

History

of the

U. S. Food and Drug Administration

Interviewee: Lorena Meyers

Interviewer: Ronald T. Ottens

Date: June 21, 1990

Place: Overland Park, Ks

DEED OF GIFT

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INTRODUCTION

This is a transcript of a taped oral history interview, one of a series conducted by Robert G. Porter, Fred L. Lofsvold and Ronald T. Ottes, retired employees of the U.S. Food and Drug Administration. The interviews are with persons, whose recollections may serve to augment the written record.

It is hoped that these narratives of things past will serve as one source along with written and pictorial source materials, for present and future researchers. The tapes and transcripts will become a part of the collection of the National Library of Medicine.



TAPE INDEX SHEET

CASSETTE NUMBER(S) 1,2

GENERAL TOPIC OF INTERVIEW: History of The Food and Drug Administration

DATE: June 21, 1990 PLACE: Overland Park, Ks LENGTH: 86 minutes

INTERVIEWEE

INTERVIEWER

NAME: Lorena Meyers NAME: Ronald T. Ottes

ADDRESS: [REDACTED] ADDRESS: U.S. Food and Drug Adm.
Overland Park, Ks 66202

FDA SERVICE DATES: FROM 1959 TO 1984 RETIRED? Yes

TITLE: Consumer Affairs Officer - Kansas City
(If retired, title of last FDA position)

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Fact Sheet- Clostridium Botulinum in Food

On Becoming A Consumer Spokesman, Lorena A Meyers

1973 Consumer Specialist Monthly Activity Report

1977 Consumer Affairs Officer Monthly Activity Report

RO: This is another in a series of FDA oral history recordings. Today we are interviewing Mrs. Lorena Meyers, retired consumer affairs officer from Kansas City district office. The interview is being held in her home in Overland Park, Kansas. The date is June 21, 1990. I'm Ronald Ottes.

Lorena, I appreciate your giving of your time today and especially in view of some of the physical problems you have right now. And I would like to start the interview by having you briefly sketch your background, where you were born, educated, and any experience you had before coming to FDA. It is my understanding that you were one of the first full-time consumer consultants hired by the Food and Drug Administration. With that Lorena . . .

LM: That is correct. It was a real privilege to be a part-time consumer consultant with the Food and Drug Administration.

I was born in Kansas City and attended school in the area, graduating from Kansas City, Missouri Junior College. I then went on to Kansas State University for a home economics degree. I graduated in the depth of the Depression with Smith-Hughes qualifications in home economics with a B.S. degree. I found that home economics was being taken out of the schools, so in order to teach, I would have had to teach math or music along with home economics. There were several opportunities, but I felt I really wasn't qualified in those areas. Had it been science or history or some of the other subjects I could have been well qualified. So looking for work was very difficult in the early thirties. I then began to teach in the Kansas City schools under the WPA program, teaching foods and clothing. In those days, there was so little work and people were so poor, we made women's suits out of worn-out men's suits in clothing class. We made very inexpensive recipes--dishes that could be made with whatever people had in their possession or what they could afford to buy.

From there I began to work with the utility companies. I went into home economics and business. I have never really used my teaching degree. However I found it useful in other areas as a resource person.

Through the years I had worked also as a laundry counselor, when my children were growing up, which was pleasant because I could make my own appointments. In those days people did not know how to use automatic washers; just as today

people do not know how to use the microwave ovens. Now there is no need for anyone to go out and teach how to use automatic washers.

I was a charter member of the local home economics association in Kansas City which is part of the Kansas Home Economics Association. A call came from Food and Drug Administration through the home economists in homemaking for someone to contact the FDA regarding a new position that was going to be very part time.

RO: What year was that, Lorena?

LM: That was in 1959. That was the year Commissioner Larrick felt the eight women who started the program in 1952 had done such a good job of alerting the public to FDA protections that it would be a good plan to have one person in each of the seventeen districts.

I interviewed Mr. Sam Fine who was the district director of Kansas City District. To be qualified, one had to be a home economics graduate and to have served as president of an organization. I had been president of the Home Economics Association in 1950. At that time they did have one person of the eight women, Mrs. Myrtle Correll, who was on the faculty of the Home Economics Department of Kansas State University. Mrs. Correll was 125 miles away; she was not always available when they felt they needed her. And being a professor she probably did not want to do the surveys in grocery stores that the district requested.

After being interviewed, it seemed like an interesting position, since I had always been interested in consumer affairs. The position had a good deal of prestige, with only seventeen home economists in the nation; however, there was very little pay. I recall that it paid twenty-five dollars a month for a total of eight hours. One could do a month's work but only be paid for eight hours. I also recall that when we got our checks, it was a little over sixteen dollars for the month for the many hours we worked each month.

It was a wonderful experience. At that time the district included the states of Kansas, Iowa, Nebraska, and Missouri. To spend only eight hours a month on four states was impossible. There wasn't much money for travel expenses either in those

days, so a good deal of introduction to FDA's new consumer protection program was done by correspondence.

One of the things I neglected to say earlier was, before I came to the Food and Drug Administration, I did a good deal of work with frozen foods, teaching farm communities how to freeze foods. Since freezers were new at that time, very little was known about the best varieties of vegetables and fruits and how they would freeze. So several years before going with Food and Drug Administration, I was helping the farm communities learn how to freeze meat, garden produce, bakery products, etc.

RO: Was this a part of the Kansas State University?

LM: No, it was with International Harvester.

I want to say, too, that in the indoctrination of my first day with Food and Drug Administration, I spent a little time with the director, Mr. Sam Fine; some with Mr. Benjamin, who was then the chief inspector; and Mr. Allison, who was in charge of the chemistry department. There was also just a few minutes with the compliance department. Now as I look back, I feel that was very dangerous, because the more I was involved with the Food and Drug Administration, the greater responsibility there was that one gave out the correct information. I'm not sure what training the other consumer consultants were given, but I felt that this was extremely meager training to go out and give a speech about the Food and Drug Administration. I was sent home after that one day of indoctrination, but I remember in the compliance department one of the questions was, "What is a New York dressed chicken?" There were problems of pumping water into chickens at that time.

My first responsibility was to go to a local grocery store and check the labels on canned fruits and vegetables to see if I could find any irregularities. After that I was given a few seized exhibits for show and tell, and I would go out to give speeches to the various organizations in the community and high school assemblies.

Sam Fine was the director at that time. He would invite me to attend some of his speeches and his presentations. If I came to a luncheon, there was no money to take care of the expense; I paid my own way. In fact, I think there were no expense

accounts whatsoever during those first years of being an appointee. I was an appointee for five years until 1964 when it became a full-time position.

At that time Commissioner Larrick felt that there was such great interest in the Food and Drug Administration that it should become a full-time position. We were not required to take the government examination. We were all home economists at this time, however it changed very quickly after that. And it would be five or six years after that people from the news media became involved. We always felt that they didn't have the background of science that was needed for the Food and Drug Administration position.

RO: Initially, then, you didn't have much to do with the press?

LM: No, I really didn't. Not until we became full time. I have a letter from Mr. Barnard when I decided to become full time that expressed to him the fact that I was a little nervous about my lack of any form of training to work with the radio or the press and also TV. He responded that my other personal qualifications would compensate for that lack of experience.

With the division of consumer education that was set up, Carla Williams, in 1964, became our director for the field consumer consultants. The underlying philosophy of consumer education is that the informed consumer needs the least protection by the government, and is best able to assume responsibilities as a citizen in our increasingly complex society.

The Food and Drug Administration is primarily a regulatory agency; a program of consumer education supplements the law enforcement activity. And when the FDA reorganized early in 1964, a Bureau of Education and Voluntary Compliance was established. One of the divisions of this bureau was the division of consumer education. This division planned, organized, and assisted or administered a program to help achieve effectiveness of the Federal Food, Drug and Cosmetic Act and related laws.

And like the enforcement program, the consumer education program was designed to assist the American public to obtain the four consumer rights outlined by Congress and by the President of the United States: that was the right to safety, the right to be informed, the right to choose, and the right to be heard.

There were a number of materials that were available for disbursement by the consumer consultants at that time. Specifically the objectives of this overall educational program was to help the consumer, to do such things as to use drugs safely and effectively, to prevent accidental poisonings in the home, to evaluate label and advertising claims, to choose health products and services wisely, to avoid quackery and other frauds and cheats, to participate in standard-making and other government processes, and to obtain all of the intended benefits from the laws enforced by FDA.

And there were three branches at that time: the consumer information branch, the consumer consultant branch (Carla Williams was our supervisor at that time), and the consumer survey branch.

We would be invited to Washington at least once a year for training. I recall that Carla was magnificent in her leadership for the consumer consultants. She at one time had a luncheon where she invited many Washington consumer dignitaries to come to the luncheon. Each one of us would give some statement about what we were doing. I recall that when it was my turn I said, "Everything is up-to-date in Kansas City," and mentioned activities being developed. She would go around the table and introduce everyone at that table, without any notes whatsoever. For someone who has difficulty in remembering names, I thought that was outstanding.

RO: Were there seventeen consumer consultants, one for each district at that time?

LM: Yes, there were eight that originally started the consumer program and were completely volunteer, with no expense accounts or any payment of any kind for their services. But they were the ones who started the program and made it so successful.

There were several of the original volunteers who continued with the new appointees from the seventeen districts. Until 1964 we were not under civil service; we were under social security for two years. And I'm not sure if that was every applied to . . .

RO: To your social security benefits? I think at that time, there weren't any consumer specialist positions in the civil service system.

LM: It took two years to develop that. During those two years we were under the title of TAPER (Temporary Appointment Pending Establishment of a Register).

RO: That's right. Some of the people in our federal-state relations program came under that same kind of a system until they were able to establish the positions under civil service.

LM: There was always a good deal of discussion about this in our meetings, because the consumer consultants felt it was taking too long to come under civil service.

RO: Since that time, I'm sure you've learned that the bureaucracy moves slowly.

LM: Oh, yes, definitely. That's certainly something I remember.

It was in 1962 that Kansas City dedicated a new building. Prior to that, the offices were in the Federal Post Office Building. But it was a very proud time. I was still an appointee at that time in 1962 when the Walter Campbell building in Kansas City was dedicated on May the 25th with appropriate ceremonies. Commissioner Larrick made the dedication remarks with a tribute to Mr. Campbell, who was the first Food and Drug Commissioner. Mr. Campbell, who retired in 1944, had spent thirty-seven years in building and developing the Food and Drug Administration, and was the driving force in the five-year struggle to secure the basic laws under which we now operate. That day there were tours that were taken through the building. It had a beautiful chemistry laboratory, perhaps one of the largest in the area. It still is, however it is moving very shortly to Lenexa, Kansas.

But this was one of the first newly designed district buildings. It was larger than the Atlanta, Dallas, or the Detroit buildings. It has 56,000 square feet which accommodated a staff of 150 and 3 general purpose laboratories.

Dr. Richard Morse of Kansas State University was a factor in developing and promoting the consumer issues and projects throughout the nation. He was always interested in the consumer consultant program, and has written a number of articles regarding FDA's consumer interest, and also was instrumental in having the con-

sumer affairs, or the consumer consultants at that time, come to Washington to a meeting of the President's Council on Consumer Interests.

Dr. Morse was a member of this council and had given a good deal of interest to promoting the consumer program. I had worked with Dr. Morse throughout the years. He was well known throughout the country for his interest in consumer work. President Kennedy gave the consumer message to Congress, March 15, 1962. It was his desire that the other government agencies would follow FDA's lead in establishing consumer information programs, because by this time FDA's consumer program was well known. Of course, Dr. Morse did a great deal in alerting the President and the advisory council to the work of FDA. Dr. Morse has donated a considerable gift to Kansas State University to establish a library of consumer development. Dr. Morse has invited me to donate my FDA speeches to the library.

RO: Following that, Lorena, did the other government agencies in the area establish a consumer information program, and did you work closely with them or did it take some time for that to happen?

LM: It really didn't take off very well. Because of the consumer work with FDA the President did appoint a consumer person to represent the government, and that has carried on until this day. There is a Consumer Week in the spring each year. There are definite subjects that are specifically regarded during that time, whatever is current.

RO: Was that the position like the one Virginia Knauer held, for example?

LM: Yes, that's Virginia Knauer. I really had forgotten what her title was.

Oh, you asked me about the other agencies. I don't believe they took off very well. Of course, the agriculture department has always had home economists and people in nutrition to provide information. And State Extension comes out of Department of Agriculture. I believe the Federal Trade Commission had a program for a short while. It was the FDA that kept on with the consumer program. Since FDA protects at least twenty-five cents of every dollar that the consumer spends, it was very important that this information was made available to the public.

As I went out to speak to the various groups and to the schools and to the universities where teachers were being trained, I found that this was very valuable information. The teachers would provide this information to their students, and as a result we have had a number of requests from the new teachers who had heard the various presentations that I made when they were students.

I was able to travel to a number of the universities and organizations in Kansas and Missouri and some of Nebraska, but I spent more time in Kansas and Missouri. After I became a full-time consumer consultant our name was changed to consumer specialist.

In the early years, there was a demand for fact sheets on various topics. I recall in order to get a grade increase, I wrote three facts sheets which have been used through the years, perhaps changed a little from time to time. One on drug side effects, one on self medication, and the other on botulism in foods.

RO: These were used by all of the consumer specialists?

LM: Yes, there were a number of fact sheets on various topics. In fact, they were still being used when I retired.

For ten years FDA had exhibits for the Future Farmer meetings that were held in Kansas City. They are national meetings, and the FDA has recognition for ten years of participation in the agricultural career show and the national convention of Future Farmers of America. These Future Farmers were, of course, always interested in the animal or the veterinary section, and we always had materials that would be of special interest to them. They came from all over the United States, and I felt that that was really a special part of our program, alerting farm youth to FDA's protections.

One of the greatest interests I had was the Total Diet program, which I tried to publicize at every opportunity. However, I felt that the district did not feel quite the same way about it. This was the analysis of foods from all over the United States for heavy metals and toxic pesticides. It is still an ongoing program. It has changed some to the larger market baskets now. I recall finding the first place to prepare the food was at the Veterans Hospital in Kansas City. Preparation has changed from time to time. For a while university students in home economics did

the cooking for it. I felt that this was a really great program and that the whole nation should know about it.

I prepared a slide series on the Total Diet study. Dr. Malone from Kansas State University, who was the advisor to the laboratory in Kansas City, helped me with it. We did one slide series together that was scientific. It could be simplified by removing some of the technical slides and used for the lay person.

RO: This was the diet . . .

LM: This was on the Total Diet study.

RO: Wasn't it supposed to be a normal diet of a seventeen, eighteen-year-old person?

LM: Yes, I believe you're right. However, it has now been condensed into three large market baskets. I recall going out once to do the shopping for the Total Diet study. I was fascinated by what we did and felt it was so important that the whole nation should know about it. I tried to get TV and any other publicity that we could with the media, but somehow the district did not wish to promote it.

RO: I'm surprised, because Kansas City District was the analyzing laboratory.

LM: I know; I just could not understand it. Also we were not given any monies from the district to develop the slide series. We had to take slides from other prepared materials other than laboratory slides, and I felt that this could have been really a very fine thing to share with other districts and the public. It was sent to Washington and reviewed. But it was felt that it should be done in a more professional manner, perhaps at headquarters. But nothing was ever done about it.

So that was one of the things that I felt I would have liked to have seen progress a little bit more, and even to this day, have better information regarding the safety of our foods, because there's so much in the media now and so much false information and frightening information regarding some of the toxic chemicals. Our foods are really very safe, and I would like for the whole world to know it.

(Interruption)

LM: For the Bicentennial in 1976, we were having some dignitaries from Washington, and it was felt we should have a good exhibit in the front lobby of the district office regarding the history of Food and Drug Administration. That exhibit was prepared. I had considerable help from Eva Carrier, who was my secretary at that time. She assisted greatly in the typing and actually researching some of the information that we put together regarding the history. We used some exhibits that had been seized. There was an orange popcorn cat that was sold in Wichita, Kansas. Children became ill. The dye was tested, and it was confirmed the dye had caused the illness. So the popcorn cat was preserved in glass and is still in the exhibit case. Of course, being the wheat-growing area, we had a loaf of bread with wheat stems to indicate the safety of our foods. We also had a good deal of information about drugs and devices. That exhibit remains unchanged today in the lobby as designed for the bicentennial.

RO: With only one consumer affairs officer or specialist in the district, you must have had to guard your time very carefully in order to go out and talk to schools and consumer groups.

LM: Yes, I think I would like to attach one of my activity reports to indicate the number of activities we did in a month.

We did have an addition to the staff in later years. Tywana Paul, who was my secretary at that time was selected to work part time and go to college part time. The government provided her college education, and we guided her selection of curriculum so that she would become a consumer affairs officer after she completed her training.

She became a consumer affairs officer and was transferred to the Omaha resident post. She is still with the Food and Drug Administration and is in Compliance now, assigned to fakes and swindles in the health field.

Through the years we'd had a great many seizures of large devices stored in the basement of the district office, and it was thought we should get rid of them. I felt we would never see them on the market again, because once they were seized

they were out of production. I was able to start a museum in the University of Nebraska for fakes and swindles in the health field in order to preserve them. There's a good one in St. Louis, and we sent some things to St. Louis. I started another museum at the university in Texas. These devices were provided on a loan basis. If they were not to be used or the museum did not continue, they were to be returned to the Food and Drug Administration.

I recall writing the statements about each of the devices, and the inspectors, when they were driving to Lincoln, would take the devices with them. So finally we got a great many of them up there. I felt this was very important to keep these strange, ridiculous devices to let people know something of FDA's past activities. I recall one device; you just looked through different colors of glass and you would be cured of whatever illness that you had.

RO: Or else they would diagnose all your illnesses.

LM: Oh, yes, they would diagnose all of them. There was a rubber mask that you would dip in buttermilk, cucumber juice, or rain water, and it would just take all the wrinkles away. I used that one a good deal in presentations.

Exhibits made the presentations interesting. I recall that we had a school next to the Food and Drug Administration that was for children who were handicapped. One little boy heard the presentation one year. He was still in that same class the next year, and when he came back he could point to almost every one of the exhibits that I had and tell me exactly what they would do, which I thought was wonderful. I do know that if you just hear it, you do not remember as much. I believe you remember about 65 percent of what you hear if you can see it as well.

It increased interest in the presentation to have these devices. I always carried a number of them to point out FDA's enforcement activities.

RO: Did you occasionally encounter some in the audience that didn't necessarily agree with you?

LM: Oh, yes. Yes, there was great opposition to government sometimes. I recall somebody came up to me later and said, "I didn't know anybody in government

knew as much as you did." (Laughter) Because I really talk very fast and include a lot of information, talking about all the areas of FDA's consumer protection in foods, drugs, cosmetics, and therapeutic devices.

RO: In addition to informing the consumer, it was also planned to have the consumers know what the Food and Drug Administration is all about.

LM: Yes, that was the main purpose. I'm sure that this is one of the most worthwhile programs pointing out what Food and Drug Administration is and does. Earlier, the chemists would go out and give the speeches. And they still did to more of the scientific groups. However, the consumer affairs officer then took over the club groups, organizations, schools, and universities. I recall that I would make an itinerary when I would be asked to go out of town. I would call for an appointment at the radio station, making a list of questions regarding some of the most current topics so that someone would not ask me questions that I didn't know. I would always expect that the media would say, "Yes," they'd be glad to have me, since it was such important information. And generally that was true. Very seldom was I not able to get an appointment with a radio or TV station.

RO: Later on in this program, you worked more with the media than you did early in the program.

LM: Oh, yes. I want to find one of the year's reports of how much time was spent with radio and TV, and put it in later. (Attached)

We had a consumer phone for a long time with news tips. This was prepared each week on a special device that was placed in the district. I believe we had these in most of the districts. The messages were written by the CAO. This was publicized through placards. Wherever we went we'd give out these little cards to audiences. Each week there was a timely message from the FDA. The Food and Drug Administration was the first one to have them. Later on, FDA had a message once a month, and since then Consumer Product Safety, Environmental Protection Agency, and Occupational Safety each put one on. This got a good deal of publicity when it began, and it worked very well for a number of years.

I believe that that was in 1969 there was a change in the Food and Drug Administration's consumer program. For a very short time--I believe for about a year--we worked under the Consumer Protection and Environmental Health Service. Jean Lightfoot was our supervisor at that time, and I recall that I had to move from Food and Drug Administration to the Federal Office Building. I was not well accepted. I don't recall who my director was, but he had been with the Bureau of Indian Affairs and knew nothing about consumer programs. He gave absolutely no clerical support; I had to take all of my typing, etc., back to Food and Drug Administration. I had very little space for myself and no place to store supplies, handout materials, publications, etc., that I had brought with me from FDA.

This was no doubt a Washington direction. We talked about air and all the environmental subjects at that time, which we had to include along with Food and Drug Administration as well. Fortunately that didn't last very long, and I was invited back to my old room at 1009 Cherry in Kansas City, Missouri, at the Food and Drug Administration.

Jean Lightfoot wrote a letter stating that she had been happy to work with us and that the people at headquarters and in the field recognized the job that the consumer specialists had done. She hoped that we would continue to go on with our consumer protection endeavors.

But that was a time I would rather forget.

RO: Yes, I think there's a lot of people in the Food and Drug Administration that would like to forget that. Fortunately, it was a brief period.

LM: It was a very brief period, but I believe that FDA functioned as it was; did it not? And it was only the consumer specialists that were removed from FDA?

RO: No, in the districts we had to report at that time to the regional Consumer Protection and Environmental Health Service. So that was one of the first involvements that we had with the regional office. We had always belonged to the regional HEW, but the regional director pretty much left us alone because we were so much different than the rest of the department.

LM: I see.

RO: But then, CPEHS, as they called it . . .

LM: Yes, that's what it was, CPEHS.

RO: . . . they wanted to invoke their presence on us.

LM: In 1976, I was asked by the American Home Economics Association to serve as a national resource person for the American Home Economics Association because of specialized knowledge in the area of food safety. The length of the term of this assignment was indefinite. I was on the skills bank for, not only for food safety, but for food preservation skills, because I had taught canning and food preservations through utility companies.

Also, I had suggested that the FDA Papers be indexed, because I had met such opposition along the way when I presented FDA Papers and tried to get the universities and various organizations to subscribe to the publication. Charles Dick, who was then assistant commissioner for public affairs, said that my suggestion of indexing FDA Papers was being considered and that he was approving the suggestion through the normal channels. He did want me to know that it was a good idea and that they hoped to carry it out. It was approved, so I was pleased to have suggested the indexing of the FDA Papers. I received \$75.00 for the suggestion.

During the time that we were appointees, we had training in Washington, D.C. Once we went to New York to the Consumer Union to learn about how products were analyzed and how they came up with the specific reports in Consumer Report. At that time (1963) I learned that Mr. Riazio Mizuno of Japan was also visiting the Consumer Union. I had heard he was to come to Kansas City, so I made a special effort to get acquainted with him. It was very difficult to understand him. He wrote English better than he spoke it. But we made the acquaintance, and several weeks after our Washington visit, he came to Kansas City to our office on a planned tour of the United States. He had three days of consumer-oriented activities in the area. Since I was still an appointee, I sent him to Kansas State University to Dr. Richard

Morse for one day since he was outstanding in the field of consumerism, and that's what Mr. Mizuno was interested in.

So Mr. Mizuno went back to Japan with a number of FDA informational materials. These materials were provided on a continuing basis, including the FDA consumer magazine which he found very helpful. He was a member of the advisory committee of Product Safety and Information Labeling Commission of Japan, and of course these materials were helpful in establishing a Kobe Consumer Information Center in 1966. He established 150 centers and had 1,500 consumer consultants in his country patterned after the USA FDA.

I continued to work with Mr. Mizuno through the years. I provided information to our international section with his picture and what he had done and had hoped that there might be an article about it. However, that never did come to pass. I was always interested in the foreign representatives that came to the district. In fact, we had many come to our laboratory, perhaps because of the Total Diet study. Very often the district was not as hospitable to them as it should have been. I asked to be on the committee to show them some of Kansas City and help them understand something about the area and often invited them to my home. When I suggested that I would like to entertain them, I was told that there was no money for it. I replied, "I don't need to be paid for it. My reward is learning to know these people and encourage their friendship."

Also during 1976 at the National Home Economics convention, a contact was made with Raushni Deshpandi, who was director of community resources of the Lady Irwin College in New Delhi, India. This educator was pleased to receive the consumer memos and other public information for curriculum evaluation in her college. We also had requests from Canada, Venezuela, and Sweden, indicating interest in our FDA consumer education program. I felt these were important contacts to acquaint other countries to the unique process of FDA consumer protection.

In 1974, I received national recognition through the Greater Kansas City Federal Executive Board (F.E.B.) for input into the directory of consumer assistance that was prepared for the Greater Kansas City Federal Executive Board. There was also a special services award that was received by the Greater Kansas

City Federal Executive Board in 1976 for patriotic assistance and support of fulfilling the F.E.B. goals and objectives.

Late August of 1979 the food labeling hearings in Wichita, Kansas started a successful series of hearings across the country. It set the standard for the rest of the hearings, pioneering the concept for the other hearings. The success of the hearing was primarily due to efforts in planning and in cooperation of the community. It was an outstanding accomplishment that deserved special recognition.

RO: Did you receive special recognition for that?

LM: Yes, I did. Dr. Kennedy, commissioner of FDA, commended the efforts of all those involved in the Wichita food labeling hearing. The meetings received rather broad media coverage and was generally considered a success. In fact, I learned later that some friends of mine were in Japan, and it was on the news in Japan about the Wichita food labeling hearings. FDA associate commissioner for consumer affairs, Mr. Grant, mentioned that the agendas for the upcoming hearings could be reformulated as a result of the Wichita hearing, pointing out that the issue of safe and suitable seemed to be a subject which consumers could not relate to. But it really was a hearing that surprised the Department of Agriculture. The Department of Agriculture was involved in this as well, because food labeling would include meats and the watered hams and so forth, how they should be labeled.

RO: Was this intended to get consumer views of what they wanted on the label?

LM: Yes. And we had I think more than 200 people who responded at the hearings. In fact, as I recall now, Washington had sent out a crew, and we had to find various groups of area people who would be trained to reply and have something to say at these hearings. I recall the YWCA responded in Wichita, and there were probably five or six other groups that were trained, because they had no idea how to conduct themselves at a hearing. However there were professionals that came to testify. We had a number of people in the audience which was somewhat of a surprise, because the very last of August, I recall, everyone was taking their children to

college. It was just almost impossible to get any of the organizations together because they didn't start to meet until September.

We had very good publicity. I recall that Dillon's, a grocery that had stores throughout Kansas, put the information of the hearings on their grocery bags. We put out flyers in various public places to get people involved. But it was perhaps one of the most difficult things I've ever done with FDA. I was notified in May or early spring and started immediately to contact various people whom I thought might be interested in providing information.

There was a problem, however, with Extensions. None of them were allowed to come since they were in the Department of Agriculture. Many that I had counted on were not allowed to respond. I believe they could come and audit but not participate.

RO: It seems odd that the scheduling of it was in August, unless there was some timing in order to get all of the hearings in by a certain date.

LM: No, I don't believe that was it. I understood that there was some political maneuver there. The success of the hearing was a surprise to Washington.

I neglected to say that after I became a full-time person in 1964, I developed a leaflet on government agencies with which Food and Drug Administration actively cooperated for consumer protection. That was in reference to the Interstate Traffic in Foods, Drugs, Cosmetics, and Therapeutic Devices, which included the Department of Agriculture; Agriculture Research Service, that administered the Insecticide, Fungicide and Rodenticide Act and also the Federal Meat Inspection Act; the Agricultural Marketing Service; and Poultry Division, Dairy Division, Grain Division, Fruit and Vegetable Division. But also, there was the Department of Defense, because it was the defense supply agency which collaborated with FDA in protecting military supplies of food, drugs, cosmetics, and devices. And then the Department of Health, Education and Welfare, which was the Public Health Service; the Division of Biologics and Standards; and also the Bureau of Estate Services. Then there was the Department of the Interior, which was the U.S. Fish and Wildlife Service. The Department of Treasury, which is the Bureau of Customs; and the Department of Justice. Also Post Office Department cooperated with Food and

Drug Administration in regulating mail frauds involving foods and drugs. Federal Trade Commission, and so on.

It was rather well received, because most people weren't aware of the connection that FDA had with the other governmental services. This was the first piece of work that I did, since it provided a greater understanding of the FDA.

RO: These were federal agencies. How closely did you work with a number of the state agencies?

LM: I worked very closely with Kansas because of Evan Wright, who was very interested in the protection of foods. And Kansas being the bread basket of the world, we had a lot of grain supervision. Of course, Evan Wright also had to do with the Department of Agriculture, but I believe Evan Wright was the first one to see that wieners were not colored to cover up any adulteration that might be in the wieners. He was certainly interested and worked very closely with Food and Drug Administration. I don't recall working that closely with the other states.

RO: He was often very critical of the Food and Drug Administration on the labeling of foods.

LM: Oh, yes. Very critical. And I recall, while I was still a part-time person and knew so little about Food and Drug Administration, he asked me to come speak to the state people. And as I think back, I should have never gone with such a limited knowledge of FDA. I worked closely with Mr. Wright until his retirement.

Part of my indoctrination was to read some of the history of FDA. One incident very close to my heart was that . . .

(Interruption)

LM: . . . lead breast pumps were taken off the market in 1912, when reading about the early history of Food and Drug Administration. I had a little sister who was older than I who died at age six weeks. They said she was the most beautiful child and so healthy. But she just became weaker and weaker. The doctors could not

decide what her problem was. She died at six weeks of age in my mother's arms on the way home from the doctor. Very shortly after that the lead breast pumps were taken off the market. My mother had used this lead breast pump for the feeding of this little girl.

Another program that I have been interested in through the years is a program for the blind and visually handicapped, which was initiated in Kansas through the audio reader, reaching the entire state of Kansas and surrounding states. A thirty-minute program has been provided on health and safety each month over special equipment.

RO: And this was started when you were still with Food and Drug Administration?

LM: Oh, yes, it's been eighteen years. I was full-time at that time when I heard the request on television that they needed information for the audio reader. The audio reader is at the State University of Kansas, at Lawrence, Kansas, and I would tape two programs each time so that I made just six trips a year.

RO: These were mostly on Food and Drug issues then?

LM: Oh, always on the Food and Drug Administration. Since my retirement I have continued the program; however now I use some Department of Agriculture information and material on nutrition. But FDA has been very kind to provide the FDA materials for me.

They were always current topics of interest for the blind. Also, certain FDA materials were sent to the National Federation of Blind for use in the *Braille Monitor Magazine* which was distributed nationwide. I did write a special article on how the consumer can report to the FDA, and also additional information that I provided to the Library of Congress, the Division of Blind and Physically Handicapped. I don't know whatever happened, whether it was ever used. But I felt it was important, and the reason probably is that we had a blind secretary in our Kansas City District office. And he was always interested in having something recorded that he could hear. The FDA consumer report programs are now being offered nationally on the Audio Reader Network.

We spoke earlier about activities of a consumer specialist. I should say that after a number of years of being a consumer specialist, we were called consumer affairs officers. That is the title that we still have now. So we really had three titles through the years.

RO: Do you know the reason for the change?

LM: No, not actually.

But in 1964, for instance, I gave 102 speeches for conferences reaching about 8,000 consumers, and a series of 3 television class presentations that were used at least 3 years reaching 3,500 students in Kansas and the Missouri high school each semester. Then I had 95 minutes of television--goodness, that wasn't very much--an hour of radio time--but we must remember that this is 1964--and 9 tours that were directed by the consumer specialists at that time. In 1965 there were 195 speeches, 5 exhibits, 11 radio and T.V. appearances, and 1 press conference. In 1966, 165 speeches, 17 tours, 4 exhibits, 150 minutes of television, and 90 minutes of radio. And then through the years it had been pretty much like that, only the radio and television went up, 254 minutes of television, 160 minutes of radio. I really spent more time with the radio, because one could use prepared notes.

RO: Awesome.

LM: If you had a preposition out of place with a regulatory agency you could be in trouble. (Laughter) In 1976, records show 400 minutes of television, 143 minutes with radio, and 22 tours. Later 899 minutes of radio and a little bit less of television, because I did develop contacts with more radio stations as I made the trips to other meetings.

RO: Did the emphasis on the program changed over the years? I'm sure it must have from the time that you first started until you retired.

LM: Yes, in the early years we spoke to smaller groups to gain visibility since FDA's activities were not as well known.

RO I mean as far as who you were going to contact?

LM: Yes, in the later years it was felt that it was more important to contact the directors of the various agencies and department heads, rather than going yourself. However, I found in my own district that they felt that it was sometimes not advisable to spend as much time at the college classes. I only visited those classes where there were teachers and educators going out to teach and not just for information to the general classes.

RO: To multiply your reach.

LM: Yes, thank you, that's exactly right. I felt that it was very worthwhile and continued even with some opposition from my director, because I felt it was so important because I got the feed back from them and I knew what was happening. I was told that these teachers just didn't want to prepare their own lessons, that they wanted someone to come in and do their work, but that was not true. I could hardly keep up with the new developments with Food and Drug Administration. They had no exhibits to make it interesting and the articles that had been seized, which to me held a world of information that they would remember. As teachers in the schools the FDA information was passed on to the students.

It became necessary to reduce the number of consumer affairs officers--because we had three in our district--and with Gramm-Ruddman, the finger was pointed at me. I did not dye my hair, it is gray (Laughter), and I will say that there was age discrimination. Since we had one minority and one person who was twenty years younger than I, someone had to go. So the finger was pointed at me. It really did hurt because I felt since I had given five of my live to the program as an appointee so I should be able to stay as long as I was able.

RO: You mentioned lesson plans. Wasn't there one point in the program where you prepared lesson plans for the coming year?

LM: Oh, yes, we spent days preparing them. I'm not sure how valuable they were.

RO: Yes, I thought that was part of your program.

LM: Oh we did. This is part of it here. (See attached report.) The monthly activity report had to fit in with the annual lesson plan.

I actually trained three people to be consumer affairs officers: Tywana Paul, who was my secretary, became a consumer affairs officer. Julia Hewgley came from Wyoming and was to be directed to Omaha, but it was necessary to orient her to the area. Mary Margaret Richardson, who was an investigator, would come to the consumer affairs office and tell about her interest in being a consumer affairs officer. So Mary Margaret was trained to be a CAO as well.

So the four of us would make out the annual lesson plans together. So that certainly was a change; I'm glad you reminded me of that. Then, of course, we had these monthly reports which were very difficult and took time to prepare. Later we had to number them so they could be put into the computer. After we had the computer identifications, we could recall the material very easily when we needed it, how many calls, how many speeches we had made and exhibits and so forth.

I did a good deal of work with tours, too. I managed all the tours at the Kansas City District because of the fact we had such a wonderful laboratory. So I would give probably a forty-five minute presentation to the people first who came for the tour and then would make arrangements with the laboratory for tour guides, to tell the various organizations about the work that was done in the laboratory.

We did get into a situation that we had to discontinue because the schools found out about it and thought it was such a wonderful thing that we had to curtail them since we had too many children and young people coming through the laboratory.

RO: Wasn't there a change in the program direction you received from headquarters over the years?

LM: Yes, it changed, and I think it has changed considerably now. It is, I believe, being directed more toward the investigational area rather than so much consumer

information. It's all gone into computers. I believe the CAO no longer has a secretary now as the consumer affairs officer uses a computer.

RO: The word processors.

LM: Yes, word processor--that's right. So it has changed greatly.

We thought at one time that we didn't hold the status in the agency that we once had, but I still feel it was a very important part of Food and Drug Administration and a very worthwhile endeavor that Commissioner Larrick promoted. It really started before Commissioner Larrick, but he was devoted and dedicated to consumer education.

RO: When you first came in, I think that you were probably considered a part of the district director's office. You reported directly to the district director, didn't you?

LM: Oh, yes. Mr. Sam Fine was the district director, but we also reported to Carla Williams in Washington. A long detailed report was sent to Carla regarding each activity.

RO: Oh, so you kind of by-passed the district entirely?

LM: Our program direction came from Carla Williams. But our district directors were aware of our activities, reporting both to our district director and Washington.

RO: And then later, I think, you were probably assigned directly to the district office.

LM: Yes, several years later. Carla Williams became ill, and also she met some very difficult periods in the agency. There were personality problems within the agency, so she resigned. But she might have resigned partially because of illness, because we did not realize that she was so ill. She didn't ever divulge it to us; we only learned it after her death. We were so sorry to see her resign.

I don't remember anyone taking her place. There was for a little while a gentleman.

RO: Ted Cron.

LM: Of course, Ted Cron. Some of those things I think I've disposed of. I don't have them all in my files at home. Most of FDA history was left with the district after retirement.

RO: There was a point when I thought you were actually directed from a headquarters office rather than from local management.

LM: You're correct; that's right.

RO: But then after you were assigned more or less to report directly to the district, there were also some changes made, if I remember right, back in . . .

LM: Oh, yes. For a while we were under Compliance Branch.

RO: Compliance, that's right.

LM: Yes, and I wondered about that because I could see no relationship with Compliance, and I didn't feel that they had an understanding of the consumer work.

RO: Management was accused at one time of putting the consumer program in the Compliance office in order to get the number of disciplines in Compliance to justify a higher grade level for the chief of Compliance.

LM: I do remember that we were under Compliance for a while but not aware of the purpose.

RO: Now that is not the case is it?

LM: No, no. We are completely under the director now. And Kansas City was rather individual in the fact that it did have a regional director and a district director for just one district. But that has changed now too. And it's for the best, I think, that we did not really need that regional director. Of course, he was kept busy in other areas with the agency. For a short time we must have been under the regional director as our evaluations were marked by the regional director.

RO: For a single-district region it seemed hard to justify both a regional and district director.

LM: It was, definitely. And we had that for some time.

RO: Oh, yes. Well, you see that was back in late '69, early seventies when the agency was directed by the department to conform to the HEW regional configuration. And it was necessary to establish the FDA regional offices to satisfy the department.

LM: Of course the number of districts were changed, too, at one time.

RO: Oh, yes.

LM: From time to time, I believe.

RO: That's right. Well, you retired then in 1970 . . .

LM: No, in '84.

RO: In 1984.

LM: March 3, 1984. I continued on with the audio reader and one other radio station that I had before retirement. They are non-profit, and everything I do now is of volunteer nature. And I did clippings, of course, for FDA for five years. They were just discontinued last year. And I was very pleased to receive the award for

volunteerism. You may want to tell me what it is. I'm not sure I have the correct terminology. It's on that plaque.

RO: Yes, it's the Food and Drug Administration Commissioner's Special Award.

LM: Thank you. I had not been aware of such an award before receiving it.

RO: That started back, I think, when Dr. Schmidt was commissioner, and he felt there should be some leeway for the commissioner to award someone for special service to the agency. And there were a number of outside individuals recognized who are not members of the Food and Drug Administration but who had contributed an awful lot to the agency's mission. For that reason I think it was an excellent idea.

LM: Well, it was a very pleasant surprise.

RO: Were you able to get back to Washington to receive that award?

LM: There was a regional meeting in Kansas City, and I was asked to come. I had no idea that's what it was going to be. I received a letter from Washington, from the commissioner, and also from the district director here. That's all. And I thought "That's not very much." And then this nice award was given to me at the regional meeting. A number of districts were meeting here, and they had a little reception at one of the hotels, and the retirees were invited to come.

I don't know whether I mentioned that for the food labeling hearing I received the 1979 Commendable Service Award. I had a very nice letter from Commissioner, Dr. Kennedy regarding it, because he was so pleased. I know that he was concerned that it might not be successful due to the time of the year. And we were all concerned, because we didn't really know how many would attend. But I hoped that I had enough people coming to make comments. I felt pretty sure of that. However, I didn't know how many people would be coming for the audience, but there was a good audience as well.

RO: Well, I know that we've covered a lot of the things that I had in mind for you to cover. Is there anything else you'd like to add?

LM: No, I can't think of anything now. I'm sure I will afterwards.

RO: Well, you will have an opportunity . . .

LM: To add more.

RO: . . . to add more. And some of the specifics that may have escaped you while we were taping, we can do that when we review the transcripts.

(Interruption)

RO: Well, Lorena, unless there are other things that you would like to add to this interview--and of course you're going to have an opportunity to do that anyway when we review the transcripts--I want to thank you for this interview.

LM: In summary, I would like to add that from the beginning the consumer consultant, consumer specialist, consumer affairs officer, was required to have a comprehensive understanding of both consumer behavior in the marketplace and Food and Drug Administration policy. This entailed constant cognizance of positioned policy of the agency and surveillance of public opinion.

An ongoing responsibility was to answer all consumer requests that were received by phone, letter, or in person. The day at FDA was never long enough. There was always some reading or unfinished project that needed to be completed.

After retirement I became active as a volunteer organizer for Widowed Persons Service, a program of AARP. My travels included the states of Kansas and Missouri. This activity filled the void after retirement.

It's been a pleasure to have this opportunity to talk about early consumerism in the United States, because I think perhaps Food and Drug was one of the very first to provide this service. So I feel it has been a real opportunity and privilege, and I'm glad that I've been a part of it.

RO: Thank you very much.



FACT SHEET

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service
FOOD AND DRUG ADMINISTRATION
5600 Fishers Lane
Rockville, Maryland 20852

CLOSTRIDIUM BOTULINUM IN FOOD

WHAT IS CLOSTRIDIUM BOTULINUM?

Clostridium botulinum is a spore-forming organism that lives in the soil and in water. The spores are not harmful; indeed, we eat many of them in fruits and vegetables. But, under favorable conditions, these spores may grow into forms which produce a dangerous toxin. Eating food in which these bacteria have grown and produced toxin causes botulism, a disease affecting man and animals. Inadequately processed home-canned foods are often the cause of botulism.

WHY IS CLOSTRIDIUM BOTULINUM IMPORTANT?

Clostridium botulinum is important because its toxin is often fatal. The bacteria can grow and produce their lethal toxin in a great variety of food products. If foods are not heated to a sufficient temperature during processing, Clostridium botulinum organisms, if present, may survive and produce toxin. This fact is especially important in regard to foods which are usually eaten with little or no further cooking. Over the past 25 years, the majority of cases have involved improperly processed home-canned foods. However, in 1963 alone, when 46 people were stricken with botulism, 24 cases were traced to commercial foods. Nine people died. Such outbreaks are of grave concern to the public and to health officials and the food industry as well.

WHAT ARE THE SYMPTOMS OF BOTULISM INTOXICATION?

The usual symptoms are double vision, inability to swallow, speech difficulty, and progressive respiratory paralysis. Frequently, vomiting and weakness also occur. Symptoms usually begin 18 to 96 hours after eating the toxic food. However, one or more of these symptoms may not be apparent in some cases.

CAN BOTULINUM ORGANISMS BE DESTROYED?

Yes. The bacteria and its toxin can be destroyed by proper heat treatment during processing. Toxins are not destroyed when foods are merely warmed. Before consumption, the suspected food should be boiled and thoroughly mixed during the boiling process (approximately 15 minutes) so that a temperature is reached that will destroy the toxin throughout the preparation.

FACTORS CAUSING AN OUTBREAK!

1. Presence of spore of C. botulinum in the food being canned or processed in some other way.

(MORE)

2. A food in which the spores can germinate and the clostridium can grow and produce toxin. Home-canned meats and non-acid vegetables are most often the cause of botulism.
3. Survival of the spores of the organism due to inadequate heating in canning or inadequate processing otherwise.
4. Environmental conditions after processing that will permit germination of the spores and growth and toxin production by the organisms.
5. Insufficient cooking of the food to inactivate the toxin.
6. Ingestion of the toxin-bearing food.

FREVENTION OF OUTBREAKS:

1. Use of approved heat method for canned foods. (Research to determine the cause of spoilage showed that the cold-pack method of processing foods for home canning was entirely inadequate to prevent botulism in meats and non-acid vegetables.
2. Rejection of all gassy (swollen) or otherwise spoiled canned foods.
3. Refusal to even taste a doubtful food.
4. Avoidance of foods that have been cooked, held, and not well reheated.
5. Boiling of a suspected food for approximately 15 minutes.

ON BECOMING A CONSUMER SPOKESMAN

BY

LORENA A. MEYERS
CONSUMER SPECIALIST

KANSAS CITY FIELD OFFICE
KANSAS CITY, MISSOURI

SELECTING A TITLE FOR A PRESENTATION THAT INVOLVES SEVERAL TOPICS CAN BE A PROBLEM. IT REMINDS ME OF A WRITER WHO WAS ABOUT TO PRINT HIS BOOK BUT STILL HAD NOT DECIDED ON A NAME. WHEN HE TOOK THE BOOK TO THE PUBLISHER AND DISCUSSED THE DEILEMYA HE WAS IN, THE PUBLISHER ASKED "HAVE YOU WRITTEN ANYTHING ABOUT DRUMS?" "NO" SAID THE WRITER. "HAVE YOU WRITTEN ANYTHING ABOUT TRUMPETS?" AGAIN THE WRITER SAID "NO." "WELL THEN, WHY NOT CALL IT "NO DRUMS - NO TRUMPETS." THE SELECTED TITLE TODAY "ON BECOMING A CONSUMER SPOKESMAN" DOES HAVE REAL MEANING TO HOME ECONOMISTS THROUGH COMMUNICATIONS AND INVOLVEMENT AS WELL AS EDUCATIONAL TOOLS WHICH ARE AVAILABLE.

I HOPE BY NOW YOU HAVE VISITED THE DISPLAY AND HAVE A LIST OF THE AVAILABLE FDA FACT SHEETS. IF YOU WISH TO CHECK THE LIST AND LEAVE IT ON THE DISPLAY TABLE, THE REQUESTED FACT SHEETS WILL BE SENT TO YOU. YOU WILL ALSO NOTE THE VISUAL AIDS THAT MAY BE SECURED ON SHORT TERM LOAN THROUGH THE KANSAS CITY FIELD OFFICE.

YOU HAVE NO DOUBT NOTICED THE NEW PUBLICATION "FDA CONSUMER" ALSO ON DISPLAY. IT IS THE OFFICIAL VOICE OF THE FDA. FORMERLY "FDA PAPERS," A PUBLICATION FOR REGULATED INDUSTRY AND THE CONSUMER, "FDA CONSUMER" BEGAN REPORTING ON ITEMS OF INTEREST TO CONSUMERS WITH THE JULY-AUGUST ISSUE.

WRITTEN IN EASY TO UNDERSTAND, NONTECHNICAL LANGUAGE IT COVERS SUCH PRODUCTS

To be presented April 6 at the Kansas State Home Economics Association Annual Meeting, Ramada Inn, Topeka, Kansas

AS FOODS, DRUGS, COSMETICS, PRODUCTS INVOLVING RADIATIONS, SERUMS AND VACCINES, ETC. IT EXPLAINS CONSUMER PROGRAMS, FDA POLICIES AND DECISION-MAKING PROCESSES. IT IS WRITTEN BY EXPERTS, ILLUSTRATED WITH PHOTOGRAPHS, ORIGINAL ART AND COLOR, COVERING THE 13 LAWS ENFORCED BY THE FDA.

ONE OF THE SPECIAL ARTICLES OF INTEREST IN THE FIRST ISSUE OF FDA CONSUMER WARNS OF SUBSTITUING DRUG CONTAINERS.

COPY PAGE 26 JULY-AUGUST FDA CONSUMER

YOU WILL ALSO FIND NOTICES OF JUDGMENT ON SEIZURE ACTIONS LISTED IN EACH ISSUE.

(REVIEW EXAMPLES OF ACTIONS WITH EXHIBITS)

TO THIS POINT WE HAVE BEEN DISCUSSING COMMUNICATION BUT INVOLVEMENT IS ALSO IMPORTANT IN BECOMING A CONSUMER SPOKESMAN. WOULD YOU BE WILLING TO HELP FDA ARRIVE AT DECISIONS THAT AFFECT PRODUCTS YOU BUY? DID YOU KNOW THAT YOU COULD PERFORM A USEFUL PUBLIC SERVICE BY RESPONDING TO FDA PROPOSALS WHEN THEY ARE PUBLISHED?

WHO DOES COMMENT ON THESE PROPOSALS AND HELP SHAPE THEIR FINAL FORM? INDUSTRY GROUPS, SUCH AS TRADE ASSOCIATIONS AND INDIVIDUAL MANUFACTURERS ARE MOST ANXIOUS TO COMMENT, SINCE THE OUTCOME CAN AFFECT THEIR BUSINESS OPERATIONS. IN MOST CASES THEY OR THEIR REPRESENTATIVES WILL SUBSCRIBE TO THE FEDERAL REGISTER. HERE ALL PROPOSALS FOR NEW REGULATIONS STEMMING FROM LAWS PASSED BY THE U.S. CONGRESS MUST BE PUBLISHED.

LARGE CONSUMER ORGANIZATIONS WILL ALSO RESPOND SINCE THEY HAVE LEGISLATIVE REPRESENTATIVES OR COMMITTEES WHO ARE ALERT TO THE PUBLICATION OF THESE PROPOSALS. BUT THE INDIVIDUAL CONSUMER SELDOM HEARS OF THEM. THE PUBLIC PRESS GIVES THEM SCANT ATTENTION, SINCE THEIR CONTENT MAY NOT SEEM DRAMATIC ENOUGH FOR FRONT PAGE NEWS. BUT MANY OF THESE PROPOSALS HAVE SIGNIFICANCE FOR CONSUMERS AND DESERVE YOUR ATTENTION.

SOME OF THE RECENT PROPOSALS THAT HAVE APPEARED IN THE FEDERAL REGISTER AND ARE STILL OPEN FOR COMMENT ARE:

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DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
ROOM 6-88
5600 FISHERS LANE
ROCKVILLE, MD. 20852

HOW DO YOU FIND OUT ABOUT THESE PROPOSALS? SINCE MOST OF YOU DO NOT HAVE ACCESS TO THE FEDERAL REGISTER, A SUPPLEMENT CALLED THE CONSUMER REGISTER HAS BEEN ADDED TO CONSUMER NEWS, A TWICE MONTHLY PUBLICATION OF THE OFFICE OF CONSUMER AFFAIRS. THIS SUPPLEMENT FEATURES PROPOSALS FOR NEW RULES AND

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YOU MAY ALSO WRITE TO ME FOR A COPY OF ANY OF THE PROPOSALS. FDA WELCOMES YOUR PARTICIPATION IN HELPING TO REACH DECISIONS THAT AFFECT ALL OF US. LET YOUR VOICE BE HEARD!

SAM FINE, ASSISTANT COMMISSIONER FOR COMPLIANCE, STATES, "LET US UNDERSTAND --- THAT THE CONSUMER IS NOT JUST A BUYER OF PRODUCTS AND PAYER OF TAXES, BUT IS AN INTEGRAL PART OF THE OPERATION OF GOVERNMENT AND INDUSTRY. FDA WELCOMES INPUT AND PARTICIPATION FROM THE CONSUMER. WE RECEIVE NEW INSIGHT INTO THE REGULATORY PROCESS AS A RESULT. CONSUMERISM IS A DRIVING FORCE THAT MUST AND WILL BE HEARD. THOSE INDUSTRIES AND FIRMS THAT HAVE RECOGNIZED THIS FACT ARE NOW BENEFITING FROM FAR BETTER CONSUMER RELATIONS."

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LETTERS TO "CONSUMER FORUM" CAN BE ON ANY TOPIC OF CONCERN TO FDA — FOODS, DRUGS, COSMETICS, HOUSEHOLD CHEMICALS, RADIATION AND MEDICAL DEVICES. IF YOU HAVE A COMPLAINT ABOUT A SPECIFIC PRODUCT, OR YOU FEEL A PRODUCT IS HAZARDOUS, YOU SHOULD CHANNEL YOUR COMMENTS TO THE KANSAS CITY FDA DISTRICT OFFICE. THE QUICKEST ACTION ON A CONSUMER COMPLAINT IS BY GOING DIRECTLY TO THE DISTRICT.

SEND LETTERS TO CONSUMER FORUM, FDA CONSUMER, FOOD AND DRUG ADMINISTRATION, PA-25, 5600 FISHERS LANE, ROCKVILLE, MD. 20852.

NOW THAT WE HAVE ESTABLISHED THAT COMMUNICATION AND INVOLVEMENT ARE IMPORTANT IN BECOMING AN EFFECTIVE CONSUMER SPOKESMAN, LETS REVIEW BRIEFLY A NEW PROGRAM ANNOUNCED JANUARY 17, 1973, TO BRING ABOUT BASIC AND FAR REACHING CHANGES IN THE LABELING AND PROMOTION OF FOOD PRODUCTS IN THE U.S. THESE ACTIONS WILL RESULT IN THE MOST SIGNIFICANT CHANGE IN FOOD LABELING PRACTICES SINCE FOOD LABELING BEGAN WHEN STAMPS WERE FIRST PLACED ON TEA IN 1896. THEY MARK THE BEGINNING OF A NEW ERA IN PROVIDING CONSUMERS WITH COMPLETE, CONCISE AND INFORMATIVE FOOD LABELING. THE REGULATIONS WILL PUT INTO PRACTICE VIRTUALLY ALL OF THE LABELING RECOMMENDATIONS OF THE WHITE HOUSE CONFERENCE ON FOOD, NUTRITION AND HEALTH.

THEY ARE THE RESULTS OF YEARS OF WORK BY FDA, NUTRITIONISTS, SCIENTISTS, INDUSTRY AND CONSUMER REPRESENTATIVES. NO ACTION IN FDA'S HISTORY HAS MORE BROADLY BASED INPUT OR BEEN MORE CAREFULLY CONSIDERED.

WITH THE INCREASING NUMBER OF PROCESSED AND FORMULATED FOODS TODAY, IT IS DIFFICULT FOR CONSUMERS TO IDENTIFY THE NUTRITIONAL QUALITIES OF THE PRODUCTS THEY PURCHASE. PRIOR TO THE WHITE HOUSE CONFERENCE ON NUTRITION, LITTLE HAD BEEN DONE ON EVALUATING NUTRITION LABELING AS A MEANS OF CONSUMER

EDUCATION AND INFORMATION ON NUTRITION AND GOOD DIET. IMPROVED LABELING OF FOODS FOR SPECIAL DIETARY USE HAD BEEN GENERALLY RECOMMENDED BY DIETITIANS, AND THE MEDICAL PROFESSION HAD CALLED FOR FAT LABELING AS AN AID FOR PERSONS ON MODIFIED FAT DIETS. IN 1970, DR. DAVID CALL OF CORNELL UNIVERSITY PRODUCED A STUDY REPORT BASED ON QUESTIONAIRES SENT TO ALL MEMBERS OF THE AMERICAN INSTITUTE OF NUTRITION. DR. CALL CONCLUDED GENERALLY THAT THE MAJORITY (OVER 80 PERCENT) OF THE PROFESSIONAL NUTRITIONISTS THOUGHT THERE SHOULD BE MORE NUTRITION LABELING ON FOOD LABELS BUT THE GROUP WAS DIVIDED AS TO WHAT INFORMATION AND WHAT FORMAT SHOULD BE USED.

BASED ON THE LIMITED INFORMATION PROVIDED BY SEVERAL STUDIES, THE FOOD AND DRUG ADMINISTRATION DEVELOPED A WORKING DRAFT OUTLINING VARIOUS APPROACHES TO NUTRITION LABELING. IN JUNE 1970, THE PRELIMINARY DRAFTS WERE EVALUATED FOR SCIENTIFIC CORRECTNESS BY MEMBERS OF THE NUTRITION BOARD OF THE NAS-NRC, REPRESENTATIVES SELECTED FROM THE AMERICAN DIETITIC ASSOCIATION AND PROFESSIONAL NUTRITIONISTS SELECTED FROM THE AMERICAN INSTITUTE OF NUTRITION.

ON THE BASIS OF THE COMMENTS RECEIVED AND OF THE INFORMATION AVAILABLE FROM EARLIER STUDIES THE AGENCY PREPARED A FINAL WORKING PAPER INCLUDING THE THREE BASIC LABELING ALTERNATIVES WHICH HAD RECEIVED THE STRONGEST SUPPORT FROM THE VARIOUS GROUPS AND WHICH APPEARED TO BE TECHNICALLY FEASIBLE.

MANY OF YOU HERE TODAY PARTICIPATED IN THIS SURVEY. IN FEBRUARY 1972, THE SECOND PHASE OF THE CONSUMER RESEARCH INSTITUTE WAS COMPLETED. THIS PHASE OF STUDY SAUGHT TO DETERMINE (1) WHETHER THE QUANTITY OF NUTRIENTS SHOULD BE COMMUNICATED BY NUMERICAL PERCENT, ADJECTIVES, OR NUMERICAL, OR PICTORIAL REPRESENTATION OF UNITS AND (2) WHETHER ALL KEY NUTRIENTS OR ONLY THOSE PRESENT IN THE FOOD SHOULD BE LISTED. NOT ONLY WERE QUESTIONAIRES SENT THROUGH THE MAILS BUT FACE-TO-FACE INTERVIEWS WERE CONDUCTED IN

STUDYING THE QUESTIONS. AS THE LOW INCOME, LESS EDUCATED GROUPS WERE CONSIDERED MOST LIKELY TO BE CONFUSED BY NUTRITION LABELING, THEY WERE ASKED WHICH LABELING FORMAT THEY FELT THEY WOULD BE ABLE TO USE BEST. EXPRESSION IN NUMERICAL PERCENT WAS PREFERRED BY THE MAJORITY, BECAUSE IT WAS CONSIDERED MORE EXACT AND EASIER TO USE. ADJECTIVES WERE CONSIDERED VAGUE AND CONFUSING, AND PICTORIAL UNITS WERE CONSIDERED TOO SILLY OR CHILDISH. FIVE FOOD CHAIN STORES CONDUCTING NUTRITION LABELING TESTS ALSO SUBMITTED REPORTS, 97.6% OF ALL THOSE INTERVIEWED AGREED THAT IT WAS THE CONSUMER'S RIGHT TO HAVE NUTRITION INFORMATION ON FOOD PRODUCTS ON THE MARKET.

WITH THIS HISTORICAL BACKGROUND OF NUTRITION LABELING, I WOULD LIKE TO BRIEFLY REVIEW THE RECENT NUTRITIONAL LABELING REGULATIONS.

WE ALL RECOGNIZE THAT THE MARKETPLACE HAS CHANGED CONSIDERABLY. MANY OF THE FOODS IN THE MARKETPLACE WERE 'NT IN EXISTANCE 5, 10, 15 YEARS AGO. BUT THEY PROVIDE US WITH AN INCREASING PERCENTAGE OF THE FOOD THAT WE CONSUME. FOR MANY PRODUCTS THE LABELING JUST DEVELOPED. BUT WE ARE USING THESE FOODS TO FORMULATE OUR DIET, AND ARE USING THEM TO DISPLACE FOODS THAT IN SOME CASES WE RECOGNIZE FROM A TRADITIONAL STANDPOINT.

ANOTHER CONCERN IS THAT PEOPLE ARE INTERESTED IN NEW PRODUCTS AND WOULD LIKE TO KNOW HOW NEW PRODUCTS FIT INTO A DIET.

PEOPLE ON SPECIAL DIETS MUST UNDERSTAND THE LABELING, UNDERSTAND WHAT IT MEANS, AND IN SOME CASES WHAT ITS LIMITATIONS ARE, AND BE ABLE TO USE THIS AND BUILD ON IT AS THEY UNDERSTAND MORE AND MORE ABOUT NUTRITION AND THEIR DIET.

THE FIRST OF THE 12 PROPOSED FOOD LABELING REGULATIONS PUBLISHED IN THE FEDERAL REGISTER, JANUARY 19, 1973, THAT WILL POSSIBLY HAVE THE BROADEST IMPACT, EVEN THOUGH IT HAS NOT RECEIVED THE GREATEST AMOUNT OF

ATTENTION --- IS THE FOOD LABEL INFORMATION PANEL.

THE FACT OF THE MATTER IS THAT FDA HAS NEVER REQUIRED THAT ANY PARTICULAR TYPE OF INFORMATION APPEAR IN ANY PARTICULAR PLACE ON A FOOD LABEL OTHER THAN THE STATEMENT OF THE NET QUANTITY OF CONTENTS, WHICH MUST APPEAR ON THE PRINCIPAL DISPLAY PANEL, NAMELY, THE FRONT OF THE FOOD LABEL.

AS FAR AS THE STATEMENT OF INGREDIENTS GOES, TODAY THEY CAN APPEAR ANYWHERE ON A CAN OR ANYWHERE ON A CEREAL BOX, OR WHATEVER OTHER FORM OF FOOD IS INVOLVED. THE SAME IS TRUE OF THE STATEMENT OF THE NAME AND ADDRESS OF THE MANUFACTURER. THAT MAY APPEAR ANYWHERE, AND IT NEED NOT BE IN THE SAME PLACE AS THE OTHER MANDATORY INFORMATION, FOR EXAMPLE, THE STATEMENT OF INGREDIENTS.

IT APPEARED PARTICULARLY IN PUTTING OUT NUTRITION LABELING, THAT IF MORE INFORMATION WERE ADDED FOR THE BENEFIT OF CONSUMERS, AND ALLOWED IT TO BE IN YET A THIRD, OR FOURTH OR FIFTH PLACE, OR ALLOWED IT TO BE DIVIDED UP AND SPREAD THROUGHOUT THE LABEL, THAT WE WOULD SOON REACH THE POINT WHERE WE WOULDN'T BE ABLE TO FIND ANYTHING ON THE LABEL, WHERE THE CONSUMER WOULD GIVE UP IN FRUSTRATION AND SIMPLY NOT LOOK FOR IT.

A UNIFORM INFORMATION PANEL CONCEPT, THEREFORE, HAS BEEN ADOPTED. THE PANEL TO THE RIGHT OF THE PRINCIPAL DISPLAY PANEL WILL BE THE AREA SET ASIDE FOR WHAT WE REFER TO AS THE MANDATORY INFORMATION, THE INFORMATION THAT MUST APPEAR ON THE FOOD LABEL. IF THE MANUFACTURER WISHES TO PUT IT ON THE PRINCIPAL DISPLAY PANEL, ON THE FRONT LABEL, THAT'S FINE ALSO. BUT IT MUST BE EITHER RIGHT THERE ON THE FRONT OR IMMEDIATELY TO THE RIGHT.

NOW WHAT WILL APPEAR ON THE LABEL? VERY SIMPLE.

FIRST, THE NAME AND ADDRESS OF THE MANUFACTURER, SO YOU WILL KNOW WHOSE

PRODUCT IT IS.

SECOND, THE STATEMENT OF INGREDIENTS, SO YOU KNOW WHAT IS IN THE PRODUCT.

THIRD, ALL OF THE NUTRITION INFORMATION -- WHETHER IT IS MANDATORY OR VOLUNTARY.

ONE OF OUR PRINCIPAL GOALS, OBVIOUSLY, MUST BE TO EDUCATE CONSUMERS THAT WHEN THEY WANT TO FIND THIS INFORMATION THAT IS WHERE THEY MUST LOOK FOR IT.

ALTHOUGH THIS IS A SMALL DOCUMENT AND ONE THAT HASN'T RECEIVED A GREAT AMOUNT OF CONSIDERATION IN THE PRESS AND BY CONSUMER GROUPS, IT MIGHT WELL BE THE MOST IMPORTANT DOCUMENT OF ALL THOSE THAT THE FDA HAS PUBLISHED, WHEN YOU LOOK AT THE LONG-TERM BENEFITS THAT WILL ACCRUE FROM THIS APPROACH.

ALL LABELING ORDERED AFTER DECEMBER 31, 1973, AND ALL LABELING USED FOR PRODUCTS SHIPPED IN INTERSTATE COMMERCE AFTER DECEMBER 31, 1974, SHALL COMPLY WITH THIS REGULATION; EXCEPT THAT IF LABELING IS OTHERWISE NOT CHANGED IN ANY RESPECT SUBSEQUENT MARCH 14, 1973, ALL SUCH LABELING USED FOR PRODUCTS SHIPPED IN INTERSTATE COMMERCE AFTER DECEMBER 31, 1975, SHALL COMPLY WITH REGULATION.

LET'S LOOK NOW AT WHAT PEOPLE REGARD AS THE MOST SIGNIFICANT OF ALL THESE DOCUMENTS, "NUTRITION LABELING."

NUTRITION LABELING IS VOLUNTARY IN SOME RESPECTS AND IS MANDATORY IN OTHERS. IT IS VOLUNTARY IN THE SENSE THAT NO ONE HAS TO MAKE A CLAIM OF NUTRITIONAL VALUE FOR ANY PRODUCT FOR CONSUMERS, NO ONE HAS TO ADD A NUTRIENT TO A FOOD EXCEPT IN A FEW INSTANCES OF FORTIFIED OR ENRICHED FOODS SUBJECT TO STANDARDS OF IDENTITY. IF A NUTRIENT IS NOT ADDED, AND IF NO CLAIM IS MADE, IT IS NOT NECESSARY TO USE NUTRITION LABELING. EVERY

MANUFACTURER IS URGED, HOWEVER, TO ENGAGE IN NUTRITION LABELING.

FOR THOSE FOODS THAT DO ADD NUTRIENTS OF ANY KIND, FOR THOSE FOODS FOR WHICH ANY NUTRIENT CLAIM IS MADE -- FOR EXAMPLE "MY ORANGE JUICE IS A GOOD SOURCE OF VITAMIN C" -- THEN NUTRITION LABELING IS NO LONGER VOLUNTARY, IT MANDATORY. IT MUST APPEAR ON THE INFORMATION PANEL. AND IT MUST APPEAR IN EXACTLY THE FORM THAT IS LAID OUT IN THE REGULATIONS. YOU HAVE THE FORMAT ON THE ORANGE COLORED FACT SHEET, "FACTS FROM FDA."

A HOME ECONOMICS TEACHER WILL BE ABLE TO POINT OUT TO STUDENTS HOW TO BUILD A NUTRITIONALLY BALANCED MEAL THAT WILL CONTAIN THE NECESSARY AMOUNTS OF PROTEIN, VITAMINS AND MINERALS BY SAYING "YOU WILL ALWAYS LOOK UNDER THE PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES AND YOU WILL ALWAYS FIND THE INFORMATION ON THE EIGHT KEY NUTRIENTS. YOU MAY FIND ADDITIONAL INFORMATION ON UP TO 20 OTHERS - IT WILL ALWAYS BE THERE --- AND IT WILL BE UNDER THE SAME HEADING EVERY TIME.

WE HAVE AHEAD OF US A TREMENDOUS CHALLENGE OF GETTING ACROSS TO THE CONSUMER THIS FORMAT AS A STANDARD PIECE OF INFORMATION THAT WILL BE AVAILABLE IN PERPETUITY. IT'S GOING TO BE ON FOOD LABELS A LONG TIME TO COME. IT'S GOING TO LEAD, WE HOPE, TO TELEVISION ADVERTISING, HOME ECONOMICS COURSES, ADULT EDUCATION COURSES, AND THIS, OF COURSE, IS WHERE ALL OF YOU COME IN, HOPEFULLY, IN HELPING US GET THE MESSAGE ACROSS.

THERE ARE A NUMBER OF DETAILS IN NUTRITION LABELING THAT COULD BE DISCUSSED FURTHER, SOME OF WHICH WILL BE REVIEWED IN A SLIDE SERIES A LITTLE LATER.

THE NEXT DOCUMENT DEALS WITH FOOD FATS. WE RECOGNIZE THAT THERE ARE A GOOD MANY PHYSICIANS THROUGHOUT THE COUNTRY WHO ARE TELLING PATIENTS TO

FOLLOW FAT MODIFIED DIETS; EITHER ON LOW CHOLESTEROL DIETS, OR ON DIETS WITH LESS, ^{FATS} OR ON DIETS WITH A GREATER PERCENTAGE OF POLYUNSATURATED FATS AS OPPOSED TO SATURATED FATS.

THE FOOD AND DRUG ADMINISTRATION IS NOT TRYING TO ARBITRATE ON THE MEDICAL CONTROVERSY. THERE ARE SOME PEOPLE, I'M SURE YOU REALIZE, WHO SAY THAT SATURATED FATS AND CHOLESTEROL LEAD TO HEART DISEASE. THERE ARE OTHER PEOPLE, PRINCIPALLY THOSE WHO SELL PRODUCTS THAT ARE HIGH IN SATURATED FATS AND CHOLESTEROL, WHO SAY THAT'S A LOT OF NONSENSE. THE FOOD AND DRUG ADMINISTRATION DOESN'T HAVE THE MAGIC ANSWER TO THAT ISSUE, AND WE'RE NOT TRYING IN THIS DOCUMENT TO SAY WHAT THAT ANSWER MAY BE.

WE ARE RECOGNIZING THAT SINCE PATIENTS ARE TRYING TO FOLLOW THE DIRECTIONS OF THEIR PHYSICIANS, MANUFACTURERS SHOULD BE PERMITTED TO PUT THAT INFORMATION ON THE LABEL SO THAT PEOPLE CAN FIND IT. NUTRITION LABELING IS REQUIRED ON THE FOOD LABEL WHEN CHOLESTEROL OR FATTY ACIDS ARE MENTIONED.

IF CHOLESTEROL OR FATTY ACID INFORMATION IS USED, THE LABEL MUST CONTAIN THE FOLLOWING STATEMENTS.

"INFORMATION ON FAT (AND/OR CHOLESTEROL) CONTENT IS PROVIDED FOR INDIVIDUALS WHO ON THE ADVICE OF A PHYSICIAN, ARE MODIFYING THEIR TOTAL DIETARY INTAKE OF FAT (AND/OR CHOLESTEROL)." THE REGULATIONS DISCUSSED TO THIS POINT ARE FINAL.

THE NEXT DOCUMENT OF INTEREST IS "IMITATION FOOD LABELING."

BACK IN 1938 WHEN THE CONCEPT OF IMITATION FOODS WAS REALLY FIRST PUT INTO PRACTICE, THE ISSUES WERE A GOOD DEAL MORE SIMPLE. AT THAT TIME, BEFORE ALL OF OUR INCREASE IN FOOD TECHNOLOGY, THE IDEA OF A MANUFACTURED FOOD, A FABRICATED FOOD, A CONVENIENCE FOOD AS WE KNOW IT TODAY, SIMPLY DIDN'T EXIST.

THE BASIC FOOD SUPPLY WAS MADE UP OF RAW AGRICULTURE COMMODITIES WITH FEW FOOD ADDITIVES.

THE IDEA, FOR EXAMPLE, OF TAKING VEGETABLE OIL AND MAKING PRODUCTS THAT LOOK AND TASTE LIKE ICE CREAM, OR COFFEE CREAM, OR MILK, OR WHIPPED CREAM — NOBODY WAS THINKING OF THAT AT THAT TIME, AND NO ONE GAVE EVEN THE SLIGHTEST IDEA TO WHAT SHOULD BE PROPER LABELING FOR THOSE FOODS.

BACK IN 1955 FDA TOOK THE POSITION THAT A VEGETABLE OIL PRODUCT THAT LOOKED AND TASTED LIKE ICE CREAM HAD TO BE LABELED "IMITATION ICE CREAM." YET IN 1960, WE TOOK THE POSITION THAT A VEGETABLE OIL PRODUCT THAT LOOKED AND TASTED LIKE A COFFEE WHITENER COULD BE CALLED A "COFFEE WHITENER," AND DID NOT HAVE TO REQUIRE THE IMITATION LABEL.

THE BEST EXAMPLE OF THIS IS A DOCUMENT "A STANDARD OF IDENTITY FOR MELLORINE AND PAREVINE."

MELLORINE IS MADE OF VEGETABLE OIL. IT LOOKS LIKE, TASTES LIKE, AND IS INTENDED TO SUBSTITUTE FOR ICE CREAM. THERE ARE REALLY GOOD MELLORINE PRODUCTS TODAY WHICH ARE SOLD IN AT LEAST HALF OF THE STATES WHICH ARE PROBABLY VERY DIFFICULT TO DISTINGUISH FROM ICE CREAM. I WOULD IMAGINE THAT 50 PERCENT OF YOU IN THE AUDIENCE WOULD NOT BE ABLE TO TELL THE DIFFERENCE IF YOU TOOK A BLIND TEST AND SIMPLY ATE THE TWO OF THEM SIDE-BY-SIDE. IT IS A GOOD FOOD.

IN 1955 WE TOOK THE POSITION THAT THIS WAS IMITATION ICE CREAM AND WE HAVE TAKEN THAT POSITION UP UNTIL JANUARY 19, 1973, WHEN THAT POSITION WAS CHANGED.

SINCE MELLORINE IS NOT NUTRITIONALLY EQUIVALENT TO ICE CREAM; THEREFORE, WE HAVE REQUIRED THAT IT BE FORTIFIED WITH PROTEIN AND VITAMINS TO MAKE

CERTAIN THAT IT IS A NUTRITIONALLY EQUIVALENT PRODUCT. OBVIOUSLY, IT'S NOT AN IDENTICAL PRODUCT, BUT THE CONSUMER CAN BUY THIS PRODUCT WITH ASSURANCE THAT ROUGHLY THE SAME TYPE AND AMOUNT OF NUTRITION WILL BE AVAILABLE AS IF HE WERE CONSUMING ICE CREAM.

ANOTHER DOCUMENT DEALS WITH FOOD FLAVOR LABELING. HERE, AGAIN, SINCE 1938 FOOD LABELS HAVE BEEN REQUIRED TO SAY WHETHER THEY CONTAIN NATURAL OR ARTIFICIAL FLAVORING BUT FDA HAS NOT ESTABLISHED A GENERAL RULE BY WHICH EVERY FOOD MANUFACTURER WOULD USE THE SAME TYPE OF DESIGNATION. AS A RESULT EVERY MANUFACTURER HAS BEEN FREE TO DEVISE HIS OWN SYSTEM THAT HE BELIEVES WILL BE INFORMATIVE. THE FDA WILL NOW REQUIRE THE MANUFACTURER TO DESIGNATE THE DIFFERENCE BETWEEN NATURAL AND ARTIFICIAL FLAVORING, SO THAT THE CONSUMER WILL BE FULLY INFORMED.

IF A BRAND OF VANILLA PUDDING USES ONLY NATURAL VANILLA AS THE SOLE SOURCE OF FLAVOR, IT WILL BE CALLED "VANILLA PUDDING." IF A PRODUCT CONTAINS PREDOMINATELY NATURAL VANILLA AND SOME ARTIFICIAL VANILLIN, IT WILL BE LABELED "VANILLA FLAVORED PUDDING." WHERE YOU HAVE NATURAL AND ARTIFICIAL WITH ARTIFICIAL THE PREDOMINATING FLAVOR OR ONLY ARTIFICIAL FLAVORING, IT WILL BE "ARTIFICIALLY FLAVORED VANILLA PUDDING."

ALTHOUGH THERE IS AN EDUCATION JOB TO DO, SO CONSUMERS WILL UNDERSTAND THE TERMS, IT AFFORDS THE MEANS OF BEING CERTAIN THERE IS NO CONFUSION ABOUT THE FLAVOR CONTENT.

LET'S LOOK FOR A MOMENT AT THE SPECIAL DIETARY FOOD REGULATIONS. IT ESTABLISHES THE U.S. RECOMMENDED DAILY ALLOWANCE (U.S. RDA) AS THE OFFICIAL MEASUREMENT FOR NUTRITION LABELING, A CHANGE FROM THE OUTDATED FDA MINIMUM DAILY REQUIREMENT. IT SPECIFIES THE U.S. RDA FOR INFANTS, ADULTS, PREGNANCY, AND LACTATION.

ANOTHER PART OF THE REGULATION FOR SPECIAL DIETARY FOODS CRACKS DOWN ON NUTRITIVE CLAIMS. CLAIMS CAN BE MADE ONLY FOR RECOGNIZED NUTRIENTS. CLAIMS MADE FOR RUTIN OR OTHER BIOFLAVONOIDS ARE DISALLOWED. IN ADDITION MANUFACTURERS ARE PROHIBITED FROM MAKING CLAIMS THAT ANY FOODS ARE EFFECTIVE FOR ANY DISEASE OR IMPLY THAT A DIET OF ORDINARY FOOD DOES NOT SUPPLY ADEQUATE NUTRITION. CLAIMS ARE ALSO DISALLOWED IF A STATEMENT IS MADE THAT INADEQUATE OR INSUFFICIENT DIET IS DUE TO THE SOIL IN WHICH FOOD IS GROWN, OR THAT THE WAY A FOOD IS TRANSPORTED, STORED OR COOKED CAN CONTRIBUTE TO A DEFICIENT DIET.

FINALLY THE REGULATION STATES METHODS AND FORMATS TO BE FOLLOWED IN THE LABELING OF PRODUCTS INTENDED FOR SPECIAL DIETARY USE.

THE NEXT SECTION ESTABLISHES A STANDARD OF IDENTITY FOR DIETARY SUPPLEMENTS OF VITAMINS AND MINERALS. IT SETS FORTH GROUND RULES FOR A PRODUCT TO QUALIFY FOR MARKETING AS A DIETARY SUPPLEMENT.

THE REGULATION DRAWS A CLEAR DISTINCTION BETWEEN ORDINARY FOOD, SPECIAL DIETARY FOODS INTENDED FOR DIET SUPPLEMENT, AND DRUGS INTENDED FOR THE TREATMENT OF DISEASES.

IN GENERAL, IF A PRODUCT CONTAINS LESS THAN 50% OF THE U.S. RDA, IT IS NOT A DIETARY SUPPLEMENT, AND ONLY NUTRITION LABELING IS PERTINENT.

IF IT CONTAINS 50% TO 150% OF THE U.S. RDA IT IS A DIETARY SUPPLEMENT AND MUST MEET THE STANDARD.

IF IT EXCEEDS 150% OF THE RDA IT MUST BE MARKETED AND SOLD AS A DRUG.

THE REGULATION IDENTIFIES A FEW EXCEPTIONS PARTICULARLY IN REGARD TO NATURALLY OCCURRING NUTRIENT LEVELS OVER 50% OF THE RDA.

IN A STATEMENT OF POLICY, ANOTHER SECTION OF THE 12-POINT PROGRAM, FDA URGES MANUFACTURERS, PRODUCERS AND DISTRIBUTORS TO LIST INGREDIENTS FOR

STANDARDIZED FOODS ALTHOUGH THE AGENCY DOES NOT HAVE STATUTORY AUTHORITY TO REQUIRE DISCLOSURES OF INGREDIENTS.

PHASE TWO OF THE FOOD LABELING RULES INTENDED TO PREVENT DECEPTION AND PROMOTE NUTRITIONAL QUALITY WAS PUBLISHED IN THE MARCH 14 FEDERAL REGISTER.

WHEN FULLY EFFECTIVE SHOPPERS WILL BE ABLE TO LEARN:

*HOW MUCH ORANGE JUICE IS IN DILUTED BEVERAGES. THE CONTENT NOW RANGES FROM 5 TO 95%.

*WHETHER FROZEN DINNERS MEET A FEDERAL MINIMUM AND MAXIMUM OF NUTRIENTS.

*THAT MANY NONCARBONATED BEVERAGES DO NOT CONTAIN, AS THEY IMPLY, FRUIT OR VEGETABLE JUICE.

*THE PERCENTAGE OF SEAFOOD, SHRIMP, CRABMEAT OR BONITO IN SEAFOOD COCKTAIL. SUCH COCKTAIL NOW MIGHT CONTAIN 10 TO 40 PERCENT OF THE CHARACTERIZING INGREDIENT, BUT CONSUMERS HAVE NO WAY OF KNOWING HOW MUCH.

PETER HUTT, FDA GENERAL COUNCIL SAID THAT NUTRITIONAL QUALITY GUIDELINES MAY PROVE MORE IMPROTANT TO CONSUMERS THAN THE NUTRITIONAL LABELING RULES ANNOUNCED EARLIER.

I THINK IT'S IMPORTANT FOR ALL OF YOU TO REALIZE THAT THESE CHANGES ARE NOT GOING TO BE APPARENT ON THE GROCERY SHELF OVERNIGHT. LIKE ALL FOOD LABELING, IT MUST GO THROUGH A PROCESS OF PREPARATION BY THE MANUFACTURER; IT'S GOT TO BE PRINTED; IT'S GOT TO BE SENT OUT THROUGH THE CHANNELS OF DISTRIBUTION BEFORE THE CONSUMER WILL ACTUALLY FIND IT IN THE MARKETPLACE.

IF A MANUFACTURER OR TRADE ASSOCIATION BEGINS IMMEDIATELY TO ESTABLISH A COMPLETE PROGRAM TO OBTAIN THE ANALYTICAL DATA NECESSARY FOR ACCURATE NUTRITION LABELING, AN EXTENSION OF THE DECEMBER 31, 1973 WILL BE CONSIDERED.

(REVIEW SLIDES)

THE NEW FOOD LABELING REGULATIONS HAVE BEEN BRIEFLY REVIEWED. WHETHER THEY ACTUALLY WORK TO IMPROVE THE NUTRITIONAL WELL BEING OF AMERICANS DEPENDS ON THREE VITAL POINTS :

1. THE REASON AND THE RESPONSIBILITY WITH WHICH WE IN THE FDA IMPLIMENT THE PROGRAM WHICH HAS BEEN DEVELOPED.
2. THE DEGREE TO WHICH INDUSTRY ACCEPTS THE PROGRAM AS AN OPPORTUNITY TO BE SEIZED RATHER THAN A CHANGE TO BE OPPOSED.
3. AND FINALLY --- AND PERHAPS THE MOST IMPORTANT --- THE WILLINGNESS OF THE AMERICAN PEOPLE TO USE THE NEW INFORMATION ON THE NUTRITIONAL VALUE OF FOODS THAT THIS PROGRAM WILL MAKE AVAILABLE TO THEM.

A SIGNIFICANT STEP HAS BEEN TAKEN TOWARD ENABLING THE PEOPLE OF THIS COUNTRY TO ACT WISELY IN THEIR OWN BEST INTERESTS AS CONSUMERS AND AS GUARDIANS OF THEIR OWN HEALTH. *WITH THE KNOWLEDGE THAT THERE IS PLENTY OF GOOD HEALTHFUL FOOD FOR EVERYONE IN AMERICA AND THAT WELL OVER 90% OF THE PEOPLE HAVE MONEY TO BUY IT, THE BENEFITS OF SUCCESS SHOULD BE VISIBLE IN THE HEALTH AND VITALITY OF THE AMERICAN PEOPLE FOR GENERATIONS TO COME.

JOINING WITH THE NATIONAL HOME ECONOMICS CONVENTION THEME "ACTION IS OUR CHALLENGE" I ENCOURAGE YOUR INVOLVEMENT IN THIS ENDEAVOR.

*"THE FAMILY GUIDE TO BETTER FOOD AND BETTER HEALTH" BY RONALD M. DEUTSCH."

To: FDA/DIRECTOR, OFFICE OF CONSUMER AFFAIRS PA-10

Date: May 8, 1973

From: LORENA A. MEYERS, CONSUMER SPECIALIST - KAN-FO

Subject: MONTHLY ACTIVITY REPORT (April 1973)

1. MULTI-MEDIA -- Radio/TV interviews and spots taped; News Releases - Coordinated or arranged and attended by Consumer Specialists

TITLE of Media	Subjects	Date	Location	Participants
KMTV-TV	Home Safety	4/5/73	Omaha, Nebraska	Lorena A. Meyers
World Herald	(Omaha-Douglas County Annual Safety Council Meeting)	4/5/73	" "	" "
Topoka Capital	Nutrition Labeling (Kansas State Home Economics Association)	4/6/73	Topoka, Kansas	" "
* Kansas State College	Nutrition Labeling (15 Min)	4/8/73	Manhattan, Kansas	" "
GMS-TV	Home Safety (30 minute) (Student Resource and Local)	4/12/73	Warrensburg, Missouri	" "
KMBC-TV Channel 9	America's Health Fallacies, Beliefs Practices (2-minute Consumer Reporter - 6 P.M. News Prime Time)	4/25/73	Kansas City, Missouri	" "
* KXCX-FM Radio	Home Safety (1 hour) (Reaches Kansas City and Omaha, Nebraska - 100 mile radius)	4/26/73	Maryville, Missouri	" "

* Indicate by an asterisk any function at which FPLA was discussed (whole or in part).

MONTHLY ACTIVITY REPORT

APRIL 1973

To: Office of Consumer Affairs, PA-10

2. SPEECHES, WORKSHOPS, CONFERENCES AND EXHIBITS COORDINATED OR ARRANGED BY THE CONSUMER SPECIALIST. These same meetings are also attended by the Consumer Specialists.

Type of Program	Sponsors	Subject(s)	Attending	Date	Location
* Tour and Speech (1 hour)	Central Mo. State University ASC Students	"Seeing the FDA at work"	Chemistry Students	4/17/73	Warrensburg, Mo.
* College Presentation (1 hour - 2 classes) each (total 2 hrs)	Kansas State Teachers College	"FDA Health Protection"	Elementary and Secondary Health Health Education Students	4/18/73	Emporia, Kansas
College Presentation (1 hour - 3 classes) each (3 hrs. total)	" " " "	Nutrition Labeling (1 class) Consumer Education (1 class) Personal Finance	Students and Faculty	4/19/73	Emporia, Kansas
* "Feature" (10 minute speech)	NIKW Branch of American Home Economics Assoc.	Nutritional Labeling	Home Economists(58)	4/20/73	Overland Park, Kansas
* College Presentation (4 classes - 4 hours)	Kansas State Teachers College	Health Protections (Nurses - 2 classes) Consumer Education (1 class) Foods (1 class)	Students and Faculty	4/23/73	Pittsburg, Kansas
* Speech (1 hr. 15 min.)	Future Homemakers of America	"Home Safety"	Parents and FHA members	4/24/73	Tonganoxie, Kansas

* Indicate by an asterisk any function at which FPLA was discussed (whole or in part).

MONTHLY ACTIVITY REPORT

To: Office of Consumer Affairs, PA-10

APRIL 1973

2. SPEECHES, WORKSHOPS, CONFERENCES AND EXHIBITS COORDINATED OR ARRANGED BY THE CONSUMER SPECIALIST. These same meetings are also attended by the Consumer Specialists.

Type of Program	Sponsors	Subject(s)	Attending	Date	Location
Convention (25 minute speech and 30 minute Panel Discussion)	Mo. Kansas Health Association	"America's Health Belief's, Fallacies, Practices	Health Educators from Kansas and Mo.	4/25/73	Kansas City, Mo.
*3 University Classes (3 hours)	Northwest Missouri State University	"Fire, Fabrics and You" (2 classes) Consumer Education (1 class)	Student and Faculty	4/26/73	Maryville, Missouri
*College Presentation (1 hour)	Johnson Co. Jr. College	Nutrition Labeling	Dental Hygienists (Students)	4/27/73	Overland Park, Ks.
*Tour - arrangements and (45 minute) presentation (10 a.m.)	Penn Valley Jr. College	Current Activities of FDA and Nutrition Labeling	Nutrition Students	4/30/73	Kansas City, Mo.
" " " (1 p.m.)	" " " "	" " "	" "	"	" " "
*Speech (1½ hours)	Buffalo County Extension Clubs	"The Challenge of Keeping Informed"	Extension leaders and general public (60)	4/30/73	Newton, Kansas

* Indicate by an asterisk any function at which FPLA was discussed (whole or in part).

MONTHLY ACTIVITY REPORT

To: Office of Consumer Affairs, PA-10

3. OTHER -- Activities under this category should be briefly described and may include consumer-related meetings (conferences, workshops, exhibits and speeches) attended by FDA representatives other than the Consumer Specialists. These are consumer-related activities coordinated or arranged by the Consumer Specialists. You should include any other function concerning FPLA in this section, no matter which FDA representative arranged or attended the function.

Type of Program	Organization (s)	Subjects	Attendance(#)	Date	Location	Participants
Speech	Micro Students University of Mo. at Kansas City	Fluorescent Antibody Techniques and Making of Conjugates	16	4/26	K.C. Mo.	Lloyd Holt
Workshop	Students, Kansas State University			4/		Allen Hauer
Speech	University of Nebr. Medical Center	FDA, Drugs and the Practitioner	(Medical Students)	4/	Omaha, Nebr.	Gerald E. Vines

* Indicate by an asterisk any function at which FPLA was discussed (whole or in part).

CONSUMER PHONE RECORD

4. CONSUMER PHONE CALLS:

April 1973

Dates	Total Calls
April 1-30	67

5. RECORDED PHONE MESSAGES:

Dates	Message	Recorder	Publicist	Total Calls: Each Message
April 6	Orange Mice (73-11)	L.A. Meyers		940
April 13	Fat Labeling (73-6)	J.S. Hewgley		956
April 20	Antacids (73-13)	J.S. Hewgley		786
April 27	Baby Cribs (73-14)	L.A. Meyers		690

6. CONSUMER LETTERS ANSWERED

Dates	Total Number of Letters Answered
April 1-30	31 (26 Notes accompanying FDA Informational Materials) (Total 57)

7. WHAT ARE THE THREE MOST IMPORTANT TOPICS REQUESTED THROUGH CONSUMER INQUIRIES?

Consumer Phone Calls	Consumer Letters
<ol style="list-style-type: none"> 1. Microwave Oven Safety 2. Concerns expressed relating to restriction of vitamin standards. 3. Increase in cost of meat due to DES restrictions 	<ol style="list-style-type: none"> 1. Student inquiries for educational materials 2. Consumer and professional inquiries for educational materials 3. Food additives including DES, saccharine and Nitrites

CONSUMER ATTITUDES AND REACTIONS

Consumer is concerned about cost of meat due to order to remove DES implants from use. There is much discussion regarding adequate proteins to use instead of meat products. Most consumers would be interested in information providing substitutes with adequate protein for the diet.

There are always a few consumers in a group that have "heard" that they are not going to be able to get the vitamins they have been taking for self-medication.

There are some inquiries about hexochlorophene and the safety of antibacterial substitutes now used.

There have been a number of inquiries as to why there are so few soy bean and wheat products available in the U.S. that are shipped to foreign countries to increase protein intake.

ADDITIONAL ACTIVITIES

4/1-25 Researched and wrote two forty-five minute speeches for two state (annual) meetings.

1. Kansas State Home Economics Association (Topeka, Kansas)
Topic: "On Becoming a Consumer Spokesman" (attached)

2. M-KAM Health Association (Kansas City, Missouri)
Topic: "America's Health: Fallacies, Beliefs, Practices" (attached)

4/1-30 Recorded and processed (2) fine albums in Kansas, Nebraska and Missouri.
Prepared and sent 7 releases to key leaders in the Region.

4/3 Attended Kansas State Nutrition Committee Meeting, Topeka, Kansas. Reported on Current Nutrition Labeling.

4/9 Researched topic on drugs for student paper, Grain Valley, Missouri.

4/10 Provided Nutrition Labeling and health related informational materials for curriculum at Junior High level in Shawnee Mission School District (Shawnee Mission, Kansas)

4/10 Attended Kansas City Consumer Association meeting.

4/30 Provided FDA Educational Material for extension leadership training session.

NEWSPAPER

(Articles Attached)
Topeka Capital - Review of speech on "Becoming a Consumer Spokesman" for Kansas State
Home Economics Association, Topeka, Kansas. (23 inches)

Kansas State Collegian - Nutrition (18 inches)

Omaha World Herald - Annual Omaha-Douglas County Health Department and Omaha Safety Council
Home Safety Conference. (21 inches)

RADIO

KXCR-FM - Home Safety - 100 mile radius reaching Omaha, Nebraska and Kansas City, Missouri
(1 hour)

TELEVISION

KNS-TV "Home Safety" - Student Resource and classroom use and Cable
(30 minutes)

KHBC-TV "America's Health, Beliefs and Practices" - Consumer Action Reporter
6 P.M. News - Prime Time (2 minutes)

KHTV-TV Omaha, Nebraska Annual Health and Safety Meeting (2 minutes)
Prime Time Evening News.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY ACTIVITY REPORT

FOR (Month and Year)
October, 1977

TO:
HFO-107

FROM: (Name and Field Office)
Lorena A. Meyers - KAN-FO (HFR-7145)

OPERATION	ORGANIZATION AND TYPE OF AUDIENCE	PROJECT OR SUBJECT MATTER	ATTENDANCE	PERSON HOURS	DATE	LOCATION (City and State)	PARTICIPATION
82 Speech	Eldorado High School, Eldorado Springs, Missouri (three classes)	"COSMETICS," "FOOD ADDITIVES" "FDA TODAY"	100	4	10/3/77	Eldorado Springs Missouri	Lorena Meyers
81 Seminar	Missouri Chamber of Commerce, Agricultural business Leadership Institute	"FDA REGULATIONS"	200	7	10/3/77	Springfield, MO	Lorena Meyers
82 Speeches	Missouri Chamber of Commerce, Agricultural business Leadership Institute	"THE CHALLENGE OF BEING INFORMED" "FOOD ADDITIVES" "LAETRILE"	200	7	10/4/77	Springfield, MO	Lorena Meyers
82 Speech	Kansas Nutrition Council	"SACCHARIN" and "CANCER QUACKERY"	21	4	10/6/77	Topeka, Kansas	Lorena Meyers
82 Speech	Raytown, MO Branch of AARP	"YOUR FDA TODAY"	50	1	10/13	Raytown MO	Bobby Baxter, C.P.S.C. arranged by Lorena Meyers
82 and 93 Speech and Exhibit	Kansas City Technical Institute	"FOOD ADDITIVES"	55	5	10/20	Kansas City, MO	Mrs. Fannie Nelson and Lorena Meyers
82 Speech	Regional American Association of University Women Meeting	"FOOD ADDITIVES" and "FDA TODAY"	54	6	10/20	Trenton, MO	Lorena Meyers

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OPERATION	ORGANIZATION AND TYPE OF AUDIENCE	PROJECT OR SUBJECT MATTER	ATTENDANCE	PERSON HOURS	DATE	LOCATION (City and State)	PARTICIPATION
82 Speech	Ks. State University at Emporia, KS. (two presentations, Health Classes)	"FDA AND TODAY'S HEALTH"	63	4	10/27	Emporia, KS	Lorena A. Meyers and Dr. Parris Watts
82 Speech	Ks. State University at Emporia, KS (two presentations, Personal Finance Classes)	"FAKES AND SWINDLES IN THE HEALTH FIELD"	120	4	10/27	Emporia, KS	Dr. Nona Berghaus and Lorena Meyers
82 Speech	Ks. State University at Emporia, KS (Nutrition Class)	"NUTRITION LABELING"	45	2	10/28	Emporia, KS	Marion Wilson and Lorena Meyers
82 Speech	Ks. State University at Emporia, KS (Personal Finance Class)	"FAKES AND SWINDLES IN THE HEALTH FIELD"	75	2	10/28	Emporia, KS	Dr. Nona Berghaus and Lorena Meyers
82 Speech	Wichita High School, North	"FDA'S AUTHORITY AND RELATIONSHIP WITH CONSUMERS"	30	2	9/28	Wichita, KS	Tyler Thornburg CSO-INVESTIGATOR (speech and FDA literature hand-outs)

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY ACTIVITY REPORT

PCR (Month and Year)

October, 1977

TO:

HFO-107

FROM: (Name and Field Office)

Lorena A. Meyers - KAN-FO HFR-7145

OPERATION	ORGANIZATION AND TYPE OF AUDIENCE	PROJECT OR SUBJECT MATTER	ATTENDANCE	PERSON HOURS	DATE	LOCATION (City and State)	PARTICIPATION
VISUALS PROVIDED FOR PROGRAMS BY LORENA MEYERS							
82 Speech/ Visuals	Norton High Sc. Linda Boyle Home Economics	NUTRITION LABELING	43	1	10/2/77	Norton, Kansas	Lorena Meyers
82 Speech/ Visuals	Hope High School Donna Swenson Home Economics	NUTRITION TODAY: "ADDITIVES" "DEFICIENCY DISORDERS"	11 advanced students	1	10/3/77	Hope, Kansas	Lorena Meyers
82 Speech/ Visuals	W.I.C. Program (Women, Infants, Children - County Program (Kansas)	READ THE LABEL		1	10/4/77	Kansas City, Kansas	Lorena Meyers
82 Speech/ Visuals	St. Mary's H. S. Connie Cox	HEALTH FRAUD RACKET		1	10/5/77	Independence, Missouri	Lorena Meyers (publications provided)
82 Speech/ Visuals	Chase County H. S., Home Economics Frances Holdsworth	HOW SAFE IS OUR FOOD?	20	1	10/5/77	Cottonwood Falls, KS	Lorena Meyers
82 Speech/ Visuals	Pittsburg State University	NUTRITION TODAY: "INFANT NUTRITION" and "NUTRITION IN PREGNANCY"		1	10/7/77	Pittsburg, KS	Lorena Meyers

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY ACTIVITY REPORT

FOR (Month and Year)

October, 1977

TO:

HFO-107

FROM: (Name and Field Office)

Lorena Meyers KAN-FO (HFR-7145)

OPERATION	ORGANIZATION AND TYPE OF AUDIENCE	PROJECT OR SUBJECT MATTER	ATTENDANCE	PERSON HOURS	DATE	LOCATION (City and State)	PARTICIPATION
82 Speech/ Visuals	Westport High School Marjorie Harris (7th grade Health Classes)	HEALTH FRAUD RACKET	212	1	10/7/77	Kansas City, MO	Lorena Meyers
82 Speech/ Visuals	Ruskin High Sc. Donna Leker	DR. QUACK'S CLINIC		1	10/7/77	Kansas City, MO	Lorena Meyers
82 Speech/ Visuals	Chase County H. S., Home Ec. Frances Holdsworth	ADDITIVES IN OUR FOOD	10 Junior level girls	1	10/9/77	Cottonwood Falls, KS	Lorena Meyers
82 Speech/ Visuals	Atwood High Sc. District 318 VeauDell Prochazka	A SAFER PLACE TO EAT		1	10/10	Atwood, KS	Lorena Meyers
82 Speech/ Visuals	Newton Community Schools Donna Brouwer	HOW SAFE IS OUR FOOD and ADDITIVES IN OUR FOOD		1	10/10	Newton, IOWA	Lorena Meyers
82 Speech/ Visuals	Kansas Power and Light Company Mrs. S.P.	READ THE LABEL	70 Sr. Citizens 40 High School	1	10/10/	Emporia, KS	Lorena Meyers
82 Speech/ Visuals	HEADSTART Gretchen Gahagan	READ THE LABEL	24 Parents	1	10/11	Ottawa, KS	Lorena Meyers (Publications provided)

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY ACTIVITY REPORT

FCR (Month and Year)

October, 1977

TO:
HFO-107

FROM: (Name and Field Office)

Lorena Meyers KAN-FO (HFR-7145)

OPERATION	ORGANIZATION AND TYPE OF AUDIENCE	PROJECT OR SUBJECT MATTER	ATTEN-DANCE	PERSON HOURS	DATE	LOCATION (City and State)	PARTICIPATION
82 Speech/ Visuals	Sandra Krepps Teacher	HEALTH FRAUD RACKET and DR. QUACK'S CLINIC		1	10/12	Kansas City, MO	Lorena Meyers
82 Speech/ Visuals	Mid-America Re- gional Council Meal Site Mrs. Ruth Jones	READ THE LABEL	35 Sr. Citizens	1	10/12	Kansas City, MO	Lorena Meyers
82 Speech/ Visuals	Teen Aid School Fern Martin	READ THE LABEL	25 Pregnant Teenagers	1	10/13	Topeka, KANSAS	Lorena Meyers
82 Speech/ Visuals	Central Mo. St. University John Siebert	WHAT'S NEW ON LABELS	30 students	1	10/17	Warrensburg, MO	Lorena Meyers
82 Speech/ Visuals	Valley Falls USD 338 Mr. C. Huntsman	NUTRITION LABELING	17	1	10/17	Valley Falls, KS	Lorena Meyers
82 Speech/ Visuals	Liberty Sr. H. S., Physical Ed. and Health Class John Stipetich	WE WANT YOU TO KNOW ABOUT FDA and THE HEALTH FRAUD RACKET	30 30	1	10/19 10/20	Liberty, MO " "	Lorena Meyers
82 Speech/ Visuals	American Assn. University Women	READ THE LABEL	40	1	10/20	Blue Springs, MO	Lorena Meyers
82 Speech/ Visuals	Janell Kriley Teacher	CONSUMER STING		1	10/20	Garden City, KS	Lorena Meyers
82 Speech/ Visuals	W.I.C. Program Rose Bondy	KEEP IT CLEAN (Previewed in KAN-FO Ofc.		2	10/21	Kansas City, MO	Lorena Meyers

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY ACTIVITY REPORT

FOR (Month and Year)

October, 1977

TO:

HFO-107

FROM: (Name and Field Office)

Lorena A. Meyers (KAN-FO)

HR-7145

OPERATION	ORGANIZATION AND TYPE OF AUDIENCE	PROJECT OR SUBJECT MATTER	ATTEN-DANCE	PERSON HOURS	DATE	LOCATION (City and State)	PARTICIPATION
82 Speech/ Visuals	Ruskin High School Donna Leker	TAKING A LOOK AT WHAT WE'RE TAKING	25	1	10/21	Kansas City, MO	Lorena Meyers
82 Speech/ Visuals	Mrs. Cynthia Reed (Scientist)	HOW SAFE ARE OUR DRUGS and DRUGS AND YOUR BODY		1	10/21	Kansas City, MO	Lorena Meyers
82 Speech/ Visuals	Farmers Market Janet Clift Home Economist	ADDITIVES IN OUR FOOD and HOW SAFE IS OUR FOOD?	21 Women 25-65 yrs. of age	1	10/21	Wichita, KS	Lorena Meyers
82 Speech/ Visuals	Pittsburg State University Sue Hippensteel Home Ec. Dept.	VITAMIN E	45 students	1	10/21	Pittsburg, KS	Lorena Meyers
82 Speech/ Visuals	Emporia State University	HEALTH FRAUD RACKET	1 preview	1	10/24	Emporia, KS	Lorena Meyers
82 Speech/ Visuals	Liberty Sr. H. S., Physical Ed and Health (Health Class)	DR. QUACK'S CLINIC	30 students	1	10/25	Liberty, MO	Lorena Meyers
82 Speech/ Visuals	East Buchanan C-1 School Dist Home Ec. Class Cynthia Conn	HEALTH FRAUD RACKET	16 Food 9 Health Students	1	10/26	Gower, MO	Lorena Meyers

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY MEDIA REPORT

FOR (Month and Year)

October, 1977

TO:

HFO-107

FROM: (Name and Field Office)

Lorena A. Meyers - KAN-FO HFR-7145

LOCAL MEDIA			PROJECT OR SUBJECT MATTER	TIME OR SPACE	POTENTIAL AUDIENCE	PARTICIPATION	PERSON HOURS	DATE
TELEVISION	RADIO	PRINTED MEDIA						
Channel KY-3 Springfield, MO			Midwest Agribusi- ness Institute	3 min.	75,000	Lorena Meyers and NEWS Reporter	1	10/5
		KANSAS CITY STAR	Midwest Agribusi- ness Institute	18 in.	303,364	Lorena Meyers - Associated Press	1	10/5
	KLWN-AM Lawrence, KS		"GRANDMA CALLED IT ROUGHAGE"	30 min	60,000	Aletha Blevins and Lorena Meyers	2	10/13
	KANU - AUDIO READER, Lawrence, KS		"CURRENT FDA ACTIVITIES"	30 min. Live	6,000	Mary Wolinowsky and Lorena Meyers	2	10/13
Channel 5 TV Kansas City			"QUACKERY-Weight Control"	3 min. Taped	1 1/2 million	Leana Joyce Lorena Meyers	3	10/14
	KFEQ-AM St. Joseph- Kansas City MO		"CHLOROFLURO- CARBONS"	3 min. Taped	100,000	Lorena Meyers and Karen Kristie	1	10/24
	KOVE-AM and FM Emporia, KS		"LIQUID PROTEINS"	15 min Taped	60,000	Lorena Meyers and Rodger Hargrove	2	10/28
Four Press Releases sent to the KANSAS CITY STAR, THE SUN PUBLICATIONS, and the KANSAS CITY, KANSAN, and DAM PAPERS, Smithville, Missouri.								
FOUR CONSUMER PHONE MESSAGES WERE MAILED TO THE CAO'S IN SLIS, OMAHA AND DALLAS, AND TO 53 RADIO AND TV STATIONS, AUDIO READERS, UNIVERSITIES AND EXTENSION HOME ECONOMISTS AND OTHER ORGANIZATIONS IN THE STATE OF KANSAS AND THE WESTERN HALF OF MISSOURI.								

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE
FOOD AND DRUG ADMINISTRATION

CAO MONTHLY COMMUNICATIONS REPORT

FOR (Month and Year)

October, 1977

TO:
HFO-107

FROM: (Name and Field Office)
Lorena A. Meyers - KAN-FO HFR-7145

OPERATION	PROJECT OR SUBJECT MATTER	TOTAL NUMBER OF COMMUNICATIONS		
		PHONE	LETTER	VISIT
INQUIRIES/COMPLAINTS CONSUMER	WEIGHT-REDUCING LIQUID PROTEIN DIETS HAIR DYES LAETRILE CHLOROFLUOROCARBONS	83	22 notes 6 letters	4
INQUIRIES/COMPLAINTS PROFESSIONAL	INFORMATIONAL MATERIALS LIQUID PROTEIN REDUCING DIETS LAETRILE HAIR DYES	68	13 notes 12 letters	3

RECORDED TELEPHONE MESSAGES	PROJECT OR SUBJECT MATTER	DATE(S)	INITIATED		NO. OF CALLS
			HQ	CAO	
	EXTENSION OF SACCHARIN COMMENT PERIOD	10/7/77 10/14/77		X	329
	GEROVITAL	10/14/77 10/21/77		X	320
	CIGARETTES	10/21/77 10/28/77		X	198
	NET WEIGHT HEARINGS	10/28/77 11/4/77		X	182

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE PUBLIC HEALTH SERVICE FOOD AND DRUG ADMINISTRATION	CAO MONTHLY ACTIVITY REPORT <i>(Concerns And Reactions)</i>	FOR <i>(Month and Year)</i> October, 1977
TO: HFO-107	FROM: <i>(Name and Field Office)</i> Lorena A. Meyers - KAN-FO HFR-7145	
CONSUMER/PROFESSIONAL CONCERNS AND REACTIONS	CONSUMER AFFAIRS OFFICERS COMMENTS	
<p>Liquid protein reducing diets headed the list of inquiries for the month. SLENDER-NOW seems to have had the greatest share of business in Metropolitan Kansas City. With current recalls of some of the liquid proteins, many who are using similar products are concerned about the safety of all brands.</p> <p>Hair dyes ran a close second in consumer inquiries as soon as the news broke regarding the cancer research with the NCI.</p> <p>Several cancer patients called during the month to question FDA's stand on Laetrile. After some discussion, reviewing the background and history of the drug, as well as sending facts about Laetrile, the callers seemed less concerned.</p>	<p>Progress is being made on the Inter-Agency Consumer Information and Education Task Force Plans for the March 2, 1978, Regional Inter-Agency Conference are underway. Two meetings were scheduled in October: one to discuss the Conference, and the second to review the use of the Consumer Phone for Health and Safety Tips involving the four agencies, with each agency preparing a two-minute message for use one week each month. If the suggestion is approved, the Consumer Phone will remain in operation for this purpose.</p> <p>Demands for FDA visual aids and informational materials continue to mount, increasing FDA's outreach considerably for programs and consumer information.</p>	