

HEALTH & WELLNESS

Healthbeat

Cancer prevention and survival cooking class

The Cancer Project, a national nonprofit dedicated to advancing cancer prevention through education and research, is offering a free cooking class designed to help Greensboro and Triad residents prevent and survive cancer through proper diet and nutrition.

"The single easiest and best thing most of us can do to prevent cancer or its recurrence is to eat right," says Jennifer Reilly, R.D., a senior nutritionist for The Cancer Project. "More than a third of all cancer deaths in this country are due to poor diet."

The Rx for better health? It's a low-fat vegetarian diet. Load up on fruits, vegetables, and whole grains, Reilly says; they're naturally low in fat, chock-full of fiber, and filled with cancer-fighting antioxidants and phytochemicals. The class will be Aug. 22 from noon to 1:30 p.m., Discovering Dairy Alternatives at Earth Fare, 2965 Battleground Ave. in Greensboro. The class is free but donations will be accepted.

For more information visit www.CancerProject.org or call 202-244-5038.

Autism conference slated for September at Benton

The Autism Society of North Carolina and Northwest AHEC of Wake Forest University School of Medicine have collaborated to offer an important conference about children with Autism Spectrum Disorder. One in every 150 children in America today has this disease, according to a 2007 report by the Center for Disease Control.

The conference, "Autism Today: Crossing Bridges Despite the Challenges", will take place on Friday, Sept. 19 at the Benton Convention Center.

Temple Grandin, Ph.D., author and the keynote speaker, is one of the most well-known and accomplished adults living with autism. Temple, along with other national and international presenters, will provide workshops on cutting edge research, treatment updates, resources and empowerment.

BCBSNC advances electronic prescriptions

Blue Cross and Blue Shield of North Carolina (BCBSNC) is making ePrescribing more readily available to physicians and pharmacies throughout North Carolina.

In an effort to improve patient safety, control costs and reduce medication errors, BCBSNC announced recently that the company has launched a new ePrescribing Web site - a one stop shop for hardware and software solutions, making electronic prescribing more directly accessible to North Carolina providers. With the launch of a new ePrescribe site, www.bcbsnc.com/providers/eprescribe, providers will have ready access to free Web-based ePrescribing software, vendor sources for discounted hardware (PDA's) and connectivity, and a variety of other ePrescribing technology options.

"The success of our ePrescribe pilot program convinced us to make electronic prescribing more readily available now to all North Carolina providers," said BCBSNC President and CEO Bob Greczyn. "Our pilot program clearly shows that ePrescribing reduces physician and pharmacy administrative costs, saves customers money and ensures patient safety by reducing potential medical errors. Electronic prescribing is the way of the future."

Since the pilot ePrescribe program in 2006, more than 4 million electronic prescriptions have been written. It is estimated that electronic prescribing can generate costs savings of approximately \$250 per doctor per month because of increased use of generics, avoidance of unnecessary or inappropriate prescriptions and other efficiencies.

In addition, BCBSNC is partnering with Community Care of North Carolina and its 14 regional healthcare networks in this statewide ePrescribe launch. It's anticipated that adding this group of providers serving 800,000 patients will add an additional 3,500 ePrescribing providers. Community Care of North Carolina, which was established by the NC Department of Health and Human Services to improve care for Medicaid recipients, has become a national leader in building medical home and community-based care management systems.

Pink airplanes to signal support for fight against breast cancer

FORT WORTH, Texas - American Airlines, the world's largest airline, and Susan G. Komen for the Cure, the world's largest breast cancer organization, have announced an expanded partnership with the unveiling of two specially co-branded aircraft, an American Airlines Boeing 757 and an American Eagle Embraer 145, each incorporating the renowned vivid pink-ribbon motif.

The distinctive pink streamers, which extend the full length of the fuselage of the two airplanes, signal a new level of mutual commitment, as American Airlines becomes Komen for the Cure's official airline and first-ever Lifetime Promise Partner. The partnership represents a newly created funding category for Komen - called Promise Grants - which are collaborative, inter-disciplinary research projects with the strong potential to discover and deliver the cures for breast cancer more quickly.

American Airlines has pledged to raise a minimum of \$1 million annually for eight years.

Effort looks to cut HIV/AIDS among local Latino community

SPECIAL TO THE CHRONICLE

Researchers at Wake Forest University Baptist Medical Center will soon begin researching how a lack of trust in formal medicine is contributing to disproportionately higher mortality rates in Latino HIV patients than in white HIV patients across the country.



Rhodes

The study, "Trust and Mistrust of Evidence-Based Medicine Among Latinos with HIV," will be funded by the Foundation for AIDS Research (amfAR) and is expected

to begin this month. "AmfAR is a prestigious organization to get funding from if you do HIV research, so it's a big testament to the work we're doing," said Scott D. Rhodes, Ph.D., MPH, lead investigator and an associate professor in the Department of Social Sciences and Health Policy. "We hope that it will help us reach Latinos who are at risk for HIV and improve the outcomes for HIV-positive Latinos so they are not affected disproportionately."

Despite overall advances in medical care and treatment, Latinos with HIV in the United States have higher mortality rates than whites, Rhodes said. This medical fact is especially significant in North Carolina, which has one of the fastest-growing Latino populations in the country. Between the 1990 and 2000 censuses, the Latino population in the United States grew by 58 percent, whereas in North Carolina, the number of Latinos grew by nearly 400 percent.

In addition to the exponential growth of the Latino population in

See Latinos on A9



Butterfield is seeking Congressional kudos for AMA

SPECIAL TO THE CHRONICLE

Joined by all of the Congressional Black Caucus' House members, Congressman G. K. Butterfield, a North

Carolina Democrat, has introduced a resolution applauding the American Medical Association's formal apology for policies that excluded blacks from its group for more than a century.

The American Medical Association (A.M.A.), long considered the voice of American doctors, recently apologized "for its past history of racial inequality toward African-American physicians, and shares its current efforts to increase the ranks of minority physicians and their participation in the A.M.A."

"The apology is important and long overdue," said Butterfield, a former justice of the North Carolina Supreme Court. "There is a power in acknowledging mistakes."

Until the 1960s, the A.M.A. failed to oppose policies dating back to the 1800s that barred blacks from some state and local medical societies. In order to join the A.M.A., physicians were required to be members of the local groups in order to participate in the association. In many cases, Butterfield said, this essentially barred these doctors from being part of the A.M.A.

The bi-partisan resolution, H. Con. Res. 403, has 71 co-sponsors including all 42 of the Congressional Black Caucus House members. The bill has been referred to the House Committee on Energy and Commerce.

The resolution also recognizes some of the important contributions of black physicians. It also notes the need for more African American doctors. According to the A.M.A., fewer than 2 percent of its members are black, and fewer than 3 percent of the nation's one million medical students and physicians are black.

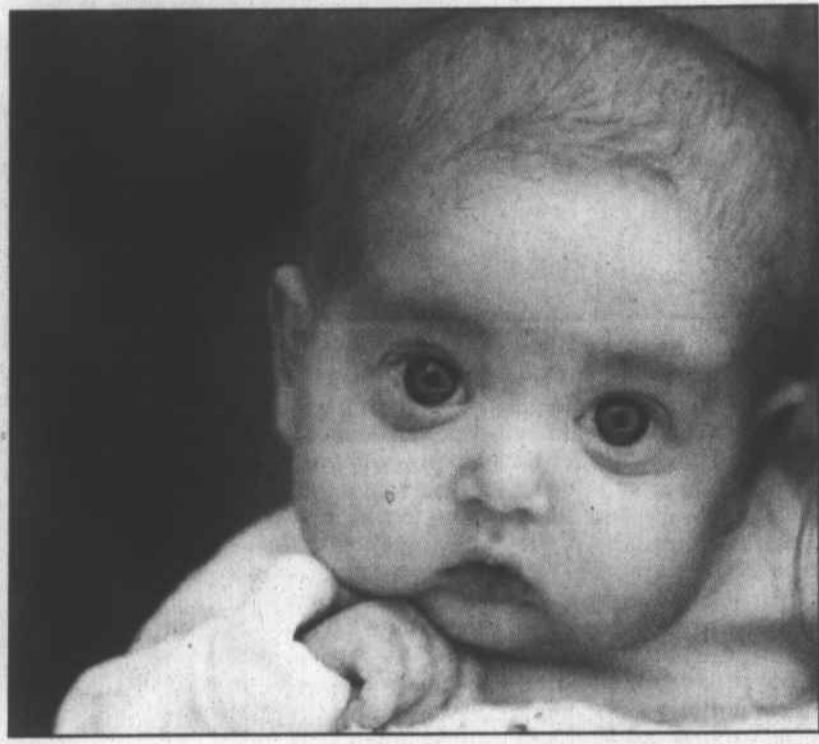


Butterfield

A MATTER OF LIFE

PRNewsFoto/SheKnows.com

Baby Giovanni, pictured here, is one of thousands of reasons that SheKnows.com has pledged to add 50,000 donors to the International Bone Marrow Registry by next year. The five-month-old has a rare immune system disorder that has been confirmed in only 68 kids worldwide. SheKnows.com, a leading women's online destination, joined the effort after Giovanni's father, Michael Guglielmo, started the Save Giovanni's Friends Movement, which is responsible for signing up 15,000 to the donor registry. An estimated 6,000 people dying from leukemia, blood cancer and immune system disorders are looking for a life saving donor match everyday.



Concert later this month will benefit burn victims

CHRONICLE STAFF REPORT

For the eighth year, the Winston-Salem Jaycees will host a musical extravaganza to raise money for burn victims.

The Jaycees - a leadership organization for young professionals - will hold Band Aid for Burn Victims on Thursday, Aug. 28 at The Garage, 110 West 7th St.



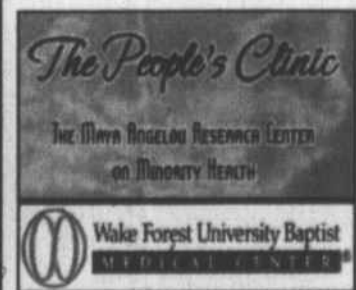
Center receives the largest amount of its donations from the Jaycees chapters from across the state.

The Winston-Salem Jaycees have made the benefit concert a successful endeavor by recruiting local bands to donate their time and talent, local businesses to donate monetary support to become sponsors, and volunteers to donate many hours to put the entire event together.

For more information about the concert or the Jaycees, call 336-777-3663 or go to www.winstonsalemjaycees.org

Back-to-School Vaccinations

August is an exciting time as children, young adults and their families prepare to start school. An important part of that preparation involves ensuring that your children have received all the vaccines that can protect them from illness. Did you know that approximately one third of African-American children do not receive the necessary vaccinations? Read on to learn about why it is important to vaccinate your children and what vaccines are appropriate for children and young adults.



When and why should I vaccinate my children?

It is important to vaccinate children because there are many diseases that still exist and are always at risk for returning and causing severe illness and outbreaks. It is essential to vaccinate your children during infancy, continue immunizations until the child begins school, during school and re-vaccinate with appropriate boosters thereafter. Frequently, several doses of a particular vaccine are necessary to provide protection against that disease. The American Academy of Pediatrics recommends these vaccines (see charts).

See Vaccines on A9

