

## Patient/Consumer Education Materials

by Kathleen F. Loudon, ELS

### Wrote:

American Academy of Pediatrics Web site, October 2002:

“Give Children Antismoking Messages at Young Age”  
[“Sports Injuries a Growing Problem in Kids”](#)

American Society of Plastic Surgeons, dog bite prevention campaign:

[“Beware the Bite”](#) bookmark

American Society of Plastic Surgeons, *USA Today* ad supplement, Oct. 13, 2000:

“Breast Reconstruction: A Woman's Choice”  
“Diary of a Plastic Surgery Patient: What to Expect When You Have Cosmetic Surgery”  
“Saline Breast Implants Remain Popular - and on the Market”  
“Reshape Your Body with Liposuction”

American Society of Plastic Surgeons, *USA Today* ad supplement, Oct. 22, 1999:

“Plastic Surgeons Help Revitalize Your Skin”  
“Who’s Having Plastic Surgery ... Your Friends and Neighbors”  
“How Do I Pay for It? Cosmetic Surgery Is More Affordable than Ever”  
“Plastic Surgeons Perform More than Nips and Tucks”  
“Plastic Surgery Gets High-Tech in the New Millennium”

Baptist Health Systems, *Baptist HealthSource* newsletter, Spring 2004:

“Blood Cell Counts Matter During Cancer Treatment”  
“Childhood Obesity: A “Weighty” Problem”

BlueCross BlueShield of North Carolina, *Your Asthma Care* newsletter:

“Asthma Attack? Take Action,” Spring 2004  
“Holiday Tips for Asthma Sufferers,” Winter 2003

Carle Foundation Hospital/Carle Clinic Association, *BetterLiving* magazine:

“New Medical Treatments Help Patients Beat Addictions,” Winter 2005  
“[Somnoplasty:] Simple Treatment for Snoring and Stuffy Noses,” Summer 2005  
“Prostate Cancer: Screening Can Detect Disease Early,” Spring 2005  
“When Is Weight Loss Surgery the Right Choice?” Winter 2004  
“Treatment of Head and Neck Cancer Has Advanced,” Winter 2004  
“[Enteryx:] A New Treatment Option for Acid Reflux,” Fall 2004  
“Vanquish Varicose Veins,” Summer 2004

“Defibrillators Lower Shocking Cardiac Death Statistics,” Spring 2004  
 “Spring Back Into Activity Safely,” Spring 2004  
 “Occupational Rehabilitation,” Fall 2003

Chicago Tribune, Tempo Health Beat section:

“Flex Time: Implants Ease Pain, Keep Mobility Without Disc Removal,” Oct. 10, 2006

Chicago Tribune, WomanNews section:

“Stubborn Adversary: Women Persevere Against Daily Headaches,” June 15, 2005  
 “Efforts Intensify to Treat Pain Disorder: Advance Show Promise for Fibromyalgia Patients,”  
 March 16, 2005  
 “The Lowdown on Mammograms,” Oct. 20, 2004  
 “Overweight and Expecting,” June 16, 2004  
 “Cramp Clampdown: Prescriptions Can Help if Menstrual Pain Leaves You Non-functional,”  
 March 3, 2004  
 “Gaining Control Over Lost Control: Urinary Incontinence After Childbirth Is Often a  
 Treatable Condition,” Nov. 5, 2003 (Eric Martin Award, best medical communication for lay  
 audience, 2004, AMWA)  
 “Just a Little Jab Will Do ’Ya [Restylane],” Oct. 8, 2003  
 “Stopping the Cycle of Menstrual Migraines,” Aug. 6, 2003

Condell Medical Center, [HouseCalls, Fall 2006](#) newsletter:

“[Intensive Care Nurses:] Caring for the Sickest of the Sick”  
 “Small-Incision Back Surgery Speeds Healing”  
 “Digital Mammography Improves Breast Imaging”  
 “ZAP! New Treatment [RFA] Destroys Liver Cancer With Heat”

*Current Health 2*, General Learning Communications:

“The Truth about Warts,” 1998

Elmhurst Memorial Hospital, *Health Connections* magazine:

“Take Control of Your Heart Health,” 1998  
 “What to Do about Mitral Valve Prolapse,” 1998  
 “Treating Vascular Disease without Surgery,” 1998  
 “Joint Replacement: Restoring Quality of Life,” 1997  
 “Home Safe Home,” 1997  
 “Stop Smoking: Sorting through the Over-the-Counter Drugs,” 1997  
 “Sports Medicine Gets You Back into Action after Injury,” 1996  
 “Help for Special Needs as You Get Older,” 1996  
 “Brain Attack: Don’t Wait until It’s Too Late to Get Help for Stroke,” 1995  
 “Ulcer: New Treatment of an Old Problem,” 1995  
 “High-Tech Breast Services Fight Breast Cancer,” 1995  
 “When Depression Lingers, Get Help,” 1994  
 “New Treatments Offer Hope for Infertility,” 1994  
 “How to Choose a Primary Care Physician,” 1994

*Healthy Skin & Hair*, supplement to *Cosmetic Dermatology*:

“Want to Stop Excessive Perspiring? No Sweat,” Summer 2001

“Nail Fungus: More Than a Nuisance,” Winter 2000

“A Tell-All on Teen Acne,” Fall 2000

Memorial Hermann Medical Centers, *Mother’s Journey* magazine:

“How to Install Child Safety Seats,” Fall 2004

“Tests to Expect When You’re Expecting,” Fall 2003

Mosby Consumer Health, electronic consumer medical encyclopedia:

Skin conditions, seven entries, 1997

Urgent care/bites and stings, four entries, 1997

Surgical procedures, three entries, 1997

Allergies and asthma, two entries, 1997

Diabetes-related concerns, two entries, 1997

MySkinMD.com, 2000

“All About Camouflage Cosmetics”

“Facts and Myths About Acne”

“How to Prepare for Cosmetic Surgery”

“Is Your Hairstyle Causing Hair Loss?”

“Male Athletes: Here’s How to Keep Your Skin in Shape”

“Microdermabrasion: Revitalize Without Surgery”

“A New Way to Stop Sweating [BOTOX]”

“Poison Ivy, Oak and Sumac: New Help for an Old Problem”

“Rosacea Sufferers, Spurn the Sun”

“Sunburn Solutions: First Aid for Too Much Sun”

“What to Expect After Cosmetic Surgery”

Palos Community Hospital, *Perspective*:

“No More Excuses: Take Control of Your Breast Health,” 1996 (bronze medal, 1997 National Health Information Awards)

“Heart Attack,” 1996

“Up in Smoke: Women and Lung Cancer,” 1995

*Vital Times for the Fifty-Plus Lifestyle*, Medi-Beat column:

“Bright Outlook After Cataract Surgery,” December 1997/January 1998

University of Illinois at Chicago Eye Center *Eye Facts*:

“Presbyopia: Why Bifocals?” 1992

“AIDS and the Eye,” 1991

“[Through the Ages: Facts and Myths about the Eye](#),” 1990 (best medical communication for a lay audience, 1991, AMWA/Chicago Chapter)

“[Allergic Conjunctivitis](#),” 1990

[A Visit to the Eye Doctor](#), children’s book, 1993

**Rewrote:**

American Academy of Dermatology:

“[Poison Ivy, Sumac & Oak](#),” 1998

“[Your Skin and Your Dermatologist](#),” 1997

American College of Surgeons:

“[About Cataract Surgery in Adults](#),” 2003