

January
2016



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*Crystal Chalmers, Au.D.,
Doctor of Audiology, Owner,
North State Audiological Services*

About the writer: Crystal Chalmers, Au.D., is an AudigyCertified™ Doctor of Audiology, the owner of North State Audiological Services in Chico, and a member of AudigyGroup, the nation's largest member-owned association of independent hearing care professionals.

Since 2006, AudigyGroup has interviewed over 5,000 of the 18,000 audiologists in the United States, yet has selected only 250 to be members in this elite association. Dr. Chalmers is the only AudigyGroup professional in the entire north-eastern part of California. AudigyCertified™ is a trade-mark of AudigyGroup, LLC.

To learn more about Dr. Chalmers, her practice, and AudigyGroup visit online at www.nsaudiology.com or call toll free at 1 (888) 893-1352

HEARING DIFFICULTIES CAN BE OVERCOME BUT ... **It's Not The Widget**

By Crystal Chalmers, Au.D.

"Amazed" at Results

I see it all the time.

A person will make an appointment to come into my practice and they – or a family member – is frustrated and confused. They have suffered from hearing difficulties for years ... and gone through just about every stage possible when it comes to trying hearing aids.

First they bought one of those \$59 devices from an ad they saw in the back of a magazine ... which did not help at all.

Then they bought something off the Internet for a few hundred dollars, which worked about as well as the first item.

After that they tried still more product-based options based on the praises about – and discounted prices on – Product XYZ that they saw in advertisements, with the same disappointing results.

Multiple attempts. Thousands of dollars wasted. Their take on the whole process: "Hearing aids don't work!" My response is that they think that way because they placed their trust in a product rather than a process.

Fast-forward a few weeks and this new patient of mine is amazed at the results. Not only can they hear, but they can understand what it is that they are hearing! Their lives been changed for the better, as well as the lives of their loved ones, friends, and associates.

Results like these are the norm in my practice. The process I referred to earlier is implemented for each and every patient on a customized basis. And while the hearing aid technology is a part of that process, it is not the only part.

I liken this process to the construction of a building: there are vital components that must be in place or the structure will eventually fail, such as the pillars that support a roof. Combined, all the pillars (or "support beams" to use another term) collectively hold the roof up. But if one should fail, all are likely to fail, as well

As it applies to hearing difficulties the three "Pillars of Support" that provide for a successful solution are:

Patient goals -- The first pillar of support is you, the patient. What are your goals? And what is your level of willingness to

attend follow-up appointments and to take careful notes and assessments of how you perceive you are doing with your new ability to hear? Remember, we are retraining your brain to recognize and comprehend what it is now – and which it had not for some time – hearing.

The Professional -- My job (and the job of the other audiologist in our office, Traci Long, M.A., CCC-A) is to get to know you, learn about your difficulties, the affect your hearing difficulties are having on your family/friends, lifestyle, etc. It is also up to me – or Traci -- to know which hearing aid will be the best choice for you and your listening lifestyle.

The Best Technology -- Just as no professional race car driver would hope to win the Daytona 500



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— Crystal Chalmers, Au.D., Doctor of Audiology



Au.D.
Doctor of Audiology



M.A., CCC-A
Licensed Audiologist



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IT'S NOT THE WIDGET, CONTINUED FROM PAGE 3

driving an old jalopy, successful hearing loss treatment requires superb, science-based technology.

At North State Audiological Services, we have invested in state-of-the-art diagnostic testing equipment (only audiologists are licensed to perform diagnostic evaluations in California) for which to conduct our assessments.

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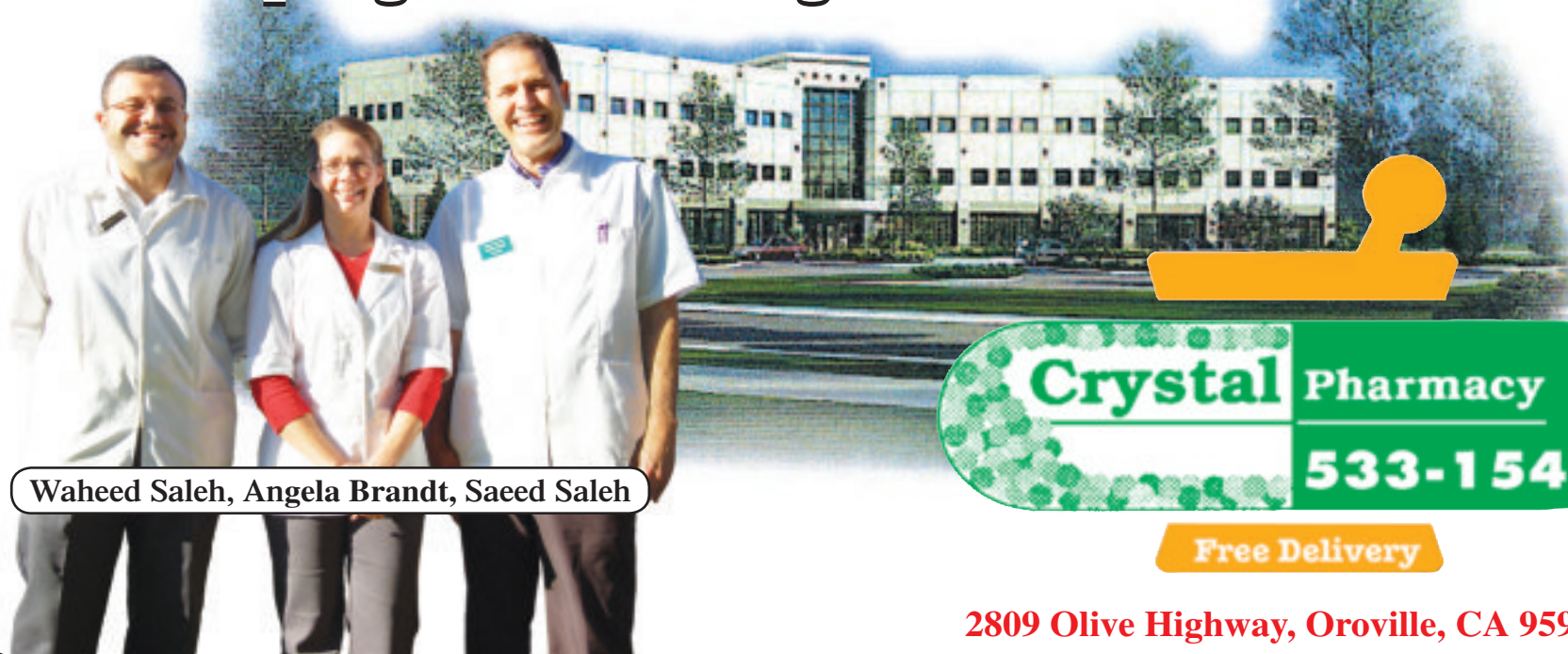
People Bring It All Together

In the long run, it really is about people. You. My fabulous, AudigyCertified™ staff. An audiologist – like Traci or myself – who is educated and trained in diagnostic assessments, and who understands how the brain, its hearing system, and hearing aid technology should interact. The dedicated people of different backgrounds who work for the top hearing manufacturing companies. And the tremendous people at AudigyGroup who act as the glue in bringing this all together on a daily basis.

Success for people with hearing difficulties is attainable. But for these people – and their families – their focus should be on people who have pledged to make a positive difference in their patients lives ... not on selling them a widget ... Because hearing is a wonderful gift!

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Make This Year *Extra-Ordinary*

Wow! It's a new year! So many new opportunities await us.

Ever notice how much better things are when you approach them with a smile? You can even tell when the person on the other end of the phone is smiling when they are talking to you.

Know someone who always seems to be smiling? Are they always happy? Ever notice how contagious a smile is? Test it out. Today, when you are travelling and make eye contact, flash them a smile. See if you don't get one back.

Try the same thing while shopping. Anytime you make eye contact, just let the corners of your mouth curl up a little (or a lot) and give them a smile. You'll probably get one back. If you can't raise the corners, let the middle drop. Regardless of how you produce a smile, genuine, or superficial the effect is virtually the same. It's contagious.

"Smile, it makes people wonder what you've been up to." The reason for smiling doesn't matter. The simple act of doing so will make you and the people around you feel happier. If you can't seem to find a reason to smile, do it anyway, you'll find one eventually. It just might be the smile you get back.

As we all spread smiles and get them back this beautiful place we live will become even more beautiful. It will truly be an extraordinary place to be and this year is sure to be amazing.

If you don't like your smile, there are so many ways to improve what people see when you smile. Many people think improving the looks of their smile requires caps, crowns, veneers or some other expensive treatment. There are so many ways to improve the looks of one's smile, and many of them are highly affordable and a lot easier than one would expect. We'd love to help you explore the options.

Mention this column and take advantage of our \$75 new patient special. One of our gentle, friendly dentists and wonderful team members would love to help you discover what can be done to give you the confidence to "flash those pearly whites" more often and spread smiles.

-Dr. Brent E. Parrott, DDS



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Blood Donation Facts

Blood donations remain an urgent need. The Central California Blood Center says 75 percent of all Americans who reach age 72 will need blood in their lifetimes. Around 97 percent of people will have a friend or loved one who will need lifesaving blood. The American Red Cross says more than 41,000 blood donations are needed every day, and a total of 30 million blood components are transfused each year in the United States alone.

Various surgeries, from joint replacements to bypass surgeries, require several pints of blood. Car accident victims may require as much as 100 pints of blood.

Unfortunately, blood cannot be manufactured in labs, so hospitals and medical centers rely on blood donations to meet their blood needs. But donation centers often fall short of their needs, which only highlights the important role donors play.

According to the Red Cross, only 10 percent of the nearly 40 percent of the population eligible to donate blood actually does so. That may be due to misinformation or even fear about the process. A whole-blood donation takes between 45 and 60 minutes, but the actual blood donation lasts only 10 to 12 minutes (the rest of the time involves preparation and recovery). Donors are typically given a brief physical exam, which includes checking temperature, blood pressure, pulse, and hemoglobin to ensure it is safe for donors to give blood.

The Mayo Clinic Blood Donor center says a person can donate whole blood as frequently as every 84 days.

Specific blood components also can be donated, such as red blood cells, platelets and plasma. These donations may occur more frequently and the process is called apheresis. Since many donated red blood cells and platelets must be used within days of collection, new donations are in constant need.

One blood donation can save the lives of up to three people. The Red Cross notes that donors who begin donating blood at age 17 and donate every 56 days until they turn 76 would have donated 48 gallons of blood, potentially helping to save more than 1,000 lives.

While all blood types are needed, O-negative blood is in the highest demand. That's because this blood can be given to people of all blood types, and is often relied on in emergency situations when a patient's blood type is not yet known. Only 9 percent of the U.S. population has type O-negative blood, making these donors even more valuable. People with AB-positive blood type are universal donors of plasma. There is always a great need for donors that are Rh-negative as well.

Donating blood is a relatively easy process that has countless rewards. Investigate mobile blood donation drives or centers that handle blood donations nearby, or visit www.redcrossblood.org for more information.

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Hittin' The Trails with Under The Sun Events

By Alice M. Patterson

What do you get when you mix an entrepreneurial spirit, running, and a love for Northern California trails? Under the Sun Events (UTSE): a race management company with as much passion for the people it serves as it does for the terrain.

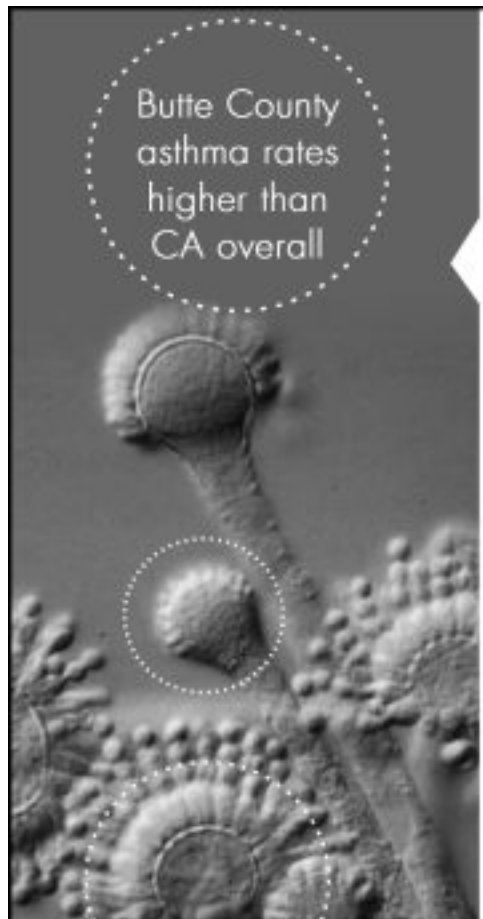
Officially launched in 2007 by Nikki Stadler and Julie Healy, UTSE operates four trail runs in Butte County: The Frost or Fog (held January 23), Love on the Rocks (February 13, 2016), the Trail Less Traveled (April 3, 2016) and Paradise Trail Runs (October 23, 2016). The terrain takes runners around some of the most beautiful terrain in Northern California: around lakes, under thick canopies, through open woodland and over foothills. The scenery is as varied as the terrain and each season takes runners to a new location. In addition to their

own four races, they provide race management and timing services to other race organizers and agencies looking to put on runs.

"We'll go anywhere," Stadler said.

UTSE Timing provides chip timing for any size event, which includes providing accurate and timely results for the awards ceremony at events, and posting results on UnderTheSunEvents.org website by day's end. Other management services include guidance through pre-race packet pickup and in in-person registration, assigning bib numbers, providing shirt counts and a complete participant list after the event, custom finisher's medals and much more.

For both Healy and Stadler, the business is a true labor of love and a real passion.



MOLD: A FOUR LETTER WORD

TRIGGERS FOR ALLERGY AND ASTHMA

ARTICLE BY: LISA ALMAGUER, COMMUNICATIONS MANAGER, BCPHD

Mold grows year round and likes to grow where there is moisture, either indoors or outdoors. With the arrival of El Niño, more moisture is eminent.

Mold spores are much smaller than pollen grains, allowing many of them to bypass the normal filtering functions of the nose effectively. Inhalation of mold spores is a common cause of allergies and asthma attacks. Mold allergy symptoms can include: sneezing, runny or stuffy nose, cough, itchy eyes, nose and throat, and watery eyes. If you have a mold allergy and asthma, your asthma symptoms may be triggered by exposure to mold spores. These symptoms can include: coughing, wheezing, shortness of breath and chest tightness.


According to the California Health Interview Survey, children (0-12) and adults have higher asthma rates in Butte County, compared to California overall. With more moisture on the way, there are steps you can

take to eliminate mold in your home, especially if you have asthma.

If mold is growing in your home, you need to clean up the mold and fix the moisture problem. Mold can be removed from most hard surfaces with soap and water or a bleach solution of one cup of household laundry bleach in one gallon of water.

If your home is not well ventilated and there are areas that retain moisture you can control mold growth by reducing humidity levels with a dehumidifier or AC system, promptly fixing leaky roofs, windows and pipes, and ventilating common moisture producing areas like the shower, laundry and kitchen.

For more information about mold, visit the Center for Disease Control: www.cdc.gov/mold/faqs



UNDER THE SUN EVENTS, CONTINUED FROM PAGE 7

“Everything about our business has happened organically,” Stadler said. “For several years, Julie and I were managing separate events. It just made sense that we do it together.” Both understand the demands of juggling a family and operating a busy business, and share a passion for running and staying healthy.

Their skills and experience are ideally suited for hosting events that meet participants’ needs and wants. But at the heart of every event are the runners and walkers that sign up for their events.

“At the end of the day, it’s all about the people,” Stadler said.

“Every event has a success story,” She said whether it’s the person who just finished his or her first 5k run, or the person who recently shed 100 pounds and is completing a run, “the people are why we do this.” Last year’s “Love on the Rocks” event even brought in two people from Southern California who got married at the event.

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Under The Sun Events co-owners Julie Healy (left) and Nikki Stadler bring a passion for people and a love for what they do to every race.



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"This can be a very stressful job, but it's extremely rewarding," she said.

Healy and Stadler typically have a beneficiary of their events, as well, and love being able to give back to local non-profits. They take great pride in creating great, safe events that encourage healthy lifestyles for all members of the community.

"We love that we get to work in a super positive, healthy environment," said Stadler.

She encourages anyone interested in running to join a training program, and to start slow.

"Programs like those offered by Fleet Feet are great because you're working with experts," she said. She suggested having a goal event to keep motivated, and to remember that everyone runs at their own pace.



**UNDER THE SUN
EVENTS**

"We get to wake up to sunrises," Stadler said, "It doesn't get much better than that."

For more information about UTSE, or to register for their UTSE series, visit www.underthesunevents.org

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Parkinson's Disease:

Recognize Early Onset Symptoms

Parkinson's disease is a neurological movement disorder. Classic motor symptoms, such as tremor, rigidity and extreme slowness of movements and reflexes, called bradykinesia, are typically used to identify Parkinson's. However, identification of other, more subtle symptoms may help identify the disease years before more obvious motor conditions present themselves.

Since Parkinson's is a chronic and progressive neurological disease, symptoms are often mild at the onset, becoming more severe over time. Initial symptoms may be so subtle that they're even difficult for specialists to detect, according to the The Michael J. Fox Foundation for Parkinson's Research. Symptoms also may be different for some patients than others and may progress at different paces.

Dopamine loss is a major contributor to the onset of Parkinson's disease.

Dopamine controls movement and mood, so when dopamine is affected, walking, talking and writing can be impacted. Depression or anxiety may accompany other symptoms.

The National Institutes of Health says Parkinson's disease affects as many as 500,000 people in the United States. An early diagnosis may help improve quality of life and delay the onset of greater motor issues. Here's what to look for and discuss with a doctor.




Tremors in the hands, loss of balance, handwriting changes, and slowed movements may be early indicators of Parkinson's disease.

- Micrographia and other handwriting issues occur. Those with Parkinson's disease may start experiencing changes in their handwriting. Penmanship may look cramped, and letters tend to be smaller than normal (micrographia). Individuals may find it difficult to hold a pen and write.

- Tremors take place in a limb. Tremors usually begin in the hands or fingers and may even mimic a pill-rolling technique, which is a tremor between the

thumb and forefinger. Tremors usually occur when the limb is at rest.

- Pace or activities slow down. Parkinson's disease may reduce one's ability to move and may slow down movements. An early symptom may be a noticeable slowing down in steps or ability to react to something, like a ball being thrown one's way. Some with Parkinson's may drag their feet or shuffle as they walk or find it difficult to get out of a chair.
 - Loss of automatic movements and functions can occur. Difficulty with unconscious movements, such as blinking, smiling or even swinging arms, may occur when a person has Parkinson's disease. Movements may be uncoordinated and stiff. Increased salivation and perspiration also may be indicators.
 - Poor balance and loss of posture may develop. People with Parkinson's disease may hunch over more and more and be unable to stand up straight. Balance issues, such as greater incidences of falls or being able to tip over more easily, may occur.
 - Speech can change. Changes in speech can begin, including hesitating before speaking, slurring words or speaking in a monotone voice.
 - Others may notice a masked face. This describes a vacant or fixed stare and lack of facial animation.
 - Sleep issues may increase. Parkinson's disease can affect sleeping patterns and behaviors. People with Parkinson's may experience vivid dreams and nightmares, as well as an inability to stay asleep. Daytime drowsiness may also occur.
- Parkinson's disease is rare, and symptoms that mimic those of Parkinson's may be caused by other conditions. However, if you or someone you know is experiencing repeated symptoms of any of the ones described here, speak with your general practitioner or a neurologist.



NEW HOPE FOR HEPATITIS C

SCREENING, TESTING & TREATMENT

ARTICLE BY: USA ALMAGUER, COMMUNICATIONS MANAGER, BCPHD


Hepatitis C is a liver infection caused by the Hepatitis C virus (HCV). The major route of transmission of HCV is through blood and blood products, and in the US that occurs primarily through injection drug use. Unlike Hepatitis A and B, there is no vaccination for HCV. According to the Center for Disease Control, HCV cases increased 273% from 2009-2013 nationwide, with injection drug use being the primary risk factor.

People who have been diagnosed with HCV are realizing new hope for the future with the availability of new direct-acting antiviral drugs, and some are wondering if the eradication of HCV is eminent.¹ There are many obstacles to overcome before we witness the eradication of HCV, not the least of which is the fact that over 75% of people in the US with HCV are unaware of their infection.² People with HCV may not exhibit symptoms for long periods during which they may unwittingly transmit disease to others.² Those infected with HCV may develop a long term, chronic infection that can result in death due to liver failure.

In Butte County, 49% of those who have been screened as positive³ have had no confirmation testing to make them a candidate for treatment. It is important that screening programs be expanded, especially to IV drug users⁴, and in Butte County positive screening tests need to be followed up with confirmation testing.

HCV screening and testing is recommended for anyone who has ever injected drugs, all persons with HIV infection, patients who have received long term hemodialysis treatment and children born to HCV positive mothers.

Lastly, the new direct-acting antiviral drugs are expensive, making it cost prohibitive to receive treatment. Even if you are a recipient of Medi-Cal or Medicare you may qualify for the new anti-viral treatment. Check with your provider for details.



¹ Hepatitis C: only a step away from elimination? *Lancet*. 2015;385:1045

² Edlin DR, Winkelman GR. Can hepatitis C be eradicated in the United States? *Antiviral Res*. 2014;110:79-90

³ Butte County Health Department, July 2014 - June 2015.

⁴ Wakefield, Y. Hepatitis C eradication: A long way to go. *World J Gastroenterology*. 2015 Nov21; 21(43): 12519-12512



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“Savor the Flavor of Eating Right” During National Nutrition Month

By Alice M. Patterson

The Academy of Nutrition and Dietetics urges everyone to “Savor the Flavor of Eating Right” during National Nutrition Month, held every March.

According to eatright.org, how, when, why and where we eat are just as important as what we eat. Making sure to enjoy the sights, sounds, memories and interactions associated with eating are essential to developing an overall healthy eating plan. As part of National Nutrition Month 2016, the Academy encourages Americans to return to the basics of healthful. This year’s theme encourages everyone to take time to enjoy food traditions and appreciate the pleasures, great flavors and social experiences food can add to our lives.

“This year’s ‘Savor the Flavor of Eating Right’ National Nutrition Month theme is a great reminder for everyone to develop a mindful eating pattern that includes nutritious and flavorful foods, while also taking the time to enjoy everything that a healthful and tasty meal brings with it,” according to registered dietitian nutritionist and Academy President Dr. Evelyn F. Crayton.

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Here in Butte County, a number of resources exist for information, including online resources at buttecounty.net.

tritionist Day will be celebrated March 9.

The Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals. The Academy is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy. As part of this public education campaign, the Academy's website (eatright.org) includes a variety of helpful articles, recipes, videos and educational resources, all designed to spread the message of good nutrition and an overall healthy lifestyle for people of all ages, genders and backgrounds. Consumers are also encouraged to follow National Nutrition Month on the Academy's social media channels including Facebook and Twitter using the #NNM hashtag.



SAVOR THE FLAVOR OF EATING RIGHT

NATIONAL NUTRITION MONTH® 2016

“A balanced lifestyle requires the right amount of quality sleep, physical activity and a healthy diet, full of fruits and vegetables. Making healthy choices about what you eat helps your body function at its best, whether your sleeping, moving, learning or just having fun!” said Aimee Duval-Critser, Butte County Public Health Education Supervisor.

The Academy strives to communicate healthful eating messages that emphasize balancing food and beverages within an individual's energy needs, rather than focusing on any one specific food or meal. To this end, it is the Academy's position that improving overall health requires a lifelong commitment to healthful lifestyle behaviors, emphasizing maintainable and enjoyable eating practices and regular physical activity. Initiated in 1973 as a week-long event, “National Nutrition Week” became a month-long observance in 1980 in response to growing public interest in nutrition. To commemorate the dedication of registered dietitian nutritionists as the leading advocates for advancing the nutritional status of Americans and people around the world, the second Wednesday of each March is celebrated as “Registered Dietitian Nutritionist Day.” This year Registered Dietitian Nu-



Exercise Tips for Beginners

Stretching after a workout can improve flexibility and help muscles work more effectively.

The right combination of diet and exercise is one of the keys to a long and healthy life. While many people find adapting to a healthier diet challenging, that challenge often pales in comparison to the intimidation felt when working out for the first time in years.

Exercising after an extended period of inactivity may intimidate people who choose to workout at gyms, where fellow gym members may appear to be in tip-top shape. Overcoming that intimidation factor can be as simple as working out with a friend or working with a personal trainer, each of whom can offer the support and guidance beginners need when reacclimating themselves to more active lifestyles. In addition to the buddy system, beginners can employ the following strategies to make their return to exercise go as smoothly as possible.

- Gradually build up your exercise tolerance. When you exercise, your body releases neurotransmitters known as endorphins, which trigger positive feelings in the body. Those positive feelings can be addictive, but it's important that beginners do not go too hard too quickly when beginning a new exercise regimen. Gradually build up your exercise tolerance, exercising two or three days per week and taking a day off between workouts when you start. As your body becomes more acclimated to exercise, you can start to workout more and with more intensity.

- Stretch after working out. Stretching can improve flexibility, and that may decrease your risk of future injury. In addition, improved flexibility may improve your exercise performance by improving your range of motion and helping your muscles work more effectively. Muscles contract during a workout, and stretching after workouts can help reset those muscles to their natural position. Include both static stretch-

ing and foam rolling in your post-workout stretching routine.

- Find a routine that works for you. Many men and women feel they must sign up for a gym membership upon resolving to adopt a more active lifestyle. While gyms afford you the opportunity to strength train and get in your cardiovascular exercise, they're not for everyone. The best approach and the one that's likely to be most suc-

cessful over the long haul is to find an exercise routine that engages you and that you find enjoyable. If the gym is not for you, try to find a routine that still includes both strength training and cardiovascular exercise. Strength training can make your body more durable, and cardiovascular exercise can reduce your risk for various health problems, including heart disease.

- Track your progress. One way to stay motivated is to keep track of your progress. If you're working out but not monitoring your results, you may not feel like you're getting anywhere. Keep a workout diary, tracking both your successes and failures, so you can see what's working and what's not. The longer you stay committed to your workout routine, the greater the likelihood that you will be tracking more successes than failures, and those successes can provide the motivation to keep you going on those inevitable days when you want to skip workouts.

Returning to exercise after an extended period of inactivity can be quite the challenge, but it's nothing motivated men and women cannot overcome.



Stretching after a workout can improve flexibility and help muscles work more effectively.

Healthy Habits that can have a Lasting Impact

A long and healthy life is the ultimate goal for many people. While a host of factors beyond a person's control, such as genetics, impact how long that person lives and how susceptible to certain medical conditions he or she may be, there are many things men and women can do to improve their chances of living long, healthy lives.

- **Keep working.** While many working men and women dream of the day when they can leave the daily grind behind once and for all, they might want to think more about a second career than a long, carefree retirement. A study from British researchers published in the *International Journal of Geriatric Psychiatry* found that each extra year that men and women work was associated with a six-week delay in the onset of dementia. While men and women may want to retire from their professions, finding second careers or volunteering close to full-time hours may improve their long-term health and quality of life.

- **Stay on your toes.** A healthy diet is a key component of a healthy lifestyle, but diet alone is not enough to promote a long and healthy life. According to the Johns Hopkins Medicine Health Library, the risks associated with a physically inactive lifestyle are considerable. Such risks include a greater risk of developing high blood pressure and coronary heart disease and even a greater risk for certain cancers. In addition, physical inactivity can add to feelings of anxiety and depression. Inactivity tends to increase with age, so men and women aiming for long and healthy lives should make physical activity a vital part of their daily lives.

- **Get your whole grains.** Whole grains may be another key ingredient to a long and healthy life. Numerous studies have shown that increasing whole grain consumption can help prevent the onset of type 2 diabetes. Researchers who conducted a systematic review of studies examining the link between whole grains and type 2 diabetes prevention in 2007 found that eating an extra two servings of whole grains per day decreased a person's risk of developing type 2 diabetes by 21 percent. That's an important finding, as additional research has found that people with diabetes have an increased risk of developing Alzheimer's disease, a neurodegenerative condition that can dramatically reduce quality of life.

- **Visit your physician annually if not more frequently.** While many people, especially those who feel healthy, are hesitant to visit their physicians, doing so may just save your life. Several diseases, including cancer and heart disease, are more effectively treated when detected early. Annual physicals and discussions with your physician may uncover a disease in its early stages when it is most treatable. Waiting until symptoms appear may not be too late to treat a condition or disease, but taking a proactive approach increases the likelihood of early detection, which increases your chances of living a long and healthy life.

Healthy habits improve peoples' quality of life while also increasing the likelihood that men and women live long, healthy and productive lives.



Working past retirement age may help some men and women stay more mentally sharp.



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