



Barron Drive, P.O. Box 710
 Institute, WV 25112-0710
 PH: 304-766-2686
 Fax: 304-766-2696
 info@wvwellness.org



WELLNESS COUNCIL of WEST VIRGINIA E-Mail Newsletter

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Sharon Covert
 Executive Director
 sharon.covert@wvdrs.org

Barbara Graley
 Administrative Assistant
 barbara.graley@wvdrs.org

Patty Deutsch
 Tobacco Director
patty.deutsch@wvdrs.org

Sue Webster
 Tobacco Coordinator
 sue.webster@wvdrs.org

Toni West
 Tobacco Project Assistant

SPRING TRAINING RESCHEDULED!

Spring Training, originally scheduled for Tuesday, May 9th, will be rescheduled for Tuesday, May 23rd at the WV Rehabilitation Center in Institute, WV. Sessions will be held in the large conference room in the main building. New registration brochures will be circulated immediately. Sorry for the inconvenience!

INFOPOINT TRIVIA WINNER for April!

Congratulations to
Kathy Wicker of Massey Energy
 who is the winner of the
April InfoPoint Trivia Contest!

WELCOME NEW MEMBERS

The Wellness Council of WV would like to welcome the members below who have recently joined our ranks. Have you referred a new member to the Wellness Council of WV? You can receive a \$25 gift certificate to Amazon.com for any new member who mentions your referral!

WVU HR/Medical Management

Morgantown

WVU Dining Services

Morgantown



Study ranks obesity most serious health issue

WVU Journalism School looking to raise awareness about obesity

MORGANTOWN, W.Va. - A recent survey developed by West Virginia University P.I. Reed School of Journalism graduate students found that while most West Virginians agree that obesity is the most serious and preventable health issue facing them today, few are taking action to prevent the disease.

The students hope to use the results of the study to raise awareness about obesity, spur discussion, and possibly find long-range answers to the critical health issue.

When asked to rate the seriousness of health issues in West Virginia, including tobacco use, heart disease, cancer, alcohol and drug abuse, diabetes, and depression and anxiety, an overwhelming 94 percent of respondents identified obesity as the state's most serious health problem. Respondents also identified obesity as the most preventable public health issue facing the state – choosing this problem over tobacco use, ATV accidents, alcohol/drug abuse and domestic violence.

Most respondents, 80 percent, also believe that obesity is a problem of personal accountability as opposed to genetics or disease. Seventy-one percent of respondents said that people accepting greater responsibility for what they eat and drink is the most effective remedy to obesity. State government legislation was considered the least effective remedy to obesity.

While 60 percent of those surveyed said exercise and fitness programs are very effective, a majority—55 percent—said they engage in exercise or physical activity less than two days per week or not at all. This includes activities such as working out, gardening and cleaning.

When asked to evaluate their current personal weight, men were more likely than women to consider their weight acceptable. Seventy-four percent of women admitted to being overweight, while only 55 percent of men said they were overweight. The study concluded that West Virginia women have healthier habits than men. Women respondents were more likely to have recent medical checkups and less likely to eat at fast food restaurants.

While nearly all respondents understood the relationship between obesity and health problems such as high blood pressure (97 percent), heart disease (95 percent), stroke (95 percent) and diabetes (92 percent), less than half understood the connection between obesity and osteoarthritis (48 percent) and some forms of cancer (38 percent).

"I am very proud of our students for helping raise awareness about this important health issue," said WVU School of Journalism Dean Maryanne Reed. "This project will help to stimulate the dialogue about one of the state's most critical health issues and may contribute to finding long term solutions."

Senior public relations major Eva Brueschwiler from Germany, who worked on the project, agreed.

"If our awareness campaign can help to change someone's life for the better, our project was successful," Brueschwiler said.

The on-line survey was conducted March 1-5 among a random sample of West Virginians, age 18 and older, generally representative of the state's population by age and gender. Interviews were completed among 302 participants. The overall sampling error for this study is +/- 5.6 percentage points at the 95 percent confidence level.

R.L. Repass & Partners, Inc., a full-service opinion and marketing research firm headquartered in Cincinnati, Ohio, conducted the survey for the WVU School of Journalism. The firm's clients include Fortune 500 companies, state and national trade associations, the news media, government agencies, advertising firms and public relations counselors. Rex Repass, the firm's president and chief executive officer and a West Virginia native, was instrumental in the development of the West Virginia Poll, a statewide public opinion survey for the Charleston Daily Mail, the Associated Press and WSAZ Television.

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WVU News on the Web – <http://www.nis.wvu.edu/newsroom/>

Talking Tobacco

Dear Smokefree Advocates,

We are pleased to introduce a revised document entitled "Fundamentals of Smokefree Workplace Laws". This document, like its predecessor, serves as a comprehensive guide for best practices in smokefree workplace campaigns. The document was created with help and consensus from major tobacco control organizations across the United States. It contains the guiding principles for campaign strategy, best practices on policy language, and general recommendations based on past lessons learned from smokefree advocates across the country.

Please share this document with fellow advocates and allies in the smokefree air movement.

For web access to the full document, please visit http://www.no-smoke.org/pdf/CIA_Fundamentals.pdf.

Below is an Executive Summary to give you an idea of what is included in the 15-page document.

EXECUTIVE SUMMARY for "Fundamentals of Smokefree Workplace Laws"

I. GUIDING PRINCIPLES

Begin at the local level (page 2)

Plan before you act (page 3)

Agree on a bottom line (page 4)

Be realistic about resources (page 4)

Reach out to all sectors of your community (page 4)

Take it to the Roots: Start with a strong grassroots base (page 5)

Move in step with your community (page 6)

Start with model policy language (page 6) Include expert advisors (page 7)

Avoid ballot measures (page 7)

II. BEST PRACTICES: POLICY ELEMENTS

Develop clear definitions (page 8)

Minimize exemptions (page 9)

Deal Breakers: Avoid at all costs (starts on page 10)

Ventilation exemptions Smoking Rooms Red light / Green light provisions Minors

Only provisions Hours provisions Consent provisions Hardship exemptions

Licensing, Fees, and Tax incentives Other provisions to avoid: (starts on page 12)

Local Opt-Out Provisions Grandfather Clauses Overly long phase-in provisions (over 90 days) Sunset provisions

III. NEVER AGREE TO PREEMPTION (page 13)



IV. ADDITIONAL CAMPAIGN ELEMENTS (page 14) Take your time, and follow the guiding principles.

Expect a curve ball from the opposition.

Something vs. nothing: No law is always better than passing a bad law.

The following national organizations have signed onto this document, indicating broad consensus for the best practices of smokefree campaigns and policy language.

American Cancer Society (ACS)

American Heart Association (AHA)

American Lung Association (ALA)

Americans for Nonsmokers' Rights (ANR)

Asian Pacific Partners for Empowerment and Leadership (APPEAL)

American Public Health Association (APHA)

Campaign for Tobacco Free Kids (CTFK) National Latino Council on Alcohol and Tobacco Prevention (LCAT)

The Praxis Project Tobacco Technical Assistance Consortium (TTAC)

Tobacco Control Legal Consortium (TCLC)

National Association of Local Boards of Health (NALBOH)



Keynotes Announced for Governor's Conference

The 20th Annual Governor's Conference on Worksite Wellness will be held October 16th & 17th at the Charleston Marriott Town Center. The WCWV is pleased to announce that Dr. Lance Secretan and Janet Evans will serve as keynote speakers at this event. Following are brief biographies on each speaker. Go to www.wcww.org for more information on the conference!

Janet Evans, Olympic Gold Medalist

Born in Placentia, California, Evans started competitive swimming as a child. By the age of 11 she was setting National Age Group records in the longer events. In 1987, she broke the world records in the 400, 800 and 1,500 metres freestyle events. After gaining membership on the 1988 US Olympic team, she went on to win three gold medals at the 1988 Summer Olympics in Seoul, setting a new world record in the 400 metres freestyle event. That world record stands to this day, as she also holds the current world records in freestyle swimming from 800 metres (set in August of 1989) and 1500 metres (set in March of 1988). She was named the 1989 recipient of the James E. Sullivan Award as the top amateur athlete in the United States

Dr. Lance Secretan, one of the world's foremost strategists and leadership advisors, brings passion and courage to his Cause—to change the world by reawakening spirit and values in the workplace. Secretan's life is one of exceptional experiences and contribution. Wisdom drawn from years as a corporate executive, academic, humanitarian, coach, father and husband, makes his perspectives invaluable. He holds an M.A. (cum laude) from the University of Southern California and a Ph.D. from the London School of Economics. Lance is the international best-selling author of thirteen books that revolutionize leadership theories—his latest offering, **ONE: The Art and Practice of Consious Leadership**, was released in April 2006. He is an award-winning columnist, currently contributing a monthly column to Worthwhile Magazine (www.whorthwhilemag.com). Voted one of the nation's top ten speakers, and one of the twenty-first century's most influential, Secretan loves to capture the attention and excitement of audiences around the world. Lance and his wife, Tricia, divide their time between homes on the edge of the wilderness in Ontario, Canada and a Rocky Mountain retreat in Colorado. (www.secretan.com)