



St. Paul-Ramsey Medical Center.  
Hospital and Medical Center Records.

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QUARTERLY MEDIA REPORT

(October 15, 1982 - March 1, 1983)

submitted by Becky Haas

## EXECUTIVE SUMMARY

The following is the first of ongoing quarterly media reports to be published by the Public Relations Department.

Good media relations are an essential part of St. Paul-Ramsey's overall public relations/marketing goals and objectives. As demonstrated in this report, St. Paul-Ramsey has a larger share of consistent news media coverage than any other hospital in the Twin Cities. This certainly reflects the intense efforts of medical center staff and the public relations department.

The 186 media calls during the past quarter (October 15-March 1) represent an average of 1.92 per working day, which is a 35 percent increase from the previous quarter.

Media telephone calls (inquiries) fall into three categories: patient condition reports, spot news information and feature story requests.

Patient condition reports constitute the largest volume and are coordinated through the public relations office and nursing administration as a service to the media. This service builds positive relationships and provides an opportunity for public relations staff to share other St. Paul-Ramsey news tips with the caller.

Spot news information requests (accidents, crimes, fires, explosions or natural disasters) require 24-hour on-call service by the public relations staff and quick action by hospital staff to maximize St. Paul-Ramsey's image as a critical care center.

Feature story requests provide the greatest potential for quality, in-depth coverage of comprehensive and varied services provided by St. Paul-Ramsey, including research and education. Feature story requests have shown the greatest growth, with 36 calls per quarter compared to 4 per quarter in 1980.

A daily log is kept of all media telephone calls, requests, inquiries and/or visits. The log indicates the callers' names and affiliations, to whom they spoke and the outcome of the call. The public relations department also monitors SPRMC and other hospital media coverage through two outside services: Minnesota Newspaper Association clipping service and Soundclips (a transcription of the audio portion of a radio or television broadcast). These are kept on file in the public relations office.

Included in this report are:

1. Media calls data summary sheet
2. News release copies; summary of reprints on releases
3. Soundclips and newspaper clips with explanations.

- I. MEDIA CALLS  
Total from October 15, 1982 to March 1, 1983 = 186
- II. TOTAL NUMBER OF NEWSCLIPS = 273  
Feature stories 133  
Feature story soundclips 36  
  
SPRMC-mention stories 90  
SPRMC-mention soundclips 14
- III. TOTAL NUMBER OF NEWS RELEASES = 13  
(Minnesota Poison Control System = 5)  
(Other = 8)
- IV. WHERE NEWS RELEASES WERE SENT/WHERE NEWS RELEASES WERE USED.  
(see following pages)



I. MEDIA CALLS -- October 15, 1982-March 1, 1983

Print -- 81

Broadcast -- 105  
(61 TV; 44 radio)

II. TOTAL NUMBER OF NEWSCLIPS

Feature stories -- 133

SPRMC-mention -- 90

Soundclips -- 36

Soundclips -- 14

Topics

	Feature Stories	Sound- clips	SPRMC- mention	Soundclips
<u>Budget</u>	5			
<u>Burn Center</u>	4		4	2
<u>Chemical Dependency</u>	3	1		1
<u>Courses</u>			20	
<u>Emergency Medical Services</u>	5			
<u>Hospital Reports</u>	11	2	3	
<u>Coronary Care</u>	2	1		2
<u>Fundraisers</u>	4			
<u>Health Topics</u>	5	5	6	
<u>Misc</u>	10		1	
<u>Paramedics</u>			4	
<u>Tel Med</u>	1			
<u>Microsurgery</u>	3			
<u>Neonatal Int. Care</u>		3		
<u>Poisons</u>	19	2	2	
<u>Minnesota Poison Control System</u>	61	22	21	
<u>Promotions/Appointments</u>			5	
<u>Patients brought to SPRMC (accidents, etc.)</u>			27	9

This series of stories by WCCO-TV reporter Caroline Lowe on breast reconstruction demonstrates how building a good relationship pays off.

This was a three-part series which had a total air time of about 16 minutes. Caroline Lowe, Dr. Bruce Cunningham and the public relations office at St. Paul-Ramsey worked on this story for almost one year, on and off. It took that long for the reporter, with the help of public relations, to convince the station's management that it was a worthwhile story that would not offend any viewers; for the women to build up enough trust in the reporter (with the help from Dr. Cunningham and public relations) to tell their "very private" stories; and to edit the final pieces (again, with public relations input) so that what was shown on television was sensitive, factual and insightful.

The overall response to the series was positive. WCCO received many telephone calls from women who had had mastectomies and were moved by the series and wanted more information.

This series was taken out of many conversations (and other stories taped at St. Paul-Ramsey) with the reporter by public relations and keeping her update on what's new at the medical center.

WCCO-TV estimates that over one-half million people watched the breast reconstruction story each night.

HE/H

# sound clips

**CLIENT** St. Paul Ramsey  
Medical Center

**STATION** WCCO TV

**DATE** 1/17/83

**SCRIPT** B 630

**TIME** 10 P.M.

**LENGTH** 4:10

Pat Miles

This year more than one hundred and fourteen thousand American women are expected to get breast cancer for the first time. More than thirty-seven thousand women are expected to die from the disease in 1983 and if current trends continue, almost ten percent of the adult female population in this country will eventually develop breast cancer. Photographer Gordon Bartusch and reporter Caroline Lowe have prepared a series of special reports this week on new surgical procedures which offer hope



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The Wingate story demonstrates that the potential for insensitive, exploitative or sensational spot news coverage can be redirected into a very positive media portrayal of human concern.

The story itself was traumatic for everyone involved. However, because of quick action by the ER staff and a base of media trust, St. Paul-Ramsey was portrayed as having a very "caring staff" in an emergency situation.

It was the ER staff's decision to set up radio communication between the mother and the son, an intervention which may have saved the son's life. Based on other experiences with St. Paul-Ramsey's emergency staff, reporters were willing to be very patient in an event that lasted over two hours. During the entire time, Millie Brown, R.N., physically supported the mother so that she could talk to her son over the radiophone. Both print and television reporters cooperated and followed Becky Haas' instructions as to when they could film the mother talking to the son and when they could not. Pictures of Mrs. Brown supporting and soothing the mother conveyed the compassion of the St. Paul-Ramsey ER staff and changed a routine police story into a documentary of one family's difficulties. It was due to the quality of these television pictures that CBS national news chose to air this local story the following day on its morning and evening reports.

This entire event happened in the course of one afternoon and the Becky Haas was notified five minutes before the mother's arrival. This incident demonstrates the culmination of efforts by the Public Relations Office and the Emergency Medicine Department to build a good working relationship with the media.

The boy's father later praised the ER staff and noted the restraint and sensitivity of the media.



# sound clips

● **CLIENT** St. Paul Ramsey  
Medical Center

**STATION** WCCO TV

**DATE** 1/5/83

**SCRIPT** B 516

**TIME** 5:00 PM

**LENGTH** 1:08

Caroline  
Lowe

Well, Barb, the Emergency Room at St. Paul Ramsey Medical Center was the scene of a very dramatic appeal this afternoon by the young man's mother, Margaret Wingate. Lying on a hospital bed and surrounded by the medical staff, Mrs. Wingate communicated for almost an hour with her son on a paramedics radio while he was in the standoff with police. She assured her son that she was okay and that she wanted to get him some help. She begged him to surrender and not to kill himself or anyone else.



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# sound clips

**CLIENT** St. Paul Ramsey  
Medical Center

**STATION** WCCO TV

**DATE** 1/5/83

**SCRIPT** B 519

**TIME** 6:00 PM

**LENGTH** 2:16

Dave  
Moore

A Cottage Grove teenager is in custody this evening following a dramatic turn of events this afternoon. Barb Braun has the story from our WCCO St. Paul Newsroom: Barb.

Braun

Dave, the story involves dozens of law enforcement officers, high speed car chase, a sixteen year old and his mother whom he shot early this afternoon.

Officer

Put the gun down. Your mom is doing fine, put the gun down.



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# sound clips

**CLIENT** St. Paul Ramsey  
Medical Center

**STATION** WCCO TV

**DATE** 1/5/83

**SCRIPT** B 522

**TIME** 10:45 PM

**LENGTH** 1:25

Pat Miles

It began as a family argument, before it was over, though, a sixteen year old boy shot his mother, led police on a high speed chase and held them at bay for over an hour. Tonight the boy is in custody, Barb Braun reports.

Mrs.  
Wingate

Please, come on and see me, I want you to see me. Everythings all right I want to see you Mark, please put the gun down and come out Mark.

Braun

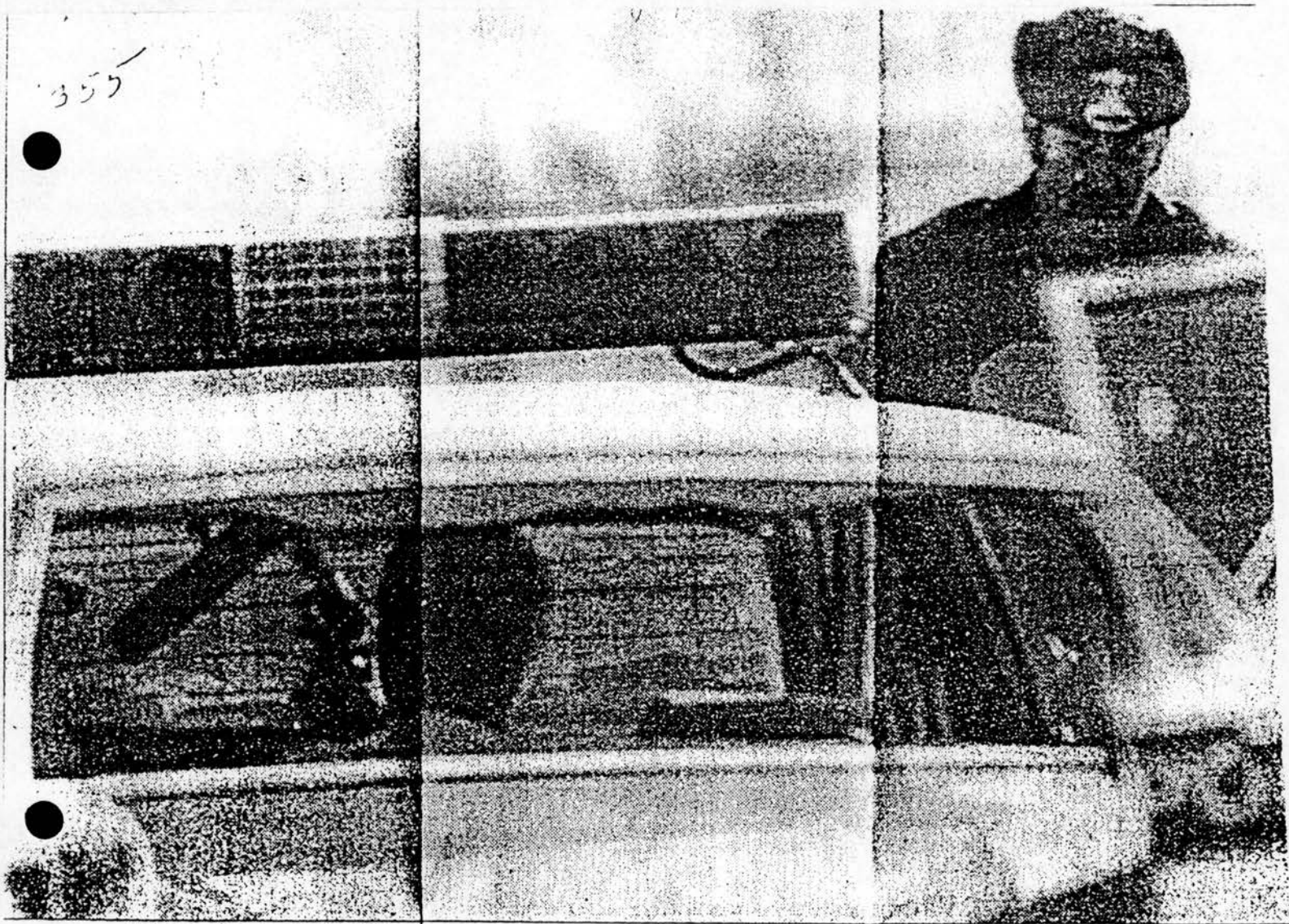
A mothers plea to her son not to shoot himself, to turn himself in. A





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A 16-year-old Cottage Grove youth waves a revolver during the standoff

Wednesday that kept negotiators talking for nearly 90 minutes on Highway 61 in St. Paul. He is sitting in his car, surrounded by police cars.

Bill Dav

# After mother shot, 16-year-old holds off police, then surrenders

By Katherine Lanpher  
Staff Writer

For 90 minutes Wednesday, a 16-year-old Cottage Grove youth, who allegedly shot his mother, held police officers and traffic at bay on a short stretch of Highway 61 in St. Paul by pointing a revolver at his head.

The boy finally unloaded the gun and gave himself up to a negotiating team about 3 p.m., more than two hours after the shooting.

The stand-off started around 1:30 p.m., when the youth lost control of the Oldsmobile he was driving and police blocked it between Warner Road and Burns Avenue on Highway 61.

About the last 45 minutes of negotiations included the boy's mother, Margaret Winte, 38, who talked with her son by radio from the emergency room at St. Paul-Ramsey Medical Center. She was at the hospital

The incident started at 12:41 p.m. when Cottage Grove police received a report of the shooting at 7378 S. Iverson Ave. On their way there, they were informed the boy had left.

The mother told police her son had taken the family car and two guns, a .357-caliber revolver and a .22-caliber revolver. A police radio broadcast said the boy was believed to be heading to the airport and Florida, where he attends school and lives with his natural father.

After leaving his mother's house, he went to a Cottage Grove bank and attempted to cash a \$500 check she had given him.

He was sighted on Highway 61 about the same time by a Woodbury police officer and a State Patrol aircraft. The chase that ended between Warner Road and Burns Avenue at times reached speeds of 100 mph and included cars from departments in Newport, St. Paul Park, St. Paul, Woodbury and Oakdale.

only one hand on the steering wheel, as he continually kept one of his guns held to his head during the chase, Cottage Grove police chief Dennis Cusick said.

At one point the boy lost control of his car and slid into a ditch, Cusick said. Officers were hesitant to approach him and he backed out and sped away, ramming several police cars in the process.

At some point during the chase, officers shot at the car, shattering the back window and piercing the inner roof of the car. Cusick said he was not sure who fired the shots, but that it was not a Cottage Grove officer.

Two St. Paul police cars blocked the youth's path as he passed Warner Road heading toward Burns Avenue. His car rammed into the two police units and then he tried to back up, losing control of the car spinning completely around.

A Cottage Grove youth



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The Sunday Picture Magazine story on Microsurgery is probably the best evidence of how the News Service system works.

Becky Haas sent a news release to the editor of the Picture Magazine suggesting microsurgery as a possible topic. The editor assigned medical reporter Lewis Cope and photographer Mike Zerby to the story. They asked to follow a patient through the surgery and waited almost nine months for a patient.

In the interim, both Zerby and Cope came to St. Paul-Ramsey (at Becky Haas' request), visited the operating room, met the head nurses and other staff, and interviewed Dr. Cunningham about what happens when a patient arrives at the medical center with an amputated limb. All of the proper clearances were obtained and both the reporter and the photographer agreed to scrap their work if the patient chose not to participate.

Then the wait. The patient arrived at the medical center on a Saturday evening. The ER alerted Dr. Cunningham. Cunningham called Becky Haas who called the photographer and reporter.

Haas met the reporter and photographer at the hospital and escorted them to the operating room. Their work went smoothly, since all of the prior clearances had been made.

The next day, the reporter and the photographer (accompanied by Dr. Cunningham and Haas) met the patient and discussed the story possibilities. The patient signed a release form and the reporter and photographer were introduced to all the nursing staff on 6E and 6W, which allowed them to come and go as necessary. During the next week or so, the patient spent many hours with both Cope and Zerby.

The result: an in-depth look at St. Paul-Ramsey's critical care services.

The Minneapolis Star and Tribune estimates that the Sunday Picture Magazine is read by four Minnesotans (some Wisconsin and North and South Dakotas) per 500,080 circulated or well over 2.5 million readers. The Sunday Picture Magazine also has a ripple effect in that people tend to save it long after the rest of the newspaper is gone.



# Microsurgery saves a man's severed hand

Staff Photos by Mike Zerby

By Lewis Cope  
Staff Writer

"I never figured I'd see that hand again," Joe Adamietz said as he stared in awe at his bandaged left hand. It was the morning after a team of surgeons—using microsurgery and other specialized techniques—had reattached it.

His hand had been cut all the way through the bone, just below the wrist, in a sawing accident. Only a flabby band of tissue held it to his arm when Adamietz arrived at St. Paul-Ramsey Medical Center after a three-hour ambulance trip from Staples, Minn., where the accident occurred. The hand was ghostly white from lack of any blood-flow connections.

In the operation, surgeons worked under a microscope to reconnect three small but vital blood vessels. They used needles the size of a child's eyelashes and surgical thread so tiny that it was visible only when it caught the gleam of the microscope's high-powered light.

To reattach the bone, they used pins, wires and a "shish-kebab" technique. They also hooked up severed tendons and a nerve pathway. Finally, four hours after they began, they sewed the last stitch to close the skin.

When Dr. Bruce Cunningham, the surgery-team chief, came to visit the next morning, the 56-year-old Adamietz asked, "Do you want see me wiggle the thumb?" Without waiting for an answer, the proud patient moved his thumb up and down.

"Wait till you get to therapy to move that hand," Cunningham cautioned. "But everything looks very good at this point," he reassured Adamietz. Still, he said, a serious infection or other complications in the following few days could force amputation. As the doctor changed the dressing, he asked how the accident happened.

Adamietz, a retired railroad conductor who operates a 15-acre farm, explained that he was cutting wood with a power saw that ran off his tractor.

"The saw caught my mitten," Adamietz said, and it pulled his hand into the whirling blade.

"You were wearing wool gloves?" Cunningham asked.

"How did you know?" Adamietz replied.

Cunningham explained that as he was beginning the operation the night before, he had found some small bits of wool in the wound.

"We took it out—you didn't need it," the

doctor said, and they shared a smile.

Adamietz said he was lucky he didn't pass out and bleed to death, and Cunningham nodded in agreement.

"I shut the tractor off, got into the house, held the hand, dialed 9 and asked for an ambulance," Adamietz said. When he released his hold on the severed hand, "The blood shot all over the place." But a minute later a neighbor who drove by to pick up hay ended up driving Adamietz to the hospital a mile away.

It would have taken only seconds for the doctor in Staples to snip off the remaining tissue holding Adamietz's dangling hand. Instead the doctor controlled the bleeding, put an ice bag around the hand, then started Adamietz on his way by ambulance to the Twin Cities. Keeping the hand cool reduced the metabolic activity, staving off damage from the lack of blood supply.

The ambulance took Adamietz to St. Paul-Ramsey Medical Center, where the hospital's Microsurgery and Replantation Center had been alerted. While surgeons at several Twin Cities hospitals have reattached hands on occasion, the replantation center serves as a regional resource for Minnesota and adjoining states. The University of Minnesota Surgery Department sponsors the program.

Adamietz's accident occurred about 1 p.m. on Nov. 20, and he arrived at St. Paul-Ramsey at 4:45 p.m. Then:

**6:03 p.m.:** Three surgeons, three surgical nurses and a nurse-anesthetist began the operation. After briefly examining the hand, the doctors turned their eyes to a light box on the wall where just-developed x-rays of the virtually severed hand were displayed.

"In some ways it's easier if the hand is totally severed from the arm," Cunningham said. When there is no connection at all, the arm can be shortened by up to several inches, if necessary, to get rid of a damaged section and make for an easy hookup of severed blood vessels.

Getting the blood vessels to come together would be a little tougher in Adamietz's case. But that flap of skin, on the palm side, had its value. It contained some of the tendons that help move the fingers. That should mean somewhat better finger movement after surgery than if all the tendons had to be reconnected, Cunningham said.

Wearing magnifying loupes like a jeweler's, Cunningham went to work. With blood flow through the arm cut off by a tourniquet, he examined in detail the damage done by the saw to the blood vessels in Adamietz's hand. Then, using an instrument that looks surprisingly like a handy-





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III. & IV. NEWS RELEASES -- October 15, 1982-March 1, 1983

<u>TITLE/AUTHOR</u>	<u>DATE</u>	<u>SENT TO:</u>	<u>RELEASE USED IN:</u>
"Poison prevention week, March 20-26, 1983", Haas	3-3-83	144 newspapers (news release mailing list)	
"Be prepared to save a life", B. Haas	March	34 Talk Shows	WCCO-FM, Allen Searle, 60 sec. (aired 20 times) 3-7/3-25 KNSP-Staples KRI KSTP-FM, Peter May 3-15. WCCO-AM KSTP-TV KSJN-AM WTCN-TV
"Comprehensive health plan for seniors formed", B. Haas George Halvorson	2-25-83	144 newspapers	Coon Rapids Herald, 3-4 ABC Newspapers, Blaine, 3-4-83 Mpls. Star & Trib. St. Paul Pioneer Press
"Talk Show Guest Ideas; Dr. Tofte, Dr. Holtan, Dr. Frey, and Dr. Scanlan, B. Haas	2-7-83	34 Talk Shows	Dr. Holtan, KSTP-FM KSJN AM KRIS Dr. Scanlan, KSTP AM WWTC Dr. Tofte, WTCN TV
"Warning: the holidays can be hazardous to your health", Haas	12-13-82	144 newspapers	Ellendale Eagle, 12-22-82 Lake Minnetonka Sun Richfield Sun So. St. Paul Sun W. St. Paul Sun Columbia Hts. Sun Fridley Sun Record, E. Grand Forks, 12-24-82 Tri-County Record, Rushford, 12-23-82 Virginia-Mesabi Daily, 12-19

<u>TITLE/AUTHOR</u>	<u>DATE</u>	<u>SENT TO:</u>	<u>RELEASE USED IN:</u>
"Christmas activities underway at St. Paul-Ramsey", J. Schwanke	12-6-82	To Twin City Area newspapers	Lake Minnetonka Sailor, 12-13 Eden Prairie Sailor 12-13 Excelsior Shoreview Sailor, 12-13 Hopkins-Minnetonka, 12-13 St. Louis Park Sailor, 12-13 W. Lake Minnetonka Sailor, 12-13 Skyway News, 12-15
"Aviation physican exams available at Eagan Clinic", B. Haas	12-3-82	Eagan Chronicle	Eagan Chronicle News, 10-28
"Call 911 for help but it is important to know when", B. Haas	12-2-82	East Metro newspapers	St. Paul-Community Reporter, 1-6-83 Frogtown Forum, 2-83 The Sunrise, 1-83 Stillwater Daily Gazette, 12-20-82
"Risk of food poisoning higher during holiday season; state poison system offers guidelines", Haas	11-17-82	144 newspapers	Rockford-Crow River News, 12-8-82 White Bear Press, 12-22-82 W. Douglas County Record, 12-23-82
"National Institutes of Health awards grant to St. Paul-Ramsey for research on Alzheimer's", B. Haas	11-4-82	Star & Tribune Pioneer Press St. Paul Dispatch Roseville, Shoreville, Arden Hills, Falcon Hts., Press Publications Lillie Suburban News	

<u>TITLE/AUTHOR</u>	<u>DATE</u>	<u>SENT TO:</u>	<u>RELEASED USED IN:</u>
"Enrichment program sponsored for volunteers and interested persons", B. Haas	10-28-82	East Metro newspapers	
Cancer support group, B. Haas	10-26-82	St. Paul and surrounding newspapers. (Maplewood Review, Sun News, etc.)	
"Minnesota poison control system offers guidelines for children trick or treating", B. Haas	10-22-82	144 newspapers	Detroit Lakes-Becker County Record, 10-25 Stillwater Gazette, 10-26 Fairmont-Sentinel, 10-26-82 Brainerd Daily Dispatch, 10-26 Austin Daily Herald, 10-26 Faribault-Daily News, 10-26 Pine River Journal, 10-27 Maplewood Review, 10-27 Preston Republican, 10-28 Sauk Rapids Herald, 10-28 Swift County News, 10-27 Aitkin Independent Age, 10-27 Clara City Herald, 10-27 Bloomington Sun, 10-28 Chatfield News, 10-27 Grand Marais-News Herald, 10-28 Forest Lake Times, 10-28 Grant County Herald, 10-28 No. Hennepin Post, 10-28

TITLE/AUTHOR

DATE

SENT TO:

RELEASE USED IN:

Brooklyn Park Post,  
10-28

St. Paul Pioneer  
Press, 10-30

Stillwater Weekly  
Gazette, 10-30

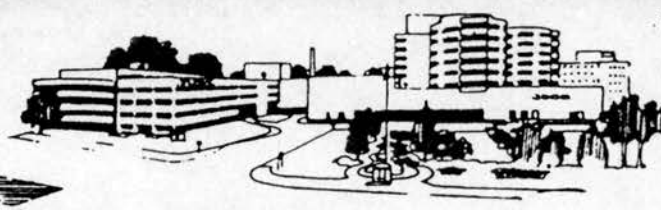
Crookston Times  
10-28

Lindstrom-Chisago  
County Press,  
10-28

Osseo-Maple Grove  
Press, 10-28

Montivideo Am.





# St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

Available: Immediately  
Contact: Becky Haas, 221-2028  
February 7, 1983

*sent to  
34 Talk Shows.  
(list attached)*

## TALK SHOW GUEST IDEAS

ROBERT TOFTE, M.D., or NEAL HOLTAN, M.D. -- these two are the medical directors of the new International Travel Clinic. The idea behind this clinic is to make keeping healthy a lot easier on the long, complicated international trip or on an exotic vacation. Before this clinic and before any international trip, travelers had to run all over town getting health care advice, immunizations and/or medications. And most aren't getting the proper care or advice. It is estimated that only 30 percent of American tourists who need anti-malaria medication actually get it. If travelers aren't getting the medication for something as important as malaria, imagine what else they're missing.

Because both Tofte and Holtan have traveled a great deal they have first hand knowledge of what to do or not to do depending upon where you are. The clinic's specialty is individualized travel health care: tailored to meet medical needs and histories as well as travel itineraries.

- more -

Talk Show guests

Page 2

Contact: Becky Haas, 221-2028

Both Tofte and Holtan can speak simply about the subject, and although the airlines say business is down, travel and travel horror stories are not. The word needs to get out.

WILLIAM FREY, II, PH.D. -- a well-known biochemist whose current research project on Alzheimer's disease (senile dementia) is making news. Frey and his research team are taking a new approach in studying this disease and are just now beginning to come up with some significant findings.

Alzheimer's or dementia is the fifth leading cause of death in the United States. Although the risk of this disease increases with age, it can occur in individuals as young as 40. It is characterized by memory loss, confusion and disorientation. Most persons with the disease eventually require nursing home care. The cost in human suffering to the patient, their families and to the physician unable to treat the disease is great. The financial burden to the family and to the government is staggering. Let Frey explain this disease, its symptoms, the genetic factors as well as the gains made by research to your audience. Frey is a good simple speaker who will interest any of your listeners or viewers.

- more

Talk show guests

Page 3

Contact: Becky Haas, 221-2028

JOHN SCANLAN, M.D. -- a psychiatrist and president of Ramsey Clinic Associates, P.A., who feels the need to have an open discussion about the costs of lifesaving emergency measures and who can or should make decisions about when to administer lifesaving emergency health care.

Consider the following scenario: A man has a heart attack at home. He stops breathing and becomes cyanotic (turns blue). His wife calls the paramedics. They arrive and resuscitate the man while enroute to the hospital. Once at the hospital, the doctors take over. The man's vital signs improve; then rapidly fall. Everything, including surgery, is done to keep the man alive. Two hours and \$4,000 later, he dies. An expensive medical bill for the family. Was it all necessary? Who should make the choice to stop emergency measures? And at what point? If the man would have lived, would that be a small price to pay for life? All are hard questions. No one has any answers. But Scanlan could offer some interesting insights into the choices and costs surrounding emergency lifesaving health care. It's a topic that we all need to think and talk about.

14<sup>th</sup> North Suburban/News Show  
5215 Industry Avenue  
P.O. Box 1470  
Anoka, MN 55303

KDGY AM  
10332 Bloomington Freeway  
PO Box 20016  
Bloomington, MN 55420  
Attn: Julie Leifermann

KRSI AM  
11320 Valley View Road  
Eden Prairie, MN 55344  
Attn: Carol Hall

KQRS AM/FM  
917 North Lilac Drive  
Golden Valley, MN 55422  
Attn: Ellen Hawley

KUXL AM  
5730 Duluth St.  
Golden Valley, MN 55422  
Attn: Scot Combs

KBEM FM  
1101 3rd Avenue S.  
Mpls., MN 55404  
Attn: Greg Marsten

KFAI FM  
3104 16th Avenue So.  
Mpls., MN 55407  
Attn: Glen McCluskey

KSTP TV  
3415 University Avenue  
St. Paul, MN 55114  
Attn: Gary Schendal

KSTP TV  
3415 University Avenue  
St. Paul, MN 55114  
Attn: Jim Peck/Pam Ward

KSTP TV  
3415 University Avenue  
St. Paul, MN 55114  
Attn: Dick Pomerantz

KTCA TV  
1640 Como Avenue  
St. Paul, Minnesota 55108  
Attn: Denise Johnson

Edina, MN 55435 ch. 9  
Attn: Tony Burden FMSP

WTCN TV  
441 Boone Avenue North  
Golden Valley, MN 55427  
Attn: Warren Martin  
Nancy Nelson

WCCO TV  
30 South 9th St.  
Mpls., MN 55402  
Attn: Bill Carlson  
Cindy Osborn

WAYL AM  
2110 Cliff Road  
Eagan, MN 55122  
Attn: Bill Davey

WAYL FM  
2110 Cliff Road  
Eagan, MN 55122  
Attn: Bob Allard

KTIS AM  
Northwestern College  
3003 No. Snelling Ave.  
Roseville, MN 55113  
Attn: Don Rupp

KTIS AM  
Northwestern College  
3003 No. Snelling Ave.  
Roseville, MN 55113  
Attn: Neil Stavem

KDWB AM  
P.O. Box 7630  
St. Paul, MN 55119  
Attn: Mary Campbell

KSJN AM  
45 E. 8th St.  
St. Paul, MN 55101  
Attn: John Merli  
Bob Potter

KSJN FM  
45 E. 8th St.  
St. Paul, MN 55101  
Attn: Rich Dietman

KMOJ FM  
810 5th Avenue North  
Mpls., MN 55405  
Attn: Jeanette Cotton

New Hope, MN 55427 AM  
Attn: Michael Fisher

KTCR FM  
3800 Minnehaha Ave. So.  
Mpls., MN 55406  
Attn: Jerry Cuning

KUOM AM  
University of Minnesota  
Rm. 550, Rarig Center  
Mpls., MN 55455  
Attn: Andy Marlow

WCCO AM  
625 2nd Avenue So.  
Mpls., MN 55402  
Attn: Sue Frase

WCCO AM  
625 2nd Ave. So.  
Mpls., MN 55402  
Attn: Dan Hertsgaard

WCCO FM  
215 So. 11th St.  
Mpls., MN 55403  
Attn: David Haeg

WWTC AM  
123 Grant Street E.  
Mpls., MN 55403  
Attn: Don Thompson

KSTP AM  
3415 University Avenue  
St. Paul, MN 55114  
Attn: Kelly Nolan

KSTP AM  
3415 University Avenue  
St. Paul, MN 55114  
Attn: Dave Hellerman

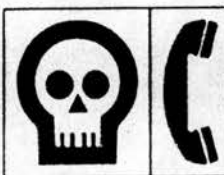
KSTP FM  
3415 University Avenue  
St. Paul, MN 55114  
Attn: Peter May

KSMN AM  
421 E. First Avenue  
P.O. Box 66  
Shakopee, MN 55379-0066  
Attn: Tom Nord



KSJN AM/FM  
45 E. 8th St.  
St. Paul, MN 55101  
Attn: Bob Aronson

**Minnesota  
Poison  
Control  
System**



1-800-222-1222 (toll free—Statewide)

221-2113 (Twin Cities)

Co-Medical Directors  
Samuel W. Hall, Jr. M.D.  
Kusum Saxena, M.D.

Managing Director  
Rick Kingston, Pharm. D.

Member American Association of Poison Control Centers

NEWS RELEASE

CONTACT: Becky Haas, 221-2028

Dec. 13, 1982

For Immediate Release

Warning: the holidays can be  
hazardous to your health

The holidays are here and with this time of year comes beautiful plants, Christmas trees all trimmed and sparkling, good times with family and friends and children anxiously awaiting Santa's arrival.

But amidst all this hustle and bustle, some of these holiday decorations can be poisonous.

Most people do not realize that just one or two mistletoe berries can be fatal if digested by a child or that one-half to one ounce of alcohol can cause a child to become unconscious, have convulsions and possibly stop breathing.

"We do not want to alarm people unnecessarily. However, it is important to know that some holiday items have the potential for creating a serious poisoning. By taking a few minutes to become aware of which items can be problems and taking the necessary precautions; everyone can have a safe holiday season," said Samuel Hall, M.D., co-medical director of the Minnesota Poison Control System at St. Paul-Ramsey Medical Center.

Hall offers the following guidelines for ensuring safety during the holidays:

-more-



1. Alcohol is potentially the most dangerous poison people have in their homes during the holiday season. In relatively small amounts (one-half to one ounce) alcohol can cause severe problems in a child. Keep all liquor, beer and wine out of the reach of small children. After parties make sure all glasses are emptied and not left setting on tables. Often curious children empty the glasses as they have seen the adults do. Also alcohol is the main ingredient in colognes, perfumes and aftershaves. Alcohol used in baking or cooking is safe for children because the alcohol vaporizes with heat.

2. Pointsettias are not as poisonous as originally believed. This is basically a safe plant to have in the home. If large amounts of the plant are ingested it could potentially be a serious problem.

3. All parts of the Jerusalem Cherry plant are very poisonous. If any of this plant is ingested the poison control center should be called immediately.

4. The Mistletoe is another dangerous plant. All parts of this plant are very poisonous. If any part of this plant is ingested the poison control center should be called immediately. Also remember that the berries fall off the Mistletoe, so hanging it above doorways, etc., does not ensure safety. Children always have a way of finding things on the floor.

5. A relatively non-toxic plant is the Christmas Cactus. However, if large amounts of this plant are ingested it could cause vomiting and diarrhea.

6. Holly plants are very poisonous and if parts of this plant are ingested the poison center should be called immediately. This plant also has berries and leaves that fall off as the plant dries. Be aware of this.
7. Generally, Christmas trees do not cause any problems. But if the needles are ingested they may cause an upset stomach and some vomiting. Also the needles are very sharp and may scratch or stick in the mouth or throat.
8. Preservatives for Christmas trees are usually a sugar solution and are not toxic. If the solution is homemade, caution should be taken depending upon the ingredients used. Anyone with questions about the ingredients should call the poison center.
9. Evergreen scent spray is a non-toxic product, however, when spraying caution should be used so that the product is not inhaled.
10. Snow spray is also non-toxic and again, caution should be used when spraying so that the product is not inhaled.
11. Tinsel and icicles are usually not a problem if small amounts are ingested. If large amounts are ingested or coughing or choking occur the poison center should be called immediately.
12. Shellacked ornaments are not poisonous if ingested because the shellac is non-toxic once it has dried.
13. Snow globes generally contain liquids and snow particles that are not poisonous.

Holiday hazards

Contact: Becky Haas, 221-2028

Dec. 13, 1982

Page 4

If anyone has any questions about poisonous holiday decorations, etc., or suspects a poisoning they should contact the poison center immediately. The number to call for Twin City residents is 221-2113. Outstate residents may call toll-free 1-800-222-1222. Poison Information Specialists will be available 24 hours a day, seven days a week to answer all calls.

The Minnesota Poison Control System is the state-designated poison information and emergency center based at St. Paul-Ramsey. The center, in conjunction with other Minnesota hospitals in the poison system, is concerned about the safety of the state's residents during this holiday season.

CLIPPING SERVICE

FRIDLEY SUN  
Hennepin Co.

DEC 23 1982

## Warning: holidays can be hazardous to your health

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# St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

## NEWS RELEASE

Contact: Jane Schwanke, 221-2733

December 6, 1982

For Immediate Release

### Christmas activities underway at St. Paul-Ramsey

A Christmas committee has once again been formed at St. Paul-Ramsey Medical Center, and plans are underway for various holiday activities for patients and staff.

The theme of Christmas at St. Paul-Ramsey this year is "Christmas Through the Years: Past, Present and Future". Various medical center departments are decorating their units in keeping with the theme, and their efforts will be judged December 14.

Gifts will be distributed to all inpatients, as well as outpatients in the emergency room on Christmas day. Staff members will present adult patients with Norfolk pine trees and the children will receive stockings. Burn Center patients will receive silk flowers.

Staff members will be treated to an assortment of desserts and fruits at an Employee Christmas Celebration December 15.

St. Paul Ramsey invites church, school or community groups that wish to carol and entertain patients during the holiday season to contact Diane Lundgren at 221-3766 between 8 a.m. and 4 p.m.

-30-

NOTE: To inquire about patients from your community please call 221-2028.



DEC 18 1982

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SEN—Hennepin Co.

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SAILOR

HOPKINS-

MINNETONKA SEN

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COMMUNITY NEWS

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DEC 18 1982

MNA CLIPPING SERVICE

West

LAKE MINNETONKA

SEN—Hennepin Co.

SAILOR

DEC 18 1982

## Christmas activities begin at hospital

355  
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scrapbook

**RAMSEY CLINIC  
ASSOCIATES, P.A.**  
Executive Offices

Suite 9, North Building • 640 Jackson Street • St. Paul, Minnesota 55101 • 612/221-2025

NEWS RELEASE

CONTACT: Becky Haas, 221-2028

Dec. 3, 1982

Aviation physical exams  
available at Eagan Clinic

Aircraft pilots who need to have a physical exam to meet licensure or insurance requirements may contact Dr. Douglas Knight at the Eagan Clinic.

Dr. Knight, a family practitioner, recently returned from a FAA (Federal Aviation Administration) seminar in Savannah, Georgia concerning aerospace medicine. While there, Dr. Knight was re-certified as a senior aviation medical examiner. This certification qualifies him to perform all classes of physical examinations for pilots.

An active private pilot for seven years, Dr. Knight has been an aviation medical examiner for six years.

Pilots with Class 1 physicals are required to have an examination every six months. Those with Class 2 physicals are required to be examined annually and those with Class 3 physicals are required to have an exam every two years.

For more information or to make an appointment, pilots may contact Dr. Knight at the Eagan Clinic by calling 452-2230.



## St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

### NEWS RELEASE

Contact: Becky Haas, 221-2028

Dec. 2, 1982

For Immediate Release

Call 911 for help but it is  
important to know when.

With the kickoff of the new 911 telephone emergency system in the seven county metropolitan area, Twin Cities residents will now have faster access to fire, police and medical emergency help.

"Although the system is designed to get help to those in need faster, misuse of the system will also delay getting help to those who really need it," said Dr. Robert van Tyn, St. Paul-Ramsey Medical Center ambulance program co-medical director and emergency medicine consultant.

According to statistics collected by the Office of Emergency Medical Services at St. Paul-Ramsey 10,500 patients last year in Ramsey County alone were transported by an ambulance to a hospital. In St. Paul over 7,000 people called for ambulance assistance and were transported to a hospital.

These numbers only represent the patients actually taken to a hospital for medical care by an ambulance. Last year many, many more people had minor medical emergencies and sought help on their own and many more called an ambulance for what turned out to be a "false alarm".

When should people call for help in a medical emergency?

-more-

Call for help

Page 2

Contact: Becky Haas, 221-2028

According to Dr. van Tyn there are several situations when people should call for an ambulance immediately. "It is important for people to know that there are trained emergency technicians and paramedics ready to help within a matter of minutes. All anyone has to do is pick up the telephone," Dr. van Tyn said.

He added that although no one plans to have an emergency everyone should be prepared: know CPR and basic first aid.

The ambulance program at St. Paul-Ramsey provides for the training of paramedics and emergency medical technicians, direction of patient care by radio to the scene of the emergency and general medical advice to the ambulance services in many communities. These communities include St. Paul, White Bear Lake, Maplewood, Lower St. Croix, Cottage Grove, Oakdale, Mahtomedi, Woodbury, Falcon Heights and North St. Paul.

It is important, Dr. van Tyn said, that trained emergency personnel be called when:

a person is experiencing chest pains, particularly if the person is over 40 years of age and the pain is radiating into the arms;

a person is having difficulty breathing;

a person passes out and does not recover in one or two minutes;

a person is unconscious;

a person is bleeding; especially abnormal vaginal bleeding or intestinal bleeding which is evident with black vomit or stool;

a person is having a seizure that is prolonged or repeated;

-more-



Call for help

Page 3

Contact: Becky Haas, 221-2028

a person is in severe abdominal pain;

a person shows signs of having a stroke: slurred speech or inability to move a limb;

a person has an unusually high fever or is seriously ill;

a person has been severely burned, especially if electricity was involved;

a person has fallen and is complaining of pain about the head, chest, neck or pelvis;

a person has a broken bone and particularly if the upper arm or leg are involved.

Although these are some basic guidelines for special cases of when to call for ambulance assistance, Dr. van Tyn cautioned that anyone who has any type of medical emergency and is unsure how to handle it should call for help. "If a person has an emergency and it does not appear life threatening, but nonetheless is serious, they should call for help." However, he did suggest that in less serious situations people have the option to call other sources for help like the emergency room or the poison control center directly.

But no matter who is called to help there are some important things to remember that will help the person who's ill, the caller and the person giving advice. First and foremost, Dr. van Tyn said, is for the caller to remain calm, to speak clearly and slowly, to know the exact location of the patient, to know as much about the emergency as possible and to not hang up until told to do so.

-more-

Call for help

Page 4

Contact: Becky Haas, 221-2028

Until help arrives it is important that the patient to be taken care of,  
Dr. van Tyn explained:

make the sure the patient is breathing, has an open airway and has a  
heartbeat

that any bleeding is controlled with pressure

that the patient is treated gently, kept quiet and is reassured that help  
is coming

that the patient is not moved unnecessarily before help arrives

that any object impaled into the body is not removed

do not give the patient anything to eat or drink and never give alcohol

St. Paul-Ramsey is a regional medical center providing care for all types  
of illnesses, injuries and medical emergencies. Some important telephone  
numbers to remember for St. Paul-Ramsey include: general information -  
221-3456; poison information - 221-2113.



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January 1983 The Sunrise Page 1.

## Call 911 For Help But It Is Important To Know Where <sup>St Paul</sup>

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Co-Medical Directors  
Samuel W. Hall, Jr. M.D.  
Kusum Saxena, M.D.  
Managing Director  
Rick Kingston, Pharm. D.

Member American Association of Poison Control Centers

NEWS RELEASE

Contact: Becky Haas, 221-2028

November 17, 1982

For Immediate Release

Risk of food poisoning higher during holiday  
season; state poison system offers guidelines

It is estimated that every year a significant number of people suffer from mild cases of food poisoning and don't know it.

"That's because the symptoms are very similar to the flu," said Samuel Hall, M.D., Minnesota Poison Control System (MPCS), co-medical director. "The symptoms are headache, nausea, vomiting and diarrhea and usually develop within an hour after the patient's eaten the contaminated food."

For most people food poisoning is not severe and the symptoms disappear within 24 hours, Hall said. However, Hall warned that for senior citizens, children or persons with other illnesses as well as certain types of bacteria, food poisoning can be fatal.

According to MPCS staff there is a higher incidence of food poisoning around the holidays because people tend to eat more foods that they did not prepare themselves, food is kept at room temperature for a longer-than-normal period or foods are served that tend to be more prone to bacteria such as mayonaise-base salads, eggnog or smoked fish.

-more-

**Minnesota Poison Control System** St. Paul-Ramsey Medical Center  
640 Jackson Street St Paul Minnesota 55101

There are four common bacterial sources of food poisoning, explained Kusum Saxena, MPCS co-medical director. They are: salmonella, clostridium perfringens, staphylococcus and clostridium botulinum. While most of these names are not familiar to the average person, the bacteria is everywhere in the environment and found in all types of food. Also a warm, moist environment helps these bacteria grow rapidly.

Salmonella is one of the most common sources of food poisoning, according to Rick Kingston, Pharm. D., MPCS managing director. While it is usually not fatal, it is widespread. "It is estimated that more than two million cases of salmonella poisonings occur each year in the U.S.," he said. Salmonella is most commonly found in raw meats, poultry, eggs, milk, fish and processed foods such as chocolate, yeast, casein and spices.

Clostridium perfringens is another common bacteria and can cause illness when foods are stored in large quantities at improper temperatures for several hours or overnight, Kingston explained.

Staphylococcus, more commonly known as staph, is spread from humans or animals and grows in a wide variety of foods. All meats, poultry, and salads like tuna, egg, chicken, potato or macaroni as well as cream-filled pastries and sandwich fillings can be likely carriers of staph germs. And if the staph germs are allowed to multiply to high levels, Kingston said they form a toxin that can't be boiled or baked away.

Clostridium botulinum, probably the rarest form of the four bacteria, is the most fatal if contracted, Hall said. These bacteria are abundant in the environment and usually harmless. But when they are not destroyed

by heat they form a poisonous toxin and even the smallest amount of botulism toxins can kill you. The symptoms of botulism includes double vision, inability to swallow, speech difficulty and progressive paralysis of the respiratory system. Medical attention must be obtained immediately, Hall cautioned.

Although all this might spoil one's appetite, the MPCS staff agreed that all food poisoning can be avoided by following some simple rules. Together with Joann Slavin, Ph.D., U.S. Agricultural Extension Program, University of Minnesota, MPCS has developed these guidelines:

- Wash hands before preparing meals. A person with acne, a boil, a hand cut, a cold or flu should be especially careful around food. Keep hands away from mouth, nose and hair.
- Scrub containers and utensils used in handling uncooked foods with hot, soapy water before using ready-to-serve foods. Use separate cutting boards to help prevent contamination between raw and cooked foods.
- Keep foods to be served hot above 140°F (60°C) and foods to be served cold below 40°F (4.4°C).
- Refrigerate food promptly after meals or cooking.
- Thaw frozen foods in refrigerator or under cold running water.
- Do not allow meat, poultry, fish, egg dressings or sandwich fillings, potato salad, cream-filled baked goods or ham to stand at temperatures between 40° - 140°F.
- Stuff meat, poultry or fish just before roasting - never the night before. Never partially cook stuffed meat, poultry or fish.

## Risk of food poisoning

Page 4

- Use pasteurized milk and milk products.
- Do not use dirty or cracked eggs in raw or slightly-cooked egg products such as eggnog.
- Cook home-smoked fish or meat at 180<sup>0</sup>F for at least 30 minutes. Do not refrigerate smoked fish in an airtight plastic pouch.
- Do not put food (especially milk, egg or cheese casseroles) in the oven with a timer set to begin cooking later.
- Heat leftovers thoroughly, boil broths and gravies several minutes when reheating them.
- Discard leftovers having off-color and/or foul odor.
- Preserve low-acid food in a pressure canner at correct pressure according to altitude. Use correct time for each product. Be sure pressure gauge is functioning well.
- Boil all home-canned vegetables and meats 15 to 20 minutes before eating.
- Avoid food in containers with leaky seal, and bent, broken or bulging cans.

If you suspect a case of food poisoning, are concerned about any symptoms that last longer than 24 hours or want more information, call the Minnesota Poison Control System anytime. The numbers to call are (in the Twin Cities) 221-2113 and (outstate toll-free) 1-800-222-1222.



# Food poisoning: holiday risk factor

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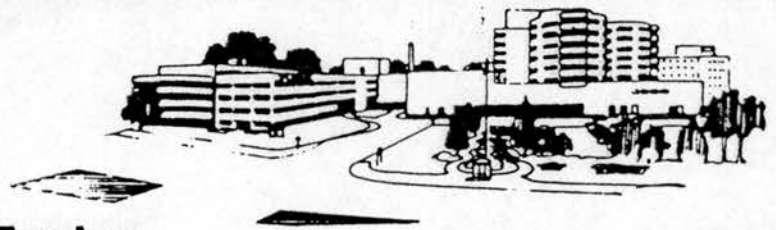
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# St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

## NEWS RELEASE

Contact: Becky Haas, 221-2028

November 4, 1982

For Immediate Release

National Institutes of Health awards grant  
to St. Paul-Ramsey for research on Alzheimer's

The Department of Psychiatry at St. Paul-Ramsey Medical Center has been selected by the National Institutes of Health for a \$238,770 grant to support its research on Alzheimer's disease.

Alzheimer's disease, the major dementing illness, is estimated to be the fifth leading cause of death in the United States. It is characterized by memory loss, confusion and disorientation. Although it is often mistakenly thought to afflict only the elderly, individuals as young as 40 have developed Alzheimer's disease.

William H. Frey II, Ph.D., principal investigator of the research project, cited the growing cooperation of his research group with other Twin Cities organizations interested in Alzheimer's disease as the major factor contributing to the early success of the project. One such organization that has supported the project is the Association for Alzheimer's and Related Diseases, which is a support group for families who have a member with a dementing illness.

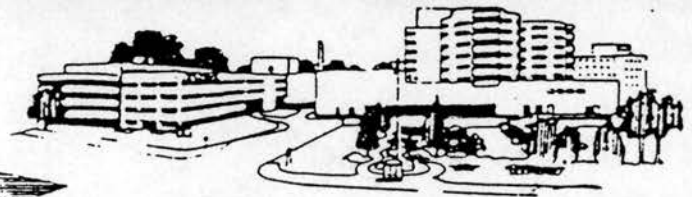
V. B. Tuason, M.D., psychiatry chief and co-investigator on the project at St. Paul-Ramsey, stresses that although these federal funds will provide a support base for the project, there is a strong need for local support. Only a portion of the research costs, supplies, equipment and salaries, will be covered by the grant.

- more -

This research project is directed at understanding the biochemical changes occurring in the human brain which lead to the memory loss and confusion associated with Alzheimer's disease. Through research such as this, a better understanding of the disease process will be obtained and effective methods of prevention and treatment may be found.

Others named in the grant include: Gary Tollefson, M.D., St. Paul-Ramsey, Leonard L. Heston, M.D., and Robert P. Elde, Ph.D., both of the University of Minnesota. Heston is nationally known for his genetic studies of Alzheimer's disease. Elde is also known for his research on neurotransmitter circuitry in the brain.

With the assistance of Angela Mastri, M.D., neuropathologist at the University of Minnesota Hospitals, this research team is able to help families confirm the exact nature of the dementing illness. To do this, a neuropathology exam after death is required. This is important and provides information to the family which is pertinent because certain dementing illnesses, such as Alzheimer's, can be hereditary.



# St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

Safe House

Fact Sheet

What is Safe House?

It is a short-term residential program for the chronically mentally ill in Ramsey County. Through support of Ramsey County and St. Paul-Ramsey Medical Center, Safe House is located in part of a private residential apartment building in St. Paul. Nine individual apartments, including office space, have been leased for the purpose of housing Safe House residents and staff. These apartments are scattered throughout the building.

The primary objectives of the program are to reduce the medical/psychiatric costs of the patients through early release of individuals from inpatient psychiatric hospitals and diverting patients from admission to inpatient psychiatric hospitals. Other goals include assisting the residents in examining and increasing their support (social, family and professional) networks, to assist residents in setting and obtaining personal goals and to care for the chronically mentally ill in the community in the least possible restrictive environment.

- more -



Who developed Safe House?

Safe House, in Ramsey County, is the brain child of Gene Poppler, M.S.W. and now director of the program. Poppler began working on the concept in 1975, however, the idea of housing patients with continuing psychiatric and situational problems in the community was not a popular one. In 1980 the Legislature adopted Rule 14 which called for creative ways of caring for the mentally ill. And a survey among professionals in Ramsey County showed that Safe House was a "number one priority." With that endorsement, the idea of Safe House became a reality. Safe House opened its doors in Feb. of 1981.

The concept of Safe House is not unique, although the facilities are. There does not appear to be a similiar program anywhere in the country. During its first year, 102 patients enrolled in the Safe House program. Ninety-four of those patients avoided hospitalization.

It was estimated that in a one-year period, the Safe House program had an estimated cost savings (by diverting patients from hospitalization and releasing patients from the hospital early) of \$311,422. The average length of stay at Safe House is 33 days. The maximum a patient may stay at Safe House is eight weeks. The per day cost of a patient's stay at Safe House is \$67. This compares to an average hospital stay at St. Paul-Ramsey Medical Center of 18.8 days at a per day cost of \$296.30.

What makes Safe House different?

It is a radical departure from the traditional methods of caring for the mentally ill. Historically, chronic mental health patients have been cared for in institutions with methods similar to those used to care for the mentally retarded.

Such euphemisms as the "revolving door syndrome," "dumping," "neglect," "warehousing," "cities lost souls," "back wards to back streets," have been used to describe the mentally ill's reception and quality of care in the community. Most of these patients have bounced from hospital to institution to hospital without really "making it in the community." Most do not have the essential support or referral network to help them bridge the gap from hospitalization to living on their own. Safe House is attempting to be that "bridge".

At Safe House one of the main objective's is to give the patient his independence. The patient is allowed the freedom to, for example, cook his own meals, keep his own schedule or do his own laundry. All of which are welcomed changes for the patient after many years of hospitalization and or institutionalization.

Safe House accepts "at risk" patients that are often turned away from other programs. Although its patients are of that nature, Safe House has successfully accomplished its primary objectives: decreasing length of hospital stays and increased money savings, developing a support network for its patients and reducing repeat hospitalizations.

The primary objective of Safe House is to function as a viable alternative to continued hospitalization. This has been interwoven into all aspects of the program and is evident in each phase of the resident's stay: environmental surrounding, personal interaction with staff and peers, and trial and error experiences.

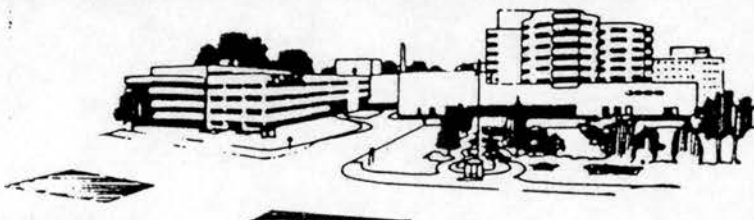
Who staffs Safe House?

Safe House is staffed 24 hours a day, seven days a week by five counselors. Each has at least two years of work experience, two have master's degrees and three have bachelors' degrees.

- more -

The counselors are encouraged to define their role as being available and a resource for residents to use. Professional services include: individual counseling with a particular emphasis on supportive services and crisis intervention; monitoring of daily living skills in the resident's apartment; resident support with emphasis on assisting the resident to expand their supportive network; problem identification and goal setting; active referral and involvement with community services and programs; monitoring of medication and utilization of outpatient services; and discharge planning and ongoing support services after discharge.





## St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

Community service announcement  
Contact: Becky Haas, 221-2028  
For Immediate Release  
Oct. 28, 1982

### Enrichment program sponsored for volunteers and interested persons

The volunteer services of St. Paul-Ramsey Medical Center is sponsoring an enrichment program for active volunteers at the hospital as well as other interested persons.

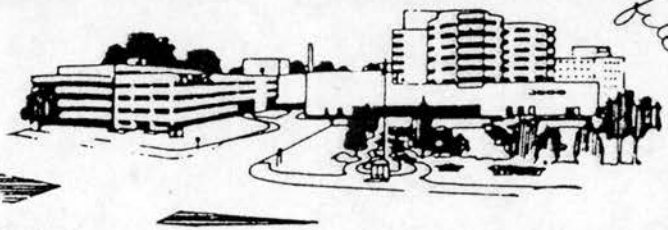
The program will be from 9:30 a.m. to 2:30 p.m., Nov. 17 in the Gillette Hospital Dining Room. The featured speaker for the day is Jeanie Duck and her talk is entitled "Great Expectations: A key to insight and awareness."

Ms. Duck is founder of her own consulting firm, Jeanie Duck, Inc., and has brought new insights and awareness to people about their own behavior and that of others. She is an accomplished speaker, private consultant and has worked with a variety of corporations, organizations and hospitals. Her award-winning training programs and publications have been praised in newspapers and magazines throughout the country. She has a master's degree from Pratt Institute in New York and is certified by the International Transactional Analysis Association.

Over 200 volunteers serve at St. Paul-Ramsey and this program, according to Minna Moehring, volunteer president, "is a gift to those who give the gift of themselves."

The program is open to anyone interested in volunteering at the medical center. Reservations must be made by Nov. 12 by calling the volunteer office at 221-2715.





## St. Paul-Ramsey Medical Center

640 Jackson Street

Saint Paul, Minnesota 55101

(612) 221-3456

Community service announcement  
Contact: Becky Haas, 221-2028  
October 26, 1982  
For Immediate Release

The young adult cancer support group of St. Paul-Ramsey Medical Center (SPRMC) invites other young adults with cancer and any other interested persons to join them Nov. 4 for a special speaker.

Beth Ann Bloom, MS, genetic counselor, will speak to the group about "The Effects of Radiation and Chemotherapy on Your Reproductive Capacity" at 7:30 p.m., in Room 2014.

This support group meets on a regular basis as part of St. Paul-Ramsey Medical Center's comprehensive cancer program. St. Paul-Ramsey is the only medical center in the east metro area to have an accredited cancer program. The American College of Surgeon's Commission on Cancer approved the program last year.

Providing support services to cancer patients is one of the essential ingredients of SPRMC's comprehensive program. For further information about the program call 221-3448.

**Minnesota  
Poison  
Control  
System**



1-800-222-1222 (toll free—Statewide)

221-2113 (Twin Cities)

Co-Medical Directors  
Samuel W. Hall, Jr. M.D.  
Kusum Saxena, M.D.

Managing Director  
Rick Kingston, Pharm. D.

Member American Association of Poison Control Centers

PUBLIC SERVICE ADVISORY  
Contact: Becky Haas, 221-2028  
Oct. 22, 1982  
FOR IMMEDIATE RELEASE

**MINNESOTA POISON CONTROL SYSTEM  
OFFERS GUIDELINES FOR CHILDREN TRICK OR TREATING**

Five million children are treated for poisonings each year in the U.S.; 80 percent of those children are under the age of five.

Over the past decade, there has been a significant increase in the incidence of children who are poisoned on Halloween.

"With the recent publicity of poisons being placed in over-the-counter medication, we are concerned about the safety of children who will be Trick or Treating this year," said Dr. Kusum Saxena, co-medical director of the Minnesota Poison Control System.

"We don't want to over alarm anyone," added Dr. Sam Hall, co-medical director of the Minnesota Poison Control System. "But we want to remind adults, especially parents, about some common sense guidelines for ensuring the children's safety."

- more -

**Minnesota Poison Control System    St. Paul-Ramsey Medical Center**  
640 Jackson Street    St. Paul, Minnesota 55101

These guidelines have been developed in cooperation with the Minnesota Department of Education and are being distributed in schools throughout the state.

Some things to keep in mind include:

1. Feed your children before they go out Trick or Treating. They will be less likely to snack before you have a chance to inspect their candy.
2. Talk to your children about the importance of not eating their candy until you have had the chance to check it.
3. Parents should inspect all of the "goodies." Do not allow your children to eat anything that is 1) in an unfamiliar packaging, 2) is an unfamiliar product, 3) is unwrapped, or 4) looks homemade.
4. Limit the Trick or Treating area to your own neighborhood.
5. Give the children smaller Trick or Treating bags. A small bag filled with candy decreases the urge for children to go beyond their own neighborhood to collect more treats.
6. An adult should accompany all Trick or Treaters.
7. The adult accompanying the children should bring along some candy from home to give the children if they become hungry on their journey.
8. Leave before dark so that children will be home earlier. The darkness may add to the "spookiness" of Halloween but it also adds to the danger.

## Halloween guidelines

Page 3

If any adult should suspect a problem or have a poison emergency on Halloween they should call the Minnesota Poison Control System immediately. The number for Twin City residents to call is 221-2113. The toll-free state WATTS number is 1-800-222-1222.

The Minnesota Poison Control System is the state designated poison information and emergency center based at St. Paul-Ramsey Medical Center.

The center is concerned with the safety of children on Halloween, and according to managing director, Dr. Richard Kingston, additional poison information specialists will be on duty Halloween evening to handle any and all poison calls.



MNA CLIPPING SERVICE

BROOKLYN PARK POST  
SENTINEL—Hennepin Co.

OCT281982

MNA CLIPPING SERVICE

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NORTH HENNEPIN  
POST—ROBBINSDALE  
Hennepin Co.

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GOLDEN VALLEY  
POST—Hennepin Co.

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MNA CLIPPING SERVICE

NEW HOPE-PLYMOUTH POST  
Hennepin Co.

OCT281982

MNA CLIPPING SERVICE

BROOKLYN CENTER POST  
Hennepin Co.

OCT281982

## 55 Tricks or Treats? Show extreme caution!

Five million children are treated for poisonings each year in the U.S. and 80 percent of those children are under the age of five.

Over the past decade, there has been a significant increase in the incidence of children who are poisoned on

with the Minnesota Department of Education and are being distributed in schools throughout the state.

Some things to keep in mind include:

1. Feed your children before they go out Trick or

5. Give the children smaller Trick or Treating bags. A small bag filled with candy decreases the urge for children to go beyond their own neighborhood to collect more treats.

6. An adult should accompany all Trick or Treaters.





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NEWS RELEASE

CONTACT: BECKY HAAS, 221-2028

OCTOBER 18, 1982

FOR IMMEDIATE RELEASE

ST. PAUL-RAMSEY ADOLESCENT CLINIC RECEIVES FEDERAL GRANT

An Adolescent Pregnancy Prevention Program based at St. Paul-Ramsey Medical Center has been named the recipient of a \$284,000 grant from the Federal Office of Adolescent Pregnancy Programs in Washington, D.C. The Grant has been awarded to the Maternal and Infant Care Project (MIC), a division of St. Paul-Ramsey Medical Center, to continue and expand its work with adolescents. The funds were appropriated through the Adolescent Family Life Demonstrations Projects Act, which is a Federal Program under the direction of Marjory Mecklenburg.

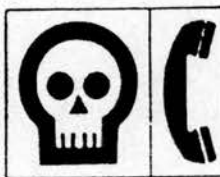
MIC is a nationally-acclaimed project, which, since 1973 has been offering a wide range of medical, counseling and health education services for teenage males and females. The national Center for Disease Control has commended the project as "the most intensive and effective" in preventing pregnancy and the problems associated with adolescent parenting.

This funding the new grant will allow the MIC Project to initiate a combined care and prevention program for high risk adolescents, their families and community members in Ramsey County, Minnesota. The focus of the Program will be to identify new methods of reaching adolescents before they become sexually active, and to develop effective means of supporting parents in this area; to present adoption as a viable alternative to the pregnancy adolescent; and to implement innovative and comprehensive services to pregnant adolescents in need of those services.

This new Program focus will be achieved through the modification and expansion of the MIC Project's High School Clinic services in four St. Paul Public High Schools, in order to address the needs of additional groups of high risk adolescents, including youth are Southeast Asian, Hispanic, Black, males physically and/or emotionally handicapped, and

delinquent. In addition, similarly modeled combined service programs will be implemented at two additional sites, including a youth recreational center and at St. Paul-Ramsey Medical Center. Through this Program new service strategies will be tested, the potential for implementing the high school clinic model in the community setting will be assessed and new populations will be targeted for comprehensive services. The service strategies of these Programs will include providing information to Junior and Senior high students about sexuality and parenting as well as tailoring the information to meet the needs of "hard to reach" youth groups for parents to enhance communication skills, particularly in the area of sexuality, will be developed. In addition, religious and charitable organizations will be involved through a volunteer speakers bureau and vocational counseling for these adolescents.

**Minnesota  
Poison  
Control  
System**



**1-800-222-1222 (toll free—Statewide)**

**221-2113 (Twin Cities)**

**Co-Medical Directors**

**Samuel W. Hall, Jr. M.D.**

**Kusum Saxena, M.D.**

**Managing Director**

**Rick Kingston, Pharm. D.**

Member American Association of Poison Control Centers

**NEWS ADVISORY**

**Sept. 28, 1982**

**Contact: Becky Haas, 221-2028**

**NEWS CONFERENCE TO ANNOUNCE**

**DESIGNATION OF NEW STATE POISON CENTER**

A news conference to announce the designation of St. Paul-Ramsey Medical Center as the state poison information center will be Sept. 30 at 10 a.m. in room 381 at the medical center, 640 Jackson Street, St. Paul.

Speaking at the news conference will be Dr. Samuel Hall, Jr., co-director of the poison information center, and an official from the Minnesota Department of Health.

The conference will inform the media about the awarding of the state designation and the new system which will provide poison information to all of Minnesota. (News release and fact sheet enclosed for additional information.)

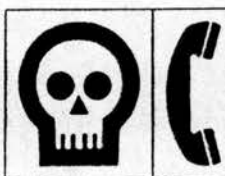
Also present at the conference will be Dr. Kusum Saxena, co-director of the poison information center, and Dr. Richard Kingston, managing director of the poison information center.

Questions regarding the news conference can be answered by calling Becky Haas at 221-2028.

**Minnesota Poison Control System    St. Paul-Ramsey Medical Center**  
**640 Jackson Street    St. Paul, Minnesota 55101**



**Minnesota  
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**Managing Director**

**Rick Kingston, Pharm. D.**

**NEWS RELEASE**

Member American Association of Poison Control Centers

Contact: Becky Haas, 221-2028

Sept. 28, 1982

For Immediate Release

St. Paul-Ramsey Medical Center  
receives state poison center designation

St. Paul-Ramsey Medical Center has been designated as the state poison information center by George Pettersen, M.D., commissioner of health.

This designation marks a four-month reviewal process by the commissioner, his staff, and the Minnesota Poison Information Services Advisory Council. As required by law, proposals for designations are submitted annually to the Minnesota Department of Health and reviewed by the staff there and the council. Both make recommendations to the commissioner who then makes the final decision.

This is the first year St. Paul-Ramsey has submitted a proposal. "We are pleased with the commissioner's decision," said Samuel Hall, Jr., poison center co-director.

"We feel we have designed a quality program to offer to the residents of Minnesota," said Kusum Saxena, M.D., poison center co-director.

-more-



Operating under the name of the Minnesota Poison Control System (MPCS), St. Paul-Ramsey's toxicology program will offer Minnesotans poison information, education, treatment, and prevention services.

Because over 100,000 people require poison information or treatment annually in Minnesota, the MPCS will have a strong commitment toward both public and professional education across the state. By increasing the public's awareness of poisons, it is hoped that poisonings will be better managed and decrease unnecessary emergency room visits, physician office treatments and hospital admissions.

Educational programs for children, parents, adults, businesses and health care providers have been developed by MPCS. Because most people are not aware of the dimensions and seriousness of accidental and intentional poisonings and the services available to assist them in dealing with poison emergencies, MPCS's educational programs will stress prevention as well as management of emergencies.

MPCS will develop a strong state network program which encourages health care providers and professionals all over the state to become a part of MPCS. As members they will have available to them the programs and resources offered by MPCS while caring for their own patients.

-more-

For the first time a toll-free state Watts telephone line will be available. The number is 1-800-222-1222. For those residents living in the Twin Cities the local number to call is 221-2113. A TTY (tele-type) device will be installed to provide services to the deaf community.

Poison information specialists (trained pharmacists) will answer all of MPCS's incoming telephone lines. As each call is answered an initial assessment of the caller's needs will be made by the poison information specialist. Emergencies will be dealt with first. Physicians and toxicologists will be on call to the poison information specialists 24 hours a day.

The program will be under the direction of three toxicologists: two physicians and one doctor of pharmacy. The physician directors are Samuel Hall and Kusum Saxena, and both are board-certified specialists in medical toxicology. Richard Kingston, Pharm. D. is MPCS's managing director.

MPCS will use as its logo a skull and telephone. "This logo is designed to encourage residents to call for assistance," said Hall. "Then we can rely on our educational programs for helping people prevent poisonings."

At present, the contract for MPCS is being negotiated with the state health department. The contract is expected to be finalized and the program should be completely operational by October 13.

Fact sheet attached

**Minnesota  
Poison  
Control  
System**



**1-800-222-1222 (toll free—Statewide)**

**221-2113 (Twin Cities)**

**Co-Medical Directors**

**Samuel W. Hall, Jr. M.D.**

**Kusum Saxena, M.D.**

**Managing Director**

**Rick Kingston, Pharm. D.**

Member American Association of Poison Control Centers

**Minnesota Poison Control System**

**Fact Sheet**

Why is there a state poison information center?

In 1980 the Minnesota Legislature adopted a bill calling for the designation and funding of a single poison center to provide statewide poison emergency information and education and prevention services to the public and health care professionals.

Who designates the center?

Proposals for designations are accepted by the Minnesota Department of Health. The proposals are reviewed by the Minnesota Poison Information Service Advisory Council, which is mandated by law and made up of volunteer health care professionals and consumers as well as the health department staff. The council and staff make recommendations for designation, after reviewing and voting on the proposals submitted, to the Commissioner of Public Health. The commissioner makes the final decision.

What is the Minnesota Poison Control System (MPCS)?

This year St. Paul-Ramsey Medical Center was selected as the state poison center after a lengthy review process by both

**Minnesota Poison Control System    St. Paul-Ramsey Medical Center**  
**640 Jackson Street    St. Paul, Minnesota 55101**

) Minnesota Poison Control System  
Fact Sheet Page 2

the council and the commissioner. St. Paul-Ramsey has chosen to operate its poison center under the name of Minnesota Poison Control System (MPCS). MPCS is funded with both state and private monies. This system will offer Minnesotans a new way of obtaining poison treatment, information, and educational services. The goals of the program include:

Education and Prevention

- )
1. To reduce the incidence of accidental and intentional poisonings, especially among young children.
  2. To increase public awareness of poisons.
  3. To actively promote the services to all recipients throughout the state.
  4. To educate the public as to the identification, prevention, and home management of poisonings.
  5. To educate health professionals as to the appropriate identification, treatment, referral, and use of existing resources in the overall clinical management of poisonings.

Emergency Information

- )
6. To decrease emergency room and physician office treatments of minor poisonings and to produce comparable increases in poison center directed home management.



Minnesota Poison Control System  
Fact Sheet Page 3

Objectives (continued)

7. To decrease unnecessary hospital admissions related to poisonings.
8. To decrease mortality due to accidental and/or intentional poisonings.
9. To establish an information phone service capable of providing rapid, accurate, complete, and accessible poison information throughout the entire state.

Why is a state poison information system important?

A state poison center is important because it is estimated that every year in the U.S. five million poisonings occur, 5,000 of those are fatal. Only motor vehicle accidents, drownings, and burns account for a larger number of accidental deaths. In Minnesota about 100,000 children and adults require either poison information or emergency treatment each year.

Most people are not aware of the dimensions and seriousness of accidental and intentional poisonings. Even more importantly people are not aware of the services available to assist in dealing with poison emergencies or to provide preventive information. Therefore, it is necessary to have a state center with a commitment toward education.

What is different or special about the Minnesota Poison Control System (MPCS)?

A couple of things. First of all, the MPCS has chosen a logo which will help Minnesotans to remember to call for assist-



Minnesota Poison Control System  
Fact Sheet Page 4

ance. The logo is a skull and telephone. The logo will represent MPCS on all of its printed materials. Telephone stickers will also be distributed.

Secondly, Minnesotans will have access to MPCS through a toll-free state Watts line. The number is 1-800-222-1222. The Twin Cities number is 221-2113.

Thirdly, MPCS has developed a strong state network program encourages health care professionals and providers to joint MPCS. This will make available to them the programs offered by MPCS while allowing them to care for their own patients.

Also the center will be under the medical direction of three toxicologists: two physicians and one doctor of pharmacy. The two physicians, Samuel Hall, Jr., and Kusum Saxena are MPCS co-directors. They both are board-certified specialists in medical toxicology. Richard Kingston, Pharm. D. is MPCS's managing director.

All of MPCS's incoming telephone lines will be answered by a poison information specialist (trained pharmacists) who will determine the priority of the needs of each caller. Emergencies will be handled first. Physicians and toxicology specialists are on call to the poison center specialists around the clock.

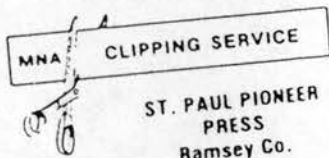
MPCS has also installed a TTY (tele-type) device so that services can be provided to the deaf.

Minnesota Poison Control System  
Fact Sheet Page 5

**What are the Minnesota Poison Control Systems affiliations?**

MPCS is affiliated with the American Association of Poison Control Centers (AAPCC). AAPCC certifies poison control centers, develops and distributes educational materials to the general public about poisons, supports research on epidemiology, prevention and treatment of poisonings; and has lobbied for the passage of state and national legislation of poison prevention and consumer products safety.

MPCS has financial support from St. Paul-Ramsey Medical Center, Ramsey Clinic Associates, P.A., and the Medical Education and Research Foundation. Professional support for the program is being contributed by the U.S. Consumer Products and the Minnesota Pharmaceutical Association.



OCT 12 1982

## St. Paul-Ramsey to direct Minnesota poison center

By Virginia Rybin<sup>355</sup>  
Staff Writer

St. Paul-Ramsey Medical Center has been chosen to run Minnesota's statewide poison control program, the state Health Department announced Thursday.

Dan McInerney, the department's assistant health services director, said this is the first program with a substantial state contribution under a 1980 state

Hennepin County Medical Center, Minneapolis, was the only other applicant for the designation, made by George Pettersen, state health commissioner.

The Minneapolis hospital was designated as state center in 1981, McInerney said, but only \$33,000 was available to fund it for 20 to 24 months. Ramsey will receive \$77,000 in federal block grant funds channeled through



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MNA CLIPPING SERVICE

ST. PAUL DISPATCH  
Ramsey Co.

SEP 30 82

# St. Paul-Ramsey is new poison center

355  
By Walter Parker  
Staff Writer

St. Paul-Ramsey Medical Center was designated the state's poison information center today after wresting the title from Hennepin County Medical Center, which

that St. Paul-Ramsey would do a better job of serving outstate areas," said Peter Carr, assistant chief of the emergency medical services section of the state Health Department.

The "council" is the Minnesota Poison Information Services Advisory Council, set up by statute to make rec-

able to handle as many as four calls at once because has trained its pharmacists to back up the two center staff members, said Dr. Samuel Hall, co-director of the center.

This is the first year St. Paul-Ramsey has submitted proposal for designation of the center, which last year





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Intl. Falls, MN

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Two Harbors, MN

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WCCO TV  
Mpls., MN

THIEF RIVER FALLS TIMES  
Thief River Falls, MN

CROOKSTON DAILY TIMES  
Crookston, MN

GRAND FORKS HERALD  
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LILLIE SUBURBAN NEWS  
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MINNESOTA NEWSPAPER ASSOCIATION  
Clipping Service  
84 South 6th St.  
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