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The University of Rochester  
Medical Center's  
commitment to help  
Rochester become  
America's healthiest  
community by 2020.



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HEALTHY BIRTHDAY

Dear \_\_\_\_\_

As you turn another year older keep in mind these age specific health tips. They are a good way for you to keep up with needed screenings and tests.

Sincerely,

\_\_\_\_\_

*Anything's possible.*  
**STRONG HEALTH**  
PRIMARY CARE

The main content area of the card, which is a dark red color. It features a photograph of lit birthday candles on a cake. Below the photo is the title "HEALTHY BIRTHDAY" in a serif font. The text is followed by a salutation "Dear \_\_\_\_\_", a paragraph of text, and a sign-off "Sincerely, \_\_\_\_\_". At the bottom right is the logo for "STRONG HEALTH PRIMARY CARE" with the tagline "Anything's possible." above it.

## CHANGES FOR a HEALTHIER LIFESTYLE

Poor nutrition, a sedentary lifestyle, and being overweight are associated with a host of health problems, including heart disease, stroke, diabetes mellitus, and certain cancers. Making lifestyle changes now can help prevent these diseases and could help reduce the risk of premature death. The key, of course, is committing to lifestyle modifications for the long term.

- Even modest amounts of weight loss can help decrease the risk of most diseases associated with obesity
- Regular exercise not only reduces stress and helps promote weight loss but can help reduce risk of cardiovascular disease, improve musculoskeletal functioning, and help prevent diabetes and bone loss associated with aging
- Women need to consume adequate amounts of calcium, iron, and foliate to remain in good health
- High sodium intake is associated with hypertension
- Excessive alcohol intake is associated with hypertension, stroke, heart disease, and certain cancers

## HEALTHY GUIDELINES FOR WOMEN

**Use this chart to help guide your checkups with your healthcare provider.** This information was compiled from recommendations made by various healthcare organizations and generally applies to healthy individuals without a specific disease or additional risk factors. Because recommendations can vary depending on your situation, **be sure to talk with your physician to discuss and understand your personal health guidelines.** These include a personal or family history of heart disease or stroke, cancer, thyroid disease, diabetes, glaucoma, high cholesterol, osteoporosis, and other important medical conditions.

*These recommendations are compiled from multiple local and national sources, which may sometimes vary in their specific details. Risk factors may also change recommendations. Discuss with your physician and understand how these recommendations apply to your individual health profile; May 2002.*

Test	Women: 20-49	Women: 50-64	Women: 65 years and over
WEIGHT	Annually	Annually	Annually
BLOOD PRESSURE	At least every 1-2 years	At least every 1-2 years	At least every 1-2 years
CHOLESTEROL	At least once every 5 years	At least once every 5 years	At least once every 5 years
IMMUNIZATIONS	<i>Tetanus-diphtheria</i> every 10 years <i>Measles / Varicella</i> *	<i>Tetanus-diphtheria</i> every 10 years <i>Influenza</i> : Annually	<i>Tetanus-diphtheria</i> every 10 years <i>Influenza</i> : Annually <i>Pneumococcal</i> once at age 65
CLINICAL BREAST EXAM	Annual exam by healthcare provider Monthly self exam	Annual exam by healthcare provider Monthly self exam	Annual exam by healthcare provider Monthly self exam
MAMMOGRAPHY	Age 40 and older: Annually	Annually	Annually
PELVIC EXAM /PAP SMEAR	Annually	Every 1-3 years	Every 1-3 years
COLON CANCER SCREENING		Annual stool blood test and flexible sigmoidoscopy every 5 years OR Colonoscopy every 10 years	Annual stool blood test and flexible sigmoidoscopy every 5 years OR Colonoscopy every 10 years
DIABETES SCREENING	Every 3 years or per healthcare provider	Every 3 years or per healthcare provider	Every 3 years or per healthcare provider
EYE EXAM	Over age 40: Every 2-4 years as indicated	Every 2-4 years as indicated	Every 1-2 years as indicated
HEARING			Every 1-2 years as indicated
<p>* Please discuss these and other vaccinations if you are considering pregnancy.</p> <p>The information on this card is not intended as medical advice and is not meant to be a substitute for individual medical judgment by a physician or other medical healthcare professional. The aim is to provide information and help in establishing guidelines for preventive care. Remember, always consult a physician or other medical healthcare professional for individualized advice on your health decisions.</p>			

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## CHANGES FOR a HEALTHIER LIFESTYLE

Poor nutrition, a sedentary lifestyle, and being overweight are associated with a host of health problems, including heart disease, stroke, diabetes mellitus, and certain cancers. Making lifestyle changes now can help prevent these diseases and could help reduce the risk of premature death. The key, of course, is committing to lifestyle modifications for the long term.

- Don't smoke
- Even modest amounts of weight loss can help decrease the risk of most diseases associated with obesity
- Regular exercise not only reduces stress and helps promote weight loss but can help reduce risk of cardiovascular disease, improve musculoskeletal functioning, and help prevent diabetes and bone loss associated with aging
- Aim for a diet that is low in fat and sodium and high in fiber
- High sodium intake is associated with hypertension
- Excessive alcohol intake is associated with hypertension, stroke, heart disease, and certain cancers

## HEALTHY GUIDELINES FOR men

**Use this chart to help guide your checkups with your healthcare provider.** This information was compiled from recommendations made by various healthcare organizations and generally applies to healthy individuals without a specific disease or additional risk factors. Because recommendations can vary depending on your situation, **be sure to talk with your physician to discuss and understand your personal health guidelines.** These include a personal or family history of heart disease or stroke, cancer, thyroid disease, diabetes, glaucoma, high cholesterol, osteoporosis, and other important medical conditions.

*These recommendations are compiled from multiple local and national sources, which may sometimes vary in their specific details. Risk factors may also change recommendations. Discuss with your physician and understand how these recommendations apply to your individual health profile; May 2002.*

Test	Men: 20-49	Men: 50-64	Men: 65 years and over
<b>WEIGHT</b>	Annually	Annually	Annually
<b>BLOOD PRESSURE</b>	At least every 1-2 years	At least every 1-2 years	At least every 1-2 years
<b>CHOLESTEROL</b>	At least once every 5 years	At least once every 5 years	At least once every 5 years
<b>IMMUNIZATIONS</b>	<i>Tetanus-Diphtheria</i> : every 10 years	<i>Tetanus-Diphtheria</i> : every 10 years <i>Influenza</i> : Annually	<i>Tetanus-diphtheria</i> : every 10 years <i>Influenza</i> : Annually <i>Pneumococcal</i> : once at age 65
<b>PROSTATE CANCER SCREENING</b>		Discuss with provider the limitations and benefits of screening PSA and digital rectal exam	Discuss with provider the limitations and benefits of screening PSA and digital rectal exam
<b>TESTICULAR EXAM</b>	Monthly self exam 20-39 years: Every 1-3 years per healthcare provider Age 40 and older: As part of routine exam	As part of routine exam	As part of routine exam
<b>COLON CANCER SCREENING</b>		Annual stool blood test and flexible sigmoidoscopy every 5 years OR Colonoscopy every 10 years	Annual stool blood test and flexible sigmoidoscopy every 5 years OR Colonoscopy every 10 years
<b>DIABETES SCREENING</b>	Every 3 years or per healthcare provider	Every 3 years or per healthcare provider	Every 3 years or per healthcare provider
<b>EYE EXAM</b>	Over age 40: Every 2-4 years as indicated	Every 2-4 years as indicated	Every 1-2 years as indicated
<b>HEARING</b>			Every 1-2 years as indicated
<p>The information on this card is not intended as medical advice and is not meant to be a substitute for individual medical judgment by a physician or other medical healthcare professional. The aim is to provide information and help in establishing guidelines for preventive care. Remember, always consult a physician or other medical healthcare professional for individualized advice on your health decisions.</p>			