

# FORGING THE FUTURE:



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## Friday FACTS

7 May 2004

"Leadership, Partnership, and Championship"



### National Cancer Institute recently conducted a national media promotion focusing on reaching men.

Leveraging the baseball season, where men are both participants and spectators, NCI positioned spring as an ideal time for men to start their "personal spring training." The promotion includes a pack of colorful baseball cards that include health statistics for men and boys and tips for turning the "average Joe" into an MVP. Like typical baseball trading cards, these attractive and information-packed cards include basic stats and batting average reported in terms of fruit and vegetable intake, saturated fat intake, and activity level. The cards will soon be available at [www.5aday.gov/index\\_media2.shtml](http://www.5aday.gov/index_media2.shtml).

### AHRQ ANNOUNCES THE AVAILABILITY OF A NEW PDA TOOL

**New PDA Tool Helps Clinicians Treat Patients at Point of Care** The Agency for Healthcare Research and Quality's newly announced Preventive Services Selector (which is available for download from the AHRQ Web site at <http://pda.ahrq.gov>), is an interactive application for Palm Pilots and other personal digital assistants (PDAs) to help doctors quickly and easily deliver evidence-based medicine when they are with a patient. The Preventive Services Selector is designed to help clinicians quickly and easily search for which preventive services to provide-or not provide-to patients, based on their age and gender. The interactive preventive services tool is based on the latest recommendations from the U.S. Preventive Services Task Force\*. The tool will be automatically updated with new Task Force recommendations each time the PDA is synchronized. The Preventive Services Selector is available in Palm OS, Pocket PC and HTML formats.



### Participant registration for Public Health Grand Rounds is open!

Join us for the next broadcast of Public Health Grand Rounds, "Tobacco Prevention and Control: Using Evidence Based Strategies to Save Lives and Resources," scheduled to air May 21-2004, at 2:00 - 3:00 p.m. Eastern Time.

The case study for this program will focus on the efforts of the Onondaga County Health Department and their community partners in Syracuse, NY, to save lives and improve the health of their citizens by using evidence based strategies to prevent and control tobacco use.

Please register at <http://www.PublicHealthGrandRounds.unc.edu>. Registration and evaluation allow us to measure the impact of this program and receive funding to offer this series at no cost to the viewer.

This broadcast may be viewed at a satellite downlink site near you or online. If you need assistance in finding a site close to you, please contact us by emailing [grand.rounds@sph.unc.edu](mailto:grand.rounds@sph.unc.edu) or phone 919.843.9261. Remember! Your nearest site facilitator may need a request from you before registering a viewing site for the broadcast.

Continuing education credit for various health professions will be offered based on one hour of instruction.

***One of the secrets of a happy life is continuous small treats.***  
-Iris Murdoch