

HEALTH

What Does Biotechnology Mean? Hope

By Larry Lucas

What pops into your mind when you hear the word "biotechnology"? New ways to grow food? The dinosaurs of the movie, "Jurassic Park"?

Biotechnology is a lot of things, but, to me, the most important thing about this new scientific technique is that it holds out the promise of cures for cancer and other diseases. Drug developers are using biotechnology to get a better understanding of how disease works—and to stop it in its tracks.

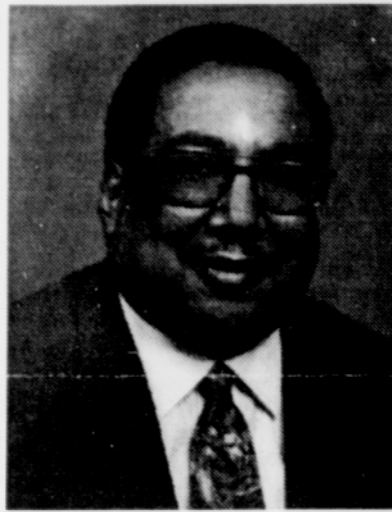
Some 24 biotechnology medicines are already on the market—medicines for heart disease, multiple sclerosis, the kind of anemia suffered by patients of kidney dialysis, cystic fibrosis, hemophilia and other diseases. And 234 more medicines are in the pipeline, according to a March 1995 survey by the Pharmaceutical Research and Manufacturers of America.

Biotechnology works in several different ways. Some biotech products are "magic bullets" that bind to foreign organisms, such as

tumor cells. They can be used to diagnose disease, or they can be made into homing devices that carry treatment to the disease area. The magic bullets now in development are aimed at various types of cancer as well as asthma, sepsis, rheumatoid arthritis, multiple sclerosis, inflammatory bowel disease, infections in AIDS patients, chronic lung inflammation and several other diseases.

Researchers at America's pharmaceutical companies are also using gene therapy to create medicines that replace or inactivate disease-causing genes or increase the ability of normal genes to fight disease. Medicines using this biotechnology technique are in development for AIDS, cystic fibrosis, and various types of cancer.

These are only a few of the ways this promising new science is being used by pharmaceutical researchers. It takes a long time—and a lot of money—to turn a research project into a medicine, and not all projects will be successful. But the fact that there are



so many potential medicines in the pipeline is cause for hope for people with uncured diseases.

For a free copy of "Biotechnology Medicines in Development," write to PhRMA, 1100 15th Street NW, Washington, DC 20005.

Larry Lucas is Associate Vice President of the Pharmaceutical Research and Manufacturers of America in Washington, DC.

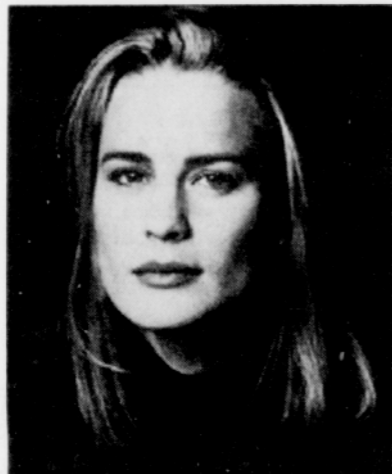
HEARING

Pay Attention to Children's Hearing Cues, Actress Urges

(NU) - Robin Wright, co-star of the popular movie "Forrest Gump," is featured in a new public service campaign for print and television, urging parents to be aware of possible hearing problems in their children.

The actress makes this recommendation in "A Guide to Your Child's Hearing," published by the Better Hearing Institute.

Speaking as a mother concerned about better hearing for children, Wright urges parents to watch and listen for tell-tale signs of hearing loss. She says the booklet will help them to better understand common ear problems and available hearing help for children.



Robin Wright, co-star of the hit movie, "Forrest Gump."

Early Detection

Patrick Brookhouser, M.D., president of the American Auditory Society, agrees. "Early detection of a child's hearing loss is vital, as so much of a child's speech and language development depends on hearing," he says. AAS is an organization of interdisciplinary hearing health professionals that co-sponsored the hearing guide's promotion.

Noticing Vital Cues

"The cues I get as an actress are important," says Wright. "As a mother, the cues my children give me are even more vital. For example, does your baby respond to your voice? Does your child complain of earaches? Does your child have difficulty speaking well? Not reacting to such cues early enough could leave your child with permanent

hearing loss. "Remember, a child is never too young for a hearing evaluation ... and never too young for hearing help," Wright says.

Free Copy Available

"A Guide to Your Child's Hearing" is co-authored by Charles W. Gross, M.D., professor of both pediatrics and otolaryngology at the University of Virginia, and by Judith Gravel, Ph.D., director of audiology and associate professor of otolaryngology for the Albert Einstein College of Medicine.

For a free copy, call toll-free Hearing HelpLine at 1-800-EARWELL (weekdays, 9 a.m. to 5 p.m. EST). Or write Better Hearing Institute, P.O. Box 1840, Washington, DC 20013.

HEALTH

Language No Barrier to Quality Care

(NU) - Shriners Hospitals for Crippled Children do more than provide free care to children throughout the United States. They also provide a model for the thousands of institutions dealing with the challenges of our increasingly multicultural society.

In Shriners' Los Angeles Unit, about 75 percent of the patients are now Spanish-speaking. Many already live in the United States; others come from Mexico in search of care not available there.

In part because of the influx of Latino patients, the number of patients receiving treatment at the Los Angeles unit has exploded. From 1951 to 1986, the hospital treated 8,000 patients. Since 1986, it's treated 25,000 more.

Like all Shriners hospitals, the L.A. Unit has accommodated its patient diversity by hiring bilingual staff and adding Spanish to signs and labels. But because Shriners Hospitals specialize in orthopaedic treatment, more was required.

Mexican games were added to recreation activities. Special training is provided for children from rural towns who may need to learn, for example, how to use a wheelchair on rocky soil. And children and families are taught how to handle emergencies when swift medical care isn't available.

To refer a child to Shriners Hospitals, or to obtain an application for admission, call 1-800-237-5055. In Canada, call 1-800-361-7256. All calls are toll-free.

At Rehab Units, Life Goes On

(NU) - Spinal cord injuries devastate their victims, especially children. That's where Shriners Hospitals for Crippled Children come in.

Special Spinal Cord Injury Rehabilitation Units are located at three Shriners hospitals — in Chicago, Philadelphia and San Francisco. These SCI Units provide free, long-term rehabilitative care and intensive therapy, as well as counseling and research.

Initiated in 1980, Shriners SCI Units were the first to specialize in children's spinal cord injuries. All children are accepted for treatment regardless of their race, religion or relationship to a Shriner. About 150 children are treated in SCI Units every year, staying for an average of about 35 days.

What Do SCI Units Provide?

- **Independence:** For children, particularly teen-agers, developing independence is especially important. SCI therapists and counselors stress independence whenever possible. SCI Units include kitchen and laundry facilities and other equipment so patients can learn independent living skills, such as cooking meals and ironing clothes.

- **Self-care skills:** After a spinal cord injury, many things change. Patients may be unable to walk or move their arms. Injuries can also affect nerves and muscles and cause bowel, bladder and skin problems.

A COMFORTABLE FIT TO YOUR LIFESTYLE



Largest Pool in the ♥ of Downtown

- Work out in a class or independently
- Wear comfortable casual clothes
- Multi-generational — all ages

50% off
Initiation Fee

Offer expires May 31, 1995



YWCA
Coed • Weight Room
Cardio • Massage
Aerobics • Yoga

YWCA of Portland: Continuing to make a difference

1111 SW 10th • Portland • 294-7420

Pick a friend, any friend.

Adolph Eik/\$1,000/Quinto/Roy	Darrel Holmes/\$1,000/Quinto/Eastsound	Gayle Brown/\$1,000/Quinto/Woodinville
Alfred Ansbomb/\$710/Lotto/Westport	David McElhiney/\$1,000/Quinto/Ocean City	General Wright/\$692/Lotto/Lake Stevens
Allan Haven/\$609/Lotto/Greenbank	David Chapman/\$695/Lotto/Federal Way	George Tyner Jr./\$695/Lotto/Port Ludlow
Allan Lomer/\$692/Lotto/Longview	Debbie Wilson/\$773/Lotto/Rockport	Geraldine Wheelock/\$710/Lotto/Enumclaw
Anna Lunsford/\$1,000/Quinto/Raymond	Donald Aye/\$773/Lotto/Tenino	Gladys Hong/\$1,000/Quinto/Tukwila
Anthony Newman/\$1,000/Quinto/Gold Bar	Donald Cuddie/\$606/Lotto/Camas	Greg Garee/\$618/Lotto/Oak Harbor
Betty Cole/\$692/Lotto/Bucoda	Donna Munger/\$692/Lotto/Battle Ground	Greg Vandenberg/\$5,000/Scratch/Port Orchard
Bill Bedingfield/\$1,000/Quinto/Hoodsport	Earl Westlund/\$606/Lotto/Issaquah	H. J. Weer/\$650/Lotto/Maple Valley
Bobby Snyder/\$1,000/Quinto/Duvall	Edward Naff/\$1,000/Quinto/Shelton	Harley Hollatz/\$10,000/Scratch/Port Angeles
Brent Compton/\$692/Lotto/Redmond	Edwin Lewis/\$1,002/Quinto/Vashon	Harold Taylor/\$1,001/Quinto/Hamilton
Bryan Ropp/\$773/Lotto/Ravensdale	Elroy Kjelland/\$710/Lotto/Des Moines	Helen Hess/\$692/Lotto/Onalaska
C. E. Warfield/\$710/Lotto/Sedro Woolley	Enola Makinster/\$1,000/Quinto/Kelso	Henry Eckenberg/\$538/Lotto/Forks
Carolyn Skye/\$773/Lotto/Montesano	Ernest Snider/\$1,002/Quinto/Sumas	Ila Raben/\$1,000/Quinto/Alderwood Manor
Charles Presser/\$1,000/Quinto/Camano Island	Evelyn Klimek/\$692/Lotto/Aberdeen	Ingrid Fortunato/\$1,000/Quinto/Olympia
Chris Hansen/\$1,000/Quinto/White Salmon	Frank Kuhuski/\$2,100/Scratch/Auburn	Jack Lester/\$692/Lotto/Woodland
Clayton Keogan/\$1,000/Quinto/Hadlock	Franklin Murray/\$741/Lotto/Elma	James Killen/\$200,000/Quinto/Gig Harbor
Colleen McCormick/\$1,000/Quinto/Washougal	Freeman Stockwell/\$1,000/Quinto/Kent	James Skinner/\$1,000/Quinto/Anacortes
Craig Hobbs/\$773/Lotto/Bainbridge Island	Gale Stansell/\$1,000/Keno/Buckley	James Schroeder/\$1,000/Quinto/Grapeview

The Washington State Lottery. Do you feel lucky?
Must be 18 years or older to purchase.

PROVIDENCE HEALTH PLANS

Providence Good Health Plan. It's good for you.

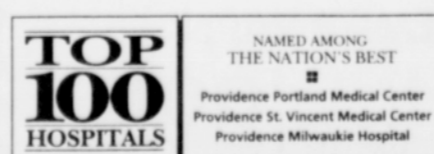
When you choose your health insurance, choose Providence Good Health Plan. It's a simple choice that provides convenient access to the health care you need:

- affordable health insurance
- choice of your own doctor
- convenient access to services
- Providence hospitals:
 - Providence St. Vincent Medical Center
 - Providence Portland Medical Center
 - Providence Milwaukie Hospital
 - Providence Seaside Hospital
 - Providence Newberg Hospital
- other community hospitals: Tuality Community Hospital, Tuality Forest Grove Hospital, Willamette Falls Hospital, Southwest Washington Medical Center.

Call us today for more information. Because Providence Good Health Plan is good for you.

Providence Good Health Plan

280-7500
1-800-878-4445



From HCLA/Mercer Health Provider Consulting.
1994 Top 100 Hospitals

Providence | Health System