The Growing Trend of Obesity

By Dannie Allen

There is a widespread, near-epidemic crisis in the United States that has fatal consequences. The serious plight is an increase in the number of individuals who are overweight or obese. Being overweight and obese is ranked among the most difficult health conditions in the United States, and the prevalence rates are on the rise.¹ Current studies indicate the occurrence of obesity has risen from 12% to 19.8% over the past decade, and currently over half of the adult population is categorized as obese.²

The Body Mass Index (BMI) is one of the most accurate ways to determine when a person’s weight poses possible health risks. BMI is a measurement that takes into consideration a person’s weight and height to estimate total body fat. The range of BMIs from 25 to 29.9 is considered overweight, and a BMI of 30 or more is considered obese.³ The optimal BMI is generally considered to be 21.

References:

Confronting Eating Disorders

By Heidi Burkey

Eating disorders are often a result of a complex web of biological, psychological, and cultural factors. The most common forms of eating disorders are anorexia nervosa (AN), bulimia nervosa (BN), and binge eating disorder (BED). These eating disorders can begin in adolescence, last a lifetime, or be fatal. Eating disorders affect both males and females, as well as people of all cultures, classes, and ethnicities.

Caloric intake is a requirement to sustain life and nurture good health among all living things on this planet. However, humans have for a variety of reasons developed issues with the food they consume, often resulting in eating disorders, or disturbances in eating habits that can result in physical and mental health impairment.¹

Denying the body sustenance, or fasting, may be part of a spiritual or political quest. There is a complex web of biological, psychological, and cultural factors that can lead others down the path toward eating disorders, often resulting in mental and physical illness. Perhaps the distinction is most graphically illustrated when people fast themselves close to death, in

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countries where there is neither drought nor lack of food, for the sake of appearance.

Eating disorders have commonalities and also specific features. Patients commonly digress from one into another and back again. Treatment of eating disorders is difficult and sometimes impossible with some patients. The onset of eating disorders usually begins in adolescence and is either resolved or continues on into adulthood, sometimes lasting a lifetime. The intricate relationship between sociocultural pressures, family dysfunction, and psychological issues seem to weave themselves into the development and continuance of eating disorders.2

Influence of media, culture, participation in certain athletic sports, and physiology are some of the causative factors for development of eating disorders. These reasons will vary for the individual and sometimes the totality of issues in a person’s life will be more influential.

Since treatment options have not always proven to cure the patient with an eating disorder it seems logical that a public health model of prevention could be a possible method to stem the increase in eating disorders.

References:

Nutritional Risk Factors for Chronic Diseases

By Kristen Force

Poor nutritional habits have been shown to increase one’s risk for chronic diseases. These habits are often established during youth and carried into adulthood, paving the way for a lifetime of health problems.1

In 2002, researchers from the U.S. Department of Agriculture conducted a study that attempted to reveal why Americans make bad nutritional choices despite the volumes of beneficial health advice available.2 A questionnaire was distributed, asking each individual to rate the healthfulness of his or her food choices. Investigators then compared the participants’ answers to their actual diet records. Based on the recommended daily allowances for grains, vegetables, fruits, milk, meat, fat, cholesterol, and sodium, the researchers measured the healthfulness of the diet. Of the 3,000 people surveyed, 40% were classified as “dietary optimists,” reporting that their diets were good or excellent when their diet records were scored as poor or needs improvement.2

Throughout the years, adverse health effects have been linked to poor nutritional choices. The body performs best when provided with a moderate amount of all nutrients, and disorders tend to occur when an imbalance exists. Any nutrient consumption outside the range of moderation, whether high or low, can lead to health problems. College students, and Americans in general, face troubles with diets containing an imbalance of too many nutrients, particularly fat and cholesterol, a lack of proper nutrients for the body to maintain its functions, and high amounts of alcohol consumption.

References:
Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.
This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Your business tag line here.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it’s a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you’ve received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you’ve created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.