

1964

A Threshold Year



The National Association for Retarded Children, Inc.





JOHN FITZGERALD KENNEDY

1917-1963

"The manner in which our Nation cares for its citizens and conserves its manpower resources is more than an index to its concern for the less fortunate. It is a key to its future."

— Message to Congress
October 11, 1961

1964 A Threshold Year

founded in 1950, is a voluntary organization represented in all of the 50 States by nearly 1,000 State and Local Member Units. Membership includes parents of retarded children, professional persons, and citizens concerned with the well-being of all children and adults.

The Association is dedicated to promote the welfare of mentally retarded persons of all ages; to foster the advancement of research, treatment, services and facilities; and to develop broader public understanding of the problem of mental retardation.

Period covered *by* this report:
September 1963 through August 1964

THE NATIONAL ASSOCIATION
FOR RETARDED CHILDREN, Inc.
386 Park Avenue South New York,
New York 10016



The



Torch is Passed

Never before in the history of mankind have so many been doing so much in behalf of the mentally retarded. Although there is not yet reason for us to become overly encouraged by this early progress, we may take some comfort in the knowledge that we no longer walk alone.

Many public and private agencies, civic groups, and a variety of professional workers including doctors, nurses, psychiatrists, psychologists, teachers and social workers are actively engaged in the accelerating effort to combat mental retardation. The President's Panel on Mental Retardation, established by President John F. Kennedy, studied for one year the needs of the mentally retarded and produced a report that is a blueprint for action. Under the personal leadership of President Kennedy major legislation was enacted in 1963, clearing the way for implementation of the most significant recommendations of the Panel.

To all whose lives are affected by the problems of mental retardation, President Kennedy gave new hope, courage, faith and renewed determination to move toward those goals which we know now are realistic.

In November 1963, "the torch was passed," and today the National Association for Retarded Children faces its greatest challenge.

Into our hands has been placed the great responsibility for sustaining and feeding the growing interest and activity in mental

retardation throughout the Nation. Now, as never before, we must be deeply concerned not only with what is happening in our own community and our own state, but with what is happening throughout the Nation.

The progress of the past few years stands as dramatic witness to what can be accomplished when we work together in a common cause, united at all levels of operation. We must continue to look far beyond our own problems and our own communities, to envision the total problem, to provide leadership strengthened by the knowledge that all mentally retarded persons can be helped and that, through research, mental retardation ultimately will be prevented.

A handwritten signature in black ink, appearing to be 'J. F. Kennedy', positioned above the word 'President'.

President

and Carried Forward

Building on the impressive accomplishments of prior years, the National Association for Retarded Children found 1964 a challenging threshold year for even greater achievements in behalf of mentally retarded persons and their families.

During the past 12 months the volunteer leadership and the professional staff of the National Association have concentrated on eight major objectives:

- To foster the continued growth and strength of NARC and its Member Units.
- To improve communications between NARC and the State and Local Associations so that a united organization can better serve the needs of retarded persons everywhere.
- To promote the effective implementation of the new legislation enacted by Congress in 1963 and to support other needed legislation.
- To provide the impetus for expanded and improved services and programs of prevention.
- To create improved understanding of mental retardation by the general public and to obtain the financial support needed to make possible the accomplishment of NARC's objectives.



- To foster cooperative activities in attacking mental retardation through an acceptance of appropriate responsibilities by professional and other volunteer organizations.
- To support research that will aid in an understanding of retardation and of the ways its effects can be prevented or reduced.
- To engage in international activities that will promote efforts in behalf of the mentally retarded throughout the world.

The many actions taken in pursuit of these goals are described

A handwritten signature in cursive script that reads "Luther W. Stingham". The signature is written in dark ink on a light background.

Executive Director

in this report.

A HIGH PRIORITY

Volunteer Leadership Training

In 1962 NARC received an award of \$50,000 from the Joseph P. Kennedy, Jr. Foundation for lay leadership in awakening the Nation to the problem of mental retardation. A portion of the award, plus additional money from the NARC general fund, was earmarked for leadership training of volunteers.

A plan was devised whereby training would be provided on a regional basis through a series of six Leadership Training Institutes. Within each of the six NARC regions, a group of 18 to 24 persons would be trained to be trainers. They, in turn, would organize institutes within their states for the training of local leaders.

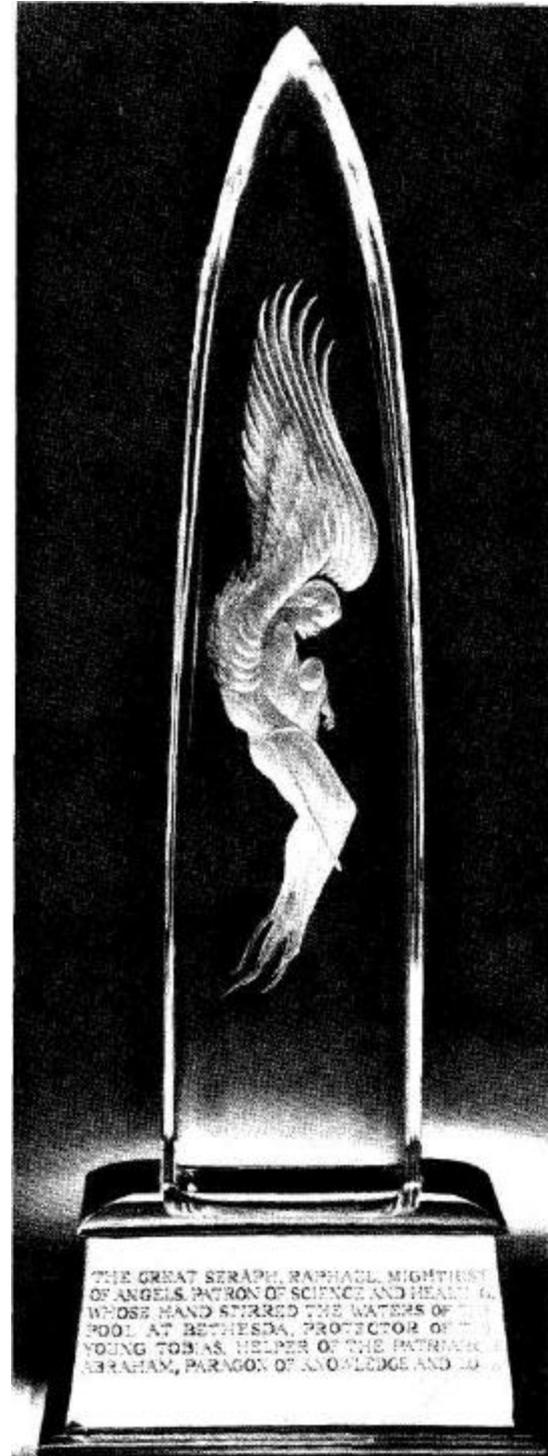
Three Institutes have been held. The site of the first one was Andover, Massachusetts (Northeast Region) in December 1963. The Southeast Region followed in Atlanta, Georgia, in March 1964, the South Central Region in St. Louis, Missouri, in May.

In each Institute emphasis was placed on:

- ' The development of skills in working with committees, in handling the elements of administration, and in fulfilling management responsibilities.
- The understanding of group behavior, including motivation of individuals within groups, communication between members, decision making, and principles of program planning.

The first regional Leadership Training Institute has resulted in subsequent local institutes in Pennsylvania, Connecticut, and New Jersey.

The enthusiastic reaction to both the regional and local institutes has shown the usefulness of the training design and the benefits already flowing from the program.



The National Association for Retarded Children was the recipient of the first award of the Joseph P. Kennedy, Jr. Foundation for outstanding leadership in the field of mental retardation. The award was presented in December 1962 by President John F. Kennedy.

Comprehensive State Planning Gets Under Way

A major NARC contribution in 1964 was the assistance given to Federal officials, State governments, and State Associations for Retarded Children in the comprehensive State mental retardation planning that is provided for by the new legislation.

NARC's position that mental retardation is a problem calling for a high degree of professional and agency cooperation was forcefully emphasized. This thesis was developed in a statement on "Professional and Governmental Roles in Mental Retardation." Some 5,000 copies of this statement were distributed.

A publication presenting "Pointers for Planning" was prepared and distributed to members of the State planning bodies. This publication contains practical advice on the preparation of "blueprints for action" in behalf of the mentally retarded. In addition, a kit of background information was sent to each NARC member serving with a State planning agency.

State Mental Retardation Planning Grants are discussed by Dr. Paul Pearson, Chief, Mental Retardation Branch, Public Health Service, Department of Health, Education and Welfare (left); Allen Menefee, Assistant Chief of the Branch [center], and John G. Fettingner, President, NARC.



Quotes from "Pointers for Planning"

"BLUEPRINTS FOR ACTION" IS THE GOAL

Congress intended that the grants for comprehensive planning would result in "blueprints for action" in combating mental retardation. Keeping this objective in mind will help you to shape the kind of final report that will have the greatest impact in your State.

Here are some tips:

- Be sure that out of your effort comes a report that will justify public support.
- Make it factual and forthright.
- Emphasize policies and program recommendations.
- Establish goals.
- Don't get lost in a maze of detail.
- Maintain objectivity at all times and avoid subordination to any single governmental agency or department.
- Timing is extremely important. Don't get bogged down.

TIMING IS EXTREMELY IMPORTANT

Why is timing so important?

Consider these events:

- In 1961 President Kennedy appointed a Panel of experts to prepare a national plan to combat mental retardation.
- In 1962 the Panel made its report.
- In 1963 Congress responded with major new laws and the White House Conference on Mental Retardation was held.
- In 1964 the expanded and new programs are being launched and comprehensive planning is under way.

What about 1965? Will the momentum be sustained? What needs to be done to put this program into high gear? Will more retarded individuals receive better services? . . .

Remember that the President's Panel produced an excellent report in just one year—October 1961–October 1962. Furthermore, it came out in time to be included in the Administration's 1963 legislative and budgetary programs. If the Report had been delayed only one month it is doubtful that the new laws enacted by Congress in 1963 would have been in existence today.

Be sure to pay special attention to the legislative deadlines in your State.

Give the Governor, the legislature, and the people a document on which they can act and at a time they can use it.

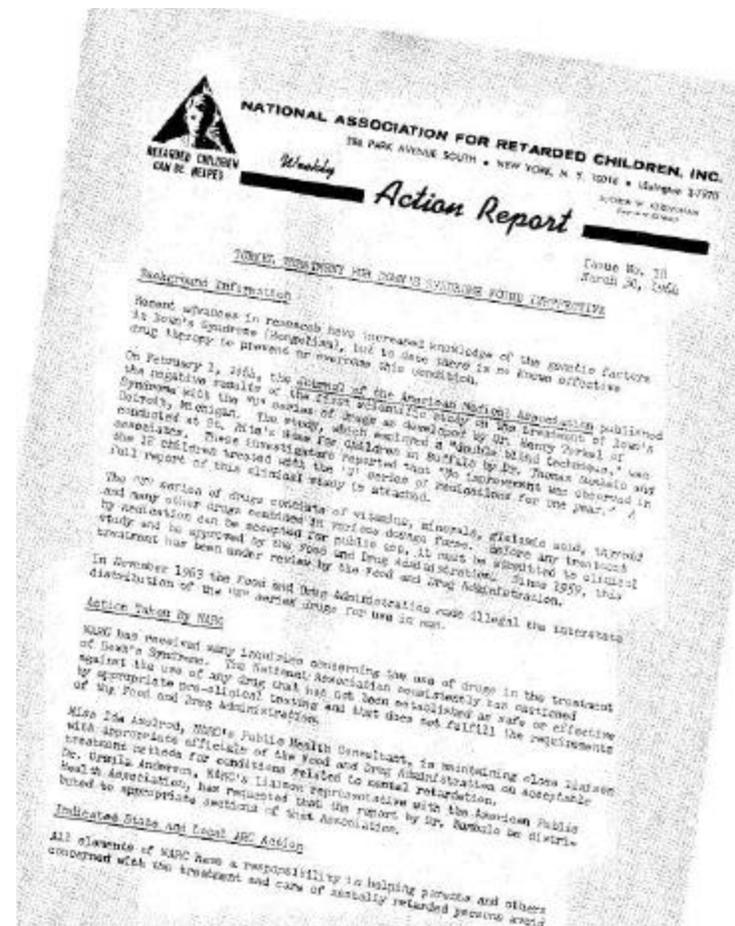
Weekly Action Report

NEW CHANNEL OF COMMUNICATION

December 1963 marked the introduction of the Weekly Action Report. It was initiated to create increased understanding within NARC of important developments and of the follow-up effort required at each organizational level. Each week facts on an important topic are presented and their implications for the whole organization are reviewed. Indicated State and Local ARC action is outlined, setting a pattern for unified response throughout the country.

The *Weekly Action Report* is sent to NARC Officers, the Board of Directors, Committees, and all State and Local Units. There is a selected distribution to National and State leaders. The reception accorded the Report has been overwhelmingly favorable.

In the first 40 issues more than 100 tasks were suggested for action by State and Local Units. These tasks included conferences with State officials, relationships with other organizations, and better ways to serve the membership. As the year progressed, evidence was accumulating that effective follow-up action was being taken on the Reports each week. For example, 239 letters from 30 States were sent to one Congressional Committee in opposition to a bill that would have had an undesirable effect on workshop operations.



SOME SELECTED SUBJECTS

Hospital Improvement Grants • Contract with U. S. Department of Labor • American Medical Association Conference * Grants for Planning Comprehensive Action • Volunteer Leadership Training • Day Care • Civil Service Employment Program • Jaycee Committee • Construction of Facilities • Vocational Rehabilitation Act Amendments • Vocational Education • Standards for State Residential Institutions • Screening of Newborn Infants • Employer of the Year Award • Turkel Treatment • Crippled Children's Services • Nurse Training Act • Boy Scout Programs • Education Policies • Group Life Insurance • Special Projects for Infant and Maternity Care • Council for Exceptional Children.

NARC Calls for Cooperative Effort

The principle that many professions and many agencies must work together in the attack on mental retardation was developed and promoted throughout the year.

Twenty-eight voluntary and professional organizations participated in an Inter-Organization Conference conducted by NARC in June. The purposes of the Conference were to exchange information on present roles and activities and to consider what future collaborative action is needed. A report on the Conference has been prepared.

- NARC participated in the American Medical Association Conference on Mental Retardation held in Chicago in April. It was held for the purpose of developing guidelines to aid physicians in better medical management of the mentally retarded. A paper on NARC and parent interests was provided.
- Liaison was established with the American Public Health Association to facilitate exchange of information.
- NARC continued cooperative relationships on legislation and program interests with the National Association for Mental Health, the Association on Mental Deficiency, the Council for Exceptional Children, and the Council of State Governments.

NARC is participating in a two-year project on professional standards, conducted by the Council for Exceptional Children. This project is expected to provide guidelines for accreditation of teacher training programs and certification of teachers.

- Out of NARC's cooperative planning with the Boy Scouts of America have come new NARC policy statements on Scouting and a revised Boy Scout Handbook, unchanged in content but written in simplified terminology aimed at a third-grade reading level.



Participants in *the* Inter-Organization Conference on Mental Retardation conducted by NARC included, left to right, Robert Cooke, M.D., representing the Joseph P. Kennedy, Jr. Foundation; Edward Davens, M.D., American Academy of Pediatrics; Leonard Mayo, Ph.D., Association for the Aid of Crippled Children; John G. Fettingner, President, NARC; Luther Stringham, Executive Director, NARC, and Julius Richmond, M.D., American Medical Association.

Girl Scouts of the U.S.A. and Camp Fire Girls have formulated joint policies with NARC, facilitating participation of mentally retarded girls in the activities of both organizations.

- In cooperation with the National Recreation Association, NARC is conducting a survey of Public Recreation Departments across the country to identify agencies which are serving the mentally retarded and to evaluate the recreation programs provided. NARC worked with the American Camping Association and the National Recreation Association to develop camping standards for the mentally retarded.

Cooperating with NARC in serving the mentally retarded throughout the year were such organizations as the United States Junior Chamber of Commerce, United Commercial Travelers, Clipped Wings (United Airlines Stewardess Alumnae], the American Legion, Odd Fellows, and Civitan International.

Research is Stimulated

Only through research and the application of research findings is it possible to reach the goal of prevention, develop more effective methods of care and arrive at a more complete understanding of the retarded.

During the past year, NARC acted on the recommendations of its Research Advisory Board and established:

The Grover F. Powers Distinguished Professor Award. Harry Gordon, M.D., of the Albert Einstein College of Medicine, Yeshiva University, New York, was first recipient.

The Gunnar Dybwad Distinguished Scholar Grant in the Behavioral or Social Sciences. The first recipient will be announced at



the NARC Annual Convention in October 1964.

NARC conducted a conference in May 1964 on "The Role of the Residential Institution in Mental Retardation Research." Participating in the Conference, supported by the National Institute of Child Health and Human Development, were 43 key persons representing residential care institutions, government agencies and university faculties. Discussion centered around the institution as a research setting, methods of facilitating research, and collaboration among investigators in institutions, universities and other research settings.

The NARC Research Fund supported one Distinguished Scholar and four Senior Investigators. The Distinguished Scholar Award enables an established scientist to devote his attention exclusively to investigations related to problems of mental retardation, unhampered by other activities or concern for continuity of financial support. The

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NARC

NARC staff gave consultative service to Federal and State legislative committees, various departments of government, public and private agencies concerned with mental retardation, and NARC State and Local Units across the country. Service was provided in person, by mail and through publications in the areas of education, day care, nursing, public health, recreation, residential care, vocational rehabilitation, community organization, fund-raising, public information and leadership training.

NARC's Consultant on Education, for example, met with the National Association of State Directors of Special Education to discuss with the group the role of voluntary organizations in working with State Departments of Education. The Consultant on Vocational Rehabilitation and Employment conferred with officials of the United States Civil Service Commission to formulate plans for NARC's assistance in the program to promote employment of mentally retarded persons in Civil Service jobs.

This report reflects the work done over the past year, through the combined efforts of NARC volunteer committees and staff, in all program areas.

- **ARMED FORCES STUDY.** In response to increasing requests from military personnel for information regarding services available for their retarded children, the National Association for Retarded Children conducted a special study in 1963-64 to determine the needs of Armed Forces families with retarded members and to survey service programs provided for them. Out of the study came a report on unmet needs of such families, along with recommendations for consideration by Defense Department officials on what is needed to close the gaps in services provided. NARC also published in August 1964 a directory of community services to be used as a guide for military families seeking help for retarded children. The Department of Defense was extremely cooperative in assisting with the study and has commended NARC for its two helpful and urgently needed publications.

The second volume of NARC's "SURVEY AND STUDY OF STATE INSTITUTIONS FOR THE MENTALLY RETARDED IN THE UNITED STATES" was published. Volume I dealt with fees charged by institutions; this volume examines the changing pattern of residential care and defines the steps that States may take to expand and improve services provided by institutions.

- The NARC teacher recruitment brochure **MAKE TEACHING RETARDED CHILDREN YOUR CAREER** was reprinted. More than 51,700 copies have been distributed since its first printing in 1963. Because of growing interest of high school students in programs for the mentally retarded, NARC developed and distributed a Secondary School Packet that is designed to interest them in becoming teachers of the mentally-retarded.



Poster Child is the symbol for teacher recruitment.

DIRECTORY OF SHELTERED WORKSHOPS SERVING THE MENTALLY RETARDED. NARC conducted a nationwide survey of sheltered workshops for the mentally retarded and published, in June

Take Many Forms

1964, a *directory* listing the workshops by States. The directory includes 305 sheltered workshops, an increase of 91 over the previous year. NARC distributed the directory to regional offices of the Vocational Rehabilitation Administration, State Employment Service offices, and to national professional associations and national agencies working in the field.

- SPECIAL EDUCATION CLASSES AND ENROLLMENT IN THE PUBLIC SCHOOLS. No recent statistics were available on special classes and enrollment of the mentally retarded in public schools until they were collected for the 1962-63 school year and published by NARC in May 1964. The NARC survey reveals that 360,000 retarded children and young people are enrolled in special classes in public schools in the United States, in contrast to the 1957 figure of 250,000.

- DAY CARE GUIDE. To assist its Units in setting up centers for retarded pre-school children or for children ineligible for public school enrollment, NARC published in 1964 a guide for developing and operating effective centers entitled "Day Care Centers for Mentally Retarded Children."



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In this sheltered workshop, mentally retarded individuals are working on a commercial assignment, under supervision, folding down and filling die-cut cardboard display pieces.

MENTAL RETARDATION FACILITIES. NARC had both volunteer and staff representation on the Surgeon General's Committee on Planning Facilities for the Mentally Retarded. The Committee produced a report to be used in the administration of the Federal construction program authorized by Congress in 1963.

- USE OF DRUGS IN INSTITUTIONS for the *mentally retarded*. In response to a Congressional request, NARC described inadequacies in dispensing and keeping records on drugs used in institutions for the mentally retarded, and pointed to the need for further study of these problems.

For Their Gainful Employment

On October 25, 1963, a contract between NARC and the United States Department of Labor was signed. The contract was made under authority of the Manpower Development and Training Act of 1962. Under the contract NARC is stimulating the development throughout the United States of at least 12 demonstration projects with one or more of the following objectives:

1. To expand employment opportunities for the retarded.
2. To train retarded persons for employment.
3. To train sub-professional personnel to work with the mentally retarded of all ages.

• The NARC Employer of the Year Award Program was launched. Originally suggested by the President's Committee on Employment of the Handicapped, this award will be made for the first time at the 1964 NARC Annual Convention.

⁸ NARC has assisted in the implementation of the two-year Federal Civil Service Program of hiring mentally retarded persons. Although the program has only begun, some 27 Federal agencies were participating as of July and 117 mentally retarded persons had been hired.

Other efforts to promote employment of retarded persons have been [1] participation in the work of the President's Committee on Employment of the Handicapped; and (2) distribution of large numbers of copies of the flier "So You're Going to Hire the Mentally Retarded," which is written for the prospective employer.

Contract between *the* Department of Labor and NARC is signed in October 1963 by Labor Secretary *W. Willard Wirtz*, left, and Gunnar *Dybwad*, then Executive Director, NARC, right. Looking on is *Stafford L. Warren, M.D.*, *Special Assistant to the President on Mental Retardation*.



Community Services Strengthened

Recognizing the importance of State and Local programs in the attack on mental retardation, the Community Service Department engaged in a wide variety of activities:

· Twenty-eight State Associations and a number of Local Associations were assisted with problems of organization, structure and function. One State Association was advised with regard to a Federal Grant. A second State Association was given aid in improving an already existing program of services.

Surveys were made of services and programs of 12 State and Local Units. In one State, a study was made of the entire structure of the organization, including committee functions, Board make-up, and staff activities. In

Seattle

4
Minneapolis

Boston

San Francisco

A Dallas

Atlanta

another, the State's application for a Comprehensive Planning Grant was reviewed and suggestions were made for improving it. In a third, cooperation with the Department of Community Services led to a constructive survey of the Local Unit's organization patterns as well as the services it was providing.

A nationwide survey of all State and Local Unit Executive Directors was conducted to gather information regarding salaries, personnel codes, job descriptions and other practices that might serve as a useful guide for ARC Units in hiring and retaining Executive Directors.

Institutes for Executive Directors were held as a part of the NARC regional conferences.

A Regional offices of the National Association for Retarded Children in operation August 1964.

A Regional offices to be established.

NARC Around the W

The National Association, since its early years, has maintained liaison with groups working in the field of mental retardation in other countries. It has encouraged mutual assistance and exchange of information and ideas.

In October 1963, NARC became a member of the International League of Societies for the Mentally Handicapped. Purposes of the League are to promote the interests of the mentally retarded, to create bonds of understanding and to foster cooperation among agencies working in behalf of the mentally retarded throughout the world. Henry V. Cobb, Ph.D., Senior Vice President and International Relations Chairman for NARC, was elected to the Executive Council of the League at the 1963 meeting in Brussels, Belgium, where he represented NARC.

The National Association joined the U. S. Committee of the International Society for Rehabilitation of the Disabled in June 1964, formalizing a relationship which has for many years been a source of information exchange. In 1960, the International Society sponsored



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Internatr⁹HHH[^]gg[^]ci^{^2}g§[^]||B»Frasl Point, with the assistance

The Rosemary F![^]Pim[^]HHHpPHf[^]Scholarship, with a stipend of \$2,000, was created by the NARC Board of Directors in October 1963. The fund this year is being used to enable representatives of other countries to attend the NARC Convention in Oklahoma City.

Representatives of some 50 countries, including India, Southern Rhodesia, Egypt, Venezuela, Japan, Thailand, and many others visited NARC headquarters during the past year.

Dr. Abner Wolf, Chairman of the NARC Research Advisory Board, attended the International Copenhagen Congress on the Scientific Study of Mental Retardation in August 1964 as NARC's official representative. Luther W. Stringham, NARC Executive Director, delivered a paper at the Congress on "The Dissemination and Application of Research Findings in Mental Retardation."



Fuel for Action

To expand assistance to Local Units, two fund raising field representatives were added to the NARC staff and, during the year, the Fund Raising Department directed successful campaigns in a number of communities.

Other Units were assisted in their fund raising efforts by loans from the revolving fund, established in 1961 with \$25,000 and increased in 1963 to \$75,000.

Initial steps were taken this year to set up a committee to head a Commerce and Industry campaign to seek funds at the national level in support of NARC.

As a service to Member Units, the Fund Raising Department produced 30 items of campaign material, with Wendy Sue Wagner, 1963 Poster Child, as the central theme. More than 800 orders for these materials were received from approximately 650 of NARC's Member Units. The 1964 materials have been produced with Richie Barnes as poster subject and a new item, an educational poster, has been added.

The 1964 Campaign Planning Guide and Detailed Plans for Fund Raising were enlarged to include: foundation appeals and how to make them; rural fund raising; how to obtain help from clubs and organizations; a State-wide fund raising plan called "Coffee Day," to be conducted in cooperation with state restaurant associations and plans for a "Bowl-for-your-Average Tournament."

In 1963, the National Association for Retarded Children ranked third among the 10 national health agencies participating in the Federal Service Campaign. It received contributions totaling \$248,121, of which \$75,000 came from government installations overseas. First returns from 1964 indicated an increase of six percent.

This photograph of NARC's Poster Child in her father's bowling alley stimulated the use of bowling as a fund raising activity all across the country.



Two appealing Poster Children assisted NARC in the past year. During National Retarded Children's Week, 1963, Wendy Sue Wagner of Eau Claire, Wisconsin, climbed the steps of the Nation's Capitol to thank legislators whose efforts had culminated in passage of significant mental retardation legislation. She presented flowers to Senators Lister Hill and Abraham Ribicoff and to Congressmen John Fogarty, Wilbur Mills, Melvin Laird and Oren Harris.

In the Spring, Richard Allen Barnes of Los Alamos, New Mexico, stepped into the Poster Child role for 1964. In June he represented NARC at the National Convention of the United States Junior Chamber of Commerce in Dallas, Texas. His schedule of activities has just begun.

More requests were received this year than ever before in NARC history for publications, including pamphlets, reprints of articles and kits of materials dealing with many aspects of mental retardation. Requests came from this country and overseas, from professional personnel in the field, students, parents, clergymen, a great variety of persons seeking to know more about the problem and how to approach it.

Publicity materials were prepared for Local Units participating in the 1963 National Retarded Children's Week and in the 1964 Membership Drive and Employer of the Year Program.

Television film spots prepared for NARC Units received special recognition for excellence at the TV Commercial Film Festival. Radio and television spots were used in prime time program slots during November 1963, 12 percent more frequently than in the previous year. Estimated audience reached was 195,000,000, taking into account the fact that many persons heard and saw the spots more than once.

The Story is Told... in

NARC exhibits were prepared for meetings of national organizations, including the Council on Exceptional Children, United States Junior Chamber of Commerce, American Nurses' Association, and the President's Committee on Employment of the Handicapped.

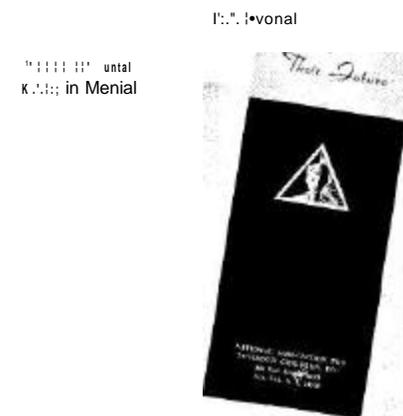
Through NARC cultivation and promotion, articles dealing with some aspect of mental retardation appeared in "Medical World News," "Catholic Digest," "Readers Digest," "Changing Times," "McCall's," "Pediatric Herald" and "Medical Image."

Pamphlets produced during the year were "Make Teaching Retarded Children Your Career," "Facts on Mental Retardation," "How to Provide for Their Future" and "Professional and Governmental Roles in Mental Retardation."

Consultation service, photographs, and informational materials were provided, as aids in the production of pamphlets and films, for the Mental Retardation Branch in the Department of Health, Educa-



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Many Ways... in Many Places



In the Spring of 1964, Richard Allen Barnes of Los Alamos, New Mexico, took over the role of NARC Poster Child. Here he meets the press, with the assistance of Senator Clinton P. Anderson of New Mexico.

tion, and Welfare; the National Institute of Neurological Diseases and Blindness; the Joseph P. Kennedy, Jr. Foundation; the United States Junior Chamber of Commerce, and the Albert and Mary Lasker Foundation.

In late 1963, arrangements were made for mental retardation to be a major project of the Advertising Council for at least a two-year period. This project will result in public service announcements in newspapers, magazines, radio, television, and car cards for transportation companies. The campaign is expected to stimulate many requests for further information about mental retardation. **NARC**, in cooperation with the Advertising Council, will publish a pamphlet for distribution to persons seeking such information.

"Challenges in Mental Retardation," a collection of addresses, reports and articles by Dr. Gunnar Dybwad, former Executive Director of NARC, was published by the National Association early in **1964**. **Dr. Leonard Mayo**, who served as Chairman of the President's **Panel on Mental Retardation**, wrote the Foreword **for the book**.

Children Limited

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NATIONAL ASSOCIATION
OF RETARDED CHILDREN, INC.

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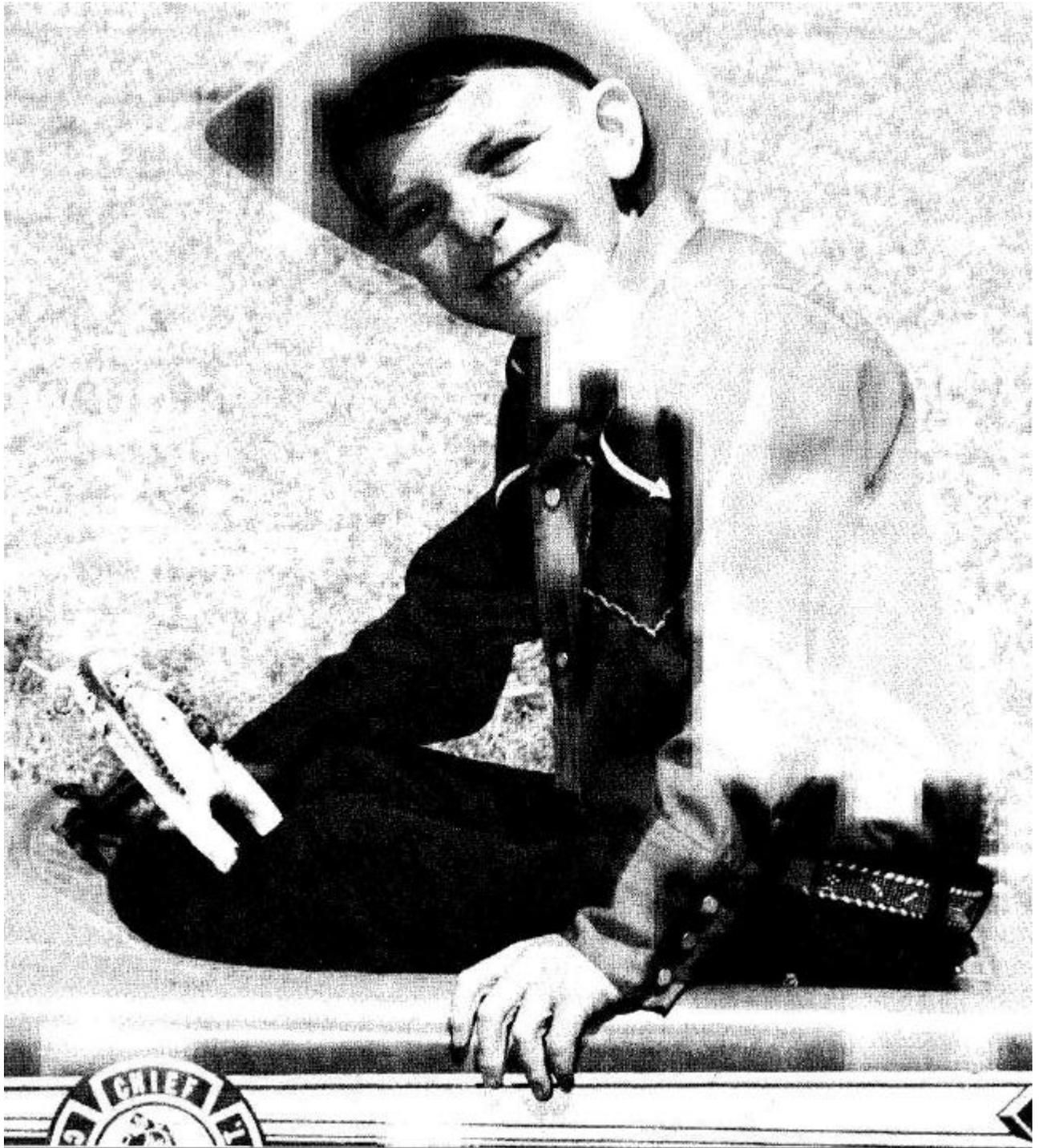
Circulation Hits 105,000 New Format Makes Debut

Early in 1964 the circulation of CHILDREN LIMITED reached 105,000.

A new masthead and format give the bi-monthly newspaper a different look, but the publication maintains its initial objectives: to keep NARC members informed of developments in the field of mental retardation, to present news items about NARC and its Member Units, to serve as a media for exchange of information related to services.

A feature section in each issue, highlighting a particular area of service, was introduced late in 1963. Special sections have focused on vocational rehabilitation, education, recreation, support for NARC research, and residential care. The sections have been used as mailing pieces to selected groups.

**SPOTLIGHT
ON
A BETTER LIFE
FOR THE MENTALLY RETARDED**





The National Association for Retarded Children, Inc.

386 PARK AVENUE SOUTH / NEW YORK, N. Y. 10016