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Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13622
Folder ID Number: 13622-006

Folder Title:
Maternal and Infant Health 5/11/92 [OA 6102]

Stack:	Row:	Section:	Shelf:	Position:
G	26	18	2	2

THE PRESIDENT HAS SEEN

May 8, 1992

5/11/92
OK

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST *DD*

FROM: JOE DUGGAN *JD*

SUBJECT: MATERNAL AND INFANT HEALTH CARE EVENT

I. SUMMARY

On Monday, May 11, at 11:10 a.m., you will deliver remarks (10 minutes, on cards) to an audience of approximately 200 people gathered in the Rose Garden. You will be introduced by Secretary Sullivan.

II. DISCUSSION

Your remarks focus on a new action plan addressing childhood immunization, a new public service campaign sponsored by the Ad Council and an innovative program for prenatal care called Healthy Start.

FAX TO
ALIXE
memo
addition

(Duggan/Nix)
May 8, 1992
Draft Six
Prenatal

PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
ROSE GARDEN
MONDAY, MAY 11, 1992
11:10 a.m.

[Acknowledgments] Yesterday, on Mothers' Day, millions of Americans took time to appreciate the miracle of motherhood. We thanked the mothers who brought us into this world -- who taught us our first lessons about life and love and character.

Today we're taking some vital steps to help American mothers, their children and their families. We're announcing improved standards and a new action plan for immunization. And we're beginning a public service ad campaign to promote an innovative prenatal care program called Healthy Start.

Every year in America, thousands of babies are delivered at dangerously low birth weights. Too many of these babies die or suffer chronic ill health as a result. Thousands of our young children suffer crippling effects each year from measles and other communicable childhood diseases -- and some even die. But the saddest fact of all is: Most of this death and disease is easily preventable through immunization and better prenatal care.

To attack this problem, we are mobilizing the nation's best ideas and resources. Last June I stood here in the Rose Garden with Secretary Sullivan to call for a stronger immunization effort. We sent out teams to six areas of our country to determine how we can do better. And we learned lessons we're now applying nationwide. I was pleased to be part of the visit to

The hallmarks of our plan can be summed up in

two words: immunization and action

2

San Diego in February, and I am happy that representatives of all six communities are here. \ \

Today we're announcing a new action plan to get our children vaccinated when it makes the greatest difference -- before the age of two. The plan requires more effective coordination to promote vaccination among the various federal agencies that serve children. We're helping states and localities with their own immunization plans. And my Administration's budget for immunization continues to respond to the need -- for fiscal year 1993 we're seeking an increase to \$349 million. We're also announcing new Standards for Pediatric Immunization -- the work of an expert panel representing many private and public sector organizations. They'll help clinics improve their methods to provide vaccinations to kids who need them most.

I salute the leaders of the Advertising Council for all the volunteer time and talent you have organized for this cause. ^{to report} ^{I understand} ^{public service ad campaigns} know that programs such as this work: Think of the success of other Ad Council campaigns for kicking the smoking habit, for seat-belt use, for screening for cancer. All such efforts help people show greater responsibility in their own behavior.

I've often thought that the same sort of diligent use of marketing science and communications talent could help motivate Americans to address other social problems involving personal responsibility -- for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So I am confident that the Ad

3

Council's new campaign will have strong and positive results.

The Ad Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or family to support her, it is all the more urgent for good neighbors to show they care.

The Ad Council's first message, therefore, targets the general public. It calls on all of us for action. The theme you'll soon be hearing on television is this: We must not accept high rates of infant deaths -- because "this is America." \

The second announcement will impress upon men the importance of their role. Whether a man is an unborn child's father, or another family member or friend, there is much he can and should do to help an expectant mother. We cannot understate male responsibility. The third announcement will tell women that proper care begins long before the baby is born. Consider this: Babies born after a pregnancy with no prenatal care are four times more likely to die than those whose mothers receive care beginning in the first trimester. The full series assures pregnant women in need that they are not alone. Care is available -- and good neighbors are being mobilized to help.

The Healthy Start approach represents what we should be doing to solve our social problems: local solutions, local control, local accountability. The first 15 Healthy Start communities were chosen from a long list of applicants -- and I understand that representatives of each community, from around

the nation are here today. \\ ⁴ *Thank* ~~God bless~~ you for your good work. \\

We are not weighing down these community initiatives with burdensome federal mandates and command-and-control regulations. We're seeking to empower neighborhood volunteers and local governments to invent effective new ways to help save babies' lives -- and keep babies and their mothers strong and healthy.

Healthy Start's successes will come from people who see neighbors in need and ask: What can I do to help? And they follow through on their generous impulses. \\ And they keep noticing and helping more people. \\

I'm talking about people like Minnie Thomas in Oakland, California. An energetic grandmother, she was helping drug abusers when she learned there was no facility for drug abusers who became pregnant. So she opened her own facility, called Solid Foundation. Forty-seven kids have been born to mothers at Solid Foundation -- and not one suffered from low birth weight.

Here in Washington, Tawana Fortune-Jones is the woman with the "Mom Van." She knocks on doors in neighborhoods where infant mortality is high. She's enlisted the cooperation of doctors and clinics to establish a Healthy Start Pregnancy Register. And she drives the "Mom Van." Each morning at seven, she begins picking up women and taking them to doctors' offices. Afterwards, she takes them home -- and then she shuttles another group in the afternoon. \\ She's a friend to women who have no other friends. She's saved and bettered the lives of hundreds of babies. And she's here with us today: Tawana, good neighbors are the heroes

of our cities -- and you're the model of a good neighbor. \\
\\

Unbelievable as it may seem, the innovations of Healthy Start ran into resistance in Congress, where they're still too much wedded to the old bureaucratic ways of doing things. I'm optimistic, though. I believe our approach for empowering people with new ideas is the way of the future.

Our crusade for preventive health care for infants and expectant mothers will move a step further when we reform our health insurance system. I've proposed making every American able to afford a basic health insurance plan of his choice, using credits or vouchers. Through the market system, we would provide needy Americans better health care than they now receive.

The efforts we're highlighting today are in some ways technical -- but we must not see them as concerns only for professionals. The well-being of our youngest and most vulnerable is everyone's concern. We must become a society where no child goes without a family. No child denied parental guidance for forming character. No child without someone to play with him, read to him. No child without someone to call him by his name. Healthy Start is a vital part of a larger effort to create a better society. Yes, we'll continue to need government action for public health -- and we must strive to make it more imaginative, more effective. But government programs can never substitute for the generosity, the nurturing, the love that flow from individuals and families who take their responsibilities to heart. Thank you, and God bless you all.

*Secretary
of the
to the
of
our
Secretary
of Health
and
Human
Resources*

(Duggan/Nix)
May 8, 1992
Draft Six
Prenatal

PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
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 MONDAY, MAY 11, 1992
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Today we're taking some vital steps to help American mothers, their children and their families. We're announcing improved standards and a new action plan for immunization. And we're beginning a public service ad campaign to promote an innovative prenatal care program called Healthy Start.

Every year in America, thousands of babies are delivered at dangerously low birth weights. Too many of these babies die or suffer chronic ill health as a result. Thousands of our young children suffer crippling effects each year from measles and other communicable childhood diseases -- and some even die. But the saddest fact of all is: Most of this death and disease is easily preventable through immunization and better prenatal care.

To attack this problem, we are mobilizing the nation's best ideas and resources. Last June I stood here in the Rose Garden with Secretary Sullivan to call for a stronger immunization effort. We sent out teams to six areas of our country to determine how we can do better. And we learned lessons we're now applying nationwide. I was pleased to be part of the visit to

San Diego in February, and I am happy that representatives of all six communities are here. \\

Today we're announcing a new action plan to get our children vaccinated when it makes the greatest difference -- before the age of two. The plan requires more effective coordination to promote vaccination among the various federal agencies that serve children. We're helping states and localities with their own immunization plans. And my Administration's budget for immunization continues to respond to the need -- for fiscal year 1993 we're seeking an increase to \$349 million. We're also announcing new Standards for Pediatric Immunization -- the work of an expert panel representing many private and public sector organizations. They'll help clinics improve their methods to provide vaccinations to kids who need them most.

I salute the leaders of the Advertising Council for all the volunteer time and talent you have organized for this cause. I know that programs such as this work: Think of the success of other Ad Council campaigns for kicking the smoking habit, for seat-belt use, for screening for cancer. All such efforts help people show greater responsibility in their own behavior.

I've often thought that the same sort of diligent use of marketing science and communications talent could help motivate Americans to address other social problems involving personal responsibility -- for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So I am confident that the Ad

Council's new campaign will have strong and positive results.

The Ad Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or family to support her, it is all the more urgent for good neighbors to show they care.

The Ad Council's first message, therefore, targets the general public. It calls on all of us for action. The theme you'll soon be hearing on television is this: We must not accept high rates of infant deaths -- because "this is America." \

The second announcement will impress upon men the importance of their role. Whether a man is an unborn child's father, or another family member or friend, there is much he can and should do to help an expectant mother. We cannot understate male responsibility. The third announcement will tell women that proper care begins long before the baby is born. Consider this: Babies born after a pregnancy with no prenatal care are four times more likely to die than those whose mothers receive care beginning in the first trimester. The full series assures pregnant women in need that they are not alone. Care is available -- and good neighbors are being mobilized to help.

The Healthy Start approach represents what we should be doing to solve our social problems: local solutions, local control, local accountability. The first 15 Healthy Start communities were chosen from a long list of applicants -- and I understand that representatives of each community, from around

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Healthy Start's successes will come from people who see neighbors in need and ask: What can I do to help? And they follow through on their generous impulses. \\ And they keep noticing and helping more people. \\

I'm talking about people like Minnie Thomas in Oakland, California. An energetic grandmother, she was helping drug abusers when she learned there was no facility for drug abusers who became pregnant. So she opened her own facility, called Solid Foundation. Forty-seven kids have been born to mothers at Solid Foundation -- and not one suffered from low birth weight.

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Unbelievable as it may seem, the innovations of Healthy Start ran into resistance in Congress, where they're still too much wedded to the old bureaucratic ways of doing things. I'm optimistic, though. I believe our approach for empowering people with new ideas is the way of the future.

Our crusade for preventive health care for infants and expectant mothers will move a step further when we reform our health insurance system. I've proposed making every American able to afford a basic health insurance plan of his choice, using credits or vouchers. Through the market system, we would provide needy Americans better health care than they now receive.

The efforts we're highlighting today are in some ways technical -- but we must not see them as concerns only for professionals. The well-being of our youngest and most vulnerable is everyone's concern. We must become a society where no child goes without a family. No child denied parental guidance for forming character. No child without someone to play with him, read to him. No child without someone to call him by his name. Healthy Start is a vital part of a larger effort to create a better society. Yes, we'll continue to need government action for public health -- and we must strive to make it more imaginative, more effective. But government programs can never substitute for the generosity, the nurturing, the love that flow from individuals and families who take their responsibilities to heart. Thank you, and God bless you all.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/7/92 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00PM, TODAY, MAY 7

SUBJECT: PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT EAST ROOM MONDAY, MAY 11, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			FIRESTONE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS: MARTINEZ

Please provide comments on the attached directly to Dan McGroarty, Rm. 122, x2930, with a copy to this office NO LATER THAN 4:00PM, TODAY, THURSDAY, MAY 7. Thank you.

RESPONSE: *N/C Maria Shell & D*

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Duggan/Nix)
May 7, 1992
Draft Two
Health

02 MAY 7 11:11

PRESIDENTIAL REMARKS:

MATERNAL AND INFANT HEALTH EVENT
EAST ROOM
MONDAY, MAY 11, 1992
[TIME]

[Acknowledgments]

Yesterday, on Mothers' Day, millions of Americans took time to show their appreciation for the miracle of motherhood. We thanked the mothers who brought us into this world -- who taught us our first lessons about life and love and character.

Today I am proud to be part of a vital ^{7.} new effort focussed on American mothers, their children and their families. We call our effort Healthy Start.

Every year in our country, thousands of babies are delivered at dangerously low birth weights. Many of these babies die or suffer chronic ill health as a result. Thousands of America's young children die or suffer crippling effects each year from measles and other communicable childhood diseases. But the saddest fact of all is: Most of this death and disease is easily preventable through immunization and better prenatal care.

To attack this problem anew, we are mobilizing the best ideas and resources of America's private enterprises, volunteers, and government agencies. We are launching a promising new program of public service advertising. And we are adding impetus to national and local public health programs for providing needed health care to expectant mothers and young children. Through each of these actions, we will educate, encourage and assist

Americans in taking the simple steps to assure that more of our babies are born strong and healthy -- and that our little ones stay healthy through their earliest, formative years.

I salute and thank the leaders of the Advertising Council for all the funds and the volunteer time and talent you have organized for this cause. I know that public service programs such as this work: Frequently I'm given updates on the success of a program that had similar beginnings -- the media campaign of the Partnership for a Drug-Free America. Thanks to this effort, more and more of our teenagers are saying no to drugs. This advertising campaign is helping our young people take heed of the consequences of using illegal drugs -- and as a result they are showing greater responsibility in their behavior.

I've often thought that the same sort of diligent use of marketing science and communications talent could help motivate Americans to address other social problems involving personal responsibility -- for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So I am confident that the Advertising Council's new campaign will have strong and positive results.

The Ad Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or family to support her, it is all the more urgent for good neighbors to show they care.

The Ad Council's first message, therefore, will target the general public. It will stress that the crisis of infant mortality and illness calls on all of us for action. The second announcement will impress upon men the important roles they can play. Whether a man is an unborn child's father, or a pregnant woman's father, or another family member or friend, there is much he can and should do to help an expectant mother care for herself and her baby. The third in the series of announcements will tell women of the importance of prenatal care -- that proper care begins long before the baby is born. It will point out how readily such care is available. The entire series assures pregnant women who need help that they are not alone. Family, friends and neighbors are being mobilized to help.

I also want to applaud today's announcement of new Standards for Pediatric Immunization Practices. The standards are the work of an expert panel representing many private and public sector organizations. In brief, these standards will help clinics improve their organization and management to meet the goal of delivering the full series of major immunizations to all of our children at the critical time when it can make a life-or-death difference -- before the age of two.

The new standards incorporate some of the common-sense principles that are helping competitive businesses all across America improve product and service quality and enhance customer satisfaction. With the new standards in practice, we'll see more special immunization clinics in communities that need them -- and

we'll see improved services in general clinics, such as "express lanes" for immunizing walk-in patients. The federal Center for Disease Control, joined by professional organizations, will disseminate the new standards widely and will encourage clinics and practitioners to adopt them.

A third part of Healthy Start may be the most exciting of all. We've launched a new demonstration program to help people in communities with high infant mortality rates attack the problem. We are distributing \$65 million in federal funds to our first 15 Healthy Start communities -- selected from among 45 communities which applied to take part in the demonstration. We are not weighing down these community initiatives with burdensome federal mandates and command-and-control regulations. We're seeking to empower neighborhood volunteers and local governments to invent effective new ways to help save babies' lives -- and keep babies and their mothers strong and healthy.

[Examples, anecdotes about real volunteers and their innovative ideas and efforts]

These grants are a beginning, but I want to point out that I asked Congress for nearly twice as much money for the Healthy Start demonstration projects. I faced powerful resistance in Congress, where we have too many old thinkers wedded to worn-out, bureaucratic ways of doing things. I am confident, though, that our approach for empowering people with new ideas is the way of the future. And I'm expecting the forces of political change sweeping the country will give us a new Congress that's more

willing to let individuals and communities make the most of their good ideas and initiatives.

Our crusade for preventive health care for infants and expectant mothers will be advanced further when we put into effect the major reforms I have proposed for our health insurance system. I'll have more to say on this tomorrow, but let me say now that my proposed system, using credits or vouchers, would allow every American to afford a basic health insurance plan of his choice -- and through more efficient market systems it would provide needy Americans better health care than they now receive.

The efforts we're highlighting today are quite specific and in some ways technical -- but Americans must not look upon them as concerns only for professionals. The well-being of our youngest and most vulnerable must be everyone's concern. I want us to become an America where no unborn child will be rejected as unwanted: One of the consequences of widespread abortion on demand is that adoption agencies cannot find babies for hundreds of thousands of qualified American families who want to adopt. We must become a society where no child goes without a family. No child denied parental guidance for forming character. No child without someone to hold him, play with him, read to him. No child without parents to call him by his name.

We must therefore look upon Healthy Start as a vital part of a larger effort to make America a better society. Yes, we'll continue to need government action for public health -- and we must strive to make government programs more imaginative, more

efficient, more effective. But government programs can never substitute for the generosity, the nurturing, the love that flow from individuals and families who take their responsibilities to heart. Thank you, and God bless you all.

#

Document No. 326550SS

fax # H6-1-9809

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/7/92 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00PM, TODAY, MAY 7

SUBJECT: PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
EAST ROOM
MONDAY, MAY 11, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	X HORNER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
X DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	X PETERSMEYER <i>ellen</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	X PORTER <i>John</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
X CALIO <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	X ROLLINS <i>Lori N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	X SMITH <i>Maria</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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X HOLIDAY <i>Paul</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

MARTINE ~~_____~~ *N/C*

Please provide comments on the attached directly to Dan McGroarty, Rm. 122, x2930, with a copy to this office NO LATER THAN 4:00PM, TODAY, THURSDAY, MAY 7. Thank you.

fax 6218

RESPONSE:



NO COMMENTS -- from Office of National Drug Control Policy.

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

fax # 467-9809

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/7/92

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MONDAY, MAY 11, 1992

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VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input type="checkbox"/>
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			FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			MARTINDALE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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PHILLIP D. BRADY
Assistant to the President
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Ext. 2702

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DATE: 5/8/92 ACTION/CONCURRENCE/COMMENT DUE BY: ---

PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
 SUBJECT: EAST ROOM
MONDAY, MAY 11, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	MOORE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
CALIO	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FINDLAY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>KAUFMAN</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>McGroarty</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS: MARTINEZ

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

(Duggan/Nix)
May 8, 1992
Draft Six
Prenatal

32 MAY 8 8:27
PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
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MONDAY, MAY 11, 1992
11:10 a.m.

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Today we're taking some vital steps to help American mothers, their children and their families. We're announcing improved standards and a new action plan for immunization. And we're beginning a public service ad campaign to promote an innovative prenatal care program called Healthy Start.

Every year in America, thousands of babies are delivered at dangerously low birth weights. Too many of these babies die or suffer chronic ill health as a result. Thousands of our young children suffer crippling effects each year from measles and other communicable childhood diseases -- and some even die. But the saddest fact of all is: Most of this death and disease is easily preventable through immunization and better prenatal care.

To attack this problem, we are mobilizing the nation's best ideas and resources. Last June I stood here in the Rose Garden with Secretary Sullivan to call for a stronger immunization effort. We sent out teams to six areas of our country to determine how we can do better. And we learned lessons we're now applying nationwide. I was pleased to be part of the visit to

San Diego in February, and I am happy that representatives of all six communities are here. \\\

Today we're announcing a new action plan to get our children vaccinated when it makes the greatest difference -- before the age of two. The plan requires more effective coordination to promote vaccination among the various federal agencies that serve children. We're helping states and localities with their own immunization plans. And my Administration's budget for immunization continues to respond to the need -- for fiscal year 1993 we're seeking an increase to \$349 million. We're also announcing new Standards for Pediatric Immunization -- the work of an expert panel representing many private and public sector organizations. They'll help clinics improve their methods to provide vaccinations to kids who need them most.

I salute the leaders of the Advertising Council for all the volunteer time and talent you have organized for this cause. I know that programs such as this work: Think of the success of other Ad Council campaigns for kicking the smoking habit, for seat-belt use, for screening for cancer. All such efforts help people show greater responsibility in their own behavior.

I've often thought that the same sort of diligent use of marketing science and communications talent could help motivate Americans to address other social problems involving personal responsibility -- for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So I am confident that the Ad

Council's new campaign will have strong and positive results.

The Ad Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or family to support her, it is all the more urgent for good neighbors to show they care.

The Ad Council's first message, therefore, targets the general public. It calls on all of us for action. The theme you'll soon be hearing on television is this: We must not accept high rates of infant deaths -- because "this is America." \

The second announcement will impress upon men the importance of their role. Whether a man is an unborn child's father, or another family member or friend, there is much he can and should do to help an expectant mother. We cannot understate male responsibility. The third announcement will tell women that proper care begins long before the baby is born. Consider this: Babies born after a pregnancy with no prenatal care are four times more likely to die than those whose mothers receive care beginning in the first trimester. The full series assures pregnant women in need that they are not alone. Care is available -- and good neighbors are being mobilized to help.

The Healthy Start approach represents what we should be doing to solve our social problems: local solutions, local control, local accountability. The first 15 Healthy Start communities were chosen from a long list of applicants -- and I understand that representatives of each community, from around

the nation are here today. \\ God bless you for your good work. \\

We are not weighing down these community initiatives with burdensome federal mandates and command-and-control regulations. We're seeking to empower neighborhood volunteers and local governments to invent effective new ways to help save babies' lives -- and keep babies and their mothers strong and healthy.

Healthy Start's successes will come from people who see neighbors in need and ask: What can I do to help? And they follow through on their generous impulses. \\ And they keep noticing and helping more people. \\

I'm talking about people like Minnie Thomas in Oakland, California. An energetic grandmother, she was helping drug abusers when she learned there was no facility for drug abusers who became pregnant. So she opened her own facility, called Solid Foundation. Forty-seven kids have been born to mothers at Solid Foundation -- and not one suffered from low birth weight.

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of our cities -- and you're the model of a good neighbor. \\

Unbelievable as it may seem, the innovations of Healthy Start ran into resistance in Congress, where they're still too much wedded to the old bureaucratic ways of doing things. I'm optimistic, though. I believe our approach for empowering people with new ideas is the way of the future.

Our crusade for preventive health care for infants and expectant mothers will move a step further when we reform our health insurance system. I've proposed making every American able to afford a basic health insurance plan of his choice, using credits or vouchers. Through the market system, we would provide needy Americans better health care than they now receive.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/7/92 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00PM, TODAY, MAY 7

SUBJECT: PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT EAST ROOM MONDAY, MAY 11, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			FIRESTONE		<input checked="" type="checkbox"/>
			MARTINEZ		<input checked="" type="checkbox"/>

REMARKS:

Please provide comments on the attached directly to Dan McGroarty, Rm. 122, x2930, with a copy to this office NO LATER THAN 4:00PM, TODAY, THURSDAY, MAY 7. Thank you.

RESPONSE:

Comments from Connie Horner - page 3. 5/8

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Duggan/Nix)
May 7, 1992
Draft Two
Health

02 MAY 7 11:11

PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
EAST ROOM
MONDAY, MAY 11, 1992
[TIME]

[Acknowledgments]

Yesterday, on Mothers' Day, millions of Americans took time to show their appreciation for the miracle of motherhood. We thanked the mothers who brought us into this world -- who taught us our first lessons about life and love and character.

Today I am proud to be part of a vital new effort focussed on American mothers, their children and their families. We call our effort Healthy Start.

Every year in our country, thousands of babies are delivered at dangerously low birth weights. Many of these babies die or suffer chronic ill health as a result. Thousands of America's young children die or suffer crippling effects each year from measles and other communicable childhood diseases. But the saddest fact of all is: Most of this death and disease is easily preventable through immunization and better prenatal care.

To attack this problem anew, we are mobilizing the best ideas and resources of America's private enterprises, volunteers, and government agencies. We are launching a promising new program of public service advertising. And we are adding impetus to national and local public health programs for providing needed health care to expectant mothers and young children. Through each of these actions, we will educate, encourage and assist

Americans in taking the simple steps to assure that more of our babies are born strong and healthy -- and that our little ones stay healthy through their earliest, formative years.

I salute and thank the leaders of the Advertising Council for all the funds and the volunteer time and talent you have organized for this cause. I know that public service programs such as this work: Frequently I'm given updates on the success of a program that had similar beginnings -- the media campaign of the Partnership for a Drug-Free America. Thanks to this effort, more and more of our teenagers are saying no to drugs. This advertising campaign is helping our young people take heed of the consequences of using illegal drugs -- and as a result they are showing greater responsibility in their behavior.

I've often thought that the same sort of diligent use of marketing science and communications talent could help motivate Americans to address other social problems involving personal responsibility -- for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So I am confident that the Advertising Council's new campaign will have strong and positive results.

The Ad Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or family to support her, it is all the more urgent for good neighbors to show they care.

I, Connie Horner,
while at HHS, developed this concept.
2.9.3 "men" - of the program

The Ad Council's first message, therefore, will target the general public. It will stress that the crisis of infant mortality and illness calls on all of us for action. The second announcement will impress upon men the important roles they can play. Whether a man is an unborn child's father, or a pregnant woman's father, or another family member or friend, there is much he can and should do to help an expectant mother care for herself and her baby. The third in the series of announcements will tell women of the importance of prenatal care -- that proper care begins long before the baby is born. It will point out how readily such care is available. The entire series assures pregnant women who need help that they are not alone. Family, friends and neighbors are being mobilized to help.

I also want to applaud today's announcement of new Standards for Pediatric Immunization Practices. The standards are the work of an expert panel representing many private and public sector organizations. In brief, these standards will help clinics improve their organization and management to meet the goal of delivering the full series of major immunizations to all of our children at the critical time when it can make a life-or-death difference -- before the age of two.

The new standards incorporate some of the common-sense principles that are helping competitive businesses all across America improve product and service quality and enhance customer satisfaction. With the new standards in practice, we'll see more special immunization clinics in communities that need them -- and

to support the idea that fathers are important not just in the family but in the vicinit. The DHS hates fathers. Moralistic. You know. pls. fathers only here.

we'll see improved services in general clinics, such as "express lanes" for immunizing walk-in patients. The federal Center for Disease Control, joined by professional organizations, will disseminate the new standards widely and will encourage clinics and practitioners to adopt them.

A third part of Healthy Start may be the most exciting of all. We've launched a new demonstration program to help people in communities with high infant mortality rates attack the problem. We are distributing \$65 million in federal funds to our first 15 Healthy Start communities -- selected from among 45 communities which applied to take part in the demonstration. We are not weighing down these community initiatives with burdensome federal mandates and command-and-control regulations. We're seeking to empower neighborhood volunteers and local governments to invent effective new ways to help save babies' lives -- and keep babies and their mothers strong and healthy.

[Examples, anecdotes about real volunteers and their innovative ideas and efforts]

These grants are a beginning, but I want to point out that I asked Congress for nearly twice as much money for the Healthy Start demonstration projects. I faced powerful resistance in Congress, where we have too many old thinkers wedded to worn-out, bureaucratic ways of doing things. I am confident, though, that our approach for empowering people with new ideas is the way of the future. And I'm expecting the forces of political change sweeping the country will give us a new Congress that's more

willing to let individuals and communities make the most of their good ideas and initiatives.

Our crusade for preventive health care for infants and expectant mothers will be advanced further when we put into effect the major reforms I have proposed for our health insurance system. I'll have more to say on this tomorrow, but let me say now that my proposed system, using credits or vouchers, would allow every American to afford a basic health insurance plan of his choice -- and through more efficient market systems it would provide needy Americans better health care than they now receive.

The efforts we're highlighting today are quite specific and in some ways technical -- but Americans must not look upon them as concerns only for professionals. The well-being of our youngest and most vulnerable must be everyone's concern. I want us to become an America where no unborn child will be rejected as unwanted: One of the consequences of widespread abortion on demand is that adoption agencies cannot find babies for hundreds of thousands of qualified American families who want to adopt. We must become a society where no child goes without a family. No child denied parental guidance for forming character. No child without someone to hold him, play with him, read to him. No child without parents to call him by his name.

We must therefore look upon Healthy Start as a vital part of a larger effort to make America a better society. Yes, we'll continue to need government action for public health -- and we must strive to make government programs more imaginative, more

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#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/8/92 ACTION/CONCURRENCE/COMMENT DUE BY: ---

PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
SUBJECT: EAST ROOM
MONDAY, MAY 11, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	MOORE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
CALIO	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			FIRESTONE		<input checked="" type="checkbox"/>

REMARKS:

MARTINEZ

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Duggan/Nix)
May 8, 1992
Draft Six
Prenatal

32 MAY 8 8:27
PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
ROSE GARDEN
MONDAY, MAY 11, 1992
11:10 a.m.

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(Duggan/Nix)
May 7, 1992
Draft Two
Health

PRESIDENTIAL REMARKS: MATERNAL AND INFANT HEALTH EVENT
EAST ROOM
MONDAY, MAY 11, 1992
[TIME]

[Acknowledgments]

Yesterday, on Mothers' Day, millions of Americans took time to show their appreciation for the miracle of motherhood. We thanked the mothers who brought us into this world -- who taught us our first lessons about life and love and character.

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Every year in our country, thousands of babies are delivered at dangerously low birth weights. Many of these babies die or suffer chronic ill health as a result. Thousands of America's young children die or suffer crippling effects each year from measles and other communicable childhood diseases. But the saddest fact of all is: Most of this death and disease is easily preventable through immunization and better prenatal care.

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Americans in taking the simple steps to assure that more of our babies are born strong and healthy -- and that our little ones stay healthy through their earliest, formative years.

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(Duggan/Nix)
May 7, 1992
Draft Two
Health

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Americans in taking the simple steps to assure that more of our babies are born strong and healthy -- and that our little ones stay healthy through their earliest, formative years.

I salute and thank the leaders of the Advertising Council for all the funds and the volunteer time and talent you have organized for this cause. I know that public service programs such as this work: Frequently I'm given updates on the success of a program that had similar beginnings -- the media campaign of the Partnership for a Drug-Free America. Thanks to this effort, more and more of our teenagers are saying no to drugs. This advertising campaign is helping our young people take heed of the consequences of using illegal drugs -- and as a result they are showing greater responsibility in their behavior.

I've often thought that the same sort of diligent use of marketing science and communications talent could help motivate Americans to address other social problems involving personal responsibility -- for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So I am confident that the Advertising Council's new campaign will have strong and positive results.

The Ad Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or family to support her, it is all the more urgent for good neighbors to show they care.

The Ad Council's first message, therefore, will target the general public. It will stress that the crisis of infant mortality and illness calls on all of us for action. The second announcement will impress upon men the important roles they can play. Whether a man is an unborn child's father, or a pregnant woman's father, or another family member or friend, there is much he can and should do to help an expectant mother care for herself and her baby. The third in the series of announcements will tell women of the importance of prenatal care -- that proper care begins long before the baby is born. It will point out how readily such care is available. The entire series assures pregnant women who need help that they are not alone. Family, friends and neighbors are being mobilized to help.

I also want to applaud today's announcement of new Standards for Pediatric Immunization Practices. The standards are the work of an expert panel representing many private and public sector organizations. In brief, these standards will help clinics improve their organization and management to meet the goal of delivering the full series of major immunizations to all of our children at the critical time when it can make a life-or-death difference -- before the age of two.

The new standards incorporate some of the common-sense principles that are helping competitive businesses all across America improve product and service quality and enhance customer satisfaction. With the new standards in practice, we'll see more special immunization clinics in communities that need them -- and

we'll see improved services in general clinics, such as "express lanes" for immunizing walk-in patients. The federal Center for Disease Control, joined by professional organizations, will disseminate the new standards widely and will encourage clinics and practitioners to adopt them.

A third part of Healthy Start may be the most exciting of all. We've launched a new demonstration program to help people in communities with high infant mortality rates attack the problem. We are distributing \$65 million in federal funds to our first 15 Healthy Start communities -- selected from among 45 communities which applied to take part in the demonstration. We are not weighing down these community initiatives with burdensome federal mandates and command-and-control regulations. We're seeking to empower neighborhood volunteers and local governments to invent effective new ways to help save babies' lives -- and keep babies and their mothers strong and healthy.

[Examples, anecdotes about real volunteers and their innovative ideas and efforts]

These grants are a beginning, but I want to point out that I asked Congress for nearly twice as much money for the Healthy Start demonstration projects. I faced powerful resistance in Congress, where we have too many old thinkers wedded to worn-out, bureaucratic ways of doing things. I am confident, though, that our approach for empowering people with new ideas is the way of the future. And I'm expecting the forces of political change sweeping the country will give us a new Congress that's more

willing to let individuals and communities make the most of their good ideas and initiatives.

Our crusade for preventive health care for infants and expectant mothers will be advanced further when we put into effect the major reforms I have proposed for our health insurance system. I'll have more to say on this tomorrow, but let me say now that my proposed system, using credits or vouchers, would allow every American to afford a basic health insurance plan of his choice -- and through more efficient market systems it would provide needy Americans better health care than they now receive.

The efforts we're highlighting today are quite specific and in some ways technical -- but Americans must not look upon them as concerns only for professionals. The well-being of our youngest and most vulnerable must be everyone's concern. I want us to become an America where no unborn child will be rejected as unwanted: One of the consequences of widespread abortion on demand is that adoption agencies cannot find babies for hundreds of thousands of qualified American families who want to adopt. We must become a society where no child goes without a family. No child denied parental guidance for forming character. No child without someone to hold him, play with him, read to him. No child without parents to call him by his name.

We must therefore look upon Healthy Start as a vital part of a larger effort to make America a better society. Yes, we'll continue to need government action for public health -- and we must strive to make government programs more imaginative, more

efficient, more effective. But government programs can never substitute for the generosity, the nurturing, the love that flow from individuals and families who take their responsibilities to heart. Thank you, and God bless you all.

#

TIME OF TRANSMISSION

TIME OF RECEIPT

WHITE HOUSE SITUATION ROOM

PRECEDENCE: IMMEDIATE
PRIORITY
ROUTINE

RELEASER: _____

DTG: _____

MESSAGE NO. _____ CLASSIFICATION Unclassified PAGES 3A
 FROM Nancy Benson 456-2930 122 OEOB
 (Name) (Phone Number) (Room No.)
 MESSAGE DESCRIPTION Alixé Glen Fax

TO (Agency)	DELIVER TO:	DEPT/ROOM NO.	PHONE NUMBER
<u>L.A. Staff</u>	<u>Christina Martin</u>		

REMARKS:
URGENT!



DEPARTMENT OF HEALTH & HUMAN SERVICES

A fax message from:

Debbie Messick

Deputy Assistant Secretary for Public Affairs

Phone: (202) 245-1853

Fax: (202) 245-5673

To: Christina Martin

Fax: 456-6218 Phone: _____

Date: _____ Total number of pages sent: 11

Comments:

Alice Glen asked that you receive the attached —

May is National Physical Fitness and Sports Month.

200 Independence Avenue, S.W., Bldg. HHH, Room 647-D, Washington, D.C. 20201



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Washington, D.C. 20201

MEMORANDUM TO ROBIN CARLE

FROM:

ALIXE GLEN

ARG

SUBJECT:

MAY 11 CHILD HEALTH EVENT SPEECH

Just a few comments on the draft we received:

- o There are three separate announcements to be made here: Healthy Start Advertising campaign; Immunization Action Plan; and, Immunization Standards. Immunization does not "fall under" Healthy Start Initiative.
- o Information on immunization is sorely lacking. I've included our new draft release which should make the immunization programs much clearer.
- o There should be a reference to the fact that last June in a Rose Garden ceremony, President Bush called on Sec. Sullivan and health leaders to visit 6 cities where they would learn more about what would work to solve the immunization crisis..(see attached POTUS speech). They visited the cities and as a result multi-faceted plan was developed involving public and private sectors. Plans in every state and community are currently being developed based on this model. Representatives from each of the six cities will be attending.
- o Representatives from each Healthy Start site will be in the audience, they should be recognized.
- o Reference to the Partnership for a Drug Free America should be deleted. They are in direct competition with the Ad Council for public service space. Instead, refer to health campaigns like DOT's seatbelt campaign, anti-smoking efforts, high blood pressure campaign, cancer screening, mammography, nutrition education as success stories.
- o Specifically, on page 2, delete in the first paragraph, Ad council "funds", we pay for Ad Council Services, they volunteer talent.
- o On page 4 -- talking about distributing \$65 million in grants is very old news.....
- o But, the part of that paragraph discussing empowerment, etc. is GREAT.

- o All reference to abortion must go....this is not the correct audience for that message....and, no matter how healthy our target audience's babies are, they would never, under any circumstances, give their children up for adoption. Its culturally incorrect.

HHS NEWS

DRAFT

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

FOR IMMEDIATE RELEASE
May 11, 1992

Contact: PHS Press Office
(202) 245-6867

CDC Press Office
(404) 639-3286

President Bush today announced an interagency early childhood immunization plan harnessing eight agencies of the federal government -- including the Departments of HHS, Agriculture, Education, and Housing and Urban Development -- in an effort to get American children vaccinated by age 2.

The President said the effort can "save our children from unnecessary disease, disability and death." To support the plan, he said, an all-time high in federal immunization funding is in place -- and more is being sought for next year.

In addition, he said, efforts will be carried out involving all 50 states, 13 territories and 24 large cities to develop community-based immunization action plans. Some \$46 million in immunization grant funds is available this year to help support early implementation of these plans.

The White House ceremony today was also the occasion for announcing new immunization standards. A working group of federal, state, local and private organizations developed the "Standards for Pediatric Immunization Practices" based on a recommendation of the Public Health Service's National Vaccine Advisory Committee. These standards are designed to help health care professionals take advantage of all opportunities to screen and vaccinate children.

- MORE -

community leaders and volunteers is wasted because of the bad intentions of drug dealers and gang members.

When a neighborhood is overridden by crime, businesses are driven away, taking jobs and opportunities with them. Potential investors and would-be employers are scared away; builders and landlords are discouraged because property values plummet. It has become increasingly clear -- to business owners, parents, teachers, public housing residents, to anyone who reads a newspaper -- that law enforcement is an absolute prerequisite for social programs to succeed.

That is why the Weed and Seed strategy works -- because it makes good, common sense.

I have asked Congress to authorize the designation of Weed and Seed communities as enterprise zones. Once law enforcement has done its job, growth and opportunity will be stimulated through investment, job creation and local entrepreneurial activity in crime- and drug-free neighborhoods.

We've seen Weed and Seed work in pilot sites such as Trenton and Kansas City -- and as a result, this year 16 more cities have begun Weed and Seed programs. We're seeking a substantial expansion of the Weed and Seed program for FY 1993 -- we're requesting \$500 million be made available for up to 30 qualifying cities next year. I have also asked Congress to immediately authorize parts of Los Angeles as Weed and Seed sites, so that we can help the community best by focusing our resources on those areas which need it help most.

The Weed and Seed approach is one of the answers people are searching for. As I said in Los Angeles on Friday, it's time we tried something different. A fresh approach. One that gives the word opportunity real meaning. We do believe that work is better than welfare. That independence is better than dependence. That ownership is better than tenancy.

I believe in policies that rely on the community for guidance -- that encourage entrepreneurship, increase investment and create jobs. In my view, the best hope for genuine community renewal lies in those traditional institutions which emerge from the communities themselves -- and which are the best institutions for the moral formation of children: the church, community groups, and most importantly, the family.

In the final analysis, nothing can substitute for the clear moral vision, the discipline, and the respect for authority that strong families, religion and community values provide. By shoring up the foundation of civilized society -- the family and the local community -- our social programs can help fight both poverty and crime.

Weed and Seed seeks to do just that -- by working, as partners, with families, churches and community groups. The program's goal is to create a climate in which these natural institutions can do the job they have done so well for centuries. One resident of a Weed and Seed neighborhood in Seattle, Kathi Lehr, said it best: "I want my neighborhood to be a safe place, where people know and respect each other, and there are spoken

community values about right and change." People like Kathi Lehr are looking for answers, and they need look no further than their own neighborhoods. The people of Philadelphia have found answers -- and they lie in the courage and commitment of their neighbors who are willing to try new solutions and find new hope for us all.

Thank you all very much and keep up the good work. God bless the United States ...

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- 2 -

The President said efforts begun last June by the Administration and six target communities have shown that these barriers to early immunization can be attacked and eliminated -- through such steps as offering immunizations at more convenient hours and walk-in clinics, at public housing facilities and in connection with other health and social service programs.

Four further steps were outlined today:

o A "Plan to Improve Access to Immunization Services" was released, prepared by the Interagency Committee on Immunization. The committee includes representatives of eight federal agencies which serve pre-school aged children in any way, and the plan is meant to ensure that programs are used to help reach children who need to be vaccinated. The plan has 120 activities designed to improve children's access to immunization services through:

- 1) strengthening coordination between federal health, income, housing, education and nutrition programs -- i.e., adding an opportunity for vaccination whenever or wherever various programs interact with kids;
- 2) making vaccine delivery systems more "user friendly" by removing policy and management barriers, such as inconvenient hours or locations; and
- 3) enhancing the vaccine delivery infrastructure -- supplementing the facilities and personnel, often lost or neglected in some urban areas -- to provide immunization services.

o As a major state and local component of the national initiative, HHS is extending implementation of "Immunization Action Plans" to 63 immunization projects in all states and U.S. territories and 24 major cities in FY 1992. The new IAP's follow the "phenomenally successful" demonstration of the approach in six cities during the past year, said HHS Secretary Louis W. Sullivan, M.D. The Immunization Action Plans were first implemented from September 1991 to February 1992 in Dallas; Maricopa County (including Phoenix); South Dakota; Detroit; San Diego County; and Philadelphia. These initial plans are serving as models for guiding the remaining areas in developing their own.

- MORE -

- 3 -

Those areas competing for an award from the \$46 million reserved for Immunization Action Plan implementation must submit their requests to CDC by July 17. Awards will be announced by Sept. 30, 1992. Similar funding is anticipated in FY 1993. While federal funding is expected to help communities implement their plans, in-kind and financial contributions also must come from the state and local communities themselves if the plans are to be fully implemented.

Secretary Sullivan said, "These state and local plans are the cornerstone for improving immunization levels among our children. State and local agencies must get involved in developing sound and comprehensive plans to meet differing local needs -- and to achieve our overall national goals."

o New "Standards for Pediatric Immunization Practices" have been recommended by the National Vaccine Advisory Committee. The standards were developed by a 35-member working group drawn from 23 different public and private sector organizations and from numerous state and local health departments. The primary objective of the Standards is to provide guidance to health care professionals on how to eliminate missed opportunities for vaccination and how to make immunization services free of all barriers by defining and standardizing good immunization practices.

Secretary Sullivan urged health care providers involved in immunizations "to adopt and use these Standards as a primary means of eliminating barriers to immunization and reducing missed opportunities, the greatest contributors to underimmunization in this country."

o The Centers for Disease Control is undertaking a new "National Preschool Immunization Public Information Campaign" as a major component of its overall information and education strategy. The purpose of the campaign is to (1) raise the public's (including health care providers) awareness and knowledge of the underimmunization problem in this country, and (2) create an appropriate demand for early childhood immunization that is coordinated with public and private sector health care systems that deliver these services. The new campaign will include TV, radio and print public service announcements and other information materials for both national and local use.

"Our guiding principle is to reach out to parents and young children to ensure proper vaccination, and to make our immunization services as convenient and user-friendly as possible," Secretary Sullivan said.

Dr. Sullivan said federal spending on immunizations has increased sharply, with FY 1992 spending of \$297 million. The President's request for FY 1993 is \$349 million, or 3-1/2 times the FY 1988 amount.

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

June 13, 1991

REMARKS BY THE PRESIDENT
ON CHILDHOOD IMMUNIZATION

The Rose Garden

9:26 A.M. EDT

THE PRESIDENT: Let me just say at the outset of these remarks how proud I am of our Secretary, who is taking the lead in matters like immunization, the subject at hand today, and so many others. Going across this country, the message of hope, recognizing our shortcomings, but also outlining programs that are essential to the health of this nation.

I'm delighted to see Chairman Whitten here, long interested in the health of our children, and Congressman Norm Lent and three Senators whose passion is this kind of caring for others. And I'm talking about Senator Bumpers, Senator Hatch and Senator Chaffee, all with us here today.

And I also want to just second the motion as to what Lou said about Assistant Secretary Mason and Surgeon General Novello, and, of course, our old associate here who now heads the Center for Disease Control, Bill Roper. Welcome back, Bill. Glad to have you here.

And let me also salute, because this is vital to success of a program like this, the state and local health officials. And I'd be remiss if I didn't signal out this dressy bunch of kids here in the front row. They look great and there's a certain symbolism of having them with us today. And thank you -- their teachers and their families -- for bringing them our way. To them I say I'll try to be brief. (Laughter.) As with immunization, this will only hurt a little. (Laughter.)

When we announced our national education goals, the very first was that by the year 2000 all children in America will start school ready to learn. And that's one reason we put such emphasis on our Healthy Start Initiative. Every child deserves a chance. And in the 1990s, no child in America should be at risk to deadly diseases like diphtheria and polio or the one that Lou was stressing here today, measles.

A decade ago, we hoped to eradicate these threats. And thanks to those of you here today and many others across our country, we have made remarkable progress. And on behalf of a grateful nation then, let me thank all of you and others like you for what you have done by being in the leadership role in these important questions.

I urge you to get on now with the job at hand because

I urge you to get on now with the job at hand because, despite our successes, 1990 brought the largest number of measles cases since 1977 -- 1977 -- a 50-percent increase over '89. And that's why I, again, commend the Secretary of HHS Dr. Sullivan, and Dr. Mason, Surgeon General Novello and Mr. Roper and others for performing their HHS SWAT team to visit six major cities -- Lou gave you the names -- work with state and local officials -- some of you here today.

And they want to learn why kids aren't getting immunized. And they want to get every community mobilized. And out of this testing they'll come forward with ideas that I hope will help this nation's health.

MORE

- 2 -

We've got to find out what works and make sure the word spreads so that the disease does not. By getting to kids at an earlier age, by educating parents and finding creative ways to get them into the clinics, we can see that no child is left vulnerable without a vaccine for preventable childhood diseases.

My budget for '92 calls for an additional \$40 million for the CDC immunization program, targeted especially to communities where the need is the greatest. Overall, federal funding for immunizations has more than doubled since '88. But a problem like this one won't be solved by directives out of the White House, or out of HHS, or out of NIH, or wherever. We've got to assault it from all angles and levels with public health efforts with creative partnerships between the nonprofits and the private sector with conscientious action on the part of parents, teachers and citizens.

And we have plenty of vaccines. But we must do the hard work of logistics, of planning, of coordination to get the medicine to kids who need it, especially in the urban neighborhoods.

So let me thank all of you here today, singling out a few points of light in this effort -- the Junior Leagues, the Children's Action Network, and many other organizations and individuals who have been committed to childhood immunization programs for years. You've been doing the Lord's work for years, long before we've got the proper focus on it here at the federal government. Your remarkable work to build awareness will get results. And I'm certain of that.

Throughout our health policy programs, we're putting new emphasis on prevention. America's a humane and caring society that cannot condone unnecessary suffering. And what's more, to remain a vital society, we can't afford to waste human resources either. Disease prevention represents our best opportunity to reduce the ever-increasing portion of our resources that we now spend to treat preventable illnesses.

For the sake of children who need protection from childhood diseases, we need to try creative ideas like "One-Stop Shopping" for health care, and escorted referral for "express lane" immunization at clinics. By encouraging all health care professionals never to miss a chance to give a shot, we'll have a fighting chance to get ahead of these diseases.

Along with all who serve in health care, today I call on every parent everywhere in America: Don't take a chance. The facilities are there. The vaccines are available. Call your local public health official or your own physician. Please, make sure your child is immunized.

A deadly plague called polio threatened my generation -- darkened the fun of summers and crippled and killed kids. But American ingenuity, fantastic research, stopped that killer. And while some say each generation repeats the mistakes of the last, no generation in America should suffer the plagues of the past.

American decency demands that we not let complacency lead to contagion -- and never let apathy lead to epidemic. So with the efforts of people like you, with the help from these five congressmen

and many members of Congress and many others -- Chairman Whitten, Norm Lent, Senator Bumpers, Senator Hatch and Senator Chafee -- the help of these leads -- Who else did I miss? Where is Arlen? Now, Senator Specter has done something he normally doesn't do, he's blended in with the crowd back there. (Laughter.) But you should be sitting up here so I could finger you. But stand up, because I want these other -- or you could come up with us. But Senator Specter has been a leader in this whole quest for helping kids.

So it's a cooperative effort. And I'm going to approach it that way as we -- I hope our department is. I know Lou Sullivan is. And it's not just the members of Congress, nor the President of the United States. It's all of you. Many of you have been out front

MORE

- 3 -

long before we have. But I thank you. I salute you. And now let's go out and get the job done. And thanks for coming to the White House on this beautiful day.

And, Arlen, if you all would come up, let me just get one quick picture with our health professionals here.

Thank you all very, very much. (Applause.)

Q Mr. President, who will submit your health package to Congress? Who will submit it, sir?

THE PRESIDENT: -- piece by piece. You're hearing a very important part of it right now.

END

9:37 A.M. EDT

News Release

CIGNA Corporation

Hartford, CT 06182
(203) 726-6000

CIGNA

For Release:

IMMEDIATE

Contact:

**Amy DeMarco
(203) 726-4450**

**AMERICAN BUSINESS PAYING BILLIONS
IN MATERNAL/INFANT COSTS WHEN EFFECTIVE PRENATAL CARE
COULD SAVE LIVES AND LOWER COSTS**

WASHINGTON, D.C., APRIL 30, 1992 — Two studies released today by CIGNA Corporation reveal that problem births — involving preterm delivery or other significant health problems for the newborn — are costing American business billions of dollars a year at a time when more effective prenatal care could save lives and lower that bill.

Within their own health benefits programs, American business and their employees will pay an estimated \$5.6 billion in health care costs for mothers and infants, a group in which a surprising one out of 22 pregnancies results in infants with severe health problems. And, American businesses will pay more than an estimated \$4 billion this year for uncompensated health care costs incurred by America's poorest mothers and their newborn babies.

"The studies released today highlight the need for employers to move beyond simply providing coverage," said G. Robert O'Brien, CIGNA executive vice president, who is actively involved in the national health care reform policy discussion.

(more)

CIGNA Corporation itself is not an insurance company. Insurance products and services are sold only by the Corporation's insurance company subsidiaries.

Post-it brand fax transmittal memo 7671
R. COVATTA
AJ THORNS

-2-

"Both studies suggest that increased access to strong prenatal education and care programs for all women will ultimately save billions of dollars, and more importantly, save thousands of infant's lives."

According to a Georgia State University study, "Corporate Costs of Poor Birth Outcomes," approximately one out of four of the babies born to insured women had health problems ranging from mild to severe. If the rate of poor birth outcomes had been 12 percent rather than 25 percent, the total cost of maternal and infant care would have dropped 10 percent — an annual savings of nearly \$3 billion.

Researchers at Georgia State University analyzed CIGNA employer group indemnity claims from nearly 60,000 mother-infant pairs nationwide between September 1, 1989 and August 31, 1991.

Further analysis of the data conducted by CIGNA showed four and one-half percent, or one out of 22, of these infants had very severe health problems — ranging from respiratory distress syndrome to extreme immaturity — primarily caused by a premature birth. Eight percent, or one out of 12 infants, had moderate problems — ranging from perinatal infections to respiratory illnesses.

This study found that on average these problem births cost about \$20,500 for prenatal, delivery and post-delivery care for infants and their mothers, slightly more than double the cost associated with their healthy counterparts. Infants born with extreme immaturity — before 28 weeks or weighing less than 1,000 grams — had some of the most severe medical problems. These infants averaged initial health care costs of about \$77,000, and hospital stays of 37 days.

Six percent of the study group infants were born prematurely, a rate that closely tracks the seven percent national rate that includes the uninsured population.

-3-

A second study, "Impact of Uncompensated Maternity and Infant Care Costs on Employers," conducted by the Center for Health Policy Studies in Maryland, analyzed birth outcomes in New York for mothers with Medicaid coverage for maternity care — and mothers with no maternity care coverage at all. The uncompensated costs for maternal and infant health care in New York — the amount not covered by the patient, Medicaid or some other government program — totaled more than \$216 million in 1989. Nationwide, the uncompensated costs totaled almost \$3 billion in 1989 and is estimated to be \$4 billion this year.

"Improving infant health among all American mothers — poor and affluent — is a complex challenge, involving the mothers themselves, their families, physicians, employers and a variety of support systems," Mr. O'Brien said. "It's a challenge that should be met together by the public and private sectors."

The studies were released at the Corporate Summit for Children, convened in Washington, D.C. today. The Summit seeks to stimulate American businesses to promote improved infant and maternal health. Sponsored by CIGNA, this unique forum is an opportunity for business leaders, policymakers, healthcare providers and educators to work together to develop blueprints for action that can be implemented in the workplace, in the community and in the public policy arena to make a difference for families.

The CIGNA companies are leading providers of insurance, health care, employee benefits, pension and investment management and related financial services to businesses and individuals worldwide.

Copies of both studies released today are available by calling (203) 726-8340.

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Returning Congressional Limit and 1992

Without my personal Campaign Reform Act of finance system I have called our campaign reduce the influence of special interest groups and incumbents to perpetuate special interests and political speech and inevitable treasury to pay of public sub-

Comprehensive campaign to reduce interests and the proposal would committees (PACs) unions, and trade statutorily the workers, implementation's decision in Beck. It would would virtually ling. It would all soft money es and by could restrict the illegals enjoyed nt incumbents hests from ex-ous elections. ms, and I am few of them, the Congress campaign finance on along the I will sign it accept legis- ending limits

or public subsidies, or fails to eliminate special interest PACs.

Further, as I have previously stated, I am opposed to different rules for the House and Senate on matters of ethics and election reform. In several key respects, S. 3 contains separate rules for House and Senate candidates, with no apparent justification other than political expediency.

S. 3 no longer contains the provision that the Senate passed last year abolishing all PACs. Although that provision was overbroad in banning issue-oriented PACs unconnected to special interests, S. 3 would not eliminate any PACs. Instead, the Act provides only a reduced limit on individual PAC contributions to Senate candidates and no change in the status quo in the House. Moreover, the limit on aggregate PAC contributions to House candidates to one-third of the spending limit, \$200,000, is not likely to diminish the heavy reliance of Members on PAC contributions. The average amount a Member of Congress raised from PACs in the last election cycle was \$209,000.

The spending limits for both House and Senate candidates will most likely hurt challengers more than incumbents, especially because S. 3 does little to reduce the advantages of incumbency. Inexplicably, there is no parallel House provision to the sensible Senate provision restricting the use of the frank in an election year. In the last election cycle, the amount incumbent House Members spent on franked mail was three times the total amount spent by all House challengers. The system of public benefits, designed to induce candidates to agree to abide by the spending limits, is unlikely in many cases to overcome the inherent favors of incumbency.

S. 3 contains several unconstitutional provisions, although none more serious than the aggregate spending limits. In *Buckley v. Valeo*, the Supreme Court ruled that to be constitutional, spending limits must be voluntary. There is nothing "voluntary" about the spending limits in this Act. The penalties in S. 3 for candidates who choose not to abide by the spending limits or to accept Treasury funds are punitive—unlike the Presidential campaign system—as well as costly to the taxpayer. For example, if a nonparticipating House candidate spends just one dollar over

80 percent of the spending limit, the participating candidate may spend without limit and receive unlimited Federal matching funds. The subsidies provided for in S. 3 could amount to well over 100 million dollars every election cycle, yet the Act is silent on how these generous Government subsidies would be financed. It seems inevitable that they would be paid for by the American taxpayer. I understand why Members of Congress would be reluctant to ask taxpayers directly to subsidize their reelection campaigns, but given the significant costs of S. 3, its failure to address the funding question is irresponsible.

Our Nation needs campaign finance laws that place the interests of individual citizens and political parties above special interests, and that provide a level playing field between challengers and incumbents. What we do not need is a taxpayer-financed incumbent protection plan. For these reasons, I am vetoing S. 3.

George Bush

The White House, May 9, 1992.

Remarks on Maternal and Infant Health Care May 11, 1992

Thank you, Lou, thank you, Secretary Sullivan, and welcome, everyone. Let me just pay a special thanks to Senator Dale Bumpers and to Congressman Tom Bliley, who have been spearheading many of our prenatal and immunization initiatives on Capitol Hill. They are true leaders for this cause, and we're delighted to see you all here today. Also to Jim Mason, our Assistant Secretary for Health; Bill Roper from Atlanta, doing a superb job as our Director at CDC. And a warm welcome to representatives of the Advertising Council and to all the very special mothers and children who are with us today.

Yesterday, on Mother's Day, millions of Americans took time to appreciate the miracle of motherhood. We thank the mothers who brought us into this world, who taught

us our first lessons about life and love and character. Today, we're taking some vital steps to help American mothers, their children, and their families. We're announcing improved standards and a new action plan for immunization. We're beginning a public service ad campaign to promote an innovative prenatal care program called Healthy Start, the program Dr. Sullivan referred to.

Every year in America thousands of babies are delivered at dangerously low birth weights, and too many of these babies die or suffer chronic illness as a result. Thousands of our young children suffer crippling effects each year from measles and other communicable childhood diseases, and some even die. But the saddest fact of all is this: Most of this death and disease is easily preventable through immunization and through better prenatal care. To the extent they are preventable, they too often reflect bad health choices stemming from ignorance of good health behavior or absence of a defined sense of personal responsibility by the parents.

All of our maternal and child health programs are being improved, integrated, and developed to promote the principles of innovation, of community involvement, and personal responsibility. We are using new and creative approaches to bringing high-risk women into care. To attack this problem we are mobilizing the Nation's best ideas and resources. The hallmarks of our plan can be summed up in two words: immunization and action.

Last June I stood here in the Rose Garden with the Secretary to call for a stronger immunization effort. We sent out teams to six areas of our country to determine how we could do it better. We learned lessons that we're now applying nationwide. I was pleased to be a part of the visit to San Diego in February and happy that representatives of all six communities that we looked at are here with us today.

Today we're announcing a new action plan to get our children vaccinated when it makes the greatest difference, before the age of two. The plan requires more effective coordination to promote vaccination among the various Federal Agencies that serve children. We're helping States and localities with their own immunization plans. And our adminis-

tration's budget for immunization continues to respond to the need. For fiscal '93, we're seeking an increase to \$349 million. We're also announcing new standards for pediatric immunization, the work of an expert panel representing many private and public sector organizations. They're going to help clinics improve their method to provide vaccinations to kids who need them the most.

I salute the leaders again of the Advertising Council for all the volunteer time and talent that you have organized for the cause of infant mortality. I know that public service ad campaigns such as this work. Think of the success of other Ad Council campaigns for kicking the smoking habit, for seatbelts, and for screening for cancer. All such efforts help people show greater responsibility in their own behavior.

Now, I've often thought that the same skill of diligent use of marketing science and communications talents could help motivate Americans to address other problems involving personal responsibility, for instance, keeping families together, encouraging responsible sexual behavior, and other matters of personal and family well-being. So confident that the Ad Council's new campaign will have strong and positive results.

The Council's messages will emphasize that the health of pregnant women and their unborn babies is a matter of concern to every member of a civilized society. When an expectant mother is financially needy or without a husband or a family to support, it is all the more urgent for good neighbors to show that they care. The Ad Council's message, therefore, targets the general public. It calls on all of us for action. The truth is that you'll soon be hearing on television that this: We must not accept high rates of infant deaths because this is America.

The second announcement will implore upon men the importance of their role. Whether a man is an unborn child's father or another family member or friend, it is much he can and should do to help the expectant mother. We cannot underestimate male responsibility.

The third announcement will tell us that proper care begins long before the child is born. Consider this: Babies born as a result of pregnancy with no prenatal care are

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times more likely to die than those whose mothers received care beginning in the first trimester. The full series assures pregnant women in need that they are not alone. Care is available, and good neighbors are being mobilized to help.

The Healthy Start approach represents what we should be doing to solve our social problems: local solutions, local control, local accountability. The first 15 Healthy Start communities were chosen from a long list of applicants. I understand that representatives of many of these communities from around the Nation are here today, and thank you all for your good work.

We're not weighing down these community initiatives with burdensome Federal mandates and command-and-control regulations. We're seeking to empower neighborhood volunteers in local governments to invent effective new ways to help save babies' lives and keep babies and their mothers strong and healthy.

Healthy Start successes will come from people who see neighbors in need and ask, "What can I do to help?" And they follow through on their generous impulses. And they keep noticing and helping more people. I'm talking about people like Minnie Thomas in Oakland, California. An energetic grandmother, she was helping drug abusers when she learned there was no facility for drug abusers who became pregnant. So she opened her own facility called Solid Foundation. And 47 kids have been born to mothers at Solid Foundation, and not one suffered from low birth weight.

Here in Washington, Tawana Fortune-Jones is the woman with the Mom Van, and she knocks on doors in neighborhoods where infant mortality is high. She's enlisted the cooperation of doctors and clinics to establish a Healthy Start Pregnancy Register. She drives the Mom Van, and each morning at 7 a.m. she begins picking up women and taking them to doctors' offices. Afterwards she takes them home, and then she shuttles another group in the afternoon. She's a friend to women who have no other friends, and she's saved and bettered the lives of hundreds of babies. And she's here with us today. Tawana, where are you now? Right over here. Tawana, good neighbors are the heroes

of our cities, and you're the model of a good neighbor. Thank you for what you do.

Unbelievable as it may seem, the innovations of Healthy Start ran into resistance up in Congress where they are still too much wedded to the old bureaucratic ways of doing things. I'm optimistic, though. I believe our approach for empowering people with new ideas is the way of the future. Our crusade for preventive health care for infants and expectant mothers will move a step further when we reform this—overall reform of the health insurance system. I've proposed making every American able to afford a basic health insurance plan of his choice, using credits or vouchers. And through the market system, we would provide needy Americans better health care than they now receive.

These two efforts represent a new way of solving our problems in infant mortality and immunization. Our guiding principle is to reach out: Reach out to young parents, make sure they know what they need to do, and then help them to do it; reach out to community organizations; reach out to the private sector; and reach across the artificial lines in our Government so that any program that touches young children and their parents will become an opportunity point for better health.

We have new kinds of problems, and so we've got to think in new ways. We need to think about all the opportunities that we have to draw in young families who may be left out today, to help them, to inform them. We need to enlist them and enlist our communities to work together to help them. All the community organizations have a tremendous role to play. It's already worked in our six demonstration immunization cities, and I am confident that it's going to work in Healthy Start and in more immunization communities all around this great country.

Thank you all for your leadership. Again, my respects to the two Members of Congress here. Thank the doctors here, and thank all of you working in the communities to make life just a little better for the kids and for the families out there. Thank you all for coming.

Note: The President spoke at 11:16 a.m. in the Rose Garden at the White House.