

Booster seats can help save a child's life

(NAPSA) — The next time you give your child a lift in the car, you may want to check to see if he needs a boost, too.

Experts say children who have outgrown their toddler seats (usually at age 4 or 40 pounds) are far safer sitting in booster seats until they are about 8 years old or 4'9" tall than they are using seat belts alone. Yet the National Highway Traffic Safety Administration (NHTSA) says 80 to 90 percent of the children in America who should be restrained in booster seats are not.

"Safety belts are not designed to fit smaller children," says NHTSA administrator Jeffrey W. Runge, M.D. "Booster seats remedy that problem by positioning that belt where it is most effective."

Just how effective are booster seats? Studies show that young children prematurely moved to safety belts are four times more likely to suf-

fer serious head injuries in a crash than are children in child safety or booster seats.

Experts say a major roadblock to widespread use of booster seats is information. Many parents and caregivers simply do not know about the importance of the seats. That's where a new partnership may help. NHTSA recently partnered with the Ad Council to create a set of public service announcements (PSAs) geared toward teaching people about the importance of booster seats. The PSAs are a part of the Ad Council's highly successful Safety Belt Education Campaign. They feature new child-sized Crash Test Dummy characters (a throwback to "Vince" and "Larry," the now famous Crash Test Dummies from PSAs in the '80s and '90s).

The PSAs feature parents participating in everyday activities—such as playing in the park—with child-sized Crash Test Dummies instead

of their children. A voice-over tells the viewers, "You wouldn't treat a Crash Test Dummy like a child, so why treat a child like a Crash Test Dummy?" The ads then direct audiences to visit a newly created Web site—www.boosterseat.gov—for additional information about the importance of the seats. The PSAs were created pro bono by ad agency Leo Burnett USA.

NHTSA will also make an educational kit available free to preschool and kindergarten teachers. The kit includes a classroom activity

guide, booster club growth chart and a set of decals to display on family cars—all of which are meant to spread the word on the importance of booster seats.

Since Vince and Larry were introduced to America in 1985, safety belt usage has increased from 14 percent to 80 percent. It's hoped that the new PSAs and educational kits can yield similar success with regard to older child passengers.

For more information, visit www.boosterseat.gov.

Women need to stay ahead of breast cancer

(NAPSA) — Between family and careers, women are busier than ever, which means they may be putting off one of the very things that could save their lives — scheduling mammograms.

Breast cancer is the second most common cancer and the second leading cause of cancer death among women. A National Cancer Institute study found that one in eight women will develop breast cancer in her lifetime. However, nearly 96 percent of women who are diagnosed at an early stage survive for more than five years, according to the American Cancer Society.

"The earlier breast cancer is found, the better the chances of successful treatment," said Cynthia Foss Bowman, MD, FCAP, a pathologist at Northshore Long Island Jewish Healthcare System in Hyde Park, N.Y. "The longer a cancer goes undetected, the more likely it will spread, affecting other organs."

The exact cause of breast cancer is still unknown but certain risk factors are linked to the disease. "The biggest risk factors for breast cancer are female gender and aging," according to Dr. Bowman. Other risk factors include:

- Family history: Women whose close blood relatives have had breast cancer are at higher risk for getting the disease themselves. Having a mother, a sister or a daughter with breast cancer nearly doubles a woman's risk.

- Personal history of breast cancer: Women

with cancer in one breast have a greater chance of developing a new cancer (not just a recurrence of the earlier cancer) in another part of the same breast or in the other breast.

- History of radiation treatment: Women who had chest area radiation treatment as children or young women have a significantly increased risk for breast cancer.

Having a regular high-quality mammogram in addition to a clinical breast exam is one of the most important things a woman can do to prevent breast cancer. Mammograms can help detect cancer before it can be felt in a self-exam or clinical breast exam.

The College of American Pathologists suggests that all women 40 years and older should have annual mammograms, based on their physician's recommendation. Women between the ages of 20 and 39 should have a clinical breast exam every three years. All women 20 and older should conduct a breast self-exam every month.

The College of American Pathologists provides a free Web site that reminds people to schedule annual health tests such as mammograms. Simply visit MyHealthTestReminder.com to select the day on which you would like to be reminded to schedule a mammogram. On that date, you will receive an e-mail reminding you to call your doctor or health care provider to schedule an appointment.



FROM LEFT, KAREN CARTER, CAROL WYATT AND JUDY STRAGEY

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the
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Women
of
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County



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ALMENA

Pictured from left: Barb Nelson, Mary Ellen Roeder, Becky Delimont, Debbie Hogan and Joanne Miller.



LONG ISLAND

From left, Karen Shearer, Irma Laurin, Joyce Schemper and Ann Griffin.

Thank You All — We Couldn't Do It Without You

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For All Your Hard Work!
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TELEGRAM**