

**Health Watch
National Board Maps
Strategies For Black
Health Improvement**

The National Board of Advisors of the New York-based Health Watch Information & Promotion Service met recently at the Marriott Marquis to finalize health promotion plans for reaching and informing Black Americans about cancer and other high risk disorders that disproportionately affect the Black population. Health Watch, is a unique communications research and development project, headed by Dr. Norma J. Goodwin, and funded by the National Cancer Institute, to improve the health and longevity of Blacks in America.

"The development, and distribution of culturally sensitive Health Watch messages and services concerning the prevention, early detection, and control of major black killers and disablers," said Dr. Goodwin, "will help to increase awareness and promote more healthful lifestyles and behavior." High risk disorders initially targeted by the project, in addition to cancer, include hypertension, heart disease, diabetes and obesity.

Among planned Health Watch services endorsed by the advisory group for execution in 1987 are: a series of Wellness Seminars which will address issues ranging from prevention and early detection of specific diseases especially prevalent in Blacks, to approaches for enhancing wellness through better nutrition, physical and emotional fitness; a Health Watch newsletter -- "Health Information for Self Preservation", and the dissemination of customized brochures and pamphlets. This health information and promotion system will be supported by direct mailings through national black organizations, as well as major media Awareness Campaigns to provide continuous reinforcement of Health Watch messages.

The Health Watch National Board of Advisors, comprised of distinguished health professionals and experts from the public and private sectors, considered it imperative to issue the following statement concerning high risk disorders in the Black population: "It is important to understand that the disproportionately high

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