



THE UNIVERSITY of TEXAS
SCHOOL OF PUBLIC HEALTH



Institute for Health Policy

Bridging THE GAP

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To Whom It May Concern:

Having coordinated the Texas relief efforts for both hurricanes Katrina and Rita in the State of Texas in 2005, I am in a unique position to understand the health challenges facing the public during times of emergency. Anytime large groups are located in close quarters, the spread of disease and illness is a major health concern. One case of tuberculosis, meningitis or influenza can rapidly spread and multiply the problems already faced. During these times, prevention can be one of our strongest allies. We've all heard that an ounce of prevention is worth a pound of cure. I had the opportunity to meet with Bob Gold recently, and he has convinced me that 16 ounces of prevention may be worth even more. The 16 ounces of prevention that Bob Gold is endorsing can be found in water bottles that carry a container identification scratch system. The container identification scratch system or ciss is a patented technology developed by Steve Cochran of Wyckoff, NJ and Bob Gold of Austin, TX. Bob and Steve are currently working to bring this technology to appropriate use to help prevent the unnecessary spread of disease and illness. I strongly recommend due consideration of this technology. Thank you.

Regards,

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