

Northwestern Weekly

Feb. 23, 2005

Branching Out: Northwestern's Mission Extends Into Community

By Nicky Simon, BA, community relations coordinator

This is one of the most exciting times to be part of Northwestern Health Sciences University! I have been blessed to be a part of this community for more than three years and truly believe in the "Community of Caring" that we all keep hearing so much about. I believe in the healing power of natural health care and the top-notch education that we offer. I believe in Al Traina, DC, our University's president, and his focus on becoming more than what we are today and reaching out to touch lives. I believe that we prepare students to be doctors and practitioners better than any other institution. It is because of all of these beliefs that I have come to enjoy my new job so much. My job as Community Relations Coordinator started late last fall and has been a phenomenal opportunity to interact with people outside of Northwestern. This position provides me with the chance to introduce thousands of people to Northwestern, our clinic system, and natural health care in general. This article is the first in ongoing series that will highlight what we are doing in the community, what events are coming up, and where we are going from here

Why Become Involved?

In order to really understand the value of the events I am planning it is imperative to note the importance of community involvement to the University. When the Cabinet and Board of Trustees approved the new mission statement of Northwestern -- to advance and promote natural approaches to health through education, research, clinical services and community involvement -- they made a statement on the value of these four mission elements. Until this time there had been some exposure to the outside community through various activities and outreach by the Community Service Committee and our various educational programs, yet there was no one person dedicated to making sure that we are involved in our community. With the new mission statement in effect it became more and more obvious that we needed to have a person to help increase our awareness in the southwest metropolitan community. And that is where I fit in.

What Have I Been Doing?

Since starting this job last Fall I have organized the Citywide Halloween Party with the Bloomington Breakfast Optimist Club which brought nearly 1,000 children and parents on campus; the first-time Dive In Movie event which had 36 children and 22 parents in our pool watching "Finding Nemo" and having a blast; and nearly 2,000 children and their families at the Bloomington Loves Its Kids Carnival this past weekend. All of these events have provided an opportunity to meet local residents, open our campus to the community, and give back in a variety of ways from free giveaways to educational pamphlets and more.

I have also had a chance to become familiar with a lot of the local organizations throughout Bloomington, Richfield and Edina. I have developed a lot of contacts within the City of Bloomington and the Bloomington Public School System. I have begun to streamline the communication process for outside agencies looking for information or for speakers for various events. I am now the main contact for the University when an outside organization is calling and I then help facilitate finding experts or leading the caller toward meeting their needs.

How Am I Communicating?

I have been focusing my energies on completing two new newsletters, both called “In Touch.” One of the publications is a community newsletter and the first issue was recently mailed to the 2,000 homes closest to Northwestern. The goal with this publication is to introduce the community to the University’s mission, what events are happening on campus, how they can become involved, and helpful tidbits of information for healthy living naturally. So far I have received a lot of positive feedback on this publication and continue to hear responses from the community regarding the publication and our events. This newsletter will be mailed three times each year.

The second publication is the leadership newsletter version of the “In Touch.” This version is similar to the community newsletter but focuses more on content for the business, political, health care and organization leaders in the Twin Cities area. The content includes information on the University’s mission, upcoming events, various corporate partnership opportunities, and information valuable to management of businesses. This will go out to 1,000 leaders, three times each year.

In addition to these newsletter mailings, I have been able to capture more than 500 names of people who have attended events in the past. I send special mailings regarding events and activities happening at Northwestern.

What should you look forward to?

In the next two months two exciting events will be hosted at Northwestern. On March 26, Northwestern will be hosting the Bloomington Breakfast Optimist Club Spring Egg Hunt on campus. The hunt is being relocated from the Normandale Lake Band Shell. In addition to an egg hunt there will be a festival inside sponsored by Northwestern complete with the Teddy Bear Band, games, prizes, drawings, contests, beverages and more. The event begins at 9:30 a.m. and the actual Optimist Egg Hunt will begin outside at 11 a.m. Children eight and under are able to hunt for the eggs.

On April 16 Northwestern will be hosting its first Community Health Fair from 10 a.m. – 2 p.m. The event will feature a presentation by Paul Ratte, ND, a naturopathic doctor from Woodwinds Natural Care Center, and other health care professions in the area of healthy living. The event will be free for all community members and will include blood screenings by Park Nicollet. There will be a community organization section that will provide community resources related to health as well as interactive exhibits on body mass index, blood pressure, and more. The goal of this event is to encourage the community members to be proactive in their health and to provide an opportunity to

educate the community on the importance of a healthy lifestyle. In addition to the speakers there will be various workshops on pilates, tai chi, yoga, exercise balls, etc.

Also, on June 11 we are pleased to bring back the Back In Shape 5K Run/Walk. This event will be a complete Northwestern community wide event with help needed from the students, staff and faculty. In the past this event has been very successful and we are looking forward to renewed success this year.

Finally, in August we will be hosting the first ever neighborhood barbecue which will invite 500 neighbors to campus for a barbecue and afternoon of fun and entertainment. Look for more information on this in the months ahead.

How Do You Fit Into All Of This?

As a member of the “Community of Caring” it is important for you to remember that none of the things that I do can be done by one person. I am very appreciative of volunteers and volunteering. For all of the events listed above there is a way for you to become involved. If you enjoy planning but not doing...I could use your help. If you like being the worker-bee, I could use you too. Please feel free to contact me about any suggestions for the events above or to volunteer at nsimon@nwhealth.edu or at ext. 169.

I had a great group of volunteers for the Dive In Movie and the Bloomington Loves Its Kids Carnival. A special thank you to Tiffany Theisse, a T6 chiropractic student, for spending the day as my right hand gal at the Carnival. Also thank you to the Student American Chiropractic Association for having several volunteers to help lead classes and set up for the Carnival, and to Andy Hoppin, MMA, director of financial aid, and Paulette Vogt, from clinic billing, for helping with the popcorn. I am very grateful for all of your help.

Bloomington Loves Its Kids Carnival Draws More Than 2,000 People to Northwestern

Posted on Feb. 22, 2005

More than 2,000 children and their families participated in the Bloomington Loves Its Kids Carnival, which took place from 12:30 p.m. – 3 p.m. on Feb. 19 on the Northwestern Health Sciences University campus. The carnival was organized by the city of Bloomington Parks and Recreation division and was co-sponsored by Northwestern and the Bloomington Public Schools.

“The carnival went really well,” said Nicky Simon, BA, Northwestern’s community relations coordinator. “It was a lot of fun for everyone.”

This year’s carnival featured several local entertainment acts in the auditorium and the gymnasium, including Ronald McDonald, City Scape Dance program, Mr. Song Strummin’ Story Man, Musical Avenues, Bill the Juggler, and more.

Countless volunteer organizations donated their time and talents to the event. The Bloomington Breakfast Optimist Club and Kennedy High School Students sponsored carnival games in the gym. An educational exhibit area, including dozens of booths that provide community and child-related information, was sponsored by several dozen Bloomington-based organizations.

New this year was Northwestern's Entertainment Stage located in the gymnasium. Entertainment included magician Darren Marr, a Healthy Spine activity presented by Northwestern students, and Bill the Juggler. Northwestern's Entertainment stage was hosted by Northwestern Health Sciences University and the Bloomington Crime Prevention Association.

SACA Members Head to Washington, D.C., to Lobby

Posted on Feb. 18, 2005

Nearly four dozen student members of the Student American Chiropractic Association at Northwestern Health Sciences University will travel to Washington D.C., March 2-5 for the annual National Chiropractic Legislative Conference. In addition to 45 students, Alfred Traina, DC, president of Northwestern; members of Northwestern's Board of Trustees; several faculty members; and David Kunz, the University's lobbyist, will attend the conference.

While at the conference, SACA members will be lobbying for three main issues: expanding chiropractic care for members of the military, expanding chiropractic care within the Veteran's Administration, and expanding chiropractic benefits for Medicare recipients.

"We are not lobbying for these things for ourselves, but for our patients," says Evan Frisk, a T8 chiropractic student and president of Northwestern's SACA. "The whole point is to benefit our patients."

In addition to lobbying, SACA members will attend seminars and workshops conducted by the American Chiropractic Association, and will participate in a Congressional session that will feature various senators and representatives who will speak about their personal views of chiropractic and its importance.

Additionally, the national SACA organization will hold a Congressional reception for members of Congress. "That will give us an opportunity to speak to our legislators and get to know them better," says Frisk. "Legislators like to hear the student point of view."

Funding for the trip to Washington D.C., is provided in part by SACA and Northwestern's Student Senate. The rest of the money comes from fundraising efforts, which haven't done well this year.

“Our largest source of fundraising was working at the Xcel Energy Center,” says Frisk. “However, because of the hockey lockout, our numbers have been really low this year. The shortfall will come out of students’ pockets.”

To make a donation to SACA, contact Evan Frisk at efrisk@nwhealth.edu.

University Collects 100 Pounds of Food for VEAP

Posted on Feb. 18, 2005

Northwestern Health Sciences University’s Community Service Committee and the Student Senate Volunteer Committee have teamed up to provide area residents with food and personal hygiene products through Volunteers Enlisted to Assist People (VEAP). The "Hearts for Hunger" food drive will run through March 4. As of Feb. 15 (the first week of the food drive), 100 pounds of food had been collected and distributed to VEAP.

Non-perishable food including canned meat (stews, chili and spam), canned fruit, cream and tomato soups, tuna, cereal, salad dressing, jelly and coffee are needed. In addition, personal hygiene products such as diapers, baby wipes, bar soap, shampoo, dish soap, deodorant, toilet paper, toothbrushes and toothpaste, and laundry detergent are also needed.

Collection bins are located in the library, Room 22, Room 23, Room 11, the student affairs office, the Bloomington Natural Care Center and in the foyer.

Cash donations will also be accepted at the cash registers in the cafeteria and the University bookstore.

VEAP, a local organization, serves low-income, elderly, and disabled residents in the Bloomington, Edina, and Richfield area. VEAP provides a variety of basic services to fulfill the immediate needs in people's lives so that they may position themselves for long-term success. In 2004, VEAP provided 13,274 households with a nutritious, five-day supply of food.

Health and Wellness

Submitted by Rosie Ward, MPH, CHES, health and wellness coordinator

Financial Fitness – Take Action and Plan for Saving

When you are putting together or redoing your budget, make savings a priority for emergencies and special goals, such as retirement, a car, home or education.

Here are several strategies to help you get started on growing your savings:

- Pay yourself first. Put a portion of your paycheck into your savings account before you pay other bills;

- Collect your loose change in a jar. At the end of each month put the change into your savings account;
- Save your tax refund;
- If your employer matches your retirement contributions, contribute the amount that maximizes your employer's contribution;
- Start small and save regularly. Even if your income is modest, with compounding interest you will see your savings grow over time.

Source: *Wellness News You Can Use*, National Wellness Institute, January 2005

Healthy Heart Checks Available to Staff and Faculty Throughout the Month of February

In an effort to promote heart health, and in honor of American Heart Month, Northwestern Health Sciences University staff and faculty will have the opportunity to participate in heart health screenings in the University Health Services clinic.

The 30-minute appointments will include a complete heart health questionnaire; a physical assessment that includes the measurement of height, weight, waist and hip ratio, body mass index, and blood pressure; and an opportunity to have a full lipid profile ordered if deemed appropriate.

Short follow-up appointments will be scheduled as needed to review the results of your lipid profile and to provide you with lifestyle education. Screenings will be available beginning Feb. 7.

To schedule your appointment, call ext. 415 and request the Healthy Heart Check. Appointments are available during regular University Health Services hours:

- Mondays: 7 a.m. - 9 a.m., noon - 5 p.m.
- Tuesdays: 7 a.m. - 1 p.m.
- Wednesdays: 7 a.m. - 9 a.m., noon - 5 p.m.
- Thursdays: 7 a.m. - 1 p.m.
- Fridays: 7 a.m. - 9 a.m., 3 p.m. - 5 p.m.

Are You At Risk for a Stroke?

Did you know that two-thirds of all stroke victims did not have any warning of their impending stroke? Healthy-U is hosting screenings through Stroke Detection Plus for all employees of Northwestern Health Sciences University and their family members. The goal of these screenings is to alert people to health risks that might otherwise go undetected and to inform them of the need to follow-up with their physician.

Usually doctors cannot order these tests without the patient showing signs or symptoms. Stroke Detection Plus offers these screenings at a fraction of the regular cost and comes highly recommended by many hospitals and individuals in the medical community.

Screening tests estimate the percentage of blockage in arteries based on new research from the University of Washington. Screenings tests include screening to determine blockage in the carotid arteries (neck); screening for an abdominal aortic aneurysm; screening for peripheral vascular disease (blockage in legs); and screening for bone density and risk for osteoporosis.

All four tests take approximately 20-25 minutes to complete. You will receive preliminary results from a radiologist immediately with full results mailed directly to you within 10 business days. Watch for posters throughout the building and a flyer in your paycheck with more details about the tests and a checklist to determine if you or a loved one might be at risk.

Screenings will take place from 9 a.m. – 4:30 p.m. on April 7 in the Cafeteria Conference Room. The cost for all four tests is only \$70 (each test alone would normally cost \$300 – \$700 in a hospital setting). These tests are allowable expenses under VEBA and medical reimbursement accounts.

To make your appointment, call (877) 732-8258.

“Do” Campaign Continues at Northwestern

“Do,” a social-marketing campaign put together by Blue Cross/Blue Shield and the American Heart Association, provides fun, point-of-decision marketing to remind you to make choices to be healthy and add activity into your day.

The campaign reinforces how easy it is to “groove your body” three times a day for 10 minutes to promote good health and to decrease the various health risks associated with inactivity. It was piloted in Brooklyn Center and Duluth earlier this year and was so successful that the campaign messages have spread to Minneapolis and St. Paul.

The “do-crews” are officially on duty and have already spotted and rewarded 19 people. The latest winner is John the security guard (he has been recognized for constantly being active walking the building and grounds); he won a pedometer. If a do-crew spots you “doing,” you could be the next big prize winner!

Healthy-U Program Updates

February Recess Activities

Remember when you were a kid and had “play” time each week? Imagine the benefits on your stress levels and personal well-being if you took time out for yourself each week

You will receive a new 2005 Recess tracking card when you attend your first Recess activity for the year. Each time you participate in a Recess activity, the group leader for that activity will initial your tracking card. At the end of July, there will be drawings for varying levels of prizes based on your participation. Even if you can only attend one or two events, you're still eligible for a prize!

Health Club Discount Program

Did you know that as an employee or student of Northwestern, you can receive discounts when joining one of our eight health club partners?

Northwestern has health clubs partnerships with:

- Bally Total Fitness (all locations);
- Calhoun Beach Club (Minneapolis);
- Fitness Crossroad (Minneapolis and St. Anthony);
- Gold's Gym (Vadnais Heights and White Bear Lake);
- Lifetime Fitness (all locations, no discount until spring 2005);
- Northwest Athletic Club (all locations);
- YMCA (18 metro locations); and
- YWCA of Minneapolis (Downtown, Midtown and Uptown).

Wellness Fun Facts

Drinking Alcohol Affects Blood Pressure

Drinking too much alcohol can raise your blood pressure. It also can harm the liver, brain and heart. If you drink alcoholic beverages, drink only a moderate amount — one drink a day for women and two drinks a day for men.

Source: "Your Guide to Lowering Blood Pressure," National Heart Lung and Blood Institute.

Quote of the Week

"It's easier to maintain your health than regain it."

— Kenneth Cooper, MD, MPH, founder, president and CEO of The Cooper Aerobics Center and the "Father of Aerobics"

Upcoming Events – March

"Do-winter" and start training for a walking, running or bicycling event.

Saturday, March 12 – Lake Johanna Four-Mile (Arden Hills, Minn.)

- A scenic and challenging loop around Lake Johanna.
- This race is free to members of the Minnesota Distance Running Association.

- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

Saturday, March 19 – Spring Fever 5K Run and Walk (Blaine, Minn.)

- \$12 entry fee if registered before March 12; \$16 day of event.
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

Saturday, March 26 – Get Your Rear in Gear Colon Cancer Coalition Run
(Minneapolis, Minn.)

- A 5K run and walk and a half-mile kids fun run to benefit colon cancer research.
- \$18 entry fee for adults; \$12 entry fee for children 12 and under.
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

Recipe Corner

Chicken with Sherry-Cream Sauce

Ingredients

4 boneless, skinless chicken breasts
salt to taste
freshly ground black pepper
2 teaspoons olive oil
1/2 cup chopped shallots
3 tablespoons sherry
3/4 cup low-sodium chicken broth
2 tablespoons nonfat sour cream

Cooking Instructions:

Using a mallet, flatten the chicken breasts slightly. Season them with salt and pepper.

Heat the oil in a large nonstick skillet over medium-high heat. Add the chicken breasts and cook until the chicken is golden brown, about four minutes on each side. Transfer the chicken to a platter and keep warm.

Add the shallots and sherry and cook until the sherry has almost completely evaporated. Add the chicken broth and cook until it has reduced by half.

Whisk in the sour cream, pour the sauce over the chicken and serve.

Yield: 4 servings (serving size = 1 chicken breast with sauce)

Nutrition: 244 calories, 5 grams fat (1 g saturated), 41 g protein, 5 g carbohydrate, 326 mg sodium

Student Resources

Employee Resources

Daily Hot Spots

Northwestern People

Employee Spotlight: Chris Brower, administrative assistant

How's it going?

Fine. You know, I was an employee spotlight about nine months ago.

(pause) Well, that's OK. My new intern quit without notice and I need to interview someone before I go home sick today. I'm sure there's something new going on with you, right?

Well, yes. Last time I was interviewed I had one cat. Now I have seven!

Seven!

Yes. See, I'm getting married...

Congratulations!

Thanks. Anyway, my fiancé had three cats, so that brought us to four. We adopted another named Oscar, who is under the weather today, and finally we took in two feral kittens. So now we have Sarah Jane, Frieda, Oscar, Pudd, Checkers, Chester and Puff.

That's a lot of cats!

We go through a lot of kitty litter. Plus we take care of three more outside cats in our neighborhood. We put out food and little houses for them.

So, your wedding is also pretty big news, eh? When's the big day?

We're getting married on May 5.

Are you having the whole grand affair?

Well, because we've both been married before and because we're a little older, we're getting married in a small chapel that was built in 1825. We are only inviting our families and our very closest friends. The next day we are off to the lake. We have more than five acres of land in the middle of nowhere. We are building a dome home on the lot.

What is a dome home?

It looks like a flying saucer with windows and a deck that wraps around it.

So do you take the cats with you when you go up there?

No way! That's just too much kitty litter! But we did see an orange kitty up there once, which is strange because we really are in the middle of nowhere. It looked just like my old cat Deadeye.

Deadeye! What a strange name!

Yes. We called him that because he only had one eye. When we befriended him he was beat up. We are such bleeding hearts; we took him to the vet and got him cleaned up, but then we found out he had Feline Immunodeficiency Virus so we had to put him to sleep. I was heartbroken. When I saw that orange kitty at the cabin I thought I was seeing a ghost!

Spooky! Especially with the whole UFO "dome home" thing!

Yep.

Student Spotlight: Justin Nelson, T8, Chiropractic Student

Where are you from originally?

Bloomer, Wis.

Did you attend any colleges in Wisconsin?

Yes. I attended the University of Wisconsin - Eau Claire, and the University of Wisconsin - La Crosse.

What do you like best about Northwestern Health Sciences University?

The cool people and friends I have made here.

Do you have a job other than being a student at Northwestern?

Yes, I work at EQ Life.

What is EQ Life?

It's a health and wellness store.

What would you like to do after you graduate from Northwestern?

I would like to open my own practice.

Okay, now that we have all the basics down, let's get to the fun stuff! What is the craziest thing you have ever done?

I could get in trouble for telling you that!

But, inquiring minds want to know...

Please, no comment.

If you could date any celebrity, who would you date?

Definitely Brook Burke, the host of "Rank" on E! Television.

I guess that's despite the fact that she is married to a plastic surgeon?

Oh, I didn't know that. Maybe I should rethink my answer.

What is your favorite travel destination and why?

I have actually traveled to Alaska, which is my favorite travel destination because the scenery is beautiful, the people are beautiful, and the air is crisp.

Practice Management

Recycled.

Poll Question

If you could be seven years old again for one whole day, knowing what you know now, how would you spend it?

- (a) I would play all day long
- (b) I would invest in Microsoft
- (c) I would tell my parents that they are doing a great job.
- (d) I would tell my parents that they could use some work in the parenting department.

Menu

Monday:

- Baked potato bar, price as marked
- Chicken pasta and vegetable soup

Tuesday:

- Burger day — choice of a one-third pound Angus beef, turkey, spicy black bean or salmon burger, fries, all the fixings, pop \$5
- Cream of tomato soup

Wednesday:

- Penne pasta with pinenuts, garlic and olive oil; breadstick; vegetable \$5.25
- California medley soup

Thursday:

- Barbecue ribs, baked beans, corn on the cob, coleslaw \$5.25
- Split pea soup

Friday:

- Tuna noodle casserole, vegetable, roll \$5
- Minnesota wild rice soup

Basket special: Two hot dogs, soup, pop \$4.75