

**BELLINGHAM & WHATCOM COUNTY DISTRICT
DEPARTMENT OF PUBLIC HEALTH**

Community Health Center — 509 Girard Street

P. O. Box 935

Bellingham, Washington 98227

February 14, 1983

C. Everett Koop, M.D.
Department of Health and Human Services
The Surgeon General of the Public Health Service
Washington, D.C. 20201

Dear Dr. Koop:

I am writing to express my great disappointment in the "Healthy Mothers, Healthy Babies" educational posters. The idealized image of pregnancy and motherhood they project make them totally unsuitable for the maternal population with which I work.

The prenatal care, nutrition and breastfeeding posters portray middle to upper class women in unrealistic scenes (e.g., the wicker baby carriage full of fresh produce and foods) that by no means represent the lives of lower income women. Why not show a more casually dressed woman at the grocery store check out stand, purchasing a variety of nutritious, economically priced foods?

I agree that health professionals who promote maternal and child health care need effective, informative and free educational tools. Colorful posters can decorate waiting rooms and present key ideas; but I will not use, nor endorse, the use of the "Healthy Mothers, Healthy Babies" program materials.

I suggest the Department of Health and Human Services have state and local health agencies review the proposed educational materials before they implement their production and distribution. Local agencies, especially, would suggest how to adapt the materials to client needs.

Sincerely,

Julianne A. Simpson, R.D.

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Women, Infants, Children (WIC)

Supplemental Food and Nutrition Education Program

JS:sh

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