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THE WHITE HOUSE

ACTION

WASHINGTON

April 14, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: JIM CANNON *JC*

SUBJECT: Memorandum for Secretary Weinberger on High Blood Pressure Month

Secretary Weinberger has submitted to you the attached memorandum regarding May as High Blood Pressure Month.

To call attention to the month the Secretary requests your participation in an event about May 1. You would sign a proclamation for High Blood Pressure Month and make short remarks.

The Secretary suggests that he would then take your blood pressure under the supervision of Dr. Ted Cooper, Acting Assistant Secretary of Health, and Dr. Lukash. Such an action, the Secretary says, would demonstrate your recognition of the importance of blood pressure to good health as well as show how quick and easy it is.

There is no Congressional resolution authorizing a High Blood Pressure proclamation. If you were to issue one, it would be an exception to your policy of issuing proclamations only when required by Congress.

Ted Marrs recommends a proclamation be issued.

Max Friedersdorf says, "If we issue this without Congressional resolution we are opening ourselves up to all kinds of requests from the Hill." The Counsel's office also recommends against a proclamation.

Ron Nessen and I feel that having your blood pressure taken for publicity is un-Presidential.

RECOMMENDATION

I recommend that you hold to your policy of requiring a Congressional resolution for a proclamation and that you decline to participate in a ceremony where Secretary Weinberger measures your blood pressure. Rather, HEW should be directed to take the lead in activities regarding any High Blood Pressure observance.

APPROVE *JC*

DISAPPROVE \_\_\_\_\_



THE SECRETARY OF HEALTH, EDUCATION, AND WELFARE  
WASHINGTON, D. C. 20201

APR 3 1975

MEMORANDUM FOR THE PRESIDENT

High Blood Pressure is a major health problem afflicting an estimated 23 million Americans. Uncontrolled, it may lead to heart disease, stroke and kidney failure, but we have available proven therapy to control high blood pressure and to reduce the risks it presents. The National High Blood Pressure Education Program, coordinated by the National Heart and Lung Institute, was initiated in 1972. It involves major Federal agencies, voluntary organizations, professional societies, industrial and labor groups and others in an effort to educate both health professionals and the public about hypertension.

Last year May was designated High Blood Pressure Month as a special focus to increase awareness of this problem. In spite of a relatively brief planning period, much activity was generated and has persisted. It is our intent to repeat High Blood Pressure Month again during May 1975. We anticipate even greater response this year inasmuch as over 100 major groups have endorsed the month and are planning activities. In addition to furthering awareness, we seek in 1975 to stimulate the formation of local coordinating groups to make better use of local resources directed toward hypertension control.

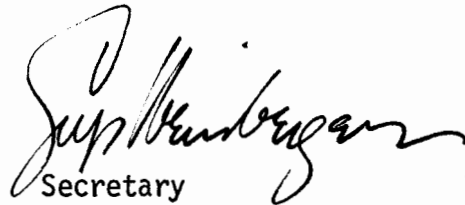
To assure national attention to High Blood Pressure Month and to emphasize the importance of hypertension control as a major health priority for the nation, I respectfully request your participation in a brief press event, on approximately May 1, with representatives of the sponsors of High Blood Pressure Month. The sponsors are: our Department, the American Heart Association, American Hospital Association, American Medical Association, American Osteopathic Association, Citizens for the Treatment of High Blood Pressure, the National Medical Association and perhaps one or two other professional associations.

We suggest the activities include reading and signing a Presidential Proclamation which describes the problem and designates May as High Blood Pressure Month. Following the proclamation, we request that you permit me to measure your blood pressure under the supervision of Dr. Theodore Cooper, Acting Assistant Secretary for Health, and your personal physician should you wish. This action would demonstrate that blood pressure measurement is quick and painless, can easily be performed under physician supervision, and that the President views concern for blood pressure as important to assure continued good health.

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Following this, each sponsor would have the opportunity for a one minute statement. The event would close with press questions--on hypertension only--directed to the sponsors.

Please consider this scenario as a suggestion. If your schedule and interest enable you to assist our effort, you and your staff may prefer an alternative approach. We will be most responsive to any approaches you recommend. We would view your participation as a significant contribution.



Secretary

THE WHITE HOUSE

WASHINGTON

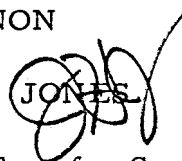
April 18, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

JIM CANNON

FROM:

JERRY H. JONES 

SUBJECT:

Memorandum for Secretary Weinberger  
on High Blood Pressure Month

Your memorandum to the President of April 14 on the above subject has been reviewed and your recommendation -- hold to the policy of requiring a Congressional resolution for a proclamation and decline to participate in a ceremony where Secretary Weinberger measures the President's blood pressure. HEW should be directed to take the lead in activities regarding any High Blood Pressure observance -- was approved.

Please follow-up with the appropriate action.

Thank you.

cc: Don Rumsfeld

APR 18 1975

THE WHITE HOUSE

WASHINGTON

April 18, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: KATHIE BERGER *K*  
SUBJECT: High Blood Pressure Month

Jerry, Dick asked me to communicate to you that the President bought Cannon's recommendation on Secretary Weinberger's suggestion on High Blood Pressure Month. HEW is to do it. The President will not be involved.

Attachment