



# Health/Education

## Red Cross holds Thanksgiving Day Blood Drive

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

If your health is something you're thankful for this holiday season, demonstrate your gratitude by sharing your good health with accident victims, premature infant's patients suffering from cancer, leukemia and other illnesses. Healthy adults are encouraged to share their health with patients who need blood transfusions by donating blood at the sixth annual Thanksgiving Day Blood Drive sponsored by the American Red Cross at its Portland Donor Center, 3131 N. Vancouver Ave., from 7:30 a.m. to 12 noon p.m. Thursday, Nov. 25<sup>th</sup>. Donors must be 17 or older, weigh at least 105 pounds and be in good general health.

Thanksgiving Day Drive is always a festive and heartwarming event. The Pacific Northwest Regional Blood Service's annual Report/Calendar, which profiles

regional blood recipients, will be "unveiled" and distributed to all blood drive participants. Blood donors will be able to enjoy watching the Macy's Day Parade and football games, which will be broadcast in the donor waiting area. Recipients of blood donations will be on hand to greet and thank donors.

Like most blood regions nationwide, the Pacific Northwest Region of American Red Cross often experiences a decline in blood donations and increase in transfusion rates between Thanksgiving and New Year's Day. Consequently, the region struggles to meet the needs of hospital patients. Red Cross officials are concerned the blood supply will reach emergency levels once holiday traveling causes accident rates and subsequent trauma-related blood use to rise. The goal for this drive is 200 pints, and each pint of blood can be separated into components and transfused to as many as four people, call (503) 284-4040 or 1-800-Give-Life (1-800-448-3543).

## New media relations manager at AHA

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

The Portland metropolitan office of the American heart Association, Northwest Affiliate, has hired Vancouver, Wash., resident Shareefah Abdullah as its media relations manager.

Abdullah, formerly the neighborhood news coordinator for The Columbian newspaper in Vancouver, will handle responsibilities including coordinating and implementing communications with broadcast and print media in the Portland-Salem-Vancouver market.



The Boston, Mass., native, who moved to the Northwest in 1992, holds a bachelor's degree in political science from the University of Massachusetts at Boston and a law degree from Northwestern School of Law of Lewis and Clark College.

She is a member of the Washington State and Clark County bar associations and serves on the executives committee of the Vancouver chapter of the National Association for the Advancement of Colored People.

The Northwest Affiliate, comprising Alaska, Idaho, Montana, Oregon and Washington, is among 15 regional affiliates of the American Heart Association.

Founded in 1924, the association is a nonprofit, voluntary health organization funded by private contributions. Its mission is to reduce disability and death from cardiovascular disease and stroke.

During fiscal year 1999-00 the American heart Association will spend \$4.1 million on Northwest research, comprising 31 percent of all American Heart Association, Northwest Affiliate, expenses for the year. Such funding includes 34 studies invested in Oregon institutions, totaling \$1.5 million, and

35 in Washington institutions, totaling \$1.85 million. Learn more about the American Heart Association's research, education, advocacy and fund-raising programs online at [www.americanheart.org](http://www.americanheart.org) or call the Northwest Affiliate's Portland office at (503) 233-0100 or (800) 452-9445.

## Providence joins Spirit of Women initiative

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

Providence Health System has joined a national initiative that helps women make positive, healthful change in their lives.

Known as Spirit of Women, the initiative is a partnership of hospitals and healthcare systems that aim to empower women by emphasizing their total well-being: mind, body and spirit.

As part of its new participation in the national initiative, Providence

will hold a major women health conference and award three Sprit of Women recipients.

The Sprit of Women initiative enables participating hospitals to focus on women in their local community while also drawing on strength and support of a national network. Through Spirit of Women, Providence Health System will conduct a wide variety of events including, A Day for you, a major educational conference on Saturday, Nov. 20, featuring Marci Shimoff, author of Chicken Soup for the women's Soul.

Other events include health screenings, workshops, mentoring opportunities and support groups.

"Our affiliation with Spirit of Women represents the strong commitment that Providence is making to women's health in our community," said Anne Nedrow, M.D. medical director of the Women and Children's Programs. "We were chosen to join other national leaders in women's Health because of our efforts to bring the best possible health services to women, whatever their stage in life." continues to grow.

## Oregon receives Tobacco industry money

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

Attorney General Hardy Myers announced that Oregon will receive its first payment of \$27,543,797 later this month as required by the historic Master settlement Agreement (MSA) with the tobacco industry. The Payment will be received months earlier than expected because the requisite number of states have obtained final court approval as required by the MSA. "This payment is the first one received by our state by the tobacco industry for the public costs caused by smoking and for the industry's past efforts to cause young Oregonians to start smoking," Myers said. "I hope Oregon will emulate the wisdom of many states in using the settlement money to enhance public health and reduce the role of tobacco in the lives of all Oregonians." Oregon is projected to receive approximately \$73 million in 200 and annual payments thereafter in perpetuity. Projected payments for 2001 are \$77 million, and \$96 million in each of the years 2002 and 2003. All payments are subject to inflation and other adjustments specified in the MSA that will determine the exact amount due each year. ( See DOJ's website:

[www.doj.state.or.us](http://www.doj.state.or.us)) All payments will be deposited into a special account at the Oregon Treasury for transfer to the state's General fund. Use of the funds is currently under the legislature's control but the legislature deferred to the November 2000 ballot.

## Portland State University loses friend and colleague

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

It was announced that Portland State University's School of Business Administration's Dean Emeritus, Roger Ahlbrandt, lost his battle with cancer.

Portland State University President Daniel Bernstine said, "I know I speak for the entire University community when I say that we are deeply saddened by our friend Roger's passing. He has made a deep and lasting impact, not only on the PSU community, but on the region's business community as well. He will be missed both as a colleague and as a good friend."

Although Ahlbrandt never smoked, he was diagnosed with lung cancer earlier this year. In August, the School of Business Administration organized "Roger's Romp" to raise money for cancer research. The walk/run raised

\$22,000 and drew over 100 participants. Since becoming Dean of PSU's School of Business Administration in 1993, Ahlbrandt had increased the competitiveness of the School of Business by strengthening the School's relationships with industry through a variety of partnerships. These included the creation of a comprehensive Food Industry Leadership Center, the Small Business Outreach Program, supply and Logistics Management Program and Management of Innovation and Technology Program. He worked tirelessly to highlight the school's quality programs, excellent faculty and ability to respond to the needs of the community. Under Ahlbrandt's leadership the School of Business was awarded reaccreditation by the AACSB this fall. He continued his research actively and co-authored and published "The Renaissance of the American Steel Industry."

Prior to coming to PSU, Ahlbrandt served as Associate Dean and Professor at the University of Pittsburgh's Joseph M. Katz Graduate School of Business. He also held positions at the University of Colorado, U.S. Department of Housing and Urban Development and ACTION-Housing, Inc.

Ahlbrandt received a B.E. in Metallurgy from Yale University in 1963, an M.B.A. from Harvard Business School in 1965 and a Ph.D. in Economics from the University of Washington in 1972.

A celebration of his life, was open to the public, it took place at Noon, on Saturday, November 20, at St. Mark the Evangelist.

In lieu of flowers the family suggests donations be made to the PSU Foundation, P.O. Box 243, Portland, OR 97207 for the Roger S. Ahlbrandt, Jr. Professorship of Management of Innovation and Technology.

## Y2 quit

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

State Launches Aggressive Campaign to Help Tobacco Users Quit for the Millennium Instead of reaching for a cigarette, the Oregon Health Division, of the Department of Human services, wants tobacco users to reach for the phone. Quit line 2,000, the state's new radio, television and public relations campaign, promotes the Oregon Tobacco Quit Line, a resource for Oregonians ready to quit as well those who have quit and want help staying tobacco-free. On November 1, the Oregon Health Division (OHD) launches a new campaign call Quit Line 2,000, Pledge for the new Millennium. In addition to encouragement from family and friends, quit tobacco for the Millennium will find support from their televisions, radios and most importantly, a team of trained counselors. A recent survey conducted by OHD found 76 percent of Oregon's smokers want to quit. "We know that many tobacco users use the New Year as an opportunity to begin a life free from tobacco," said Nancy Clarke, managed care coordinator at the Oregon Health Division. "We want Oregonians to know that the Oregon Tobacco Quit Line is available to help them throughout the year to make their tobacco-free pledge a reality." Quit Line counselors- some ex-smokers themselves understand that different approaches work for different people. Quit Lines counselors help smoker develop techniques to cope with stress and create personalized programs that fit into individuals' varying schedules. The campaign hopes to decrease the toll tobacco takes on Oregon. Each year, 6,200 Oregonians die from tobacco related illnesses and 800 die from secondhand smoke. The message of the television campaign will be that quitting takes practice, while the radio campaign will the negative health effects The Oregon Tobacco Prevention and Education Program is a comprehensive effort to reduce the use of tobacco and exposure to secondhand smoke. It includes programs in local communities, schools, business, media and special populations. The program is funded by a tobacco tax increase approved by voters in 1996. Ten percent of the new revenue is allocated to tobacco use prevention and reduction. Oregonians who are ready to quit tobacco, call toll-free 1-877-270-stop.

# Thanksgiving Values!

Valid 9 Days! November 17, 1999 thru 4 PM November 25, 1999.

**\$5**

8 to 15 lb. Size  
**EACH**

33¢ to 62¢ per lb.

*Offer not valid where prohibited by law*

Safeway Club Price

**Tender Gold Turkey**

USDA Grade A ♦ Frozen ♦ Limit One  
First one with \$25 purchase

**\$6**

16 to 24 lb. Size  
**EACH**

25¢ to 37¢ per lb.

*Offer not valid where prohibited by law*

Safeway Club Price

**1.77** lb.

Safeway Club Price

**Tender Asparagus**

Imported from Mexico and Peru.

**SAVE up to \$2.21 lb.**

**.49** lb.

Safeway Club Price

**Safeway Vegetables**

16-oz. Frozen. Selected varieties. Limit 4.

**SAVE up to 50¢**

**Now the savings are in the Card!**

Visit Safeway's Web site at [www.safeway.com](http://www.safeway.com)

PRICES EFFECTIVE NOVEMBER 1999						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
21	22	23	24	25	26	

Items & prices in this ad are available at your local Safeway store. No sales or orders, reservations or restrictions. Sales in select quantities only. Quantities of some items may be limited and subject to availability. Not responsible for typographical or graphical errors. We reserve the right to correct all printed errors. © 1999 Safeway Stores, Inc.