



HealthMatters
Wellness with Purpose

Inspiring employees.
Increasing productivity.
Improving performance.



Monthly Employer Newsletter August 2010

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Employer Tools regarding this month's theme are now available on the *client only* part of our website!

If you don't have a login yet, request one from Amanda Moser at amanda.moser@lmcins.com.

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August's Theme: **Children's Health**

This month, on our *client only* portion of our website, you will find the following tools for you to utilize:



•**Monthly Employee Newsletter:**

This month, learn eye safety for kids, tips for being a wise health care consumer, ways to fight fatigue, saving tips, and a tasty recipe for kiwi and mango salsa.

•**Monthly Flyer – Children's Health: Germs**

This month's flyer lists tips for teaching your kids healthy prevention habits.

•**Monthly Poster – Payroll Stuff – Children's Exercise:**

Instead of a poster this month, you will find a payroll stuffer which exercise tips for children.

Only clients of LaMair Mulock Condon Co. are able to access these free monthly resources, as a value-added service. Please contact Amanda Moser at amanda.moser@lmcins.com to be set up with a username and password.

Wellness News Happenings

Expert offers 12 tips for longer, fuller life

The mythical fountain of youth discovered? No, even better! We've found proven ways to live a longer, fuller life with help from anti aging guru Henry S. Lodge, M.D., author of "Younger Next Year for Women" (Workman Publishing). Complete this checklist to see if a few new habits could add years — and fun — to your life.

[Read more...](#)

Sleep deprivation can have lingering effects, study finds

It can take several days to recover after experiencing a few nights of little sleep, according to a new study. Researchers found that even a catch-up night of 10 hours of sleep may not be enough to restore many people after they have a few nights of bad sleep. [Read more...](#)

For information on wellness news, visit our [HealthMatters](#) website and click on "[Healthy Happenings](#)".

On your mark!

Tis' the season for races! Here are just a few of the races taking place in the month of August. For a more complete list or for more information please visit the Fitness Sports website at www.fitnesssports.com.

August 7th

Rock, Run, and Stroll Race

8am Water Works Park
Des Moines, IA
10K run, 5K run/walk, 1 mile walk

Run for the Cob

8am Library Square
Estherville, IA
10K, 5K, or 1 mile fun run

August 14th:

Polk County Special Olympics Nature Run

9am Chichaqua County Park
5K Run

Pioneer Valley Days Run

9am, Sergeant Bluff, IA
5K run/walk

August 21st:

Watermelon Stampede Against Diabetes

8am, Muscatine, IA
5K & 10K

Black Squirrel Triathlon

Council Bluffs, IA

August 28th:

Story County 5K for Life

8:25am, Brookside Park
Ames, IA

Lincoln to Lincoln 8 Mile Run

8am, Cedar Falls, IA

Tobacco Funds Shrink as Obesity Fight Intensifies

When the Robert Wood Johnson Foundation decided in 1991 to take on Joe Camel, it became the nation's largest private funding source for fighting [smoking](#). The foundation spent \$700 million to help knock the cartoon character out of advertisements, finance research and advocacy for higher cigarette taxes and smoke-free air laws and, ultimately, to aid in reducing the nation's smoking rate almost by half.

But a few years ago, the Johnson foundation, based in Princeton, N.J., added another target to its mission, pledging to spend \$500 million in five years to battle [childhood obesity](#). As the anti obesity financing rose to \$58 million last year, a new compilation from the foundation shows, the organization's antismoking grants fell to \$4 million.

The steep drop-off in private funds illustrates the competition under way for money as public health priorities shift. In the race for [preventive health care](#) dollars, from charities and from federal and state government sources, the tobacco warriors have become a big loser. And the nation's battle to shed pounds has in its corner the White House, with [Michelle Obama](#) leading [a new campaign against childhood obesity](#). Shortly after the first lady kicked off the "Let's Move" program, the administration awarded more funds to fight [obesity](#) than tobacco through two big new money sources for preventive health. The funds, totaling \$1.15 billion, came from economic stimulus and [health care reform](#) legislation. They still provided more than \$200 million for tobacco-use prevention, but much more to grapple with obesity.

The changes in financing are also evident across the country. State governments have used tobacco's billions to balance their budgets while cutting \$150 million from anti tobacco programs over the last two years. On the airways, [obesity public service announcements](#) are lining up while [a "Truth" campaign](#) about tobacco languishes for lack of money.

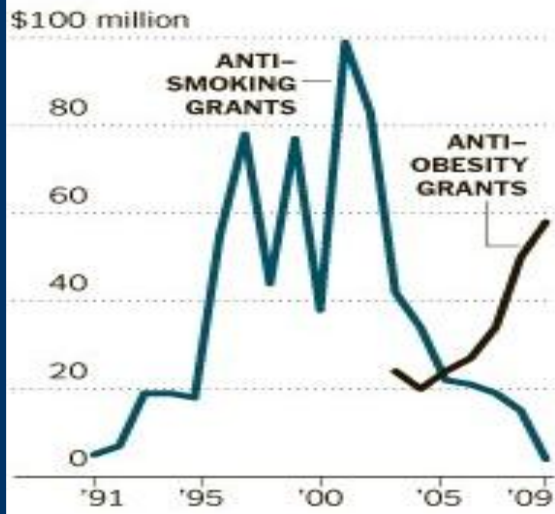
"Don't forget tobacco," pleaded a commentary this month in The [New England Journal of Medicine](#).

One in five Americans still smokes. But one in three is obese.

And [competition for attention](#) is growing between the two biggest issues in public health.

Refocusing on Obesity

At the Robert Wood Johnson Foundation, grants for smoking have fallen sharply, while grants to combat obesity have been rising.



Source: Robert Wood Johnson Foundation

“I don’t see anybody else rushing into the vacuum,” says Dr. Steven A. Schroeder, former president of the Johnson foundation. “The sad thing is, smoking, despite all the harm it does, is left pretty much an orphan.”

Dr. James S. Marks, senior vice president of [the foundation](#), said it had to pick its targets. “When we made [the commitment to spend \\$500 million](#) in obesity, we made the commitment to see if we couldn’t do for childhood obesity what we did in tobacco,” he said.

The decline in state funding to prevent smoking has distressed advocates. The 1998 Tobacco Master Settlement Agreement between 46 states and cigarette companies provided more than \$200 billion through 2025. For a while it financed preventive programs like the “Truth” media campaign from the antismoking group [American Legacy Foundation](#). But as states used money elsewhere, “Truth” spending declined, to a low of \$35 million last year from \$104 million in 2000.

“The industry outspends us in a day what we spend in a year,” said David Dobbins, chief operating officer of Legacy.

And even as states were raising taxes on [cigarettes](#) to [record levels](#) — a proven way to deter smoking — they were shifting that revenue to general funds. Both tobacco industry analysts and antismoking groups say that states have become addicted to tobacco money but are using less of it for prevention efforts.

“Overall funding on tobacco control is down because of dramatic cuts in state spending in recent years,” Matthew L. Myers, president of the [Campaign for Tobacco-Free Kids](#), said in an interview. “In the last several years we’ve seen the rapid progress in both adult and youth smoking rates slow to a crawl largely because of a decline in overall spending at the state level on tobacco prevention and cessation.”

State funding for anti-tobacco programs dropped to \$567 million last year, from \$717 million two years earlier, a 21 percent cut, according to an advocacy groups’ report titled [“A Broken Promise to Our Children.”](#)

While the federal government has made up for some of the state decline in anti-tobacco funding, it is spending even more on anti-obesity efforts. And despite politic statements, there is undeniable competition for public health money.

“In our reaction to the obesity epidemic, sometimes we have taken our eye off other issues,” [Terry F. Pechacek](#), of the [Centers for Disease Control and Prevention](#) office on smoking and health, said in a recent interview.

But [Dr. Howard K. Koh](#), assistant secretary for health, focused on what he said was unprecedented funding from the federal government for both issues. “Rather than pitting one disease against another, we want to uphold comprehensive prevention policies,” he said in a phone interview. Dr. Koh said the administration was directing \$722 million to tobacco control and research this year and \$821 million to obesity control and research.

The tobacco funding includes industry fees to set up a new regulatory office in the [Food and Drug Administration](#). About half of the tobacco funding and most of the obesity funding is in research financed by the [National Institutes of Health](#), illustrating the relative newness of obesity research.

In addition, the 2009 economic [stimulus package](#) included \$650 million for “prevention and wellness strategies.” In February, state smoking quit lines [received more than \\$44 million](#). In March, obesity programs received 62 percent of [a \\$372 million award](#) while tobacco programs received 38 percent.

[Kathleen Sebelius](#), secretary of health and human services, made the awards in March a month after joining with Mrs. Obama to help kick off the first lady’s campaign against childhood obesity.

Stanton A. Glantz, director of the [Center for Tobacco Control Research and Education](#) at the [University of California, San Francisco](#), asked, “Given that tobacco kills four times as many people as obesity does, why is the government putting more money into obesity?”

[Kenneth E. Thorpe](#), a professor of health policy and obesity researcher at [Emory University](#) in Atlanta, defended the shifting resources, noting that obesity rates had doubled since 1985. And health problems related to being overweight now account for about 30 percent of the increase in health care spending, he said.

“The smoking rate, fortunately, has been coming down. Not far enough, but that’s moving in the right direction. Obesity is moving in the wrong direction,” he said.

Congress also created a \$15 billion, 10-year [Prevention and Public Health Investment Fund](#) as a part of health care reform.

[The first \\$250 million](#) went in June to increase the number of primary care doctors, nurses and other health care workers — more to battle sickness than promote wellness, critics said. Jeff Levi, executive director of the Trust for America’s Health, a nonprofit advocacy group, [said he was disappointed](#) that the money was “diverted.”

Dr. Koh, the assistant secretary, an oncologist and formerly a [Harvard](#) professor and Massachusetts state health chief, said, “It was a one-time investment and we need those providers to deliver preventive services.”

Out of [the second \\$250 million](#), \$16 million went in June to obesity prevention and \$16 million to tobacco cessation. Parts of other funds could be used for those purposes. But the nation’s leading antismoking groups had written Ms. Sebelius in April asking for about 30 percent of the total, which would have been \$150 million.

Next year the prevention fund from health care reform rises to \$750 million and to \$1 billion after that, so the dueling organizations fighting smoking or obesity will be competing for a much larger pot of money.



Minh Long/The New York Times