

# 2011



## HEART SCREEN

Health-E-News

January 2011

### **A WORD FROM THE PRESIDENT**

Where will 2011 lead you? Although we are all faced with different challenges and obstacles to overcome, there are ways to help you and the others around you.

Heart Screen's first Newsletter of 2011 is dedicated to YOU—benefits, insurance and wellness professionals. How good are you at following a healthy lifestyle?

Everyone has heard about wellness and how daily exercise and healthy eating make a difference in your overall physical well-being. But it's hard to be encouraged when your promoters don't model the advice being recommended.

Companies and their representatives play a very important role while serving as a role model for employees. You are in an important position to create awareness of health issues through company policies and promotions.

If everyone could eat right and exercise, we wouldn't have an epidemic of obesity and diabetes. So much of what we treat is due to poor lifestyle choices, leading to obesity, high blood pressure, diabetes and heart attacks. We need to prevent it.

We all should practice what we preach. Or better yet, we should practice what we **teach**. Education is the cornerstone of wellness. No matter what position you are in, no matter what facet of health you contribute to, you teach. You teach your clients, you teach your employees, you educate your fellow colleagues, etc. The list goes on.

Are you promoting benefits, wellness assessments and biometrics on maintaining and improving one's health, and then during lunch break having the nearest fast food, taking the escalator instead of the stairs and squeezing in a cigarette or two before returning to the job??!!

Here's my conundrum. How in the world can one educate another if they cannot themselves follow their own advice and suggestions??!! All too often in our current society, there are too many people who know so much but take little action to be an example.

I understand the difficulties in time management, overwhelming tasks and uncooperative working environments. Heart Screen can assist you and your company and clients to achieve better health. Check us out and may this be your best and healthiest year.

**Let's all practice what we preach as our 2011 resolution. *Working together we can truly make a difference.***

*Barbara Parker  
President, HEART SCREEN Inc.*

**HEALTH OBSERVANCES:** This is a current monthly calendar of annual health observances and recognition dates for healthcare. Health observances are days, weeks, or months devoted to promoting particular health concerns. This information will come in handy for wellness programs as well as employee appreciation events.

*January Observance Highlights. Follow hyperlinks for more information on Heart Screen's related programs*

- **National Glaucoma Awareness Month.** Glaucoma is the second leading cause of blindness in the world and the leading cause of blindness in African American and Hispanic populations in America.
- [Thyroid Awareness Month](#)
- Healthy Weight Week. **Jan 16-22, 2011**; Women's Healthy Weight Day Jan. 20<sup>th</sup>

The 18th annual *Healthy Weight Week* is a time to celebrate healthy living habits that last a lifetime and prevent eating and weight problems, rather than intensifying them, as diets do.

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- Health Observances
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Heart Screen's Health and Wellness Screening Programs.

#### **BIOMETRICS**

- Cholesterol
- Glucose
- BMI Including Ht & Wt
- Blood Pressure

#### **WOMEN'S & MEN'S HEALTH**

- PSA For Prostate Cancer
- Thyroid (*TSH*)
- Bone Density

#### **FITNESS SCREENINGS**

- Aerobic Conditioning
- Body Fat Testing
- Body Mass Index (*BMI*)
- Grip Strength
- Flexibility
- Wii Balance

#### **ADDITIONAL ON-SITE TESTING**

- Auditory Screening (Hearing)
- Blood Pressure
- Bone Density
- DUEyes Simulator Goggles
- Glaucoma
- Grip Strength
- Hepatitis Screenings
- Lung Function & Lung Age
- Metabolic Testing (Weight Management)
- UV Photo
- Visual Acuity

#### **STROKE PREVENTION**

- Carotid Artery
- Arterial Stiffness Index
- Blood Pressure
- Workshops

#### **EDUCATIONAL**

- Health Coaching
- Wellness Wagon
- Workshops / Lunch 'N' Learns
- Health Bingo
- Milk Taste Test (*Nutrition*)

**HRA's** (*Emailed And On Line*)

#### **STRESS REDUCTION**

- Massage
- Reflexology
- Aromatherapy
- Yoga Workshops
- Tai Chi Workshop
- Stress Reduction Workshop
- Smoking Cessation
- Anger Management

#### **NUTRITIONAL PROGRAMS**

- Weight Management
- Wellness Wagon
- Lunch 'N' Learns
- Brown Bag Seminars

Traditionally many Americans begin a diet the first week in January and "blow" it the second week. Healthy Weight Week, the third week, is a time to stop dieting for good and help people normalize their lives. It's a welcome antidote to the dieting and bingeing that typically begin the New Year!

Healthy Weight Week promotes healthy non-diet lifestyles for children and adults of every size. It helps them move ahead to healthy habits they can live with long term – sound, reasonable habits that allow them to live well and get on with their lives. Eat well, live actively, and feel good about yourself and others

**AHEAD TO FEBRUARY. American Heart Month.** Cardiovascular diseases, including stroke, are our nation's No. 1 killer. To urge Americans to join the battle against these diseases, since 1963 Congress has required the president to proclaim February "American Heart Month. Start with A [Biometrics Screening](#) event to identify heart risks.

It is not too early to measure cholesterol starting at age 20. People into their 20's and 30's who have high cholesterol are at increased risk for developing signs of coronary artery disease later. According to a recent study, those with high LDL (bad cholesterol) when young were three to five times more likely to have artery calcification at age 45 than those with low LDL. Invest in your employees and conduct a cholesterol screening as part of your biometric events.



Friday, February 4, 2011, is **National Wear Red Day**—a day when Americans nationwide will take women's health to heart by wearing red to show their support for women's heart disease awareness. Join *The Heart Truth* on National Wear Red Day to help spread the critical message that, "Heart Disease Doesn't Care What You Wear—It's the #1 Killer of Women."

1. Wear red and encourage your coworkers to do the same.
2. Organize a contest for the "best red outfit" at your workplace.
3. Host a "brown-bag" women's lunch with a speaker at your workplace.
4. Organize a "heart healthy lunch day" with your colleagues at your cafeteria. Arrange for catering or coordinate a potluck luncheon.
5. Organize walking groups during lunch breaks.

- [National Blood Donor Month](#) February 14<sup>th</sup> A day to give the gift of Life



## Health Fair SPECIALIST

**Q.** How does health care reform affect health promotion?

**A.** The Health Promotion Provisions in Health Care Reform Bill include:

1. Development of a national health promotion plan.
2. Enhanced health promotion research.
3. Technical assistance to enhance evaluation of workplace health promotion programs.
4. Regular periodic surveys on workplace health program prevalence and components.
5. Grants to pay a portion of the cost of comprehensive workplace health promotion programs for small employers.
6. Allow employers to offer employees a premium discount of up to 30% (instead of the current 20%), for positive lifestyle practices or participation in health promotion programs.

**INVESTING IN HEALTH.** What do we know about the economic value of health promotion? Most health promotion interventions cost money but improve health in the process. And they represent good value for money when compared with health care. The economic imperative is not going to go away. Health promotion offers a cost-effective way of improving health and well-being. It is not a panacea for employee health problems. First comes the investment in health promotion before one reaps the rewards. The increase to 30% for premium discounts gives employers more flexibility in designing their wellness programs, and the opportunity to use larger incentives to encourage participation in programs.

- Cooking Demo
- Rate Your Plate

### STROKE PREVENTION

- Arterial Stiffness Index
- Carotid Artery

### ADJUNCT SERVICES:

Health professionals offer free services such as neck and back screenings, foot and ankle screening, workshops, etc. Contact us to check availability for YOUR company.



What are the basic Biometrics Screenings?

- Cholesterol & Glucose
- Blood Pressure
- BMI and/ or Body Fat



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As always, if there is anything else we can offer that would be of service to you, please don't hesitate to let us know.

## Healthy Hints

**Wash your hands.** Believe it or not, washing your hands may be simplest way to stay healthy all year long. Scrub your hands long enough [at least 15 to 20 seconds] and that you cover all the surfaces of your hand. Wet – Soap –Scrub! Top, bottom and under nails.

**Hand antiseptics** are actually highly effective at killing bacteria and viruses on your hands. They act more quickly than soap and water and are easier to use because you can carry them with you and you don't need to have a sink available.

**Wash Hands ... It seems obvious, but.....**

- After you use the bathroom
- After changing a child's diaper
- After handling or touching animals and pets
- Before and after you prepare food
- Before and after you eat
- After you blow your nose or cough or sneeze
- Before and after you treat minor wounds or cuts on yourself or on someone that you're caring for
- Before and after removing contact lenses

Request more healthy hints to [info@heartscreen.com](mailto:info@heartscreen.com)