

ProfNet Sources Available on Junior Seau, Women's Health, Obesity, More

The Associated Press

/FROM PR NEWSWIRE DALLAS 888-776-3971/ [STK] [IN] PUB HEA MNH [SU] MAV WOM TO BUSINESS EDITORS: ProfNet Sources Available on Junior Seau, Women's Health, Obesity, More Also in This Edition: Jobs for Writers and Media Industry Blog Posts ProfNet is a free service that provides journalists, bloggers, authors and other writers with links to experts and story ideas on the topics they cover. You'll also find links to job opportunities and other news and resources we think you'll find useful. To receive these updates by email, send a note to profnet@profnet.com with the industries you cover, and we'll add you to the appropriate edition.

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Submit a free ProfNet query Search the ProfNet Connect experts database EXPERT ALERTS -- The Evidence-Based Benefits of Mind-Body Approaches to Pain Relief -- Air-Conditioning Tips to Save Consumers Money -- Hormone Replacement Therapy -- Junior Seau's Suicide -- Mandarin Is the Fragrance for the Summer -- May Is National Women's Health Month: Preventative Health Screenings -- Occupational Therapy as a Career -- Surgical Technology as a Career -- The Weight of Our Nation: Obesity as Our Nation's Complex Health Issue MEDIA JOBS -- Community Journalist - Tampa Bay, Fla.

-- Custom Content Editor - NYC -- Reporter - Marion, Ind.

-- Multimedia Reporter - Alexandria, Va.

-- Managing Editor - Chicago OTHER NEWS & RESOURCES -- Tricks of the Trade: Online Tools and Apps for Writers -- Grammar Hammer: 'He/She' or 'They' Celebrate Cinco de Mayo? -- Writing for the Health Market ***** EXPERT ALERTS Expert Alerts are listings of ProfNet members who are available to discuss timely news topics. If you are interested in interviewing any of the experts, please contact their media representative at the end of the listing. You can also find Expert Alerts online at <http://bit.ly/pncalerts> The Evidence-Based Benefits of Mind-Body Approaches to Pain Relief Michael Ellner Mind-Body Medicine Educator and Medical Hypnotist "An estimated 80 million Americans are living in chronic pain. Tragically, most of these people and their doctors are not aware that mind-body techniques can often reduce and possibly alleviate even the most persistent pains of chronic conditions. This is important because mind-body modalities are often a last resort for people living with chronic pain, even though the evidence suggests mind-body techniques like hypnosis, self-hypnosis, mindfulness and guided imagery are ideal supplements/complements to front-line medical care." Ellner is the International

Medical and Dental Hypnotherapy Association's 2008 Hypnosis Educator of the Year and teaches continuing medical education courses in effective medical communication and mind-body pain relief to frontline pain clinicians for PAINWeek (a major medical conference). He will be co-teaching a certification training course in mind-body pain relief to counselors, therapists and health care professionals in Daytona Beach, Fla., on May 21-22, as a post-conference offering of International Medical and Dental Hypnotherapy Association and the International Association of Counselors and Therapists, following their sixth annual hypnosis education conference May 16-20. Ellner, who resides in New York City, speaks extensively about how mind-body approaches can help people relax, recharge, and relieve pain and anxiety. He is available as a resource on mind-body healing and medical hypnosis. Website: <http://www.ellner.info> Expert Contact: michaelellner@verizon.net

Air-Conditioning Tips to Save Consumers Money Mike Donley Owner Donley Service Center in Phoenix Donley can discuss air conditioners, high Freon costs and how not to get ripped off: "Recharging an air-conditioning system is only a problem if there is a leak. There are older units that will last approximately 15 years without being recharged. So, if the system is properly maintained, it reduces the chance that you will need to replace the Freon. But when your system does go out, it will be more expensive to repair than a newer energy-efficient air-conditioning system." Donley can offer consumer advice and tips on how to choose the right contractor for your home for maintenance and repairs; air-conditioning tips in the home to do now before it gets too hot; what to do before calling an air-conditioning repairman to save money; and more. He has won the BBB's Ethics Awards twice, and his company has been used in national "Dateline NBC" air-conditioning investigations. News Contact: Charlotte Shaff, charlotte@themediapush.com or +1-602-418-8534

Hormone Replacement Therapy Dr. Angela DeRosa, DO, MBA "It seems every week there is a new article or publication claiming hormones are 'bad' for women. While it appears from the headlines that these studies are new, many people do not realize it is actually more data from the Women's Health Initiative study of women using Prempro (combination therapy with the synthetic hormones conjugated equine estrogen and medroxyprogesterone acetate, MPA and progestin) that was first reported in 2002. To say that all hormones are bad is just not true and is not based on scientific data." News Contact: Charlotte Shaff, charlotte@themediapush.com or +1-602-418-8534

Junior Seau's Suicide Dr. David Reiss Sports Psychotherapist/Psychiatrist, Former Interim Medical Director Providence Behavioral Health Hospital in Holyoke, Mass. "I had never evaluated Junior Seau and I cannot provide any opinion as to what extent, if any, the factors discussed below may relate to his tragic death. However, these are issues that should be raised and considered after any such horrible situation -- and, hopefully, raised preventively with both active and veteran/retired athletes. Athletes such as Seau, especially toward the end of their careers or in retirement, are exposed to many risk factors for depression, ranging from physiological effects of repetitive major or minor head trauma, chronic pain, use of prescribed medications, and the psychological issues that accompany a change of identity and lifestyle on the 'downside' of a very successful career. One cannot minimize the psychological threats to self-esteem and identity due to the changes that accompanying coming down from the height of athletic success, especially after a long and fruitful career that probably began during school years. It is particularly important to recognize the vulnerabilities of athletes who are inherently exposed to physical injury and both acute and chronic

pain. It is well documented that chronic pain often leads to depression." News Contact: Marc Kruskol, marc@mjkpr.com or +1-661-538-1789 Mandarin Is the Fragrance for the Summer Renee Bukowski Senior Product Development Manager Tru Fragrance, a custom fragrance development company "Summer is on its way, and with the changing season comes consumers' desire to explore new trends in the beauty and fashion spaces. As we oversee the fragrance development process from conception to market, it is our job to monitor the pulse of industry trends and what is appealing to today's consumers. For summer 2012, consumers are looking for something new and unique to celebrate the season. Known to develop the imagination and enhance creativity, mandarin is the ultimate summer scent, offering a fresh and energetic take for warmer weather. The mandarin-fragrance trend for summer echoes those seen outside of the fragrance world, on fashion runways, the cosmetics industry, and in home decor and accessories." Bukowski is available to discuss mandarin as this summer's hottest fragrance note, as well as other trends sweeping the industry. News Contact: Nicole Lierheimer, lierheimer@formulapr.com or +1-212-219-0321 May Is National Women's Health Month: Preventative Health Screenings Dr. Angela DeRosa, DO, MBA President and Chief Managing Officer DeRosa Medical, P.C., a private women's health medical practice in Scottsdale and Sedona, Ariz. "Preventative health screenings are crucial, but often confusing for my female patients. Routine tests are our best defense for early diagnosis of disease and, in turn, higher successful treatment rates if something is detected. Women need to make their health a priority and National Women's Health month is a great time to do that." DeRosa suggests these five tests for her patients: 1) electrocardiogram (EKG) every year; 2) skin cancer screenings every year; 3) pap smears annually between the ages of 21 and 30, and then every three years in patients older than 30; 4) starting at age 40, mammograms every other year, and annually after age 50; and 5) a colonoscopy at age 50, and follow-up tests every 5-10 years. News Contact: Charlotte Shaff, charlotte@themediapush.com or +1-602-418-8534 Occupational Therapy as a Career Joan Welch, MHA COTA/L Occupational Therapy Assistant Site Coordinator Brown Mackie College in Merrillville, Ind. "What do pediatrics, geriatrics and cardiology have in common? Patients in these three very different branches of medicine can benefit from occupational therapy. An occupational therapist (OT) helps people with disabling conditions to recover or develop daily living skills, such as dressing, cooking and eating. An OT's right-hand man or woman is the occupational therapy assistant (OTA).

This versatile occupation is proving to be a rewarding career choice for many who are returning to school to heighten employment prospects.

An OTA works under the direction of an OT to provide the rehabilitative exercises and activities prescribed in the therapist's treatment plan. It's very interesting work. You learn something new every day." Welch can discuss the rewarding career of an occupational therapist. News Contact: J. Stephen Dobbins, stdobbins@brownmackie.edu or +1-513-830-2005 Surgical Technology as a Career Kat LaRue, CST Surgical Technology Program Chair Brown Mackie College in Greenville, S.C. "Today's health care industry offers a wider variety of positions than ever before.

This is, in part, due to the expanding health care needs of about 78 million aging baby boomers. People who are 65 years old or older comprise 12 percent of the population and 35 percent of all hospital stays, according to the TopTenReviews website. Surgical technology can be a rewarding career choice for those looking to enter the health care arena. This option requires a two-year associate of science degree. As more and more of the baby boomer generation reaches retirement age, the demand for health care workers will rise. Even in today's stunted job market, the health care sector showed growth in March, despite fewer overall job gains than in recent months, according to a U.S. Department of Labor, Bureau of Labor press release." LaRue can discuss this career choice. News Contact: J.

Stephen Dobbins, stdobbins@brownmackie.edu or +1-513-830-2005 The Weight of Our Nation: Obesity as Our Nation's Complex Health Issue Dr. Pam Peeke Best-Selling Author and Chief Medical Correspondent for Discovery Health TV Peeke can offer expert opinion about the Weight of the Nation conference in Washington, D.C., June 7-9: "There are so many factors contributing to the rising rates of obesity in America, but that doesn't mean it's a hopeless situation. To see a change, we must collaborate without singling out any specific party. We can all be a part of the solution." Peeke, an internationally recognized nutrition and health expert, can help readers understand obesity, one of our nation's most complex health issues. She can also discuss sensible solutions. Peeke is the chief medical correspondent for Discovery Health TV and the author of best-sellers "Fit to Live," "Fight Fat After Forty" and "Body for Life for Women." She's also the brains behind Everyday Fitness with Dr. Pam Peeke, a multimedia healthy lifestyle program on WebMD.com. She is a spokeswoman for the American College of Sports Medicine's global initiative "Exercise Is Medicine," and advises many food and beverage companies, like The Coca-Cola Company, on nutrition. News Contact: Kamari Guthrie, +1-212-229-8480
***** MEDIA JOBS: Following are links to job listings for staff and freelance writers.

You can view these and more job listings on our Job Board: <http://bit.ly/pncjobboard>
-- Community Journalist - Tampa Bay, Fla.

-- Custom Content Editor - NYC -- Reporter - Marion, Ind.

-- Multimedia Reporter - Alexandria, Va.

-- Managing Editor - Chicago See more listings here.

***** OTHER NEWS & RESOURCES: Following are links to other news and resources we think you might find useful. If you have an item you think other reporters would be interested in and would like us to include in a future alert, please drop us a line at profnetalerts@prnewswire.com -- TRICKS OF THE TRADE: ONLINE TOOLS AND APPS FOR WRITERS: ProfNet Director Maria Perez recaps the American Society of Journalists and Authors (ASJA)'s panel on the latest in online software and mobile apps for research, reporting, productivity and promoting: <http://bit.ly/L5wt1P>
-- GRAMMAR HAMMER: 'HE/SHE' OR 'THEY' CELEBRATE CINCO DE MAYO? ProfNet Editor Grace Lavigne reviews when to use pronouns "he/she" vs. "they": <http://bit.ly/JLn3t4> -- WRITING FOR THE HEALTH MARKET: ProfNet Director Maria

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Published on Medical Design Technology (<http://www.mdtmag.com>)

Perez recaps the ASJA's panel on how freelancers can successfully pitch to health outlets: <http://bit.ly/J6HwGC> ***** PROFNET is an exclusive service of PR Newswire. To submit a request for experts: <http://budurl.com/profnetwork> To consult the ProfNet Experts Database:

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