GOOD NEWS REPORTED ABOUT PUBLIC HEALTH EDUCATION!

A five-year study of the effects of public health education has shown that the risks of heart disease can be lowered. As reported in the Journal of the American Medical Association (July 18, 1990), there are practical and inexpensive ways to encourage people to adopt positive health behaviours.

Researchers from Stanford University undertook an extensive educational campaign with radio and T.V. public service announcements, fitness programs, dietary guides, and stop smoking prizes. Residents of five Californian cities compared blood pressure, cholesterol levels, eating, smoking, and exercise habits. Residents of three of these cities made up the control group while 120,000 people took part in the educational campaign.

Results showed that the residents of the two test cities showed the following:

- 15% lower risk of dying
- 16% lower risk of heart disease
- 2% decrease in blood cholesterol
- 4% decrease in blood pressure levels

If this education campaign was expanded across North America, the drastic decrease in heart attacks would be astounding. Importantly, the cost of this five-year project was only $4.00 per person.

Studies such as this Five City Project could provide the impetus that is needed for individuals to practise healthy lifestyle behaviours and for governments and corporations to support health promotion, well-being, and lifestyle programs and initiatives.

Thank you to all the participants of Well-Being for the Future: Choices and Challenges who helped to make it a successful first conference for the Alberta Centre for Well-Being, Alberta Public Health Association, Alberta Recreation and Parks and Alberta Health.

This is our last newsletter for 1990. If you have comments or concerns as we evaluate our format for 1991, please let us know.
BE FIT FOR LIFE
A Province Wide Success Story
by Kathy McKay

BE FIT FOR LIFE - it's more than a good piece of advice; it's also the name of a provincial delivery network now entering its ninth successful year.

The Be Fit For Life Network was originally established in 1981 by Alberta Recreation and Parks. This Program was designed to provide fitness and leisure lifestyle resources to various regions of the province. To achieve this end, Fitness Resource Centres were developed in community colleges throughout the province.

The first of the Be Fit For Life Centres were set up in Medicine Hat Community College, Mount Royal College (Calgary), Lethbridge Community College and Red Deer College. By 1982, the benefits of having these regional centres was already being realized and the need for expansion recognized. Two new centres were opened that year; one at Keyano College in Ft. McMurray and the other at Lakeland College in Vermilion.

In 1985 a seventh centre was opened at Grande Prairie Regional College. Approximately at the same time, the University of Alberta Fitness Unit assumed responsibility as central coordinator for the Be Fit For Life Network. One year later, the Network obtained enrichment funding through the Recreation, Parks and Wildlife Foundation.

Individually, the Be Fit For Life Centres work to provide leadership training in the areas of fitness and lifestyle services. These objectives are met through a variety of programs and services, including fitness assessment and lifestyle counselling, leadership development courses, educational workshops and services, consultations, hosting special events such as the Corporate Challenge, and community networking. The quality of these programs and services is assured as each centre is an Accredited Fitness Appraisal Centre, operating under the direction of the Canadian Association of Sport Sciences (CASS).

Over the years, each Be Fit For Life Centre has been sensitive and responsive to the needs of its particular region. This policy has allowed each Centre to develop its own sense of uniqueness - a sense which is enhanced by the direction each receives from a volunteer community advisory board. These advisory boards ensure the needs of the local community are identified and met.

Although all Centres have gradually developed their own unique identities, they have also been encouraged to work together as parts of a unified network. This network has expanded to the point where it now has its own three-year plan, as well as the following mission statement:

"The Network acts as a support system to Be Fit For Life Centres so that they share information and offer similar services and programs on behalf of Alberta Recreation and Parks, and the Recreation, Parks and Wildlife Foundation, which promote regular physical activity and other healthy lifestyle practices to Albertans."

The Network's information sharing function has proven to be highly effective as it enables all the Centres to implement more services and programs in their communities. According to those involved in the Network, this cooperation among the Be Fit For Life Centres reflects not only their responsiveness to community needs, but also the professionalism of their staff.

To access the services and resources or to find out more about the Be Fit For Life Centre in your area please contact:

University of Alberta
- Dave Kato, Manager, 492-4435
- Tim Wight, Network Coordinator, 492-4435

Grande Prairie College
- Jeff McGinn, 539-2816

Lakeland College
- Ted Wilson, 853-8474

Keyano College
- Joanna Dittrich, 791-8901

Mount Royal College
- Ryan Griffin, 240-6525

Lethbridge College
- Beth Healey, 320-6919

Medicine Hat College
- T.B.A., 529-3839

Red Deer College
- Chris Caruthers, 342-3372

ALBERTA REGISTERED DIETITIANS ASSOCIATION

The Alberta Registered Dietitians Association and its counterparts across the country are gearing up for Nutrition Month, March 1991. The theme is "Healthy Eating is in Store for You."

Dietitians in Alberta will be working with the food industry and the grocery store industry to provide escorted tours through grocery stores. Nutrition information is reduced to a practical level as participants tour the store comparing the products used at home with others on the shelf. This novel setting has proved to be an effective medium for disseminating a nutrition message. Over 200 tours were conducted during the '90 campaign.

Nutrition Month has been a collaborative project of various stake-holders interested in promoting good nutrition. A variety of promotional and resource materials are available for the campaign. Materials are sold on a cash recovery basis. Order forms can be obtained from Donna Perry, Nutrition Month Chairperson, 31 Abbey Cres., St. Albert, AB, T8N 2X3, or call (403) 458-2430.
DID YOU KNOW?

ACTION ON SMOKING AND HEALTH (ASH) has launched a major new initiative to prevent the sale of cigarettes and other tobacco products to minors under the age of 16. The project, called Compliance for Kids, involved distributing an information package to the more than 1,000 retail outlets in Edmonton that sell tobacco products. The package contains information, along with point-of-purchase signs and leaflets, explaining to both retailers and customers that a store cannot legally sell tobacco products to a minor, even with a parent's permission.

Health and Welfare Canada statistics confirm the age of onset of smoking is 12-14 years for both girls and boys. The result of easy access to cigarettes has been a situation where children are in effect replacement smokers for the 35,000 Canadians who die each year as a result of their addiction, said Les Hagen, Executive Director of ASH.

AADAC’s Community Education Services took part as a member of the Compliance for Kids advisory committee. Project funding was provided by a grant from the Alberta Lung Association. For more information:

Les Hagen
Association for Action on Smoking and Health
Suite 416, 10010 - 105 Street
Edmonton, Alberta T6E 1C4
(403) 424-4277

HEALTH LINE is a collection of factual informative tape-recorded health messages designed to:
- increase your awareness of health facts
- encourage a healthy lifestyle
- help you recognize the early signs of physical, social, and emotional problems
- help you learn more about coping with serious illnesses

These tapes are 3 to 7 minutes long and are presented in straight-forward, easy-to-understand language. The HEALTH LINE is operated by Community Connections and is sponsored by the Edmonton Board of Health, AADAC, Alberta Health-Mental Health Services, and the City of Edmonton Community and Family Services. For more information:

Health Line, c/o Community Connections
#202, 10534 - 124 Street
Edmonton, Alberta T6N 1S1 (403) 428-4288

The CHILDREN’S PHYSICAL ACTIVITY AND STUDY PROGRAM at the University of Alberta offers several movement courses tailored to suit a child’s cognitive, motor, social, and fitness needs. These movement courses will take into account the child’s developmental level and all courses will promote a positive attitude toward physical fitness. CPASP is a joint effort of the Department of Physical Education and Sport Studies, the Patricia Austin Centre (both at the University of Alberta) and the Alberta Centre for Well-Being. For more information:

Dr. Sandy Romanow
Program Director, CPASP
Department of Physical Education & Sport Studies
University of Alberta
Edmonton, Alberta T6G 2H9
Phone Mon., Wed., Fri. mornings. (403) 492-5644

THE JOB ACCOMMODATION NETWORK IN CANADA accommodates disabled persons on the job. It is a telephone consulting service with a data bank containing thousands of examples of how employers have successfully accommodated their disabled workers. By calling the service, employers can get information from the data bank, advice from a trained consultant and the name of an employer who has successfully accommodated similar limitations. To use JAN:

Just call this toll free number: 1-800-526-2262 (JAN-CANA) and describe your situation to the trained consultant.

A.T.E.C.S. (ASSOCIATED TRAINING, EDUCATIONAL AND CONSULTING SERVICES LTD.) Workplace Health and Wellness Services and Products help organizations achieve optimal health. They believe this involves the creation of a healthy employee and a healthy bottomline. ATECS takes a proactive approach towards most effectively managing your resources in the pursuit of your corporate health goals and delivering practical, high quality products and services that are tailored to your specific needs. For more information:

Laurie Schroder, Health and Wellness Specialist
400 Grandin Park Plaza
22 Sir Winston Churchill Avenue
St. Albert, Alberta T8N 1B4
(403) 459-2128 fax (403) 460-2988
DID YOU KNOW?

THE HEALTH CONNECTION holds public lectures on diverse health topics throughout the year. The lecture presenters are either local experts or are internationally-known authorities in a specific field. The lecture topics are selected from The Health Connection's information requests and also from requests received on lecture evaluation forms. For more information:
The Health Connection
Rockyview General Hospital
7007 - 14 Street S.W.
Calgary, Alberta T2V 1P9
(403) 259-7688

WOMEN AND MENTAL HEALTH 1991

The Canadian Mental Health Association, Alberta North Central Region and National will be holding a conference, Women and Mental Health 1991: Women in a Violent Society. This conference will be held at the Banff Springs Hotel in Banff, Alberta, May 9-12, 1991. Keynote speakers include Andrea Divorkin, Sandra Butler, Carla McKague, Shirley Turcotte, Kate Millet, and Rosemary Brown. A variety of workshops will be offered. Topics include:
• Date Rape: A Teen Issue
• Breaking Down the Barriers between Professionals and Community Members to Address the Needs of Rural Women and Children
• Government's Response to Violence in the Family
• Mental Health System: Healing or Crazy-Making
• The Victim/Victimizer in the Criminal Justice System
• Social and Legal Perspectives on Battered Women
• Domestic Violence: A Workplace Issue
• Empowerment for Change
• Towards the Development of an Interdependent Service Delivery Model
• Co-Creation: A New Ethic of "In-Powering"
• and many, many more.

To apply for a subsidy, write:
Canadian Mental Health Association
National Office
2160 Yonge Street
Toronto, Ontario M4S 2Z3
Attention: Women and Mental Health 1991

To register or to receive a brochure, write:
Marilyn Hart
Women and Mental Health 1991
CMHA-ANCR
9th Floor, 10050 - 112 Street
Edmonton, Alberta T5K 2J1
(403) 482-6091

PLEASE WELCOME...

our University of Lethbridge-based Research Associate Jochen Bocksnick. Jochen completed a degree as a Diplomsportlehrer at the Johannes-Gutenberg Universität in Mainz, Germany, before coming to Canada in 1985. He received a M.Sc. degree from the University of Saskatchewan, Saskatoon, and is currently finishing his doctoral dissertation from the University of Alberta, Edmonton.

Jochen’s primary research has been the physical activity involvement of Alberta’s fastest growing age segment, the older adult. He is also interested in the motivational determinants for initiation and maintenance of an active lifestyle and in issues fostering and constraining a healthy lifestyle.

Jochen intends to conduct applied research in developing community-based programs to facilitate a more physically-active lifestyle of older adults. He also plans to carry out theory-based investigations by scrutinizing the meaning of well-being and the facilitators for different age groups.
Dates to Remember - Conferences/Workshops

Please let us know of any conferences or workshops that your organization is holding so that we may announce them in our next newsletter. Contact us at the Centre, 12245 - 131 Street, Edmonton, Alberta, T5L 1M9, (403) 448-0180, FAX (403) 455-2092.

November 28, 1990  Calgary, Alberta  Heads Up: Your Head and Your Health
- Dr. Peter Jensen provides an entertaining and stimulating talk on how attitudes and positive emotions impact on physical health and the ability to handle stress.
For more information:
The Health Connection
Rockyview General Hospital's
Health Information Centre
7007 - 14 Street S.W.
Calgary, Alberta  T2V 1P9  (403) 259-7688

November 28, 1990  Edmonton, Alberta  Women's Health Centre
- Mary Johnson will speak of the struggle to create an independent health centre which recognizes and seeks to address the social aspects of women's health and the care women receive. This talk is for all people who care about women's well-being.
For more information:
Miserer/Margetts
Women's Research Centre
University of Alberta Campus
11043 - 90 Avenue
Edmonton, Alberta  T6G 1A6
(403) 492-8950

November 28-30, 1990  St. Albert, Alberta  Workplace Health - Wellness
- Employees, supervisors, and managers of small- to large-sized organizations, government, or municipal departments, who are interested in learning about wellness and workplace health promotion and how to integrate these programs into their workplace will benefit from this seminar.
For more information:
Laurie Schroder
A.T.E.C.S.
400 Grandin Park Plaza
22 Sir Winston Churchill Avenue
St. Albert, Alberta  T8N 1B4
(403) 459 - 2128  Fax (403) 460-2988

Nov. 30-Dec. 2, 1990  Toronto, Ontario  Expanding the Repertoire
- The Centre of Health Promotion at the University of Toronto presents the first national conference on health promotion research.
For more information:
Continuing Medical Education
University of Toronto
Toronto, Ontario  MSS LA8
(416) 978-2718  Fax (416) 978-7144

February 15, 1991  Calgary, Alberta  No Place Like Home
- The issues of child abuse will be portrayed through a theatrical performance with a question and answer period to follow. The actor is Shane McCabe from Phoenix, Arizona.
For more information:
Quality Lifestyle Management Ltd.
#7, 3221 - 119 Street
Edmonton, Alberta  T6J 5K7  (403) 436 - 9912

- A conference addressing issues facing families of today. Positive and practical methods for family growth and development will be presented.
For more information:
Quality Lifestyle Management Ltd.
#7, 3221 - 119 Street
Edmonton, Alberta  T6J 5K7  (403) 436 - 9912

February 23 & 24, 1991  Edmonton, Alberta  Qualitative Health Research
- An international, interdisciplinary conference sponsored by the Faculty of Nursing at the University of Alberta.
For more information:
Dr. J. Morse
Faculty of Nursing, University of Alberta
5-122 Clinical Sciences Building
Edmonton, Alberta  T6G 2G3  (403) 492-6250

Feb. 26-Mar. 2/91  Hilton Head Island, South Carolina  The Art and Science of Health Promotion
- American Journal of Health Promotion 2nd Annual Conference
For more information:
American Journal of Health Promotion
1812 Rochester Road
Rochester Hills, MI  48063
Phone: (313) 650-9600  Fax: (313) 650-9602
DATES TO REMEMBER - CONFERENCES/WORKSHOPS

March 7-9, 1991
Exceed Sport Nutrition Conference
Orlando, Florida
- This conference offers you a unique opportunity to expand your knowledge of sport nutrition.
For more information:
Michele Sjuts
Conference Director
1-800-747-4457

March 15-17, 1991
Bridging the Masculine and the Feminine
Edmonton, Alberta
- This week-end workshop is an opportunity to expand our understanding and experience of the masculine and feminine - how we are the same - how we are different - and how this greater understanding can contribute to our personal and relationship journeys.
For more information:
Quality Lifestyle Management Ltd.
#7, 3221 - 119 Street
Edmonton, Alberta T6J 5K7 (403) 436 - 9912

April 5 & 6, 1991
Beyond Dieting - New Choices for Women
Edmonton, Alberta
- This conference will allow women to explore the issues of body weight and dieting related to body image, self esteem and empowerment.
For more information:
Quality Lifestyle Management Ltd.
#7, 3221 - 119 Street
Edmonton, Alberta T6J 5K7 (403) 436 - 9912

May 9-12, 1991
Women and Mental Health 1991: Women in a Violent Society
Banff, Alberta
- A conference co-hosted by the Canadian Mental Health Association, Alberta North Central Region and National.
For more information:
Marilyn Hart, Registrar
Women and Mental Health 1991
CMHA - ANCR
9th Floor, 10050 - 112 Street
Edmonton, Alberta T5K 2J1 (403) 482-6091

June 6-8, 1991
VITALIZE '91: A Provincial Volunteer Conference
Edmonton, Alberta
- This third provincial volunteer conference hopes to give something back to Alberta's Volunteers in the way of education, information-sharing and revitalization.
For more information:
Winston McConnell, Special Projects Consultant
Wild Rose Foundation
Suite 2100, Royal Le Page Building
10130 - 103 Street
Edmonton, Alberta T6J 3N9
(403) 422-9305
Toll Free through your government R.I.T.E operator

June 16-21, 1991
Health-United Effort
Helsinki, Finland
- XIV World Conference on Health Education.
For more information:
Finnish Council for Health Education
Karjalankatu 2 C 63
SF-00520 Helsinki, Finland

TELECURSE...

The field of gerontology, while relatively new, is rapidly changing our awareness of and attitudes towards aging. Tune in to AGING AND YOU: AN INTRODUCTION TO GERONTOLOGY every Wednesday evening at 7:00 - 8:00 p.m. on ACCESS NETWORK CKUA AM-FM for a thorough examination of a topic of concern to all of us. This radio telecourse will interest students, social service workers, health care providers and the public. This is a 24-part Athabasca University credit course which began October 10, 1990.

For more information:
Athabasca University
Athabasca, Alberta T0G 2R0 (403) 675-6111
FROM THE NETWORK ....

VITALIZE '91: A Provincial Volunteer Conference
by Winston McConnell

The Wild Rose Foundation is an Alberta government foundation whose mandate is to provide funding to volunteer non-profit organizations that provide valuable services to Albertans. The foundation also assists, fosters, and promotes volunteerism, philanthropy, humanitarianism, public spiritedness, and generosity in Alberta.

The third provincial volunteer conference, VITALIZE will be hosted by the Wild Rose Foundation on June 6, 7 and 8, 1991 in Edmonton. This two and a half day conference hopes to give something back to Alberta's volunteers in the way of education, information-sharing, and re-vitalization.

A chartered bus system, called "HOP-A-BUS" will run from various locations across the province for early registered delegates who choose to use this opportunity.

In its third year, VITALIZE is expected to have over 1,000 delegates from across the province of Alberta. VITALIZE '91 will provide the opportunity of volunteers to access and gain valuable information through the choice of approximately 30 different session topics, relating to volunteer boards, committee members, and frontline volunteers of non-profit community service organizations.

This conference will undoubtedly prove to be an invaluable experience for all who attend.

Further information and details may be obtained from Winston McConnell, Special Projects Consultant, Wild Rose Foundation, Suite 2100, Royal LePage Building, 10130 - 103 Street, Edmonton, Alberta, T5J 3N9. Phone (403) 422-9305, toll-free through your Government R.I.T.E. operator.

CALGARY WELLNESS COMMITTEE
by Geoff Gregson

The Calgary Wellness Committee is a group of local allied health professionals who began meeting in 1989 with an initial networking focus. Over the last year, the group has formulated terms of reference and evolved a more pro-active orientation, while maintaining open and ongoing networking as an integral part of each meeting.

One of the primary goals of the Calgary Wellness Committee is to develop awareness of existing programs in the Calgary area related to well-being and health promotion, and to share current knowledge regarding community events, conferences, and educational opportunities. The committee, in a more active capacity, is dedicated to facilitating cooperative efforts in wellness and health promotion between agencies and groups while providing solid input and feedback in matters of wellness initiatives in Calgary and Alberta.

The past year has seen the committee grow from a handful of curious and interested individuals to over 40 members. Representatives from various hospitals and departments, post-secondary and secondary institutions, private and corporate health and fitness centres, YMCA and YWCA, community services, and health consultation companies make up membership in the committee. This variety of members, with diverse backgrounds, makes the committee meetings dynamic and interesting; offering a blend of program-sharing ideas and initiatives not always available through normal professional communication lines.

The committee has four general meetings a year, with each meeting two hours in length. A working group subcommittee plans and organizes each meeting, with each member of this group hosting a meeting on a rotational basis at their respective facility. Currently, the cost of hosting each meeting, including refreshments and the establishment of minutes and their mailing to all members, is the responsibility of the host member.

Therefore, there is no cost for joining the Calgary Wellness Committee.

Future growth of the committee may include the establishment of a nominal annual fee to cover these expenses.

Speakers at the meetings have included Dr. Judy Sefton of the Alberta Centre for Well-Being and Dr. Derrick Thompson of Calgary. Future meetings will include other influential individuals from the health and wellness area as well as highlighting programs and services that committee members are involved with.

A warm and friendly atmosphere awaits everyone who wishes to attend the meetings. For further information, please call Geoff Gregson, University of Calgary, 220-3405, or Tammy Robertson, AADAC, 297-3017.

Geoff Gregson is a member of the Calgary Wellness Committee and Coordinator of the Fitness and Lifestyle Centre, University of Calgary.
The CAMPBELL’S SURVEY Identifies 3 Challenges for Fitness Leaders by Angèle Beaulieu

Those people involved in promoting well-being will no doubt cheer the good news that Canadians are increasing their rate of participation in physical activity.

But they’ll also need to be alert to the challenges that lie immediately ahead:
- Young women require special attention;
- The physical education curriculum of youth needs rethinking; and
- Efforts must be made to enhance cardiovascular health in middle-aged men.

In the past decade, the Canadian Fitness and Lifestyle Research Institute has conducted two national surveys on the physical activity and lifestyle patterns of Canadians. The evolution in these patterns can thus be followed from the 1981 Canada Fitness Survey to the 1988 Campbell’s Survey on Well-Being in Canada.

The 1988 Campbell’s Survey points to an increase in participation in almost all activities. As in 1981, walking is the number one activity among Canadians: 6 in 10 persons report walking for leisure at least once in the year preceding the survey. Canadians take great pleasure in activities that can be done on a casual basis, close to home, that are low in cost, and require little training or supervision. A glance at the other highly popular activities will reinforce this notion: take gardening, swimming, bicycling, social dancing, and home exercise. The greatest increases in participation have been reported for social dancing, bowling, and gardening. Jogging is the only activity with a drop in participation.

But just how active are Canadians? Interestingly, the answer depends on the definition of “active”. There are several ways in which we can define or measure activity.

For example, we can figure out the total amount of energy expended during physical recreation. Alternatively, we can measure the frequency, intensity, and duration of a given activity, or we can measure the amount and consistency of time spent on that activity. Each definition provides a different answer to the question “How active are Canadians?”, as indicated by the following numbers from the two surveys.

In terms of total energy expenditure, 31 percent of Canadians are reported highly active (3+ kcal/kg body weight/day) in the 1988 survey. This compares with 24 percent in 1981. Incidentally, those who are highly active by this definition are also believed to be sufficiently active to benefit their cardiovascular health. On the other hand, when physical activity is measured in terms of time, 79 percent are highly active (3+ h/wk for 9+ mo/yr) in 1988 and 56 percent in 1981.

Whether looked at from an expenditure or a time point of view, the overall activity levels of Canadians over 15 have increased between 1981 and 1988.

But however encouraging this may sound, the low percentages obtained with the definition including intensity alert us to the magnitude of the work that remains to be done. Indeed, other analyses show that as much as one-third of Canadians aged 15 and older are inactive in both surveys. They also show that 14% had a lapse in their activity levels during the seven-year period.

The Campbell’s Survey provides some clues about the identity of these people.

Women, for one, are more likely than men to resist adopting a regular activity routine. While they spend the same amount of time on physical activity, they are less likely to choose activities of high intensity.

Young women, in particular, are notable for lifestyle habits that are contrary to good health practices. Although they show a high degree of concern for weight control, which is fine with current teachings on cardiovascular health, 40 percent of them smoke, one-third do not follow Canada’s Food Guide, and they are generally half as active as their male counterparts.

Among men, those between 45 and 64 are the least active. They also perpetuate several practices associated with heart disease. In addition to leading a sedentary lifestyle, they tend to be heavy smokers and they show relatively little concern for dietary fat.

Finally, in relation to other age-sex groups, both young men and women from 20 to 24 are conspicuous by their activity patterns. Although most age groups increased their activity levels in a significant fashion since 1981, this group showed a significant decline.

It may be enlightening to probe the causes and cures of these phenomena. Advertising that focuses on excessively slim models and physical education programs in elementary and secondary schools may well deserve closer scrutiny. What is required for young Canadians is a basis that will foster the adoption of lifelong habits of activity and health. And since the 1988 Campbell’s Survey shows that healthy lifestyle habits tend to go hand in hand (for example, physical activity and adherence to Canada’s Food Guide), one way to break the piñada of poor health habits observed in young women and middle-aged men is to promote the adoption of positive lifestyle habits, or at a time.

Please see Campbell’s Survey/9
ANNOUNCING ...
"ALBERTA ALIVE"

As part of the Alberta Centre for Well Being’s mandate to promote well-being to Albertans and the objective of providing educational materials to Albertans, the Centre has collaborated with the Special Publications Division of The Edmonton Journal to develop a magazine called Alberta Alive.

This magazine is written for the general public addressing the lifestyle behaviors which influence optimal health. Subject matter will include information about the following: proper nutrition; physical fitness and activity; the effective use of leisure time; stress and coping skills; the maintenance and promotion of a healthy environment; care and prevention of injuries; and information about clothing and equipment. Alberta Alive will also have a current event section focusing on "what’s happening" regarding the well-being of Albertans.

The prototype edition has been released and copies can be obtained from the Alberta Centre for Well-Being. Alberta Alive will be published four times annually with the first issue scheduled for a January 1991 publication date.

Subscription Information:
1. Personal Subscriptions
   Regular subscription price $12.49/year
   Early-bird discount price of $9.99/year

2. Corporate Subscriptions
   Special rates:
   10 - 100 subscriptions $9.00 each
   100 - 500 subscriptions $8.00 each
   500+ subscriptions $7.50 each

3. Advertising - A limited number of pages in Alberta Alive will be made available to organizations supplying Albertans with products or services empathetic to the editorial focus.

For more subscription information: Bob Clarke, Publisher of Alberta Alive, 10006 - 101 Street, Edmonton, AB, T5J 2S6, (403) 429-5189, Fax (403) 498-5661

EDITORIAL COMMENT

Disease will kill more than 700 million people in the next decade, estimates the World Health Organization. Clean water, sanitation, air pollution, nutrition, physical activity, smoking and sexual activity, all factors which can be controlled by governments or individuals, contribute to the spread of disease. Major concerns in Third World countries include clean water, sanitation and AIDS, which leave few options for individuals. In developed nations people can control health to some extent through nutrition and exercise and by choosing whether to smoke, drink, reduce stress, drive safely and practise safe sex. Major killers in Western nations are cancer and cardiovascular disease, which can be altered to a great extent by lifestyle changes.

That brings us to the topic of wellness, a positive state of mental, physical, emotional, spiritual, environmental and social well-being. It comes from leading an active, stimulating life and from being able to adjust to different surroundings. Each person has the capacity and the responsibility for making the most of their sense of well-being, for self-healing and for creating conditions and feelings that can help prevent diseases. To do this, people must gain skills, information, resources and new attitudes and behaviors. It takes time, energy, education, support, experience and commitment.

Alberta Alive is part of that commitment and will publish up-to-date information so Albertans can make decisions, gain new capacities and take responsibility for their health and well-being.

Don Watts is the Editorial Board Chairperson of Alberta Alive.
CLEANING WITHOUT TOXIC CHEMICALS

Commonly-used substances such as paint thinners, household pesticides, cleaners and solvents, and some aerosols produce hazardous waste.

Many household products also present a direct health hazard. For example, most commercial polishes contain poisonous solvents that emit vapors.

It is not necessary to replace grease and dirt with dangerous chemicals. Most domestic cleaning needs can be met with six simple ingredients:

- vinegar
- soap
- baking soda
- washing soda
- borax
- ammonia

N.B. Use caution with all cleaners. Even some non-toxic cleaners are unsafe for consumption.

Drains

Use this:

As a preventive measure for drains once a week: Mix 1 C (250 ml) baking soda, 1 C (250 ml) salt, and ¼ C (50 ml) cream of tartar. Pour ¼ C of this mixture into drain. Follow with a pot of boiling water, and flush with cold water. Done once a week, your drain should remain open and odor-free.

All-Purpose Cleaner

Mild Mixture: 1 gal. (4l) hot water

¼ C (50 ml) sudsy ammonia

¼ C (50 ml) vinegar

1 T (15 ml) baking soda

This solution is safe for all surfaces, can be rinsed with water, and is very effective for most jobs. For a stronger cleaner or wax stripper, double the amount of all ingredients except water. Use gloves, and do not mix with other compounds, especially chlorine bleach. (Never mix ammonia and bleach, an extremely toxic gas is produced.)

Laundry

Try this recipe:

Add 1 ¾ C (80 ml) washing soda (sodium carbonate) to water as machine is filling. Add clothes. Add 1½ C (375 ml) of soap. If the water is hard, add ¼ C (50 ml) soda or ¼ C (50 ml) vinegar during the first rinse.

Tub and Tile

Most commercial tile cleaners do more harm than good because many contain chlorine, a serious irritant to eyes, nose and skin, and one of the most dangerous chemicals found in municipal sewers. For bathroom cleaning, use a firm-bristled brush with either baking soda and hot water or the mild all-purpose cleaner.

Source of information - GREENPEACE factsheet

If you would like more information on the contents of this newsletter, please contact the Alberta Centre for Well-Being, 12245 - 131 Street, Edmonton, Alberta, T5L 1M9. Telephone: (403) 448-0180. FAX: (403) 455-2092.

Comments, questions, and suggestions are always welcome. Please contact the Editor at the Centre if you have any special events, programs, or issues you would like addressed in the Newsletter.

Editor: Carmen Klotz

Layout: Lorraine Kay