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Flu Season Came Early In Much Of North America, And A Second Surge May Be On The way.

"People who caught influenza earlier in the season could get it again, especially if a different strain hits," said Dr. W. Paul Glezen of the Influenza Research Center at Baylor College of Medicine in Houston. "But people who have been vaccinated are likely to be protected. The two influenza A viruses circulating are similar to those include in the current vaccine."

Flu season generally peaks in late January or early February, but an unusually early round peaked in November.

Those most at risk for potentially fatal flu complications are the elderly and people with heart disease, lung disease, asthma, chronic bronchitis, diabetes, chronic kidney disease, chronic anemia, sickle cell anemia and immune-system disorders.

"It is still not too late for people in the high-risk groups to get flu shots," Glezen said. "Such patients can be protected by taking the prescription drug amantadine during the 14 days it takes for the vaccine to provide full protection." Most of the influenza this season has been type A, and the symp-

oms and duration of an influenza A attack can be minimized by amantadine.

Influenza usually strikes suddenly and brings fever, generalized muscle pain, weakness and a dry, hacking cough. Flu sufferers should get plenty of rest and drink lots of liquids, Glezen said.

Adults may take aspirin or an aspirin substitute to reduce fever and pain, but people younger than 21 should use only aspirin-free products.

Aspirin has been associated with Reye's syndrome, a flu and chicken pox complication that can cause vomiting, convulsions, brain damage and even death in children, said Glezen, an epidemiologist and pediatrician.

As bad as this current season has been, it pales by comparison with the 1918 worldwide flu epidemic that afflicted 500 million people and killed 20 million. More than half a million died in the U.S. The 1918 epidemic killed more people in less time than any other disease in modern history. It ranks with the Black Death of the 14th Century as one of the few events in recorded history to reduce the earth's population by as much as 1 percent.

Two Jail Facilities to Receive National Accreditation

During the week beginning Monday, January 20, 1992, the American Correctional Association (ACA) will be conducting its annual winter conference in Portland at the Oregon Convention Center. On Monday, January 20, 1992, between 12 noon and 1:30 p.m., Multnomah County Sheriff Bob Skipper will receive Accreditation Awards for two jail facilities that were recently distinguished by the commission on jail accreditation for the ACA during their inspection and accreditation process in 1991. The award luncheon will be held at the Lloyd Center Red Lion in the Multnomah and Holladay rooms.

The Multnomah County Inverness Jail, the newest of the five correctional facilities in Multnomah County, received a near perfect score after the visiting professionals had rated the jails compliance. The Multnomah County Restitution Center, 1115 S.W. 11th, Portland, also was accredited by the committee and had a near perfect score.

Sheriff Skipper remarked, "The Inverness Jail is a state of the art facility that is a model of institutions of the future. The Restitution Center's award shows the diversity and professionalism of the Corrections staff at the Sheriff's office. The accreditation of this older hotel demonstrates that its the Corrections personnel who make the difference and not the structure." The awarding of accreditation is the culmination of a lengthy process of compliance with standards set up by the American Correctional Association. The Multnomah County Detention Center (downtown Justice Center) was accredited by the ACA in 1990. Other facilities throughout the United States will also receive accreditation certificates at the luncheon.

Hill and Flowers Announce Formation of Public Relations Agency Targeting African-American Consumers

Hill & Flowers Public Relations, Inc., a Chicago-based agency specializing in communications programs targeting the African-American consumer market, has been launched by James H. Hill and D. Michelle Flowers, former president/CEO and senior vice president, respectively, of Burrell Public Relations. The new agency's capabilities include the development and implementation of programs in corporate communications, marketing public relations, community and media relations, and special events. In addition, Hill & Flowers PR will provide crisis communications and public affairs counseling as well as media training.

"As the demographics of our country continue to change, corporations are realizing the importance of establishing effective communications vehicles targeting internal and external minority audiences," said Hill. "Hill & Flowers PR can play an important role in shaping communications that will have an impact on the bottom line as the African-American consumer market continues to increase its purchasing strength and presence in our

society." The two public relations veterans have worked together since 1984, when Hill was at Sara Lee Corporation and Flowers at Golin/Harris Communications, where she managed several programs for Sara Lee. Their work through the years has earned them numerous public relations awards, including two Silver Anvils from the Public Relations Society of America, Silver and Gold Trumpets from the Publicity Club of Chicago, the CEBA Award (Communications Excellence to Black Audiences) and International Association of Business Communicators (IABC) awards.

Hill, a 21-year public relations professional, joined Burrell Public Relations as president/CEO in 1986 and was later named a member of the Burrell Communications Group Board of Directors. Prior to that, he was director of public relations and communications for Chicago-based Sara Lee. He also served as a marketing public relations manager for S.C. Johnson & Son (Johnson Wax), Racine, Wisconsin. Previously, Hill was a producer-writer, and director of public information for WGTE-TV,

Toledo, Ohio, the city where he began his public relations career in 1970 with Owens-Corning Fiberglas. There he was responsible for sales promotion, advertising and public relations for several of the company's marketing divisions.

After Golin/Harris Communications, Flowers joined Burrell Public Relations in 1986 as vice president. In 1990 she was named senior vice president-director of new business development, with responsibility for the agency's administration and account management teams as well as its new business development. In 1978, she joined the Chicago Urban League and held several communications positions with the League, including director of public relations. A native of Greensboro, N.C., she began her public relations career at Integon Insurance Company, Winston-Salem, NC, where she was an internal communications specialist and later a field communications specialist.

Hill & Flowers Public Relations Inc. is located at 542 South Dearborn Street, Suite 710, Chicago, Illinois 60605. The phonenumbers 312-986-1250, and the fax is 312-986-1256.

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R.S.V.P. to Commission Office in Salem At: 378-2969

Portland Teachers Endorse Blumenauer for Mayor

The Portland Association of Teachers-Teachers Voice in Politics announce our endorsement of Earl Blumenauer for Mayor of Portland. "The mayor of Portland will have a profound effect on our local schools in these times of budget cut backs. The Portland schools have close ties to the City of Portland," explained Ann Nice, Chair of PAT/TVIP. "Earl has the experience, the vision and, most importantly, has demonstrated the leadership necessary to pull everyone together."

"There is no one running for mayor who has been more committed to education and to children over the past twenty years than Earl Blumenauer," added Nice. "Our experience with Katz has been that if she has an agenda she won't listen to others. We need a mayor who will listen and work with us. Earl is a very thoughtful person who listens and engages people in the process," added Nice. The Portland Ass. of Teachers represent 4600 employees in the Portland District.

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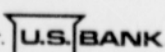
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