


**WILL ROGERS
INSTITUTE**

Humanitarian

EDUCATION FOR TODAY. RESEARCH FOR TOMORROW.



Will Rogers Institute 2010 Neonatal Grant Recipients Announced

The mission of Will Rogers Institute's neonatal equipment program is to be the national leader in providing grants for the purchase of ventilator equipment and critical care pulmonary services to hospitals throughout the United States.



In 2010, Will Rogers Institute committed \$400,000 in grants for neonatal intensive care. The money will provide much-needed equipment, such as critical airway carts, Neopuff™ infant resuscitators, incubators, and oxygen blenders.

We are pleased to announce that the following medical care facilities received grants for neonatal care:

Children's Hospital, Milwaukee, WI

Children's Hospital, New Orleans, LA

Le Bonheur Children's Medical Center, Memphis, TN

Oakwood Health Foundation, Dearborn, MI

Poudre Valley Health System Foundation, Fort Collins, CO

Riley Hospital for Children, Indianapolis, IN

St. Louis Children's Hospital, St. Louis, MO

St. Joseph's Hospital, Madison, WI

University of Maryland Medical System, Baltimore, MD

Warren Memorial Hospital, Front Royal, VA

If you represent a hospital and would like to apply for a grant, please take into consideration the following criteria before submitting an application:

- Your hospital must be located in the United States (not one of the territories).
- Your hospital must have a neonatal intensive care unit.
- Your hospital must not have received a grant from Will Rogers Institute in the last five years.
- Your hospital must have a need for neonatal pulmonary equipment or funding for a lifesaving program serving premature babies with pulmonary disorders.
- Your request cannot exceed \$50,000, and the money requested must be for a specific purpose, not part of a larger fund-raising campaign.

For grant application, please visit www.wrinsitute.org.



The Inside Story:

- THE VOICE AND WISDOM OF WILL ROGERS — NEW CD AVAILABLE
- PLANNED GIVING: HOW TO GOOF UP YOUR WILL ■ QUITTING SMOKING
- DONATE YOUR USED CAR ■ HEALTHY NEWS: HYDRATE! HYDRATE!
- FLAVORS OF SPRING: SPRING ONION RISOTTO ■ AND MORE...

Will Rogers Institute Fellowship Recipient: John R. Blosnich



John R. Blosnich

John Blosnich is the 2010 AAHE (American Association of Health Educators) Will Rogers Institute Fellowship award recipient. He is currently working on a Ph.D. in public health science from West Virginia University (WVU). Mr. Blosnich has served as a graduate assistant for two different departments at WVU, as well as a screenwriter and production assistant for the

Department of Pediatrics' Communication between Parents and Adolescents (COPA) Project at the university. Mr. Blosnich's awards and honors include the Walter J. Lear, M.D., Outstanding Student Research Award; Commemorative Health Advocacy Award, State Health Education Council of West Virginia; WVU Foundation Outstanding Seniors; and Eberly Scholar in the Eberly College of Arts and Sciences.

To learn more about our fellowship and research programs, please visit www.wrinsitute.org.

Planned Giving: How to Goof Up Your Will

It's one thing to have a will; it's another to have a will that works well. In fact, there are some cases where it is probably better not to have a will at all than to have one that is defective or that fails to accomplish your wishes. There are several ways you can goof up your will. Here are five of the more common ones:



1. Do it yourself. State law dictates what is and what isn't legal in drafting and signing a will. A universal will form obtained at a stationery store or a homemade will based on hearsay advice is risky, to say the least. A good estate-planning attorney can ask the right questions to help you make sure you are covering all the bases in planning the disposition of your estate. To make sure things are done right and for your own peace of mind, it seems well worth the cost to obtain professional help in preparing your will.
2. Provide incorrect or unclear information. If you are making a bequest to a charity like Will Rogers Institute, it is important to use the full legal name of the organization. This will avoid confusion and possible delays during probate. By the way, our complete name is Will Rogers Motion Picture Pioneers Foundation.
3. Be unclear. If you are making a bequest for a specific purpose, spell out your wishes so the recipient will know exactly what you intended. Charitable organizations usually prefer unrestricted bequests, since this allows the board of trustees to apply the gift where it is needed most. Also, many organizations have well-considered policies directing the use of unrestricted estate gifts.
4. Hide your will. What's the use of having a valid will that expresses your wishes exactly — only to have it so well hidden no one can find it after your death? In addition to storing your will in a safe place, make sure you tell the appropriate persons where to find it.
5. Overlook other transfer arrangements. A will provides only one way to transfer assets at death. If this document is not coordinated with other transfer arrangements, enormous problems may result. For example, what happens if your will provides for an equal division of your estate among family members and your life insurance policy earmarks the death benefit for, say, the oldest child? The life insurance proceeds would go to the older child as well as a portion of the estate identified in your will. Hence, one family member would receive far more than the others — probably not what you would desire.

For additional help and information, please contact WRI at info@wrmail.org or call toll-free (877) 957-7575.

“The Voice and Wisdom of Will” — 1930s CD Now Available

Radio allowed the words of Will Rogers to reach the largest, most diverse live audience he ever entertained. In “The Voice and Wisdom of Will” you will hear his most famous radio talk, the so-called Bacons and Beans and Limousines, a nationwide broadcast in October 1931 for President Hoover's Organization on Unemployment Relief. You will also be treated to excerpts from several of his weekly Sunday night broadcasts from 1933-35 sponsored by Gulf Oil Company. In the midst of the Great Depression, his radio voice in the 1930s lightened his listeners' hearts and gave them hope during desperate times.

To purchase, please visit the Will Rogers Memorial Museum store at www.willrogers.com.



Quitting Smoking



Overcoming smoking addiction is challenging, but the rewards can change and save your life. Health benefits of quitting smoking include:

- Decreased risk of heart attack and stroke
- Decreased risk of lung cancer and lung diseases
- Easier breathing
- Decreased risk of other cancers, such as cancer of the mouth, throat, kidney, cervix, and bladder
- Increase in energy level
- Improved sense of taste and smell

For our free booklet that may help you quit smoking, “Breaking Free from Smoking Addiction,” visit www.wrinstitute.org or call toll-free (877) 957-7575.



Fast Facts on Smoking

In the United States, cigarette smoking is the leading preventable cause of death.¹

- Cigarette smoking is responsible for about one in five deaths annually, or about 443,000 deaths per year.
- An estimated 49,000 of tobacco-related deaths are the result of secondhand smoke exposure.²

In the United States, smoking, tobacco-related products, and related health care are a huge financial expense.

- Annually, in the United States, cigarette smoking costs more than \$193 billion:
\$97 billion in lost productivity + \$96 billion in health care expenditures = \$193 billion
- Annually, in the United States, secondhand smoke costs more than \$10 billion in health care expenditures.³

References:

1. Centers for Disease Control and Prevention. Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses — United States, 1995–1999. *Morbidity and Mortality Weekly Report* [serial online]. 2002;51(14):300–303 [accessed 2009 Mar 31].
2. Centers for Disease Control and Prevention. Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses — United States, 2000–2004. *Morbidity and Mortality Weekly Report* [serial online]. 2008;57(45):1226–1228 [accessed 2009 Mar 31].
3. Behan D.F., Eriksen M.P., Lin Y. *Economic Effects of Environmental Tobacco Smoke Report* [paper on the Internet]. Schaumburg, IL: Society of Actuaries; 2005 [accessed 2009 Mar 31].

Will Rogers' PSA about Smoking in Theaters This Spring

Keep an eye out in movie theaters this spring for our public service announcement on the dangers of smoking.



Donate Your Car, Truck, RV, or Boat — WRI Receives the Donation, and You Receive the Tax Deduction!

Cars 4 Causes has partnered with Will Rogers Institute. Cars 4 Causes specializes in car donations, and your donation through Cars 4 Causes will help raise money for Will Rogers Institute. Visit www.wrinstitute.org for information on how you can participate.

Will Said: Pick the Quote Made Famous by Will Rogers



- A) “There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”
- B) “One should always play fair when one has the winning cards.”
- C) “I can remember when a man could be considered respectable without belonging to a golf club.”

Answers: A) Colin Powell B) Oscar Wilde C) Will Rogers

Healthy News



Hydrate! Hydrate!

Jackie Keller, Founding Director, NutriFit

Did you know your body can survive two weeks without food but only about three days without water?

Water makes up 60%–75% of your body weight.

Water stabilizes body temperature; transports glucose, oxygen, and fats to working muscles; carries away metabolic by-products (carbon dioxide and lactic acid); and eliminates metabolic waste products.

Even if you're able to drink 8–10 glasses of water a day, exercise increases hydration needs even more. Do not rely on your thirst mechanism to tell you that it's time to reach for a glass of water. By the time you're thirsty, you have most likely lost 1% of your body weight (sweat loss of your body weight impairs athletic performance and temperature regulation).¹

Common guidelines for hydration: Two hours **before** exercise, drink 16 oz. of fluid, and then 5–10 minutes before exercise, drink 4–8 oz.

of fluids. **During** exercise, consume 8–10 oz. for every 15–20 minutes of strenuous exercise; less strenuous exercise may require only 6–8 oz.

After exercise, replace fluid loss with 16 oz. for every pound lost (weigh before and after) or consume an average of 16–18 oz. Fluids recommended include water, diluted juice, and sports drinks with 6%–8% carbohydrates (60–80 calories per 8 oz.) for optimal absorption and performance. If consuming caffeine, match water for each cup of beverage containing caffeine (caffeinated coffee, tea, and sodas).²

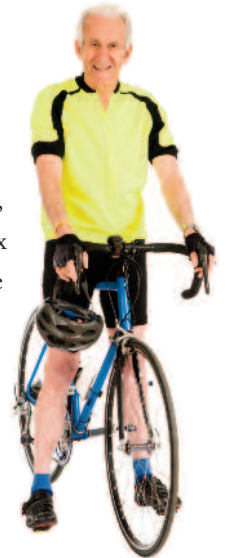
Electrolytes such as sodium, potassium, and chloride do not need to be “replaced” as much as one may think. Typically, an athlete loses more sodium than potassium, yet replacement is not usually necessary unless you're exercising more than 60 minutes in extremely hot climates or participating in “ultra-endurance” events.³

Be Creative, Be Adventurous

The type of food you should eat before your workout or event depends solely on you. Every “body” is different, so you may need to experiment to determine the food that works well for you. The glycemic index of food may help you choose beneficial carbohydrates. This system ranks foods from high glycemic to low glycemic. High glycemic-index carbohydrates (potatoes, corn, honey) enter the bloodstream quickly and are best to eat during or after exercise. Low-to-moderate glycemic-index carbohydrates (rice, pasta, bananas) enter the bloodstream slowly and may be desirable before exercise because they provide sustained energy.⁴ Generally, a meal high in carbohydrates, moderate in protein, and low in fat is recommended before activity, since protein and fat take longer to digest. Keep a variety of foods in your diet, be adventurous and creative, and have fun trying new and wholesome foods.

References:

1. Coleman, E. (1997) *Eating for Endurance*. Palo Alto, CA. Publishers Group West.
2. Clark, N. (1997) *Nancy Clark's Sports Nutrition Guidebook: Eating to Fuel Your Active Lifestyle*. Champaign, IL. Human Kinetics.
3. Coleman, E. (1997) *Eating for Endurance*. Palo Alto, CA. Publishers Group West.
4. Burke, L.M., Collier, G.R., Hargreaves, M. (1998) “Glycemic Index — A New Tool in Sports Nutrition?” *International Journal of Sports Nutrition*, 8:401–415.



Flavors of Spring: Spring Onion Risotto

2 tsp. extra virgin olive oil	1 tbsp. NutriFit Mediterranean salt and sugar-free spice blend or any salt-free Italian seasoning blend	1 1/2 cups short-grain brown rice
1/4 cup Parmesan cheese		2 cups Vidalia or Texas 1015 sweet onions, chopped
2 cups low-sodium vegetable broth	1/2 cup reduced-fat feta cheese	1/2 cup Italian parsley, finely chopped
2 cloves garlic, finely minced		

- Heat oil in a medium saucepan over medium heat. Add onion and garlic; sauté one minute. Stir in rice and seasoning blend.
- Add 1/2 cup broth; cook until liquid is nearly absorbed, stirring constantly. Add remaining broth, 1/2 cup at a time, stirring constantly until each portion of broth is nearly absorbed before adding the next portion of broth.
- Remove from heat; stir in 1/4 cup crumbled feta cheese, parsley, and Parmesan cheese. Spoon rice mixture into a serving bowl; top with remaining 1/4 cup crumbled feta cheese.

Per 1-cup serving: Calories 194; Protein 8g; Carbohydrates 27g; Fat, 5g; Sodium 382mg



WRI Fund-Raiser Hitting Theaters This Summer!

Throughout the summer, when you make a special purchase or donation at participating movie theaters, a percentage of the purchase price will result in a donation to Will Rogers Institute. Funds raised help support the research of debilitating lung disorders, medical school training fellowships, and the distribution of free health education materials to the general public. Through the generosity of our donors, WRI also recently became a national leader in providing lifesaving neonatal ventilator equipment to hospitals across the country.

Past spokespersons have included (above, from left) Wayne Brady, Dwayne Johnson, Terri Hatcher, Tommy Lee Jones, and the Muppets. Our 2010 theater partners include:

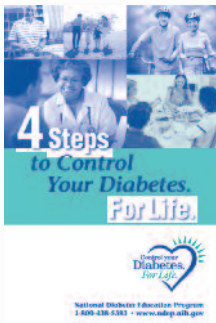
- | | | | |
|-------------------|------------------------------|---------------------|--------------------------------|
| Act4 Theaters | Clearview Cinemas | Marcus Theatres | Rave Motion Picture Theaters |
| AMC Entertainment | Consolidated Theatres | Muvico Theaters | Regal Entertainment |
| Bow-Tie Cinemas | Goodrich Quality Theaters | National Amusements | United Drive-In Theatre Owners |
| Carmike Cinemas | Kerasotes Showplace Theatres | Pacific Theatres | Wehrenberg Theatres |
| Cinemark USA | Malco Theatres | R/C Theatres | |

Enjoy a movie and support a great cause — or make a donation online at www.wrinate.org.



Will Rogers' Diabetes PSA Wins Award

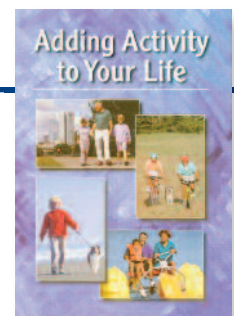
Will Rogers Institute's diabetes public service announcement won a Golden Eagle Award for excellence in production. The CINE Golden Eagle Award has been recognized as a mark of excellence throughout the film and television industry for over 50 years. The PSA, starring John Raztenberger, educates viewers on the symptoms of diabetes. To view the PSA or to download a free booklet on diabetes, please visit www.wrinate.org.



Do You or Someone You Know Have Diabetes? Receive the Free Booklet "4 Steps to Controlling Your Diabetes"

The four steps explained in this booklet help people with diabetes understand, monitor, and manage their diabetes to help them stay healthy. This publication is excellent for people newly diagnosed with diabetes or those who just want to learn more about controlling the disease. Included is a diabetes care guide that may assist with managing your health. The book is published by the National Diabetes Education Program. See below to order.

- Learn more about your diabetes
- Manage your diabetes
- Know your diabetes "ABCs"
- Get routine care



Free Downloadable Health Booklets

WRI is now offering free downloadable health booklets online at www.wrinate.org.

Available Titles:

- 4 STEPS TO CONTROL YOUR DIABETES
- ADDING ACTIVITY TO YOUR LIFE
- YOUR GAME PLAN TO PREVENT TYPE 2 DIABETES
- HEALTHY EATING: GETTING BACK TO BASICS
- A GUIDE TO MANAGING STRESS
- MANAGING HIGH BLOOD PRESSURE
- CONTROLLING CHOLESTEROL

For a complete list of booklets available by mail, please see the back of this newsletter or visit www.wrinate.org.

Our Mission

TO PERPETUATE THE MEMORY OF WILL ROGERS BY PROMOTING AND ENGAGING IN MEDICAL RESEARCH PERTAINING TO CARDIOPULMONARY DISEASES AND BY EDUCATING THE GENERAL PUBLIC ON TOPICS OF HEALTH AND FITNESS.

Free Health Booklets

Helpful Educational Booklets Available from WRI:

- ABOUT EMPHYSEMA
- ABOUT SLEEP APNEA
- ADDING ACTIVITY TO YOUR LIFE
- ASTHMA IN CHILDREN
- CHOLESTEROL CONTROL
- DIABETES
- EXERCISE AND ASTHMA
- FACTS ABOUT TB
- GOOD NUTRITION
- HIGH BLOOD PRESSURE
- LIVING WELL WITH ASTHMA
- LUNG CANCER
- LUNG DISEASES
- MANAGING YOUR CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)
- QUITTING SMOKING WHILE STILL A TEEN
- SECONDHAND SMOKE
- SMOKING ADDICTION
- STRESS MANAGEMENT
- TEENS AND STRESS
- WALKING FOR FUN AND FITNESS
- YOUR CHILD'S HEALTHY WEIGHT

There is a 25-booklet maximum per order.

Visit www.wrinstitute.org or call toll-free (877) 957-7575 to order.



Your Game Plan to Prevent Type 2 Diabetes

Assess your risk for developing diabetes and implement a program to prevent or delay its onset.

Remember! Free downloadable booklets are now available online. Please visit our Web site at www.wrinstitute.org for more information.

10045 Riverside Drive Third Floor Toluca Lake, CA 91602

Spring 2010

EDUCATION FOR TODAY. RESEARCH FOR TOMORROW.
Humanitarian **WILL ROGERS INSTITUTE**

Nonprofit Org.
U.S. Postage
PAID
No. Hollywood,
CA Permit No.
1001