



McCrone Publications Inc.

HEALTH *beat*

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www.mccronehealthbeat.com

Unlimited Nurse Search, Inc. continues to be the leader in placing Canadian RNs into full time positions across the USA!

by Jennifer (Jay) Sherwood, BScN, MEd.

Unlimited Nurse Search, Inc. has a long standing reputation as being the experts in helping RNs relocate to the USA. The company has a unique approach to recruitment for positions in the USA and your subsequent relocation.

Your recruiter at Unlimited Nurse Search, Inc. will guide you with their expertise and knowledge. They will first help you to secure the job that is right for you and will then walk you through the licensure and relocation process -standing by your side all the way.

We recently spoke with some of the employees at Unlimited Nurse Search, Inc. to get an idea of how they operate. Their responses are shared below.



The Right Job The First Time

We apply sophisticated techniques, derived from training courses, when interviewing our nurses.

We find out as much about their background and personality as possible. Our experience has shown us that chemistry, rather than an impressive resume, is the deciding factor in placing RNs successfully.

Part of our application form asks questions regarding a candidates likes and needs related to duties, preferred company culture, management style and what they regard as their strengths and weakness.

We then match these qualities to our clients job requirements and only short list someone if there is a fit on all the requirements. The result is a highly successful interview to placement ratio and the tendency is that our RNs want to stay with the facility.

Personalized Service

When you work with UNLIMITED NURSE SEARCH, INC. we assign one employment specialist specifically to an RN. This ensures that they have access to someone who has an understanding of their job needs which will affect the accuracy of our short listing certain positions for them.

Getting That Job

Before each interview, each short listed person is thoroughly briefed on the facility.

We outline the benefits offered, the duties, skills and personality requirements of the facility and why we believe they meet these requirements.

This saves time during the interview and allows them to concentrate on the intangibles and other aspects such as the geographic location.

In this way they can assess not only whether the job is a good match for them, but also see the whole picture.

Thorough ground work is all done up front so that there are no unexpected surprises.

The Need For Urgency

The supply of skilled Registered Nurses is becoming more and more scarce.

Worldwide recruitment drives to place Registered Nurses into the USA has created a great deal of competition in the USA and even though RN skills are in great demand, there is usually a second or even a third RN on the short list as a back-up if they procrastinate in the decision making process. It is for this reason that we prompt our nurses to make a quick decision when a position is presented to them as we do not want them to lose out on an excellent opportunity.

This sense of urgency pays dividends when potential employers approach us. Their interest level remains high and speed encourages a positive attitude towards our RNs.

Client Base

We place professional medical personnel into permanent positions across the USA.

Our clients are required to fill in our detailed job specification form which includes a job description, geographic location and company benefits.

Our employment specialists will work closely with both the RN and the employer to ensure that both their needs are met.



Tips For Success

- Always be waiting at the telephone for your interview at the scheduled time.
- If for any valid reason beyond your control, you cannot make an interview, let your employment specialist know well in advance so that it can be rescheduled.
- Call your employment specialist back after your interview to give feedback.
- Behave naturally but do not become too familiar with the person interviewing you.
- Do not ask about lunch or the frequency of coffee breaks.
- Always be honest. Do not use slang or foul language.
- Do not smoke during the interview.
- Make sure that there are no loud noises or conversations going on in the background.
- Be enthusiastic, it comes through over the telephone.
- Know as much as possible about the facility and the position – our employment specialist will provide you with information.
- Be fully conversant with your employment history in order to relate your past experience to the job question.

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Our Mission

To provide healthcare professionals with job opportunities, continuing education, new products, resources, and editorials to help them succeed in their careers.

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Editorial: by Jennifer (Jay) Sherwood BScN, MEd.

A Public Health Agency for Canada: Health Canada's Answer to a Pan Canadian Public Health Network

Nothing demonstrated the fundamental limitations of Canada's public health infrastructure like SARS. The report of the National Advisory Committee on SARS and Public Health revealed these limitations in Canada's public health capacity and made substantive recommendations to deal with them. A key recommendation in the report was the creation of a public health agency, modeled on the US Centres of Disease Control and Prevention.

The recommendation for a public health agency was one of a number of proposals following the SARS crisis to reform the public health system in Canada. Previous reform initiatives had been hampered by the jurisdictional issues that arise when cooperation among local, territorial/provincial and federal governments is required. According to the Advisory committee report, unclear constitutional roles and responsibilities for public health and the potential for disputes over funding and data sharing were amongst the causes for the difficulties. As well, it has been noted that intergovernmental public health agreements have sometimes become the casualties of the acrimony among and between governments having to do with illness care. The SARS committee's recommendation was for a

collaborative, arms length public health agency with adequate funding that would be designed in such a way to overcome the jurisdictional hurdles.

In May of this year, the then Minister of State for Public Health, Dr. Carolyn Bennett, announced the details of the new Public Health Agency of Canada. The announcement followed the 2004 federal budget that allocated almost 700 million dollars to improvements to the public health system in Canada. In her announcement, Dr. Bennett cited the recommendations of the SARS committee as well as a number of expert studies that had been conducted throughout the country following the SARS outbreak and broad consultations with expert groups.

According to the announcement, the new Public Health Agency of Canada will be the core of an improved public health system. While citing the need for enhanced tools for surveillance and monitoring throughout the world, speedy recognition of threat to the health of Canadians and response to threats are critically important. As well, tools for greater information sharing, enhanced training and education, and collaboration among governments, public health experts and

professionals across the country are all essential to building a stronger system.

The Agency will have two main pillars, Winnipeg and Ottawa and will work with a network of specialized centres across the country. The main centre will be in Winnipeg, the home of the only Level 4 microbiology laboratory for human health in Canada. It will coordinate the agency's infectious disease functions, including epidemiology and will have a critical function, nationally and internationally in the event of an infectious disease outbreak. The Acting Chief Public Health Officer is Dr. Frank Plummer who is currently the scientific director of the National Microbiology Laboratory and Director General of Health Canada's Centre for Infectious Disease Prevention and Control.

The Ottawa office will be responsible for working closely with other federal governments including those responsible for public safety and emergency preparedness. As well, funding has been allocated to establish six National Collaborating Centres across the country, each having a specialized public health focus. The collaborating centres will act as catalysts, fostering linkages among governments, researchers, the public health community and other stakeholders to build on existing strengths of the system in Canada.

It is thought that the new Public Health Agency of Canada, as a coordinated network of public health services in Canada will significantly improve Canada's ability to deal with public health threats such as the SARS outbreak in Ontario. According to Dr. Perry Kendall, BC's Provincial Health Officer, "An interlinked network will be vastly superior to the previous arrangement of 13 separate Provincial and federal public health Programs."

For more information check the Health Canada website and/or search the Internet for information using key words "Public Health Agency of Canada".

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Unlimited Nurse Search from page 1

- Be aware when the interviewer wants to bring the interview to an end and always thank them for their time.
- Make sure that you are confident and really interested in the position.
- Express your interest and enthusiasm throughout the interview.
- Only ask about the salary, relocation package and other benefits at the end of your interview.
- Listen carefully and ask relevant questions when the interviewer offers.

Dedicated Service

Unlimited Nurse Search's commitment to their clients and candidates is evident in everything they do. They constantly strive to exceed expectations. Their reputation for professionalism stems from the care taken in taking down a detailed job specification, to the interviewing and referral of RNs and the

follow up process. Extreme care is taken to find the right candidate match and above all to keep both the client and the candidate informed of progress at all times.

The healthcare staffing industry, as with most other industries, has seen significant changes over the last few years. Hospitals are looking for innovation and consistency in quality service delivery. Unlimited Nurse Search's methodologies have evolved accordingly to ensure they add value to their service offerings and are fully aligned to the market changes.

Unlimited Nurse Search, Inc. is dedicated to providing the highest quality of service to both the employers they serve and the professionals they place.

For further information call 1-800-903-8532 or visit www.unlimitednursesearch.com.

HEALTHbeat Stress Relief

Dr. David Rainham, M.D.
Author, Speaker, Stress Management Consultant

Watch for stress in children

“September is when millions of bright, shining, happy, laughing faces turn towards school. They belong to mothers!”

Yes, the start of school is a relief for many parents, but it can be a major stress for some children – especially those just starting out. For many children it's an exciting, happy time; for others, it's definitely not.

Some children just don't want to leave home, some worry about which teacher they'll have, or whether friends will be in their class, others fret about tests and marks.

New child-care arrangements may be unpopular – and what child enjoys a school where there's bullying, or cliques that exclude them? For some, starting school just adds another stress to poverty, family conflicts or even abuse and neglect.

Children may not have the same worries as adults, but they can and do experience anxiety and sometimes serious depression.

However, rather than saying “I'm stressed-out!”, they usually react in more subtle ways, with rudeness, disobedience, aggression, or by becoming apprehensive, withdrawn or extra clingy.

Other signs include headaches and stomach pains, recurrence of bedwetting, insomnia, or worsening of eczema and asthma. If your child seems stressed, remember it's not easy for them to say what the problem is. Put yourself in their shoes, and take enough time to listen – because kids often open up at the most unexpected times. Be warm and non-judgmental, reassuring them that their feelings, although unpleasant, are normal and acceptable.

Help children identify their worries and problems – and put them into perspective.

Acknowledge that changes can be scary but that they will soon get used to new things – as they have before: (“Remember when you first started nursery school?”). To find solutions, encourage creative thinking and persistence.

Teach them to relax – letting go of physical tension with slow breathing, muscle relaxation and soothing mental images such as a beach or garden. Help them use their imagination to visualize positive results. To reduce anxiety from unsolvable problems, suggest mentally putting them in a bag or high in a tree and then shifting their focus on to something positive – just like changing TV channels. Encourage them to ventilate anxiety through having fun with outdoor physical play.

Want to make a positive difference in your child's school life? Teach them specific skills for making and keeping new friends, such as sharing a snack or toy, or asking them to play.

To reduce daily tension, teach other skills such as being able to communicate their needs effectively (assertiveness), and being well organized in the morning and for homework. A friendship bracelet, a favourite family photo, or a “thinking of you” note tucked away in a knapsack can be a reassuring link to home for a child who is sad or nervous at school.


But if your child needs extra support, it's vital to

work in partnership with your school. Discuss concerns with their teacher or a counselor early in the school year. Kids learn best by example, so try to handle daily household problems calmly, looking for solutions and working together as a family. See the big picture – with time, love, support and simple information, your children will gain a sense of personal control over stress – they'll become more

resilient, more powerful in coping with not only the challenges of a new school year, but with all the inevitable future problems of life!

Dr. David Rainham is a family physician and author of Stressed Out - Taking control of student Stress. For more information about coping with stress, check out the Web site at www.optimumhealth.ca






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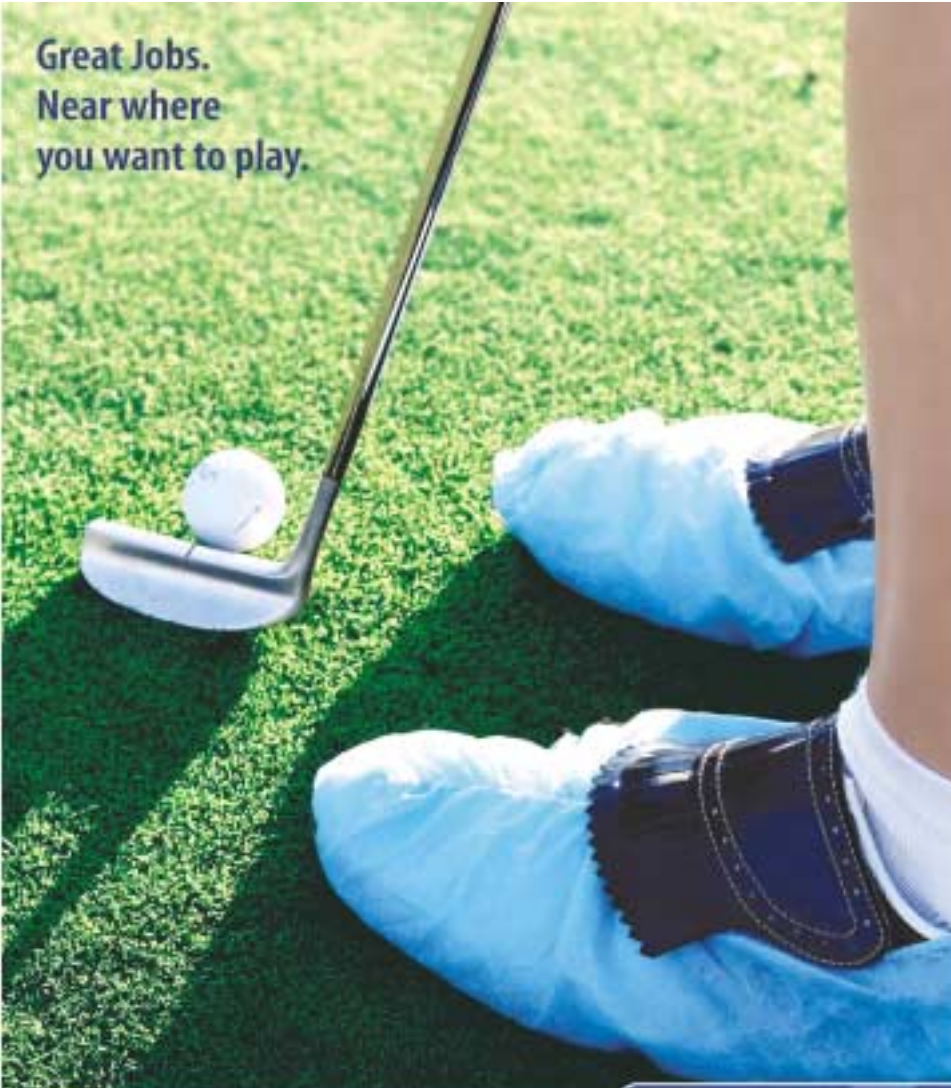
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To apply submit your cover letter and resume to:
Pauline Auger RN, Nurse In Charge
Bigstone Health Commission, PO Box 1020,
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Tel (780) 891-2000 Fax (780) 891-2623

This position will be filled as soon as a suitable candidate has been selected. Bigstone health Commission wishes to thank all applicants, however only those who closely match our needs will be contacted.
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Peace Country Health: Where Urban and Rural Meet A Place to Explore and Call Home

For health professionals seeking a place that feels like home, but still offers new horizons to explore, Peace Country Health region is the haven you've been looking for.

The Peace Country Health (PCH) region spans over 150,000 square kilometres through rolling foothills, Rocky Mountains and stunning river valleys. Named for the mighty Peace River that cuts a rich swathe through fertile farmland and forested woodland, the region has historically resonated prosperity, opportunity and adventure.

The deep, rich soils, wetlands and waterways make this a highly productive agricultural area. And, long before settlers moved here to farm, dinosaurs roamed the river valleys. The ancient history of the region has recently brought palaeontologists from across Canada to explore riverbanks for dinosaur bones and fossils.

But the land of the Peace is not just picturesque

farmland and a landscape that many describe as relaxing and – naturally peaceful. It's a short drive from anywhere in the region to majestic scenery and nature-based recreation. Bird watching is big here and so is fishing, rock hounding, boating, golfing, and wildlife photography. It's little wonder that there are so many artists who make their home in the Peace country – capturing the magnificent quality of light on spruce forests, larkspur and prairie lily strewn meadows, or rustic fences and barns.

Close to 3,600 people work for Peace Country Health, making it the largest employer north of Edmonton. Based out of facilities in 16 communities, PCH's staff and physicians provide health services to a population of 130,000 people in the region and many more from neighbouring B.C. and the Northwest Territories.

Our staff appreciate the qualities of a place where

urban and rural meet. The region is considered Canada's most developed northern region in terms of modern amenities and excellent highways, but hasn't lost its rugged appeal. The modern City of Grande Prairie, the region's business hub, has shopping and cultural facilities equal to those of much larger centres.

Louise Croteau-Walker is a Senior Magnetic Resonance Imaging (MRI) Technologist at the Queen Elizabeth II Hospital in Grande Prairie. "I can't decide if Grande Prairie is a city with a small town flair or a town with a big city flair," she says. "We have everything the city hospitals do with a third of the stress. There's a friendly atmosphere here and so much to offer."

Croteau-Walker calls herself a "home-grown" Albertan now, and hasn't looked back from making the move from Kapaskasing in northern Ontario, to work in the most northerly city in Canada with an MRI unit.

"Grande Prairie was instantly home. I can't describe



Lauryn Purch, RN

the feeling I have whenever I leave and then come back here," says Croteau-Walker.

And for other PCH staff, working in communities outside the main centre gives them an opportunity to craft a career that fits into a rural way of life. Suzanne Friesen lives on an acreage in Silver Valley where her husband home schools their four daughters while she works as a casual nurse in Spirit River. For her, rural nursing is a natural fit. It has given her a quality work environment where she is challenged by variety and responsibility, and supported by a dynamic network of colleagues where "everyone looks out for one another."

"The rural nursing experience is awesome. You have to expect anything at any time and be able to continually work on your skills," Friesen says. "You don't have an IV team or a respiratory team. You ARE the team. You do everything from changing dressings to administering IV antibiotics."

Peace Country Health is progressive and focused on a collaborative work environment that provides the best possible health care, in the best possible work environment. It's a place where "progressive learning" is at work and where a multi-disciplinary approach means that everyone from unit clerk and dietary staff, to specialists in physiotherapy and social work, work together.

"We realize that we have different strengths and believe in continuous education," Friesen said. "Our team includes RNs, LPNs and NAs – registered nurses, licensed practical nurses and nursing assistants — all working together and sharing their expertise."

And because the health region is so large, there are many opportunities to try new things and new places. Friesen's thinking about branching out and working in nearby Fairview, as well as in Spirit River, to add surgery and maternity nursing to her work as a rural nurse.

Working in Peace Country Health offers a unique lifestyle that's comfortable and where it's easy to participate in quality community life. There are so many ways to explore Peace Country Health region – come and check them out!

For more information, contact: Peace Country Health, Corporate Office; Nikki Bain – Recruitment Advisor, Nikki.Bain@pchr.ca; Gina Pope – Recruitment Assistant, Gina.Pope@pchr.ca; 1-800-732-8981; 2101, 10320-99 St., Grande Prairie, Alberta T8V 6J4. Or visit the Peace Country Health website: www.pchr.ca.

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Traditional Chinese Medicine: Physical, Mental and Spiritual Approaches to Health

by Steven KH Aung, MD

Traditional Chinese medicine (TCM) is a holistic, natural system of healing. It is holistic, first of all, because it applies to the mind body and spirit. Secondly, it involves integration of the major TCM therapies, notably, acupuncture, acupressure, herbal medicine, dietetics, massage, manipulation, Qi Gong and Tai Chi Chuan. Third, it is open to integration with other healing systems, including biomedicine. Fourth, its quest for energetic harmony and health applies as much to practitioners as to patients. TCM is a natural form of medicine because its therapies and diagnostic techniques do not involve synthetic chemicals and drugs or overly-invasive procedures and they have proven safe over many centuries in Asia and elsewhere.

In this brief article, I will discuss these issues with reference to acupuncture, herbal medicine and Qi Gong. Before proceeding, however, it is important to highlight the difference between a technician and a healer. A technician is an individual skilled in some art, science or craft. While this is absolutely necessary in the medical profession, it is not sufficient. Since human beings are comprised of body, mind and spirit – all of which interact in complex ways in promoting health or generating illness – healers must cultivate their own positive energy in order to harmonize the energy of their patients. In TCM, this process of harmonization embodies the art of healing, and the energy involved is known as Qi.

The Concept of Qi

Qi – warm, bright and active – exists in various forms, aptly referred to in terms of “differentiated vital energies.” It encompasses two broad modalities, namely, acquired and innate. Acquired Qi enters us from the environment after birth and innate Qi embodies our genetic heritage as living beings. Acquired Qi consists of Ta Qi (inhaled from air) and Ku Qi (absorbed from food and drink). These are transformed by the Lung into defensive energy, or Wei Qi, and by the Spleen and Stomach into nutrient energy, or Qin Qi. Innate Qi is termed Yuan Qi, 50% of which is stored in the Kidney. The Kidney also stores Essence, the cool, opaque and structural and form of Qi (Essence is Yin and Qi is Yang). The energy that flows in close association

with Blood and Bodily Fluid throughout the organ and meridian system is termed Jin Qi. Negative Qi, largely in the form of external pathogenic factors, causes disease. This may be exacerbated by negative emotional factors such as fear and anger. The major internal organs together with their associated meridians serve to nourish innate Qi and promote acquired Qi in a continuous, complementary cycle of growth, development and regeneration. If this process is smooth and harmonious, then one is healthy, but in the case of actual or potential stagnation, the various TCM therapies are used to promote positive Qi.

In biomedicine, there is no concept like Qi. Perhaps the closest approximation are the powerful analgesic neurotransmitters such as endorphins released by the brain in response to acupuncture needling and other TCM therapeutic stimuli, relieving pain and generating feelings of relaxation and well-being.

Medical Acupuncture

Acupuncture has been aptly termed “the fine art of needling others.” In China, it has always been overshadowed by herbal medicine, but in the West it is valued as a useful, complementary pain control therapy. Unlike herbal medicine, it works from the superficial level of the meridians inward to the deep level of the internal organs. It is not merely a physical therapy, as it also applies to the mind and spirit. Indeed, in the classic

TCM text, the Yellow Emperor’s Cannon of Internal Medicine, it is characterized as a spiritual axis or pivot. Spirit is to be understood as Shen—the consciousness, alertness and awareness that animates Qi—rather than in the supernatural or religious sense.

Acupuncture has a wide variety of indications, encompassing physical disorders such as back pain and gallstones, mental disorders such as depression and insomnia and spiritual disorders such as fatigue and weak Shen. Certain serious conditions, such as addiction and depression, overlap these categories, and there is no formal categorization of body, mind and spirit acupuncture points. The same points may be used in different disorders and

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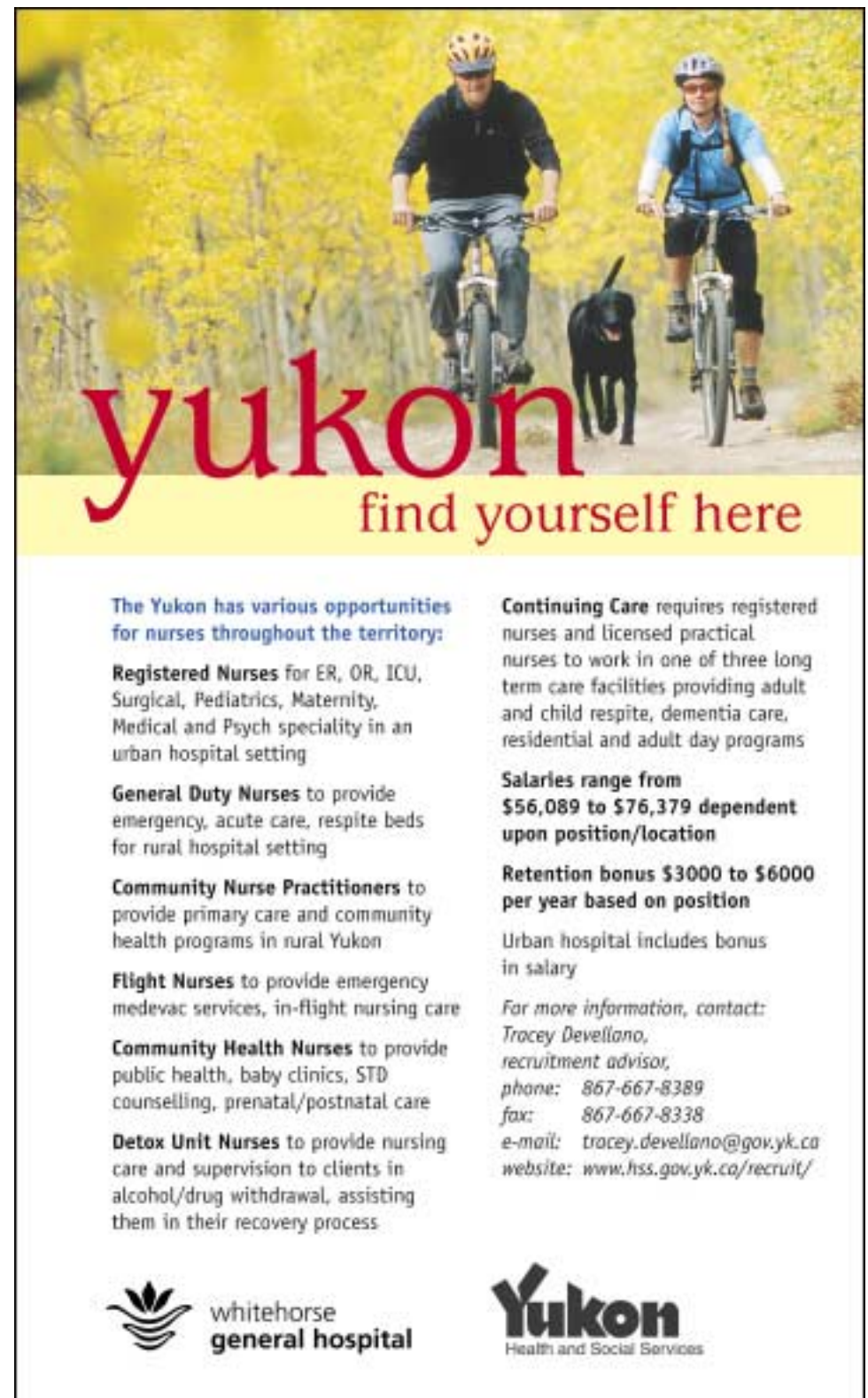


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Flight Nurses to provide emergency medevac services, in-flight nursing care

Community Health Nurses to provide public health, baby clinics, STD counselling, prenatal/postnatal care

Detox Unit Nurses to provide nursing care and supervision to clients in alcohol/drug withdrawal, assisting them in their recovery process


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similar disorders may require different points.

As suggested above, healers must cultivate sensitivity to the energetic state of their patients. Yet, there are a number of especially useful Acupoints, including LI.4 (on the back of the hand near the base of the thumb) for physical pain the upper half of the body, PC. 6 (just above the transverse crease of the wrist) for mental problems and GV.20 (at the top of the head) for spiritual uplift. CV.17 (on the front midline level with the base of the shoulders) is the Influential, or single most powerful point, for regulating

Qi circulation.

It must be noted that there are a number of Acupoints on the hand, scalp, ear and other Microsystems (localized energetic holograms) that apply to the body, mind and spirit. For example, ear Shenmen, on the anterior surface of the auricle, is one of the most powerful points for mental and spiritual harmony. The two sympathetic lines, near Shenmen, are of equal importance, especially for numerous autonomic nervous system disorders.

Herbal Medicine

Herbal medicine, acting deeply on the internal organs, is as effective as acupuncture, but the results are slower. In the West, it is not as known and accepted as acupuncture. There are safety issues having to do with the purity of the ingredients and quality control of the products as well as concerns about the use of endangered species. There are hundreds of herbal remedies comprising the TCM pharmacopoeia, most of which contain two or more raw or lightly processed ingredients such as leaves, stems, roots, flowers, fungi, animal parts and



Dr. Steven KH Aung *

minerals. These are taken mainly in the form of teas, decoctions, powders, pills and tablets. The most famous TCM tonic is Ling Zhi (Ganoderma lucidum), the ancient "herb of immortality." It is a wood fungus that has been intensively researched and found to contain numerous medically important metabolites, including several polysaccharides, triterpenes and nucleosides, which have the power to regulate the human immune system. Ling Zhi, however, is not yet part of the official TCM material medica.

Like acupuncture, TCM herbal remedies cannot be rigidly classified with respect to the body, mind and spirit. The root of the leafy plant Ginseng (Panax

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ginseng and Panax quinquefolium), another famous TCM tonic, may be ingested as a tea, a decoction or as an ingredient in several herbal remedies for enhancing the mind and spirit. For example, it is one of the ten ingredients of Shen Ling Bai Zhu San, a powder for enhancing Qi and Shen. Ginseng is not a panacea. It is not suitable for those suffering from TCM Heat or syndromes, it must not be mixed with a number of other herbs (such as Chinese honey locust) and it must not be taken in conjunction with drinking Chinese green tea or eating turnips.

Wu Wi Xiao Du Yin is a remedy that largely applies to the body. It is an antiseptic decoction for skin disorders, containing lonicera flower, wild chrysanthemum, dandelion, viola and semiaquilia seed. An Shen Zhen Jing, on the other hand, is a pill for the mind. A sedative for children, this pill contains date seed, cinnabar, ox gallstone and a dozen other ingredients.

Medical Qi Gong

Qi Gong means building Qi through discipline and skill. It works both ways at once, from the outside to the inside like acupuncture and from the inside to the outside like herbal medicine. Therefore, it may be thought of as acupuncture without needles and herbal medicine without herbs – a total body, mind, spiritual experience. Four breathing exercises are the basic building blocks of this ancient TCM practice: 1. (Yin): inhale, hold breath and exhale, 2. (Yang): inhale, exhale and hold breath, 3. (Reinforcing Yin): inhale, hold breath, inhale again and exhale and 4. (Reinforcing Yang): inhale, exhale, hold breath and exhale. Concentration exercises such as the Small and Big Circles serve to move Qi down the Conception Vessel extra meridian (front midline down to the anus) and up the Governor Vessel extra meridian (from the anus up the back midline to the top of the head). There are also various posture/movement exercises involving both breathing and concentration.

At more advanced levels, basic medical Qi Gong breathing is supplemented with several nostril breathing exercises and there are additional concentration exercises involving moving Qi around each of the 12 regular meridians (Lung, Large Intestine, Stomach, Spleen, Heart, Small Intestine, Urinary Bladder, Kidney, Pericardium, Triple Energizer, Gallbladder and Liver). Moreover, phonation is used to reinforce the circle exercises. For example, at CV. 17, the Influential Point for Qi – which is also the Anahata Chakra – the sound “yam” is vocalized and the colour dark blue is visualized. Chakras are important gates of vital energy in both TCM and traditional Ayurvedic medicine. At higher levels of medical Qi Gong, calligraphic art work expresses Qi flow and creatively through the brush with ink on paper.

In medical Qi Gong, spiritually is most explicitly expressed through the inner smile. This involves smiling outwardly and inwardly at the same time in positive acceptance of oneself and all other sentient beings. Spiritually is also expressed when one offers a blessing of loving kindness to all sentient beings at the end of each exercise session. Qi Gong retreats provide the opportunity for serious students to come together in wilderness areas – experiencing respecting the power of mother nature – in order to practice their exercises in a diligent, disciplined manner as a group under the guidance of the teacher. The Qi Gong exercise known as Hugging the Tree is best practiced in retreat milieus.

Conclusion

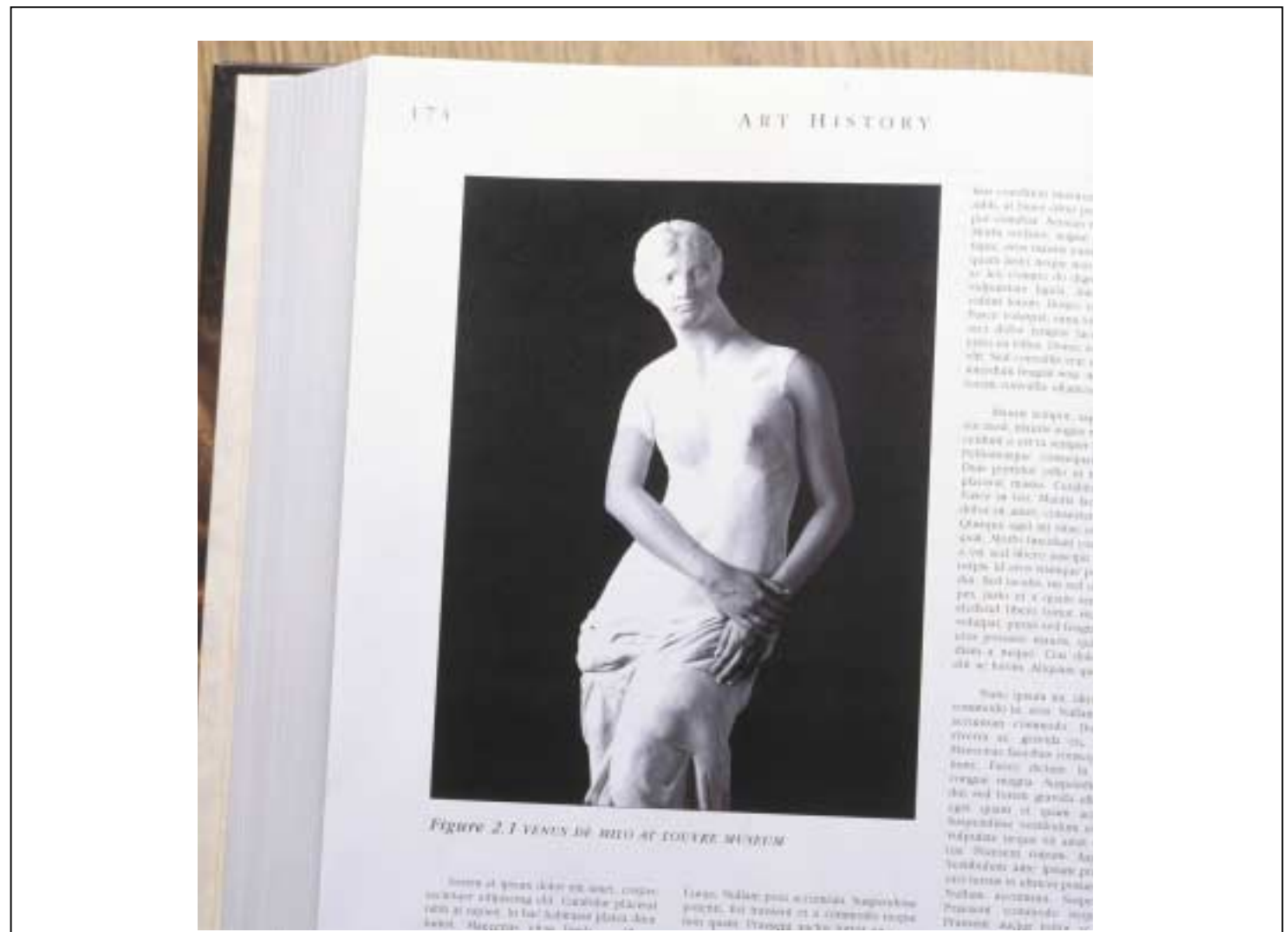
In order to become a genuine healer, one should always seek to cultivate physical, mental and spiritual harmony. This involves cultivating pure healing energy. This is the essence of all TCM therapeutic approaches. The vital task of a TCM and any other natural medicine healer is to take negative energy – the suffering, pain and energetic imbalance of patients – and transform it into positive treatment and preventive energy. The healer must be calm, relaxed and mindful – with good and compassionate intentions – to truly and wholly help

those who are suffering. Good health is the most important and priceless aspect of our life on earth, which we must all appreciate and share. In cultivating good health, we contribute to one another and fulfill our universal human responsibility.

TCM: Physical, mental and Spiritual Approaches was published in the South African Journal of Natural Medicine (SAJNM) 2001: ISSUE 4, Page 26, 27 and on Page 59.

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