Helping out: *Diane Berlinberg of West Bloomfield helps load Entertainment '98 books into her car. The books will be sold to raise funds for Southfield Oakland Organizational Rehabilitation Training.*

Discount books help organizations

Entertainment '98 Ultimate, the new, revamped Entertainment discount book, is now available for $40 through hundreds of Detroit-area schools, churches, organizations and other non-profit entities.

Purchase of the book benefits these community groups who will have the books available through the holiday season.

Books offer the opportunity to spend less on Detroit's leading restaurants, activities and services while supporting a worthy organization.

To contact a non-profit group offering the discount book, call (248) 637-8444.

Health education is vital to lessen teens' smoking

ALL ABOUT FAMILIES

ALICE MCCARTHY

John R. Seffrin, Ph.D., chief executive officer of the American Cancer Society Inc., recently presented data from the society's new cancer study that shows a correlation between lifestyle behaviors and death.

The most striking results concern smoking. Men and women who smoke are twice as likely to die before their 70th birthdays. To date, smoking cessation is the only adult behavior change that is proven to reduce the risk of premature death.

As Seffrin points out, it has become more and more evident that well-designed, well-supported health education is among the most effective means of raising public awareness, changing unhealthy behaviors and improving the overall well-being of large numbers of people. Health education is the most successful and cost-effective option available.

Michigan residents are extremely fortunate that nearly every student in grades 1 through 8 receives lessons about the effect of tobacco use on the body. Students also practice resisting peer pressure to smoke and to use other tobacco products. The school health programs in Michigan include "The Michigan Model for Comprehensive School Health Education," "Growing Healthy" and "Health 'n Me!" a new national K-6 health curriculum that I wrote with the guidance of several health educators.

According to Dr. Lloyd Johnston's national 1996 study "Monitoring the Future," smoking among eighth graders has increased 50 percent, from 14 percent to 21 percent, and in 10th graders from 21 percent to 30 percent in the last five years. School health programs are helping, but parents must strongly emphasize that smoking is not acceptable behavior.

The facts about smoking are:

- 450,000 people die each year from illness caused by smoking and secondhand smoke.
- The average smoker starts ate age 12-1/2.
- About 3,000 kids become regular smokers every day.s
- Most of today's lifelong smokers were daily users by age 14.
- One out of three kids who start smoking will die an average of 12-15 years earlier than he or she would otherwise.
- People don't usually smoke for the fun of it. They are addicted.

Dr. Jill Siegfried, a researcher at the University of Pittsburgh, recently provided more impetus we all need to help kids to never start smoking. Siegfried's new research shows that long-term smoking triggers a biological change that increases the risk of lung cancer. These effects persist in ex-smokers. She says that many smokers mistakenly believe that when they stop smoking, their lungs become as healthy as if they had never smoked. While this is not true, Siegfried says there are many important health benefits from quitting, including a decrease in lung cancer risk. She urges all smokers to quit— "and the sooner, the better."

A first step for parents whose teen is smoking is to take their teen to a doctor or teen health clinic. Richard B. Heyman, M.D., who chairs the American Academy of Pediatrics Committee on Substance Abuse, says, "If your teen is truly committed to quitting, nicotine replacement therapy can be used."

I believe that schools have not only an obligation to teach about the dangers of smoking but to organize support groups to help kids who are trying to stop smoking. Please do all you can to encourage this service to teens who are smoking.

For more information:

The American Lung Association website at www.lungusa.org offers many free articles on smoking and lung health, or call 1-800-LUNG-USA (1-800-586-4872).

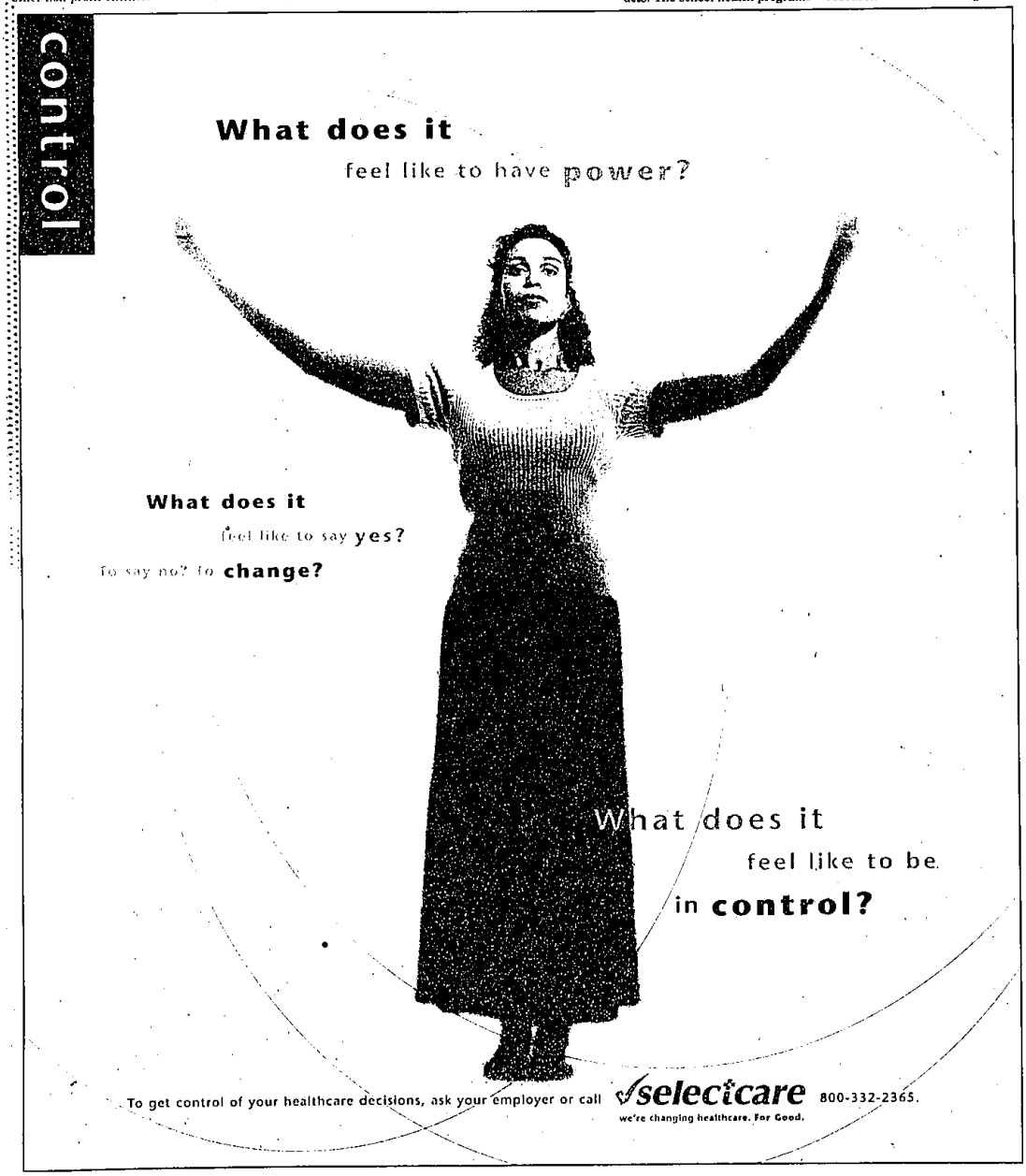
The American Cancer Society website (www.cancer.org) offers free publications on quitting smoking, or call 1-800-227-2345.

Dr. John R. Seffrin's entire address presented at the American Association for Health Educators (1997) is found in the September/October 1997 issue of the "Journal of Health Education." Check at your library.

All About Families runs every other week in The Eccentric Newspapers. Birmingham resident Alice McCarthy, Ph.D., is a nationally known parent educator, writer and editor. She is the mother of five children and grandmother to eight young children. To leave a message for McCarthy, from a touch-tone phone, call (313) 953-2047, mailbox 1894, or write her at The Eccentric, 805 E. Maple, Birmingham 48009.

To access McCarthy's columns on the Internet via O&E Online, her address is:

http://observer-eccentric.com/main/mcc/mccindex.html



'Power Day' is designed for seniors

As a salute to Healthy Aging Month this September, the theme for the 1997 Oakland County Senior Power Day is "Living Longer and Loving It."

This 14th annual event will be held Monday, Sept. 22, at the Southfield Civic Center Pavilion. It will provide Oakland County seniors a chance to join a panel of guests in exploring the topic of healthy aging and what older adults can do to remain healthy and active in their later years.

The day's festivities include a resource fair, entertainment and lunch. Registration donation for this year's event is $1. Doors open at 8:30 a.m., with the program beginning at 10 a.m.

Panel for the day will include Rosemarie Rowney of Healthy People, Healthy Oakland; Bill Sharpe of the Michigan Senior Olympics; and Bonnie Graham, Volunteer Services director of the Michigan Office of Services to the Aging. Rounding out the program will be a presentation by Sylvia Rubach, a senior motivational speaker who will deliver a talk on taking a pro-active part in one's life and good health.

"We've really revamped our program this year," said Anna Mickel, last year's Margaret Whitehead Award Winner and event co-chairwoman, "And with the help of dedicated seniors and our majors sponsors—Blue Care Network/Medicare Blue, the Heatherwood Retirement Community and Mature Life magazine—we're sure to have our best event ever. We look forward to providing our program-goers with action steps they can follow for years after they've attended our event."