

## **Tobacco Program Hosts Conference**

Leaders in tobacco prevention and cessation and women's health gathered last Tuesday in Lexington to discuss, review and share research at the first Women and Tobacco Conference sponsored by the Kentucky Tobacco Prevention and Cessation Program, a part of the Governor's Office of Wellness and Physical Activity.

Rallie McCallister, M.D., kicked off the day with a comprehensive look at women's health issues like physical inactivity and poor nutrition. McCallister, a Lexington physician, syndicated columnist and published author, said improving the lives of women has positive outcomes for children and spouses.

"When you help a woman it has a ripple effect," she said.

The event marked a concentrated effort to reach out to women's health care providers, elected officials and members of the media to highlight the health needs of women who smoke.

"Kentuckians have to come together to address the number of women in our state who smoke," said Irene Centers, coordinator for the Tobacco Prevention and Cessation Program. "Smoking is clearly a women's health issue that not only increases a woman's chances of developing certain types of disease, but can also threaten children's lives when mothers smoke during pregnancy or frequently expose their children to secondhand smoke."

Available programs and cessation methods with proven success rates for women were discussed throughout the day during various sessions at the conference, held at the Crowne Plaza Hotel – Campbell House. Other topics included the link between smoking and certain diseases, such as lung, breast and cervical cancer, as well as marketing techniques used by tobacco companies to target women.

"It's astonishing how many dollars are spent by tobacco companies to specifically target women," said Centers. "We simply cannot tolerate this anymore. Women's health in Kentucky has suffered because of this."

Many other researchers, tobacco prevention professionals and advocates also spoke at the conference.

"Avoiding tobacco use is one of the best things anyone can do for their health due to the increased risk of developing lung cancer and heart disease among smokers," said Ruth Ann Shepherd, M.D., director of the maternal and child health division in the Department for Public Health and a speaker at the conference. "For women, health concerns are even more complex when you take into account the dangers of smoking while pregnant and exposing children to secondhand smoke. We need to do everything we can to help women quit smoking and to prevent young women from starting to smoke."

The Tobacco Prevention and Cessation Program’s mission is to reduce preventable and premature deaths attributed to tobacco by implementing programs to decrease tobacco use and exposure to secondhand tobacco smoke. This includes local and statewide initiatives aimed at preventing initiation of smoking in youth and helping those who want to quit.

### **CHFS Garners Awards at Digital Summit**

The Commonwealth Office of Technology (COT) presented CHFS with three “Best of Kentucky” awards last week at the Kentucky Digital Summit at the Embassy Suites in Lexington.

The summit, co-sponsored each year by the COT and Government Technology Magazine, recognizes outstanding individuals and programs that have made information technology contributions to the public sector.

CHFS was honored for:



**Demonstrated Leadership in Management of Information Technology — Dave Sallengs for eKasper, CHFS**



**Best Application Serving the Public (tie)** — Health Care Information Center, Cabinet for Health and Family Services; Learning Now Online Consortium for Accelerated Learning, Kentucky Community and Technical College System. Accepting for CHFS was Melissa Adkisson.



**Best Online Services (Commonwealth Government)** — Get Healthy Kentucky, Cabinet for Health and Family Services. Accepting the award for CHFS were Trish Okeson and Amberlee Nickell.

For more information on the awards, visit the “Best of Kentucky” Awards Web site at [www.centerdigitalgov.com/bestof/index.php?id=61](http://www.centerdigitalgov.com/bestof/index.php?id=61).

### **2007 Employee Satisfaction Survey Announced**

The third annual Employee Satisfaction Survey will be May 9 – 23. The Office of Human Resource Management, with the assistance of the Office of Information Technology, will distribute a link to the Web-based survey to all employees with e-mail access.

Supervisors are to provide paper copies of the survey for any employees who do not have access to the Web-based survey. All contract employees are also encouraged to complete the survey.

The purpose of the survey is to provide a means to capture feedback about the quality of the organization's climate, management and conditions of employment.

This year's survey questions are identical to the survey questions used in 2005, with the addition of two new questions. Also, the 2007 questions are similar to the prior 2004 Employee Satisfaction Survey. This will allow a comparison of three years of results. Some departments and offices have included additional questions addressing topics specifically relevant to their employees.

Survey results will be compiled and posted on the Cabinet's Intranet site.

- May 9 - Survey link e-mailed to employees
- May 10, 16, 22, 23 - Response rates e-mailed to employees
- May 25 - Cabinet results posted online and published in the Focus
- June 28 - Reports by organizational unit posted online

## **Living Well**

### **What's Your Image?**

*By Kris Hayslett, Wellness Coordinator*

Body image is a secretly painful topic for most people. It is not often talked about, but it is known that many of us - males and females - are unhappy with our shape.

No wonder a majority of the population is dissatisfied with their body image. The media prey on insecurities by pushing new beauty products, clothes and diet aids. The diet industry alone is said to be worth \$100 billion a year. We search endlessly for that cream that will restore our youth or remove stretch marks and cellulite because the models and celebrities on TV have "flawless bodies."

The average model is 5 feet 11 inches tall and weighs 117 pounds. Most fashion models are thinner than 98 percent of the American female population. Many popular celebrities may not have the height of a model, but are far below the average weight.

Research has documented that women's magazines have 10.5 more advertisements and articles promoting weight loss than men's magazines. Also, more than three-quarters of women's magazine covers include at least one message about how to change a woman's bodily appearance by diet, exercise or cosmetic surgery. Within the pages of these magazines, the words scream a consistent message that tells "ordinary" women that they need adjustments or improvements to perfect their bodies.

Your body image plays an important role in your life. Instead of trying to keep up with the latest fad, we need to pay more attention to factors we can actually change. Furthermore, we should focus on improving our individual health. To increase your health, follow these guidelines:

- Eat at least 5 to 9 servings of fruits and vegetables.
- Get at least 8 hours of sleep each night.
- Increase your physical activity.

To improve your body image, make a list of what you think are your best features and focus on making them even better. Look at what you like about yourself. If you are a parent, try not to complain out loud about those things that you don't like about yourself. You may think that children don't pay attention to what you say, but you'd be surprised on what they pick up on. Kids today should not be thinking that diets, products and procedures are necessary to being healthy. Instead, talk with your kids about how they can be healthy by eating nutritious foods, getting enough rest and being physically active. Let's help improve negative body images and move forward by leading happier, healthier lifestyles.

### **U of L Posters Available**

University of Louisville football posters are available in the Adoption Services Branch for a \$1 donation. The Adoption Services Branch is on the third floor, mail stop 3C-E, in the CHR building. All proceeds go to the Dave Thomas Foundation for Adoption's (DTFA) signature program called Wendy's Wonderful Kids. DCBS has received a grant from the DTFA to fund a child-specific recruiter in the Louisville area. This recruiter works closely with the Special Needs Adoption Program (SNAP) to find permanent adoptive homes for the children in SNAP.

### **CHFS Focus Health Tip of the Week**

Planning your summer vacations? Now is a great time to make sure your car is prepared for increasing temperatures and long hours on the road.

**Tires** - To help prevent dangerous and inconvenient tire failure, examine them routinely.

**Belt, Hoses and Fluids** - With the engine off, look for worn or cracked belts and damaged, blistered or soft hoses. Inspect the antifreeze/coolant level and condition, making certain the proper 50/50 mixture of water and coolant is present.

**Oil** - Check motor oil level and condition. If driving under extreme conditions, such as very hot temperatures or towing a heavy trailer, switch to motor oil with higher viscosity. Check the owner's manual for specific oil recommendations.

**Air Conditioning** - A properly working air conditioning system also will help motorists keep their cool in summer heat. If needed, have the air conditioning serviced by a qualified technician. Do not use non-approved substitute refrigerants.

**Emergency Kit** - Because even properly maintained vehicles can break down, motorists are encouraged to equip their vehicle with an emergency kit with the following items:

- flashlight with extra batteries
- warning devices such as flares or reflective triangles
- jumper cables
- first-aid kit
- cellular phone to summon emergency assistance
- and specifically for summer, a hat, sunglasses and sunscreen

## **Employee Enrichment**

*By Anya Armes Weber*

Missing a work deadline can cause tremendous stress for you and your customer. George Rodriguez, a writer for PowerHomeBiz.com, a small business Web site, offers these steps to take the next time you are particularly behind schedule.

**Determine why the deadline was missed.** You'll be able to find a solution if you know the problem. Staffing shortages, increased workload, unanticipated leadership changes or more demanding customers could all contribute to the assignment mix-up.

**Decide how you're going to solve the problem.** Two actions you could take are sacrificing quality to meet a time limit or getting a deadline extension.

**Tell the affected customer.** As soon as you know you're going to miss your deadline, let your customer know. Whether it's your supervisor or a new client, both you and your customer are better off when you talk about the delay. Apologize and say when you can commit to having the work completed.

**Get it done.** Ask for help or push non-deadline projects aside to finish your tasks. Show that you can do excellent work even under a stressful circumstance.