

HEALTH & WELLNESS

Healthbeat

Meharry to expand with gift from Turner Family

Dr. Wayne J. Riley, president and CEO of Nashville, Tenn.'s Meharry Medical College, has announced a lead gift from the Cal Turner Family Foundation to build a campus center at Meharry.

Preliminary plans for the Cal Turner Family Center at Meharry call for an approximately 80,000 square-foot building located in the center of campus that will include auditoria, study and classroom space, a food court, space for conferences, events and educational seminars and a visitor's center. The Cal Turner Family Center will also serve as a community resource available for use by civic organizations, social groups and medical, dental and public health interests.

The Cal Turner Family Center will be the first building on Meharry's campus to bear the name of a Nashville philanthropic family. It will join similar facilities in Nashville as a resource for the public and will serve as a visible sign of Meharry's progress, growth and commitment to its students and the community.

"We are tremendously excited about this historic gift because it demonstrates commitment from a leader of Nashville's philanthropic community in support of our bold and expansive vision for Meharry," Dr. Riley said. "The Cal Turner Family Center ushers in a new era of growth at Meharry - a path we started five years ago and now, with more than \$25 million in facilities and campus upgrades already complete, this gift puts us firmly on the path to build a modern facility on campus for our students, faculty, staff, alumni and the community to enjoy."

Meharry Medical College, founded in 1876, is the nation's largest private, independent historically black academic health center dedicated to educating minority and other health professionals.



Riley

Sustainability Resource Center receives grant from WSF

The Winston-Salem Sustainability Resource Center has received a \$30,000 grant from the Winston-Salem Foundation to support the creation of an executive director position and to develop relations with local companies that want to use sustainability to grow the local economy.

Jim DeCristo, the chairman of the board for the resource center, said, "Speaking on behalf of the board of directors, our advisory board, our leaders, the higher education institutions that partner with us and the interns that work so hard on our sustainability projects, we are extremely grateful to the Winston-Salem Foundation for supporting our efforts to promote sustainability in Winston-Salem. The work this grant supports will help the resource center take another big step forward."

The Winston-Salem Sustainability Resource Center is a 501(c)(3) non-profit entity working in collaboration with the City of Winston-Salem and local businesses and academic institutions to assist the community with the adoption of sustainability measures through targeted research, access to vetted and reviewed information, appropriate referrals to additional resources, and low- or no-cost advisory services.

Last year, the resource center started the Block by Block home energy efficiency program, an initiative to weatherize homes and teach owners how to be energy efficient. The resource center also helped organize the 2011 GoExpo sustainability exposition, and it recently conducted the 2012 Green Business Survey, the results of which will be released later this year.

Bike Week Coming May 14-18

The Winston-Salem Bicycle & Pedestrian Program is promoting Bike Week, May 14 - 18, with daily events to encourage bicycling and raise awareness of bicycles as a healthy, low-cost means of getting to work. Cyclists are welcome to attend any of the events, which will offer a variety of goods and services, including free bike inspections, free refreshments, and free advice.

Today, (Thursday, May 17), the Winston Lake Family YMCA, 901 Waterworks Road, will have an information table out from 7 to 9 a.m.

On Friday, May 18, a Bike to Work Celebration will be held for cyclists from 7 to 9 a.m. in front of the Forsyth County Government Center, 201 N. Chestnut St., Winston-Salem. Free Walking Wednesday Adventure t-shirts will be available on a first-come basis, along with maps and information for cyclists, and sign-ups for the Triad Commute Challenge. Also on Friday, the Jerry Long Family YMCA, 1150 S. Peace Haven Road, Clemmons, will have an information table out from 7 to 9 a.m.

Bike Week is sponsored by the Winston-Salem Bicycle & Pedestrian Program, the YMCA of Northwest North Carolina, the Forsyth County Health Department, Mock Orange Bikes, The Cobblestone Farmers Market and Wake Forest Baptist Health.

Hospital contributes record amount to community

SPECIAL TO THE CHRONICLE

As reported to the North Carolina Medical Care Commission, Wake Forest Baptist Medical Center invested \$237.1 million in programs and activities defined as community benefits during the 2011 fiscal year, July 1, 2010 to June 30, 2011. This significant contribution is a \$57.6 million increase or 32 percent over the previous year's record total and represents 12.7 percent of the total Medical Center's expenses.

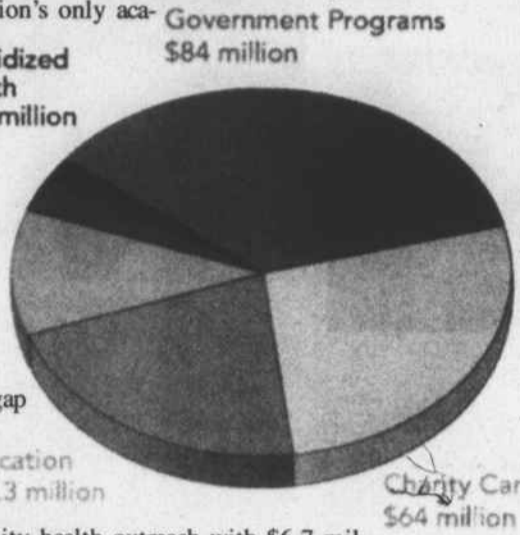
"As Forsyth County's largest employer and the region's only academic medical center, every single employee contributes uniquely and significantly to the health and well-being of those locally and regionally," Health said Dr. John D. McConnell, chief executive officer of Wake Forest Baptist Medical Center. "The Medical Center's profound community impact takes many forms including community outreach, research, charity care and even our efforts for those in need."

Of Wake Forest Baptist's total \$237.1 million in community benefits funding, \$64 million went toward provision of charity care. Wake Forest Baptist committed an additional \$84 million to cover the gap between cost to provide care for Medicare and Medicaid patients and reimbursements from federal and state government for that care. In addition, Wake Forest supported medical education with \$50.3 million, funded research with \$26.9 million, supported community health outreach with \$6.7 million, and allotted \$4.5 million for subsidized health programming.

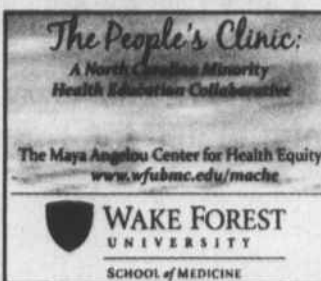
In accordance with the commission's guidelines, the report did not include \$25.6 million in bad debt. This is an increase of \$7.4 million from the previous year.

"Although many health care providers provide charity care and health outreach, Wake Forest Baptist delivers additional, significant impact through its extensive community-based programs, research mission and training of tomorrow's health care professionals, many of whom will practice in the community," McConnell said.

Additional information about Wake Forest Baptist's Community Benefits report is available online at <http://www.wakehealth.edu/Community-Benefits/>.



ADHD



Imagine for a moment what it would feel like not to be able to follow a simple conversation, sit still or focus on important things like work or school. Thousands of Americans suffering from Attention Deficit / Hyperactivity Disorder (ADHD), experience these frustrations every day.

What is ADHD?

ADHD is a behavioral disorder in which a person experiences the inability to focus or pay attention, impulsive/hyperactive behavior, or both. It can impair the ability to perform routine, daily functions and affect school performance and interpersonal relationships. There are three different types of ADHD: 1) inattentive type, 2) hyperactive-impulsive type, and 3) combined type. In inattentive type ADHD, the person affected has difficulty organizing tasks, following instructions or conversations or paying attention to details.

What causes ADHD?

ADHD is most often diagnosed in children and adolescents, although it can occur in adults as well. Imaging studies suggest that the brains of children with ADHD are different from those of other children. Their brain neurotransmitters (such as dopamine, serotonin, and adrenaline) function differently than children who are not affected. There is also evidence of a genetic link, which means that it can run in families. Whatever the specific cause, it seems often to be set into motion very early in life as the brain is developing. Boys are twice as likely as girls to be diagnosed with ADHD, and the disorder usually persists throughout a person's lifetime. Two to four percent of adults suffer from ADHD and may have the same symptoms seen in children.

What are the symptoms of ADHD?

ADHD is diagnosed when a child or adult has six or more inattentive or hyperactive/impulsive symptoms, or both, for at least six months. Symptoms of inattention include: not paying attention to details; leaving chores and homework unfinished; not listening when spoken to directly; failure to follow directions; inability to organize schoolwork and other activities; avoidance of things that take a lot of mental effort; distractibility and forgetfulness; and/or a tendency to lose things. Symptoms of hyperactivity and impulsivity include: fidgety behavior; getting up when remaining in one's seat is expected; running and climbing when inappropriate; difficulty playing quietly; frequently being "on the go" or acting as if "driven by a motor," talking excessively and inappropriately; difficulty waiting one's turn; and/or tendency to interrupt or intrude upon others.

Is there treatment for ADHD?

Stimulant medications are frequently prescribed for ADHD and help to regulate and stabilize brain activity. These medications (which include Ritalin, Dexedrine, and Adderol) decrease impulsive behavior and hyperactivity and increase attention. The most effective treatment should not be limited to medication alone, but should address multiple aspects of the individual's functioning. Treatment should include classroom management, parent education, tutoring and behavioral therapy for the child. Behavioral therapy teaches children/adults to develop coping skills, modify

See ADHD on A9

Wonders of Science

Photo courtesy of the Office of the Governor

Gov. Bev Perdue looks on last month as two young girls look through microscopes at the new Nature Research Center in Raleigh. A new, \$56 million wing of the N.C. Museum of Natural Sciences, the Center will bring research scientists and their work into the public eye; help demystify what can be an intimidating field of study; better prepare science educators and students; and inspire a new generation of young scientists.



Jordan featured in Novant Health promos

SPECIAL TO THE CHRONICLE

Imagine being prepped for surgery and seeing basketball legend Michael Jordan peering down amid your team of surgeons.

That's just one eye-catching visual in a new regional advertising campaign that debuted this week that features Jordan promoting Novant Health's Forsyth Medical Center. For Jordan, it's a rare partnership with a regional organization, but also a natural move for the NBA legend because Novant's Presbyterian Healthcare is the official healthcare provider for Jordan's Charlotte Bobcats. Also, Jordan grew up in North Carolina and played college basketball at the University of North Carolina in Chapel Hill.

Two 30-second TV commercials (a second commercial will debut this fall), three print ads and two posters were shot in a whirlwind four-hour session last month, with Jordan showing his sense of



Michael Jordan

humor as a wanna-be surgeon. "That's okay, we've got this. We're good. Thanks, Michael," two surgeon-playing actors tell Jordan as they politely discourage him from following them into the OR. The disclaimer in the commercial reads: "Michael Jordan is not a licensed surgeon. He's just a big fan of our hospital."

Novant Health, a not-for-profit system of 13 hospitals in the Carolinas and Virginia, is also teaming up with Jordan to communicate a serious message to its employees. In posters featuring Jordan's oversized hands, he joins Novant's award-winning "Washing hands saves lives" effort. That hard-hitting internal campaign, which was started several years ago, dramatically lowered hospital-acquired infection rates. Campaign materials have been offered at no cost to other health systems across the country; so far more than 3,000 hospitals and other organizations have downloaded the materials. In the newest addition to the campaign, "His hands have built quite a reputation. So have ours," proclaim posters featuring Jordan wearing Carolina-blue custom scrubs with his Jumpman logo.

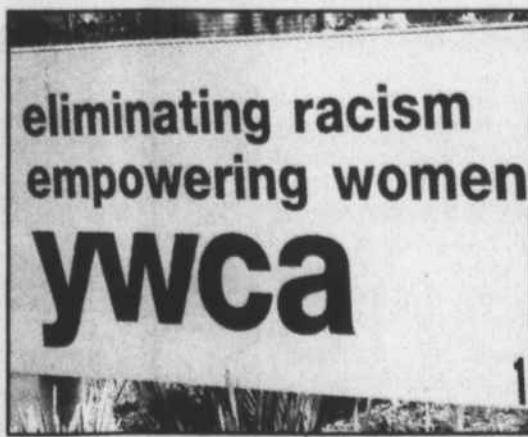
YWCA to host women's health sessions

CHRONICLE STAFF REPORT

The YWCA of Winston-Salem is one of 10 organizations across the state holding events to observe National Women's Health Week 2012.

On Saturday, May 18, the Y's Gateway Fitness Center, 1300 S Main St., will host a series of wellness sessions from 9 a.m. - 2 p.m. The first session will discuss strategies for improving services relative to women's health issues. This session will be followed by four break-out sessions starting at 10 a.m. for practitioners, faith-based organizations and the general community. These sessions will include the following topics:

- "Hungry? Or Stressed? Knowing the Difference Before You Eat!"
 - "What Are These Mood Swings & Who Do They Belong To? The ABCs of Hormonal Changes"
 - "Real Life Happens But You Still Have to Get Out of Bed"
 - "A Woman's Heart...Keep it Pumping!"
- The North Carolina Healthy Start Foundation,



along with the Office on Women's Health of the U.S. Department of Health and Human Services and the North Carolina GlaxoSmithKline Foundation, are sponsoring National Women's Health Week events in the state through June.

National Women's Health Week is a nationwide initiative that calls attention to the importance of women's health. The theme for National Women's Health Week 2012 is "It's Your Time," a theme that empowers women to take small, manageable steps to lead longer, healthier and happier lives. The steps include encouraging women to visit a health care professional to receive regular checkups and preventative screenings; get active; eat healthy; pay attention to their mental health, including managing stress and getting enough sleep; and avoid unhealthy behaviors, such as smoking and not wearing a seatbelt or bicycle helmet.

If you are interested in participating in the Y event, contact Shante Parker at 336-354-1589, ext. 303 or shantep@ywca.org.