

# HEALTHBEAT



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**Stay Fit All Year!**  
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# Are you a “Baby Boomer” or Gen-Xer” Living in the Noisy “Millennial” World?

By Crystal Chalmers, Au.D.

Doctor of Audiology

Owner, North State Audiological Services

Is it more noisy than ever out there?

Do you wonder why it is that speech comprehension can be so difficult in many situations such as at parties and in some restaurants?

If you said “yes” to either or both of those questions, then you are not alone: millions, upon millions of other Americans feel exactly the same as you do.

Part of the reason is that our environments have changed. For example:

- “Advances” in sound technologies make it seem that the walls and floors of movie theaters rumble and shake during some scenes.
- More and more restaurants focus on casual dining experiences and their decor — brick walls, hardwood floors, large glass windows, and open kitchens — reverberate sound waves rather than absorb them. Fewer and fewer “fine dining” establishments — the type with white linen table cloths and carpeted floors — exist anymore.
- Other forms of entertainment and recreational activities have loud noise rooted in their

existence, such as spectator sports, boating, motor-sports, hunting and target shooting, music concerts, and the widespread use of personal music devices via smart phone.

Yes, it is a noisy world out there.

## Loud Noise Affects Some More Than Others

Add to that the undeniable fact that a significant number of people from the “Baby Boomer” generation — those born between the years of 1946 and 1964 — as well as an increasing number of those from “Generation X” — 1965-1984 — are being diagnosed annually with hearing loss, and the difficulties in communication in these venues can make for a less-than-enjoyable experience for all concerned!

Oh and just to clarify: it’s not the year a person was born that is the reason for hearing loss. It’s the fact that hearing protection wasn’t even thought of for “Boomers”; and protection was — at best — an afterthought for most Gen Xers.

I phrased part of the title of this article “... The ‘Millennial’ World” because it sure seems like so many industries are making everything they do and/or produce extremely loud, with these products and/or services targeted at people in their early 30’s down through their mid-teens;

the “Millennial” Generation. And because they are so young, most Millennial haven’t yet experienced the side effects of all this noise. But they will.

## Solutions Do Exist

The Millennials aren’t going anywhere soon, and neither will the loud products and services that are marketed at them. So what can you do?

While I won’t tell you not to enjoy the delicious food available at that exciting new restaurant, I will suggest that when making reservations you inquire about the quietest table location available. Sit with your back to the wall, and central to the others joining you. Another tactic is to book reservations during non-peak times.

The noise level of many other recreational and entertainment activities can be softened by the use of hearing protection devices; everything from disposable foam plugs to those that are custom fitted.

And then there is the question about whether someone’s hearing *difficulties* are a product of the noisy environment, or is it because of hearing *loss*?

If it because of hearing loss (the bad news) then I can tell you that solutions do exist (the good news). But beware, as not all solutions are the same, because not everyone’s hearing loss and listening lifestyles are the same. This is where a complete audiological assessment with a competent, caring, and honest professional will spell the difference between enjoying life to its fullest ... and not.

I will help you live in the Millennial World ... if you will let me. Because hearing is a wonderful gift!

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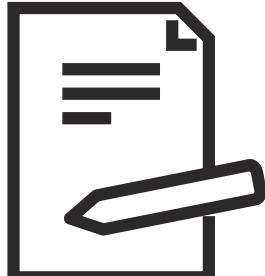
- 1.) **“Lost Generation”** – Born between 1883-1900 “Lost” due to post World War I turbulence
- 2.) **“G.I. Generation” a.k.a. “The Greatest Generation”** – Born between 1901 – 1924 – Products of the Great Depression and global conflict of World War II
- 3.) **“Silent Generation”** – Born between 1925 – 1945 – Focused on post WWII professional carers
- 4.) **“Baby Boomers”** – Born between 1946 – 1964 So named because they were born during the post war birth rate explosion.
- 5.) **“Generation X”** – Born Between 1965 – 1984 influenced by dramatically shifting cultural values
- 6.) **“Millennial”** – Born between 1985 – 2003 – The “Me Generation”
- 7.) **“Generation Z”** – Born from 2004 onward...

**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 Audigy, the nation's largest member-owned association of independent hearing care professionals.

Since 2006, Audigy 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. AudigyCertified™ is a trademark of Audigy.

To learn more about Dr. Chalmers, her practice, and Audigy call her office toll free at 1 (888) 893-1352 or visit online at [www.nsaudiology.com](http://www.nsaudiology.com)

**HEARING HEALTH SELF TEST****A number of my patients fall into two polar opposite categories:**

One set believes their hearing is fine, and they are convinced that everyone around them is either mumbling all the time or simply refusing to speak clearly.

The other set has difficulties in places with a lot of background noise, such as crowded restaurants, and they come to see me because they think they have a hearing loss and need hearing aids.

Which category do you — or a loved one — fall into? Or, are you somewhere in between?

**To learn more about how well you are hearing, I invite you to take my Hearing Health Self Test, which you can find on my website at [www.nsaudiology.com](http://www.nsaudiology.com).** There is no cost or obligation whatsoever.

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



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# Halloween Hustle Costume Run . . .

## Run For a Great Cause this October!

Runners and walkers of all ages are invited to lace up their sneakers and join the fun at the 8th Annual Halloween Hustle/Jesse Kohen Memorial Scholarship Run/Walk, Saturday, October 28, 2017 at Bidwell Park's One Mile Recreation Area. The event features a 5K Run, 2.5K Run/Walk and Kids Dash. Costumes are encouraged, with lots of prizes being given for "Best Costume" in a wide variety of categories. The event will also include music, free children's games and community booths.

A highlight of the day will be the award of a \$500 scholarship to a Chico State student studying to work with children with disabilities in public schools, and contributions to Chico and Pleasant Valley High School's Special Education programs.

The Halloween Hustle kicks-off at 8:15 am with a Free Kid's Dash in the baseball diamond, followed by the Run/Walk. Registration 7:00-8:00 am at Bidwell Park's One Mile Recreation area.

- Pre-Registration until October 10th : Adults \$20, Students \$10
- October 11th – Race Day Registration Adults \$25, Students \$15, Kids Dash (10 & under!) Free.
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Jesse Kohen was an amazing young man with many gifts and talents. Working with students with disabilities was his passion and his greatest gift. As a physical education and adapted physical education major at CSU, Chico, Jesse was intent on getting his special education credential so he could work with the population of students he loved. Jesse worked with children with disabilities in institutions and schools in Santa Barbara, Gridley and Chico. As a Special Education paraprofessional he worked in some of Chico Unified's most difficult and challenging situations.

An avid runner with success in several marathons, Jesse poured the same enthusiasm and dedication into every aspect of life. As the youngest volunteer fire fighter in the Chico Fire Department Company One, Jesse fought a fire the day he graduated from high school. Above all, Jesse's enthusiasm for life inspired his students with disabilities, friends, coworkers and classmates. With words and action, Jesse lived up to his motto in life, "Be a Champion!" Jesse lost his life in a single-vehicle accident in October 2010. However, Jesse's contributions to youth continue through the Jesse Kohen Foundation which gives a yearly scholarship to a Chico State student studying to work with children with disabilities in public schools.

Sponsorships for the event, including cash sponsors and raffle prize donations, are currently being sought. Call 530-342-4896 or email [beachitdeb@gmail.com](mailto:beachitdeb@gmail.com). Contributions can also be made directly to the Jesse Kohen Scholarship fund, and mailed to: Jesse Kohen Foundation / NVCF, P.O. Box 612 Chico, CA 95927.

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# Establishing the pink ribbon symbol

The pink ribbon has been synonymous with breast cancer for years. Nowadays, people rarely think twice when they see pink ribbons, having grown accustomed to the pink ribbon and what it symbolizes.

Breast Cancer Awareness Month has been celebrated each year since 1985, and many other breast cancer awareness initiatives have been devised since then. While the pink ribbon may seem like it's been in use for just as long, it was actually established only about 20 years ago.

Ribbons have long symbolized something important. For decades, yellow ribbons have been used to alert others to soldiers at war or hostages that hadn't yet come home. People often tie yellow ribbons around trees at home until their service men and women came home safely. During the height of HIV/AIDS activism and awareness, red ribbons were worn to symbolize support for those with the disease.

Although the pink ribbon evolved because pink expresses femininity, calm, health, and youth, the

first breast cancer ribbon was actually peach. Charlotte Haley is credited with devising the first breast cancer ribbon in 1992. She was a breast cancer survivor and came from a family of women who also fought the disease. She created peach-colored loops at home and then distributed the ribbons at her local grocery stores. Haley encouraged people to wear the ribbons and contact legislators to demand more funding for breast cancer research. An attached note was distributed with the ribbons stating, "The National Cancer Institute annual budget is \$1.8 billion, only 5 percent goes for cancer prevention. Help us wake up our legislators and America by wearing this ribbon."

The same year Evelyn Lauder, senior corporate vice president for the Estee Lauder company, and Self magazine editor Alexandra Penney teamed up to produce a pink ribbon. It was distributed at makeup counters all across the country. The company collected more than 200,000 pink ribbon petitions asking the U.S. government for increased funding for breast cancer research.

Although Lauder and Haley reached people on different levels, their goals were the same: To educate the public on the lack of funds allotted to breast cancer research.

Pink ribbons are now seen all over and have become the uniting force for millions of women who are facing breast cancer or supporting someone with the disease. In 1996, Nancy Nick created a blue-and-pink ribbon to symbolize male breast cancer ribbons in honor of her late father. The ribbons remind others that breast cancer can affect men as well as women.

Although you can see waves of pink every October for Breast Cancer Awareness Month, many people don their ribbons year-round. Great strides have been made with respect to breast cancer, but with about 225,000 new cases popping up each year in the United States alone, there is still work to be done.



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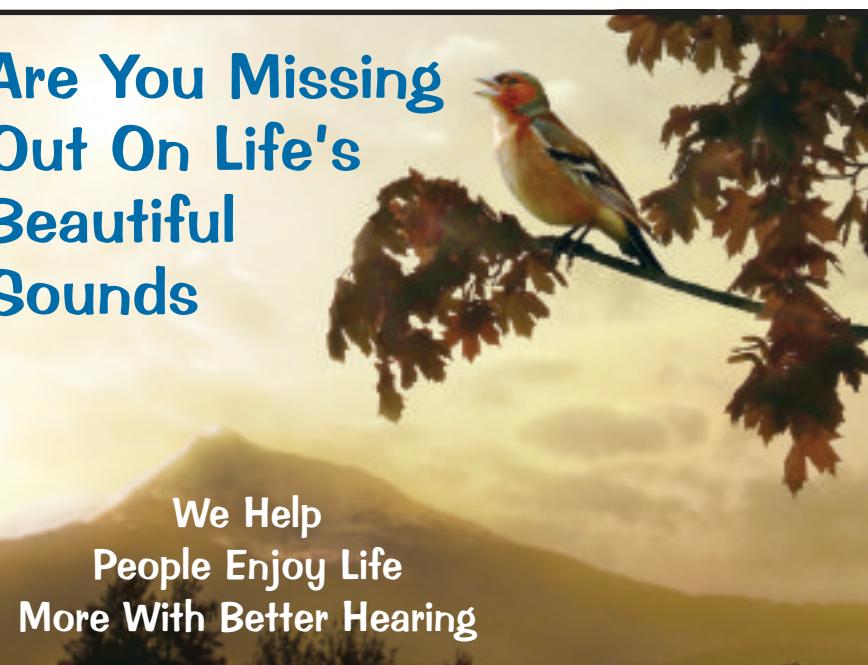
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# Proper steps to conducting a breast self-exam

Women recognize the importance of living a healthy lifestyle, which includes conducting self-exams to detect for breast cancer. Breast self-exams are vital to discovering abnormalities, including lumps or tenderness, in the breasts.

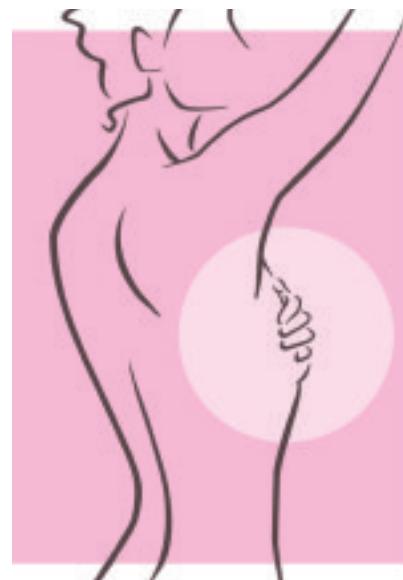
Self-examination increases the chances of early detection of breast cancer. John Hopkins Medical Center states that 40 percent of diagnosed breast cancers are detected by women who feel a lump.

Doctors urge women to conduct monthly self-exams to familiarize themselves with the look and feel of their breasts, which enables them to more readily recognize any abnormalities that may indicate illness. There are a number of ways to conduct a breast self-exam, and women are urged to find the method they feel is most comfortable for them.

The National Breast Cancer Foundation, Inc., offers these tips for conducting a breast examination at home.

- Examine breasts in the shower. A breast examination can take place in the shower while you are washing. The shower is a convenient place to conduct an exam since you already have removed your clothes. NBCF says you should use the pads of your fingers and move around your entire breast in a circular pattern, moving from the outside to the center, checking the entire breast and armpit area. Check both breasts each month for any lumps, thickening or hardened knots. If you find a lump, visit your physician for an evaluation.

- Conduct an examination in bed. The breast tissue will naturally distribute over your chest wall and ribs when you are lying down. NBCF advises you to place a pillow under your right shoulder and your right arm behind your head. Using your left hand, move



the pads of your fingers around your right breast gently in small circular motions covering the entire breast area and armpit. Squeeze the nipple and check for discharge or lumps. Then repeat the process on the left breast.

- Conduct a visual examination. Standing in front of the mirror, you can look at your breasts with your hands at your side and over your head. Look for any differences between breasts. Many women find that their breasts are not exactly the same shape or size, but unusual dimpling or taut or thick skin may be indicative of a problem.

Should any lumps or abnormalities be discovered during an examination, a woman should not panic but schedule an appointment with her doctor for a more thorough examination, which may include a mammogram or ultrasound to map out images of the breast that may be hidden to the naked eye.

Breast self-examinations are an essential element of a healthy lifestyle for women. Early detection of breast cancer vastly improves survival rates, and self-examination is often the most effective way to detect breast cancer early on.



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# Recognize and avoid youth sports injuries

Children benefit in various ways from their involvement in youth sports. Being part of a team fosters feelings of belonging, inspires collaborative play and strategy and can be an excellent form of exercise. Still, despite the benefits, parents often worry about the injury risk their children face on the playing fields.

Those fears are justified. A Safe Kids Worldwide survey of emergency room visits found that a young athlete visits a hospital emergency room for a sports-related injury more than a million times a year, or about every 25 seconds. The Centers for Disease Control and Prevention says more than 2.6 million children 0 to 19 years old are treated in the emergency department each year for sports- and recreation-related injuries.

Some of the more common injuries young children face have to do with the skeletal and muscular systems of the body. The American Academy of Orthopaedic Surgeons stresses that children's bones, muscles, tendons, and ligaments are still growing, making them more susceptible to injury. Fortunately, with some education, many youth-sport injuries can be prevented.

## Sprains and strains

Sprains are injuries to ligaments, or the bands of tough, fibrous tissue that connect two or more bones at a joint. Strains impact a muscle or a tendon, which connects muscles to bones. Clinical research has linked acute strains and sprains to improper warm-up before sports, fatigue and previous injuries. Preparticipation conditioning and stretching can help reduce the risk of injury.

## Periostitis

Periostitis is commonly known as "shin splints." This is an overuse injury that occurs in athletes who are engaged in activities that involve rapid deceleration. Periostitis causes inflammation of the band of tissue that surrounds bones known as the periosteum, and typically affects people who repetitively jump, run or lift heavy weights.

To head off potential pain in the shins, young athletes can gradually build up their tolerance for physical activity. Supportive shoes or orthotic



inserts may also help. Incorporating cross-training into a regimen also can work.

## Repetitive use activities

Swimmers, tennis players, pitchers, and quarterbacks may experience something called a repetitive use injury. This is pain in

an area of the body that is used over and over again. Inflammation of muscles and tendons may appear, but repetitive use injuries also may result in stress fractures, which the National Institute of Arthritis and Musculoskeletal and Skin Diseases defines as hairline fractures in bones that are subjected to repeated stress.

Rest between exercises can help alleviate these types of injuries. Ice, compression, elevation and immobilization may be used if pain is persistent.

### Growth plate injuries

Kids Health says growth plates are the areas of growing tissue near the ends of the long bones in the legs and arms in children and adolescents. A growth plate produces new bone tissue. If the growth plate is injured, it cannot do its job properly. That may contribute to deformed bones, shorter limbs or arthritis. Growth plate injuries most often result from falling or twisting.

While there's no surefire way to prevent growth plate injuries, getting proper and immediate care after an injury can help prevent future problems. An orthopedic surgeon has the expertise to diagnose and treat these injuries.

Youth sports injuries are common but preventable. Warming up, being in good physical shape and not overtaxing a growing body can help kids avoid pain and impairment.



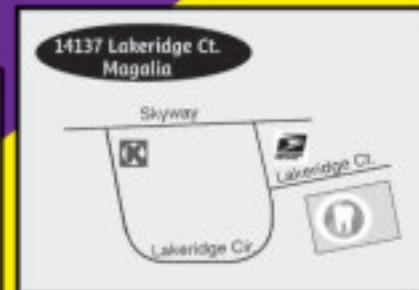
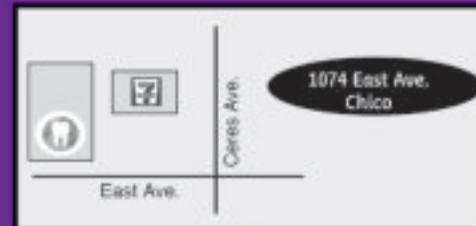
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# Shop for sports eye protection

The end of summer is crunch time for families preparing for the new school year. So many items make up back-to-school shopping lists that it can be easy to overlook supplies necessary for extracurricular activities.

Autumn marks the beginning of many scholastic sports seasons, including cross-country, field hockey, football, and rugby. Sports can be exciting and challenging for athletes, but athletes also are at constant risk of injury.

Prevent Blindness America notes that more than 40,000 people seek treatment for sports-related eye injuries each year. While many of those injuries affect children, the good news is that sports-related eye injuries are largely preventable. Sports eye protection is a must, and protective eyewear should be included on back-to-school shopping lists.

In addition to wearing protective eyewear when playing sports, athletes can take the following steps to avoid sports-related eye injuries.



- **Wear helmets.** Kids who play youth baseball should always wear batting helmets with polycarbonate face shields when batting. When playing hockey, use helmets with face shields approved by the U.S. Amateur Hockey Association.
- **Wear safety goggles.** Regular glasses or goggles may not offer adequate protection. Wear proper safety goggles that have lensed polycarbonate protectors for racquet sports or basketball. All eye guards or protective eyewear should be labeled ASTM F803-approved, according to Prevent Blindness America. This eyewear is guaranteed to offer the highest levels of protection.
- **Recognize non-contact sports also can be dangerous.** Even non-contact sports such as badminton can present a chance for injury. Individuals should exercise caution any time they play sports that require the use of balls, racquets or flying objects.
- **Speak with coaches and teachers.** Open a dialogue with coaches or physical education administrators in an effort to highlight the importance of protective eyewear and learn about the steps being taken to protect athletes and their eyes. Include youngsters in these discussions so they learn about the need for protective eyewear and the benefits that such eyewear provides in sports where there is a high to moderate risk of eye injury.

• **Protect eyes from the sun.** Athletes who play outdoor sports should take steps to protect their eyes from the sun. When shopping for goggles, find ones that offer UV protection. In addition, look for tinted lenses that reduce glare.

• **Exercise good sportsmanship.** Always follow the rules of the sport and be a good team player. Use the equipment in the way it was intended so everyone, including teammates and opponents, is as safe as possible.

Sports-related eye safety is about prevention. Protective eyewear is essential when competing in various sports.

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# Simple ways to stay fit all year long

Many people find it easier to maintain their beach bodies during summer than they do throughout the rest of the year. Summer weather encourages people to get off the couch and enjoy the great outdoors, and many people prefer to eat lighter meals during the summer to combat the heat and humidity.

But once the dog days of summer give way to autumn, the motivation to stay in beach shape tends to wane. Couple that dwindling motivation with the tendency to eat larger, heartier meals as the weather gets colder, and it's easy to see why so many people gain weight over the last several months of the year and into the new year. But maintaining a healthy weight year-round promotes long-term health and reduces a person's risk for various ailments and diseases, including heart disease and diabetes. The following are a handful of strategies men and women can employ as they try to turn their beach bodies into the bodies they see in the mirror all year long.

- Keep setting goals. As winter heads toward spring, many people set short-term goals to motivate them to get back into beach shape. That's a highly effective strategy that need not be exclusive to late winter. Setting short-term fitness and dietary goals throughout the year can keep you from falling back into bad habits. Tie your goals into the season to increase your chances for success. For example, resolve to run outdoors or cycle a certain number of miles each week in autumn, when the weather is still conducive to physical activity and the scenery is idyllic. When winter arrives and exercising outdoors is no longer viable, commit to attending a few fitness classes per week at your gym.

- Switch up your workout routine every few weeks. Boredom also can affect people's ability to maintain healthy weights year-round. Adhering to the same exercise routine for months on end can grow tedious. The body can even grow accustomed to the same workout routine, meaning you won't be getting as much out of your exercise sessions as you might if you switch things up. If you find your daily workouts taking a turn toward the mundane, switch up your routine by changing exercises or signing up for classes that interest you.



Joining an exercise group is one way men and women can stay motivated and maintain healthy weights year-round.

- Find healthy seasonal foods. Many people prefer to buy locally sourced and/or in-season foods, recognizing the positive impact that such dietary habits can have on the environment. That commitment to buying healthy, locally grown foods can be tested as the seasons change and the offerings at your local market change along with them. Educate yourself about which foods are in-season in your area throughout the year, opting for the most nutritious foods you can find. Buying in-season foods saves you money, and you will also feel good about staying on a nutritious, eco-friendly track.
- Join an exercise group or sports league. The buddy system is an effective way to stay

committed to a fitness regimen, but if you cannot find a friend or family member to brave cold winter treks to the gym with you, then consider joining an exercise group or competitive sports league. As summer turns to autumn, join a road runner's club to motivate you to run. When harsh weather makes running outdoors too difficult, sign up for a winter sports league. Such groups or leagues get you off the couch and provide great opportunities to meet like-minded men and women who have made their own commitments to staying fit.

Staying fit all year long is a challenge for many people. But maintaining that beach body even after summer has come and gone need not be so difficult.

# How to store fresh apples

Apples are a popular fruit that are grown in different places around the world. Come autumn, apples can be seen filling farm stands and supermarkets all over North America.

Apples are available year-round, but many apple lovers insist there's nothing better than plucking an apple directly off the tree in the fall. Apple orchards and pick-your-own farms are visited each autumn by apple lovers anxious for apples' tart and juicy taste. Many people pick more apples than they can eat in a few days, so it pays to learn how to store apples properly so none of them go to waste.

Start by picking a variety of apple that won't go bad too quickly. Apple growers can make suggestions, but Jonathan, Rome, Fuji, and Granny Smith varieties tend to last longer than other varieties. Choose apples that are free of blemishes or soft spots. The adage that "one bad apple can spoil the whole bunch" bears some truth. Apples give off ethylene gas as they decay, and a rotting apple can quickly affect nearby apples.

A good place to store apples in the short-term is in the refrigerator where it is cool. Put the apples in the crisper drawer. Do not store them with vegetables, as the apples may cause the veggies to ripen or rot prematurely. If you plan on long-term storage, a few extra steps are necessary. Apples need to be individually wrapped so they will not come in contact with other apples. Newsprint works great; just be sure to pick the pages that are done in black ink because colored ink may contain heavy metals.

Once wrapped, place each apple in a container padded with more newspaper. Store this container in a cool place, such as a garage, root cellar or screened-in porch. Apples can last a couple of months if stored in this manner. Keep apples away from potatoes, as potatoes can cause the fruit to prematurely decay.

Another way to store apples is to turn them into preserves or apple sauce. By boiling the apples and sealing them shut in canning jars, that fresh apple taste can be enjoyed long after the apples are picked. Consult with a canning expert about the right way to begin the process. Fruits are generally canned using a boiling-water canner. However,



A few tricks of the trade can be employed to prevent apples from decaying.

some fruits, like apples, can be canned with a pressure canner. Because apples tend to discolor when the flesh meets the air, use a little lemon juice to prevent this while canning.

Turning apples into candied apples also can help them keep longer. Apples can be dipped into a sugary coating, caramel or toffee to be enjoyed later on. Of course, you always can bake apples into a pie as well, then freeze the pie for another day.

Autumn would be incomplete without apples. Get ready for apple season by developing a storage plan before you visit the orchard.

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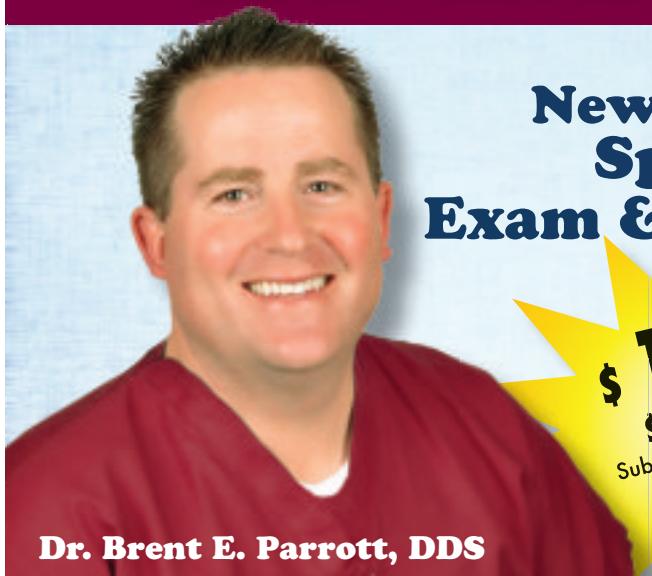
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