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HEALTH EDUCATION FROM THE PERSPECTIVE OF THE „ECHA ZDROJOWE” PERIODICAL (1914)

Abstract: The low hygiene level had a negative impact on the health and quality of life in Poland at the end of the 19th and the beginning of the 20th century. The solution that could improve the current state of affairs was promoting a healthy lifestyle in the education of the young generation of Poles. In the enthusiasm for health popularizing at the turn of the century, magazine articles suggested where to go for treatment, what procedures to use and how to spend free time. This mission was implemented using the balneological periodical „Echa Zdrojowe” (1914), which published content promoting the principles of hygiene and health education in society. The values of the spa in Ciechocinek were particularly praised, active forms of recreation were promoted, and the educational role of the sport was highlighted. Thanks to press reports, social knowledge about the possibilities of holiday leisure, such as summer camps which aimed at relaxation and improving health increased.

Keywords: health education, „Echa Zdrojowe” magazine, recreation, balneology, summer and health camps

INTRODUCTION

An extremely important issue for every nation was and still is the issue of the broadly understood upbringing of the young generation. At the end of the 19th and the beginning of the 20th century, it became obvious that educational activities among children and young people could be limited to the cognitive sphere, but had to include pro-healthy education, hygiene of life, work, and entertainment. In those times, magazines acted as guides, telling parents how to approach certain processes in their children’s lives in a comprehensive – now called holistic – way and how to consciously shape them. Within the framework of the pro-health

education of the whole society, carried out by journalists in the press, a lot of attention was paid to the hygiene and healthy lifestyle of children and the youth (Bednarz-Grzybek 2018, p. 418; Fijałek 1998, p. 65; Widy-Wirski 1959, p. 106). Hygiene was considered to support health and beauty, and cleanliness and self-care were considered a means of not only maintaining beauty but also extending life.

One of the periodicals that took the mission of pro-health education was the balneological „Echa Zdrojowe” (1914), issued in Włocławek. This magazine is more than worthy presenting in this article because as ephemera (it was published from June to August of 1914) it is not very well known and has not undergone thorough thematic research. The publisher and editor of the magazine – an organ of Polish spas – was Stefan Dzikowski, an advocate. The editorial and administration of the journal were based in Włocławek, in Herman Neuman’s Bookstore. The editorial office was located in Ciechocinek, in the hotel of Karol Samuel Müller. The journal used pagination in each issue. It was printed in Wincenty Cywiński Printing House. It typically cost 5 copecks per issue, but for richly illustrated numbers 13 and 14, covering 20 pages of text and 4 pages of advertisements, it was twice as expensive (Bednarz-Grzybek 2018, p. 133, 160, 198, 225, 227).

PRESCRIPTIONS FOR A HYGIENIC LIFESTYLE

The low state of hygiene had a negative impact on the health and quality of life of the entire Polish society at the end of the 19th and the beginning of the 20th century. In particular, poor housing conditions and malnutrition had dire consequences. Doctors and educators of that time, aware of both these threats and economic limitations, tried to work out optimal guidelines on the basics of hygiene, and disseminate them through press publications. They believed that one solution that could improve the existing state of affairs was to promote a healthy lifestyle while upbringing the next generations (Bednarz-Grzybek 2018, p. 418). And since it was easiest to reach a wide audience via the press, the journalists tried to educate their readers including suggestions of hygienists in their columns. It was believed that the right living conditions, apart from improving physical condition, would also serve the development of the human mind, and shape personality. Activities such as healthy sleep, moderation in eating, resting in the open air, sport, and physical exercise were said to prevent neuroses and psychoses. The periodical also stated that sanitary issues should be addressed as an important aspect of health care in spa and bathing establishments and health resorts as well as in private homes. The activities of such institutions as the Warsaw Hygienic Society, common sanatoriums, and manor houses like Ciechocinek founded by

Ignacy Dembicki (Rozmaitości 1914, p. 7) were considered to be a model. *Echa Zdrojowe* emphasized that „it is easier to prevent something than to cure it later” (Higiena Piękności 1914, p. 7). Therefore, readers of the periodical were appealed to tackle the little things, e.g. to wear a hat during a heatwave, to ventilate living quarters, sleep with windows open, and wear clothes suitable for particular weather (Dzikowski 1914, p. 1).

In order to make the subject of hygiene more attractive, the journal combined it with the promotion of relaxation in spas. The habits and healthy lifestyle acquired in these places were to be later transferred by the patients to their everyday life. The values of Ciechocinek health resort were particularly praised in „Echa Zdrojowe”: it was advertised as a place where Count Plater cured himself and his children of strangles using salt baths (Dzikowski 1914, p. 4). The journal also presented extensively the positive changes that took place in the health resort under Marian Raczyński, the head of the Spa since June 14th, 1894 (ed. 1914, p. 2–3). Thanks to him, the park under the graduation towers was arranged, a pine forest was taken care of, streets were regulated, pavements were laid on them, wonderfully furnished bathrooms were created, and folk bathrooms were built. Marian Raczyński was also the president of the Nest for Scrofulous Children in Ciechocinek, curator of St. Thaddeus Hospital, a member of the Ciechocinek Charity Society, and the Society of Ciechocinek Friends (Dzikowski 1914, pp. 6–7). Thanks to his activity, scrofulous children could benefit from the special effects of Ciechocinek’s brines (Uczczenie Marian Raczyńskiego 1914, p. 2–3). It was the unhygienic living conditions that caused the development of scrofula (Uczczenie Mariana Raczyńskiego 1914, p. 2–3) and thus by popularizing the Ciechocinek health resort and the principles of hygiene in the journal, attempts were made to find a solution to this problem.

During the stay in the spa, but also outside of it, wisely organized entertainment played an important role since it also had a positive effect on health as long as it did not exhaust the organism and was organized in hygienic conditions. „Echa Zdrojowe” stated that one should be able to relax, hence two types of entertainment were presented in the journal: stimulating and soothing. It was written that soothing entertainment does not require intensity and attention while the exciting type of entertainment should, on the contrary, activate the mind to follow into a certain direction, attract it or deeply absorb it (Higiena rozrywek 1914, p. 3). All kinds of social games, charades, rebuses or even a witty conversation were recommended as the stimulating and developing kind of entertainment. Interestingly, cabarets were also included in this category, contrary to the haranguing moralists, since it was proved that they had a positive effect on the hygiene of the mind, distracting it from everyday worries and troubles and drawing the patient’s

attention. However, it was pointed out that it was necessary to know when to stop entertainment so that it did not become as cumbersome as work. For example, long journeys for relaxation after mental work were not advised, as people usually returned even more tired than before. It was also important to match the right entertainment to the patient's disposition and apply it individually, depending on the person's intelligence and habits. Improperly chosen entertainment could be more harmful to health, because, for example, if one wanted to experience silence „buried in a secluded village”, the lack of impressions could bring boredom and lack of stimuli that would normally detach thoughts from worries and troubles (Higiena rozrywek 1914, pp. 3–4).

The journal emphasized the need to maintain the hygiene of entertainment for mental balance. It said that one of the most soothing types of entertainment was day-dreaming, which was highly recommended after exciting events such as intensive work, reading a moving book or attending a shocking theatrical performance. Overworked people were given recommendations to walk or to attend shows that did not require much attention rather than various social gatherings. Calm music, easy to listen to, was also considered soothing and relaxing and was played in health resorts every day. Dancing arias were also cherished and thanks to them Gypsy orchestras became popular (Higiena rozrywek 1914, p. 3). In addition, „Echa Zdrojowe” promoted all kinds of exercises, walks, and physical activity.

While mentioning entertainment, the journal announced that Ciechocinek attracted many children, especially during the organized „Welcome to summer” games series (Kronika 1914, p. 4). The journal saw the need for more frequent common entertainment aimed at children, which could be organized by other institutions in Ciechocinek. The editorial office envisioned young people spending their free afterschool time strengthening their organisms at a spa resort (Kronika 1914, p. 4).

In the second half of the 19th and early 20th century, more attention was paid to promoting active forms of recreation. The development of physical culture, sport and recreation was accompanied by moral and mental changes (Bednarz-Grzybek 2018, p. 452; Ryfowa 1999, p. 199). Physical education took the form of various types of gymnastics among which the Swedish system, developed by Pehr Henrik Ling (1776–1839) and his son Hjalmar (1820–1886), stood out (Bednarz-Grzybek 2018, p. 452–453). Gymnastics was understood as a pedagogical system combining all forms of physical activity (out-of-town trips, active games and plays, football, running, wrestling, skating, fencing, horse riding, swimming, water rescue, firefighting, topographic activities, fitness, outdoor exercises, dancing, exercises with and without equipment), and thus a synonym for physical education (Bednarz-Grzybek 2018, p. 452–453). 453; Dudek 2012, p. 13). The political situation on the territory belonging to Poland did not support the development of

such forms of activity, which were already popular elsewhere in the world. Physical education functioned only in schools but it appeared here relatively late: in the second half of the 19th century. The invaders were aware that sport, understood as active recreation combined with physical effort as well as the organizations promoting such activities became a factor integrating Polish people who were deprived of their own national integrity. Therefore, the invaders tried to make it difficult for the young generation to practice any sports activities. The task set by the publicists of „Echa Zdrojowe” was to promote active forms of recreation and to shape appropriate social attitudes (Sadolin 2014, p. 2–3). „Physiologically national” gymnastics was intended by the journal to be incorporated into everyday life in order to achieve constant spiritual balance. After each exercise, a nervous person would feel calmer, have proper blood circulation, become more skillful or even feel the pleasure of slight muscle fatigue, and their appetite would increase. Moreover, advancing in the exercise program, such a person would look at their life and the surroundings in a more cheerful way and without prejudice. „Rational gymnastics gives us beauty and health” (Sadolin 2014, p. 3) – the journal stated.

According to the publicists, active life was considered to be one of the most important factors inhibiting symptoms of old age, regenerating the body and promoting longevity (Bednarz-Grzybek 2018, p. 449). The educational role of the sport was also appreciated. „Echa Zdrojowe” published information about a project of conducting classes in various disciplines, e.g. football, tennis, rowing or cycling proposed by the youth undergoing spa treatment. The adolescents were inspired by an enjoyable trip when they played football, did athletics and practiced other forms of physical activity. Football teams were formed and their sports struggle became a form of entertainment for other health resort guests (Kronika 1914, p. 4; 5–6). According to the publicist, football had an even more positive impact on the health and character traits of young people than gymnastics, since team play requires a simultaneous effort of the body and the mind. Playing in a team develops a sense of community, strong will, and ambition, which is of great pedagogical significance (Pr. Kell 1914, p. 3–4; Sport w Ciechocinku 1914, p. 4). „Echa Zdrojowe” also introduced a rule that a team game played by young people should always be supervised by someone experienced. The aim was to develop proper habits and healthy competition, devoid of hatred. The presence of the coach was to guarantee fair play and that focus the game on showing technical skills rather than brutal force (Pr. Kell 1914, p. 3–4; Sport w Ciechocinku 1914, p. 4). Therefore, sports events organized at the graduation tower pitch in Ciechocinek were supervised by Edmund Nebel (Sport w Ciechocinku 1914, p. 4). It was also demanded that immediate attention should be paid to all manifestations of intolerance in order to quickly eliminate them. From the point of view of social interests, amateur sport

was a beneficial factor that fostered upbringing physically fit and strong people, taught perseverance in overcoming one's own limitations, fair competition rules during games, and respect for the opponent (Bednarz-Grzybek, 2018, p. 454).

„Echa Zdrojowe” paid a lot of attention to defining the importance of sport in the process of upbringing and promoting the old-Roman principle of „a healthy spirit in a healthy body”. The young people from Ciechocinek who „had not forgotten about sport” were presented as role models: their projects of the sports events included not only football but also tennis, rowing, and cycling (Kronika 1914, p. 5–6). In order to encourage other young people to take up these sports, the journal published reports from trips eg. a cycling trip to Nieszawa (Kronika 1914, p. 5–6), warning that too long and monotonous visits to exhibitions or museums could become boring (Higiena rozrywek 1914, p. 3).

Sport did not cover all acceptable leisure activities. Excursions and tourist events were also considered beneficial for human health. The driving force behind this type of entertainment was the need to regenerate physical and mental forces, as well as cognitive curiosity and the natural need to observe the world (Bednarz-Grzybek 2018, p. 475).

In „Echa Zdrojowe” one could find a lot of useful and practical information. Of course, it was not an objective guide, as, apart from providing information, the publicists tried to educate their readers by suggesting how to behave and what types of entertainment to choose. The journal attempted to teach healthy habits, arouse curiosity and create patriotic attitudes (Bednarz-Grzybek 2018, p. 415). The journal presented the specific spa tourism offer, directly addressing the patient but it also taught about the region, promoting various treatments. The society was encouraged to be active outdoors and to exercise. This aim was achieved by providing information about organized excursions, available walking routes and places worth visiting (Bednarz-Grzybek 2018, p. 409). The organizers of the excursions popularized in the journal were the companies or societies operating in a given town. The Friends of Ciechocinek Society organized excursions at least once a week, which attracted crowds of interested people (Kronika 1914, p. 5). Excursions were a healthy way of spending free time but were not available to everyone because of economical reasons, lack of free time and family life. Therefore, the magazine announced various types of local outdoor recreation activities that were a more common and available form of physical activity. Playgrounds, different kinds of pitches and green areas were created in the cities for mass recreation and leisure (Bednarz-Grzybek 2018, p. 486). There were beautiful places for walking in Ciechocinek, in particular the spacious, beautifully wooded park, with tasteful flowerbeds and fountains refreshing the air. A number of shady avenues enabled patients to take long walks at any time of the day but also in the evening

with electric lighting. There were two more parks situated in Ciechocinek: one was located by the graduation towers and the other one was a pine park. The Spa Management Board had walking alleys arranged there, a lot of benches installed, the pond cleaned, and in 1912 a stage for orchestra concerts was placed there (Bednarz-Grzybek 2018, p. 413; Kronika 1914, p. 5).

Games and activities as forms of spending free time first developed in the English practice of physical education, but due to the educational values quickly spread throughout Europe. They were a means of developing physical fitness and shaping character traits: the ability to cooperate, perceive principles, perseverance, and determination. Educator Tomasz Arnold (1795–1842) drew attention to their educational values (Bednarz-Grzybek 2018, p. 486; Wroczyński p. 92–93). The physical activity of young people, following the example of English scouts, was associated with expanding knowledge of nature through various types of youth camps, trips, and fieldwork. Care for the health and moral strength of Polish society required care for the whole family - the basis for national culture. The magazine devoted a lot of space to the problems of managing children's free time in such a way that on the one hand they are not an excessive burden for parents, and on the other - that their fun serves intellectual and health development. Protecting children, separating them from all harmful influences, while using the possibilities of the body and mind, became the main subject of pedagogical activity in the 20th century. Not all parents paid appropriate attention to guidelines on upbringing or medical care. The most difficult situation in this respect occurred in cities, where workers' children were often forced to work excessively in workshops, shops or at the parents' home. In cities, the Jordanian gardens or the gardens of Wilhelm Ellis Rau were an attempt to create alternative forms of care for these children (Kronika 1914, p. 4; Ochrona pracujących dzieci 1914, pp. 3–4). In spas, on the other hand, initiatives were aimed directly at the youngest patients (Bednarz-Grzybek 2018, p. 490; Dzikowski 1914, p. 3–4).

„Echa Zdrojowe” soon noted that the boys' physical strength was taken care of, and that the future mother and teacher were not cared for, nobody thought about them. One of the first women who understood, assessed, and talked about girls' rights in physical education was Helena Prawdzic-Kuczalska. She opened a school of gymnastics and massage for girls in Warsaw and ran it perfectly (Dzikowski 1914, pp. 3-4). Prawdzic-Kuczalska organized games for children in the Garden lent by Baron Kronenberg at Aleje Ujazdowskie in Warsaw, which enjoyed great success in the years 1903-1907, then moving them to their own office at Marshal Street. A further solution to this useful initiative was the gardens of W. E. Rau, organized, following the example of Henryk Jordan Park in Kraków, by W. R. Kozłowski, and led by a Committee elected from the real members of

the Warsaw Hygiene Society. Attempts to organize games for children were also made by Helena Prawdzic-Kuczalska in Ciechocinek. In addition to popularizing such initiatives, the journal also criticized e.g. all the difficulties of finding a place for their realization (Kronika 1914, p. 6).

Bearing in mind the health of children, the journalists of „Echa Zdrojowe” also wrote about child labor. In 1914 it was written that the twentieth century was rightly called the „child’s age”, because it was when the campaign for improving the health condition of the youth and taking care of their physical condition and psyche, through holiday rest started. Efforts were made to separate children from harmful environmental influences, which was clearly visible in the pedagogical and social activities at that time. Attention was paid to the hard work they were forced to do. Attempts were made to enforce an official ban on similar practices, threatening parents with fines. There were also postulates for organizing summer recreation for children from poor, physically, morally and socially neglected environments with no sickness prevention or investment in treatment (Bednarz-Grzybek 2018, p. 519; Ochrona dzieci pracujących 1914, p. 3–4). Not all parents educated and taught their children about manners, or even followed legal regulations that applied to children, especially in working-class families, where parents often sent young children to work that was hard and harmful to their child’s health. Certainly, unhealthy social relations contributed to this, but on the other hand, there were many parents who unnecessarily and recklessly risked the precious health of their children out of greed. There was no other way to control such parents than legal prohibition or threat of punishment. The journal noted that in Germany and England, laws defending a child whose parents had abused power had already been passed (Bednarz-Grzybek 2018, p. 519; Ochrona dzieci pracujących 1914, p. 3–4).

SUMMER CAMPS AND HEALING CAMPS

After the fall of the January Uprising, Polish parents found themselves in a difficult situation. Childcare was determined by the partitioning powers, which had different socioeconomic systems, different cultural levels, and political interests. The situation called for an awareness campaign to unleash social solidarity and help the poorest, both at the biological and cultural level (Bednarz-Grzybek 2018, p. 494). A lot of articles were devoted to children’s holiday rest. It was pointed out that childcare and youth care must largely concern health care (Dzikowski 1914, pp. 4–6). For the weaker individuals, rest in the right resort could be the only chance to improve health. Thanks to press reports, social knowledge about the

possibility of organizing summer camps aimed at both leisure and mending health increased. Healing camps were significant, which is why they were described in „Echa Zdrojowe”. Trips were recommended especially to sick and fragile children so that they could enjoy the benefits of nature and fresh air. Of course, this required significant funding, hence the journalists asked for support from readers aware of the importance of the problem.

The idea of summer camps was born in 1876 on the initiative of priest Walter Bionia (1830–1909) in Switzerland (Bednarz-Grzybek 2018, p. 495; Dzikowski 1914, pp. 4–6). He created the first centers for children in places with special climatic values (Dzikowski 1914, pp. 3–6). Bion’s guiding thought gained widespread recognition and soon others followed.

In the second half of the nineteenth century, various socially-funded institutions and societies were established in Poland to help create leisure places for the poorest children. In the Kingdom of Poland these were: the Warsaw Charity Society, the Children’s Friends Society, the Committee for Care of Sick Children, and the Summer Colony Society (Dzikowski 1914, pp. 4–6; Kronika 1914, p. 4). Stanisław Markiewicz (1839–1911), a longtime school physician who learned about summer camps for children in Frankfurt and wrote about them in 1879 (Dzikowski 1914, p. 5), led the doctors and hygienists disseminating this idea in Poland. Already in 1881, he created the Summer Camp Society for Poor and Sick Children in Warsaw. A year later, Markiewicz organized the first Committee and sent 54 children to the countryside (Dzikowski 1914, p. 5; Bednarz-Grzybek 2018, pp. 496-497). „Echa Zdrojowe” devoted a few words to the camps in Ciechocinek – the first of them at Wojenno-Sanitarna Street were organized by Hipolit Wawelberg (1843–1901). Another Ciechocinek camp facility was named after Stanisław Markiewicz to celebrate his work after he died in 1911 (Dzikowski 1914, p. 4). Thanks to the efforts of the Summer Camp Society in Ciechocinek, about 400 Warsaw children were sent on a 4-week camp in summer (Dzikowski 1914, p. 5; Bednarz-Grzybek 2018, p. 499).

The action of organizing summer recreation, which began under the Russian Partition, was also recognized under the Prussian and Austrian partitions. „Echa Zdrojowe” found that staying outdoors developed an awareness of planned body culture among both children, adolescents and adults, and instilled a habit of a hygienic lifestyle. To enable this, the camps needed the right location. Their main purpose was rest, regeneration of strength, and regaining balance after the mental effort at school. There were appeals that children from the poor metropolitan population who lived in deplorable conditions on a daily basis should attend such camps. The lack of fresh air necessary for children’s health was compounded by poor nutrition resulting from poverty. These children did not have freedom of movement because small apartments, narrow courtyards did not allow them to engage in

physical activity, which at their age was a need and necessity. Their connection with nature was lost: they were completely ignorant about it. During their stay at the camp, it was noticeable that they could not distinguish tree species, they did not know where the grain came from, and they had never seen a sunrise or a sunset (Bednarz-Grzybek 2018, p. 499; Dzikowski 1914, pp. 3–6; 5; 6–7). Children in the city were usually left alone because parents were busy with work and had no opportunity to look after them. Therefore, summer and healing camps were beneficial.

Healing camps were financed from various sources, both private foundations and church or philanthropic institutions, usually addressing their offer to the poorest children. Healing colonies were used to treat patients and prevent the occurrence of the disease. Therefore, anemic children with chronic inflammation of the lymph glands, bones and joints were sent there. In Poland, main cam centers were located in Rabka, Rymanów and Ciechocinek, and children from the Kingdom of Poland, threatened with tuberculosis, were usually sent to the brines in Ciechocinek. The values of coastal towns, being at the seaside and breathing air rich in iodine, ozone and salt were praised since they were said to have a positive effect on the respiratory system (Bednarz-Grzybek 2018, p. 542; Dzikowski 1914, p. 6–7). A cold bath in seawater had a positive effect on the body, mechanically stimulating the skin's tissues and nerves. Comfortably furnished bathrooms and a wonderful climate, e.g. in Palanga, were as emphasized (Own correspondence 1914, p. 6; S. Dzikowski 1914, p. 3). In the magazine, summer and healing summer camps gained a status similar to that of the spa facilities themselves. Their beneficial effect on health was emphasized to appeal to the generosity of society to finance such initiatives.

OTHER INSTITUTIONS PROMOTING CHILDREN'S HEALTH

Special institutions dealing with the promotion of hygiene and health care were mentioned in „Echa Zdrojowe”. Columnists mentioned, i.a. the shelters for working women in Ciechocinek (Shelter for working women 1914, pp. 3–4). The board of the shelter wanted to help poor, sick and overworked women in regaining their health. Efforts were made to ensure that the cost of maintaining the patients was as low as possible, within 1 ruble per day for total maintenance, free medical assistance, and brine baths. The poorest women were exempted from paying the curative tax. On June 17, 1914, the shelter could accommodate 10 women. An appeal was made in the magazine for financial support to this useful institution (Shelter for working women 1914, pp. 3–4).

Maksymilian Margulies' Sanatorium for Children was also mentioned in *Echa Zdrojowe*, thanks to the persistent and diligent work of the owner and an

affordable price for the stay (Kronika 1914, p. 4). Careful medical care and proper nutrition were guaranteed there, which made the effects visible after a few weeks of children's stay.

Another institution aimed at caring for the health of its pupils was the Inn for sick peasants in Ciechocinek, opened in May 1911 thanks to the efforts of doctor Ignacy Dembicki, priest. Wojciech Helbich and Maria Myszczyńska (K. J-ski 1914, pp. 2–4). Patients were provided with baths and help with nervous diseases. One of the patients Tomasz Wesołowski praised the advantages of this institution in the journal.

The farm was managed by Zofia Szypowska. Every sick peasant received support for 60 or 40 kopecks. The poorest had all-day maintenance free of charge, a healthy meal, including two soups to choose from, half a pound of cooked meat, tea, coffee and milk (served in the evening), and free medical assistance. 20% of the poorest patients received medicine, clothing, and money for the return trip home. 33 beds were placed in the inn and in 1914 another 11 beds. The peasants who could not get to the inn lived in the surrounding houses and dined in the inn. The magazine praised the clean kitchen and hygienic food preparation.

The magazine also popularized the activities of Gniazdo (the Nest) which offered help to scrofulous children. It was an autonomous organization, although it was started by the Warsaw Society Childcare. Marian Raczyński was the president of Gniazdo (Dzikowski 1914, p. 6). The last institution mentioned in the periodical, operating outside of Ciechocinek, was the Children's sanitary station in Kobylnica near Poznań, enlarged by a new one added according to the plans of St. Cybichowski. The station and the barracks in the garden could accommodate 193 children, and 23 in winter. The factory doctor was L. Adamczewski (Rozmaitości 1914, p. 6).

CONCLUSION

„Echa Zdrojowe” journalists called for the active participation of doctors in promoting hygiene among the society, and especially among peasants. The journal wrote about mortality among the people because of poor housing, lack of good drinking water, inadequate nutrition, insufficient medical care, dirt, and alcoholism (Bednarz-Grzybek 2018, p. 355; Rozmaitości 1914, p. 7). The magazine pointed to the Society of Friends of Ciechocinek, appointed by doctors to make the stay more attractive to patients and to look after them outside the doctor's office, which tried to prevent coteries from forming at their evening meetings and their participants not being discriminated against because of financial status.

The columnist argued that doctors should not limit their activities to writing a prescription and deleting from the restaurant menu those dishes that the patients were not allowed to eat (Bieliński 1914, p. 3).

The journal presents medical issues, most often focusing on diseases that could be treated in spa facilities. Tuberculosis, which most often attacked the lungs, was mentioned here, but also its other varieties. Though tuberculosis was prevalent among the proletariat, higher society could also be infected, so it was treated as a social disease.

Lack of social welfare, unfavorable hygiene conditions, and malnutrition had a disastrous effect on the health and demographic condition of society, which was noticed in the magazine, although it was argued that pulmonary diseases occupy first place among plagues decimating the population (O uleczalności chorób płucnych 1914, p. 4), and tuberculosis was the disease that caused the highest number of deaths in Poland. Instructions were given on how to care for cleanliness and hygiene on a daily basis. It was noted that in the therapy of many diseases – especially among children and adolescents – spa treatment played an important role. By appointing the right treatment in the spa, the spa doctor could make a weak child gain „weight, and energy; develop mentally, become hungry as a wolf, which would frighten his/her mother, when her infirm son or daughter, now wanted to eat, played without fatigue, and slept like a log: transforming beyond recognition” (Dzikowski 1914, p. 7). Brines and various medical treatments operated here, as well as outdoor games in air rich in ozone and iodine (Dzikowski 1914, p. 7). According to journalists, the panacea for a high level of morbidity and mortality, recorded especially in large cities, was a stay in a spa (Dzikowski 1914, pp. 6–7). By publishing articles promoting pro-health activities the columnists wanted to develop health awareness. They took on the role of a mentor, a defender of people’s health, and a social educator. Efforts were made to promote the idea of healthy rest and shape habits of care for mental and physical hygiene.

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WYCHOWANIE PROZDROWOTNE Z PERSPEKTYWY PERIODYKU
„ECHA ZDROJOWE” (1914)

Streszczenie: Zły stan higieny miał negatywny wpływ na zdrowie i jakość życia społeczeństwa polskiego przełomu XIX i XX wieku. Rozwiązaniem mogącym wpłynąć na jego poprawę była promocja zdrowego trybu życia w wychowaniu młodych pokoleń Polaków. W zapale popularyzowania zdrowia na przełomie XIX i XX wieku publicyści na łamach czasopism podpowiadali, do jakiego miejsca jechać na kurację, z jakich zabiegów leczniczych skorzystać oraz przedstawiali możliwości spędzania wolnego czasu. Narzędziem do realizacji tej misji było balneologiczne czasopismo „Echa Zdrojowe” (1914), na łamach którego publikowano treści propagujące wśród społeczeństwa zasady higieny i wychowania zdrowotnego, szczególnie zachwalano walory uzdrowiska w Ciechocinku, promowano aktywne formy wypoczynku, doceniając wychowawczą rolę sportu. Dzięki doniesieniom prasowym wzrastała wiedza społeczna, dotycząca możliwości wakacyjnego wypoczynku, zwłaszcza tego zorganizowanego, czyli kolonii, mających na celu wyłącznie wypoczynek oraz poprawę stanu zdrowia.

Słowa kluczowe: wychowanie zdrowotne, czasopismo „Echa Zdrojowe”, rekreacja, balneologia, kolonie letnie i lecznicze