

Fitness industry using hip hop and gospel

Continued from page 8B
Benita Perkins' "Taking It to a Higher Ground" DVD sets step aerobics to a background of Kenny Bobien and other popular black gospel artists. On the black-aimed TV One network, fitness guru Donna Richardson Joyner sets brisk workouts to live R&B. And from New York to Los Angeles, hip-hop yoga classes like the one Arizona-based Ian Lopatin teaches entice blacks who prefer trying the "downward facing dog" position set to Snoop Dogg.

"It has roots in their culture," explained Lopatin, who tours the country teaching. "If you're doing yoga to Tupac, it doesn't seem so foreign anymore." Tailoring health messages to blacks is a common-sense response to an obvious market, said Lucille Perez, a health director with the National Association for the Advancement of Colored People, a leading civil rights group. In the past, she said marketers didn't see any value in expanding beyond

white consumers. "It doesn't take a rocket scientist to say if we are a population that is disproportionately obese ... why wouldn't I develop a market and market to this population," she said. But packaging fitness for black consumers comes with challenges. In the mid-1990s, University of Pennsylvania epidemiology professor Shiriki Kumanyika interviewed 53 black men and women and found that many viewed exercise as excess work that

could do more harm than good. Some thought it would aggravate high blood pressure and add to stress — already running high for many blacks. These men and women overemphasized rest, some calling sleep even more important than exercise. That "rest ethic" goes back to slavery, Kumanyika said. "Stories that are passed down through generations are that people were brought here and forced to work," she said. "It's kind of logical to

think that the idea of not having to do this physical labor would be something that would be valued." Those surveyed also thought blacks worked disproportionately strenuous jobs and therefore got enough exercise during the day. "Most jobs we've got are going to work in jobs like jan-

itors," one said. "We're going to work ourselves to the bone." Surprisingly, that belief held true even among desk workers, Kumanyika said. "People might think of themselves as hardworking people to come home and rest," she said. "In fact, their jobs may be sedentary."

Pharmacist offers no apology for taking stand

THE ASSOCIATED PRESS
ST. LOUIS—Illinois pharmacist Rich Quayle makes no apologies for refusing to violate his religious beliefs and dispense emergency contraception. It's a stand that cost him his \$100,000-a-year job at a Walgreen Co. pharmacy in Madison County when he refused to sign a pledge for his employer promising to dispense the medicine in accordance with a new state rule. Quayle and two other Metro East pharmacists were put on indefinite unpaid leave last month by Walgreen after they cited religious and

ethical grounds for balking at the rule they say wrongly forces them to dispense the morning-after pill. Proponents of the rule — first imposed by Gov. Rod Blagojevich in April and made permanent in August — say it guarantees women's access to legal birth control. "People try to paint us as being religious zealots," Quayle, 54, said from his home in Highland, Ill. "I have firm religious beliefs, and I choose not to destroy a human being. I don't think that's necessarily a bad moral stance to take." The rule requires pharma-

cies that sell federally approved contraceptives to fill prescriptions for emergency birth control "without delay" if they have the medication in stock. If the contraceptive is not in stock, the pharmacy must order it or transfer the prescription to another pharmacy of the patient's choice. If a pharmacist won't fill the prescription because of a moral objection, Please see **NO APOLOGY/6B**

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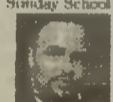
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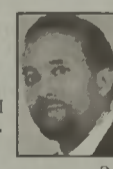
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