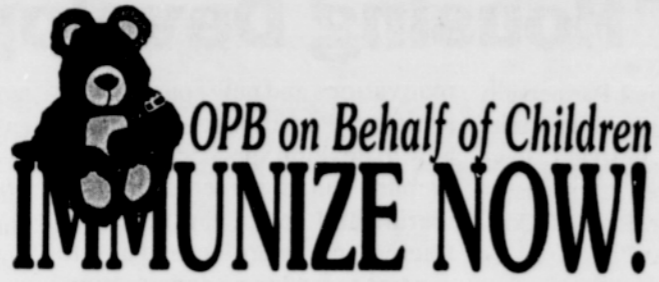


HEALTH

OPB Starts Statewide Immunization Campaign



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Thousands of infants and toddlers in the Northwest lack adequate protection against measles, mumps, rubella, diphtheria and other serious childhood diseases. To help solve this problem, Oregon Public Broadcasting is sponsoring a statewide outreach project to immunize preschool children from April 14th to May 14th.

The statewide campaign - OPB on Behalf of Children Immunize Now! - is sponsored in partnership with Oregon Health Systems in Collaboration, Oregon Preschool Immunization Consortium and the Summerville Fund of the Oregon Community Foundation. Members of the Oregon Nurses Association, Rotary, Kiwanis, American Legion Auxiliary and other service organizations will provide volunteer staffing. Over seventy community groups are involved through volunteer service or financial support.

The Immunize Now! campaign begins on April 14th. For one month, Oregon Public Broadcasting will saturate its statewide television and radio broadcasts with information about the importance of preschool vaccinations. Hundreds of volunteers will distribute over 500,000 flyers. Informational ads will appear in local newspapers and on radio stations around the state. And participating physicians will distribute OPB immunization materials to their patients.

As part of Immunize Now!, OPB will televise a prime time special report on April 27th that will educate

viewers about the importance of immunizing preschool children. During the month-long campaign, OPB will also air station break immunization spots with celebrities such as Cindy Williams and Harry Anderson.

The campaign culminates on Saturday, May 14th when public health clinics in all thirty-six Oregon counties and southwest Washington will offer free vaccinations. Parents interested in getting free immunization shots for their children ages 4 and under can call OPB's toll-free number to obtain public clinic locations and hours: 1-800-709-KIDS.

Parents are encouraged to contact their children's doctor during the Immunize Now! campaign to make sure that all immunizations are up-to-date. As a result of an Oregon Medical Association project endorsement, many doctors' offices around the state will also be open on Saturday, May 14th and offer vaccinations at their normal fee schedule.

To help draw attention to the preschool immunization crisis, OPB is sponsoring a prize drawing. Generously donated prizes for participating families include the use of a 1995 Hyundai Sonata for one year from Braley and Graham Hyundai, a four day Salishan Lodge family vacation and a \$500 Mrs. Tiggy-Winkles children's wear gift certificate. Parents who immunize their preschool children between April 14 and May 14, 1994 - or can certify that their

preschooler's shots are current during that time period - may be eligible to enter the prize drawing.

The Immunize Now! project was initiated by Steve Amen, OPB's Director of Local Productions, and put together by Judy Peek, Executive Producer of OPB's community Outreach. Peek said that she has been "very impressed with the amount of support for this project and the extent of cooperation from diverse organizations around the state. We understand this is the largest immunization campaign in Oregon since the 1970's"

One of the most impressive parts of the Immunize Now! outreach campaign is the types of groups involved. Oregon Health Care Systems in Collaboration is made up of numerous health care organizations: Blue Cross/Blue Shield of Oregon, Kaiser Permanente, Legacy Health System, Oregon Health Division, Oregon Health Sciences University and Sisters of Providence Health System. Oregon Preschool Immunization Consortium is a public-private partnership involving fifty separate organizations including physicians, health care professionals, child advocates, insurance companies, service clubs and public health agencies.

Oregon Public Broadcasting is a statewide radio and television public broadcasting organization. It provides daily educational, cultural, news and public affairs programming for all ages. OPB is principally supported through voluntary contributions.

Group Protests Over Prescription Of Prozac

A protest against the controversial drug Prozac was held at Pioneer Courthouse Square by a psychiatric watchdog group who says the drug is over-prescribed and can cause a wide variety of serious side-effects.

Prozac, an antidepressant manufactured by Eli Lilly, has been the subject of considerable controversy recently and an increasing number of doctors and psychiatrists have raised concerns that the drug is being over-prescribed by a society all too ready to pop a pill to solve their problems.

Members of the Citizens Commission on Human Rights, an international psychiatric watchdog organization founded by the Church of Scientology in 1969, handed out green jellybeans as "Prozac" to passers-by and encouraged them to spin the "Prozac Wheel of Chance" which listed side-effects such as suicide attempt, nervousness, agitation, anxiety, convulsions, hostility, depression, and manic reactions. According to the group these side-effects are among the top 26 of over 800 Prozac side-effects being reported to the FDA.

Scott Sulak, Director of the Oregon chapter of the Commission said some Prozac users may "get more than they bargained for" when they take the little green and beige pill.

"Some Prozac users experience nightmare side effects. If we were just talking about simple chills or a loss of sex drive, we wouldn't be here protesting today," said Sulak.

Sulak also pointed to two recent high profile Prozac related killings, Stephen Leith, the school teacher in Chelsea, Michigan, who killed his superintendent in December while on Prozac, and Ricardo Punsalan, brother of Olympic ice dancer, Elizabeth Punsalan, who killed his father last month while on Prozac.

"We are protesting today because on one reason, and that is this, under all of the hype and controversy over whether Prozac is over-prescribed, lies enough evidence to take Prozac off the market due to some very real, very dangerous side effects. It is time we confront the real issue and begin demanding the drug be removed from the market," said Sulak.

Oregon's First In The Nation "24-Hour" Health Coverage

Oregon's first-in-the-nation test of a 24-hour health coverage program is underway with the enrollment of the state's first employers. The pilot program, administered by the Department of Consumer and Business Services, combines employer-sponsored health coverage with workers' compensation benefits to enhance the delivery and improve the cost effectiveness of medical services for workers and employers. Ron Tonkin Dealerships of Portland is the first employer to participate in a pilot plan developed by SAIF Corporation and HMO Oregon (A subsidiary of Blue Cross/Blue Shield of Oregon).

"We evaluated the benefits of the program, and we quickly realized the potential savings both in real dollars and in fewer frustrations for our employees," said Kent Stratford, corpo-

rate comptroller for Ron Tonkin Dealerships.

Under a 24-hour plan, workers are able to use their family physician at all times, whether the treatment is for a work-related condition or not. Physicians benefit from better continuity of care, reduced paper work, and faster, more predictable payment from a single plan. The benefits to employers include earlier return to work by sick or injured workers, reduced litigation, and lower costs created by combining the administration of two separate health care plans.

"This project helps us meet our challenge of protecting consumers and workers while minimizing the burden placed on business," said Kerry Barnett, director of the Department of Consumer and Business Services. "It is another Oregon experiment that we

Forum On Respite Care

The Arc Of Multnomah County, in cooperation with the Multnomah County Developmental Disabilities Family Support and Training Programs, will present a family forum on Respite Care. The forum is scheduled for Wednesday evening, April 20, from 7 to 9pm at the Providence Hospital Social Room at 4905 NE Glisan.

According to Vicki Smead, Program Manager of The Arc's Respite Care, discussion will center around what's new and what's on the horizon for families of individuals with developmental disabilities. "Respite Care is consistently the most requested service," according to Smead, and it frequently represents the only break from a constant care-giving routine a family is able to manage."

Smead will be joined by Kathryn Weit of Community Partnerships, a statewide advocacy agency. While on-site respite care will not be offered for the forum, respite stipends will be available by calling 248-3658 ext. 6487.

hope will contribute to the state's ground-breaking efforts in health care and workers' compensation reform."

Several other partnerships were approved by the department April 1: Sister's of Providence Health Plans and EBI Companies (a workers' compensation insurer), Pacific Hospital Association and EBI Companies, and Kaiser Permanente and Safeway Stores.

Additional employees from Blue Cross and the State of Oregon are covered under the SAIF/HMO plan as of April 1. Project Director Edward Nieuburt is projecting 10,000-20,000 employees will eventually be enrolled in the program, which is authorized to operate until July 1998.

The pilot project is being funded through a \$336,000 grant from the Robert Wood Johnson Foundation.

Total Shape-Up Comes To Portland, Oregon

(Promoting A Good Sense Approach To Nutrition & Fitness For Seniors)

Oregon seniors will participate in Total Shape-up, the kick-off event for "Spice Up Your Life!-Meet The Nutrition Challenge-" on May 14 at Concordia College, Hagen Campus Center, 2811 E. Holman, from 8:30 to 10:00am. The Total Shape-up is a free nutrition and fitness event for adults age 55 and over. Hosting the event will be Jim Law, "America's fastest man age 65+." Featured in both Sports Illustrated and USA Today this past June, he exemplifies the new, active model for aging.

Law will share his story about turning his own life around and will demonstrate how easy it is to eat right and exercise sensibly. At age 60, he left behind a sedentary lifestyle and poor eating habits to become a record breaking sprinter. Having experienced the many benefits that come with a health lifestyle, Law now travels the country on behalf of Total Cereal, helping other get started.

Also featured will be a new videotape, "Total Shape-up: A Good Sense Approach to Nutrition and Fitness," produced by Total cereal. The

video demonstrates how to use the Food Guide by Pyramid, developed by the federal government to help you analyze your own eating habits and to make modifications in our diet. It also discusses the importance of exercise for maintaining good health and well being.

Total Shape-up participants will be treated to a free breakfast and in addition to hearing Law, have the privilege of listening to Sonja Connor, M.S., R.D., L.D., a research associate professor in the area of Clinical Nutrition, department of Medicine, Oregon Health Services University, who will discuss the importance of calcium, sodium, fat, fiber, and the antioxidant vitamins.

Connor is also the co-author of The New American Diet combines sound research on fat and cholesterol with simple, healthy recipes that encourage readers to modify their eating habits.

To complete the day's activities, athletes from the Oregon Senior Games will lead the Total Shape-up participants in a series of exercises

and stretches.

Total Shape-up is the kick-off event for the "Spice Up Your Life!-Meet the Nutrition Challenge-" a free, day-long event for seniors and their families featuring hourly presentations, celebrity speakers, health screening, and food exhibits that include recipes and taste test.

Nancy Erckenbrak, with the Providence Medical Center, has taken the lead in bringing the Total Shape-up to Portland as part of an area wide health promotion program for seniors to encourage and stimulate participation in the Oregon Senior Games. Area health, fitness and aging professionals will participate in his kick-off event and then continue the Total Shape-up nutrition and fitness education with in their own senior programs.

Seniors interested in attending the Total Shape-up may call (503) 230-6002 to register. For more information "Spice Up Your Life!-Meet the Nutrition Challenge-" and the free day of activities, please call (503) 823-5269.

Spinal Care Education Class

Western States Chiropractic College is offering a free spinal care class, "Discover Natural Health, Discover Chiropractic".

These classes will be held from

7:00 pm to 8:00 pm on Wednesday, April 20th and Tuesday, May 3rd.

Western State Chiropractic College is located at 2900 NE 132 Avenue in Portland; (503) 255-6771.

Say You Saw It In...
The Portland Observer

Drug Abuse In Oregon Is Soaring

Central City Concern released information today documenting Oregon's soaring drug use during the past two years. Leading the increase was a 145 percent increase in the number of heroin clients receiving detoxification services in the past two years.

Central City Concern operates the Hooper Detoxification Center under contract with Multnomah County. The Subacute Detox Program at Hooper is where alcoholics and addicts go through the physical withdrawal from alcohol and other drugs. The Hooper Center compared its utilization of the Subacute Detoxification Program for the first six months of fiscal 1993-94 with the first six months of fiscal 1991-92 to determine trends during the past two years.

Significant changes in the clients during the first six months of fiscal 1991-92 (July-December 1991) and the first six months of 1993-94 (July-December 1993) include the following:

A 99 percent increase in the number of drug clients. In the first six months of 1991-92, Hooper treated 310 drug addicts. This year, 616 were treated in the first six months. Of particular note, the number of heroin addicts treated increased from 130 to 319; a 145 percent increase.

"One of the reasons we went back to compare figures during the past two years was the large number of heroin addicts we are seeing," Wood reported. "Staff at the Hooper Center has interviewed many of these clients to learn more about the reasons behind the increased demand for services. Clients report that there is more heroin available than ever, and that it is cheaper than other drugs. We are seeing heroin addicts from all walks of life. Some are street addicts, but many are white collar people with jobs and families."

Wood added, "The heroin that is on the street today is mixed with extremely dangerous toxic substances. Many people seek medical attention and detoxification because of liver damage and other health problems caused by the substances used to cut the heroin."

During the two year comparison period, there was also a 46 percent increase in cocaine clients.

Put another way, in 1991-92, only 28 percent of the clients detoxed were



The Hooper Detoxification Center

using drugs other than alcohol. Today, 44 percent are using drugs other than alcohol.

The increase in the number of drug cases treated at the Hooper Center is mirrored in the number of drug-related deaths documented by the Oregon State Medical Examiner's Office. During 1993, there were a record 138 drug-related deaths; 102 of those involved heroin. This compares to 39 drug-related deaths in 1991; 18 of those deaths involved heroin.

The average client age is dramatically lower. In 1991-92, 33 percent of the clients admitted were under age 30. Today, 43 percent are under age 30.

Clients treated during the first six months of the year reported to be parents of 1,582 children. "Many people are rightfully concerned about the welfare of Oregon's children," stated Wood. "As we assist these parents to become clean and sober, we are giving their children a real chance. If these parents do not become clean and sober, both the parents and their children will cost the social service and law enforcement budgets huge sums of money for decades to come."

The Hooper Center began tracking the number of children of clients in 1993-94, so no comparisons can be made with previous years.

There has been a 27 percent increase in the number of women using the facility in the past year. Staff attributes much of the increase in women clients to a renovation that increased the privacy of women clients.

A 24 percent increase in overall admissions. Central City Concern Executive Director Debbie Wood ex-

plains, "We attribute a significant portion of the increase in admission to the Hooper Center doing a better job than ever in the availability of our programs. We have reorganized how we do admissions to better meet our client's needs. Increasingly, our clients are telling other people to come and get help through us. This year, we have detoxed 1,400 in the first six months. At the rate we are going, we may detox 3,000 clients this year, far more than we ever have in the past. We are proud we have greatly expanded our capacity, and are dealing with people with more difficult problems, and have done it at a minimal increase of public cost."

Successful Programs. "The bad news is that the drug problem in Oregon appears to be worse than ever," said Wood. "The good news is that there is a very high level of success for the people we treat. The success rates at the Hooper Center and the high quality of subsequent treatment in Multnomah County is the envy of other communities throughout the nation."

There are a variety of outpatient and residential treatment programs to which clients are referred for post-detox care.

These include alcohol and drug free housing programs, and acupuncture, which have been pioneered in Portland.

"The rates of long term sobriety are very high," explains Wood. "If adequate resources were available to provide a full range of treatment for people who are asking for help, we could have an enormous impact on the drug problem in Oregon, and its concomitant social and criminal out-growths."