

children over the age of 2 should watch no more than two hours per day – recommendations that are in line with his findings

“This increase in risk kicked in with people who watched two hours of television per day,” Hancox said. “For those who watched less, there was no increase in risk.”

Hancox’s findings are in general agreement with a 2004 study led by Dr. Dimitri Christakis of the Seattle’s Children’s Hospital and Regional Medical Center, which found a relationship between television watching at age 3 and attention problems at age 7. Yet they contradicted both Stevens’ 2006 study, which found no link between TV viewing at age 5 and attention deficit-hyperactivity disorder at age 6, and an additional study out of Denmark.

Stevens lauded Hancox’s effort. Yet she noted that, as a correlational study, it says nothing at all about causation. In that sense, it cannot answer a key question: Does TV viewing cause kids’ attention problems, or do the parents of children with attention problems drop them in front of the TV more often to keep them occupied?

Additionally, the study makes no distinctions about what the children are watching, how much they are paying attention, and so on. Finally, Stevens questioned the lack of several key statistical variables.

“I would say there is some ambiguity in the results, because some statistical values were omitted,” she said. “I wouldn’t necessarily have come to the same conclusion with just the information they reported. I would be more confident in my conclusion if I knew they had looked at these other values.”

Hancox’s findings are published in the same issue of Pediatrics as another study, which found that the vast majority of TV food ads directed at children and adolescents promote foods that are high in fat, sugar and sodium, and low in nutritional content.

Be Ready! Be Prepared! The Time is Now! Be Involved!

Would you be ready if there were an emergency? Be prepared: assemble an emergency supply kit, make your emergency plans, stay informed, and be involved in helping your family, your business and your community to be ready.

Throughout the month there will be activities across the country to promote emergency preparedness. Over 1,300 organizations – national, regional, and local public and private organizations – are supporting emergency preparedness efforts and encouraging all Americans to take action.

You can join the effort by following Three steps:

- Get a kit.
- Make a plan.
- Be informed.



September 2007 marked the fourth annual National Preparedness Month, sponsored by the U.S. Department of Homeland Security. One goal of Homeland Security is to educate the public about how to prepare for emergencies, including natural disasters, mass casualties, biological and chemical threats, radiation emergencies and terrorist attacks.

A few weeks ago, the nation looked back and remembered the tragedy of the 9/11 attacks on our country. Six years have passed, but has anything changed? Airport security has tightened and the National Terrorist Alert level has been classified as “Elevated” since the attacks. Our nation has taken steps to ensure our safety, but are you ready for a disaster?

As part of National Preparedness Month, Center for Disease Control has launched a new Web site, Emergency Preparedness and You. CDC has teamed up with the American Red Cross to identify and answer common questions about preparing for unexpected events. The information guides you in:

- Developing a family disaster plan
- Gathering emergency supplies
- Learning how to shelter in place
- Understanding quarantine and isolation
- Learning how to maintain a healthy state of mind

Additional information and resources are available from Emergency Preparedness and Response under topics such as hurricane preparedness, extreme heat and bioterrorism. CDC continually updates information on recent outbreaks and incidents and lists emergency resources for the general public as well as for clinicians and public health professionals.

Are you prepared? During September, focus on being ready – at home, at work and in your community – and prepare for a natural disaster or other emergency.

Get an Emergency Kit

An emergency kit includes the basics for survival: fresh water, food, clean air and warmth. You should have enough supplies to survive for at least three days. Review the items recommended for a disaster supplies kit or print the Homeland Security Emergency Supply checklist.

Make an Emergency Plan

Make plans with your family and friends in case you’re not together during an emergency. Discuss how you’ll contact each other, where you’ll meet and what you’ll do in different situations. Read how to develop a family disaster plan or fill out the Homeland Security Family Emergency Plan.

Ask about planning at your workplace and your child’s school or daycare center. The U.S. Department of Education gives guidelines for school preparedness. Workers at small, medium and large businesses should practice for emergencies of all kinds. See Ready Business for more information.

Be Informed

Being prepared means staying informed. Check all types of media – Web sites, newspapers, radio, TV, mobile and land phones – for global, national and local information. During an emergency, your local Emergency Management or Emergency Services office will give you information on such things as open shelters and evacuation orders. Check Ready America community and state information to learn about resources in your community.

Get Involved

Look into taking first aid and emergency response training, participating in community exercises, and volunteering to support local first responders. Contact Citizens Corps, which coordinates activities to make communities safer, stronger and better prepared to respond to an emergency situation.

Homeland Security promotes emergency preparedness throughout the year via the “Ready America” campaign. Checklists, brochures, and videos are available in English and in Spanish online and by phone. (1-800-BE-READY and 1-888-SE-LISTO).

Prescription Drug Update

On July 2, 2007 the U.S. Food and Drug Administration approved a generic equivalent to Lamisil 250 mg tablets. There are several manufacturers now supplying generic terbinafine tablets to the marketplace. Now that generics to Lamisil tablets are in the market, Express Scripts will remove the brand Lamisil from the formulary and replace it with the generic terbinafine product. What this means for you: if you choose to use the Lamisil non-formulary tablets, you’ll pay the non-formulary copay. The non-formulary status for Lamisil will go into effect on Oct. 1, 2007. Consult your doctor or pharmacist if you have questions regarding this prescription.