FACT SHEET
Mrs. Ford's Office

Event: Reception and Cake Cutting Ceremony

Group: Visiting Nurse Association

DATE/TIME: Friday, April 11, 1975, 3:00 p.m.

Contact: Phil Gaffin and Mrs. Julia Jacobsen, Phone 387-7333

Number of guests: Total 190
   Women x   Men x   Children x

Place: Good Weather Plan: South Grounds, Bad Weather Plan: State Floor

Principals involved: Mrs. Ford

Participation by Principal yes (Receiving line)

Remarks required no

Background: Visiting Nurse Week is April 6-13. The VNA is one of the largest, oldest & most innovative home health agencies in the U.S. This will be their 75th anniversary. In the past other First Ladies have helped the VNA celebrate anniversaries. Mrs. Ford wishes to re-enact Mrs. Coolidge's cake cutting ceremony and photo.

Social: Guest list yes - Mr. Gaffin will give to Social Secretary's Office

Invitations no, Programs no, Menus no

Refreshments: Anniversary Cake and Punch

Entertainment: no

Decorations/flowers yes (whether good or bad weather plan is used, guests will be invited into the WH)

Music: yes

Social Aides: yes

Dress, Business Suit, Coat check?

Other:

Press:

Reporters: (TO BE RESOLVED)

Photographers

TV Crews

White House Photographers yes (spec. required yes)

Mono. yes

Other:

Technical Support:

Microphones: no

Recording: no

Lights: no

Transportation: cars (no more than 60 -- pls. have them parked on the lower part of the South Grounds so they will not detract from the photos of Housing the group)

Other:

(Risers, stage, platforms)

Project Co-ordinator: Pat Howard / Linda Baker, Phone 2927

Site diagrams should be attached if technical support is heavy.
THE WHITE HOUSE
WASHINGTON

SUBJECT: Instructions for Social Aides

EVENT: Reception - Visiting Nurse Association

Date/Time: April 11, 1975 (3:00) No. of Guests: 190

Uniform: Service Dress Parking: North Grounds

In-Place Time for Aides: 2:00 p.m. (Library)

In-Place Time for OCI: 1:45 p.m. (Social Office)

OIC: LCDR Stephen Todd, USN

Family Participation: Mrs. Ford

Lt. F. Taney Hall, USN
Major Duncan D. Briggs, USA

Captain John D. Power, USAF

Capt. John R. Harris, USMC

Capt. Andrew M. Pratt, USMC

Music: USMC Combo on the South Lawn (2:30) (East Gate)

DISTRIBUTION:

Lt Col Sardo Mrs. Weidemeyer
White House Garage
For immediate release
Tuesday, April 8, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will meet with representatives of the Visiting Nurse Association of Washington, D.C., in celebration of the organization's 75th birthday Friday, April 11th at 3 p.m. on the White House grounds.

In a ceremony similar to one in 1927 in which Mrs. Coolidge participated (see photo), Mrs. Ford will cut the organization's birthday cake and accept a black nursing satchel like those carried by visiting nurses since 1900.

Nurses taking part in the ceremony will be in uniforms representing various periods from 1900 to the present. Mrs. Ford will be designated an Honorary Visiting Nurse during the ceremony.

Participating in the presentation of the Honorary Visiting Nurse certificate: Mrs. Julia Mills Jacobsen of Washington, D.C., president of the Board of Directors of the Visiting Nurse Association; Dorothy Nelson of Silver Spring, Md., Executive Director of the Visiting Nurse Association; and Mrs. Alma Genus of Washington, D.C., the staff member with the longest term of service (35 years).

Participating in the photo duplicating the 1927 cake-cutting: Pat Greer of Suitland, Md., in 1900 uniform; Norma Jean Hatot of Beltsville, Md., in uniform worn from 1910-1918; Carolyn Begin of Cheverly, Md., in early 1920's uniform; Vickie Bocchieri of Silver Spring, Md., in 1927 uniform; and Mercedes Baker of Rockville, Md., and Clara Hazel of Washington, D.C., in current uniforms.

Also present will be Mrs. Louise Thompson, who attended the ceremony in 1927 and was included in the group photograph with Mrs. Coolidge. Mrs. Thompson retired from the Visiting Nurses Association in 1970 after 42 years of service.

The Visiting Nurses Association of Washington, D.C., is a United Way Agency with a staff of 160 in the District and Maryland. The Association provides health care -- nursing and physical, speech and occupational therapy -- to patients in their homes. There are more than 578 Visiting Nurse groups throughout the US.

# # # # #

Press contact for Visiting Nurse Association:
Phillip Gaffin 387-7333
GOOD WEATHER SCHEDULE

MRS. FORD:

Event: Reception and Cake Cutting Ceremony for the Visiting Nurse Association

Date/Time: Friday, April 11, 1975 3:00 p.m.

Place: South Lawn

Number of Attendees: 185 guests

Principals:
- Mrs. Julia Mills Jacobsen - President of the Board of Directors
- Miss Dorothy Nelson, R.N. - Executive Director
- Mrs. Alma Genus - the currently working nurse with the longest length of service

Schedule of Events:
- 3:00 p.m. Your guests will arrive through the Southwest Gate and will be escorted to the South Lawn.
- 3:05 p.m. You will be escorted to the Diplomatic Reception Room by Nancy Ruwe where you will meet Mrs. Jacobsen, Miss Nelson, and Mrs. Genus.

You will proceed with the ladies to the South Lawn to where the cake will be placed on a table.

Mrs. Jacobsen will introduce you to the six nurses in uniform who will be standing next to the cake. She will briefly describe the different uniforms. (See the attached
background information for descriptions of the nurses' uniforms.)

3:10 p.m.  You will take a position directly behind the cake with three nurses on each side of you.  (See the attached diagram.)

At that time, you will cut the first piece of cake (do not remove the slice from the cake) while a photograph is taken.  This arrangement is in order to re-enact the 1927 cake cutting photo.  (See the attached photograph.)

NOTE: In order to re-enact this photo, Mr. Bender has copied as closely as possible the cake that Mrs. Coolidge had for the event.

After the photograph, the entire group will gather around you for the group photograph -- to re-enact another photo that was taken in 1927.  (See the attached photograph.)

3:15 p.m.  Mrs. Jacobsen and Mrs. Genus will step forward and on behalf of the Visiting Nurse Association make a presentation to you as their Honorary Visiting Nurse.  Mrs. Jacobsen will speak as first Mrs. Genus presents you with a black nurse's bag, the symbol of the Association.  You will step from behind the cake and accept the bag.  (Do not open the bag; it will be empty.)  A Social Aide will step forward and take the bag from you.

Then Mrs. Jacobsen will speak as next Miss Nelson presents you with a framed certificate.  A Social Aide will step forward and take the certificate from you.
Visiting Nurse Association
Reception and Cake Cutting Ceremony

After the presentations, the Anniversary Cake will be cut and served with punch to your guests.

3:20 p.m. You may wish to join your guests for refreshments and mingle informally with them or return to the Family Quarters.

A conducted tour of the White House has been arranged for your guests following refreshments.

NOTES:

There will be press coverage.

A White House photographer will be present.

Military Social Aides will be present.

A small group from the Marine Orchestra will be positioned on the South Lawn.

Background information, photographs, and a diagram are attached.

Nancy Ruwe
THE WHITE HOUSE
WASHINGTON

April 10, 1975

INCLEMENT WEATHER SCHEDULE

MRS. FORD:

Event: Reception and Cake Cutting Ceremony for the Visiting Nurse Association

Date/Time: Friday, April 11, 1975 3:00 p.m.

Place: East Room

Number of Attendees: 185 guests

Principals: Mrs. Julia Mills Jacobsen - President of the Board of Directors
Miss Dorothy Nelson, R.N. - Executive Director
Mrs. Alma Genus - the currently working nurse with the longest length of service

Schedule of Events:

3:00 p.m. Your guests will arrive through the Southwest Gate and will be escorted to the East Room.

3:05 p.m. You will be escorted to the Grand Hall by Nancy Ruwe where you will meet Mrs. Jacobsen, Miss Nelson, and Mrs. Genus.

You will proceed with the ladies to the East Room (entering through the center door) and will go to the middle of the room where the cake will be placed on a table.

Mrs. Jacobsen will introduce you to the six nurses in uniform who will be standing
next to the cake. She will briefly describe the different uniforms. (See the attached background information for descriptions of the nurses' uniforms.)

3:10 p.m.

You will take a position directly behind the cake with three nurses on each side of you. (See the attached diagram.)

At that time, you will cut the first piece of cake (do not remove the slice from the cake) while a photograph is taken. This arrangement is in order to re-enact the 1927 cake cutting photo. (See the attached photograph.)

NOTE: In order to re-enact this photo, Mr. Bender has copied as closely as possible the cake that Mrs. Coolidge had for the event.

After the photograph, the entire group will gather around you for the group photograph — to re-enact another photo that was taken in 1927. (See the attached photograph.)

3:15 p.m.

Mrs. Jacobsen and Mrs. Genus will step forward and on behalf of the Visiting Nurse Association make a presentation to you as their Honorary Visiting Nurse. Mrs. Jacobsen will speak as first Mrs. Genus presents you with a black nurse's bag, the symbol of the Association. You will step from behind the cake and accept the bag. (Do not open the bag; it will be empty.) A Social Aide will step forward and take the bag from you.

Then Mrs. Jacobsen will speak as next Miss Nelson presents you with a framed
Visiting Nurse Association
Reception and Cake Cutting
Ceremony

certificate. A Social Aide will step forward and take the certificate from you.

After the presentations, the Anniversary Cake will be cut and served with punch to your guests.

3:20 p.m. You may wish to join your guests for refreshments and mingle informally with them or return to the Family Quarters.

A conducted tour of the White House has been arranged for your guests following refreshments.

NOTES:

There will be press coverage.

A White House photographer will be present.

Military Social Aides will be present.

A small group from the Marine Orchestra will be positioned in the Grand Hall.

Background information, photographs, and a diagram are attached.
Thank you. I have long admired the Visiting Nurse Association and everything all of you are doing to provide health care to those who need you in their homes. You provide an invaluable service, and have very deservedly earned the respect of thousands. I myself have been hearing about your work from grateful patients for as long as I can remember. So I feel especially honored to be made an Honorary Visiting Nurse, and I thank you very much.

Also -- in celebrating the birthday of the Visiting Nurses in the Washington, D.C. area, I want to also pay tribute to the hundreds of Visiting Nurse groups across the country and to the wonderful work you continue to do year after year. The job you do is irreplaceable, and on behalf of the thousands of people you have served in our country, thank you.

Now that you've shared your cake with me let me share some refreshments with you.
Thank you. I have long admired the Visiting Nurse Association and everything all of you are doing to provide health care to those who need you in their homes. You provide an invaluable service, and have very deservedly earned the respect of thousands. I myself have been hearing about your work from grateful patients for as long as I can remember. So I feel especially honored to be made an Honorary Visiting Nurse, and I thank you very much.

Also -- in celebrating the birthday of the Visiting Nurses in the Washington, D.C. area, I want to also pay tribute to the hundreds of Visiting Nurse groups across the country and to the wonderful work you continue to do year after year. The job you do is irreplaceable, and on behalf of the thousands of people you have served in our country, thank you.
FACT SHEET
Mrs. Ford's Office

Event: Reception & cake cutting ceremony.

Group: Visiting Nurse Association

DATE/TIME: Friday, April 11, 1975 3:00 p.m.

Contact: Mrs. Julia Jacobsen

Phone: 738-7333

Number of guests: Total 190

Women: xx

Men: xx

Children: xx

Place:

Principals involved: Mrs. Ford

Participation by Principal: (Receiving line)

Remarks required:

Background: Visiting Nurse Week is April 6-13. The VNA is one of the largest, oldest & most innovative home health agencies in the US. This will be their 75th anniv. In the past other first ladies have helped to celebrate previous anniversaries. Mrs. Ford would like to "re-enact" Mrs. Coolidge's cake cutting ceremony.

Guest list: Mrs. Jacobsen to Pat Howard

Press:

Invitations: Yes

Programs: Yes

Menus: Yes

Refreshments: Yes

Entertainment: Yes

Decorations/Flowers: Yes

Music: Yes

Social Aides: Yes

Dress: Yes

Coat check: Yes

Other: Yes

Press:

Reporters: Yes

Photographers: Yes

TV Crews: Yes

White House Photographers: Yes

Color: Yes

Monochrome: Yes

Other: Yes

Technical Support:

Microphones: Yes

PA: Yes

Other Rooms: Yes

Recording: Yes

Lights: Yes

Transportation: Yes

Parking: Yes

Housing: Yes

Other: (Risers, stages, platforms)

Site diagrams should be attached if technical support is heavy.
February 18, 1975

Dear Mrs. Jacobsen,

Your gracious letter to Mrs. Ford telling of the 75th Birthday of the Visiting Nurse Association is greatly appreciated. Mrs. Ford would be pleased to invite the group (approximately 190 per our conversation) to the White House on Friday, April 11th at 5:00 p.m. A bit closer to the date a member of the White House Social Office will be in communication with you regarding preparations. It is Mrs. Ford's hope that there can be a cake cutting ceremony on the White House lawn similar to the party given by Mrs. Coolidge for the group in the 1920's.

With warmest best wishes,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mrs. Lawrence Jacobsen
President
Board of Directors
Visiting Nurse Association
1842 Hardwood Place, Northwest
Washington, D. C. 20009

c: Stella Weidenfeld
James Cavanaugh
Nancy Lammering with entire file for preparation
Mrs. Gerald R. Ford
The WHITE HOUSE
1600 Pennsylvania Avenue, N.W.
Washington, D. C. 20500

Dear Mrs. Ford:

The Visiting Nurse Association is taking the occasion of its 75th birthday to expand community awareness of the services we provide in home health care.

The V.N.A., one of the largest, oldest and most innovative home health agencies in the United States, provides service to residents of metropolitan Washington regardless of age, race, sex, color, national origin or ability to pay. In our 75 years we have made over 6,800,000 home visits to over 870,000 patients and continue today to expand our services and staff as community needs expand.

Besides our regular services in home health care (nursing, physical, speech and occupational therapy, home health aide/homemaker service), we have developed special health oriented projects to meet the growing health needs of the community. Through foundations and government grants, our In-Home Preventive and Supportive Project for Chronically Ill Senior Citizens, besides providing valuable health care and guidance, will produce important statistical and evaluative data that could influence this type of care nationwide. Our services to Senior Citizens in their centers and resident buildings helps bring health services to the elderly where they can more readily use them.

With our 75th birthday being celebrated during Visiting Nurse Week (April 6-13, 1975, as declared by Mayor Walter Washington), we hope to focus community attention from every sector on the availability of services. The informing of the public of our services and that they are available to all people is a continuing process. As a part of this informational process, we will host a conference on home health care, have numerous community exhibits, and participate as speakers at various professional and community meetings. We further hope to have special newspaper features, and radio and TV public service announcements discussing our services.
January 13, 1975

We take the liberty of asking you to acknowledge our services and their continuing importance to the community. In the past, First Ladies have helped us celebrate previous birthdays of our association’s services. In the 1920’s Mrs. Coolidge hosted a cake cutting ceremony on the White House Lawn. For your interest, we have enclosed several photos of this event. Mrs. Hoover, Mrs. Franklin Roosevelt, Mrs. Eisenhower, and Mrs. Nixon have also participated in previous birthday recognitions.

We feel that your acknowledgment of our services in a White House ceremony during Visiting Nurse Week, April 6-12, 1975, would assist our community information program. We would like to make you an “honorary Visiting Nurse” and present you with a Visiting Nurse Medical Supply Bag, the symbol of our service since 1900. This could occur in a similar cake cutting ceremony to that of Mrs. Coolidge. In attendance representing the agency would be representatives of our home visiting staff (in 1920 and current uniforms), our Executive Director, and the officers of our Board of Directors.

We would appreciate any consideration this request could receive.

Sincerely yours,

Julia M. Jacobsen
(Mrs. Lawrence Jacobsen)
President of the Board of Directors

Enclosures

FW: 1h
THE INSTRUCTIVE VISITING NURSE SOCIETY
1900—1927

Mrs. Calvin Coolidge, Honorary Member of the Board of Managers, cuts the Birthday Cake of the I. V. N.S. before the Members of the Board and the Nursing Staff in the White House Garden, on the Twenty-seventh Anniversary of the Incorporation of the Society.
THE WHITE HOUSE
WASHINGTON
January 17, 1975

MEMORANDUM FOR: PAMELA REEDHAM
JAMES CAVANAUGH
FROM: SUSAN PORTER

Mrs. Ford has received the attached letter requesting that the Visiting Nurse Association be received at the White House during Visiting Nurse Week in April on the occasion of its 75th birthday. May I have your assessment of Mrs. Ford's recognizing this group by inviting them to the White House. Also, you will note the enclosed photographs of Mrs. Coolidge participating in one of the Association's birthdays. (If the group came I think it would be appropriate to have a similar photograph.) I look forward to receiving your assessment.

Thank you.
Visiting Nurse Reception - April 11, 1975 - 3:00 P.M.

Principals for this will be:

Mrs. Julia Mills Jacobsen - President of the Board of Directors of the Visiting Nurse Association. She is coordinator of Government Relations for Sweet Briar, Randolph Macon Women’s and Lynchburg Colleges. She is also a member of the National Advisory Council on Education Professions Development. Hometown - Washington, D.C.

Miss Dorothy Nelson, R.N., Executive Director of Visiting Nurse Association. She became Director in 1972 and prior to that had 13 years of service with the agency in various staff and supervisory positions, and as Assistant Director. Hometown - Silver Spring, Md.

Mrs. Alma Genus - Mrs. Genus is the staff member with the longest length of service with the agency currently. She is a Registered Nurse serving as a Supervisor for a Unit of staff. She is in her 35th year of service in 1975. Hometown - Washington, D.C.

In the period Visiting Nurse Uniforms

1900 Uniform - Ms. Pat Greer, Registered Nurse, of Suitland, Maryland. This is the first style worn by the Visiting Nurses and includes a light blue dress, with starched white cap, collar, cuffs and apron.

1910 - 1918 - Ms. Norma Jean Hatot, Registered Nurse, of Beltville, Md. This uniform is in dark blue with collar, cuffs, black neck tie, apron, and hat.

Early 1920's - Ms. Carolyn Begin, Special Therapist of Cheverly, Md. This uniform is a low belted, medium blue with neckties, collar, cuffs, and a hat.

1927 - Ms. Vickie Bocchieri, Registered Nurse, of Silver Spring, Md. This is an original uniform from the late 1920’s and for that year. It is exactly as in the photo with Mrs. Coolidge with blue uniform, black cape, necktie, collar, cuffs and hat.

1975 - Ms. Mercedes Baker, Registered Nurse, of Rockville, Md. in a summer uniform/pant suit in light blue.

Mrs. Clara Hazel, Home Health Aide of Washington, D.C. in the pink uniform worn by the Home Health Aides with the agency.

Note: Of those attending the reception in 1975, one person, Mrs. Louise Thomson, attended the 1927 ceremony and is in the group photographed from 1927. She retired from the agency in 1970 after over 42 years of service.
Information Fact Sheet—Visiting Nurse Association

Founded 1900, Washington, D.C.

Today: A staff of over 160 providing nursing, physical, speech and occupational therapy in homes in the District and Montgomery and Prince George's Counties, Maryland. This is an area of over 1,000 square miles with a population of over two million.

Community: The V.N.A. is one of the largest United Way agencies in this area. It was a Charter Member of the Community Chest in 1929 which later became the United Way. The V.N.A. also works closely with many other community agencies in referring patients to them for assistance with other problems.

Board: The V.N.A. is governed by a Board of Directors composed of various community leaders and representatives. The Board has included such notables as Mrs. Herbert Hoover, Mr. Joshua Evans, Jr., Mrs. Harlan Fiske Stone, and currently Mrs. Potter Stewart, Dr. Selma Lippeatt, and Mrs. Lawrence Jacobsen.

Awards: The agency has received numerous awards throughout its history. The most recent was awarded to the V.N.A. in March 1975 by the Metropolitan Washington Public Health Association. The "OUTSTANDING COMMUNITY SERVICE AWARD AND PLAQUE" were given to the V.N.A. to honor their "contributions made to health in Metropolitan Washington area."

Historical: See attached list of historical highlights 1900-1975.

Since 1900, the V.N.A. has made over 6,800,000 visits to over 870,000 patients.

Nationwide: The Visiting Nurse Association of Washington, D.C. is one of the largest and oldest such groups in the United States. There are over 578 Visiting Nurse groups throughout the United States bringing home health care to patients in urban and rural areas.
April 11, 1975 - 3:00 P.M.
Uniform Background Information

Research by the Hopkins Uniform Company of Baltimore, Md. uncovered authentic designs for visiting nurse uniforms. They have made up several of these according to these exact patterns and The Visiting Nurse Association has borrowed these for use during our 75th anniversary.

The uniforms represent the following time periods as worn by the Visiting Nurses.

Light Blue uniform with apron - 1900: This is the first style uniform worn by the Visiting Nurses. Includes cap, neck tie, cuffs.

Dark Blue with apron: This uniform was worn by the Visiting Nurses in Washington from 1910 until about 1918. Includes cap, neck tie, cuffs.

Medium Blue with belted waist: This was worn in the early 1920’s. Includes neck tie and hat.

1927: We have one original uniform that was worn in the late 1920’s and early 1930’s. It includes a black cape, neck tie, white starched collar and cuffs, and a hat. It is identical to the one in the photo with Mrs. Coolidge.

1975: There will be two staff members in our current uniforms. One will be in a pants suit (summer - light blue), and the other in the pink uniform worn by our non-professional home health aides.
1975 - V.N.A. celebrates 75 years of service with a staff of over 160, including nurses, physical, speech and occupational Therapists, and home health aides...providing home health care to a geographical area of over 1,000 square miles, with a population of approximately 2,076,000. Awarded grants by two private foundations for support of special health projects for aged.

1974 - V.N.A. reaccredited by National League for Nursing/American Public Health Association as a "HOME HEALTH AGENCY." To support the special health projects, over $185,000 was received from private foundation and government grants, and services expanded to two Senior Day Centers; two additional Senior Resident Buildings (over 1200 residents in eight buildings); and to more patients with chronic/long term illness. A new Electronic Data Processing System was instituted to provide better billing information, more statistical data, and more in-depth information necessary to examine present trends and set up future agency directions.

1973 - V.N.A. expanded the Hospital Liaison Project to another hospital, and under our Chronic/Long Term Illness Project made over 2,000 visits. Visits in our regular home visiting were up 7,000 from the previous year. 342 students came to the V.N.A. for part of their clinical experience toward degrees in health, nursing, etc.

1972 - Hospital Liaison, Senior Citizen Resident Building, and Chronic/Long Term Illness Projects began.

1971 - V.N.A. opened a branch office in Rockville, Md. A Central Intake Service was established to receive all referrals for service.

1968 - Family Health Counseling Service began in National Capital Housing Low-Income Project area. Contracts were negotiated with two area hospitals to provide home visiting service for their home care programs. The V.N.A. began participation in the Medicaid program when it became effective in October of this year.

1967 - Two new branch offices opened; one in Bethesda, and one in Prince George's County where visits doubled this year.

1966 - V.N.A. participated in a special study at Children's Hospital which investigated "sudden death syndrome" in infants. First voluntary agency in D.C. area certified for Medicare service provider...and among first 20 agencies
in the Nation to be accredited as a home nursing service by NLH/APHA.
Received $15,400 Health Service Grant. First Speech Therapists employed
on staff.

1965 - Fay Wing, which doubled the size of VNA headquarters, completed with assist-
ance of Kresge Foundation grant. New service unit concept inaugurated.

1959-58 - V.N.A. developed a pilot home care program under a grant from the Meyer
Foundation. First service provided to Child Day Care Center.

1956 - Expanded service to Prince George's County under pilot expansion program.

1953 - Name changed to Visiting Nurse Association from Instructive Visiting Nurse
Society. Service expanded to nearby Montgomery County residents.

1951 - Physical Therapy program developed to provide service to patients in their
homes.

1945 - Adjusting its staff to war time shortages, V.N.A. enrolled Senior Cadets
(from 4 Washington Nursing Schools) for six months affiliation...they assisted
in relieving regular staff nurses.

1943 - "Rationed nursing as provided by I.V.N.S. still makes available to thousands
of patients in their own home, expert nursing care and health teaching."

1937 - A home visiting staff of 65 nurses made 167,972 visits to 25,601 patients.

1934 - Measles epidemic hit D. C. and Community Chest granted extra funds to I.V.N.S.
to employ 10 extra nurses for two months to combat it.

1929 - First Community Chest Campaign (now United Way) with I.V.N.S. as a Charter
Member. Nurses involved in fighting large influenza epidemic.

1925-24 - Two branch offices opened.

1923 - First Ford Sedan given to V.N.A. by a friend...this allowed nurse to double
the number of visits she made...a second car given by Rotary Club. First
branch office opened. I.V.N.S. aided Kiwanis Club in its program to help
crippled children.

1922 - First nursing students from a hospital did training with I.V.N.S.

1919 - Attendant Service began...to meet the need of chronic cases or those who need
care for a period, yet not the care of a highly-trained nurse...the attendants
were supervised by a nurse. Maternity service began where nurse was present
and assisted at birth of child.

1914 - Congress passed appropriation for I.V.N.S. nurses in schools---five of these
at the beginning.

1909 - I.V.N.S. began work with Metropolitan Life Insurance Company whereby they
sent in names of their sick policyholders and paid for I.V.N.S. visits to them.

1908 - Infant Welfare Nursing began...school nursing demonstration project undertaken
to show Congress the necessity of this health care.

1906 - First Tuberculosis Nursing began.
1903- Worked in cooperation with Visiting Physicians to the Poor. The Visiting Nurse would report to the police precinct and receive new cases from the doctor in charge.

1900- Visiting Nurse Association founded by Emily Tuckerman, who paid the entire salary of the first nurse. The first nurse, Ruth Mason, made her visits on foot or by bicycle. Three more nurses were added by that summer. In its first year, they made 7,864 visits to 1,851 patients.
April 11, 1975 - 3:00 P.M. Visiting Nurse Association Reception

According to discussions with Mrs. Pat Howard, the ceremony would include the following elements.

1.) Mrs. Ford cutting the cake with six Visiting Nurse staff members in old and new uniforms looking on. This would duplicate the picture taken in 1927 with Mrs. Coolidge.

2.) The conferring of Honorary Visiting Nurse on Mrs. Ford. This would be done by the three principals. Mrs. Jacobsen, Board President, and Miss Nelson, Executive Director, would present Mrs. Ford with a framed certificate and photograph from the 1927 ceremony. Mrs. Genus, the current staff member with the longest length of service-35 years, will present Mrs. Ford with an embossed black nursing satchel. This is the same satchel that has been carried for 75 by the home visiting staffs.

3.) Then a group photograph of all staff and Board with Mrs. Ford similar to the one from 1927.
May 2, 1975

Ms. Patti Matson
The White House
Press Office for Mrs. Ford
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Patti:

I wanted to express my appreciation for your cooperation and time in preparing for the ceremony with Mrs. Ford on April 11.

Your input from the public relations viewpoint helped to make my work much easier. I also appreciated the very prompt response to phone calls -- that to me is the true sign of a person with an understanding of public relations.

The color photographs are excellent and I appreciate your arranging for those. I will be able to find numerous uses for them.

Again, thank you for helping to make the White House ceremony develop as well as it did.

Cordially,

Phil Gaffin
Community Relations Director
GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

- Audiovisual Unit
- Book Collection
- Ford Museum in Grand Rapids

Item: photos of the Visiting Nurses Association at WH 4/4/75

100175 A 4004-09 EF with entire group (10 copies)
A 4008-13 " small group each talk (2 copies)
F 1444-3 MS. Gojide with VNA (1 copies)
F 1444-1 VNA at WH lawn 1975 (6 copies)

The item was transferred from: Weidertell Box 5

Initials/Date: WD 2/82
May 26, 1975

Dear Mr. Gaffin:

Many thanks for your thoughtful letter of May 2. It was good hearing from you, and I appreciate your kind words about Fatti Matson and others on my staff.

The 75th anniversary ceremony of the Visiting Nurse Association at the White House was a great hit. I know that Mrs. Ford, for one, enjoyed it immensely and was delighted to be part of the activities.

Thanks again.

Cordially,

Sheila Ebbi Weidnfeld
Press Secretary to Mrs. Ford

Mr. Phil Gaffin
Community Relations Director
Visiting Nurse Association
1842 Mintwood Place, N.W.
Washington, D.C. 20039

bcc: Fatti Matson
May 2, 1975

Ms. Sheila Weidenfeld
The White House
Press Office for Mrs. Ford
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Ms. Weidenfeld:

On behalf of the Visiting Nurse Association I wanted to thank you for the cooperation of your office and particularly of Patti Matson. In preparing for the ceremony, your office was extremely helpful and quick to respond to any inquiry that I had. I must admit that the speed with which phone calls were returned and information provided was exemplary. I could only hope that other offices in Washington were as cordial and helpful.

The excellent cooperation and planning definitely assisted in making the White House ceremony a highlight of our 75th anniversary activities.

Cordially,

Phil Gaffin
Community Relations Director

PG:lh
May 26, 1975

Dear Mr. Gaffin:

Many thanks for your thoughtful letter of May 2. It was good hearing from you, and I appreciate your kind words about Fatti Watson, and others on my staff.

The 75th anniversary ceremony of the Visiting Nurse Association at the White House was a great hit. I know that Mrs. Ford, for one, enjoyed it immensely and was delighted to be part of the activities.

Thanks again.

Cordially,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Phil Gaffin
Community Relations Director
Visiting Nurse Association
1842 Mintwood Place, N.W.
Washington, D.C. 20009

bcc: Fatti Watson
May 2, 1975

Ms. Sheila Weidenfeld
The White House
Press Office for Mrs. Ford
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Ms. Weidenfeld:

On behalf of the Visiting Nurse Association I wanted to thank you for the cooperation of your office and particularly of Patti Matson. In preparing for the ceremony, your office was extremely helpful and quick to respond to any inquiry that I had. I must admit that the speed with which phone calls were returned and information provided was exemplary. I could only hope that other offices in Washington were as cordial and helpful.

The excellent cooperation and planning definitely assisted in making the White House ceremony a highlight of our 75th anniversary activities.

Cordially,

Phil Gaffin
Community Relations Director

[Signature]

[Board of Directors and A United Way Agency information]
Ms. Sheila Weidenfeld
The White House
Press Office for Mrs. Ford
1600 Pennsylvania Avenue, N.W.
Washington, D. C. 20500