

Women Are Special

WomanCare Holds Grand Opening

WomanCare of The Allentown Hospital, a health resource for women of all ages, had its grand opening on Wednesday, June 10. The new women's health service opened at 401 N. 17th St., Suite 108, next to The Allentown Hospital.

During the opening events, Virginia Graham, *WomanCare's* honored guest, received the first *WomanCare* of the Year Award, given to a woman who has overcome a major health challenge and successfully integrated it into her everyday life, according to Cynthia C. Adams, *WomanCare* coordinator.

In addition, the Auxiliary was presented with a plaque of recognition and appreciation for pledging one quarter of a million dollars to support *WomanCare*. The opening ceremony, with Virginia Graham and Mayor Joseph Daddona, City of Allentown, as special guests, featured the unveiling of *WomanCare*, followed by a welcome reception and awards dinner for Graham at Cedar Crest College.

(Continued on page 9)



Because women care...

WomanCare of The Allentown Hospital

The Health Resource For Women Of All Ages

778-3800 WomanCare is located in the Allentown Medical Center, right next to The Allentown Hospital.

 **The Allentown
Hospital**
A HealthEast Hospital

WomanCare Coordinator Named

Cynthia C. Adams, of Bethlehem, has been appointed coordinator of *WomanCare* of The Allentown Hospital, a new comprehensive resource especially for women. *WomanCare*, located next to the Hospital at The Allentown Medical Center, features a resource library and referral center, educational lecture series and a telephone information line (778-3800).

Adams will help coordinate the many health services in the Hospital which are also part of *WomanCare*,



some of which include the Allentown Breast Diagnostic Center and services for osteoporosis screening, prenatal education, family-centered maternity and pediatric care.

Adams will work closely with health service specialists at the Hospital and with professionals who serve on a Hospital steering committee for *WomanCare* and with women in the community, especially those who are involved with the *WomanCare* advisory committee.

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PRESIDENT'S CORNER



WomanCare of The Allentown Hospital, an outstanding and unique program for women in the Lehigh Valley, recently held its grand opening in the Allentown Medical Center after months of careful planning and development. This program sponsors the most comprehensive and meaningful women's service in the Valley, thanks to the efforts of many hard-working people.

Until now, no one in the Lehigh Valley offered women one resource that could provide access to such a comprehensive array of both inpatient and outpatient health services designed especially for them. *WomanCare* demonstrates The Allentown Hospital's increased commitment to women's health education, prevention and care.

I would like to extend my deep appreciation to all those involved in starting *WomanCare*. Two committees played a major role in making *WomanCare* a reality. The Hospital Steering Committee, comprised of a multi-disciplinary group of professionals from the Hospital and medical staff,

Vision of WomanCare Becomes Reality

has seen *WomanCare* through its developmental stages and will continue to assist in further developing the program. I also deeply appreciate the valuable time and effort given by the women on our Community Advisory Committee. These women will continue to help us shape *WomanCare* through their input and recommendations regarding the health care needs and wants of women in our area.

Still another major group is our Auxiliary, which pledged \$250,000 to this exciting new program. They have shown us that it is truly because women care that there is *WomanCare*.

WomanCare offers women easy access to the combination of the outpatient services located in the new *WomanCare* facility and inpatient services at The Allentown Hospital. It is noteworthy that, in addition to women's clinical services such as mammography and self-breast exam teaching, the attractive, personalized *WomanCare* facility offers a comprehensive women's library, free to the public, and an important informational telephone line for assistance (778-3800). It is significant that over 200 calls were made to the *WomanCare* line in the first two weeks of its opening.

This is a fine opportunity for me to reflect on a number of our other related services and recent improvements. For example, the inpatient postpartum floor and the pediatric unit were recently redecorated. Further, as the sixth largest maternity service in Pennsylvania, The Allentown Hospital has a full complement of clinical and educational services for parents and children. The Allentown Hospital had over 2,900 births this past year — two

of every three babies born in Allentown were born here at The Allentown Hospital.

We also sponsor the region's only Level III neonatal (newborn) intensive care unit. This is the highest level that is attainable. Leading the high risk maternity program at The Allentown Hospital is Sze-ya Yeh, M.D., the only board-certified perinatologist (physician specializing in high-risk pregnancies) in the region.

We provide a broad spectrum of community education in the areas of obstetrics, gynecology, and pediatrics. Programs, such as the *WomanCare* lecture series, are an important complement to the wide range of existing women's and children's programs. We have been able to greatly expand our public lecture series because we have on our staff the necessary expertise to offer such recent programs as "Women and Depression" and "Pregnancy After 30."

We also have a comprehensive outpatient education program, including prenatal and mother and infant exercise classes, grandparenting courses, expectant parents classes, and adoptive parents classes. All of these programs have been extremely well-attended.

In summary, the establishment of *WomanCare* recognizes The Allentown Hospital's long tradition of offering women's health services. We are proud to have significantly expanded these services and to have opened such an outstanding new outpatient facility, a place where women are truly special. *WomanCare* will continue to expand and grow to meet the changing needs of the women in our community.

A Women's Issue: DEPRESSION

"When it comes to depression, women have a lot of it," according to Susan Gasteyer, M.D., director of special psychiatric services at The Allentown Hospital. In fact, twice as many women as men suffer from this debilitating illness. Why the statistics are skewed so heavily toward the female population, however, is unknown.

Gasteyer explored the definition of depression, the causes of it and various methods of treatment in "Women and Depression." Her talk was part of a series of free lectures especially for women sponsored by *WomanCare of The Allentown Hospital*.

Depression is a common word. To most people, it signifies a transient mood state, part of the normal upswings and downturns experienced during a day. Depression can also span a longer period of time due to identifiable physical reasons such as illness, a thyroid problem or blood pressure medication.

Those people who suffer from "major league depression," however, cannot point to a particular cause or shake off their feelings readily. A common sentiment is "I wish I were dead." People suffering from depression exhibit a syndrome or cluster of symptoms including feelings of sadness or hopelessness, insomnia, and fairly regular thoughts of suicide and death. Other signs are irritability, fatigue, and a pervasive loss of pleasure in everyday activities.

There is no simple answer as to what causes depression. It is very probable that a variety of factors interact to produce this state. For example, research has shown that there is an increased risk that a person will experience depression if a close relative has had serious, significant episodes. Other biological factors are an underlying illness, alcoholism or medication.

It is also unclear why so many more women suffer from depression than men. In recent years, one theory has gained in popularity. This holds that sex discrimination does not allow a woman to take control of her environment. This in turn leads to chronic low self-esteem and low expectations.

Further, women have traditionally grown up with a learned helplessness, according to Gasteyer. "Women are taught to be nice, pretty and dependent," she says. "The choice is to be a so-

called healthy woman or a healthy adult."

There are several ways that individuals can cope with lesser degrees of depression.

- Recognizing what depression is and knowing the core symptoms are initial steps to combating it. "Decide that you are going to do something. You cannot accept prolonged depression as a normal part of human life or as something that you just have to put up with," urges Gasteyer.

- At times when depression is likely — such as immediately before a menstrual period — a person should tread lightly by avoiding stressful situations.

- An individual must resist the tendency to sweep everything under the rug. Negative feelings should be discussed with another person. "It helps to feel understood, to pinpoint what is causing stress," suggests Gasteyer.

- Exercise has an anti-depressant effect for less severe cases of depression.

- All drugs which can increase depression should be avoided. Common offending drugs are alcohol and mild tranquilizers.

Women suffering from severe cases of depression should seek professional help. There are many drugs used to treat depression with about a 75 percent rate of success. Drugs, however, do not work instantly and may take four to six weeks before results are seen. "Drugs must be taken regularly and religiously," according to Gasteyer.

There are several types of non-drug therapies which attempt to change the way a person feels about herself. "If you do things differently, you will feel different," says Gasteyer.

Cognitive theory holds that a person is victimized by a thought process that is filled with a relentless stream of self-diminishing thoughts. The patient is taught to recognize bad feelings and replace these with good thoughts.

The interpersonal approach points to problems with relationships as the root of depression. The depressed individual is taught to work out problems in relationships rather than internalizing them into depression.

Emotional and physical health concerns are the topics of an ongoing series of *WomanCare* lectures.

Summer WomanCare Lecture Schedule

"Be Good to Your Skin"

Sandra Smith, R.N., M.S.N.
Comprehensive Community
Cancer Center
The Allentown Hospital
July 14 at 7 p.m.
Room 1911, School of Nursing

"Are You Vain About Your Veins?"

Tamar Earnest, M.D., F.A.C.S.
Department of Surgery
The Allentown Hospital
July 20 at 12 noon
Room 1911, School of Nursing

"What Women Should Know About AIDS"

Andrea Geshan, R.N., C.I.C.
Nurse Epidemiologist
The Allentown Hospital
August 5 at 12 noon
Auditorium, School of Nursing

"When Good Kids Go Through Bad Times: Teen Alcohol and Drug Abuse"

Arlene Patterson, R.N.
Lehigh Valley Behavioral
Health Center
A HealthEast Program
August 19 at 7 p.m.
Auditorium, School of Nursing

Free Parking

**Babysitting service available
upon request**

**For reservations, call
(215) 778-3800**

Ultrasound Provides "Window into the Body"

Twenty-eight weeks into her pregnancy, a woman was referred to The Allentown Hospital for diagnostic testing. Using the results from a scan done on the Acuson 128 Computed Sonography™ ultrasound system, physicians were able to determine that one of the fetus's kidneys was not functioning properly. It was further localized to the right kidney. With this information, doctors were then able to determine how soon the baby should be born and what treatment would be necessary at birth.

Prior to the acquisition of the Acuson 128 ultrasound system, such diagnosis would have been impossible until about week 36 of pregnancy. Management of the pregnancy would have been more difficult and less information would have been available at birth.

In other areas as well — vascular, renal and abdominal — the Acuson 128 ultrasound system is providing earlier and more accurate diagnosis. The system, which was acquired by the hospital in early March, differs from other ultrasound systems in that it is actually a computer. The Acuson 128 system forms images on a television screen with unprecedented clarity and detail, which enable physicians to more easily recognize and differentiate major tissue types as well as structural features of internal organs.

Top of the line system

The Acuson 128 Computed Sonography™ ultrasound is considered the "Cadillac" on the market, according to Walter Dex, M.D., chairman of the Department of Radiology. "It provides the best image ultrasonically."

The Acuson system purchased by

The Allentown Hospital also provides vascular diagnostic capabilities known as Doppler. This allows for accurate blood-flow analysis of the arterial and venous systems. It is especially important in the monitoring of fetal distress.

Blood flow, according to Sze-ya Yeh, M.D., chairman of the Department of Obstetrics and Gynecology, is very important to the detection of the fetal condition. "The first sign of intrauterine distress is diminished blood flow from the mother to the fetus. There is no other instrument available to diagnose this." This method is still in the research stage.

Critical information now provided

Obstetrical scanning by the Acuson ultrasound system is indicated in several situations such as hypertensive (high blood pressure) disorders or diabetes in the mother, a prolonged pregnancy or intrauterine growth retardation. The information provided by the ultrasound is critical to the management of the pregnancy. "The doctor can now better decide if the fetus should be delivered early or kept in utero."

Within the kidney disease section of the Department of Medicine, the Acuson ultrasound system has important applications as well. It provides physicians with the ability to perform non-invasive diagnosis of the kidneys including cysts, tumors and inflammatory and obstructive diseases. Joseph C. Guzzo, M.D., chief of nephrology, also cites the capacity to do Doppler flow studies of major blood vessels including renal arteries and blood access vessels used for hemodialysis. These studies assess the adequacy of blood flow to determine if problems

are developing in the blood paths.

How ultrasound works

Medical ultrasound was originally developed in the early 1970s. It uses high-frequency sound waves to produce images of soft tissue and internal body organs, similar to the way sonar is used to map the sea bottom. Unlike an x-ray, ultrasound does not use ionizing radiation and is highly effective in viewing internal organs and their motion.

The Acuson 128 is actually an ultrasound computer that uses sophisticated electronics to form detailed images. For example, a fetus's profile can be revealed when the head measures only two inches across. It is also possible to see the nostrils, tongue and the lens on the eye.

The equipment is relatively easy to use. A probe is passed over the affected body area — such as a pregnant woman's abdomen. A picture of the fetus or organ is then viewed on a television screen.

For an ultrasound technician, the increasing sophistication of the equipment means the need for more extensive education. A strong knowledge of anatomy is especially important to differentiate normal from abnormal conditions. The Allentown Hospital has specially-educated ultrasound technicians.

The Acuson 128 Computed Sonography ultrasound system is manufactured by Acuson, based in Mountain View, Calif. The company produces advanced ultrasound imaging technology for the medical specialties of radiology, cardiology, and obstetrics and gynecology.

WomanCare Coordinator Named *(Continued from page 1)*

Adams has had a variety of experiences coordinating and administering health services and health education programs in community, corporate and academic settings. "Her background makes her an excellent contact for women in our community," according to Ruth Haines, coordinator of the Hospital's educational development department.

For the last two years she has worked as a health promotion consultant for local companies, agencies and colleges and as the assistant to

the director of special programs at Lafayette College, Easton.

Adams worked as a program leader of a Corporate Health and Fitness Program called "Live for Life" at Johnson & Johnson, Inc. in New Jersey for four years. Adams also worked as an associate health educator of the Visiting Nurse Association of Morris County, Morristown, N.J. There she gained experience in designing, implementing and evaluating health promotion programs for nine municipalities and two

corporations.

Adams received her Master of Science degree in Nutrition Education from Rutgers University and her Bachelor of Science degree in Biology from the Pennsylvania State University.

She is a member of the American Public Health Association, the New Jersey Society for Public Health Education, the Society for Nutrition Education and the Pennsylvania Nutrition Council.

New Medical Director of Special Psychiatric Services Named



Susan Gasteyer, M.D., of Philadelphia, a psychiatrist board-certified in adult psychiatry and board-eligible in child psychiatry, was named medical director of special psychiatric services at The Allentown Hospital.

According to Department of Psychiatry Chairman John F. Mitchell, M.D., Gasteyer is responsible for

managing special psychiatric services and coordinating the delivery of clinical services provided by a team of occupational and recreational therapists, nurses, social workers and psychologists. She provides training for medical students and residents.

Gasteyer had been the medical director of a 17-bed Affective Disorders Unit in Philadelphia for six years before she came to The Allentown Hospital. She had also been in private practice for both adult and child psychiatry in Philadelphia and had been an assistant professor of psychiatry at the Medical College of Pennsylvania in Philadelphia.

She had previously been the medical director of the family health service division of counseling and psychiatry at Sacred Heart General Hospital, Chester, Pa. Gasteyer was a staff psychiatrist at Grays Harbor Community Mental Health Center, Aberdeen, Wash.; Western State Hospital, Fort Steilacoom, Wash.; and at Haverford State Hospital, Haverford, Pa.

Gasteyer served a fellowship in

child psychiatry at Hahnemann Medical College and Hospital, Philadelphia, and a residency in general psychiatry at The Mount Sinai Hospital, New York City.

Her other training includes an internship in internal medicine at Presbyterian-St. Luke's Hospital, Chicago, Ill., and psychoanalytic training at The Philadelphia Association for Psychoanalysis, Philadelphia.

Gasteyer received her medical degree from the University of Nebraska's College of Medicine, Omaha, Neb.

She has published an article in *Nature* and is a member of the American Psychiatric Association and the Academy of Child Psychiatry.

Gasteyer gave a presentation on "Women and Depression" as part of The Allentown Hospital's *WomanCare* free lecture series (see article on page 3). She serves as an active member of the *WomanCare* Steering Committee.

Gasteyer will maintain a private office practice in child, adolescent and adult psychiatry.

Special women, the members of the Auxiliary of The Allentown Hospital, were honored at a sneak preview of *WomanCare*. The Auxiliary donated \$250,000 to support the new comprehensive women's service. Frances Schaeffer, newly-elected president of the Auxiliary, receives a special plaque in honor of the Auxiliary's efforts from Robert McNabb, chairman, Board of Directors. Other new Auxiliary members are Sylvia Kulp, first vice president; Gladys Wagner, second vice president; Iola Parry, recording secretary; Gloria Grube, corresponding secretary; and Dorothea Zettlemoyer, treasurer.



PHOTO BY THOMAS F. AMICO

"If I Made It, So Can You"



PHOTO BY THOMAS F. AMICO

Virginia Graham, nationally-known radio and TV celebrity, winner of the **WomanCare** of the Year Award, author, mother and grandmother, told her true story of her fight against cancer during the grand opening activities for **WomanCare of The Allentown Hospital**.

There is no mistaking Virginia Graham when she walks into a room. She has the air of a celebrity — fashionable clothes, flashy jewelry, perfectly-styled hair. She immediately becomes the focal point.

But there is much more to this woman than celebrity status. Yes, she is an entertainer, but she is also a communicator. She has the ability to walk into a crowded room filled with hundreds of people and develop what seems to be an intimate conversation with the audience. Her talk is filled with "honey" and "darling" and she has the gift of getting members of an audience to open up, reveal their thoughts and emotions.

As part of the opening ceremonies of *WomanCare*, Virginia Graham shared the story of her successful battle with cervical cancer. Her presentation, "If I Made It, So Can You," was based on her book of the same title which chronicles her ordeal. Nearly 300 people attended her talk held at

Tompkins College Center at Cedar Crest College on June 10.

Virginia Graham is a nationally-known radio and television celebrity, actress, mother and grandmother. The Chicago native is perhaps best known for her television programs such as *Girl Talk* and *The Virginia Graham Talk Show*. Her fund-raising efforts are legendary — she has raised millions of dollars for the American Cancer Society alone. This year, she will embark on a one-year crusade to raise money for the fight against Acquired Immune Deficiency Syndrome (AIDS). In 1965, she was voted one of the ten most respected women in the world.

Her topic was battling cancer but her message was much broader than that. Throughout her lively presentation, she talked about life — not merely coping but living life to its fullest regardless of the tragedies faced.

Her impromptu presentation was peppered with one-liners, suggesting,

for example, that a "hysterectomy" should really be called a "herstereotomy." She further shared, "My greatest joy is to live long enough to hear my grandchildren talk back to my daughter."

She describes her father as "fabulous" and her mother as "worrisome." Her father was the "architect of her spirituality," imparting to her the values that she still follows today. "Above all, Papa told us, 'Thou shalt feel thy neighbor's pain.'" She concludes, "It is our business to help everyone."

On June 13, 1951 — at the age of 35 — Virginia Graham was told that she had cancer. "That was the first time I ever heard the word spoken." In the 1950s, cancer was whispered about or ignored. It was never openly discussed, according to Graham.

Before undergoing a 10-hour operation, her doctor asked her what she wanted to do before surgery. Her one request — to go to a beauty parlor. Her doctor's reaction: "I think she is going to make it."

Virginia Graham asked herself many times why she has survived when others have not. "God and my daddy helped me through it," she concludes. "If God could give me the

strength, I thought I might be able to survive." She also credits genetics — the body's ability to throw off infection — and the healing power of laughter and love.

She hates being told that she fought and won the battle against cancer. "Doesn't everyone want to live?" she questions.

On the topic of women's health, Graham insists, "You have the right to take care of yourself. If you do not, your friends have the right to interfere and take care of you."

She points to the crisis of self-esteem that women face. "We will have it until the day we die." She questions, "Why do women put everyone ahead of themselves? It is their turn to take care of themselves."

She applauded the community for supporting a health resource such as **WomanCare**. "This is for all of you and The Allentown Hospital is fantastic to care that much about someone's pain."

WomanCare was established to respond to the special, personal health care needs of women of all ages, based on The Allentown Hospital's tradition of offering a wide range of women's health services. In addition to health care services, educational information is also available.

Graham ended the night on a serious note. "The children will be well. Your husband will be fine," she told the audience. "Promise me you will go to **WomanCare**. Love yourself a little." The audience responded with two standing ovations.

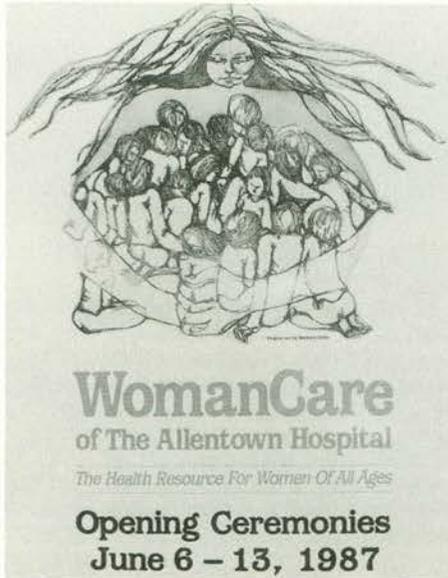


PHOTO BY THOMAS F. AMICO

A copy of the original piece of artwork given to Virginia Graham for the first **WomanCare** of the Year Award, shown above, is available for women who attend any upcoming **WomanCare** lectures.



PHOTO BY THOMAS F. AMICO

Allentown Mayor Joseph Daddona (far right) presented Virginia Graham with a key to the city at the opening ceremony for **WomanCare of The Allentown Hospital**. Graham, the Hospital's honored guest, unveiled the **WomanCare** sign during the ceremony at **WomanCare's** location, 401 N. 17th Street, Suite 108, Allentown. **WomanCare** Coordinator Cindy Adams, and Hospital President Darryl R. Lippman, welcomed Graham to the grand opening of **WomanCare** and extended words of thanks to members of the Hospital staff and members of the community who helped make **WomanCare** a reality.



PHOTO BY THOMAS F. AMICO

WomanCare of The Allentown Hospital presented Virginia Graham with the first **WomanCare** of the Year Award for her courage in surviving her personal battle with cancer. The **WomanCare** of the Year Award is given to a woman who has successfully overcome a health challenge and integrated it into her everyday life.

WomanCare FAIR

WomanCare of The Allentown Hospital held its first **WomanCare Fair** as part of the grand opening activities.

Free health screenings and tests, information, tours of **WomanCare**, and refreshments were available.

Approximately 150 women attended the fair, and 100 women came to the free **WomanCare** lecture entitled "Working Women: The Juggling Act," which was offered at two different times during the fair. (Right) Nancy O'Sullivan of Whitehall types personal information into a unique cancer risk assessment computer as Susan Fegley, Comprehensive Community Cancer Center, looks on. The computer program assesses an individual's risk factors associated with more common forms of cancer. If someone is in a high risk category, the computer gives information on how to lower the risk. The Comprehensive Community Cancer Center of The Allentown Hospital and Lehigh Valley Hospital Center provided the cancer risk assessment station.

PHOTO BY THOMAS F. AMICO



PHOTO BY THOMAS F. AMICO



A popular health testing station at the **WomanCare Fair** was body composition. Here, women learned that body weight is not as important to their health as is the percentage of body fat they have. (Above) Jackie Lukity of Zionsville is measured by Jane Ziegler, R.D., chief dietitian, The Allentown Hospital, for her percentage of body fat.

PHOTO BY THOMAS F. AMICO



Blood pressure screening was provided by registered nurses from The Allentown Hospital at the **WomanCare Fair**. Women who had high blood pressure learned how to lower it and keep it lowered. High blood pressure has no symptoms but may be a risk factor for more serious conditions like heart disease and stroke. Above, Ethel Friedman of Allentown is having her blood pressure taken by Sharon Stelts, R.N., Hospital health counselor. Other health tests and screenings offered at the **WomanCare Fair** included nutritional analysis, breast self-examination, and the "Test You Can't Fail." The "Test You Can't Fail" was a simple take-home colon-rectal cancer test, sponsored by HealthEast.





The **WomanCare** health resource library (above), currently contains 200 volumes, 40 journals and 10 videotapes which can be read or seen in the personal atmosphere of the library, or borrowed for home use. This growing resource library contains the most up-to-date health-related information on topics ranging from gynecology to depression.



The **WomanCare** reception and waiting room (above), was newly redecorated to provide an attractive and personable atmosphere for women seeking health care information, consultation or referrals. The **WomanCare** multi-purpose room, also located in **WomanCare**, is used for support group meetings, classes and lectures. **SHARE**, a support group for parents who have had a prenatal or child loss, is one of the many groups that will hold its meetings in the **WomanCare** multi-purpose room.

WomanCare Grand Opening (Continued from page 1)

WomanCare of The Allentown Hospital was designed with the very special and personal needs women have in mind, and is now prepared to offer its comprehensive services created especially for women.

Research has shown that women use health services more than men and make most decisions about where, when and how family members receive care, according to Adams. "Because women are most likely to be the primary health care manager for themselves and for their families, *WomanCare* offers services with emphasis on education, wellness and disease prevention in an effort to appeal to women," said Adams.

WomanCare provides women in the Lehigh Valley with one source for uncomplicated, private answers to their personal health challenges. A resource library containing books, magazines, and videotapes is also available. Educational programs such as the prenatal education series and a special free women's health lecture series are offered both days and evenings.

WomanCare gives women easy access to both outpatient diagnostic services and inpatient services offered at The Allentown Hospital, according to Sze-ya Yeh, M.D., chairman, Department of Obstetrics and Gynecology.

"*WomanCare* takes a multi-disciplinary approach to offering a comprehensive community women's service. *WomanCare* builds on our strong services in obstetrics and gynecology

at The Allentown Hospital, but is designed to include all health services a woman and her family might need," Yeh said.

WomanCare was developed through the efforts of a Steering Committee, consisting of a group of physicians, nurses, psychologists, psychiatrists, administrators, and other Hospital staff members, with a single purpose in mind.

"Until now, no one in the Lehigh Valley offered women one resource that could provide access to a comprehensive array of health services designed especially for them," said Darryl R. Lippman, Hospital President. "The Allentown Hospital had the vision to create a program that is responsive to the needs of women as health care consumers."

In addition to the *WomanCare* Steering Committee, a community advisory committee of interested women was formed. Consisting of women from various careers and of all ages, the committee has helped shape *WomanCare* to meet the health care needs and wants of women in the area.

Some of these women's services include mammography and self-breast exam teaching offered by the Allentown Breast Diagnostic Center; osteoporosis screening; family-centered maternity care, featuring newly redecorated patient rooms; and children's services, including a 28-bed pediatric unit and the only regional neonatal intensive care unit. All women 18 years and

older who are admitted to any area of The Allentown Hospital receive a special gift package to better accommodate them during their Hospital stay.

A *WomanCare* information and referral telephone line (778-3800) is answered 24 hours a day. Staff members are available Monday through Friday to answer questions. "One of the best features of *WomanCare* is that it is such a centralized service," said Frances Schaeffer, president of the Auxiliary of The Allentown Hospital. "All of these women's services are accessible by calling just one number," she said. "And the homelike atmosphere of *WomanCare* makes the service quite personal."

Graham's award was an original piece of artwork done by Allentown artist Barbara Zeller. Copies of the artwork were made into commemorative posters for women who attended any of the opening activities and for women who attend *WomanCare* lectures in the upcoming months.

WomanCare open houses were held for the medical staff, employees, volunteers and other Hospital groups prior to a public event, the *WomanCare* Fair. Free women's health screenings, health information, and a commemorative poster for all women were available at the *WomanCare* Fair. Tours of *WomanCare* were also given.

For more information about *WomanCare* of The Allentown Hospital, its services, lectures or classes, please call (215) 778-3800.

Hey Baby, Let's Work Out!

The Allentown Hospital is offering an exercise program for mothers and their newborn babies called **Hey Baby, Let's Work Out!** This class is designed to help restore the mother's muscle tone and strength after pregnancy. It also provides a meaningful play period in which she can help aid the natural development of her child. These classes are offered for mothers with infants who have not yet reached the crawling stage.

Other classes offered at The Allentown Hospital include an exercise class for pregnant women, called the Maternity Fitness Program, and an adoptive parents class, the only one of its kind in the Lehigh Valley.

(Continued on page 11)



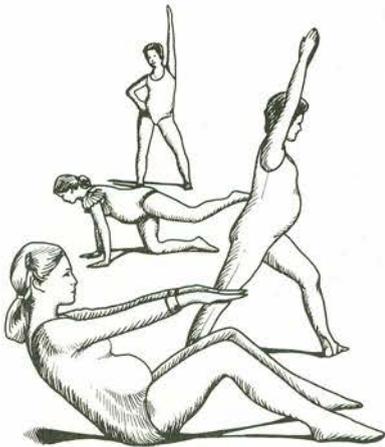
Fitness and educational classes are continuously offered to women and parents at The Allentown Hospital. Some of these classes include the **Maternity Fitness Program, Adoptive Parents class, and Expectant Parents class.** Above, during a class called **Hey Baby, Let's Work Out!**, Cheryl Newton and her daughter Lindsay, both of Allentown, smile as they team up to tone the mother's stomach muscles in this floor exercise.



Newborn babies curiously look around as their mothers exercise their legs during a **Hey Baby, Let's Work Out!** exercise class. The mothers and their babies are (clockwise from lower left): Mona and Edward DelSole, Claire and Jamie McGinley-Kish, Instructor Colleen Shaughnessy Whitsett, Gillian and Rachel Pidcock, and Cheryl and Lindsay Newton.

Hey Baby

(Continued from page 10)



The Maternity Fitness Program, which is held at the Hospital, provides safe, professionally supervised exercises for women who are pregnant or who have recently given birth. All participants must have a physician's approval before taking the class. The program has been designed for women who want moderately active exercises.

The instructor for both the Hey Baby, Let's Work Out and Maternity Fitness classes is Colleen Shaughnessy Whitsett, a physical education graduate from Pennsylvania State University and an experienced exercise instructor. Each participant receives a workbook to use at home.



The Adoptive Parents Class was developed for parents who have adopted or who are working toward adoption and is instructed by Loretta Farley, R.N. She teaches parents some basics of newborn or child care as well as the psychological, legal and financial aspects of adoption.

Other topics included in the adoptive parents class are: how to baby-proof a household, what a parent can expect in growth and development of the child, and from which community agencies and sources they can receive assistance. Visits from parents who have adopted a child are also featured.

For more information about any of these classes or to register, please call **778-CARE**.

HEALTH TIP

This Health Tip is part of a health information series brought to you by:

The Pediatrics Department

at

The Allentown Hospital

A HealthEast Hospital

Middle Ear Infections — Do Not Take Them Lightly

Because women have been found to be the family's primary health care manager, mothers are often concerned with their child's health. To help women recognize one of the most common causes of hearing loss in children, middle ear infections symptoms are listed below.

Middle ear infections are the most common cause of hearing loss in children, and will affect half of all children by age one and 90% by age six. Ear infections typically occur with a cold or allergy. They are caused by bacteria that thrives in the fluid that builds up behind the eardrum. The fluid, which cannot drain, puts pressure on the eardrum, causing pain.

Other symptoms include:

- **sleeplessness**
- **reluctance to nurse or bottle feed**
- **head banging**
- **pulling at the ear**

A fever will also develop if the infection goes untreated. Non-infected fluid from blockage may also remain behind the ear. If this occurs, a young child may:

- **fail to respond to normal tone of voice or appear to be ignoring you**
- **seem inattentive to the TV, sit close to it or turn up the volume**
- **talk loudly or behave abnormally**

A hot water bottle or ice bag may be used on the ear to ease the pain and swelling until a physician is consulted. Middle ear infections should be taken seriously. If they are treated early, chronic infection and hearing loss can be prevented.

For more information call **778-CARE**.

This information was taken from a Parenting Lecture given by John D. Harwick, M.D., ear, nose and throat specialist, Department of Surgery, The Allentown Hospital.

WomanCare of The Allentown Hospital

The Health Resource For Women Of All Ages

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