

November 20, 2006

## **Employee Profile: Steve Fisher**

*By Beth Crace*

As manager of the adult safety branch (ASB) in the Division of Protection and Permanency, Steve Fisher deals with challenges and threats facing some of Kentucky's most vulnerable citizens on a daily basis. Fisher said he's passionate about this daunting task and is quick to point out the hard work and dedication of his colleagues.

"I am supported by caring and talented branch and division staff without whom any measure of success would not be possible. ASB's primary function is to serve as a resource and advocate for frontline regional staff as they endeavor to provide protective services to elder and disabled victims of abuse/neglect/exploitation including victims of spouse and partner abuse," he said. "This is achieved through policy development, case review and consultation, training events, public awareness materials and crisis response and support."

ASB includes central and regional offices as well as five registered nurses spread throughout regions to assist the frontline staff. They are focused on protecting the elderly, who are often vulnerable to abuse and exploitation.

"The aged and disabled population is traditionally one that is underserved and overlooked by the greater society. Popular culture is increasingly skewed toward that which is fleeting, banal and materialistic," said Fisher, who graduated from Eastern Kentucky University with a bachelor's degree in sociology and a minor in philosophy.

"It is important for us to recognize the contributions and sacrifices made by those before us and to respond to the needs of those less able. Ultimately, it is what defines us."

Outside his serious and demanding job, Fisher spends most of his free time working on his country home in Sadieville or canoeing Kentucky streams. His long and varied list of interests includes Kentucky history, geology and biology.

"I also enjoy a good biography. Other interests would include cooking, wine and beer tasting, gourmet popcorn, the cinema, visual arts, hiking and camping and my special pup Guinness," said Fisher, making a reference to the much-loved American Staffordshire terrier he adopted a year ago from an animal shelter in Scott County.

A native of Edgewood in northern Kentucky, Fisher has spent a great deal of time traveling through Europe and other parts of the world. He is particularly interested in Celtic culture and has hopes to return to Ireland one day, but he is equally appreciative of the natural beauty of his home state.



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“I really enjoy a weekend getaway in one of the state parks or national forest land,” said Fisher, who has worked for state government for 13 years. “I find that being in the forest is akin to visiting a cathedral. There is a mystical quality, and I am reminded that we are all connected.”

Fisher has spent the past couple years completing the ultimate DIY project – constructing his own home on land once home to a sprawling tobacco farm and revitalizing the surrounding forest.

He’s currently constructing a stone fence around his home (with the aid of his father and brother) and also plans to convert his basement into a finished living space.

As for his career, Fisher remains dedicated to the work of the ASB and said in the future he plans to “continue to advocate for and contribute to the strengthening of the adult protective services infrastructure in Kentucky.”

### **Medicaid Members Who Smoke Offered Help Quitting**

CHFS Secretary Mark D. Birdwhistell recently announced an innovative new program to offer nicotine replacement therapy to Medicaid members who take advantage of the Kentucky Tobacco Quit Line starting Dec. 15.

“We are extremely pleased to offer smoking cessation support to Medicaid recipients, whose smoking rate tends to be higher than that of the general population,” said Secretary Birdwhistell. “This new program represents a unique partnership between Get Healthy Kentucky, Public Health and Medicaid. This is a crucial step in our fight to reduce smoking rates and improve the health status of our fellow Kentuckians.”

Through the initiative, the Department for Public Health’s Tobacco Prevention and Cessation Program will provide coverage of nicotine replacement products at no cost to Medicaid members who enroll in Quit Line counseling. Products will be provided to all KyHealth Choices members. Those under 18 years old must obtain parental consent to enroll in Quit Line counseling and a doctor's prescription for nicotine replacement products.

“Encouraging more people to quit smoking is one of the core pieces of the Get Healthy Kentucky program and of the Cabinet's overall focus,” said Secretary Birdwhistell. “Through this program, we stress the importance of prevention and awareness, key components of Governor Fletcher’s Medicaid modernization initiative.”

According to a recent Centers for Disease Control and Prevention report, Medicaid recipients have an approximately 38 percent greater smoking prevalence than the overall U.S. adult population and they are disproportionately affected by tobacco-related disease and disability.

“We are so pleased to be able to offer this service to the Medicaid population,” said Irene Centers, manager of DPH’s Tobacco Prevention and Cessation Program. “Becoming a nonsmoker is one of the single greatest benefits a person can do for their health. We encourage people to call Kentucky’s Tobacco Quit Line at 800-QUIT NOW or contact their local health department about cessation resources in their community.”

## **Unbridled Spirit Brand Shows Recognition**

Governor Ernie Fletcher recently unveiled research that demonstrates, in the past two years, the “Kentucky Unbridled Spirit” brand has improved the perception of the state and has increased the likelihood that more people will visit the commonwealth.



The research, conducted for the Kentucky Department of Tourism by Jerry Henry and Associates, showed that awareness and appeal of the brand continues to improve.

“Kentucky Unbridled Spirit” still has the highest levels of awareness of any state brand tested. Awareness of Kentucky’s brand averaged 54 percent among consumers in the 10 states tested (Kentucky, Illinois, Missouri, Ohio, Indiana, Tennessee, North Carolina, Georgia, Virginia and West Virginia). In Kentucky, 71 percent correctly identified the state brand, compared with 66 percent in 2005.

Research shows an 8.6 percent increase in the number who said they were somewhat or much more likely to visit Kentucky since the brand was launched. According to the research findings, the perception and appeal of “Kentucky Unbridled Spirit” is higher than that of every other state tested. The brand also reinforced the positive images people have of Kentucky.

“Kentucky Unbridled Spirit” was unveiled in November 2004 after winning a popular vote among Kentuckians.

“With a limited advertising budget, the ‘Kentucky Unbridled Spirit’ brand has enabled us to stretch our marketing dollars and tell Kentucky’s story to a worldwide audience,” said Randy Fiveash, commissioner of the Kentucky Department of Tourism. “By using ‘Kentucky Unbridled Spirit’ as our advertising platform, we can relay a more professional and more consistent marketing message. That same message is reinforced and strengthened by consistent use throughout the state.”

The brand currently appears on state stationery, Web sites, state vehicles, advertising signage and promotional materials. In addition, hundreds of cities, counties and local tourism and economic development organizations have added the brand to their materials. “Kentucky Unbridled Spirit” also appears on some high profile venues, such as a 5 million gallon Marathon Petroleum storage tank in Catlettsburg and the Lambert Land Maze near Owensboro, and is included in promotional materials for dozens of private companies.

## **Deferred Comp Seminar for New Employees**

Kentucky Deferred Compensation is an optional benefit available to all state employees. It is an easy, tax-sheltered way to supplement your retirement. At Kentucky Deferred Compensation, we want to help new employees take advantage of this important tool to achieve financial independence at retirement. Join us for a brief enrollment presentation on Kentucky Deferred Compensation, and take the actions necessary to:

- Learn about the different risks and rewards associated with investing
- Discover the best way to invest your money to help meet your financial goals

- Enroll in our 401(k), Roth 401(k) and 457 plans immediately

The seminar will be from 12:10 p.m. to 12:50 p.m. Nov. 30, at 105 Sea Hero Road, Suite 1, Frankfort. Lunch will be provided. Seating is limited. Pre-registration is required. To register, call Carol Cummins or Kerry Azbill at (502) 573-7925 or (800) 542-2667. Please call for an enrollment kit if you are unable to attend.

### **Living Well: Fight the Battle of the Bulge**

*By Kris Hayslett*

The holidays are here and it is estimated that most Americans will gain anywhere from five to 10 pounds before the New Year.

Fight the battle while you enjoy your holiday season. Are you expecting a houseguest? Are you frantically trying to prepare your house, kitchen and self for family and friends?

Some people will eat to relieve stress and, during the holidays, those foods that are high in fat and low in essential nutrients are plentiful. Recognize your holiday eating habits and consider these tips to fight the holiday fatties.

- Break up your physical activity into two 10-15 minute sessions. Do some type of physical activity first thing in the morning before you start your day and then after your holiday meal.
- Eat before you start cooking so that you feel full and are less likely to consume those extra calories.
- If you don't have time to exercise, put some muscle and effort into the housework. A 130-pound person doing light activities (housework) for 30 minutes will burn 104 calories. That is equivalent to that same person walking for 30 minutes at a speed of 2 miles per hour.
- Plan your holiday meal for early to late afternoon, to allow for some type of activity after eating versus eating and remaining sedentary after the meal.
- Substitute ingredients high in fat with fat-free or light products.
- Use a variety of herbs and spices in place of seasoning salt or salt products.
- Reduce sugar by using natural products packed in their own juices or water, or stick to fresh fruit or a sugar substitute like Splenda. Visit [www.splenda.com](http://www.splenda.com) for recipe ideas and nutritional content.
- Replace all-purpose flour, breads, pastas and rice with whole wheat products and brown or wild rice.

Overall, you should try to balance the number of calories you take in with the amount of calories burned through physical activity. Calculate your calorie output at <http://primusweb.com/fitnesspartner/jumpsite/calculat.htm>

Have a safe and happy Thanksgiving!

Check out this holiday recipe from Splenda.com.

(<http://splenda.allrecipes.com/Recipe/Recipe.aspx?nprid=105470>)

## Employee Recognition Tip of the Month

### 'Tis the Season to Be Thankful!

*By Julie Brooks, Employee Recognition Committee*

As we begin this holiday season, it is important to take some time to reflect on what we are thankful for and how this may relate to employee appreciation.

Has someone done something nice for you? It may be as simple as bringing your papers from the printer, or helping to answer your phone while you were out. It is often these small gestures that go unnoticed and unappreciated. Why not take some time this season to say thank you to those around you who help you out every day, even in the smallest of ways? Recognition doesn't have to be a grand gesture.

You should never underestimate the power of a sincere thank you. Keep in mind that when you are gone, others will not remember what kind of car you drove, how well you kept your house or even how you looked. They will, however, remember how you made them feel.

Don't let another day pass without saying thank you to those around you.

## Focus Health Tip of the Week

### How to Cut Calories with Simple Substitutions

Preparing a healthy holiday meal doesn't have to always be a hassle. You can enjoy a delicious and healthy meal this holiday season with just a few simple substitutions.

- Use broth to sauté instead of butter.
- Substitute 1/3 cup of mayonnaise and 1/3 cup of non-fat yogurt for 2/3 cup of mayonnaise.
- Use skim milk or fat-free milk instead of whole milk or 2 percent.
- Use low-fat or nonfat buttermilk in place of whole milk.
- Use plain low-fat or nonfat yogurt instead of sour cream.
- Instead of vegetable oil use olive, safflower, sesame or flaxseed oils.

## Employee Enrichment

*By Anya Armes Weber*

*Employee Enrichment is a weekly feature for CHFS staff. These tips for making work better focus on team building, customer service and personal development.*

Randall S. Hansen, Ph.D., is the founder of Quintessential Careers, an online resource for people trying to improve their professional lives. Hansen lists these tips for employees trying to achieve better balance between their career and personal lives.



**Slow down.** Try not to schedule too many back-to-back meetings. Don't take work home with you on weekends, and don't over-schedule your nights and weekends. Don't dwell on the things that are causing you the most stress.

**Stop procrastinating.** Most of the stress people feel is from being disorganized and putting things off. Start setting more realistic goals and deadlines. You will feel less stressed and improve your work performance.

**Ask for help.** At home and at work, if you find yourself unable to do it all, don't. Enlist the help of people who have experience and can teach you or can benefit from your experience.

**Set priorities.** Take charge of your full workload and list the tasks in order of their need to be completed. Then you will appreciate crossing things off your list one by one.

### **CHFS Café Menu Nov. 20-24**

#### **Monday**

Rich & Savory Chicken Alfredo Bake

#### *The Lighter Side*

Apricot & Rosemary Glazed Pork Loin-NEW ITEM!

#### **Tuesday**

Home Style BBQ Meatloaf

#### *The Lighter Side*

Hoppi'n John

#### **Wednesday**

Oven Roasted Turkey w/ Homemade Dressing or Choice of Veggie

#### **Thursday**

Happy Thanksgiving!

#### **Friday**

Happy Holiday!