



*"Live 100 years old with quality of life.
No chronic diseases.
No pills."*

Eat Plants • Get Physical • Have Purpose

Q-100 Society
www.q-100.org

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Dear Q-100 members:

Last Sunday on a return flight from visiting my mother in northern California, there was an ad in the Southwest Airlines in-flight magazine that caught my attention. The ad was in a special section of the magazine titled, "Health Promotional Series" featuring many health-related articles. The ad's headline said: "*Home Care Assistance – Are you tired of making other people wealthy? Make 2013 the year you do something for yourself. Our pilot office had \$760,000 in revenue in year one; now 10 years later, it bills over \$1,000,000 per month!*" This caught my attention because I was wondering why a home care assistance ad would stress revenue so much. As I read on, it dawned on me that the ad was to lure business entrepreneurs.

The ad continued: "*Make a positive change; consider becoming a Home Care Assistance franchise owner... Our mission is to change the way the world ages by enabling seniors to live happy and healthy lives at home ... Every day, 4000 Americans turn 85. Of those, 70% will need daily care for an average of 3 years. It only takes 20 clients to operate a million dollar business ...*"

I did a quick calculation; for a million dollars of annual revenue, each "rich client" must pay over \$4000 monthly for the in-home services. Also I wondered why the ad cited that these seniors only needed "three years" of care. Did it imply that the clients did not need the service anymore because they died, or because they had gotten so much healthier? I would bet it's not the latter. The ad also highlighted that the franchisers needed "no health care experience." The impression the ad gave me was the dollar bottom line. We all know that when a business, especially in health care service industry, stresses the profit, usually the quality of service suffers. This trade-off was re-emphasized in a documentary on the crisis of assisted living home care in America last Tuesday night on PBS' FRONTLINE. The airing of this report was timely as I planned to use the ad for the topic of this month's newsletter and the report added additional perspective on the issue.

After reading the ad and watching the PBS documentary, I realized we basically face four possible options of where to spend the final years of our lives. We can either stay, 1) in our own home with or without minimum home care assistance; 2) in our home with assistance; 3) in an assisted living home; or 4) a nursing home. It's pretty obvious which option we'd prefer – staying in our home. FRONTLINE's story exposed the danger of staying in assisted living homes where less-qualified personnel cared for patients with dementia and how the industry is poorly regulated by the government. In the story, one client wandered the facility for hours in the night without notice and drank a whole bottle of dish detergent left in the kitchen and died. Another developed eight bedsores on her body and was left untreated, she died. Why? Revenue and profit are the focus for the company, not passion and compassion for these vulnerable seniors. I imagine that in the future,

Q-100 Society Mission:
This is a patient-based support group under guidance of Steve Liu, a Tucson-based Licensed Acupuncturist. We practice Steve's 3-P Triad Principles: Eat Plants. Get Physical. Have Purpose. Our goal is to live 100 years old with quality of life. No medications. No chronic diseases.

the in-home assisted living will be even more poorly regulated and the quality of care will be inferior because both assisted living home and home care assistance industries are after the same thing – money. So what point am I driving at? Stay as healthy as you can regardless how old you are by practicing the three pillars I'm preaching to the Society – eat plants, get physical, and have purpose; we really don't have many options for care as we enter into the "golden age." Our true gold is that we are healthy and vibrant whether we are 80, 90, or 100 and able to experience a quality of life in our own homes, not the "fool's gold" a majority of seniors are given that eventually wind up dying in strange places without dignity of life.

Healthy You!



It's paradoxical, that the idea of living a long life appeals to everyone, but the idea of getting old doesn't appeal to anyone.

-Andy Rooney

Upcoming Healthy You Network Event

Saturday, September 21: YOUR HEALTH, YOUR PLANET — at the Fox Theater

The cost is \$35 which includes lunch catered by Urban Fresh. Time: 9 a.m. to 5 p.m. Register online with PayPal or use your Credit Card online. You must register by September 18. No refunds after September 1, 2013.

Colleen Patrick-Goudreau, author of *the 30-Day Vegan Challenge*, *Color Me Vegan*, and *The Vegan Table*

Ted Crawford, D.O.

Michael Greger, M.D., who daily posts the latest nutrition research findings at NutritionFacts.org

Rich Roll, endurance athlete and author of *Finding Ultra*

J. Morris Hicks, author of *Healthy Eating Healthy World*

For information please call **520-275-7999** or visit www.HealthyYouNetwork.org for details.

Q-100 Group Events

Upcoming Events:

- **August 25, 2013**, Sunday, Q-100 hiking, 6 am meet at trail head parking lot, Catalina State Park.
- **September 27, 2013**, Friday, 5 pm to 7 pm, HanLing Acupuncture Healing Center, Tucson: Q-100 Society presents “Cancer, Cell Membrane, and Emotions” lecture. Please call 520-878-8116 to reserve seats.
- **October 5, 2013**, Saturday, 5 pm to 7 pm, Harvest Moon Restaurant, Oro Valley Marketplace: Q-100 Society third annual holiday dinner Party.
- **November 2, 2013**, Saturday, 10 am to 2 pm, Q-100 first annual “Whole-Food Plant-Based (WFPB) Holiday Recipes Exchange” Picnic. Hohokam Park in Rancho Vistoso, Oro Valley. <http://ranchovistoso.com/hohokam-park/>

Tips to stay fit – “**Think**” Yourself Fit: Fine-tune your inner dialogue for a better, happier workout

(Source: *Prevention*, August 2013)



The secret to going faster, stronger, and longer: fitness mantras.

To create yours, think of the three *p*'s: *personal, positive, and powerful*. Your mantra should be something that stirs you into action when things feel tough, so it should hit on the deeper reason you're exercising ... Need inspiration? When you're on a run, try repeating the mantra: “This hill is tough, but I am tougher.”

(Steve's comment: I like the three *p*'s, but I also love Q-100's three *p*'s: *plants, physical, and purpose*! Here are three mantras to help practice our three *p*'s constantly:

Mantra to eat more plants when you eat out – Question food servers: “Where is the veggie?”

Mantra to do more exercise in the morning – Remind yourself: “I could have a 5K!”

Mantra to have a purpose in life – Ask your love ones: “I want my TLC.”)