

# HEALTH & WELLNESS

## Healthbeat

### Antibiotic awareness focus of national effort

The first Get Smart About Antibiotics Week, a national awareness effort to coordinate efforts of the Centers for Disease Control (CDC), will be held Oct. 6-10, and North Carolina's program is being led by Wake Forest University School of Medicine.

Get Smart About Antibiotics Week is the first effort to coordinate the work of the CDC's Get Smart: Know When Antibiotics Work campaign with other partners during a one-week observance of antibiotic resistance and the importance of appropriate antibiotic use.

The objectives for the week include increasing the knowledge of the general public and hopefully modifying people's attitudes and behaviors about the appropriate use of antibiotics. With more education, the long-term goals are to decrease the demand for antibiotics for upper respiratory infections, decrease unnecessary prescribing, and decrease sharing or saving of previously prescribed antibiotics.

Michelle Wallis, program manager for North Carolina Taking Antibiotic Resistance Seriously (NCTARS), will be speaking on this topic at BestHealth on Monday, Oct. 6, at 10:30 a.m. and again on Thursday, Oct. 9 at 6 p.m.

Every October all three of the state's pharmacy schools participate in an effort of their choosing, educating the communities within close proximity to each university. Locally, the public will see this in action at the Dixie Classic Fair on Saturday, Oct. 4, from 9 a.m. to 3 p.m., when pharmacology students from the University of North Carolina at Chapel Hill will be on hand to offer information and counseling about antibiotic resistance and appropriate antibiotic use, while conducting "Operation Immunization" to give flu shots.

### DOT to drivers: Beware of deer

To help decrease the number of wildlife and automobile crashes, the N.C. Department of Transportation reminds motorists to be aware of the increased presence of deer on North Carolina's roads this fall.

More than 15,500 animal-related crashes are reported each year — 90 percent involving deer. Since 2005, the incidents have resulted in 3,028 human injuries, of which 17 were fatal, and nearly \$116 million in property damage.

While a crash involving a deer can happen at any time, the majority of deer-vehicle collisions occur between the months of October and December, when deer activity increases due to the mating and hunting seasons. Incidents are most common during the hours of 5 p.m. to 7 a.m., when deer movement increases and limited lighting makes it more difficult for motorists to see them on or near roadways.

Between 2005 and 2007, there were 52,643 animal-related collisions reported throughout North Carolina. The top five counties were Wake County (1,076 incidents), Guilford County (590), Duplin County (550), Rockingham County (536) and Pitt County (502). Wake County has had the most animal-related crashes for the past 10 years.

Robert P. Schwartz, M.D., a pediatrician at Brenner Children's Hospital, part of Wake Forest University Baptist Medical Center, has been awarded the Outstanding Achievement Award for childhood obesity prevention from the North Carolina Pediatric Society (NCPS).

This award is given to a pediatrician or professional working in pediatrics who has given exceptional service to improve the health and well-being of children and adolescents.

Schwartz has established a statewide and national reputation in promoting the pediatric medical community's response to the epidemic of overweight and obese children. NCPS acknowledged his leadership in both research and clinical service to children and families.

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### UNCG's School of Nursing named 'Center of Excellence'

The School of Nursing at The University of North Carolina at Greensboro has been selected by the National League for Nursing (NLN) as a 2008-11 Center of Excellence in Nursing Education.

The School of Nursing at UNCG, chosen for fostering the teaching expertise of its faculty, is one of only six nursing schools nationwide to receive the honor this year. The NLN also named the nursing school among its 2005-08 Centers of Excellence.

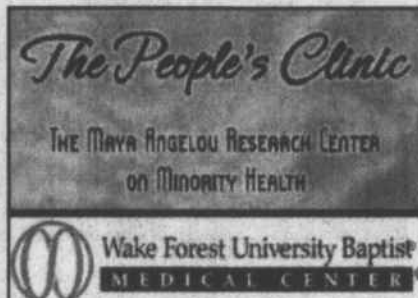
The School of Nursing's recent achievements include:

- an 84 percent retention rate of tenure track faculty over the past seven years
- National Institutes of Health grants for two faculty members
- an 86 percent satisfaction rate for undergraduate and master's level students based on end-of-program surveys.

NLN has invited nursing schools to apply for the distinction since 2004. Schools are evaluated based on excellence in faculty development, nursing education research and student learning and professional development.



## Prostate Cancer: Should I get screened?



Did you know that prostate cancer is the second leading cause of cancer-related death in men? Alarmingly, the prostate cancer death (mortality) rate among African American men is more than twice as high as for non-Hispanic white men! The American Cancer Society reports that approximately one man out of every six will be diagnosed with prostate cancer at some point during his lifetime. The good news is that prostate cancer is treatable; only 1 man in 35 will die from this disease.

For many years, scientists and medical practitioners have debated the usefulness of screening for prostate cancer. Whether screening via digital rectal examination (DRE) or prostate specific antigen (PSA) testing is actually useful in preventing prostate cancer-related deaths is still in question. Screening tests can catch prostate cancer at early stages, but the question remains whether catching this disease early makes a difference in disease outcomes for all men.

In August 2008, the U.S. Preventive Services Task Force (USPSTF) released new recommendations concerning screening for prostate cancer. This group determined that PSA testing (which is a blood test) can detect some cases of prostate cancer. That being said, the researchers found that, for men under 75 years of age, they cannot tell whether detecting the cancer early improves health outcomes. The group points out that there is some harm associated with early detection and treatment; for example, if a suspicious lump is detected, the biopsy process can cause some pain or discomfort. Treatment for prostate cancer can sometimes cause problems like erectile dysfunction and urinary incontinence. Some researchers feel that early detection of prostate cancer may lead to over-treatment (or treatment that may not be necessary) and therefore may be harmful to the patient.

Many other scientific groups, however, have different recommenda-

See Cancer on A13

## ALL HAIL THE PRINCESSES

Colorful breast cancer awareness fundraiser slated

CHRONICLE STAFF REPORT

Princesses will spring to life from storybooks later this month for a unique, colorful fundraising event that will benefit several local breast cancer awareness organizations.

Kernersville-based "My Party Palace Triad" will host the event Saturday, Oct. 11 from 9 - 10:30 a.m. Themed "Breakfast with the Princesses," attendees will be entertained or, at least, amused by the four fairytale princess who will host the breakfast. They are Cinderella; Belle from "Beauty and the Beast;" Ariel from "The Little Mermaid;" and "Snow White."

Tickets for the breakfast, which is also being sponsored by the Courtyard Marriott, are \$22. Net proceeds will go to Cancer Services Inc. and Co's Hope Foundation, which was started by the family of the late Rev. Conita Archie Hunt who lost her battle with the disease three years ago.

This is the second breast cancer fundraiser hosted by My Party Palace Triad and owner Katina Rice. Last year, more than 40 women attended "Breakfast with Cinderella."

My Party Palace is a themed party planning and hosting company that offers customized "Diva," "Princess," "Spa" and "Bear Stuffing Parties" for girls (and women) of all ages. Rice



Katina Rice at her My Party Palace Triad.

opened the shop a little more than a year ago. Since then, more than 1,000 women and girls have come through its doors.

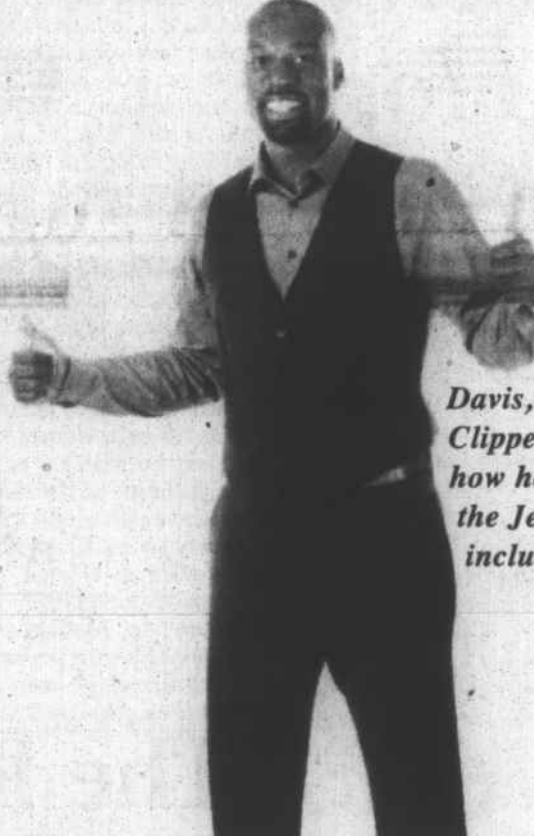
Part of the reason Rice started the fundraisers is her close relationship with Willonda Thomas, one of Rev. Hunt's daughters and a founder of the Co's Hope Foundation.



Rev. Conita Archie Hunt

## MR. SLIM

PRNewsFoto/Jenny Craig



**Move over Queen Latifah! NBA star Baron Davis is joining the growing list of celebrities endorsing weight loss company Jenny Craig. Davis, who plays for the Los Angeles Clippers, is preparing to tell the world how he lost 19 pounds by following the Jenny Direct program, which includes home delivery of meals.**

## Local doctor's research used to stop sale of alcoholic energy drinks

CHRONICLE STAFF REPORT

Research by a Wake Forest University School of Medicine professor is raising red flags about the safety of alcoholic energy drinks, or AEDs).

In fact, state attorneys general have used a study by Dr. Mary Claire O'Brien, an associate professor of emergency medicine and public health sciences, to oppose leading manufacturers of AEDs in their efforts to introduce a new beverage into the



O'Brien

marketplace.

Twenty five attorneys general cited O'Brien's work in a letter written jointly to W. Leo Kiely, the chief executive officer and president of MillerCoors that expresses concerns that Sparks Red, the company's latest introduction, poses "a serious health and safety risk for America's youth."

Sparks Red "will contain as much as 8 percent alcohol by volume — a significant increase over the alcohol con-

See Drinks on A11

## Blood donors could win \$1,000 gift cards

CHRONICLE STAFF REPORT

Each time a donor gives blood, he or she is giving the gift of life. Now donors could be getting a gift in return.

Those who give blood and platelets from now through Dec. 31, will be entered to win a \$1,000 gift card courtesy of the American Red Cross. The "Give a Little, Buy a Lot!" campaign is aimed at increasing donations during a season when they typically dry up.

The Red Cross believes that donations are light in the fall because many folks are distracted by other things, such as their children's school schedules and the upcoming holiday season. Anyone who gives blood or platelets through the Red Cross during the promotion period will be automatically entered to win



one of three gift cards.

"This is a critical time of year for blood and platelet donations," said Robert F. Fechner, chief executive officer of the American Red Cross Carolinas Blood

Services Region. "In addition to the gifts they'll give to family and friends this holiday season, we're asking people to also take the time to give the gift of life. This shopping card is one way

we can show generous donors how much we appreciate that gift."

The American Red Cross Carolinas Blood Services Region provides blood to 103 hospitals and needs approximately 1,600 people to give blood and platelets each weekday to meet hospitals' demand.

Blood can be safely donated every 56 days. Platelets can be given safely every two weeks, up to 24 times a year. Most healthy people age 17 and older, who weigh at least 110 pounds, are eligible to donate blood and platelets.

For more information or to schedule an appointment to donate, please call 1-800-GIVE LIFE (448-3543) or visit [redcrossblood.org](http://redcrossblood.org).