

# Health/Education



Dr. Maya Rockeymoore of the National Urban League sits down to a radio interview announcing the group's diabetes awareness campaign.

## Urban League Promotes Diabetes Awareness

The National Urban League launched a diabetes awareness campaign this month to reach African Americans who are affected by the disease at rates higher than the general population.

Entitled "Lift Every Voice," the campaign was launched by The National Urban League's Dr. Maya Rockeymoore.

Rockeymoore noted that for every six white Americans who have diabetes, 10 African

*Major studies show that simple lifestyle changes...can help to delay and even prevent the onset of this costly and potentially debilitating illness.*

—Dr. Maya Rockeymoore

Americans have the disease. "Major studies show that simple lifestyle changes, especially dietary changes to lower calorie intake and increased physical activity,

can help to delay and even prevent the onset of this costly and potentially debilitating illness," Rockeymoore said.

For a free copy of the *Lift Every Voice* brochure, send a self-addressed, stamped envelope to: ATT: Lift Every Voice Diabetes Brochure Offer, The National Urban League Institute for Opportunity and Equality, 1111 14<sup>th</sup> Street, N.W., Suite 1001, Washington, DC, 20005.

## Red Cross Pleads for Donations

On a day typically reserved for feasting, the Red Cross urges local families to give the first gift this holiday season by donating blood on Thanksgiving morning.

A festive holiday atmosphere will surround the 8<sup>th</sup> Annual Thanksgiving Day Blood Drive on Nov. 28 at the Red Cross Portland Donor Center, 3131 N. Vancouver Ave. from 7:30 a.m. to 12:30 p.m. Platelet donations can be made from 6:30 a.m. to noon. Donors must be 17 or

older, weigh at least 105 pounds and be in good general health.

"We're encouraging families to stop by on their way to Thanksgiving dinner," said Red Cross executive Joan Manning. "Donating blood takes just about an hour and your gift of life is especially precious to our patients who will be in the hospital over the holidays."

While the kick-off to the holiday season often means the Red Cross sees fewer blood donors, local needs

for blood continue — or even rise — with the increase in traveling and winter activities. Auto accident victims, premature babies and cancer patients continue to require blood transfusions throughout November and December, when blood donations are at their lowest.

To schedule a blood donation appointment, call 1-800-GIVE-LIFE. Platelet donors may schedule appointments by calling 503-280-1446.

## Research Targets Health Care Gap

New medicines in pipeline to focus on African Americans

Pharmaceutical and biotechnology companies are working on 249 new medicines for diseases that disproportionately afflict African Americans or diseases that are among the top 10 causes of death among African Americans, according to a new survey by the Pharmaceutical Research and Manufacturers of America.

The 249 medicines represent a more than 50 percent increase since a 1998 survey on medicines in development for diseases that disproportionately affect African Americans.

"This stepped up research offers hope for closing the health gap between African Americans and the majority population and increases the likelihood that all Americans will share in the benefits of medical progress," said Alan F. Holmer, PhRMA president.

Ninety of the new medicines target cancer. Cancer is the second leading killer of all Americans, but African Americans are more likely to develop cancer than whites and are about 30 percent more likely to die of cancer than whites.

Fifty-three potential medicines focus on respiratory diseases, including asthma, which kills African Americans at three times the rate of the majority population, and chronic obstructive pulmonary disease, which takes more

than 5,000 African American lives each year.

Thirty-five of the medicines in development are for diabetes, whose incidence in the African American community is on the rise, and 22 target HIV/AIDS. AIDS death rates for African Americans are nearly 10 times higher than for whites, and African Americans are experiencing less dramatic decline in AIDS deaths than the majority population.

Nineteen medicines are de-

signed to treat cardiovascular disease, including coronary artery disease, heart attack, heart failure, stroke and hypertension. The death rate from cardiovascular disease for African American men is nearly 50 percent higher than for white men and 67 percent higher for African American women than for white women.

Other medicines in development tackle kidney failure, eye disorders, obesity, and sickle cell disease.

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## Sweet Temptations

Tips offer help on managing holiday foods with healthy eating

Many Americans come face to face with temptation this time of year as they attend parties and family gatherings. Holiday cookies, cakes, candy and treats abound and it seems everyone is serving large meals. For people living with diabetes, healthy holiday eating is essential because proper weight management is very important to maintaining good health.

Physicians understand the challenges for diabetics during the holiday season.

"In addition to rich foods and holiday stresses, people step out of their usual routines. For individuals with diabetes, this can be an especially challenging time of year. Diabetics must maintain vigilance over their blood-sugar levels, their medication, their diet and exercise," said Dr. Fouad R. Kandeel, director of the City of Hope Gonda Diabetes Center in Los Angeles.

People living with diabetes can successfully maintain their diets during the holiday season if they take care to adapt traditional recipes to reduce sugar, fats and carbohydrates. Here are two suggested recipes:

### Egg Nog

- 4 cups fat-free milk
- 1 cup egg substitute
- Sugar substitute to equal 4 Tablespoons of sugar
- 1 Tablespoon rum extract or 1 teaspoon vanilla
- ground nutmeg

Combine milk, egg substitute, sugar substitute and extract. Beat with rotary beater or electric mixer until well blended. Chill thoroughly. Stir before serving and sprinkle with nutmeg.

Exchanges: 1/2 carbohydrate exchange (1/2 milk)

Total Carbohydrates: 6 grams

Calories: 50

### Frozen Pumpkin Spice Supreme

- 1 quart vanilla no sugar added ice cream
- 1 1/2 cups canned pumpkin
- 1 Tablespoon pumpkin pie spice (or 1 teaspoon cinnamon, 1/2 teaspoon allspice and 1/2 teaspoon ginger)
- 16 gingersnap cookies

Soften ice cream at room temperature for 10 minutes. Mix pumpkin and spices until well blended. Spoon into 16 custard cups. Wrap well in plastic wrap. Freeze. Let sit at room temperature for 10 minutes before serving. Serve with a gingersnap cookie.

Exchanges: 1 carbohydrate exchange (1 starch)

Total Carbohydrates: 16 grams

Calories: 80

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# REACH

**Racial & Ethnic Approaches to Community Health**  
A program of the African American Health Coalition, Inc.  
Sponsored by the CDC (Centers for Disease Control and Prevention)

## Wellness Within REACH: Mind, Body, and Soul Activity Calendar

	Mon	Tues	Wed	Thurs	Fri	Sat
<b>Matt Dishman</b> 77 NE Knott		Salsa 6:00-7:00pm Ellis			Old School Dance 6:00-7:00pm Kendrick	African Dance 10-11am Addo
<b>Salvation Army</b> 5325 N Williams	Aerobics 6:30-7:30 pm Nickerson	Water aerobics 2:00 - 3:00pm Hampton	Aerobics 6:30-7:30 pm Nickerson	Water aerobics 2:00 - 3:00pm Hampton	Aerobics 6:30-7:30 pm Nickerson	Weight Room 10-11am TBD
<b>Nature's</b> 3535 NE 15th		Yoga 7:30-8:30 pm O'Rourke				
<b>Peninsula Park</b> 700 N Portland		Walking Group 6-7 pm Nickerson				Walking Group 12:30 pm Nickerson
<b>Portland Community College</b> 705 N Killingsworth	Basketball 12-1pm Radja Walking Group 6:30-7:30am Cason		Basketball 12-1pm Radja Walking Group 6:30-7:30am Cason			

\*\*Must be 21 or older to participate. Please check with AAHC before showing up to the first class 503-413-1850. Please receive approval from your doctor before beginning exercise class. All classes are free of charge!

**African American Health Coalition, Inc.**  
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