

News Release

FOR IMMEDIATE RELEASE
Monday, February 1, 2010

Contact: Getty Israel
601-572-8033

Central MS AHEC and Longevity Host Natural Health Care Day “Improving Quality of Life by Making Healthy Lifestyle Choices”

Jackson (MS) – The Central Mississippi Area Health Education Center (AHEC) and Longevity will host Mississippi’s first *Natural Health Care Day, “Improving Quality of Life by Making Healthy Lifestyle Choices”*. The purpose of this public health event is to introduce the general public to healthy dietary and lifestyle choices that can prevent, manage and possibly reverse chronic diseases.

The event will be held on Saturday, April 17, 2010, from 9 a.m. to 5 p.m. in Holmes Hall Auditorium located on the campus of Tougaloo College.

Health care providers will address diabetes prevention and reversal, cancer and nutrition, pre and postmenopausal health, preconception health and pregnancy outcomes, acupuncture and pain management and chiropractic treatment and chronic disease prevention and treatment.

Participants will have the opportunity to learn how dietary and lifestyle choices can significantly improve their personal health and family members’ health. In addition, 5.5 CHES credits will be available to public health educators that attend the conference.

Primary prevention is the cornerstone of public health. In 2008, \$2.1 trillion were spent on medical care, and 95 cents of every dollar were spent to treat disease *after* it had already occurred. Heart disease, diabetes, prostate/breast cancer, and obesity account for 75% of health care costs, and yet these diseases are largely preventable and reversible by an integrative medicine program of comprehensive lifestyle changes. According to former Mississippi State Health Officer, Dr. Ed Thompson, “In the 20th century, we added about 30 years to our expected life span in the United States and prevention accounts for all of but 5 percent of that. Cancer, heart disease and even accidents - we can prevent all of that.”

The Central MS Area Health Education Center is hosted by Tougaloo College and is an affiliate of the Mississippi Area Health Education Center Program (MS AHEC) at the University of Mississippi Medical Center. The MS AHEC program is partially funded by a grant from the Health Resources and Services Administration.

For more information, including registration, please visit. www.naturalhealthcare.com.