tips on quitting

.Why Start a Life Under a Cloud

American Cancer Society

4 page pamphlet I E

pregnancy and smoking; reasons to quit: fetal growth, infant mortality, health of mother

.2 Things Every Woman Should Know About Smoking Cigarettes

DHEW Publication No. (PHS) 80-50114

U.S. Department of Health and Human Services

Office on Smoking and Health

2 page pamphlet I E

brief, informative discussion on women and smoking: smoking effects unborn child; lung cancer is no longer a man's disease

## Smoking and Weight Control

.Weight Control Guidelines in Smoking Cessation

American Heart Association

5 page pamphlet I E

identification of common problems related to weight control during smoking cessation; possible solutions

.Guidelines for a Weight Control Component in a Smoking Cessation Program

American Heart Association

12 page booklet            I            E

comparison of excess body weight to cigarette smoking as a hazard to health: suggested ways to incorporate weight control into a smoking cessation program; common problems and possible solutions to weight control during smoking cessation

.Slim & Smokeless: A Guide to Weight Control After Quitting Cigarettes (1977)

DHEW Publication No. (CDC) 77-8346

U.S. Department of Health, Education and Welfare

National Clearinghouse for Smoking and Health

(or Superintendent of Documents, U.S. Government Printing Office)

5 page pamphlet            II            E

emphasis on program of regular exercise with guidelines of physician; choosing correct foods, counting calories: general information on cholesterol, saturated, polyunsaturated, monosaturated fats

Smoking Cessation Programs

.How to Stop Smoking

American Heart Association

7 page pamphlet            I            E

5 week smoking withdrawal guide: consideration of personal reasons for smoking and how to change attitudes and behaviors towards smoking; behavior modification techniques: developing smoking cigarette tally: time of day, occasion for smoking, feelings, valued importance, rating of the cigarette; tips on smoking cessation, smoker's test: discussion about cigarette craving, addiction vs. habit

.How to Stop Smoking (1981)

(A Scriptographic Booklet)

Channing L. Bete Co., Inc.

15 page booklet            II            E

general information on breaking the smoking habit: smoking facts: immediate, long-term effects; benefits of quitting; sources of outside help; tips for self-treatment and maintenance; basic questions and answers

.Quitter's Guide: 7 Day Plan to Help You Stop Smoking Cigarettes (1978)

American Cancer Society

22 page pamphlet            I            E

benefits of quitting; factors describing smoking habits: stimulation, handling, relaxation, crutch, craving, habit; 7 day gradual plan to stop smoking: smoking record, exercise, list of reasons for quitting, tips on quitting, tips to help in maintenance of non-smoking; facts on smoking

.Clearing the Air: A Guide to Quitting Smoking (1981)

NIH Publication No. 81-1647

U.S. Department of Health and Human Services  
Office of Cancer Communications

37 page booklet            II            E

variety of tips and methods for smoking cessation: examples: tips to involve someone's else, switch brands, cut down number of cigarettes, use incentives and rewards, avoid temptation, find new habits, recording progress; tips on avoiding weight gain; sample four-week program, formal program resources

."Helping Smokers Quit" Kit (1981)

U.S. Department of Health and Human Services, National Cancer Institute

Office of Cancer Communications

I            E

.Why Do You Smoke? (1981)

NIH Publication No. 81-1822

5 page booklet

questionnaire and explanation of results

.Calling It Quits (1980)

NIH Publication No. 80-1824-A

37 page booklet

same contents as Clearing the Air (above): designed



for smoker to develop best way to quit based  
on self-test results

.What Happens After You Quit?

NIH Publication No. 81-1823

4 page follow-up booklet: maintenance tips; immediate rewards; long-range health benefits; recovery symptoms; development of new habits to counter fatigue and weight gain

.Helping Smokers Quit: A Guide for Physicians (1981)

5 page booklet

reasons people smoke; introducing quitting approaches: explanation and guidelines for the Helping Smokers Quit Kit; typical patient reasoning for smoking, explanatory feedback

.Kicking the Smoking Habit (in print)

Morton L. Arkava, Ph.D.

Department of Social Work, University of Montana

79 page draft copy    III    E

facts on smoking and health; reasons people smoke; ten-step behavioral approach to stop smoking; behavior modification: avoiding signals to smoke, planning alternatives; reducing stress; relaxation; aversive methods of smoking cessation; behavioral contracting; other methods; references groups and programs for help

.Taking Charge of Your Smoking (1981)

Joyce D. Nash, Ph.D.

Bull Publishing Company

175 page paperback    IV    PD/E

for group use; six learning units: analyzing habits, preparing for quitting, the act of quitting using four options ranging from cold turkey to aversive rapid smoking; managing urges to smoke: altering signals, imagery, meditation, managing outcomes; coping with failure: irrational beliefs, restructuring thinking; how to be a non-smoker; weight management: nutrition and food choices; leaders guide provides step-by-step instruction; organization, running the program

Freedom From Smoking Program (1980)  
American Lung Association

III PD

two program approaches:

(1) self-help program; two workbook manuals:

Freedom From Smoking in 20 Days

64 page manual with supplementary materials

comprehensive self-help approach to smoking cessation; gradual withdrawal program; record keeping; awareness; deepbreathing relaxation techniques; alternatives to smoking, avoiding smoking, coping techniques; physical exercise; weight control; rewards; cigarette withdrawal symptoms; several behavior modification techniques; non-smoker contract

A Lifetime of Freedom From Smoking

28 page manual with supplementary materials

pocket reminder: personal reasons for quitting; awareness of signals to smoke; coping and avoiding techniques; establishing physical fitness program; relaxation exercises; rewards, coping with urges, tension, feelings, social situations; social help and support; self image; weight control

(2) seven-session, seven-week group clinic program

Freedom From Smoking Guide for Clinic Leaders (large notebook including clinic leader training manual)

similar to self-help approach; major concepts; rating and recording smoking information, triggers and coping; plan of action; panel of ex-smokers; contracts and rewards; deep breathing and other relaxation exercises; physical exercise; maintenance and "A Lifetime of Freedom From Smoking" (group participants receive the second maintenance manual)

Smoking Cessation Resource Guide

Smoking and Health: An Annotated Bibliography of Public and Professional Education Materials (1980)

NIH Publication No. 81-1841

U.S. Department of Health and Human Services, National Cancer Institute

**Smoking Cessation Resource Organizations**

**National:**

- .Action on Smoking and Health
- .American Cancer Society (and local chapter)
- .American Heart Association (and local chapter)
- .American Lung Association (and local chapter)
- .National Association on Smoking and Health
- .National Clearinghouse for Smoking and Health
- .National Interagency Council on Smoking and Health
- .Office of Cancer Communications
- .Office on Smoking and Health

**State and local:**

- .state and local health department
- .community health programs, organizations, associations
- .personal physician

## **APPENDICES**

## APPENDIX A

### Resource Guide Abbreviations

#### Cost Categories

- I: no cost
- II: low cost (\$0.20-\$3.00)
- III: cost (\$3.00-\$10.00)
- IV: high cost (over \$10.00)

#### Intended User

- PD: Program Director
- E: Employee
- PD/E: Program Director and Employee

## APPENDIX B

### Resource Guide Addresses

Action of Smoking and Health  
2000 H Street, N.W., Suite 301  
Washington, D.C. 20006

Abbott Laboratories  
Public Affairs Dept. 383P  
Abbott Park  
North Chicago, Illinois 60064

Allyn and Bacon, Inc.  
470 Atlantic Avenue  
Boston, Massachusetts 02210

American Alliance for Health  
Physical Education Recreation  
and Dance (AAHPER)  
Promotion Unit  
1201 Sixteenth Street, N.W.  
Washington, D.C. 20036

American Association of Fitness  
Directors in Business and  
Industry (AAFDBI)  
700 Anderson Hill Road  
Purchase, NY 10577

American Cancer Society  
Public Information Department  
777 Third Avenue  
New York, NY 10017

American College of Sports Medicine  
1440 Monroe Street  
Madison, Wisconsin 53706

American Dietetic Association  
430 North Michigan Avenue  
Chicago, Illinois 60611

American Heart Association/National Center  
7320 Greenville Avenue  
Dallas, Texas 75231

American Lung Association  
1740 Broadway  
New York, N.Y. 10019

American Medical Association  
535 Dearborn Street  
Chicago, Illinois 60610

American Running & Fitness Assoc.  
2420 K Street, N.W.  
Washington, D.C. 20037

Anna Publishing Company  
2469 Aloma Avenue  
Winter Park, Florida 32792

Association of the Advancement  
of Health Educators  
1201 16th Street, N.W.  
Washington, D.C. 20036

The Athletic Institute  
200 Castlewood Drive  
No. Palm Beach, Florida 33408

Blue Cross Association  
676 St. Clair Street  
Chicago, Illinois 60611

Best Foods  
Nutrition Information Service  
Box 307  
Coventry, Connecticut 06238

Be-Well  
P.O. Box 1314  
Fort Lauderdale, Florida 33302

Bull Publishing Company  
Box 208  
Palo Alto, California 94302

Burgess Publishing Company  
7108 Ohms Lane  
Minneapolis, Minnesota 55435

Center for Consumer Health Education  
380 West Maple Avenue, Suite 301  
Vienna, Virginia 22180

Center for Health Promotion  
American Hospital Association  
840 North Lake Shore Drive  
Chicago, Illinois 60611

Center for Health Promotion and  
Education  
1300 Clifton Road, Building 14  
Center for Disease Control  
Atlanta, Georgia 30333

Center for Medical Consumers and  
Health Care Information  
237 Thompson Street  
New York, NY 10012

Channing L. Bete Co., Inc.  
200 State Road  
South Dearfield, Massachusetts 01373

Consumer Information Center  
Pueblo, Colorado 81009

Department of Social Work  
University of Montana  
Missoula, Montana 59812

Environmental Nutrition, Inc.  
52 Riverside Drive, Suite 15-A  
New York, NY 10024

The Fitness Institute  
255 Yorkdale Blvd.  
Willowdale, Ontario  
Canada M2J 1S3

Fitness Ontario En forme  
Ministry of Culture & Recreation  
Sports and Fitness Branch  
77 Bloor Street West, 8th Floor  
Toronto, Ontario, Canada M7A 2R9

Food and Drug Administration  
Consumer Communications(HFE-88)  
Office of Consumer Affairs  
5600 Fishers Lane  
Rockville, Maryland 20857

Food & Nutrition Information  
Center  
National Agriculture Library  
Building, Room 304  
10301 Baltimore Boulevard  
Beltsville, Maryland 20705

Food and Nutrition Service  
U.S. Dept. of Agriculture  
Washington, D.C. 20205

G.P. Putnam's Sons  
200 Madison Avenue  
New York, NY 10016

Health and Welfare Canada  
Health Promotion Directorate  
#202-560 West Broadway  
Vancouver, B.C., Canada V57-1E9

Health Education Center  
200 Ross Street  
Pittsburgh, Pennsylvania 15219

Health Planning Council  
310 Price Place, Suite 206  
Madison, Wisconsin 53705

High Blood Pressure Information  
Center  
National Heart, Lung and Blood  
Institute  
120/90 National Institutes of  
Health  
Bethesda, Maryland 20205

Human Kinetic Publishers  
Box 5076  
Champaign, Illinois 61820

Human Nutrition Center SEA  
Room 421A  
U.S. Dept. of Agriculture  
Washington D.C. 20205

Ideals Publishing Corporation  
Health and Fitness Division  
11315 Watertown Plank Road  
Milwaukee, Wisconsin 53226

Illinois Governor's Council on  
Health and Fitness  
535 West Jefferson  
Springfield, Illinois 62706

Institute of Labor & Industrial  
Relations  
c/o Worker Health Program  
401 Fourth Street  
Ann Arbor, Michigan 48103

International Stress and  
Tension-Control Association  
P.O. Box 8005  
Louisville, Kentucky 40208

John Wiley & Sons, Inc.  
605 Third Avenue  
New York, NY 10158

Keyword Publications, Inc.  
682 Prospect Avenue  
Hartford, Connecticut 06105

Krieger Publishing Co., Inc.  
P.O. Box 9542  
Melbourne, Florida 32901

Lea & Febiger  
600 South Washington Square  
Philadelphia, Pennsylvania  
19106-4198

Learning Resource Center  
University of Michigan  
Medical School  
1135 East Catherine, Box 38  
Ann Arbor, Michigan 48109

Mayfield Publishing Company  
285 Hamilton Avenue  
Palo Alto, California 94301

Medical Datamation  
Southwest and Harrison  
Bellvue, Ohio 44811

Metropolitan Life Insurance Co.  
Health & Safety Education Div.  
One Madison Avenue  
New York, New York 10010

Moss William Publishing Co., Inc.  
P.O. Box 1555 - New Springville  
Staten Island, NY 10314

National Assoc. of Community  
Health Centers, Inc.  
Suite 420  
1625 Eye Street, N.W.  
Washington, D.C. 20006

National Association on  
Smoking and Health  
4115 East Jewel Avenue  
Denver, Colorado 80222

National Audiovisual Center  
Washington, D.C. 20409



National Center for Health  
Education  
211 Sutter Street, 4th Floor  
San Francisco, California 94108

National Clearinghouse for  
Mental Health Information  
Public Inquiry Section  
National Institute of Mental Health  
5600 Fishers Lane  
Rockville, Maryland 20857

National Clearinghouse for  
Smoking and Health  
Bureau of Health Education  
Center for Disease Control  
Atlanta, Georgia 30333

National Dairy Council  
6300 North River Road  
Rosemont, Illinois 60018

National Health Information  
Clearinghouse  
P.O. Box 1133  
Washington, D.C. 20013-1133

National Heart, Lung and Blood  
Institute  
Public Inquiries & Reports Branch  
Building 31, Room 4A-19A  
Bethesda, Maryland 20205

National Institute of Mental Health  
5600 Fishers Lane  
Rockville, Maryland 20857

National Interagency Council on  
Smoking and Health  
Suite 1005, 291 Broadway  
New York, NY 10007

National Mental Health Assoc.  
1800 North Kent Street  
Arlington, Virginia 22209

National Nutrition Education  
Clearinghouse  
Suite 1110, 2140 Shattuck Avenue  
Berkeley, California 94704

Nutrition Foundation  
489 Fifth Avenue  
New York, NY 10018

Nutrition Information and  
Resource Center  
Pennsylvania State University  
Benedict House  
University Park, Pennsylvania  
16802

Office of Cancer Communications  
National Cancer Institute  
National Institutes of Health  
Bethesda, Maryland 20205

Office of Health Information and  
Health Promotion  
Office of the Surgeon General  
Etp. of HEW(Room 721B HHH)  
200 Independence Avenue, S.W.  
Washington, D.C.

Office of Information  
National Heart, Lung, and Blood  
Institute  
National Institutes of Health  
Bethesda, Maryland 20205

Office on Smoking and Health  
Technical Information Center  
5600 Fishers Lane, Room 158  
Rockville, Maryland 20857

Oryx Press  
2214 N. Central at Encanto  
Phoenix, Arizona 85004

Participation  
Occidental Life Insurance Company  
of Canada  
80 Richmond Street West, Suite 805  
Toronto, Ontario Canada M5H 2A4

Patient Information Center  
P.A.S. Publishing  
345-G Serramonte Plaza  
Daly City, California 94015

Prentice-Hall, Inc.  
Box 500  
Englewood Cliffs, New Jersey 07632

President's Council on Physical  
Fitness and Sports  
Dept. of Health, Education, Welfare  
Room 3030 Donohoe Building  
400 Sixth Street, S.W.  
Washington, D.C. 20201

Prudential Insurance Company of  
America  
Prudential Plaza  
Newark, New Jersey 07107

Public Affairs Committee, Inc.  
Public Affairs Pamphlets  
381 Park Avenue South  
New York, NY 10016

Research Press Company  
2612 Mattis Avenue  
Champaign, Illinois 61820

R. R. Bowker Company  
1180 Avenue of the Americas  
New York, NY 10036

Science Books International  
51 Sleeper Street  
Boston, Massachusetts 02210

Society of Nutrition Education  
1736 Franklin Street  
Oakland, California 94612

Spectrum Films  
2785 Roosevelt Street  
Carlsbad, California 92008

Stanford Alumni Association  
The Portable Stanford  
P.O. Box 2330  
Stanford, California 94305

Superintendent of Documents  
U.S. Government Printing Office  
Washington, D.C. 20402

Supply and Services Canada  
Printing and Publishing  
Ottawa, Canada KIA 0S9

U.S. Dept. of Health & Human  
Services  
Public Health Service  
National Institutes of Health  
Bethesda, Maryland 20205

U.S. Dept. of Health & Human  
Services  
Public Health Service  
Office of Disease Prevention and  
Health Promotion  
Office of Health Information,  
Health Promotion and Physical  
Fitness and Sports Medicine  
3700 East-West Highway  
Hyattsville, Maryland 20782

U.S. Dept. of Health & Human  
Services  
Public Health Service  
Office of Health Research,  
Statistics and Technology  
National Center for Health  
Services Research  
3700 East-West Highway  
Hyattsville, Maryland 20782

United States Forest Service  
U.S. Dept. of Agriculture  
Equipment Development Center  
Fort Missoula, Bldg. I  
Missoula, Montana 59801

Vital and Health Statistics  
Publications Series  
National Center for Human Statistics  
Public Health Service, HRA  
3700 East-West Highway  
Hyattsville, Maryland 20782

Wadsworth Publishing Company  
10 Davis Drive  
Belmont, California 94002

Washington Business Group on Health  
922 Pennsylvania Avenue S.E.  
Washington, D.C. 20003

Water Quality Association  
477 East Butterfield Road  
Lombard, Illinois 60148

Weight Watchers International, Inc.  
800 Community Drive  
Manhasset, NY 11030

YMCA of the USA  
Program Resources  
6400 Shafer Court  
Rosemont, Illinois 60018



APPENDIX C

University of Montana  
Missoula, Montana 59812

Resource Guide Inquiry Letter

The United States Forest Service (Equipment Development Center of Missoula, Montana) has asked the University of Montana's Human Performance Laboratory to research and assemble a guide to health related resource materials. Areas to be included in this guide are:

- |   |                      |
|---|----------------------|
| health & wellness; health risk analysis | nutrition and diet   |
| weight control                          | exercise and fitness |
| stress management                       | smoking abstinence   |

This informational brochure will list resources such as:

- |  |                    |
|--|--------------------|
| books                                  | pamphlets          |
| audio-visual aids                      | computer programs  |
| resource organizations and individuals | exercise equipment |

Criteria used for including resource materials in this brochure will include technical soundness, cost effectiveness, and availability. A panel of experts will review the items submitted. We would appreciate the opportunity to review materials you feel would be appropriate.

The Forest Service is a decentralized agency with regional offices in large cities, forest offices in smaller cities and many rural or remote ranger districts. The resource guide is intended to help units of the agency implement a health and fitness program suitable for their size and location. Since project costs are limited we cannot purchase each item reviewed. We will be happy to return audio-visual and other more expensive items following the review process.

We look forward to the opportunity to review materials you submit. The deadline for receipt of materials is June 15, 1982. Incidentally, the published resource guide will be available to the public.

Sincerely yours,

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BJS/bmr