Rear End Report

Wash Your Freakin’ Hands!

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SJU Health Initiative

Cleanliness is Next to Johnniness

Autumn has blown its way onto campus, and with it has come flu season. This year, however, the flu brought an uninvited friend to the party: H1N1. In these ominous days of sniffles and low class attendance rates, how can we defend ourselves from this onslaught of ruthless viruses? The solution is frequent and proper hand-washing everyday. Hand washing, when done properly, is one of the best ways to prevent illness and infection. But if you’ve ever been in a public restroom (like the one you are in right now), you know that the flush-and-rush technique is all too common. Washing your hands can prevent diseases like the common cold, the flu, ear infections, strep throat, and infectious (as well as explosive) diarrhea. Salmonella and E. coli are also easily spread when proper hand sanitation is ignored during food preparation.

This isn’t a losing battle, however. Thanks to modern science we are armed with the power of soap and water and alcohol-based sanitizers. The classic soap-and-water method works very well, as long as it is used thoroughly. The Mayo Clinic discourages the use of antibacterial soaps due to the possibility of the bacteria on your hand becoming resistant to antibiotics. It doesn’t really help that much more than normal soap anyways. When using soap, make sure to lather the soap over your hands, wrists, between your fingers, and under your fingernails for at least 20 seconds before rinsing. Also, use a paper towel to turn off the sink to avoid reapplying germs.

You may find around campus a number of alcohol-based sanitizer dispensers ready to serve your cleanly needs. These kinds of sanitizers are actually more effective than simple hand washing because no contact with a dirty sink or towels is necessary. You want to make sure that you’re using sanitizer which is at least 60% alcohol. To use hand sanitizer, drop about 1/2 teaspoon into your palm and rub your hands together thoroughly, covering all the same surfaces you would with the soap-and-water technique, and continue rubbing until your hands are dry once more. If your hands are visibly dirty, however, wash your hands first with soap before cleaning them with sanitizer. These simple steps to cleanliness only take a few minutes a day, so please remember to WASH YOUR FREAKIN’ HANDS!

Surviving the Cold and Flu Season

Be vewwy vewwy quiet, it’s flu season. And this year, we’re being hunted by a new predator: H1N1. It’s stealthy and spreads quickly. But if you follow some basic steps, spring might find you without a single sniffle, fever, or case of vomiting (at least flu related).

It is important to remember that we all live in close quarters and it’s no more than a viral hop, skip, and a jump from one room to the next.

Keeping this in mind, avoid sharing things like cigarettes, drinks, chapstick, and girl-friends, as all of these are potential flu carriers.

Yogurt is not only a delicious and cheap treat, it is also chalked full of probiotics which help stimulate the immune system. Also, open the windows and let some fresh air in. Even though the temperature is dropping, circulating some fresh air into your room helps flush out the germ-ridden air lingering above your bed and desk. Get plenty of sleep, drink plenty of water, and cut down on the alcohol. Excessive alcohol consumption weakens the immune system, leaving your body vulnerable to menacing viruses and bacteria. If you aren’t aichmophobic, consider getting a flu shot. If you do get sick, please stay home and rest. Your classmates and co-workers will thank you!
Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.
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Caption describing picture or graphic.
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You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction. If space is available, this is a good place to insert a clip art image or some other graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

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