

PARTNERING WITH SENIORS TO CREATE HEALTH CAMPAIGNS

San Francisco, CA (BlackNews.com) - According to national statistics, baby boomers are turning 50 at an amazing rate. During the next decade, there will be over 4 million baby boomers entering their 50s. According to partnering agency, American Association of Retired Persons (AARP), baby boomers and seniors are more than 100 million strong and the largest consumer group in the United States. It was also noted that they are also the wealthiest, best educated and most sophisticated of all purchasers.

Promotions West, a leading ethnic grass roots communications firm based in San Francisco has expanded its services to Los Angeles and Washington this year designing social marketing campaigns and trainings to educate seniors on ways to avoid fraud, identity theft, and scams that are on the rise against them. According to Mikael Wagner, Managing Director of Promotions West, "Our experience and expertise in the field of marketing to baby boomers provide us with a road map that hits the target every single time with effective and strategic promotions."

In collaboration with the San Francisco Regional office of AARP, Promotions West has partnered to educate seniors to recognize fraud and telemarketing scams designed to separate consumers from their money. Each year, more than 5 million elderly people are victimized. Criminals believe that elderly citizens are vulnerable and absent minded. "Not the seniors of today," says Wagner. He continues, "Baby boomers today are much wiser than their parents and ready to fight to protect themselves." Promotions West and its partners provide workshops to senior communities, churches and organizations on identity theft, foreclosure prevention, real estate cons, home care fraud, contractor fraud, and typical credit issues.

Wagner volunteers with AARP to promote its Divided We Fail campaign efforts to advance the idea that everyone deserves healthcare in this country. Will our medical system be ready for the millions of Baby Boomers preparing to enter the health care system? For more information about AARP or to sign the Divided We Fail pledge, please visit their website at www.aarp.com

Help With harmless looking but deadly Poisons

So many of them are things children love — enticing colors, intriguing containers, inviting contents that look and smell like a favorite food or a familiar beverage. To a small child, that decongestant on the nightstand looks just like red cinnamon candies, and the laxative in the bathroom cabinet is almost identical to a square of chocolate. That yellow lamp oil in the see-through bottle on the kitchen counter smells a lot like lemonade. And the cleanser in the round green can under the sink? It bears a close resemblance to a container of sprinkle-on grated Parmesan cheese.

Poison control centers know all too well about "look-alikes" — those perfectly good products that become dangerous when mistaken for something yummy by a curious crawler or climber.

According to Carolyn Insall, a public educator for the Central Texas Poison Control Center in Temple, among our 180,416 incoming calls about exposures and possible exposures to poisons, 96,256 [53.4

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"Nationally, about 1 million poison-exposure incidents each year involve preschool-age children.

It's so important to use products with child-resistant packaging and keep medicines and chemicals locked up and out of sight. Callers who don't speak English.

When you call the toll-free number, you're connected to the nearest poison control center and its staff of registered nurses and pharmacists, as well as available paramedics and physicians. They're on duty 24 hours a day, and all have extensive experience and credential in dealing with poison-related emergencies, Insall noted.

Call 800-222-1222 first, unless you're in a life-threatening situation. Don't go straight to the hospital. And don't induce vomiting unless the expert tells you to.

Have the label ready, if possible. It will provide information concerning the product's contents and advice on what immediate first aid to perform.

Texas Poison Center Network's website at www.poisoncontrol.org.



Mr. James I. Perkins, Citizens 1st Bank President, received the greatest honor that can be bestowed upon an individual. January 29, 2008 the Stephen F. Austin College of Education was named the James I. Perkins College of Education in his honor. Seated here, Mr. Perkins and Nebraska Running Back, Cody Glenn, also former Citizens 1st Bank employee; Andrew Melontree of the Tyler Bank and Walter Session, Rusk city Councilman. They are viewing a thank you card to Mr. Perkins from Rusk State Hospital Employees and Superintendent Ted Debs for support given to RSH. The card is signed by each employee and has been framed and placed on display in the bank. RSH provides 936 jobs to East Texas.

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