

Health & Science



Express your love for Dad on Fathers Day

.....by placing a personal
announcement in the
Portland Observer.

Call Tony or Mary at
288-0033. (Deadline: June 6)

Do you need a break in your long distance rates?

ONE PLUS CALL DIRECT CALLING CARD
FREE DIGITAL MOTOROLA PAGER

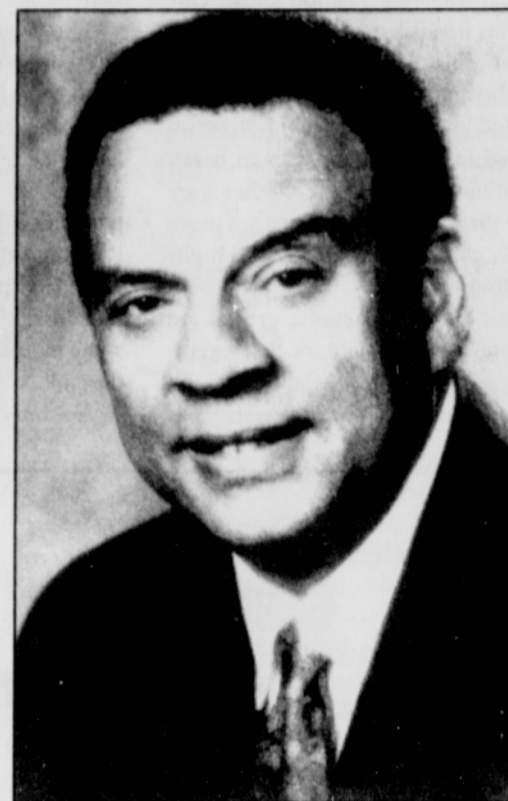
Every other One Plus Call from home, Ten Minutes or Less will cost
6 Cents a Minute. All other calls will cost 10 Cents a Minute.

24 Hours a Day, 7 Days a Week
Anywhere in the USA!

Ask me how?

Call 1-800-585-4258 for details

"A SAVINGS YOU CAN SEE!"



Ageless Heroes. Award-winning jazz musician and educator Dr. Billy Taylor (left), legendary entertainer Eartha Kitt (Center), and Andrew Young (right) former Mayor of Atlanta and civil rights activist, are three of the men and women profiled in "Ageless Heroes," a one-hour special challenging the myths and misconceptions of life after 65. Photo credits: left: Carol Weinberg; center: Jesse Frohman

Eartha Kitt, Dr. Billy Taylor And Andrew Young Are Profiled In "Ageless Heroes,"

Joe Paterno, Helen Thomas, Merce Cunningham. Among Those Spotlit

Ageless Heroes, a one-hour special capturing the spirit, vitality and potential of men and women who have achieved success and continue to do so

beyond the age of 65, will be telecast on PBS, Wednesday, April 29, 1998 (9:00-10:00 PM, ET) (check local listings).

Among the "heroes" to be saluted are singer/dancer/actress Eartha Kitt; jazz musician Dr. Billy Taylor; and civil rights ac-

tivist and former U.N. Ambassador Andrew Young.

Ageless Heroes was directed, produced and written by Bud Greenspan, Emmy and Peabody Award-winning filmmaker recognized internationally for his inspirational films and books

about the Olympics and its athletes. KCET/Hollywood is the presenting station.

The film is fully funded by the Blue Cross and Blue Shield Association and the independent Blue Cross and Blue Shield companies.

Campaign Helps Reduce SIDS Deaths

This month Oregon joins other states across the nation in the annual "Back to Sleep" public awareness campaign aimed at preventing Sudden Infant Syndrome.

Over the past four years, Sudden Infant Death Syndrome (SIDS) rates have been cut nearly in half. In Oregon the number of SIDS cases fell from 91 in 1993 to 52 in 1996.

The reduction is attributed, in part, to the "Back to Sleep" campaign.

"Back to Sleep" encourages parents and caregivers to place infants on their back when put-

ting them to sleep. The impact of this simple intervention in reducing SIDS death has been documented in numerous research studies.

SOME BOO-BOOS, A KISS CAN'T FIX.



Polio. Measles. Diphtheria. Whooping Cough. The fact is, once a child contracts a scary disease like this, there's not much a parent can do. It's up to the doctors. And fate. Which makes it inconceivable that 33% of Oregon children still aren't fully immunized by the age of two.

Yes, School Law requires they be immunized by kindergarten. But unfortunately, that law also creates the perception that it's okay to wait until then. People don't realize that waiting puts their infants at risk. Unimmunized infants are not protected. Therefore, they are more likely to get diseases and to have severe side effects from them.

Truth is, 80% of all vaccines can be given by age two. Safely. All it takes is four quick visits to the doctor. Meaning you must follow through with all the shots. They don't have to cost a lot either.

Most important, don't be afraid to ask your doctor, nurse practitioner or health department questions. And keep track of your child's immunization schedule. After all, the one who can best take care of your baby is you.

FREE IMMUNIZATIONS AVAILABLE APRIL 19-25.

For more information about free clinics in your area call 1-800-SAFENET (1-800-723-3638) or in the Portland Metro area call 306-5858. Bring your child's immunization record to the free clinic. Call your local health department to see if chickenpox vaccine will be available.



OREGON PRESCHOOL IMMUNIZATION CONSORTIUM
INCLUDING MEDICAID

Regence BlueShield Introduces a New Managed Care Plan

Regence BlueShield plans to launch a new managed care plan this April, a move the company says delivers on its pledge to respond to marketplace needs with innovative ideas.

Bryan Heinrich, the company's executive director, said the managed care plan, called RegenceCare, will be available in most of Western Washington this April. The new plan, a wholly-owned subsidiary of Regence BlueShield, replaces the company's "HMO Washington."

The plan will feature:

- * Dedicated member service teams;
 - * A 24-hour nurse line;
 - * Strong, traditional HMO benefits;
 - * No deductibles;
 - * Coverage while traveling
- When King County Medical Blue Shield and Pierce County Medical

Bureau, Inc. merged last year, the new company promised it would begin immediately to find ways to better serve customers with new and innovative products.

"When we looked at the different plans we were able to offer our customers, we knew we needed to go back to the drawing board on HMO Washington," Heinrich said. "So, we went directly to our customers and asked them what they wanted in a managed care plan — and that's how we built RegenceCare."

Heinrich also emphasized that RegenceCare now gives his company a second managed care plan that can be offered alongside Selections, Regence BlueShield's fast-growing point-of-service plan. More than 350,000 Washington residents are now covered under Regence BlueShield Selections.

"Employers want choices — and

they need to be quality choices that are cost efficient and still offer the benefits their employees need to keep themselves and their families healthy," Heinrich said. "With RegenceCare, we have the perfect product companion for Selections. So, when an employer is looking for health plan offerings, we become the perfect one-stop shopping experience — for managed care plans like RegenceCare and Selections, in addition to our preferred or traditional plans and our dental coverage."

Regence BlueShield is the leading health plan in Washington, providing health care coverage to more than 1.1 million subscribers in King, Pierce, Snohomish, Kitsap, Clallam, Cowlitz, Columbia, Grays Harbor, Jefferson, Lewis, Mason, Pacific, Thurston, Wahkiakum, Walla Walla and Yakima counties.

Tobacco's threats carry less weight in Senate

The tobacco industry is huffing and puffing and threatening to blow down tough anti-smoking legislation, but the once-malleable Congress does not seem very frightened.

President Bill Clinton, upon his return from Africa, on Friday morning predicted the cigarette companies will ultimately realize they are better off accepting a legislative solution, even one not to their liking.

"With each new revelation of the strategies which have been vigorously pursued to market cigarettes to children, I think they have an enormous interest in trying to reverse the record of the past, to try to put this unforgivable chapter behind them and to start off on a new path," Clinton said.

The industry made another bid to keep part of that past under wraps on Friday, again petitioning the Supreme Court to block the release of 39,000 highly sensitive documents that Minnesota wants to use in its tobacco lawsuit, now under way.

The tobacco industry is still pushing for the deal it negotiated last June with state attorneys general suing them. In exchange for \$368.5 billion in payments over 25 years and advertising and marketing concessions, the industry would have gotten immunity from class actions and other potent lawsuits.

Ironically, the attorneys general — who took on the gigantic industry against the odds when Congress would not — are also still lobbying for a deal close to what the tobacco companies want. They fear that if Congress pushes too hard, legislation will collapse, health concessions will not get made, kids will keep smoking. And although they do not talk about it very much, states would not get billions in settlement funds.

But the more Congress looked at the deal the states struck, the less they liked it. In fact, many Democrats and Republicans ended up disgusted not just with the June 20 deal, but with the tobacco industry itself.

"They just don't deserve any immunity," said Sen. Judd Gregg, a conservative New Hampshire Republican who sponsored a nonbinding but politically significant resolution opposing civil legal immunity for the industry. It carried 79-19.

Now, the Congress that has historically accepted enormous campaign contributions from cigarette makers, that just last year was whittling down tobacco taxes for children's health and refusing to allocate money to enforce new teen smoking rules, is considering anti-smoking legislation so sweeping that the industry claims it will run them out of business.

The Senate Commerce Committee this week by a startling 19-1 vote approved a bill drafted by Chairman John McCain, R-Ariz., that would raise tobacco prices \$1.10 a pack in five years and expand government regulation of tobacco and nicotine. Its 25-year price tag is more than \$500 billion.