

"THE DISPLACED HOMEMAKER CENTER" AIDS THOSE IN NEED

Under the umbrella of Help of Southern Nevada is a program called "The Displaced Homemaker" center. The focus of this program is to train qualified clients to become self sufficient through active job seeking skills. If you have lost your major source of income due to separation, divorce, death of a spouse or denial from public assistance you will qualify for this program. Within the program is an Information and Referral Agent. Her purpose is to help you with social service referrals. Basic needs such as housing, food, and child care, can sometimes become barriers and deter job seeking. Another component of the program is the job of the Career Development Specialist, who will train you, teach you the process of job seeking. Everything from values, goals and resumes to follow-up and thank you letters is covered. We even teach "Dress For Success For Less." Once you've gone through the workshop you will then be assisted by the Job Developer. The Job Developer screens the client for all possible areas of employment. Through our networking with employers in the community she sends the client for interviews in their area of interest. Bi-Weekly Job Clubs are held for those who are either not working yet or have the day off in order to network, or serve as a support group with other DH clients. We are here until you don't need us. For information, please call 369-4357.

2 MILLION TEENS SMOKE

(Continued from Page 14)
 Remains the most common cardiovascular disease, there is good news: The prevalence is lower than previously estimated. Preliminary statistics from the federal government's National Health and Nutrition Examination Survey III (NHANES III) now show as many as 50 million Americans aged 6 and older have high blood pressure. NHANES III information was collected from 1988 through 1991.

Using the earlier NHANES II (1976-80) data, the AHA estimated in 1990 the number of people with high blood pressure was 63,640,000. Epidemiologists say the decrease can be attributed to two factors.

First, there are probably fewer Americans with high blood pressure because of a healthier lifestyle — more attention to exercise and maintaining a healthy body weight, reducing the salt content of their diet and less cigarette smoking — due to

public education by the AHA and others.

Second, the NHANES III statistics are more reliable because they include information from medical exams while NHANES III was based only on questionnaires.

Although high blood pressure, also known as hyperten-

sion, is easily detected, as many as 35 percent of people with the disease are unaware they have it. Of all hypertensives, 51 percent receive no therapy, 28 percent are on inadequate therapy and only 21 percent receive adequate therapy.

Some other facts about high blood pressure: It is a leading risk factor for stroke; blacks and whites in the southeastern U.S. have a greater prevalence of high blood pressure and higher death rates from stroke than those from other regions; the cause of 90 to 95 percent of all cases is unknown; people with lower educational levels tend to have higher blood pressure levels.

However, there is more good news about CVD:

* From 1981 to 1991 CVD death rates declined 25.7 percent. During the same 10-year period the actual number of deaths declined 6.1 percent from 983,929 to 926,061.

* From NHANES II to NHANES III, the estimated number of American adults with high blood cholesterol levels (240 milligrams per deciliter or higher) fell from 49.4 million (27.7 percent) to 37.0 million (20 percent). As with the change in estimated prevalence of high blood pressure, experts caution

that they cannot say that the number of adults with high cholesterol decreased by 12.4 million because of different methods used in collecting the data. However, the NHANES III statistics are the most accurate estimates currently available. And there was most likely a decline in the number of people with high cholesterol.

"Heart and Stroke Facts" is a 41-page volume of information about the heart, heart disease

and stroke. Some of the sections in the book are: High Blood Pressure; Heart Attack and Angina; Arrhythmias and Sudden Death; Risk Factors for Heart Disease; Signals and Action for Heart Attack; and Stroke. "Heart and Stroke Facts: 1994 Statistical Supplement," a 22-page volume of facts, figures and graphs that present statistical information about CVD in easy-to-understand terms.

BUSINESS

(Continued from Page 6)

your offering is intended to fill — positioning. Ask yourself basic questions: What business are you in? What is your goal? When you know the nature of your business, your goal, your strengths, your weaknesses, your competitors strengths and weaknesses, and the needs of your market, your positioning will be much easier to plan.

Selecting the creative approaches you will use to reach potential customers will be easier too. Some of these approaches may include: advertising, direct mail, public relations and special promotions. The actual approaches undertaken will be determined by the results of your analysis. Remem-

ber, marketing is not effective unless it sells.

Establish the core concept of what the message is that you want to relay to your customers about your product or service. The idea is to try to encapsulate your thoughts in a core concept that can be expressed in a minimum amount of words. Ultimately, this core concept can be developed into your identity — things like the best name for your business, a catchy slogan, etc. The objective is to achieve clarity in the message you send forth to potential customers. Once that message is established, everything in your marketing program is to be an extension of your identity and that message: your business card, the stationery, brochures, yellow pages advertising, direct mailings, general advertising... your whole marketing package.

There are four points to remember pertaining to your marketing efforts: 1. You must be committed to your marketing program; 2. You must think of that program as an investment; 3. You must assure clarity in your promotional messages, and (See Business, Page 21)

SUGAR PUDDIN'

BY ZELDA FORKYEHR (14)

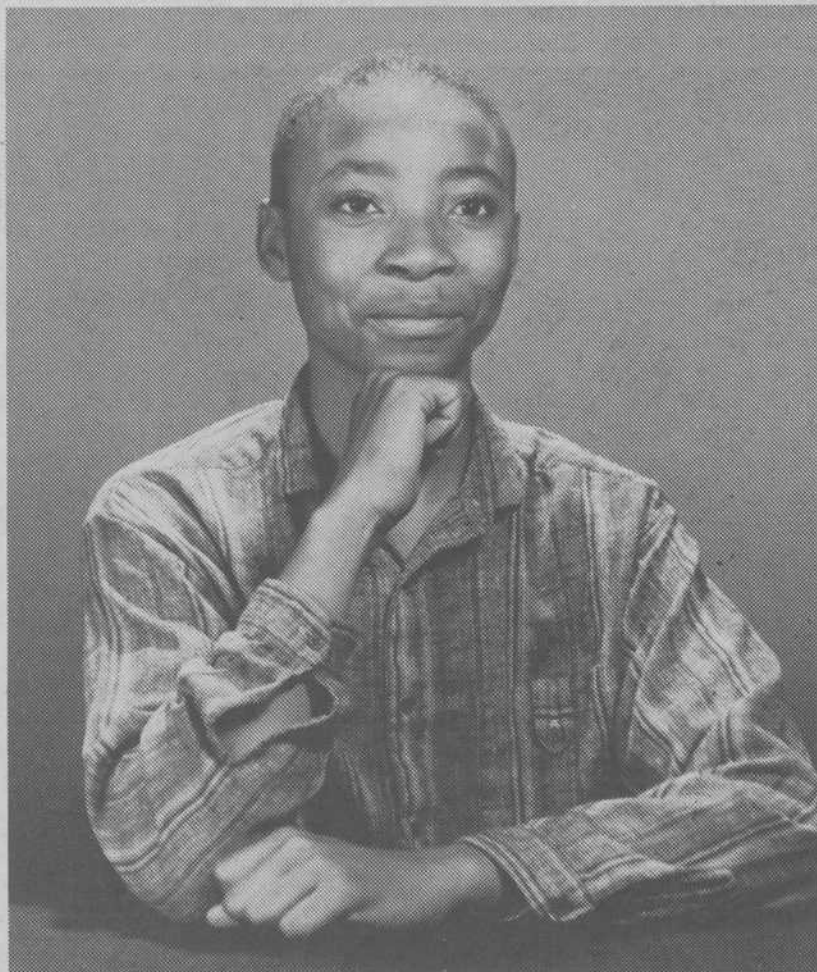
Vanessa, girl! get back into the work force.... You're too smart just sitting back looking at the game.....

I want to go back to school.... but lil' pooh.... I want this.... but I'm just a single mother.....

There are lots of single working mothers out there.... welfare is not away of life.....

Take the first step Vanessa.... You must do it for you and lil' pooh's future.....

Sugar Puddin' I know your right, without education I'm lost..... Thanks for caring.....



DRUNK DRIVING DOESN'T JUST KILL DRUNK DRIVERS.

Alonzo Drake, killed 3/17/91 at 10:53pm on Robbins Rd., Harvest, AL. Next time your friend insists on driving drunk, do whatever it takes to stop him.

Because if he kills innocent people, how will you live with yourself?



FRIENDS DON'T LET FRIENDS DRIVE DRUNK.

U.S. COMMITTEE FOR UNICEF

(Continued from Page 19)

their global neighbors in other towns, in other small villages, all over the world."

The U.S. Committee of UNICEF is accepting earmarked donations for Somalia. Contributions may be sent to the U.S. Committee for UNICEF, 333 East 38th Street, New York, NY 10016. For further information please call (212) 686-5522.

Founded in 1947, the U.S. Committee for UNICEF is the oldest and largest of 35 national committees set up to support UNICEF's work around the world.