

Oregon Agricultural College Extension Service

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DEPARTMENT OF DOMESTIC SCIENCE

Oregon Agricultural College and United States Department of Agriculture
Cooperating.

BABY WEEK

Ava B. Milam, Professor of Domestic Science,
(Chairman of Home Economics Committee Oregon Federation of Women's
Clubs and Mothers' Congress and Parent Teachers' Association.)

To the Women's Organizations of the State of Oregon:

Last year we wrote urging you to join the celebration of the National Baby Week Campaign. Again may we urge more eagerly that you take an active part in this most important observance?

May 1st to 6th has been set aside as the week of the 1917 campaign when all women's organizations are urged to cooperate in making Baby Week in their community worth while. More than 2000 places observed Baby Week last year. Many more, it is expected, will observe it this year. If your community entered into this national movement last year, you realize the importance of the movement and if you did not take an active part last year, do not allow to go by without seizing it, another opportunity to help the babies.

No club need hesitate in planning a campaign on account of lack of funds. Most successful Baby Weeks were observed last year without any expense. The following is a suggested program for a Baby Week Campaign, copied from a bulletin issued by the Children's Bureau:

1. A campaign of newspaper publicity.
2. Collection of baby-welfare information.
3. Baby Sunday.
4. A mass meeting.
5. Celebration in the schools.
6. Message to women's societies.
7. Message to fathers.
8. Follow-up work of the campaign.

In small communities the campaign may last only one day and may consist of a Baby Health Conference with arrangement for distributing literature. The local exhibits are very successful. This campaign should deal with the problems, not only of infancy, but of children up to five or six years of age. Maternal care is a subject which should be considered. In a bulletin on Maternal Mortality by Dr. Grace L. Meggs, Children's Bureau, Department of Labor, Washington, D. C., the statement is made that 15,000 women die yearly in this country from the complications of pregnancy and childbirth and that these 15,000 deaths

are largely preventable. More women 15 to 45 years of age die in the United States from conditions incident to maternity than from any other cause except tuberculosis. The figures do not show any decrease in the death rate from this cause in recent years, while the death rate from certain other preventable afflictions, such as typhoid and diphtheria, have been cut in half.

As the welfare of the babies cannot be separated from the welfare of their mothers, this problem should be considered in connection with Baby Week. Write at once and secure the following free bulletins from the Children's Bureau, Department of Labor, Washington, D. C., all of which should be very helpful in your campaigns:

- The Second Bulletin on Baby Week Campaign.
- Prenatal Care.
- Infant Care.
- Maternal Care.

The Oregon Agricultural College, in assisting in the National Baby Week Campaign, is prepared to offer the following service:

1. **Lecturers** can be supplied to a limited number of communities making a special feature of Baby Week. Requests for this service should be directed to the Extension Service, Oregon Agricultural College, Corvallis, Oregon.
2. **Bulletins** on "Food for the Family" and "The School Luncheon" will be sent upon request. Address all requests to the Oregon Agricultural College, Corvallis.
3. **Programs and Press Articles** as suggested in this circular.

In addition to the above, Miss Julia Lathrop, Chief of Children's Bureau, Federal Department of Labor, Washington, D. C., calls attention to the assistance available from the Oregon State Board of Health and the University of Oregon as shown in the following excerpt from a recent letter.

"Assistance as indicated below may be obtained in furthering the National Baby Week Campaign:

"From the Oregon State Board of Health, Portland:

"**Leaflets**, To Expectant Mothers, and Are Your Baby's Eyes Sore?

"Programs and Press articles.

"From the University of Oregon, Extension Division, Eugene:

"Bulletins to meet any demands on specific subjects.

"Exhibit material.

"Lecturers supplied.

"Press articles."

Neither the government nor the Oregon Agricultural College bulletins can be sent out in large numbers for redistribution. However, if the names and addresses of individuals wishing these bulletins are sent to the offices mentioned, pamphlets will be sent free to the addresses given.

Begin at once to make plans for this national movement. Write at once to Miss Julia Lathrop, Children's Bureau, Department of Labor, Washington, D. C., and request all the suggestive material which is for free distribution for conducting this campaign. We shall greatly appreciate a report from you.