#### **FEBRUARY PSA's**

CDC Blood Pressure and Cholesterol - CDC Heart Disease/60 Sec PSA [0216 – BloodPressure – PSA]

Drunk Driving Prevention - Ryan Seacrest with RAAD/30 Sec PSA [0216 - Drunk - PSA]

Prevent Snow From Blocking Your Tailpipe/30 Sec PSA [0216 – Snow – PSA]

Are You Listening? (Gynecologic Cancer)/30 Sec PSA [0216 – Listening – PSA]

#### **BEHAVIORAL HEALTH**

# First counseling session expectations

**[0217 – Counsel]** If you plan to schedule a therapy session, here's some information on what to expect. Your therapist might request personal information during your first visit, so be prepared to share your personal history and any symptoms you may be experiencing. Examine behaviors, thoughts, or feelings that are causing difficulties in your life, and work with your counselor to set goals and review your progress over time.

### **Mental health resources**

**[0217 – Mental]** Are you in need of mental health resources in your community? Try contacting your primary care physician or find a national support group that may have a chapter in your area. Mental health agencies can provide information about providers who specialize in treating disorders such as depression and anxiety. In addition, support groups may offer help for people coping with grief, suicidal thoughts, abuse, or eating disorders.

#### Preventing drug relapse

**[0217 – Relapse]** If you're recovering from drug addiction, it's important to follow these tips to prevent a relapse. Be sure to avoid parties or areas where substance abuse may be involved. Continue to attend support groups or counseling. Stay on your treatment plan to live a drug-free, healthy lifestyle. If you do use drugs again, get help immediately.

# Mental health medication

**[0217 – MentalMed]** Medication can be an effective treatment for mental illness by providing relief from symptoms. However, when you receive a new prescription, always ask your doctor about the purpose of the medicine, and how and when to take it. Ask if certain foods, beverages, or other medications should be avoided. Review the possible side effects, and report the effects of the prescription on your behavior and emotions to your doctor.

# **CARDIOLOGY**

#### Life after stroke

**[0217 – Stroke]** Have you or a family member recently had a stroke? If so, try these tips from the American Stroke Association to maintain a positive outlook and to maximize your well-being. Monitor your thoughts and avoid negative self-talk. Maintain a healthy lifestyle with nutrition and physical therapy as recommended by your doctor. Keep a journal and write down your feelings to help relieve stress. Remember, how you feel about yourself is in your control, so work on your self-esteem a little bit each day.

# **Heart healthy resolutions**

**[0217 – HeartResol]** Remember those heart-healthy New Year's resolutions you set last month? Be sure to keep your momentum and stay focused on your goals. Identify the triggers that take you off your path and reward yourself with a gift when you meet your goals. Visit the American Heart Association website at heart dot org for tips to living a heart-healthy life in 2017.

# Healthy diet for a healthy heart

**[0217 – HeartDiet]** Eating a healthy diet can help lower your chance of developing heart disease. Eat more 100-percent whole grains, fresh fruits, and leafy, green vegetables. Remember to reduce your salt intake and choose lean meat, fish, or chicken. Keep added fats to a minimum, use liquid oils whenever possible, and make all your dairy choices low fat or fat-free.

# Recognizing a heart attack

**[0217 – HeartAttack]** Knowing the signs and signals of a heart attack may save you or a loved one's life. Chest pain, occurring in the middle of the chest, is the most common sign of a heart attack, and this pain may come and go. However, some people don't feel any chest pain, but may experience shortness of breath, sweating, or pain in one or both arms. If you believe you're having a heart attack, call 9-1-1 immediately and chew an aspirin tablet while waiting.

#### **DISEASES & CONDITIONS**

#### Winter skin

**[0217 – Skin]** Are you experiencing dry, itchy skin? You can take several steps to maintain the moisture level of your skin during the winter months. Drink an adequate amount of water. Avoid excessive showering or bathing, and use a mild soap. And to moisturize your skin, apply a generous amount of lotion right after you shower.

## **Complications from diabetes**

**[0217 – CompDiab]** Did you know diabetes can damage the kidneys, eyes, nerves, feet, and skin? It can also raise the risk of heart disease and stroke. You can lower your risk of diabetes complications with proper nutrition, exercise, and blood glucose testing. If you have diabetes, insulin or other medications can also help manage the disease and promote good health. Ask your doctor for more information about diabetes

management.

#### Sickle cell disease

**[0217 – Sickle]** Sickle cell disease is a blood disorder in which the red blood cells take on a sickle shape and block blood flow to parts of the body. The tissues that don't receive adequate blood flow are damaged. There is currently no cure, but treatments may include antibiotics, blood transfusion, and surgery. To learn more about sickle cell diagnosis and treatment, speak with your doctor.

# Sexually transmitted infections

**[0217 – STI]** Sexually transmitted infections, or S-T-l's, affect millions of people. An S-T-l is when a bacteria, virus, or parasite enters and grows in or on your body, and is passed through sexual contact. Nearly 20-million Americans get an S-T-l each year, and affect men and women of all backgrounds and economic levels. To learn more about the prevention of sexually transmitted diseases, speak with your doctor or gynecologist.

# **EYE & EAR**

# Eye care for contact wearers

**[0217 – Contacts]** If you wear contact lenses, be sure to develop healthy habits to keep your eyesight in top shape. Disinfect contacts according to your eye doctor's instructions and store them properly. If you experience pain, irritation, blurred vision, or any visual changes, seek medical attention immediately.

#### Diabetic retinopathy

**[0217 – Retino]** Diabetic **retinopathy** is a fairly common diabetic eye disease and the number one cause of blindness in American working-age adults with diabetes. This disease damages the blood vessels in the retina and causes clouded vision. If you have diabetes, make sure you're having a comprehensive eye exam every year, and keep your doctor up-to-date with changes in your vision.

# Choose the right hearing aid

**[0217 – Aid]** All hearing aids have the same purpose, however these devices come in different styles, shapes, and sizes. It's important to choose a hearing aid based on your specific needs, size, and budget, as well as the device's battery life. If you're having trouble choosing a hearing aid, consult with your primary care physician, or seek a referral to an audiologist.

# **Contact lens maintenance**

**[0217 – Lens]** If you wear contact lenses, it's important to maintain them properly and prevent eye infections. Be sure to schedule an exam to catch early eye health issues that could cause discomfort, and ensure the proper lens type and fit. Ask your doctor if you should change your lens-cleaning products. Try to limit use of alcohol, caffeine, or tobacco as they may cause eye dryness. Talk to your doctor about eye drops or artificial tears to add moisture to your eyes.

#### **HEALTH OBSERVANCES**

#### **American Heart Month**

**[0217 – AmHeart]** Heart disease is the leading cause of death in the U-S, but it is preventable! During American Heart Month in February, our hospital promotes efforts to reduce the risk of heart disease and stroke. We also support research dedicated to increasing survival rates from heart attacks and cardiac arrests, and offer educational programs on preventing cardiovascular disease.

# **National Cardiac Rehabilitation Week**

**[0217 – Cardiac]** In February, we observe National Cardiac Rehabilitation Week to spread the word on the importance of rehab for those suffering from heart disease and other cardiovascular problems. Cardiac rehab programs may include patient assessments, exercise programs, and counseling. These methods have been shown to improve overall quality of life, reduce risk of heart attacks, and teach patients maintain a healthy lifestyle.

# **National Wear Red Day**

**[0217 – WearRed]** National Wear Red Day raises awareness of the "heart truth" — that heart disease is the leading cause of death for women in the U.S. Every February, we celebrate National Wear Red Day to encourage women to lower their risk of cardiac disease. Join us by wearing your favorite red dress, shirt, or tie to remind women to protect their health this month and all year long!

## **Teen Dating Violence Month**

**[0217 – Violence]** During this month where high school and college sweethearts celebrate Valentine's Day, it's important to talk to your family about dating violence. February is Teen Dating Violence Month. Join us in this national effort to raise awareness about abuse in teen and 20-something relationships. Speak with your primary care provider about programs in your area that educate teens on how to report dating violence.

#### **HOT TOPICS**

#### Cancer cell blocker

**[0217 – Cells]** Researchers have identified properties in a molecule, which appears to stop colorectal cells before they become cancerous. The researchers found that the molecule inhibits cell processes that are switched on during the early stages of tumor formation. Researchers are now investigating whether increasing the presence of this molecule will be effective in blocking the formation of tumors. Excluding skin cancers, colorectal cancer is the third most common cancer diagnosed in both men and women in the United States. The new research was spearheaded at St. Jude Children's Research Hospital and is published in the journal "Nature".

# Tips for feeling under the weather

**[0217 – Weather]** If you're feeling under the weather with a nagging cough, here are some tips to help: See your health care provider if your cough lasts more than 3 weeks or if it is accompanied by a fever. Also if there is blood or discolored mucus, it is time to be checked by a professional. Experts say not to suppress a cough, but a suppressant may help at bedtime. Cool water might also help. Check with your doctor or pharmacist to ensure your cough syrup or over-the-counter drugs will not interact with other routine meds you may be taking.

# **Heart Healthy Valentine's Day**

**[0217 – HeartVal]** Eating healthy and staying active is the key to a vibrant life. This Valentine's Day and all year long, give your sweetheart the gift of love and healthy treats. Instead of chocolate and sugary sweets, try taking a romantic walk and support each other's health and wellness. Give a fresh fruit basket, or make a heart healthy candlelit dinner. For more tips, visit American Heart Association at www dot heart dot org.

# Pets and mental health

**[0217 – Pets]** Researchers at the University of Manchester have found a connection between those dealing with mental illness and the comfort they find with their pets. The majority of those who participated in the study said their pets were "most" or "very" important to their health. Some of them said they provided a much-needed distraction from symptoms and upsetting experiences. Others said their pets gave them a feeling of responsibility, which in turn made them feel respected by other members of society. Having a pet was viewed as an effective way to reduce the stigma associated with mental illness. Caring for a pet can give owners a feeling of being in control, as well as a feeling of security and routine.

## **MANAGED CARE**

## Your rights as a hospital patient

**[0217 – Rights]** Do you know your rights and responsibilities as a hospital patient? Your rights include making decisions about your care and asking questions of your healthcare team. You have the right to be informed about the care you'll be receiving, to get an up-to-date list of all your current medications, and to be treated for any pain you're experiencing. To learn more, visit the "Speak Up" page at joint commission dot org.

# **Advance directives**

**[0217 – Advance]** Advance directives are legal documents describing the treatment you would want if you became seriously ill or injured, and unable to communicate. A living will describes how you feel about certain treatment options, like breathing machines or tube feeding. You can also designate a healthcare agent, who can make medical decisions for you if you're unable to do so.

# MEN'S HEALTH

# The Valentine's gift of health

**[0217 – Gifts]** This Valentine's Day, and throughout the month of February, give *yourself* the gift of healthy living. Eat nutritious foods such as whole grains, fruits, and vegetables. Be sure to include protein like lean meat, fish, and poultry. And to help maintain strong and healthy bones, eat a variety of foods that provide calcium and vitamin D. Finding the right nutrition plan may keep the body and mind sharp, and will help maintain your quality of life as you age.

#### Hair loss in men

**[0217 – HairLoss]** If you're a man experiencing hair loss, there are many treatment options to choose from, including topical or oral solutions and hair transplantation surgery. Male pattern baldness usually starts in a man's thirties, but can even begin in his teenage years. So be sure to speak with a dermatologist to learn more about male pattern baldness, hair care for men, and hair loss treatment.

#### **Prostate cancer**

**[0217 – Prostate]** Prostate cancer is a major health issue that many men may have to face. Early detection often improves outcomes. So, it's important to determine your risk, find out what tests are available, and whether or not you need to get screened. If you're a man, speak with your physician about your risk for cancer; it could save your life.

# Men and anger

**[0217 – Anger]** Some men find it difficult to manage their anger, and can easily lose their tempers. If you feel angry, here are some quick tips to calm down: take a few deep breaths, go for a short walk, or find a quiet place to think. Learn how to communicate better and think before jumping to conclusions. Counseling may be beneficial in teaching you how to manage your anger, so speak with your doctor about resources in your area.

#### NUTRITION

## Valentine's Day parties

**[0217 – ValParty]** Appetizers, chocolate, and sugary desserts are common staples for Valentine's Day celebration. Make sure your party foods can easily fit into a healthy eating plan for the calorie conscious. Try offering your guests natural, healthy foods such as a fruit tray with berries or a leafy green salad with pears, strawberries and walnuts. Or give out hors d'oeuvre like small salmon bites with mango chutney. This Valentine's Day, and throughout the year, choose to eat healthier.

#### Eat healthy for your heart

**[0217 – HeartHealthy]** February is American Heart Month -- a great time to focus on heart-healthy eating. Monitor the type and amount of fat you eat. Limit foods high in trans fat and saturated fat, which can increase L-D-L or "bad" cholesterol levels. Read package labels, and eat less than three hundred milligrams of cholesterol a day. Eat

more fish, poultry without skin, and low-fat dairy foods; and use vegetable oil and soft margarine instead of butter, hard margarine, or shortening.

# **Healthy winter eating**

**[0217 – WinterEat]** Don't let the winter season become an excuse to ignore your healthy lifestyle. Stay on track with these tips. Try scheduling your meals evenly throughout the day. Also, limit your alcohol consumption. If you're eating out, choose samples instead of full servings, and share large portions with friends. And if the weather permits, be sure to do some winter walking outside to help burn off calories.

#### **Avoid stomachaches**

**[0217 – Stomach]** Did you know consuming carbonated beverages and eating foods like turnips, cabbage, and beans can cause gas and bloating? Fatty foods can also cause discomfort, as fat takes longer to digest and leave the stomach. To avoid bloating and stomachaches, try to eat and drink slowly, and be careful when using fiber supplements, as they may worsen symptoms.

# **ONCOLOGY**

#### Chemo and infection

**[0217 – Chemo]** Did you know infection is one of the most common side effects of chemotherapy treatment? If you have cancer, prevent infection by washing your hands often, staying away from people who are sick, and being careful to avoid cuts and scrapes. Call your doctor if you have shortness of breath, chills and sweats, vomiting, or new onset of pain, as these may be signs of infection.

## Lung cancer

**[0217 – LungCancer]** Researchers at Ohio State University have released a study suggesting that ibuprofen may lower the risk of lung cancer death among both current and former smokers. During a presentation at the 2016 "World Conference on Lung Cancer," the researchers said that their overall findings indicated that former or current smokers who regularly used ibuprofen were 48-percent less likely to die from lung cancer than those who did not use the drug. Researchers are quick to point out that a healthy lifestyle and quitting smoking are still the best ways to lower lung cancer risk.

#### What is cancer?

**[0217 – StartCancer]** Have you ever wondered how cancer starts? All types of cancer begin as abnormal cells with damaged D-N-A that begin to replicate and grow out of control. Healthy cells die off, but cancer cells grow and invade other body tissues. There are about 100 different types of cancer, and many different causes, including genetics, smoking, sun exposure, and diet.

#### Early detection

**[0217 – Detect]** Did you know early detection of cancer may allow treatment to start before symptoms begin? This can also greatly improve your outcomes. The American Cancer Society encourages screening tests for cancer at regular doctor visits. Check

often to see if you are due for a screening test or exam. To learn more about screening guidelines, log on to cancer dot org.

## **ORTHOPEDICS**

# Total knee replacement

**[0217 – Knee]** Did you know hundreds of *thousands* of total knee replacements are performed in the United States each year? Total knee replacement surgery can offer greater mobility and less pain, by replacing knees that are damaged with new artificial joints. If other treatments are not effective, talk with your doctor to see if total knee replacement surgery is right for you.

# Winter hiking

**[0217 – Hike]** If you and your family plan to go hiking this winter, be sure to keep backpacks light to prevent injury. Try not to fill backpacks with heavy equipment. An overstuffed or improperly positioned backpack could cause neck and back pain. Lighten the load and carry each backpack by both padded straps. And be sure to tighten the straps for a good fit.

## Reduce arthritis symptoms with exercise

**[0217 – Arthritis]** If you have arthritis, your doctor may recommend regular exercise to reduce pain, stiffness, and swelling. Exercise may improve muscle strength, overall physical conditioning, and help to maintain a healthy weight. Try stretching, swimming, and water therapy. Include **aerobic** activities, such as walking or biking. Before you begin any exercise program, remember to discuss your plans with your doctor.

## Diabetes and your feet

**[0217 – DiabFoot]** If you have diabetes, you may be at risk for foot injuries. There are several ways to keep your feet healthy during the winter and throughout the year. Inspect your feet daily. Wash your feet every day and dry carefully between the toes. Wear properly-fitted shoes and if walking in the snow, layer your socks with boots. And remember, manage your blood sugar to keep it in your recommended target range, and schedule your annual podiatry exam.

#### **PEDIATRICS**

#### Kids and obesity

**[0217 – KidObese]** It's easy for kids to live a sedentary lifestyle during the winter months. Lack of exercise and eating high calorie foods can lead to extra pounds and an increased risk for many health problems. Helping your children develop healthy eating and exercise habits is one of the most important things you can do. Talk to your doctor about the risks of child obesity and how to create a balanced healthy lifestyle for you and your children.

## Baby food jar safety

**[0217 – BabyFood]** If you buy baby food in jars, it's important to understand how to feed and keep your baby healthy. Bacteria may spread from your baby's mouth to the spoon and food, and bacteria in leftover food may cause diarrhea or vomiting. To avoid food borne illness, follow these tips. Transfer food from the jar to a dish using a clean spoon. Close lids tightly on opened food jars, and refrigerate for up to three days.

#### Teens and winter blues

**[0217 – WinterBlue]** Seasonal affective disorder, or SAD, is a type of depression that can start in the fall usually last throughout the winter months. If may notice a change in your teen's behavior, like persistent sadness, withdrawal from friends and activities, changes in eating or sleeping patterns, or poor school performance. Don't dismiss your teen's depression as a simple case of the winter blues. Talk to your health care provider.

#### **Toddlers and teeth**

**[0217 – Toddler]** Your toddler's teeth are fragile and help prepare the mouth for adult teeth. Pay attention to how your toddler's teeth look. Brown spots may be a sign of possible cavities. Baby teeth should begin falling out around age six. Contact your pediatric dentist if you suspect a cavity, think your child is losing teeth too soon, or if the back teeth fall out first.

# Taking your child's temperature

**[0217 – ChildTemp]** If you need to take your child's temperature, be sure to follow these safety rules. Buy a new thermometer and carefully read the instructions before use. Always sanitize the tip with rubbing alcohol, or soap and lukewarm water. Finally, never use the same thermometer for taking an oral and rectal temperature. For more tips, speak with your child's pediatrician.

#### **REDUCING ADMISSIONS**

#### Caring for the caregiver

**[0217 – Caregiver]** Caregivers, the better care you take of yourself, the more you have to offer your loved one. Here are tips for coping with the demands of caregiving. Exercise regularly. Talk about your feelings with friends and family. Make time to relax or enjoy a hobby. Get plenty of rest, and eat a balanced diet.

# Help prepare your loved one

**[0217 – PrepareLoved]** Are you planning to take an older loved one to the doctor? Make a list of all his or her medication names and dosages, and any questions you both may have. Put together a folder with your loved one's medical history to bring with you. During the appointment, take notes, and make sure you both understand the doctor's instructions.

#### Avoid readmission for heart failure

**[0217 – Readmit]** If you've been in the hospital for heart failure, the last thing you want is to go back. Avoid a return trip to the hospital by calling your doctor if you experience any of these symptoms: sudden weight gain, shortness of breath, a persistent dry cough, or swelling of the legs, ankles, or abdomen. Make sure you and your family understand your discharge instructions and when you should make your first follow-up visit with your doctor.

# **Questions before discharge**

**[0217 – Discharge]** Leaving the hospital? Asking the right questions before you leave can help prevent a return trip. Ask about what to expect from your condition, and how to take your medications. Ask if you're healthy enough to do tasks like shopping, climbing stairs, and exercising. And ask what options are available for care after discharge.

### **SOCIAL MEDIA**

#### YouTube

**[0217 – Youtube]** Interested in learning more about our hospital's events, lectures and physicians? Be sure to visit our YouTube channel and get up-to-date videos featuring exciting news, virtual tours and interviews. Visit our channel at \_\_\_\_\_ (insert channel) and subscribe now!

## **Facebook and Twitter**

**[0217 – Profiles]** Do you have a Facebook or Twitter profile? Join us online and be sure to follow us for updates on hospital events, lectures, and screenings on health topics ranging from nutrition and weight loss to healthy lifestyle tips. At \_\_\_\_\_ (insert hospital), we believe in staying connected with our friends, patients, and the surrounding community. Connect with us today!

#### Privacy and social media

<b>[0217 – Privacy]</b> Our hospital strives to protect you and your family's privacy. Safety is
important to us and we urge you to turn off your cell phones while in the emergency
room or specified common areas. Social media and online sharing can be fun, but if not
used appropriately, it can also be harmful. Thank you for consideration. To learn more,
please visit us online at (insert website).

## **SENIOR HEALTH**

## **Healthy diet for seniors**

**[0217 – SeniorDiet]** As you age, your body changes and so should your diet. Many seniors don't consume enough iron because they have difficulty chewing, or lose their appetite for meat. So, it's important for older adults to boost their intake of other iron-rich foods like whole grains, fortified cereals, dark green and leafy vegetables, and

beans. And eating foods with vitamin C at the same time as iron-rich foods may increase iron absorption.

# Seniors and smoking

**[0217 – SeniorSmoke]** Are you an older adult with a serious smoking habit? You're never too old to quit smoking! Making the decision to quit today can help reduce your risk of cancer, cardiovascular disease, lung disorders, and other health problems. Cigarette smokers may have a higher risk of developing dementia and Alzheimer's disease. If you need help quitting smoking, speak with your doctor about resources in your area.

# How to store your meds

**[0217 – StoreMeds]** To get the most benefit from your medications, store them in a dry, cool, and dark place. Be sure to remove the cotton fluff from the bottle and keep pills in their original containers. For more tips on proper medication storage, ask your pharmacist.

#### Vaccines for older adults

**[0217 – Vaccinate]** Vaccinations aren't just for kids. In fact, getting vaccinated is an essential component to senior health. The Centers for Disease Control recommends that older adults get the following vaccines: seasonal influenza, **tetanus**, **diphtheria** and **pertussis**, shingles, and **pneumococcal** disease. If you are a senior age 55 or older, be sure to speak with your doctor about the right vaccines for you.

## **SAFETY PREVENTION**

# Space heater safety

**[0217 – Heater]** Did you know heating equipment is one of the leading causes of home fires each year? To keep your family safe, purchase heaters with guards and read all instructions before use. Place the space heater at least three feet away from anything that can burn. Never plug heaters into extension cords or leave unattended around children. And, unplug space heaters *before* going to bed.

(New) http://www.nfpa.org/news-and-research/news-and-media/press-room/news-releases/2010/space-heaters-involved-in-79-percent-of-fatal-home-heating-fires

# Food expiration dates

**[0217 – Expire]** Do you know the difference between "sell by" and "use by" dates on food packages? "Sell by" is a term used by supermarkets that refers to the peak quality of the product. Products with a "sell by" date can be consumed after that date, but only if they've been refrigerated below 40 degrees **Fahrenheit**. "Use by" dates are for consumers, to let them know the food should be eaten before a specified time for best quality. Be sure to inspect food for freshness by smell and appearance, no matter what date is on the package.

#### Winter Travel

**[0217 – Travel]** If you're planning to travel during the winter season, be sure to prepare and take safety precautions. Always inform a relative or friend of your whereabouts and expected time of arrival. If traveling by car, make sure the gas tank is full and keep an emergency kit full of batteries, clothes, food, water, flashlight, blankets and first aid. And make sure to check on other family members who may be traveling.

## STRATEGIC INITIATIVES

# Rapid Response Team

**[0217 – Rapid]** An important part of our healthcare system is the Rapid Response Team, also known as R-R-T. When a patient's health seems to be rapidly declining, these professionals are called in for immediate treatment. Unlike standard emergency teams, R-R-Ts get involved *before* vital signs reach critical levels. Our Rapid Response Team is dedicated to providing the best outcomes for our patients.

# Measure the quality of healthcare

**[0217 – QualityHealth]** How do you measure the quality of healthcare? Quality can be measured in the following ways: getting the services you need, when you need them, and receiving the proper test or procedure. This also means avoiding underuse, misuse, or overuse of healthcare services. At our hospital, we're committed to offering our patients and the community the highest quality of care.

# We promote safety at our hospital

**[0217 – Promote]** At our hospital, patient safety is our top priority. Every day, our staff works to prevent errors and protect our patients' health. We use computer-based physician order entry, or C-POE, and perform counts of instruments and sponges before and after surgical procedures. And, we prevent infections by being vigilant about hand washing. We are dedicated to the safety of our patients.

## **Report Cards**

**[0217 – Report]** The physicians and staff at our hospital encourage you to be informed consumers. You can find a great deal of information about the quality of our hospital, both on the Internet and in printed materials. When selecting a physician, do your homework. You can find and compare information on multiple facilities at "Hospital Compare," a helpful tool from the U-S Department of Health and Human Services. Just log on to 'Hospital Compare dot H-H-S dot gov' to learn more.

# **SURGICAL & TECHNOLOGICAL**

# Hyperbaric oxygen therapy

**[0217 – Hyper]** Oxygen plays an important role in the healing of wounds and infections. In a hyperbaric oxygen therapy room, your lungs can get nearly three times more oxygen than normal. This oxygen is carried throughout your body and promotes healing. If you're interested in learning more about hyperbaric oxygen therapy for wound treatment, speak with your primary care provider.

# Complex sleep apnea

**[0217 – Apnea]** Complex sleep apnea is a disorder in which the airway is periodically blocked and the brain doesn't send proper signals to muscles that control breathing. It occurs when someone has **both** obstructive sleep apnea and central sleep apnea. Sleep lab studies use technology to evaluate which sleep apnea condition you may have, and allow your doctor to prescribe the treatment that's right for you.

# Surgery side effects

**[0217 – Effect]** After any surgery, you may experience side effects such as, infection, bleeding, injuries, pain, swelling, and soreness. Your doctor can provide information on pain management and medication to reduce the side effects of surgery. Also, be sure to speak with your surgeon and ask any questions you may have about reducing your risk of complications and helping you recover after surgery.

### **Blood pressure readings**

**[0217 – Pressure]** When it comes to blood pressure, which of the following readings is the most desirable: one-thirty over 90, one-eighty over one-ten, or lower than one-twenty over 80? **(INSERT TIMER SOUND EFFECT)** If you said lower than one-twenty over 80, you're right! Your blood pressure is an important aspect of your health, so make sure you know your numbers. If your blood pressure is higher then one-twenty over 80, work with your doctor to improve your heart health.

# **WOMEN'S HEALTH**

#### Go Red BetterU

**[0217 – RedBetter]** "Go Red Better-U" is a *free* 12-week online nutrition and fitness program that can help improve heart health for women. Each week, the program will focus on a different area of health while providing set-by-step guidance. With "Go Red Better-U," you'll have access to tools that track your results, provide expert tips, and much more. To learn more or to get started today, visit go red for women dot org.

# **Healthy Valentine's Day**

**[0217 – ValDay]** It can be easy to put on a few extra pounds if you overdo it with sweets, sugar and chocolate on Valentine's Day. Try these tips to stay healthy in February and all year long. Work out regularly, control your calorie intake, and monitor your weight. Focus on good nutrition and smaller portions. Substitute sugary drinks and chocolate for fruit and smoothies. For long-term weight control after Valentine's Day, include regular activity and healthy food choices in your daily routine.

#### Manage menopause

**[0217 – Meno]** Have you experienced hot flashes, insomnia, or mood swings lately? If you're a woman in you're 40's or 50's with these symptoms, you may be experiencing menopause. This occurs when the production of estrogen and progesterone decreases, and it can be managed. Discuss menopause treatment options with your doctor to learn what is right for you.

# **Encouragement for breast-feeding**

**[0217 – BreastFeed]** Breast feeding can be challenging however, the health benefits associated for you and your baby are worth the effort. Breast milk contains antibodies that can reduce health risks, including ear infections, stomach viruses, leukemia, obesity, and asthma. If possible, breast-feed until your child turns one so your baby gets these important antibodies and nutrients during this critical developmental stage. If you're having trouble breast feeding, ask a lactation consultant or your baby's doctor for suggestions.

#### **FEBRUARY SOUNDSKITS**

# Reducing Hospital Readmissions – Soap Opera Part 1 [0217 – SoapPart1 – SS]

**Bill:** And now we're back to the hospital soap opera drama – "The Waiting Room"...

Quinn: Mrs. Stevens?

**Jill:** Yes, Dr. Charles! Tell me – is he all right? Will my husband be okay? Is he going to survive?!

**Quinn**: Uh, yes, Mrs. Stevens...it was only a minor surgical procedure – he's alive and well.

**Jill**: Oh thank goodness! I thought he was a goner!

**Quinn**: Uh...no, not quite.

**Jill**: Doctor! Tell me – what can we do to make sure he doesn't return to the hospital?

**Quinn**: After I go over his discharge instructions, make sure you read the written instructions carefully. It's important your husband takes his new medications and knows what foods he should or should not eat. This will help to reduce his chance of being readmitted to the hospital.

**Jill**: Oh, thank you, Dr. Charles! Shall I see him now?

Quinn: Um...yes, Mrs. Stevens...you shall.

**Bill**: Will Mr. Stevens follow his discharge instructions? Will Mrs. Stevens make sure her husband doesn't get readmitted to the hospital? Tune in next time for the hospital soap opera drama..."The Waiting Room."

Reducing Hospital Readmissions – Soap Opera Part 2 [0217 – SoapPart2 – SS]

**Bill:** And now we're back to the dramatic ending of the hospital soap opera drama -"The Waiting Room"...

**Jill:** Oh honey! Dr. Charles is the greatest doctor ever! Honey, he saved your life!

**Dan**: Nancy, I'm fine! It was a minor surgery – no big deal.

**Jill**: No big deal? No big deal!!? Jake, this is your life we're talking about here! Did you know if you don't follow the discharge instructions like Dr. Charles said, you'll increase your risk for being readmitted to the hospital?! Then...I'll be stuck...again...in the...waiting room!!

**Dan**: Ok, honey, calm down... let's read the discharge instructions carefully – *together*.

Jill: Together?...You mean together, forever?

Dan: Forever!

**Bill**: And that's this week's conclusion to the hospital soap opera drama - "The Waiting Room."

Approved. ik

# Gift the gift of health for Valentine's Day (Marry Me Edition) [0217 – Valentines – SS]

**Jill**: Happy Valentine's Day, honey!

Gregg: Happy Valentine's Day to you, too! Did you like all the gifts?

**Jill**: Oh, I'm so thankful - - the roses, the jewelry, the card...and this amazing dinner!

**Gregg**: I made it just for you! And healthy, just like you like it -- grilled chicken, steamed veggies, and instead of chocolate, I cut up some fresh fruit for dessert.

Jill: Awww, thank you!

**Gregg**: I know how much living a healthy lifestyle is important to you, so I just wanted to do something special.

**Jill**: Honey, health is the greatest gift. Supporting each other with our goal to live and eat healthy is the best thing we can do for each other.

**Gregg**: Well, let's do this forever then.

Jill: (laughs) What do you mean?

Gregg: I mean...will you marry me?

Jill: (surprised) Yes! Yes!

Gregg: (laughs) So, I guess this ring is kinda better than the fruit, huh?!

**Jill**: (laughs) No, honey! I love them both! What an amazing Valentine's Day! Approved. jk

# Show young Valentines you love them (Mom/Mom Dialogue) [0217 – MomDaughter – SS]

Mom #1: Hi Carol, I'm glad I ran into you! Do you want to get together this weekend to buy Valentines for the kids' party at school?

Mom #2: Thanks for the offer Jane, but Cindy and I are having a mother-daughter day this weekend. We're making our own Valentine cards and then I'm going to surprise her with a trip to the skating rink. With this being Cindy's first year at her new school, I really want to make her feel special.

Mom #1: Listening to you makes me think I should be spending more time with Lindsey. You know, ice skating sounds like fun... maybe we'll meet you two at the rink!

Mom #2: Sounds great! We'll look out for you.