

The Reality Behind the Reality Star's Cancer Death

By Tamika Felder

British reality star Jade Goody, who rose to stardom overseas by exposing nearly every aspect of her life to a hungry media audience, has recently died, with the media in tow, of cervical cancer. She was only 27 and has left behind two young sons, ages four and five.

Despite the sensationalized nature of Ms. Goody's case, her story is tragic, as are the stories of so many other women worldwide who are struck by cervical cancer in the prime of their lives.

I was 25 when I was diagnosed with advanced cervical cancer and my world was turned upside down. After a radical hysterectomy and weeks of tough chemotherapy and radiation treatment, I was declared cancer-free. I survived and consider myself lucky. But I'll never be able to bear my own children — something I had always dreamed about — and I'll have to deal with medical complications from my treatment for the rest of my life.

Cervical cancer is the second most common cancer in women around the world, killing nearly 300,000 women each year. In the United States, the American Cancer Society estimated that 11,070 women would be diagnosed with cervical cancer in 2008, and that 3,870 women would die from it.

The most frustrating aspect of cervical cancer is that it is almost completely preventable. Experts know that it is caused

by "high-risk" types of a common infection - the human papillomavirus, or HPV. And we now have available preventive technologies, including the Pap test, the HPV test and the HPV vaccine, to help stop this disease in its tracks.

Despite these advances, why are so many women still dying? There are two key problems.

First, women need access to screening. In the U.S., approximately half of all cervical cancer cases are in women who have never been screened. Minority women and those with lower incomes are less likely to have access to screening programs and consequently, are affected by cervical cancer at higher rates.

Second, women need to know what technologies are available and appropriate for them. At around age 21, women should get screened with the Pap test, the traditional way to screen for cervical cancer. When women reach 30, they should get an HPV test along with their Pap. The HPV test detects the virus that causes cervical cancer. Studies show that using both tests together to screen women aged 30 and older offers the best protection against cervical cancer. This approach is included in leading medical organizations' screening guidelines.

HPV vaccination now offers significant potential to reduce cervical cancer rates. One HPV vaccine is already FDA-approved for girls and young women aged 9 to 26, and another vaccine is under FDA

review. Both vaccines have been shown to be 100 percent effective - in women not previously infected - at preventing infection from the two HPV types that cause 70 percent of all cervical cancers. Importantly, women who have been vaccinated still need to be screened regularly.

Having advanced technologies, however, is not enough. Every woman and girl must be informed about and have access to these preventive methods. In January of this year, my organization, Tamika & Friends, Inc., along with several other leading advocacy groups, launched the U.S. Pearl of Wisdom Campaign to Prevent Cervical Cancer, a united, global effort to help ensure that women and girls everywhere know about and have access to lifesaving cervical cancer prevention tools. The campaign also promotes the Pearl of Wisdom as the global symbol for cervical cancer prevention.

I encourage women everywhere to educate themselves about how to prevent cervical cancer. And then spread the word to your mother, daughters, sisters, friends, and others. Please help make the elimination of cervical cancer part of Jade Goody's lasting legacy.

Felder is the founder of Tamika & Friends, Inc., a national nonprofit organization that raises awareness about cervical cancer, and a partner in the Pearl of Wisdom campaign to prevent cervical cancer (www.pearlofwisdom.us).

LACOLUMNA VERTEBRAL
El Soporte Informativo Para Millones
de Hispanos
Por Viviana Avila



¡Al mal tiempo buena cara!

Nada alentadoras son las noticias en materia laboral. Cifras del Departamento del Trabajo de Estados Unidos dan cuenta de la pérdida de 646,000 mil empleos más en la segunda semana del mes de marzo, en medio de una crisis que afecta especialmente a la comunidad hispana.

La tasa de desempleo escaló a 8.1 por ciento, la peor en 25 años de historia. Pero es aún más crítica la situación entre los hispanos, cuyo índice de desempleo superó ya el 10 por ciento.

Este desolador panorama tiene a las oficinas de desempleo abarrotadas de gente, especialmente en los estados de California, Illinois, New York, Michigan y Virginia, donde se ha perdido el mayor número de trabajos; pero generalmente quienes se acercan a pedir ayuda del gobierno estatal no conocen cuál es el proceso que deben seguir para beneficiarse del subsidio de desempleo, que en tiempo de crisis ayuda en algo a mantener la familia a flote.

¿Qué hacer?

Para calificar al subsidio de desempleo debe demostrar que

fue despedido. No califican quienes hayan renunciado o cometido alguna falta grave en su lugar de trabajo.

Así mismo, debe demostrar que trabajó un período mínimo de tiempo, que por lo general son 12 meses, dependiendo del estado donde se encuentre.

La solicitud de desempleo puede hacerse a través del Internet, o visitando la oficina de desempleo más cercana en el estado donde reside. Debe tener a la mano el número de seguro social, una identificación del estado, el nombre y los datos de la empresa que lo despidió, la dirección y el teléfono.

Cuando su solicitud sea aceptada por la oficina de desempleo, usted recibirá una carta notificándole que debe llamar a un número 1800 donde deberá reclamar el número de semanas que ha estado desempleado. Esta llamada por lo regular se hace cada dos semanas.

Recuerde que en todo momento la oficina de desempleo estará monitoreando que usted se encuentre activo en la búsqueda de empleo. Para ello deberá llenar un



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reporte semanal indicando dónde, cuándo, y cuál fue la respuesta que recibió al solicitar ese empleo.

En la actualidad, quienes reclaman subsidio de desempleo reciben una tarjeta débito del gobierno estatal para obtener su dinero, o éste puede ser depositado directamente a su cuenta bancaria.

El período máximo para obtener beneficios de desempleo estatal es de 26 semanas. Para mayor información sobre este tema puede acudir al sitio del Departamento de Trabajo www.dol.gov.

Si no cumple con alguno o varios de los requisitos que exige el gobierno, siempre puede recurrir a los centros comunitarios o a las iglesias de su área donde seguramente podrán orientarlo y recuerde: ¡al mal tiempo buena cara!

Amigo lector de La Columna Vertebral, para acceder a servicios en su comunidad llame a La Línea de Ayuda de La Red Hispana al 1-800-473-3003.

Women Entrepreneurs (WE) Business Forum, April 8

The City of Chula Vista is sponsoring its first Women Entrepreneurs (WE) Business Forum on Wednesday, April 8, from 3-5 p.m. at the Chula Vista Woman's Club, located at 357 "G" Street. At the forum, established business owners and women interested in starting their own company can get expert advice, receive assistance, and engage in networking opportunities.

Ursula Mentjes, CEO & Owner, Potential Quest, Inc., will present "7 Steps to Growing a Profitable Business in the New Economy." Special guests will also include Chula Vista Honorable Mayor Cheryl Cox and Adrienne Moch, President,

National Association of Women Business Owners (NAWBO) San Diego Chapter.

Major changes in the U.S. and California economies are challenging businesses to discover new ways to expand and grow. The WE Business Forum will offer women business owners an opportunity to share ideas, products and services with like-minded entrepreneurs.

Space is limited, so please RSVP at (619) 409-5888 or email ljones@ci.chula-vista.ca.us.

Chula Vista and the Drug War Next Door

Communities Taking Action and We Are Revolutionaries invites you to a very important lecture about the Drug War

violence in Mexico and what this means to Chula Vista and the rest of San Diego county. Please join us to meet Dr. Caesar Sereseres, Professor and Associate Dean of the School of Social Science at the University of California, Irvine as he discusses the current situation and answers any questions you may have.

WHAT: CHULA VISTA AND THE DRUG WAR NEXT DOOR LECTURE

WHERE: Chula Vista Civic Library 365 F St, Chula Vista, CA 91910

WHEN: April 1st 6:00 p.m.

More information please visit our website: CommunitiesTakingAction.com

Physical Fun in the Water



By Lona Callavera

San Diego is known for its great annual weather. With the summer months fast approaching, swimming can provide a fun, affordable, healthy, and cool family activity for individuals of all ages. Chronic diseases are on the rise and the obesity epidemic is reaching astronomical levels. Recent reports suggest that forty percent of California Latino adults are overweight, with nearly thirty percent of us being obese. Swimming is a great way for children, adults, and older adults to get our needed physical activity. Strength-based activities, or resistance training, and cardiovascular activities are both important components to a physical activity routine. Resistance training helps the body build and strengthen muscles, while cardiovascular training helps keep the heart healthy. Swimming combines these two important types of physical activity, creating an efficient entire body workout.

Swimming and doing physical activity in the water may be especially beneficial if you have already existing health conditions, such as obesity, overweight, diabetes, arthritis, or having an injury, that limit your ability to engage in regular physical activity. You weigh less in the water and, therefore, are able to perform many activities that would normally be too difficult for you.

The water's buoyancy acts as a cushion for the body's joints and makes for low im-

pact physical activity. In addition, movement in water allows for much more resistance than any basic land-based physical activity and burns more calories. This allows for an all-encompassing body workout at a low impact level. If you are only able to perform lower activity levels, walking, creating waves with your arms in the water, doing leg lifts, water jogging, or simply playing with your children in the water are great ways to get your daily physical activity.

Swimming is also a great alternative for pregnant women and exposes the fetus to more oxygen. You may also enjoy water activities because you don't noticeably sweat and you stay cool. Many community pools offer aqua-aerobic classes for adults at all levels of fitness. Newly remodeled Vista Terrace Park in San Ysidro has just opened enrollment for their aquatic classes. For information on these classes, go to http://www.sandiego.gov/park-and-recreation/aquatics/vista_terrace.shtml or call (619) 424-0469.

Children can easily get their dose of daily physical activity at the pool. Swimming also provides children with the opportunity to improve their social skills, increase their confidence by learning new skills, and foster independence and responsibility. Many community pools offer swim lessons or public swim hours, which can serve as generally safe and supervised activities for children during the summer months.

Thirty minutes a day of moderate exercise can greatly reduce your family's risk of being effected by chronic diseases. Here are some pool friendly tips to get you started towards a healthier you:

1) If you have access to a public or private swimming pool, you can begin a water workout with just a few minutes a day. Many of the exercises you do on land can be done in the water with added benefits. Simply walking or running forward and backwards in the water can be a great start.

2) Holding on to the side of the pool with one hand and doing leg lifts frontwards, sideways, and backwards, and/or lifting your knees one by one to your chest are exercises that strengthening your muscles.

3) Many public pool facilities have a supply of styrofoam water weights. These weights are designed to create resistance when used in the water. Traditional weight lifting exercises like tricep extensions, chest presses, and bicep curls can be done with less risk for injury. These weights can also be purchased at sporting good stores.

4) For an advanced level water workout, you can use a water noodle. To give your legs a workout, wrap the noodle behind your back or place it in between your legs (like you are sitting on it) and do a jogging motion.

5) Water physical activity is a great way to catch up with friends while working out, so find a family member or friend to keep you company. You can also bring your children along and sign them up for swim lessons, or allow them to play with other children.

This public health message is brought to you by the San Diego Prevention Research Center and "Familias Sanas y Activas." For more information about free physical activity programs or public pool facilities in South Bay, please contact Sara Solai-mani at: 619-594-2965.

Film Festival a huge success

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festival. Last year she said she enjoyed the heart-felt connection she established with the audience. This is one of her favorite things about the festival, she said. And like Serradilla, connecting with the audience seemed to be on the minds of a lot of other film stars and movie makers. Producer Simon Brand said the festival allowed him to transcend the critics and see exactly how his film, "Paraiso Travel," connected with a live audience.

"I always said that I make movies not for the critics or for any judges, I make it for the audience," Brand said. "We had the opportunity (to) screen the film for many audiences around the world. It's been a great success."

Brand said his film allowed him to express the human truths in the immigration experience. This type of movie was common at the festival. Movies portrayed different perspectives of the Latino culture, such as contentious issues like poverty, oppression and the struggle of being a minority in the pursuit of a better life. By the time people walked away from the festival they had experience the entire spectrum of Latino culture, from music and art to beautiful stars to desperate migrants.

Hometown filmmaker, producer and director Gregory

Nava received a tribute for the 25th anniversary of his film "El Norte." The movie, which was played at the festival, was nominated for an Academy Award in 1984. The film is said to be at the vanguard of U.S. immigration problems, Nava said.

"It brought that issue into the focus for people," Nava said. "It brought humanity, which is what I wanted to do. People come here to work, trying to better their life, to pursue their dreams, to do what anybody would do if they were in this situation."

Today, 25 years later, the issues confronted in "El Norte" are still alive, Nava said. He said immigration is even more relevant today. Nava called the movie "the most beautiful movie I ever made," and said it was a testament to the power of independent films, saying that even with a tiny budget he was able to make a film that was tantamount to all the other films that he had made with much more resources.

But while the festival offered movies that tackled serious issues, it also offered movies purely for entertainment purposes. This is why director Jojo Henrickson, maker of the movie "GB 2525," said his goal had been to create "fun movies."

"We want Latinos to be the guys that save the day" Henrickson said. "It's always been

a very stereotypical presentation or it's always been a struggle or (a) Latino character has to prove its dignity in a white world...we are interested in making the Latino character (into) heroes and bad guys."

Van Thillo conceived the idea for the event when a professor at his alma mater, University of California, Santa Cruz, challenged his class to create a festival dedicated to Chicanos. Thillo accepted the challenge and two years later brought his experience to San Diego. Sixteen years later this dream has been recognized. But, he said, it has not been easy. One obstacle was drawing talent to the event, he said.

"It's a challenge to get those latest films," said Van Thillo. "You are competing against films festivals."

But, Van Thillo said, San Diego has provided the festival with an environment that nurtures growth. The cities proximity to the border and the county's large Latino population all creates a perfect climate for one of the world's largest film festival, he said.

"Our tagline is changing lives through film," Van Thillo said. "So as long as we are doing that, that is our future."

