

# Union County Health Coalition

November 2010

Our Four Areas of Focus:

Nutrition  
Exercise  
Smoking  
Teen Pregnancy

Join us at our monthly meetings  
on the last Thursday of each month at  
Methodist Hospital Union County at noon.  
Lunch will be served.  
Become a fan of Union County  
Health Council on Facebook

## Union County Health Coalition is looking for a tagline.

If you have any suggestions, submit them to [tbelt@ucbwest.com](mailto:tbelt@ucbwest.com).

### What Makes a Good Tagline?

A good tagline is:

- **Short:** Try to limit yours to no more than six or seven words; three or four is even better.
- **Simple:** Use everyday words that your customers will understand. Avoid industry jargon.
- **Specific:** "We're the best" doesn't actually say anything. Tell your prospects why they should choose you over your competition, preferably before they even think to ask the question.
- **Positive:** Project a positive image. Negative taglines don't work any better than negative campaign ads.
- **Appealing to your target audience:** Even if you've met the above conditions, and you have what seems to be the perfect tagline, it won't help you if your target audience is young-adult women but your tagline speaks to middle-aged men. As with all advertising (because that's what a tagline is), identify your audience and then focus on their needs and wants.

Remember, a tagline is not strictly necessary for every business, and not having one is better than a bad one. So don't rush the process. Take your time, test and refine to come up with the perfect descriptor for your business.



# *Fall Into Chiropractic*

November Food Drive &

**Patient Appreciation Day**

**Wednesday, November 17th**

@ Chi Rho Chiropractic Health & Wellness Center

7:30 – 9:45 a.m. & 2:30 - 5:15 p.m.

Come enjoy snacks & fellowship with other patients!

On this special day bring in your friends & loved ones to see how we can help them. We will do a complete chiropractic exam & x-rays, if necessary, in **exchange for 10 cans of food**,

benefiting the Links Youth Service Center @ UCHS.

**This offer will be limited to the first 25 guest.**

*Chiropractic has been a blessing to so many of us.*

*Please help share this blessing!*

**Patients are encouraged to take part in the Food Drive.**

114 Eat Main Street • Morganfield, KY 42437 • (270) 389-9696

# Healthy Holiday Eating Tips for Thanksgiving

Written by Gloria Tsang, RD of HealthCastle.com

(HealthCastle.com) Do you know that the average Thanksgiving dinner has over 2000 calories? It can be a real challenge if you are watching your waistline. The following are some eating tips so that you can still look good and be healthy after the Thanksgiving dinner without having to deprive yourself.



## Healthy Holiday Eating Tips for Thanksgiving

### If you are a guest of a Thanksgiving dinner:

- **Don't go to the Thanksgiving dinner hungry:** we often eat faster and more when we are hungry - therefore eat a wholesome breakfast and lunch on the day to avoid overeating at dinner time.
- **Thanksgiving dinner is not an all-you-can-eat buffet:** Fill your plate half with vegetables, one quarter with a lean meat and the rest with a starch of your choice. Eat slowly and stop when you are full.
- **Turkey - go skinless:** choose your 4-oz turkey portion skinless to slash away some **fat** and **cholesterol**. Save your appetite for the side dishes and desserts.
- **Side Dishes - watch your portion size:** go for smaller portions. This way you can sample all the different foods. Moderation is always the key.
- **Make a conscious choice to limit high fat items:** high fat food items can be found in fried and creamy dishes as well as cheese-filled casseroles in a traditional Thanksgiving meal. For instance, mashed potatoes are usually made with butter and milk; green bean casseroles are often prepared with cream of mushroom soup, cheese and milk and topped with fried onions; candied yams are loaded with cream, sugar and marshmallows. If you cannot control the ingredients that go in to a dish, simply limit yourself to a smaller helping size. Again moderation is the key.
- **Drink plenty of water:** alcohol and coffee can dehydrate your body. Drink calorie-free water to help fill up your stomach and keep you hydrated.

### If you are the honorable chef of a Thanksgiving dinner:

- **Substitute** high fat ingredients with lower-fat or fat-free ingredients. Learn about the **5 easy steps to recipe substitutions** or see table below.
- **Leftover Turkey?** Instead of turkey sandwiches, use the leftover turkey to make a pot of soup with fresh chunky vegetables.
- **Experiment with new recipes:** we did a search on Google and found numerous delicious yet healthy low-fat contemporary Thanksgiving recipes. Experiment!

### Healthy Thanksgiving Recipe Substitution Tips

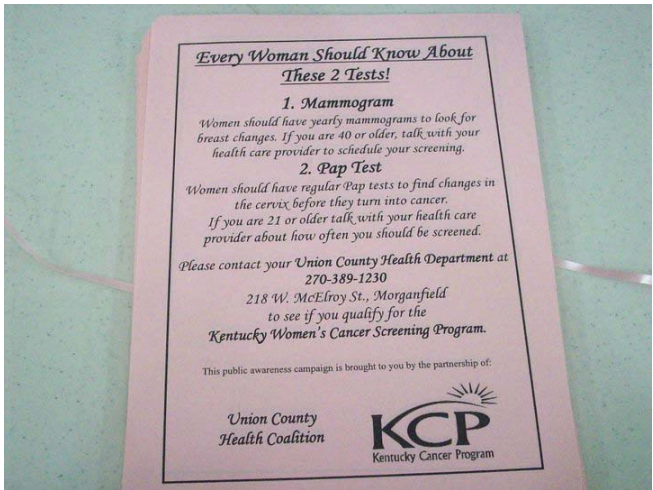
Recipe calls for...	Substitution
1 whole egg	2 egg whites
sour cream	low fat plain yogurt or low fat sour cream
milk	skim or 1% milk
ice cream	frozen yogurt
heavy cream (not for whipping)	1:1 ratio of flour whisked into non fat milk (e.g. 1 cup of flour + 1 cup of non fat milk)
whipped cream	chilled evaporated skim milk or other low fat whipped products such as Nutriwhip
cheese	low-fat cheese (please note: non-fat cheese does not melt well if use in cooking or baking)
butter	light butter
cream of mushroom	fat-free cream of mushroom

# Improve your health.

Good health is a prerequisite for tackling the challenges you face each day. No matter what your age or circumstances, you can improve your health in some simple ways.

## Yes, you can!

- ✚ Don't smoke. Even those who escape cancer have their energy sapped by this nasty habit. If you drink alcohol, use it responsibly. Excessive use causes accidents, illness, family trauma, and a deterioration of your personal effectiveness.
- ✚ Don't use drugs. Substances like cocaine can damage the cardiovascular system.
- ✚ Reduce your risk of AIDS and other sexually transmitted diseases through a combination of abstinence, fidelity, and the use of condoms.
- ✚ Get a complete physical every two years before the age of forty and every year thereafter.
- ✚ Wear a seat belt every time you drive.
- ✚ Protect your skin from the sun. Be certain to get enough sun in the winter months to ward off depressed moods, lethargy, and increased appetite.
- ✚ Eat three well-balanced meals each day. Cut down on fats. Watch your sodium intake. Eat more fruits, vegetables, and grains. Drink plenty of water. Shun food fads and diet plans.
- ✚ Exercise regularly. Consult your physician before you start.
- ✚ Have your drinking water analyzed for bacteria and lead.
- ✚ Install at least one smoke alarm and one carbon dioxide detector in your home, and keep the batteries fresh. Check radon levels if you live in a high-risk area of the country.
- ✚ Use your mind to improve your health. Better relationships and a more positive outlook on life will benefit your physical well-being. Even laughter helps!



October was Breast Cancer Awareness Month

UC Health Coalition participated in several activities including a Lunch and Learn.

**Thank You to Methodist Hospital Union County for agreeing to host our monthly meetings and providing our lunch! We appreciate your hospitality!**

# Memory Loss, Dementia & Alzheimer's Disease: The Basics

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Join us for a special program to discuss how our brain changes as we age and the distinction between normal age related changes and possible Alzheimer's disease. Information on getting an accurate diagnosis and available treatments will be reviewed.

**Call 1.800.272.3900 to register for this free presentation.**

**Location:**

Green River Area Development District  
3860 US Highway 60 West  
Owensboro, KY

**Date/Time::**

**November 8, 2010**  
**10:00 a.m.—11:30 a.m.**

**Presented by:**

**alzheimer's  association®**

the compassion to care, the leadership to conquer