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This School-Year, Prevent Colds and- Flu
With A Winning Wellness Plan

It's back-to-school time! But for many youngsters returning to school means increased stress, heightened exposure to infection and a bolstered likelihood of colds and flu.

Do you know a student who suffers from frequent illness? Then you know that persistent illness can be devastating for kids. Incessant colds mean isolation from friends, loss of energy and restricted exercise - not to mention hours of missed school. What can you do to help? Refer a sickness-prone child to Dr. Christiana.

How Can Your Chiropractor Help You Prevent Colds and Flu?

Although chiropractors don't treat colds directly, Dr. Christiana will work to keep your family snuffle-free by helping you create a prevention-oriented lifestyle. In addition, ongoing research indicates that chiropractic adjustments may have a direct effect on the immune system.

One study looked at blood levels of specific immune markers called polymorphonuclear neutrophils, or PMNs. Fifteen minutes after receiving a chiropractic adjustment, PMN levels increased significantly, compared with levels immediately prior to adjustment and levels at 30 and 45 minutes post-adjustment (Journal of Manipulative and Physiological Therapeutics 1992;15:83-9).

Recent studies also suggest that the nervous system plays a role in regulating immunity (Journal of Neuroscience 1996: 16:730- 743). Because a main component of the nervous systems - the spinal cord - is housed within the spinal column, chiropractors believe that spinal adjustments may facilitate the immune response.

Following are examples of cold and flu prevention strategies Dr. Christiana recommends to keep your kids healthy.

Fill up on Flu-Fighting Foods

There may be some truth to the old adage, "An apple a day keeps the doctor away." Exciting new research reveals that chemicals in fruits and vegetables, known as phytochemicals, prevent illness by neutralizing disease-promoting substances called free radicals (Circulation 1998;98:2390-95).

Fruits and vegetables are also loaded with immune-boosting antioxidants, including vitamins A, E, C and beta-carotene.

Sadly, most children don't consume adequate amounts of these disease-fighting foods. Of 168 preschoolers who took part in a weeklong study, none ate the recommended daily allowance (RDA) of five servings of fruits and vegetables per day. The majority of the children consumed only two servings of fruit and less than half a serving of vegetables per day - or approximately 80% of the RDA for fruit and 25% of the RDA for vegetables (The New England Journal of Medicine 1991;325:60712).

Keep the Peace at Home

Creating a serene and loving family life can not only bring happiness, but may also prevent the flu! One study found that members of "dysfunctional" families that had problems communicating were at a higher risk of influenza, compared with members of "functional" families (Family Practice 1989;28:5359).

Psychological stress has, also been linked to the common cold. Investigators at Carnegie Mellon University in Pittsburgh interviewed 276 people with the common cold. Subjects who reported high levels of chronic stress had a much greater chance of developing a full-blown cold, compared with less-stressed individuals (Health Psychology 1988;17:21423). How can you keep your kids from "stressing out?" Talk to them - ask direct questions regarding their feelings about potential stressors such as schoolwork, relationships with peers and family issues.

Stop Popping Pills

Using over-the-counter medications to treat your child's cold or flu may provide short-term relief - but won't generate long-term wellness. In addition, over-the-counter medications can be deadly. Even seemingly benign drugs like aspirin, ketoprofen (Orudis®) and ibuprofen (Advil®, Motrin® and Nuprin®) may produce serious side effects. These medications, called nonsteroidal anti-inflammatory drugs (NSAIDs), account for an estimated 76,000 hospitalizations each year, according to the Centers for Disease Control and Prevention. And, The Food and Drug Administration believes that NSAID-induced bleeding will cause 10,000 to 20,000 deaths this year alone.

Why take the risk? Especially since over-the-counter drugs treat only the symptoms of colds and flu, failing to address the underlying causes. Chiropractors specialize in uncovering the roots of chronic conditions and preventing future illness. Your chiropractor can help you discover the real reasons behind your child's frequent sickness - without the dangerous side effects medication may cause.

End Your Child's Battles with Symptoms - Stop Colds and Flu Before They Start

The bottom line is that doctors of chiropractic focus on the whole person - not just the symptoms. By emphasizing prevention, your chiropractor will explain how you can boost your child's immune system - the key to long-term cold and flu prevention. Why take chances with your child's health? Visit a doctor of chiropractic today.

**Our purpose is to educate and adjust families toward optimal health
with natural chiropractic care.**