

**The original documents are located in Box 5, folder “4/11/75 - Visiting Nurse Association” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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Date Issued 4/1/75By P. Howard

Revised \_\_\_\_\_

**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 \_\_\_\_\_  
 Place Good Weather Plan: South Grounds Bad Weather Plan: State Floor  
 Principals involved Mrs. Ford  
 Participation by Principal yes (Receiving line) no  
 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. requirement) yes Mono. \_\_\_\_\_  
 Other --

Technical Support: Microphones no PA Other Rooms no  
 Recording no  
 Lights no  
 Transportation cars (no more than 60 -- pls. have them parked on the lower Parking part of the South Grounds so they will not detract from the photos of the group)  
 Housing --  
 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 OIC: 1:45 p.m. (Social Office)

Day Aide: LCDR Stephen Todd, USN

First Family Participation: Mrs. Ford

How many Social Aides will attend:

Lt F. Taney Heil, USN

\* Major Duncan D. Briggs, USA

Captain John D. Power, USAF

Capt John R. Harris, USMC

Capt Andrew N. Pratt, USMC

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



*Michael*

Lieut. and Commanding Officer, U. S. Nav.  
Naval Aide to the President

DISTRIBUTION:

Lt Col Sardo

Mrs. Weidenfeld

Clerk's Office

White House Garage

White House Social Office

White House

White House Catering

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.

# # # #

THE WHITE HOUSE

WASHINGTON

April 10, 1975

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

Visiting Nurse Association  
Reception and Cake Cutting  
Ceremony

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



Visiting Nurse Association  
Reception and Cake Cutting  
Ceremony

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

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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.

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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 387-7333  
Number of guests: Total 190 Women xx Men x Children \_\_\_\_\_  
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 them celebrate previous anniversaries

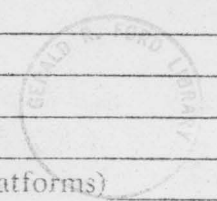
Social: Mrs. Ford would like to "re-enact" Mrs. Coolidges cake cutting ceremony & photo.  
Guest list Mrs. Jacobsen to Pat Howard  
Invitations \_\_\_\_\_ Programs \_\_\_\_\_ Menus \_\_\_\_\_  
Refreshments \_\_\_\_\_  
Entertainment \_\_\_\_\_  
Decorations/flowers \_\_\_\_\_  
Music \_\_\_\_\_  
Social Aides \_\_\_\_\_  
Dress \_\_\_\_\_ Coat check \_\_\_\_\_  
Other \_\_\_\_\_

Press: Reporters Yes  
Photographers Yes  
TV Crews Yes  
White House Photographers Yes Color \_\_\_\_\_ Mono. \_\_\_\_\_  
Other \_\_\_\_\_

Technical Support: Microphones \_\_\_\_\_ PA Other Rooms \_\_\_\_\_  
Recording \_\_\_\_\_  
Lights \_\_\_\_\_  
Transportation \_\_\_\_\_  
Parking \_\_\_\_\_  
Housing \_\_\_\_\_  
Other \_\_\_\_\_ (Risers, stage, platforms)

Project Co-ordinator \_\_\_\_\_ Phone \_\_\_\_\_

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 3:00 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 Minnwood Place, Northwest  
Washington, D. C. 20009

c: Sheila Weidenfeld  
James Cavanaugh  
Nancy Lammerding with entire file for preparation



SP/sr



# ASSOCIATION

1842 MINTWOOD PLACE, N.W., WASHINGTON, D.C. 20009 • TEL. 202-387-7333

Serving D.C. and Montgomery  
and Prince George's Counties

January 13, 1975

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.



### BOARD OF DIRECTORS

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Mrs. Dupley Owen  
1st Vice President  
Mrs. Charles Burbridge  
2nd Vice Pres. Cent.  
Mrs. Potter Stewart  
3rd Vice President

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Treasurer  
Mr. George J. de Gaudio  
Assistant Treasurer  
Mr. Sidney C. Graves  
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Dr. Benjamin Henley  
Assistant Treasurer

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Mrs. Emmett O. Selden  
Mrs. George Shultz  
Mr. Mark Sullivan, Jr.  
Eva Rose Towns, M. D.  
Mrs. Webb Truscott  
Mr. William H. Whitehurst, Jr.

Mrs. Gerald R. Ford  
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.

SEE  
PHOTOS

We feel that your acknowledgment of our services in a White House ceremony during Visiting Nurse Week, April 6-13, 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.

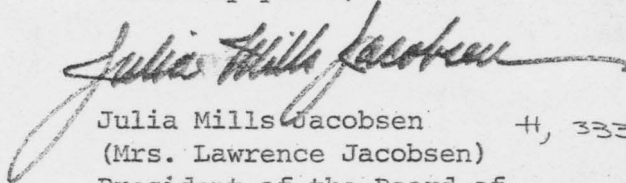
ck. ml.

(30)ENTIRE

We would appreciate any consideration this request could receive.

160 STAFF  
30 BRD  
190 TOTAL

Sincerely yours,



Julia Mills Jacobsen #, 333-6433  
(Mrs. Lawrence Jacobsen)  
President of the Board of  
Directors

Enclosures

JMJ:lh

- INTEGRATED SINCE  
THE BEGINNING

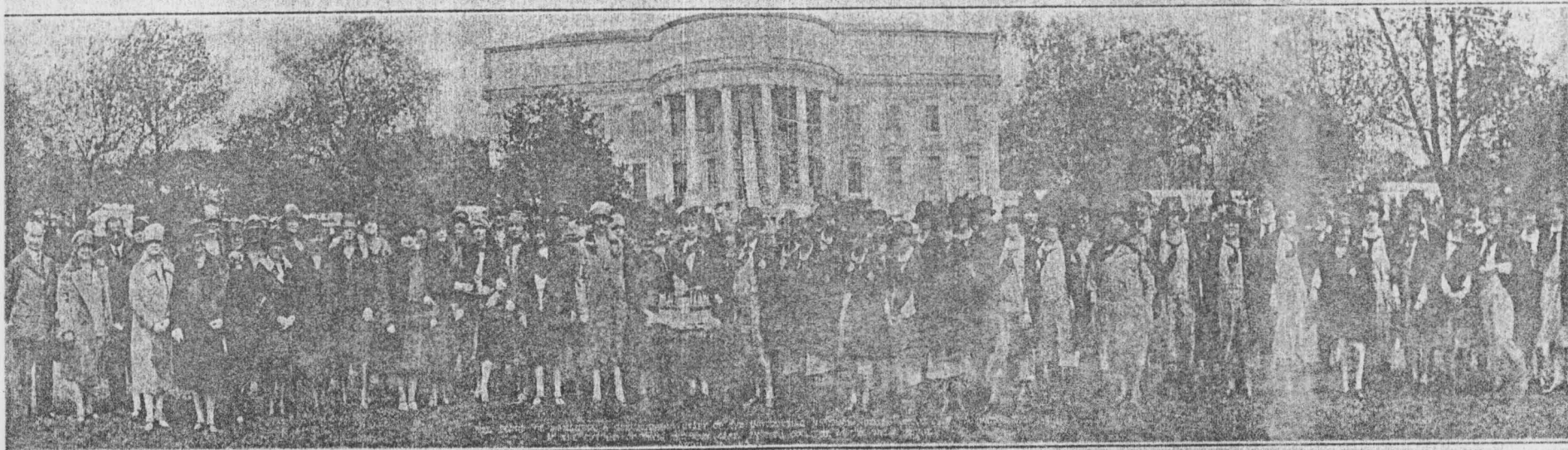






# THE INSTRUCTIVE VISITING NURSE SOCIETY

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 NEEDHAM  
✓ 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 1975 photograph!) I look forward to receiving your assessment.

Thank you.

*Paul Evans*  
*[Signature]*





# VISITING NURSE ASSOCIATION

MISS DOROTHY NELSON  
Executive Director

75 Years of Service  
1900 - 1975

1842 MINTWOOD PLACE, N.W., WASHINGTON, D.C. 20009 • TEL. 202-387-7333

Serving D.C. and Montgomery  
and Prince George's Counties

*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 Woman'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 Beltsville, 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.

### BOARD OF DIRECTORS

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Mrs. Dudley Owen  
1st Vice President  
Mrs. Charles Burbridge  
2nd Vice President  
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3rd Vice President

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Assistant Treasurer  
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Mr. G.T. Dunlop Ecker  
Henry D. Ecker, M.D.  
Capt. Philip Evans, USN (Ret.)  
Mr. Miles Fisher  
Mrs. Robert Frank

Mr. Carlos Gibson  
Mrs. Raymond T. Holden  
Mrs. Herbert Insel  
Mrs. Jacques Kelly  
Mrs. Henry King  
Mrs. Edward Leonard  
Dr. Selma F. Lippeatt  
Mrs. Michael McManus

Mrs. Emmett O. Selden  
Mr. Mark Sullivan, Jr.  
Mrs. William S. Thompson  
Eva Rose Towns, M.D.  
Mrs. Webb Truscott  
Mrs. Rosa Maria Walker



# VISITING NURSE ASSOCIATION

MISS DOROTHY NELSON  
Executive Director

75 Years of Service  
1900 - 1975

1842 MINTWOOD PLACE, N.W., WASHINGTON, D.C. 20009 • TEL. 202-387-7333

Serving D.C. and Montgomery  
and Prince George's Counties

## 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.

### BOARD OF DIRECTORS

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and Prince George's Counties

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.

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# VISITING NURSE ASSOCIATION

MISS DOROTHY NELSON  
Executive Director

75 Years of Service  
1900 - 1975

1842 MINTWOOD PLACE, N.W., WASHINGTON, D.C. 20009 • TEL. 202-387-7333

Serving D.C. and Montgomery  
and Prince George's Counties

## VISITING NURSE ASSOCIATION 1900-1975

### HISTORICAL HIGHLIGHTS

- 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. 242 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

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- in the Nation to be accredited as a home nursing service by NLN/APHA. Received \$35,400 Health Service Grant. First Speech Therapists employed on staff.
- 1965 - Fay Wing, which doubled the size of VNA headquarters, completed with assistance 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.



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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.

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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

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

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Item: photos of the Visiting Nurses Association at WH 4/11/75

10AP75 A4009-09 BF with entire group (10 copies)  
A4008-13 " " small group cuts cake (2 copies)  
F1494- Mrs. Loolidge with VFA (21 copies)  
F1494-1 VFA in WH lawn 1927 (6 copies)

The item was transferred from: Weidentfeld Box 5

4/11/75 Visiting Nurses Association.

Initials/Date let 2/86

May 26, 1973

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 Patti 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 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: Patti Matson





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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

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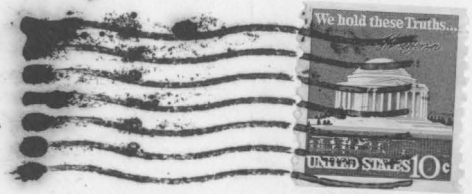
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