



Wellness

PROJECT MANAGEMENT

WELLNESS PROJECT MANAGEMENT (PTY) LTD

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Dear Colleague,

We know that AIDS is at the top of the list of what kills most South Africans. There are a number of diseases related to poverty; and social problems that kill people – like crime, domestic violence, and road traffic accidents. But there are also other diseases – referred to as “**chronic diseases of lifestyle**” that are also killers. More than half of those South Africans with a chronic disease die prematurely (i.e. before age 65), having a profound impact on our economy. High blood pressure (hypertension), diabetes, and high blood cholesterol are amongst the top causes resulting in these premature deaths – which are preventable.

A healthy nourishing diet, regular exercise, and *never smoking (or quitting smoking)* are strategies to help prevent these conditions - other important factors is the early diagnosis thereof.

The complex demands of providing health care in South Africa range from the acute diseases of poverty to the chronic diseases related to affluence. As more people are shifting into a middle class “Westernised” urban lifestyle, so more people are developing these chronic diseases of lifestyle. Along with this comes a need for people to become increasingly informed about their conditions and to actively participate in their own care.

Source: Adapted from South African Medical Research Council (MRC) report: Chronic Diseases of Lifestyle in South Africa: 1995-2005

DEADLY IN ANY FORM OR DISGUISE: TOBACCO

One of the latest findings in tobacco research has been described as a “sleeper effect”. This refers to the increased chances children of about 11 years in age have of becoming regular smokers three to five years after having even *one* puff on a cigarette.

The explanation is the desire to smoke remains dormant after that one cigarette. This is why it is important to continually re-inforce the campaign against smoking, to encourage people to quit smoking and those who don't to never starting.

Source: Adapted from “Tobacco Control”, 2006; Centers for Disease Control and Prevention, 2006; WPM R&D

NEWLY UPDATED AND RE-EDITED BROCHURE SMOKING: QUITTING HAS NEVER BEEN EASIER

One of the most effective ways to immediately improve your health and take accountability for the future of your health is to stop smoking now. The tips in our newly updated and edited “Smoking: Quitting has never been easier” brochure can help you make this important decision in your life now and help you to quit smoking successfully.

ORDER NOW!

Take a look at our attached order form. The Wellness health brochures are an extraordinarily inexpensive way to provide your employees with this potential life saving information! (No commercial products are promoted or advertised!) The brochures are easy to add to pay cheques... mail to homes... distribute after meetings... display in a rack... you decide!

Make a low cost investment for a potentially high value return and order now!

Healthfully,

Wellness Project Management

PS: Did you know?

South Africa's first Minister of Health, Dr Nkosazana Dlamini-Zuma suffered from asthma. She insisted on smoke-free Cabinet meetings, explaining that exposure to tobacco smoke worsened her condition.

Source: Tobacco Control Policy: Strategies, Successes, and Setbacks, 2003
