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Friday FACTS

9 February 2001

"Leadership, Partnership, and Championship"

DoD Population Health & Health Promotion Conference Update

"The full agenda for the DoD Population Health & Health Promotion Conference, with course and session #'s, is now posted on the NEHC HP Website (www-nehc.med.navy.mil/hp), under Conferences & Training. To make your registration easier for the DoD Population Health & Health Promotion Conference, go to the HP Website, print out the full agenda and use it to plan your registration for the DoD Population Health & Health Promotion Conference courses and sessions you'll want to attend. Online Registration is now available at the NEHC Occupational Health & Preventive Medicine Workshop Website (www-nehc.med.navy.mil).

Abstracts are now being accepted for the NEHC Workshop Poster Sessions. Participation is open to all workshop attendees, including those attending the DoD Population Health & Health Promotion Conference. There are several categories that are judged, including one for Health Promotion Programs. If you would like to highlight your Health Promotion Program accomplishments at the workshop, this is the place to do it! Go to the NEHC Workshop Website and click on Poster Sessions for more details."

ShipShape



This video teletraining is for the Medical Treatment Facility (MTF) Health Promotion Dept. staff who will be involved in coordinating and facilitating the new BUMED-Approved 10-week ShipShape Weight Management Program. Date scheduled for Tuesday, 20 March 0900-1530 Fleet Training Center (FTC), Norfolk Other subject matter experts (exercise, nutrition and behavioral change) who may be presenting particular sessions of the program are invited to attend. If interested in attending the training at your local area CNET site or at the Norfolk FTC, please contact Lynn Worman-Kistler, ShipShape Program Coordinator, at E-mail (kistlerl@nehc.med.navy.mil) or phone (757-462-5439 DSN: 253) to register. **Deadline: 23 February.**

**Believe that you
have it
and you have it.**

-Latin Proverb

Pretty as a peach. Apple of my eye. Prune...the hedges?

Let's face it, the prune has long been the black sheep of the fruit family. You won't find prunes in Shakespeare's sonnets, and anyone who dares compare a loved one to a prune deserves a slap. So our shrunken, sticky little friends will be happy to hear that the industry is giving prunes a makeover. The FDA has announced it will allow plum growers to label packages of prunes as "dried plums." Of course, prunes have *always* been dried plums, but experts say many consumers "don't think of them that way." A marketing bigwig at Sunsweet Growers, Inc.-which controls 70% of the U.S. prune market-says that for many years prune advertisements presented a "very specific nutritional message." (In other words, when we think of prunes we think of old Uncle Frank, who consumed handfuls of the wrinkled treats in an endless quest for colonic clearance). The new packaging will feature the word "plums" surrounded by images of fresh, ripe wrinkle-free plums. Still, for the next two years the term "pitted prunes" will continue to appear in small letters on the label-like a humble confession (Brasher, *AP/Boston Globe*, 2/2). And who knows? The name change could be the key to popularity. After all, Kiwifruit was once known as Chinese gooseberry. And Winona Ryder once answered to the name Winona Horowitz. The FDA says prune juice-undoubtedly every child's idea of a lunchbox nightmare-will still be labeled as "prune juice," since dried fruit juice is a "contradiction in terms".