

WELL WORTH IT

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Go Red!

Heart disease is the No. 1 killer of women in America. Using the simple phrase "Love Your Heart," the Go Red for Women movement is mobilizing women, men, celebrities, healthcare providers and politicians to embrace and elevate the cause of women and heart disease.

Friday, February 2nd is National Go Red for Women Day!

- Only 13 percent of women view heart disease as a health threat, even though it's women's No. 1 killer.
- Cardiovascular disease (CVD) kills over 480,000 women a year, about one per minute.
- One in three adult females and males in the United States suffers from a form of CVD.
- CVD claims more lives than the next four most common causes of death *combined*.
- On average, an American dies of CVD every 35 seconds.
- Sixty-four percent of women who died suddenly of coronary heart disease had no previous symptoms.

INSIDE THIS ISSUE

Go Red!	1
The Common Cold	1
Senior Level Support	2
Tobacco	2
Valentine's Day	3
Love Your Heart!	3
Fresh Air!	5

- Heart disease rates in post-menopausal women are two to three times higher than in pre-menopausal women of the same age.
- Stroke is the No. 3 cause of death for American women, and is a leading cause of serious, long-term disability.
- Stroke kills more women than men. In 2003, females represented 61 percent of stroke deaths.

Find out more:
www.goredforwomen.org

The Common Cold: How Do You Get It? How Do You Treat It?

Most Adults get 2 – 4 colds per year. Children get even more--8-10! Most people don't consider colds serious illnesses but most realize how much they can affect day-to-day life!

Although many people get colds during the winter, exposure to cold weather is NOT what causes the common cold. Exposure to sneezes or coughs from someone infected with a cold can put one at risk—but most cold viruses are spread by hand-to-hand contact. Even touching a

doorknob, keyboard or telephone that has been infected with the virus can cause illness!

Symptoms usually appear 3-4 days following exposure. Different people have different signs of cold-- sneezing, coughing, sore throat, watery eyes, etc. Sometimes even a mild headache or low grade fever can appear.

There is still no cure for the common cold. The use of anti-biotics is unnecessary & ineffective

Please see *Common Cold* on page 4

Senior Level Support

By Sharon M. Covert

The WELCOA publication, *Absolute Advantage*, will focus the next 7 issues on the “Seven Cs” from the Well Workplace process.

Senior Level Support is something that every successful wellness program MUST enjoy. I have seen wellness teams mandated with developing a viable program--- but provided no resources. I have seen teams given many resources, but told, “Don’t expect management to be involved with this.” Either situation is deadly.

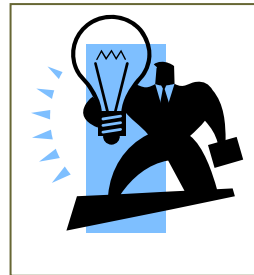
Employees tend to value what the company values—through rewards like bonuses, incentives,

Tobacco: New Approaches for an Old Problem

Tired of the “same old” tobacco talk? It’s time to hear the latest news from the mouths of the experts!

The Wellness Council of WV is proud to offer our first conference devoted solely to the topic of tobacco, its effect on people, places and the environment.

A slate of state and national speakers will inform and entertain attendees in the beautiful new School of Pharmacy at the



It's a good idea to get your senior level people to understand what wellness can do for your company.

promotions, etc. If the wellness program has no incentives then the employees will know it is not supported at the top level and may not support the program.

Find out more about Senior Level Support in this month's *Absolute Advantage*.

University of Charleston.

What’s the downside? Space is limited and we can only accept the first 95 registrants. So—if tobacco is costing you and your employee’s time and resources, registration forms available February 5th at www.wcwv.org!

The event will begin on Tuesday evening, April 3rd, with a FREE community program called, “*Not in Mamma’s Kitchen.*” Our

Please see *Conference* on page 5

*Reserve the Date:
April 3rd & 4th
University of Charleston
School of Pharmacy*



My smoking might be bothering you, but it's killing me. – Colette, (1873–1954) French

Valentine's Day—February 14th!

Every February, across the country, candy, flowers, and gifts are exchanged between loved ones, all in the name of St. Valentine. But who is this mysterious saint and why do we celebrate this holiday? The history of Valentine's Day -- and its patron saint -- is shrouded in mystery. But we do know that February has long been a month of romance. St. Valentine's Day, as we know it today, contains vestiges of both Christian and ancient Roman tradition. So, who was Saint Valentine and how did he become associated with this ancient rite? Today, the Catholic Church recognizes at least three different saints named Valentine or Valentinus, all of whom were martyred.

One legend contends that Valentine was a priest who served during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men -- his crop of potential soldiers. Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages for young lovers in secret. When Valentine's actions were discovered, Claudius ordered that he be



The history of Valentine's Day— and its patron saint—is shrouded in mystery.

put to death.

Other stories suggest that Valentine may have been killed for attempting to help Christians escape harsh Roman prisons where they were often beaten and tortured.

According to one legend, Valentine actually sent the first 'valentine' greeting himself. While in prison, it is believed that Valentine fell in love with a young girl -- who may have been his jailor's daughter -- who visited him during his confinement. Before his death, it is alleged that he wrote her a letter, which he signed 'From your Valentine,' an expression that is still in use

Please see [Valentine](#) on page 4

Love Your Heart!

By Sharon M. Covert

Growing up in the southern part of the state, I heard the term, "Love your heart!" frequently. (My mother's family is from Virginia—my father's from Alabama.) However, "Love your heart!" was usually something you said when didn't know what to say.

For example, you may ask someone, "How are you?" (We all know that we asked expecting the answer, "Fine." We didn't ask to get the real answer.) Let's just suppose, though, that you asked someone, "How are you?" and they are not aware of the proper response—and therefore spend the next ten minutes telling you everything that has gone wrong with their day, week, or life.

By southern standards, the appropriate response

is, "Love your heart!" It shows empathy without committing you to another hour of counseling the person in question. (Walking away or cutting someone off is considered very rude in the south—but showing empathy without getting sucked into someone else's drama is considered an art.)

Today, the term, "Love your heart!" has been enlisted by the American Heart Association in the battle against heart disease.

By loving your own heart, you can save it. When women learn to love their hearts, they can appreciate their health, their life and their loved ones. If women make and keep a promise to be heart-healthy, we can wipe out heart disease.

Please see [Love Your Heart](#) on page 4

Common Cold from page 1

because colds are not bacterial infections. Drink plenty of fluids but avoid caffeine or sodas—which tend to dehydrate the body. Using a cool-mist humidifier is also very useful. Pain relievers and decongestants ease symptoms like sore throat or stuffy nose—but some may cause sleep problems. Antihistamines can dry up a runny nose or watery eyes but may make you drowsy. Cough medicine could have the same complication. Ionized zinc lozenges may shorten the duration of symptoms.

Love Your Heart from page 3

Explore the links below to understand your risks
http://www.goredforwomen.org/love_your_heart/how_to_love_your_heart.html

http://www.goredforwomen.org/love_your_heart/understand_the_enemy.html

Knowing your numbers is an important part of keeping your heart healthy. Your numbers can help you and your doctor determine your risks and mark the progress you're making toward a healthier heart. To find out more about your

*“By loving your own heart,
you can save it.”*

If a cold continues, it could be prudent to see a doctor. Prescription antiviral drugs may reduce the severity of influenza, if it occurs.

To find out more, see the January 2007 issue of the *Mayo Clinic Women's Healthsource*.

cholesterol, explore this link:

http://www.goredforwomen.org/know_your_numbers/index.html

By joining the Go Red for Women movement, you become part of the fight against heart disease, the No. 1 killer of women in America. Your involvement can help save lives of mothers, sisters, aunts, daughters, grandmothers, best friends, and other women just like you! Find out how to join at:

Valentine from page 3

today. Although the truth behind the Valentine legends is murky, the stories certainly emphasize his appeal as a sympathetic, heroic, and, most importantly, romantic figure. It's no surprise that by the Middle Ages, Valentine was one of the most popular saints in England and France.

To find out more, check out
<http://www.history.com/minisites/valentine>

Special acknowledgement to American Greetings.

Conference from page 2

presenter, Brenda Bell Caffee, comes to us with her facts about tobacco AND her humor in tact! The presentation will be followed by a reception and an opportunity to meet the speaker.

On Wednesday, April 4th, there will be sessions to inform on the “state of the state” as well as the latest national issues involving tobacco. Speakers include:

Brenda Bell Caffee – Caffee, Caffee and Associates PHF, Inc.

Dr. Richard Meckstroth – WVU School of Pharmacy

Dr. Rolly Sullivan – WVU School of Medicine

Bruce Adkins – WV Department of Tobacco

Prevention

Christina Mickey – Smoke-Free Initiative of WV

Join us for this ground-breaking & informative event!

This program is sponsored by the following concerned community members: Pfizer Pharmaceuticals, Thomas Hospital, Weight Watchers of WV, OLMC Trust, Jackson Kelly PLLC & Chesapeake Energy



Cigarettes are killers that travel in packs. - Mary S. Ott, Bartlett's Unfamiliar Quotations

AH!! Fresh Air!

Have you ever watched an historical show and heard that someone suffered from, “consumption” or weakened lungs? It’s not often these days that we hear of a person diagnosed with tuberculosis, but breathing problems are more common than we think.

The February 2007 issue of Consumer Reports on Health notes that new evidence suggests a close tie exists between emotional well-being and lung health.

Factors besides cigarette smoke

can damage the lungs, including tension and hostility as well as fumes from traffic and common household cleaners.

Chronic stress, anger, or pessimism seems to speed up the normal age-related decline in lung function, perhaps by causing lung inflammation.

Impaired breathing is not an inevitable part of aging but is more than likely a preventable or treatable condition.

Protect your lungs by avoiding irritants such as chlorine in pools,

Please see *Fresh Air!* on page 6

“New evidence suggests a close tie exists between emotional well-being and lung health.”

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Tobacco surely was designed
to poison, and destroy mankind.
- *Philip Freneau*

*Have you logged on to
InfoPoint today?*

Fresh Air! from page 5

household cleaners, gases from mothballs and some toilet bowl fresheners.

Check for radon, a colorless, odorless gas that can seep into your home from earth and is considered a leading cause of lung-cancer deaths. Radon test kits are sold in most hardware stores and are inexpensive.

Get vaccinated for the flu & pneumonia.

Eat your antioxidants—studies show that a diet high in antioxidants (fruits & vegetables) may help prevent Chronic Obstructive Pulmonary Disorders (COPD), asthma and lung cancer.

For more information consult the February 2007 issue of *Consumer Reports on Health*.