

Healthy Fun



SUBMITTED PHOTO

The students at Missouri Valley Christian Academy's Kindergarten, 1st and 2nd grades had special visitors this week. Students from Mt. Marty College of Nursing did presentations on eating healthy and good teeth care. The nursing students played games, had video presentations and explained about taking care of our bodies and teeth. They also gave the children new tooth brushes and prizes for playing the games. Thank you Mt. Marty nurses!

Social Media Forum Slated Oct. 7

VERMILLION — Is social media a "friend or foe" of health care providers? What are the implications of inappropriate use of social media and what are the boundaries of "inappropriate"?

These questions (and many more) will be addressed by Darcy Sherman-Justice, a nurse executive at Avera McKennan Hospital at a forum set for the University of South Dakota's Julian Hall Tuesday, Oct. 7, running from 6:30-7:30 p.m. Julian Hall is located at 414 East Clark Street. Enter through the east doors.

This program is open to Health Care Providers who wish to maintain professional standards and provide respect for their clients/patients.

Sherman-Justice coordinates the Professional Development Program for nursing students and has vast experiences and credentials in the nursing profession.

She will be joined by Teresa Frederick who is a Human Resources Partner with Avera Health at McKennan Hospital. Frederick has more than 13 years of experience in Employee Relations and Leadership Achievement.

These two presenters will discuss the regulations related to the use of social media in health care and the implications of the violations. Included will be the many forms of social media which are utilized by health care workers including: Facebook, Twitter, YouTube, Caring Bridges, Instagram, etc.

This program is sponsored by District 11, South Dakota Nurses Association.

For further information, email sisburg@hotmail.com.

Your Heart And The Hunt

You've waited for it all year. That first crisp October morning of hunting season. With plenty of fresh air and vigorous exercise, it will be a morning that's good for your heart.

Yet if you're out of condition or have a history of heart disease, stay mindful of your heart health. Also be aware that you could be among the millions who have heart disease and don't yet know it.

"Getting out and being active is one of the best things you can do for your heart," said Preston Renshaw, MD, Chief Medical Officer for Avera Health Plans.

Adults should engage in some activity for 30 minutes on most days of the week, whether that's walking, running, swimming, biking, playing sports, doing chores, etc. Engaging in exercise is more likely if it's an activity you enjoy, and hunting often fits the bill.

"Even for those who 'road hunt,' you're still getting out and walking more than you would if you were sitting at home in your recliner," Dr. Renshaw added.

Your heart is a muscle, just like the muscles in your back or legs. If you're out of condition, it's likely that you might feel a little out of breath as you're out walking the fields. If this continues or gets worse, check in with your doctor. Also be aware that shortness of breath is among warning signs of heart attack, along with the following:

- Chest discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- Discomfort in the upper body: in one or both arms, the back, neck, jaw or stomach
- Other symptoms such as breaking out in a cold sweat, nausea or lightheadedness

While chest pain is the most common symptom of heart attack, women can experience a heart attack without the chest pressure. Instead, they may experience shortness of breath,

pressure or pain in the lower chest or upper abdomen, dizziness, lightheadedness or fainting, upper back pressure or extreme fatigue.

If you or one of your hunting companions develops symptoms like this out in the field, don't wait: Call 911. Even if minor symptoms concern you during your hunting trip, it's a good opportunity to get checked out by your primary care provider.

"If you're found to be at risk for heart disease, lifestyle changes or medications now can help prevent a serious health event later," said Benjamin Aaker, MD, of the Avera Sacred Heart Hospital Emergency Department.

Finally, as you're planning your first hunt of the season, beware of the "hunter's breakfast." Soon after a large meal, your body diverts blood flow to the digestive system. But then when you start hunting, your body gets the signal that it needs energy for walking, and the food just sits there.

"Your body's ability to function at its highest performance decreases significantly," Dr. Renshaw said.

If you wait and eat a large meal after hunting, it's easy to over-consume - eating more calories than you've actually burned. This activity/eating pattern leads to weight gain. Instead, fuel your body in reasonable portions with well-balanced meals that emphasize fruits and vegetables, whole grains, lean meats and low-fat dairy products, and limit sugar, simple carbohydrates and fat.

"Men tend to overlook their own health. If you haven't been in to see your primary care provider this year, now is a great time to make an appointment. Your provider can help make sure you're healthy for the hunt, so you can make the most of your first day out in the fields," said Dr. Aaker.

To learn more about heart health and other health topics, go to Avera.org.

Coach Rozy

Keep Pushing Yourself

BY MARK ROOZEN, M.ED., CSCS,*D, NSCA-CPT,*D, FNSCA

When doing a training program, the goal is always to make yourself better. To do that, you have to "get yourself out of your comfort zone" and do more than you did the time before. The General Adaptation Syndrome, or GAS, is a term used to describe the body's short-term and long-term reactions to stress. The thought behind the principle when training is you have to push yourself to get your body to adapt to new stress that is placed on it. When you stress the body, the body will, as the old saying goes: "Adapt or Die." As we train, we usually see two outcomes: the body changes for the better and performance improves, or if too much stress is put on the body, we start to see signs of overtraining and actually a decrease in performance.

So pushing yourself to high levels when training is a key to improving performance. What we have to ask when we look at setting up our training program, is going to maximum every time, giving 100% each and every workout, necessary or a reality? What needs to be understood that at times, your intensity level might be at 90%, but your relative intensity is at 100%. Sounds confusing, but if you haven't eaten right, had a really hard workout the day before, didn't get proper sleep and not get what is needed for great recovery, working out at that 90% might stress the body like you were working out at 100%. Keep in mind there is a limit on how much training you can perform before your body signals that you've gone too far. That is why programs set up heavy, medium and even what we call light days of training. Keep in mind, you can't go 100% all the time and never set up time for rest, recovery and regeneration.

I have to smile, because I can already hear some folks out there smiling and saying, "Great, Coach says I don't have to work hard in my training to get better!" Not the case my magazine reading treadmill walker! We need to push ourselves to make ourselves better. We



Mark ROOZEN

need to make sure we are TRAINING and not just working out. (That's a topic for another column.) But do we need to push ourselves each and every workout where we drop down and lay in our own pool of body fluids? You have probably already hit this limit at least once in your training or athletic career, experiencing dizziness, nausea and maybe even vomiting. These result from lactic acid buildup, which occurs when performing anaerobic strength, power or conditioning exercises, like Olympic lifts, plyometrics or sprints. Yes, such symptoms prove that you're giving high levels of effort, but needing a puke bucket also indicates that you're training improperly.

Think of the times when you've hit this threshold. Instead of focusing on putting forth your best effort and properly performing an exercise or drill, you're just trying not to lose your lunch. The results? Reduced performance, a long rest time to recover, or even ending your workout—all of which are counterproductive to the goals of your training program. Many people—including some coaches and trainers—believe that vomiting is a sign of hard work. I actually have some trainers, coaches and parents gauge if a program is "Good," based on how many kids get sick or can't complete a workout. Let me just say this, anyone can make someone lose their lunch. When I see this, I ask myself what is the purpose of the training session? If you vomit during a workout, you're technically working hard, but you're not working smart. Getting sick during a workout will cause you to degrade your training experience.

Vomiting is a sign that you are pushing yourself too hard. As we said, it commonly happens when too much lac-

tic acid (or waste product that is produced by the body) builds up in your system through overexertion. The brain senses lactic acid as a toxin and attempts to remove it by triggering vomiting.

Other common causes of vomiting during workouts include dehydration, heat sickness and eating certain foods that might take too long to digest right before activity or doesn't set right with the person.

The best way to avoid exercise-induced vomiting is to schedule adequate recovery times throughout your workout. Focus on performing exercises at your max effort, but take a proper amount of recovery time. For anaerobic strength and power exercises, rest for between two and five minutes so your energy stores can replenish and your body can remove lactic acid. For anaerobic conditioning exercises, rest for at least the same duration as the exercise. For example, follow 15 seconds of interval sprints with 15 seconds of rest. If you start to feel lightheaded or nauseous, take a break and drink some water before starting up again. If you feel sick during practice, communicate with your coach or trainer so they won't continue to push you beyond your limits.

Eat approximately three hours before a workout, practice or game so you have time to fully digest the food. Fifteen minutes before, if you need a quick snack, stick to a banana or a few pretzels. Always hydrate with water or a sports drink during exercise. You should drink about 12 ounces for every 15 or 20 minutes of activity.

Remember, you can work hard, train hard and keep pushing yourself to new levels, but by following a program with the right progressions and the proper plan, you can train at high levels and leave the puke bucket at home!

Mark "Coach Rozy" Roozen is Owner/Director of Coach Rozy — Powered by AVERA. He can be contacted at 817-219-2811 or roozyroozen@gmail.com for any questions, training or program needs.

Better Business Bureau: Be Wary Of APN Subscription Renewals

OMAHA, Neb. — Better Business Bureau (BBB) serving Nebraska, South Dakota, The Kansas Plains and Southwest Iowa is warning consumers about misleading and unauthorized subscription renewal notices from Associated Publishers Network (APN) located in Henderson, Nevada.

BBB has received a volume and pattern of complaints regarding billing and collection, delivery, refund or exchange and sales practice issues of APN. It has also reported that they continue to bill credit or debit cards even after they were asked to stop, and the consumer cancelled the subscription. APN has an "F" rating with BBB.

APN's typical response to complaints filed with BBB states, in part, that their offers are sent out periodically and are marketing pieces only. We merely send out offers as stated plainly on each offer and no one is obligated to respond.

Several leading publications — *The Wall Street Journal*, *The New York Times*, *The Economist* and *New Yorker Magazine* — have been hit in APN's effort that aims to get consumers to make payments directly to them, not to the publication itself, as is usually requested

with legitimate subscriptions. Consumers, who have taken the bait, complain that the expected magazines and newspapers don't arrive, and upon contacting the publishers, they learn that APN has no relationship with them. Meanwhile, phone calls and emails to APN, requesting a refund, are ignored.

The *Omaha World-Herald* (OWH) recently reported to BBB that their customers have been receiving renewal notices from APN. OWH has confirmed that the newspaper has no working relationship with this company. According to the notices, the consumer is directed to make a credit card payment at unitedpubex.com. BBB investigation found that you must click on the Publishers Payment link, "To take advantage of your offer." In turn, this link takes you publisherspayment.com, the website for Publishers Payment Processing, located in Medford, Oregon.

Publishers Payment Processing told BBB that they are just a call center and they are not affiliated with APN, and just take calls for them. When BBB suggested that they are assisting in advancing these misleading offers, and the investigator asked to speak with the company's owner, they said they

could not divulge that information. Publishers Payment Processing also has an "F" rating with BBB.

Consumers further allege APN's renewal advertisement states it has "the lowest renewal fee," but consumers find that renewing directly through the publisher costs less. In fact, the actual renewal rate with OWH is significantly less than the amount stated on the renewal notices from APN.

The *New York Times* has filed a complaint with the BBB, stating Associated Publishers Network is not connected with or authorized to solicit renewals or subscriptions.

The *Wall Street Journal* has issued its own fraud alerts in response to complaints. It says APN claims to do business on behalf of the *Journal* using various names — United Publisher's Clearing House, National Magazine Services, Orbital Publishing and Publisher's Billing Exchange. All of these companies share the same address with Associated Publishers Network, 850 S. Boulder Highway, Henderson, Nevada, or a post office box in Oregon.

"It is important to remember that subscription solicitations need to be examined

closely," stated BBB President and CEO Jim Hegarty. "BBB advises consumers to always check the payment address of subscription solicitors; check out all third party billers with BBB to determine if the company has a favorable record; and do not provide any financial information to subscription solicitations until you have thoroughly checked them out. If you feel that you have received a fraudulent renewal invoice, file a complaint with BBB at bbbinc.org and the U.S. Postal Inspection Service."

"Your best defense when starting or renewing a subscription is to expect that payment should be made directly to the publication. Some publishers do use legitimate third-party companies to handle payments, but before paying them anything, vet their legitimacy by calling the publication yourself. Rely on phone numbers you have independently determined belong to the publication that can be found printed in its pages (usually on or near the staff box page) — not numbers or email addresses on notices you receive in the mail," advised Hegarty.

USD Health Sciences Associate Dean Elected To National Post

VERMILLION — June Larson, M.S.N., R.N., A.N.E.F., associate dean of the University of South Dakota School of Health Sciences, has been elected to serve on the National League of Nursing's Board of Governors.

The Board of Governors provides leadership and guidance to the National League of Nursing, the voice of nursing education in the United States and the pre-

mier organization for nursing faculty, schools of nursing and leaders in nursing education.

"We are very proud of Dean Larson's significant achievements and the deserved recognition from her peers as a national leader in nursing and health sciences education," said Michael Lawler, Ph.D., M.S.W., Dean of the University of South Dakota School of Health Sciences.

Larson's position on the Board of Governors runs from 2014-2017. Larson has

also been named a Fellow in the Academy of Nursing Education.

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ProCenter is excited to offer the hard-of-hearing individual a new breakthrough in hearing instrumentation technology called the PRO. This technology detects the direction of speech allowing the client to hear speech in front of him/her in noise. It is truly one-of-a-kind currently on the market.

Daniel Smith, BC-HIS has been serving the Yankton & surrounding area for almost 27 years.

Call today to make an appointment for a FREE hearing exam and demonstration of the new PRO technology. Take advantage of special pricing through October and, as always, a FREE trial period is always included! Walk-ins welcome!