

# PRESIDENTIAL MESSAGE CONTROL

MESSAGE World Health Day

smallpox eradication

DATE OF EVENT 4/7 DATE DUE     

DRAFTED BY      HEW/revised here

REQUESTED BY      HEW/revised here

APPROVED BY     

COMMENTS     

ROUTE TO:

1. JACK VALENTI
2.
3. BRUCE THOMAS
4. FRED HOLBORN
5. MAILROOM



EXECUTIVE

March 14, 1965

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Hortons, Abra

Almost one hundred and seventy years have elapsed since Edward Jenner discovered the benefits of smallpox vaccination. In the London of Jenner's time smallpox killed from one thousand to three thousand persons every year. Thanks to vaccination, England, the rest of Europe, and most of the Americas, including the United States, are free from smallpox.

But this disfiguring and often fatal disease is still widespread in Asia and Africa. It has not been completely eliminated in some parts of South America. Today there are an estimated 100,000 cases of smallpox each year throughout the world, and in recent years international travelers have reintroduced the disease in a number of smallpox-free countries. This is why we are assisting the World Health Organization in its drive to eradicate smallpox from the face of the globe.

Until eradication is a reality, let us keep a "Constant Alert" in accordance with this year's World Health Day theme. Let us strive to maintain a high level of immunity against smallpox among our own citizens, among international travelers and those who serve them, and among people of all nations.

Only through such united efforts in a spirit of international cooperation and concern, can we assure that the sufferings of smallpox will one day be only a memory and that ours will be a healthier and happier world.

Lyndon B. Johnson

LBJ:FLH:mhb

CC: Mr. Holborn and Central Files

PR Unit

Mr. Reedy

Mrs. Roberts



NARA APPROVED  
A7 7/1/97



DEPARTMENT OF  
HEALTH, EDUCATION, AND WELFARE  
WASHINGTON

OFFICE OF  
THE SECRETARY

MEMORANDUM FOR HONORABLE FREDERICK L. HOLBORN

World Health Day is observed each year on April 7 and marks the anniversary of the day in 1948 when the constitution of the World Health Organization came into force.

For the past several years we have requested statements from the President for this observance, and these statements have been included in information kits which were widely distributed here and abroad. We request such a statement for this year's observance.

Each year attention is focused on a health problem important in many countries. This year's theme is smallpox eradication. The United States Government has been actively participating with the World Health Organization in an effort to rid mankind of this ancient disease.

A statement from President Johnson would be most helpful in furthering the objective of the Day. A suggested statement is enclosed. If approved by the White House, it should be sent to: Dr. Abraham Horowitz, Director, Regional Office, World Health Organization, 1501 New Hampshire Avenue, N.W., Washington, D.C. 20006.

  
Harold R. Levy  
Assistant to the Secretary

Enclosure



*Statement*

SUGGESTED MESSAGE FROM PRESIDENT JOHNSON FOR  
WORLD HEALTH DAY

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a healthier and happier place.





NARA APPROVED

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