

For The Ladies

NNPA FEATURE

Child Watch

by Marian Wright Edelman



PERSONALIZING CHILD SUFFERING

The one-pound, eight-ounce baby was small enough to cradle in my cupped hands. Except when machines helped her out, she struggled for each breath. I was upset, frustrated, and angry that this baby fighting desperately to survive may not live to see her first birthday. If others could see more of the faces behind the statistics, they might be angry enough to demand a change. This child's mother didn't get prenatal care, and this child may be crippled for life as a result. Even though we know we can prevent damage to children at birth and in the first years of life with basic, inexpensive prenatal care, too many mothers do not get that care.

This nation can reduce the

risk of low birth weight babies—and lessen the instances of cerebral palsy, retardation, life-long vision and learning impairments, and other resulting maladies—with minimal preventive investment in prenatal health care. Likewise with immunization—each \$1 spent to immunize a child can save more than \$10 by reducing childhood illness and death from illness. It's sad, and so unnecessary.

Poor women and children are not guaranteed basic health services because they are not budget priorities, pure and simple. If decision-makers had personal contact with child suffering, we would see more action. Since so many policymakers at various levels of

government have not been in a hospital neonatal intensive care unit or boarder baby ward or visited a homeless shelter overcrowded with children and families, they cannot fully appreciate the extent of the problems.

But witnessing some of these horrors can be enough to inspire action. Every community should implement a visitation program to build a strong, motivated, and effective constituency for children. Take political leaders, business representatives, educators, religious leaders, journalists and parents to hospital neonatal and boarder baby wards, clinics, and shelters. What they see might anger them, too, and hopefully motivate action.

Advocates or community members can organize a series of visits to various children's programs and services. Background information about local and national poverty issues, as well as briefings by policy experts should also be included. After the visits, participants can gather to discuss what they saw, and how they might begin to solve the problems.

Visits can stimulate volunteerism, which can improve the availability and quality of services for poor children and families. Visits can bring recognition

Cooking Corner

Tips To Help You

New Pressure Cooker For The 90's

Following last year's celebration of the 50th Anniversary of its first home pressure cooker, National Presto Industries, Inc. is again breaking new ground with the introduction of a sleek, new pressure cooker for the 90's.

The new model has been redesigned for today's emphasis on cooking lighter, leaner, healthier foods. It's the perfect no-fat, no-fuss way to make great-tasting contemporary meals featuring fish, chicken, vegetables, whole grains and legumes.

In addition to being virtually fat-free cooking, pressure cooking also preserves more natural nutrients and brings out the flavors of foods without the need for lots of salt, sugar, heavy seasonings or chemical flavor enhancers. It is considered by many cooks to be the best method for tenderizing today's leaner cuts of beef and pork. And, best of all, it is three to ten times faster than other cooking methods—an especially timely advantage when concerns about nutrition have to be balanced with a greater need for kitchen speed and convenience.



To emphasize these important benefits, the new Presto pressure cooker models all feature a handy guide printed on the handle listing cooking times for many of today's most popular foods. Each unit also comes with an updated English/Spanish instruction guide that conveniently identifies recipes which are Low Calorie or Lower Cholesterol. All recipes include information on calories, fat and cholesterol per serving.

Manufactured in both 4-quart and 6-quart capacities, the new Presto® Pressure Cooker can be purchased in either stainless steel or with a polished aluminum finish.

"I Didn't Know I Had AIDS... Not Until My Baby Was Born With It."



Last year my man died. Now they tell me it was AIDS. At the time I didn't know anything about AIDS. Then I had my baby and I found out about it the hard way. My baby has it, I have it and all because my man was shooting up drugs and sharing needles. Had I known better, I would have made him use condoms, and if that didn't work I'd have stopped being with him. But now... Please don't let this happen to you. You find out about AIDS.

For more information about AIDS, call 1-800-842-AIDS. Nevada AIDS Hotline

AMERICA
RESPONDS
TO AIDS

This is a message from the U.S. Centers for Disease Control.

to good local program providers whose work is often frustrated by limited funds (powerful visitors can become a constituency for them and become a source of volunteers and funds). Visits can bring together community and business leaders, educators, and parents to demonstrate that positive, concrete measures can help solve the problems.

The Children's Defense Fund has launched a visitation program to personalize child suffering and need in the District of Columbia. We are getting ready

to train leaders in other communities to do the same. A D.C. participant plans to volunteer at children's advocacy organizations. Another will use his experience to push for improved local childhood development laws.

Statistics give only part of the story. Many in a position of power may know that 1 in 4 of our infants and toddlers is poor, but have they actually seen homeless shelters teeming with poverty-stricken children?

Visits must not only show suffering, but also hope in posi-

live program models. Too many people believe nothing works, and that they cannot make a difference. But many respond when they see examples of poor children born healthy because their mother received prenatal care, and poor families in transitional housing beginning to achieve stability. I hope you will consider sponsoring a visitation program in your community.

Marian Wright Edelman is president of the Children's Defense Fund, a national voice for children.

MARKETING BOOZE TO BLACKS VIDEO RELEASED

Alcoholic beverage makers are saturating the African-American community with potent advertising campaigns—and potent brews—according to a new video produced by the Center for Science in the Public Interest (CSPI) and the Institute on Black Chemical Abuse (IBCA). The effect, the video charges, is to promote drinking and undermine alcoholism prevention efforts.

The video, "Marketing Booze to Blacks," is based on a report of the same name. It examines the devastation that alcohol is causing and the marketing strategies of alcohol producers. "Alcohol problems still kill far more people, destroy far more

lives, and ruin far more careers than all the illegal drugs put together," said Dr. Walter Faggett, of the National Medical Association.

Alcohol abuse is the leading health and safety problem in Black America according to the National Institute on Alcohol Abuse and Alcoholism. Despite the high level of alcohol-related troubles, alcohol producers continue to target African-Americans as a growing and lucrative market for their products.

Though African-Americans drink less alcohol per capita than whites, drinking in the Black community results in disproportionately high rates of problems,

largely because of inadequate medical care.

Some surprising facts about alcohol and the African-American community are:

- Blacks make up only 12% of the U.S. population, yet account for 18% of the clients in alcohol treatment programs.

- Blacks are twice as likely as whites to die of chronic liver disease or cirrhosis, using age-adjusted death rates.

- Billboards, especially in the inner city, are widely used by alcohol advertisers. For example, in Detroit, 56% of the billboards in low-income neighborhoods were for alcohol and

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