

Public Relations

As a part of developing and integrating the model curriculum, specific steps were taken to publicize the project, promote cooperation, maintain interest and mobilize support.

- *The erratically regular newsletter*

From the start of the project, in-house awareness efforts were undertaken to engage the interest of faculty, housestaff, and medical students in the area of alcoholism and the curriculum innovations being planned.

A project newsletter, dubbed *the erratically regular*, was sent to over 500 faculty and staff within the Dartmouth-Hitchcock Medical Center. In addition, copies were distributed beyond the medical center, to medical schools, hospitals, and treatment programs throughout the country. The first newsletter introduced the project staff and plans. Subsequent issues provided updates on activities such as progress in the development of the evaluation instruments, Resource Center acquisitions and services, presentation made, or the results of the “Cork Contest” described below.

- Cork/Department of Medicine Contest

Within the second year of the project, a contest was devised as a public awareness activity. Open to house staff and medical students, it was inspired by the contests common in many Radiology Departments, which are organized around the “X-ray of the week.” Questions for the contest were supplied by faculty and were posted every two weeks on the bulletin board near the hospital cafeteria. This location was thought to be the single most traveled corridor in the medical center. Along with each new set of questions, the answers to the previous questions and the cumulative point totals for all contestants were displayed.

There were eight contest rounds, held during a six month period. Prizes were awarded to the house officer and medical student who accumulated the most points. The prize was a \$75.00 (in early 1980s dollars!) at the medical school bookstore. The awards were made at the Ground Rounds marking the end of the academic year. An example of the contest questions is appended.