

LARGE SCALE PREGNANCY TESTING FOR THE '70s with Elizabeth Connell, M.D., Associate Professor of Obstetrics and Gynecology, College of Physicians and Surgeons, Columbia University in New York, and Director, Family Life Services, International Institute for Study of Human Reproduction; Ralph W. Gause, M.D., Obstetrical Consultant, National Foundation-March of Dimes; and Donald P. Swartz, M.D., Clinical Professor of Obstetrics and Gynecology, College of Physicians and Surgeons, and Director of Obstetrics and Gynecology, Harlem Hospital in New York. Three physicians demonstrate the ease of administration and reliability of new inexpensive pregnancy tests. The doctors also identify situations in which wider pregnancy testing may now be indicated, and consider issues raised by the simplicity and accessibility of pregnancy testing kits.

(19 minutes) (in color)

1213914

LOOK OUT FOR LEAD, with Jay M. Arena, M.D., Director, Duke University Poison Control Center, Durham, N.C., and former President, American Academy of Pediatrics. There are potentially more lethal sources of lead poisoning than old paint in city slums, says Dr. Arena. He presents tips for diagnosis and treatment in your suburban and rural patients.

(10 minutes) (in color)

1217216

M.D.s ON TV: FICTION OR FACT? with Morton H. Maxwell, M.D., James N. Waggoner, M.D., Dudley M. Cobb, Jr., M.D., Chris Hutson, R.N., Phyllis Wright, M.D., and Vincent J. Maguire, M.D. A panel of consultants to the medical dramas on commercial television discusses the following questions: Are the medical programs on television of any value to the general public as patients? And, do these programs complicate the doctor-patient relationship?

(20 minutes) (in color)

1310615

MANAGEMENT OF ASPIRIN POISONING, with Jay M. Arena, M.D., Director, Poison Control Center, Duke University Medical Center, Durham, N.C., and former President, American Academy of Pediatrics. Dr. Arena draws on 35 years' experience to give a practical approach to handling the most common cause of poisoning in children.

(13 minutes) (in color)

1317347

MEDICAL ASPECTS OF CIVIL DEFENSE. The impact on the medical community of a nuclear bomb explosion, with Victor W. Sidel, M.D., Director of Preventive Medicine Unit, Massachusetts General Hospital, Boston, Massachusetts and Dr. Barry Commoner, Henry Shaw School of Botany, Washington University.

(24 minutes).

1303923

NAME YOUR POISON: ALCOHOL. Many physicians and medical students still treat alcoholics as second-class patients. Because of ingrown cultural attitudes, early alcoholism often goes undetected and untreated. Medical students meet with a recovered alcoholic, with Dr. Marvin Block of the State University of New York at Buffalo, and Dr. Frank Seixas, Medical Director of the National Council on Alcoholism, to discuss ways to detect and help incipient alcoholics using science to replace serendipity.

(40 minutes) (in color)

SAMA 2810251

PRE-HOSPITAL CORONARY CARE — A MODEL FOR YOUR COMMUNITY, with Eugene Nagel, M.D., Associate Professor, Department of Anesthesiology, University of Miami School of Medicine, and Clinical Director, Department of Anesthesiology, Jackson Memorial Hospital, Miami, Florida. How quickly can your community get optimum coronary care facilities to a patient in cardiac arrest or ventricular fibrillation? Dr. Nagel shows how the Miami Emergency Rescue Service is set up, demonstrates how quickly it works in a simulated rescue, and shows what is needed to implement a complete mobile emergency health care system.

(21 minutes) (in color)

1615438

Many NCME programs have self-assessment quizzes, one copy of which will accompany each videocassette. You may duplicate the quiz as your needs require. Upon completion, return the quizzes to NCME, and we will maintain a record of participation (not the score) for each physician. These records are keyed to the physician's Social Security numbers: please take care that the numbers are clearly written. Physicians may request their NCME activity records at any time.
