

# I.V.M.A. Sponsors Hall of Health Program at Iowa State Fair

The student chapter of the AVMA of Iowa State, sponsored by the Iowa Veterinary Medical Association, presented an all day program at the Hall of Health at the Iowa State Fair on August 29, 1970. This display, entitled "The Advent of Life," featured narrated demonstrations on the process of reproduction.

Each day at the Iowa State Fair a professional health organization is responsible for presenting a program at the Hall of Health. The student Public Relations committee volunteered to develop and present this year's program for the I.V.M.A. under their financial support.

The display was developed to be educational about the care of puppies and mothering bitches, entertaining, and emphasize the value of the veterinarian. Each program consisted of approximately twenty minutes. A videotape of live sperm was used initially to demonstrate the origin of

life. Embryonic development was then discussed with the use of several posters, actual chick embryos, and a model demonstrating the blood circulation between the fetus and the mother. An actual cow skeleton with a model calf inside worked well to demonstrate the normal parturition process and its clinical signs. Dystocia problems were then illustrated and abnormal positions were demonstrated by a series of posters. A film on the caesarean section of a bitch was shown to illustrate how the veterinarian relieves a dystocia. The talk was concluded with a comment on how to take proper care of your puppy after life begins.

Those students working on the display were the following: Tom Christie, Public Relations Committee Chm., Doug Carlson, Stan Allen, Jon Chambers, Bob Stout, and Bob Spencer.



Figure 1. Seniors Tom Christie and Doug Carlson discuss The Origin of Life with an interested fairgoer.