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TOUCHING LIVES THROUGH KNOWLEDGE DELIVERY SYSTEMS®

# WellnessSuite Digest

Volume 4 – Issue 11

## A Wellness Alliance – A Multifaceted Approach to Health

submitted by Emily Pualwan - American Cancer Society



Three of the nation's leading not-for-profit health agencies, The American Cancer Society, The American Diabetes Association, and The American Heart Association, have joined forces to empower Americans to help lower their risk of cancer, diabetes, heart disease and stroke by following a single set of recommendations. Combined, the four chronic diseases account for nearly two out of every three deaths in the United States.

"Poor diet, excess body weight, physical inactivity and smoking are modifiable risk factors that contribute to the premature death of close to 1.5 million Americans from cancer, diabetes, heart disease and stroke each year," said Augustus O. Grant, M.D., Ph.D., F.A.H.A., president of the American Heart Association and professor of medicine at Duke University Medical Center in Durham, N.C. "We named our campaign "Everyday Choices For A Healthier Life" because many people may not know there are choices they can make every day to protect themselves from all of these diseases," said Grant.

"Follow a healthy diet, achieve and maintain a healthy body weight, become more physically active and avoid tobacco smoke. These steps can become a part of your daily life, and can help protect you and your family from cancer, diabetes, heart disease and stroke," said Ralph B. Vance, M.D., F.A.C.P., national president of the American Cancer Society and professor of medicine at University of Mississippi Medical Center.

"Everyday Choices For A Healthier Life" is a three-year advocacy, public and professional education campaign based on four preventive strategies. For the first time in their history, the organizations have collectively mapped out general prevention and screening recommendations that will result in clear and consistent messaging from all three groups. The recommendations are:

- Consume a healthy diet as a key component to achieving and maintaining a healthy body weight
- Be physically active
- Don't smoke, and avoid tobacco smoke
- See a physician to assess your personal health risks

The three organizations have not changed their dietary or lifestyle recommendations. Instead, they are working together to let the public know that they agree on a basic set of lifestyle changes and unified screening recommendations to the public, physicians and legislators. These actions, which have the power to save millions of lives, are simple, but changing those behaviors is often complicated. So the organizations have collaborated with The Advertising Council to develop television, radio and print public service announcements that will encourage people to protect their health.

A joint website, [www.everydaychoices.org](http://www.everydaychoices.org), features helpful tips and links to more information on healthy eating, physical activity, weight management, smoking cessation and recommended medical tests. A toll-free number, 1-866-399-6789 puts callers in touch with health information specialists seven days a week, 24 hours a day, with more information about this life-saving effort including a free educational brochure.

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## A Message from St. Andrew's President

### *Next year marks a decade of service by St. Andrew to overburdened health communities*

The voice coming from the stands at the local high school football game easily pierced the din of the crowd. For years, Cheryl Land and I coached high school basketball together. I came to know the voice so well as it reverberated off referees' rabbit ears. Pity the poor official who blew a call with Cheryl on the bench. What I didn't expect or respond to quite as well was a still beautiful, yet hairless woman who came out of the stands greeting me with a hug.

Cheryl is a breast cancer patient and will soon be a breast cancer survivor. Her chemo treatments are going quite well; basketball officials need not fear as she will soon be returning to her fiery redheaded, sharp-tongued self. A mammogram could have arguably detected the tumor at least a year earlier but, in her words, she skipped a few years. Fortunately, it will not be a terminal decision.

The same week I ran into another long time friend and customer who is a breast cancer survivor. Terry Music is a self-described Harley Davidson buff. I've never crossed paths with her on a Harley but imagine she would look pretty good wearing one. Coincidentally, Terry is also a tireless and incredibly talented director at the American Cancer Society national headquarters in Atlanta.

Cheryl and Terry share something in common. Unbeknownst to one another, they and their stories of cancer battles and survival reinforce the motivation my colleagues at St. Andrew share. We think of them often and are haunted by others as we continue to develop interactive health information systems. We know that our systems are complementing efforts to influence women – especially women of overburdened and disparate demographics - to visit their doctors and get a breast examination. No single action can have a greater positive impact on reversing the growing disparities between ethnicities.

Next year marks St. Andrew's 10th year of service in the US health information marketplace. Our WellnessSuite® self-service, health information kiosks deliver vital information on cancer prevention and early detection, the perils of tobacco use, obesity and its prevention, asthma and its control, and hepatitis. Soon our team will begin developing a kiosk-based application to help educate pregnant women about how, when they smoke, they are smoking for two. Credit for these accomplishments is readily ceded to others. An extremely trusting, loyal and professional customer base is but one of our many blessings. We deeply thank them and look forward to many more years of service to come.

Cheryl Land and coaching; Terry Music and Harleys. I suspect there are many poster people each of us could use to illustrate the battles fought, won and avoided among our circle of friends. Buoyed by their stories, we continue to push out life-saving information into communities in need. And, oh, by the way, if you see a short blonde on a Harley or a fiery red head working a team, remember, there is clear hope for survival. They are living proof.

Kind regards,



Francis X. McKee

## Encouraging Behavior to Stem Obesity

- ***The single most important thing kids and adults can do to avoid obesity is to watch less TV and play less video games.<sup>1</sup>***
- ***Drinking less soda and consuming more water and low fat milk can have a marked impact on alleviating obesity.<sup>2</sup>***
- ***Control portion size – pass up super sized portions and eat more fresh fruits and vegetables.<sup>3</sup>***
- ***Moving about – GO PLAY OUTSIDE™ – is another proven element of obesity avoidance.<sup>4</sup>***



1 Source: 2004 North American Association for the Study of Obesity; American Academy of Pediatrics

2 ibid

3 ibid

4 Source: Shanks Mere Outfitters. GO PLAY OUTSIDE is a registered mark of Shanks Mere Outfitters

## Customer Profile ... Fox Chase Cancer Center



**(LEFT) A patient volunteer uses the WellnessLink self-service kiosk, located at the Fox Chase Cancer Center, to retrieve cancer information. The kiosk is centrally located near the patient resource education center and the cafeteria.**

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### **Fighting cancer is all the Fox Chase Cancer Center does all day; everyday.**

Assisting them in their fight for the past three years is a WellnessLink kiosk which has labored day and night in the vicinity of Fox Chase's centrally located food court. There, it serves up potentially life-saving information on cancer to visitors and patients alike.

Housed in its inviting cabinet, the touch activated WellnessLink self-service cancer information system is but one example of Fox Chase' commitment to make understandable information on cancer available to all constituents through adaptable information and learning channels.

The system complements Fox Chase's Cancer Prevention and Control Program which combines innovative laboratory studies, cancer prevention trials and other community-based programs to prevent cancer or reduce cancer risks in specific populations. The unit was funded through a special grant from the American Cancer Society.

According to tracking logs in the WellnessLink system, close to 5,000 visitors access the information in the WellnessLink kiosk each year.

Linda Hammell, Fox Chase's Director of Corporate and Community Outreach, reports that the WellnessLink program makes critical cancer prevention and early detection information readily available to all people due to its ease of use.

Thanks, Linda to you and the whole Fox Chase team for providing such great support to your community!

**Linda Hammell's email address is [L\\_Hammell@fcc.edu](mailto:L_Hammell@fcc.edu)**

## On Our Drawing Board .... "Babies Breath"

### **An Interactive System with a focus on Maternal Smoking?**

Pittsburgh has the highest rate of pregnant women who smoke anywhere in the US. This troubling statistic has caught the attention of several groups including March of Dimes who are launching several initiatives to inform pregnant moms that when they smoke, they are smoking for two.

Researchers at Emory University and the US CDC conducted studies of 621 mothers and found that those who smoked during pregnancy had a greater than 50% increase in the frequency of giving birth to a child with mental retardation compared to those who did not smoke.

The University of Ulster found that partners of women who smoke generally only gave "token" support to their partner's refrain during pregnancy. The study highlights the need for consideration to be given to providing opportunities for couples to be fully involved in smoking cessation interventions outside the antenatal - otherwise known as the time before birth - environment.

What is the most effective approach to educating pregnant moms and moms to be not to smoke during pregnancy? For starters, making educational information available, understandable and easy to digest. A leading source of information on the perils of smoking to pregnant women presents their reasons and rationale to not smoke in material written at a 12<sup>th</sup> grade level. Unfortunately, this great message is probably lost since, according to the US Department of Education, the average US adult reads at about the 5<sup>th</sup> grade level.

### **Meet St. Andrew's Lisa Wolf**



Lisa Wolf brings a wealth of experience to her role as grants development coordinator for St. Andrew. For the past five years, she has been providing marketing, public relations and fundraising guidance to a variety of corporate and non-profit clients.

Lisa served in the Administration of former Governor Tom Ridge as Director of Economic Development Marketing for Pennsylvania in the Department of Community and Economic Development. Under her direction, several of the initiatives in the program received awards from the Public Relations Society of America and the American Council of Economic Development.

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*St. Andrew will occasionally profile select members of the company in the WellnessSuite Digest*

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## Coming in our Next Issue...

- **Reaching the Underserved – Multimedia for Multiple Successes**
- **Grant Strategies - Advancing winning ideas; what it takes and how to do it**
- **Knowledge Array – The Next Step depends on where you've been!**
- **Babies' Breath – Part II – Approaches to the Maternal Smoking Dilemma**