

Happiness

by

Through

Otto McClarrin

Health

**POLL SHOWS PEOPLE IGNORE KNOWLEDGE OF HEALTH AND PLACE TRUST IN MEDICAL MIRACLES:**

A new Louis Harris survey of 600 Chicago families found them already "well informed about what they should eat and what they should avoid to reduce their chances of getting heart disease, stroke and other disease," as well as on the need to quit smoking, to relax, and to exercise more. Yet people prefer to ignore their own knowledge and trust to medical miracles, the pollsters concluded.

Chicago's Mount Sinai Hospital Medical Center commissioned the poll, according to Medical World News, to find out how best to expand its outpatient preventive care department. Expecting to learn that patients would become healthier if they know more about causes of disease and how to find a good doctor, the hospital instead found Chicagoans generally knowledgeable about health and nutrition. Their opinions about good diet indicate that fully 81 percent felt well educated about nutrition, yet 82 percent felt most Americans "eat too much of some kinds of food and not enough of others."

Some 40 percent felt they would be healthier if they ate more whole-grain bread, fish, and fruit, and less white bread, coffee, butter, salt, sugar and soft drinks.

People also knew the benefit of regular exercise, yet only 38 percent of those polled had a regular program. Despite the established hazards of smoking, 42 percent still had the habit.

Even more import, says Dr. LeRoy P. Levitt, the hospital's vice president for medical affairs, "the study indicates the kind of magic-making people attribute to physicians." Most know at least some of the warning signs for heart attack or cancer, but they grossly underestimate the lethality of these diseases.

For example, fully a third of people questioned thought 60 percent of lung cancer patients survive, though only 10 percent do. "The public thinks we can fix anything now," says Dr. Levitt.

Furthermore, many of them think their present lifestyles can't hurt them -- about a third of those polled feel they will never develop cardiovascular disease, diabetes, or cancer. "This should teach us to be very realistic to patients of all ages," continues Dr. Levitt, psychiatry professor at Rush Medical College. "Unless we doctors pound away at patients, instead of mollifying them, they may end up in tragedy. Someone has to have the courage to say, 'You know, this could kill you.'"

**HELP FOR MILK INTOLERANCE ON WAY:**

Almost half of the world's peoples, including an estimated 40 percent to 70 percent of Black Americans, suffer digestive distress of sort or another if they drink milk or eat cheese, ice cream or any other dairy product.

According to the Massachusetts Institute of Technology nutritionist Paul Newberne, it is impossible to arrive at an accurate estimate of the number of persons who suffer from lactose intolerance -- the failure of the digestive system to produce enough lactase, the enzyme that digests lactose, "milk sugar."

Newberne has just completed a study at MIT that may make it possible, perhaps in the next few months, for persons suffering from lactose intolerance to drink milk. "... there is now a reasonable economical supply of lactase and it will be possible to provide it to people who need it, so it can be added to milk, in the near future," said Newberne.

Those particularly affected by lactose intolerance include western Africans, Indochina, Malaysians, Japanese and Chinese. It is very rare for a person to see a dairy dish on chinese menu which may list more than 100 dishes.

**BILLIE ROWE'S NOTEBOOK**

**N'YORK CITY** - What Broadway hears is that cable television industry is in a fight for survival. Its opponent is the giant National Broadcasting Company (NBC) and the other national networks which the Committee for Open Media (COM) describes as monolithic giants controlling entertainment, news, polls, public opinion and the whole gamut of programs. The networks have just about completed its conquest of the airwaves based on a proposed consent decree which would give the networks the power to deny cable television the right to show a particular first-run movie, for example, at their whim. COM brands the decree as "grossly unfair" to cable TV and regards the upcoming Department of Justice consent to this exclusive provision as "undue protectiveness towards major network interests."

COM, which is a watchdog committee on the media, also charges that if the decree becomes operative "Such protectiveness is clearly inconsistent . . . to the concept of cultural diversity in television program." Under the decree the TV industry can put on delay or totally scratch any programs. It would "firmly reinforce the major networks' clear dominance over Cable TV." The biggest concern of Cable TV is the programming of first-run films. Thus the squabble is between a giant (networks) versus a pigmy (cable). Networks have access to 74 million homes and revenues will reach \$13 billion by 1985.

**A SHOW OF HANDS** -- Bob Johnson, vice-president of the National Cable Television Association, paints an even bleaker picture of the affect the decree will have on blacks and other minorities. Over 11 million minorities are currently concentrated in 25 major markets in the U.S. The high cost of tickets for cinematic, dramatic, deucational, musical, or cultural events in larger cities make the theatres off-limits for them. Pay cable-casting offers these poor souls the opportunity to share some of the entertainment at a cost estimated at less than \$8 a month. This is less than the equivalent of a single family trip to the movies, says Johnson. Cablecasting also removes the prohibitive costs of travel to the theatre. But above all, it would permit the indigent to escape the immediacy of their circumstances and enable them to partake of the best forms of cultural enrichment that American society can offer. The monolithic control of entertainment by the networks is seen as relegating Cable TV to limited audiences giving that emerging industry a serious weakness.

COM advocates more minority participation at top-level decision making and operating stations, recognition of filmmakers, producers and artists and the uplifting of the now inadequate local news coverage. Above all cable must be afforded the opportunity to achieve a small measure of economic security so it can present high quality films and generate support for cable TV of the future.

This is a serious issue, we invite comments. Shall the networks run the show? Write here, you hear!

John Amos was lookin' good in ABC's new series, "Future Cop," starring Ernest Borgnine and Micheal Shannon. Amos who locked-in memory of his acting talents as the elder Kinte in "Roots," wasn't exactly a stranger coming to it all from several successful seasons as the poppa of the "Good Times" household. Also a fella who stand on a stand, he blew his spot with that show because it was a strong one . . . The critics are not that kind of "What's Happening." This teevee series is all non-ofay and is beginning to find its way to the nation's funny-bone so those same critics may have to swallow their write hand . . . Looka here, a series called "Southern Fried," about life in South Carolina, is about to crisp across the PBS channels, but don't chicken out, it isn't about the feathered creatures at all . . . "Kiss and say Goodbye" is waving at the top of the charts

as it reaches for the 2-mil mark to make the Manhattans richer and in greater deman. Expectations are that the "I Miss you" tune in their latest album will do just as well . . . The Jackson' initial for Epic, "Enjoy Yourself" has been a 14-karat seller for wks and the push is now on their big album, "The Jacksons," in hopes that it too will start glittering.

"Simple Justice" is being acclaimed as a book chronicling the struggle against school segregation, and is scheduled as a series for children's teevee workshop for prime time viewing on PBS. Look close and you'll see it is actually based on the part Justice Thurgood Marshall played as the champion of a long campaign against apartheid in America.

Information from abroad is that Sammy Davis, Jr. has decided against making that flick in Stockholm about an American army deserter seeking refuge in Sweden. His decision was prompted by the loud protest put up by the American Army Deserters' Committee and the United Swedish anti-war group who labeled the flick an "obscene exploitation." . . . Roberta Flack, Stevie Wonder, Diahann Carroll, Josephine Premice, Lionel Hampton, Joe Kipness, Adela Holzer, Ken Harper and Linda Hopkins, sounds like a whoz-who of the entertainment whirl, are the new-kl'us of a fun-raising committee and advance agents for the election of the astute Man'beepee Percy Sutton as Mayor of Fun City . . . Jolly good-fella Don Adderton, whom Johnson Pub. sent to N'York to Mgr-Ed. Jet mag, was anything but that when he discovered that press (CBS-Records) agent Win Wilford "wclcome to Fun City" party in his honor was dis'honored by comp booze . . . American Airlines' George Jackson and D. Parke Gibson have selected DeeCee's Shoreham Americana Htl for their second President's Wk'end in mid-Apr . . .

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