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VOL. 12 NO. 2

World's Governments Urged To Protect Children From Excessive Food Advertising

Concerned with the impact of promotional gimmicks on the eating habits of children, the World Health Organization (WHO) recently recommended governments to lessen children's overall exposure to food and drink marketing.

According to WHO, governments

should also set rules "on the persuasive techniques companies can use, with a view to protecting children from the adverse impacts of marketing."

"Food and drink marketing is a vast and increasingly sophisticated industry, and children are among its prime

targets. Advertisements on TV, the Internet and mobile phones are being integrated with sponsorship agreements and product placement to maximize their impact," said a WHO statement.

The WHO further warned that many advertisements promote foods that are high in fat, sugar and salt, which should be consumed limitedly if a healthy diet is to be achieved. Citing an analysis of television broadcasting in Greece in 2007 and 2008, the agency showed that 65 percent of food advertisements promoted foods high

in fats, sugar and salt. "Food advertising and other forms of marketing have been shown to influence children's food preferences, purchasing behavior and overall dietary behavior," it said.

Advertisements and marketing have also been linked with an increased risk of

overweight and obesity in children. The habits children acquire early in life may persuade them to "adopt unhealthy dietary practices which persist into adulthood, increasing the likelihood of overweight, obesity and associated health problems such as diabetes and cardiovascular diseases."

According to Amanda Long, director general Consumers International, "food companies spend billions of dollars developing marketing that really works."

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...And The Wicked Shall Fall

Philippine society, no doubt, is rapidly becoming more diverse and more complex as a result of the information revolution the whole world is experiencing now. As we transform as a people, adapting to the high tech age, one thing

is clear: we are not the same people anymore as 20 years back. We are going through a cultural change so vast it is redefining our civilization. In the wake of such grand upheavals, we face numerous crises. But, by far, the most significant of these is a political phenomena that continues to baffle even the wisest among us. And this is...the obliteration of consensus.

It's bad enough that our government is infested with thieves who, because of their avarice, persistently defeat our national purpose and cause us all to wallow in failure, ineptness, hypocrisy and lies. A treasonous leadership devoid of integrity will certainly make it doubly hard to cope with the great challenge currently gripping us.

Persisting in Old, Failing Ways

Traditional politics, long-outdated and thus largely incongruent with the times, remains in use, wholly negating the government's capacity to make fast, intelligent, and effective decisions. And nothing is being done to correct this grave error, despite the fact that Malacanang, the Supreme Court, the Senate and Congress are so squeezed for decisions on a million situations, all deteriorating at exponential rates as they are kept without resolutions.

As each day compels evermore creative solutions to a host of new problems, the bureaucracy is further crushed under a great big heap of decisional overload. Practically all public desks are inundated with simultaneous demands that are becoming more and more unfamiliar. Myriad requests flood the legislatures through the telephone, mobile text, email, hardcopy letters, and street protests. Accustomed to managing only a few organized constituencies, traditional politicians now find themselves besieged on all fronts.

The tremendous pile-up of demands is leaving lesser and lesser time for deliberation. Congress, as a result, has lost all coherence as it is caught in an impossible gridlock. When once upon a time, their candor-filled halls echoed prudent and wise debates from idealist statesmen, the Congress and the Senate today are more comparable to a belligerent circus, as evidenced in many televised inquiries and committee hearings supposedly "in aid of legislation", where only confusion and futility result from all the hoopla, whatever the subject matter. And since 21st century Philippine society is still transforming at an ever-increasing pace, the situation, undoubtedly, will only get worse.

While the mountain of unresolved issues keeps on growing, it would be consoling to know if, at least, there is progress in dealing with the most important ones. But even resolutions to the most critical matters hang in limbo.

Normally ignored by a myopic-minded leadership that seems more interested in personal profits than anything else, this reality is suddenly highlighted in times of crises and sudden catastrophes. Senators and congressmen, judges, governors, mayors and cabinet officials quickly become embarrassing jokes as they appear so useless in situations that require fast and decisive actions, as in times of natural calamities, sudden economic collapse, food and energy shortages, oil spills and mining accidents, surprise acts of terrorism, foreign invasion, and the endangerment of marine resources, forests and animal species. As a matter of fact, because of the excruciatingly slow and poor response of government to so many emergencies and situations that cannot afford to be treated with such gross neglect, President Aquino is now called a "lame duck".

The Yolanda Example

On top of earlier criticisms of poor emergency response and relief work in the wake of the Super Typhoon Yolanda, P-Noy is now taking flak for a recovery program that couldn't be any slower nor more diminutive in relevance, as compared to the real task at hand.

With the DAP (Disbursement Acceleration Program) and the PDAF (Priority Development Assistance Fund) and other resources from international, national and local donors that have already been directed to the cause of the victims of Yolanda, material means for the rehabilitation of devastated areas should be quite considerable. Yet, one year later, inexplicably snail-paced operations, and unproductiveness (save for some token action meant for propaganda), underlie the efforts to turn up the situation. Tacloban's denizens, in particular, are generally still in the relief phase and barely starting to recover, after all this time. No less than the Office of the Presidential Assistant for Rehabilitation and Recovery (OPARR) corroborates this as a fact.

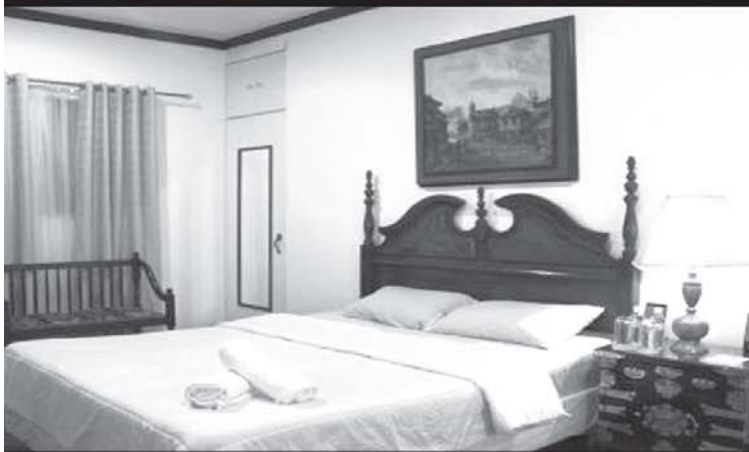
Typhoon Yolanda affected 1.5 million families of whom 918,261 families were outright displaced. Casualties included 6,300 deaths and 1,061 missing aside from 28,689 injured. The government supposedly drew up targets for repair, rehabilitation and reconstruction as soon as it could, but according to OPARR data available as of September 2014, these targets are still far from being met.

Only 215,471 (or only 14.3%) out of the 1.5 million families affected have benefited from the Cash for Building Livelihood Assets projects, so far. Only 44,870 fisherfolk were provided fishing gears and 32,081 fisherfolk had their bancas replaced or repaired, and only 4,507 seaweed farmers have been assisted. Only 9,149 farmers were provided farm implements, 2,482 farmers given seeds and 160 farmers helped with animal restocking. Just 27 public markets out of the target 132 have been repaired or rehabilitated. And only 58 kilometers of farm-to-market roads out of the target 315 kilometers have been rehabilitated or constructed.

Yolanda victims remain largely in temporary and transitional shelters. Some 1.2 million houses were damaged or destroyed, of which some 500,000 were completely destroyed. The OPARR however only reports 364 housing units completed in Tacloban and Tanauan, Leyte.

Children are still unable to return to school buildings and classrooms. Some 6.9 million textbooks, learning materials and learning kits and 517 computer packages are being distributed. Yet only 213 classrooms have been repaired out of the target 19,648 classrooms. Only 13 health facilities have been rehabilitated. Meanwhile some 18 doctors, 668 nurses and 233 midwives have been deployed in Regions VII and VIII.

It can't be that the government is prioritizing infrastructure in place of such glaring human needs, because only 5.8 kilometers of national roads have been repaired or rehabilitated out of a target 116 kilometers. Only 3 bridges out of 34 included in the budget; 6 out of 43 damaged port facilities; 33 out of 99 flood control features; 25 out of 153



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municipal, city and provincial halls; and only 21 out of 161 civic centers—have seen reparation, after one year.

So many people, who were already in very poor and vulnerable conditions even before Typhoon Yolanda's devastation, are now enduring barely survival conditions because of government ineptness. It's been almost a year, yet genuine community recovery escapes them. Seeing how the government has been, many have lost hope.

Reeking of Disservice

Not just Yolanda victims, but an entire nation of hopeful and deserving Filipinos are denied a better society by a stubborn leadership so unwilling to accept that the days of secret pillage, mass deception and lip service hypocrisy are gone, and with these their ability to effectively govern. The trillions of pesos speedily disbursed by government annually through the PDAF and the DAP could not curb the incidence of human rights abuse by state forces, including extrajudicial killings, forced disappearances and torture. The military and police perpetrators, of these atrocities against the civilian population, go on unabated and with impunity as if the democratic government was non-existent.

26 years after Corazon Aquino's Comprehensive Agrarian Reform Program, supposedly to give more lands to poor farmers, poverty among majority of its said beneficiaries has not been reduced, and in fact has even resulted in the creation of a new class of farmers: the landless poor. Yet all this time, no decisive action had been taken to correct the erroneous program that obviously was doomed to fail from the start.

Even as the economy reportedly grew by an average of 5% annually, expanding by as much as 33.8% from 2006 to 2012, and despite P76.1 billion spent on Conditional Cash Transfer Programs, the number of poor families increased by 10.6%, estimated at 4.2 million in 2012.

Amidst the Philippine government's massive failure to establish its sovereignty of the islands, resulting in the continued encroachment by the Chinese, the impertinent intrusions by the Americans, to be recognized by the encroaching Chinese, the impertinent Americans, and the definitive loss of Sabah—our deceitful leadership continues to make Filipinos believe in the fantasy of a peaceful Mindanao where the Moro people will be allowed to live autonomously yet harmoniously with the rest of the nation, while the Islamic insurgency that's been ablaze since the 1960s will simply disappear. Currently brandishing the Bangsamoro Basic Law as if it were a magic pill that will instantly cause Mindanao's headaches to go away, the Aquino administration, on the contrary, may very well be carving a deeper divide that would split the nation farther apart. Mindlessly depending on a poorly concocted legislation—riddled with unconstitutional provisions, stipulations on autonomy that could lead to the dismemberment of a country, and ambiguous definitions of a territory that would drive Congress to lunacy, perhaps spending years and years in trying to thresh out—this very critical issue, which has raged tirelessly between skies of war and peace, at tremendous cost, is after all still adrift and far from being resolved.

Such horrific delays, failure and negligence really just mirror the disarray in government. Circumstances may differ from one public office to another, but what does not differ is the fact that all of the public services and the so-called government functions have grown too slow to keep up with the pace of change and too undifferentiated to cope with the new levels of social and political diversity. Even with the frenetic schedules of government officials, hardly anything is achieved.

Designed for a much slower and simpler society, our government institutions, including GOCCs (Government Owned and Controlled Corporations), seem swamped and out of sync. It's become impossible for our government, as it is presently structured, to devote sustained attention to any issue, much less come up with the best resolution to address them. As bad as it looks, however, this might actually be a good sign. The total failure of government is probably what we need to change the rotten system and break away from the cycle of corrupt administrations and dynasties taking turns in plundering the public coffers.

When the Powerful Becom Useless

Unfortunate as it may seem for traditional politicians and rattled presidents swimming obliviously in multiple pools of ineffectiveness, the crisis is rooted on more than just their inability to keep up with such incredibly accelerative pressures. For even as they attempt to respond as quick as they could to address the nation's needs, they'll find themselves paralyzed again by the second revolutionary challenge posed by these times to traditional management: endless diversification.

While the increasingly faster pace of these times is overwhelming our systems because public servants, the tasks demanded of them are also becoming more and more specific every time. Countless new social groups, suddenly emerging with political clout, are further complicating matters as they simultaneously require the attention of politicians to new issues that are becoming more narrow and unfamiliar. Thus, traditional politicians—as in their very essence in today's society—are utterly defeated.

We see them now, fighting amongst themselves, launching demolition jobs against each other, and exposing the opposite camp's pluderous acts. They all seem to be in panic, feeling the last of their days.

These traditional politicians who refuse to part from the old order that made them rich and powerful, popular and needed, are now staggering with the new kind of reality rolling in and consequently pushing them out of their once-secure places. Among this last batch of kleptocrats, many will fumble as they attempt to deal with a new strain of people who are less needy of their authority, less submissive to the leadership, and evidently thinking more on their own. Out of tricks and swiftly becoming more powerless, as each day unfolds without promise, the most stubborn of this breed of corrupt, myopic-minded, hypocritical rulers will one by one accept the reality they've been denying for the longest time: their extinction. For at last, it is no longer their world.

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One night at **Seda Hotel Nuvali** (in Santa Rosa, Laguna), is gratifying enough. Enough, at least, to remember to come back. And in quick stays as such, every hour in those back-to-back days is simply appreciated as more opportunities for delight.

From the lobby where a generous view of stylish swimming pools and a spacious patio beguile, to the well-appointed guest rooms where strategically placed windows sport stunning sceneries of surrounding landscapes—everything seems inherently agreeable, whether for relaxation, play, or work.

The hotel's overall design reflects a deliberate effort to achieve ecological equilibrium. The ground floor features a profusion of glass walls that instantly turn surrounding landscapes into splendid natural backdrops. Contemporary minimalist outlines emit chic suggestions which are then neatly arrayed with earth, greenery, water and sky in a perfect blend.

The modish, sun-drenched pools help evoke a relaxing resort-like environment. There's one for adults, and another nearby for kiddies.

Seda Nuvali's rooms are rendered in a soothing color palette that blends harmoniously with the serenity of its natural surroundings. Guests can choose from Deluxe, Club, and Premier room categories, each of which are designed to fit the varying needs of clients ranging from international business travelers to incentive groups and local residents on a weekend getaway.

Deluxe Rooms are 30 sqm in size, and equipped with a king or twin beds, alarm clock voice mail and radio, coffee and tea making facilities, in-room dining, mini-bar and in-room safe.

Club Rooms offer a range of exclusive privileges at the **Club Lounge** where guests are accorded extra personalized service and attention. Benefits include private check-in and check-out, daily Continental breakfast, afternoon tea and cocktails, all-day coffee, tea and non-alcoholic beverages, **iMac stations**, work tables, reading materials, a wide-screen LED HDTV with cable channels, and secretarial assistance.

Premier Rooms boast of a more spacious floor area of 37 sqm. They also offer access to the Club Lounge and its added advantages.

The Club Lounge highlights a panoramic view of **Mount Makiling, Tagaytay**, and the Nuvali Evolving environment, including biking and jogging paths, the boat-rides and other lakeside features.

Misto (which means "mixed" in Italian) is Seda Nuvali's signature restaurant. It offers a fine selection of international and local dishes, and permits all-day dining. Popular dishes include: **Salmon-Pesto Wraps, Grilled Salmon Strip with Asparagus, Shrimp Tempura, Grilled Tenderloin Steak and Chocolate Mousse.**

With the current hotel promotions, the restaurant also serves enjoyable **Breakfast Buffets**, while the bar offers **Happy Hour** and evening **BBQ Buffets**.

Seda Nuvali also has six **Fully-equipped Function Rooms** that can accommodate meetings of 10 to 90 persons, while business facilities include and **E-lounge** and **Business Center**.

For health and wellness, there's a well-appointed **Gym**, a **Massage Room**, jogging and biking trails, plus sports facilities are within easy access.

A **Play Room** and a **Game Room** make stays even more fun for kids.

The hotel is also just a stone's throw away from dining and retail outlets of Nuvali's commercial center **Solenad**. The **Monochrome Events Place**, the **Republic Wake Park** water sports facility, and Nuvali's 17-kilometer-long **Wildlife and Bird Sanctuary** are in close proximity as well, providing an extension of choices for things to do when staying at this premiere lifestyle hotel.

With every need anticipated by a friendly and attentive staff, it would be tough to find better service anywhere in Santa Rosa. The prompt luggage assistance, hassle-free check-in, express room service, amiable waiters or even the stand-by lifeguard by the pool are all tangible proofs of excellent hospitality. The hotel also offers the assistance of a **Lifestyle Manager** who will provide guests with additional information and attend to any special requests. Other service options include **baby-sitting, doctor-on-call, laundry/dry-cleaning services** and **airport/city transfers**.

Seda, which means "silk" in Spanish, is a brand established by AyalaLand Hotels and Resort Corp. (AHRG), a subsidiary of Ayala Land, Inc.

Since it opened March this year, Seda Nuvali has seen a good occupancy rate. Multinational companies that have industrial facilities in around the area, and Business Process Outsourcing firms with offices close by, have been booking employees and guests at the hotel. On weekends, local residents comprised of families or couples, tourist groups including followers of regular sports events like the Nuvali runs and triathlons, mountain bike contests and wakeboarding competitions jack up the occupancy even more.

Coupled with the increasing numbers of non-staying visitors who come to enjoy the Happy Hours promos at the bar or BBQ Buffets at the restaurant, all these attest to the fact that Seda Nuvali is something that this community has been waiting for. And now, it's here.

Should the thought of departing from such indulgence be accompanied by a lingering hesitancy, after a night's stay, there's really nothing to worry about. Luckily, it's easy to make reservations for another visit.



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Here are some tips from SM on how to start your day right, by having the perfect breakfast:

- Fruit is the most quick and natural energy booster in the morning for both kids and adults. Fresh fruit of course, is best, but you can also take these as smoothies or juice with innovative Citrus Juicers or quick press blenders.

- Cereals are easy to prepare. Some cereals are now available in instant packs, and they pack on the early morning energy by adding some hot water, sugar, sliced fruits and preserves. You can use Compact electric kettles to heat water for your morning cereal.

- There's nothing like coffee to perk you up during mornings. SM Homeworld's selection one innovative coffeemakers makes brewing fun and easy.

- Sandwiches are perfect for those who love hearty breakfasts, and you'll love the way you can toast your bread and create special sandwiches with toasters and sandwich makers from SM Homeworld.

- In a multi-tasking morning, there are breakfast makers that cook everything just right in time. There's no need for fry pans and dirty multiple plates, you just have to put everything in the breakfast maker machine while brewing a cup of coffee on the side as you wait.

- Pancakes and waffles are made simple, fun and easy with kitchen helpers from SM. Stack these up with fruit and savory sidings, and you'll be brought back to nostalgic childhood days.

Create and enjoy perfect and healthy breakfasts with kitchen helpers from **Moulinex, Tefal, Thomson, Breville, Black and Decker,** and **Westinghouse**, now available at the Homeworld section at all SM Stores.

Continental cool. This red **Moulinex Subito Coffeemaker** and **Loaf Toaster** is perfect for those who like continental breakfasts. The loaf toaster has a long slot for bread and high lift facility to easily pick up slice; while the coffeemaker has an anti-drip system and a non-stick warm plate that makes your coffee warm.



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This **Moulinex Super blender** makes great smoothies, while this **Moulinex Principio two-slot toaster** is great for family morning meals.



Breakfast bonding. Kids will love breakfast as they can have donuts with this **Westinghouse Mini Donut Maker**, while moms can enjoy their cup of coffee as **Tefal Express Coffeemaker**.



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10 Habits To Correct For A Longer, Healthier Life

Swami Satchidananda, one of the most respected and revered contemporary Yoga masters, once wrote: "If you do not pour water on your plant, what will happen? It will slowly wither and die. Our habits will also slowly wither and die away if we do not give them an opportunity to manifest. You need not fight to stop a habit. Just don't give it an opportunity to repeat itself." What the yoga master and author of the Yoga Sutras of Patanjali is saying, is that our habits eventually form our characters, and so we must cultivate the good ones and avoid repeating the bad ones.

Certain bad habits could actually have direct adverse effects on our health, if not kill us. These are ten examples:

1) SKIPPING MEDS



If you're taking any maintenance medication—whether for high blood pressure, diabetes or thyroid—skipping your scheduled intake could have drastic effects on your health, and might even be fatal sometimes. Especially for those who are already over 40 years old, maintenance medicines are vital to keep chemical balance and induce healthy conditions.

2) UNSAFE SEX



Having multiple sexual partners, and not using protection, carries attendant risks for sexually transmitted diseases, like gonorrhea, herpes, and AIDS, any of which could prove deadly.

3) SMOKING



There are just too many scientific articles published out there that prove smoking damages the heart, lungs, esophagus, stomach, bowels, and prostate, while at the same time predisposes the body to all sorts of cancer. Smoking-related illnesses, as a matter of fact, are the top causes of deaths. There's simply no better advice to smokers than this four-letter word: QUIT.

4) SLOTH



Studies show that inactivity or absence of even the mildest physical exercise is disastrous to a person's health. Laziness causes the body to atrophy and become weak and vulnerable to a range of illnesses, including obesity, arthritis, heart disease and diabetes.

5) BINGE EATING



Binging is a habit that leads to a "yo-yo diet", if not a "fad diet", any of which subjects the body's metabolism to swing to extremes. The fat-thin-then fat again cycle; the "skip breakfast but pig out on dinner" tendency; and the

"gorge today, crash diet tomorrow" habit—all stresses the body's coping mechanisms and may eventually take its toll on the immunity system, giving a considerable upper hand to dangerous free radicals.

6) HYPOCHONDRIA



Constantly immersing the mind in thoughts of sickness can eventually cause the rest of the body to follow suit, research shows. In short, thinking sick can lead to actually being sick. It's simply a case of mind over matter. Just as positive thinking is found to be effective, negative thinking can have REAL adverse effects. Hypochondria, or harboring imagined illnesses, therefore is definitely a mental habit to kick.

7) GORGING ON BAD COMFORT FOODS



Fats, sugar and salt are often treats to our palate, but the truth is, they can be threats to our health. These three ingredients we often find in our comfort foods are actually linked to heart disease, diabetes and high blood pressure. Hamburgers with trans-fatty acids; deep-fried chicken with saturated fats; desserts loaded with butter, creams, and margarines; soda and other sweetened beverages with "hidden" sugars—all these could wreak havoc in the bloodstream and cause severe imbalance. The problem is, these are the foods we love and often find comfort in when we are depressed or bored. Healthy living means putting a rein on our urge to pig out on these delicious but dangerous treats.

8) FOREGOING CHECKUPS

Often, when we feel well, we get this tendency to skip medical check-ups that should otherwise be regular.

Laboratory tests, blood work, vaccination, and cancer-screening procedure could be tedious, but they are important nevertheless, if we want to remain healthy.



9) PUSHING PHYSICAL RISKS

Life, as it is, already poses many risks to our well-being. So why even add to these by engaging in dangerous extreme sports like bungee jumping, sky-diving, car racing and other thrills that bear high accident risks?



These often nonsensical fun rides repeatedly top surveys as causes of serious injuries and fatalities. And many of the enthusiasts of such perilous activities are young people who could be more prudent and would be better off maximizing their life span.

10) DRINKING ALCOHOL



A glass of red wine each day perhaps is beneficial to health. But more than this, and excessively more, is bad. Too much alcohol can lead to diseases such as liver cirrhosis, liver cancer, stomach ulcers, oral cancer, brain damage, dementia, abusive behavior, and vehicular accidents. There is no doubt about it. Countless people have died because they drank excessively.

Do your best to kick bad habits out of your life before they do more damage. The chains of habit are usually too small to be felt early on, but eventually, they become too strong to be broken.

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OTHER NEWS

Vivere Hotel Hosts 2nd Live Green Conference



The 2nd LIVE GREEN Green Lifestyle Conference & Exhibit was held September 17 at the ballroom of **Vivere Hotel** in Alabang, Muntinlupa, turning many of those who attended into bonafide environmentally-aware citizens.

Presented by the **Philippine Chamber of Commerce and Industry**, together with the **City Government of Muntinlupa**, LIVE GREEN was no ordinary symposium. It did feature a broad range of topics—from renewable energy solutions, waste management, recycling, eco design, sustainable building construction, and green communities, to an abundance of eco products, green technology and services. However, the chief purpose behind the event was the imperative to motivate citizens, not only to think "green" and be conscious of ecological requisites, but to actually "live green" and make the environmental advocacy



The fact that Certificates of Attendance were given to everyone who attended LIVE GREEN affirms the event's significance, particularly its noble purpose of bestowing esteemed knowledge to members of the community.

manifest in their daily lives, their routines and their habits. And the invaluable trove of environmental wisdom and nature-based sensibilities imparted by the event's guest speakers was definitely instrumental in guaranteeing that the "green advocacy" was conveyed and, more importantly, embraced.

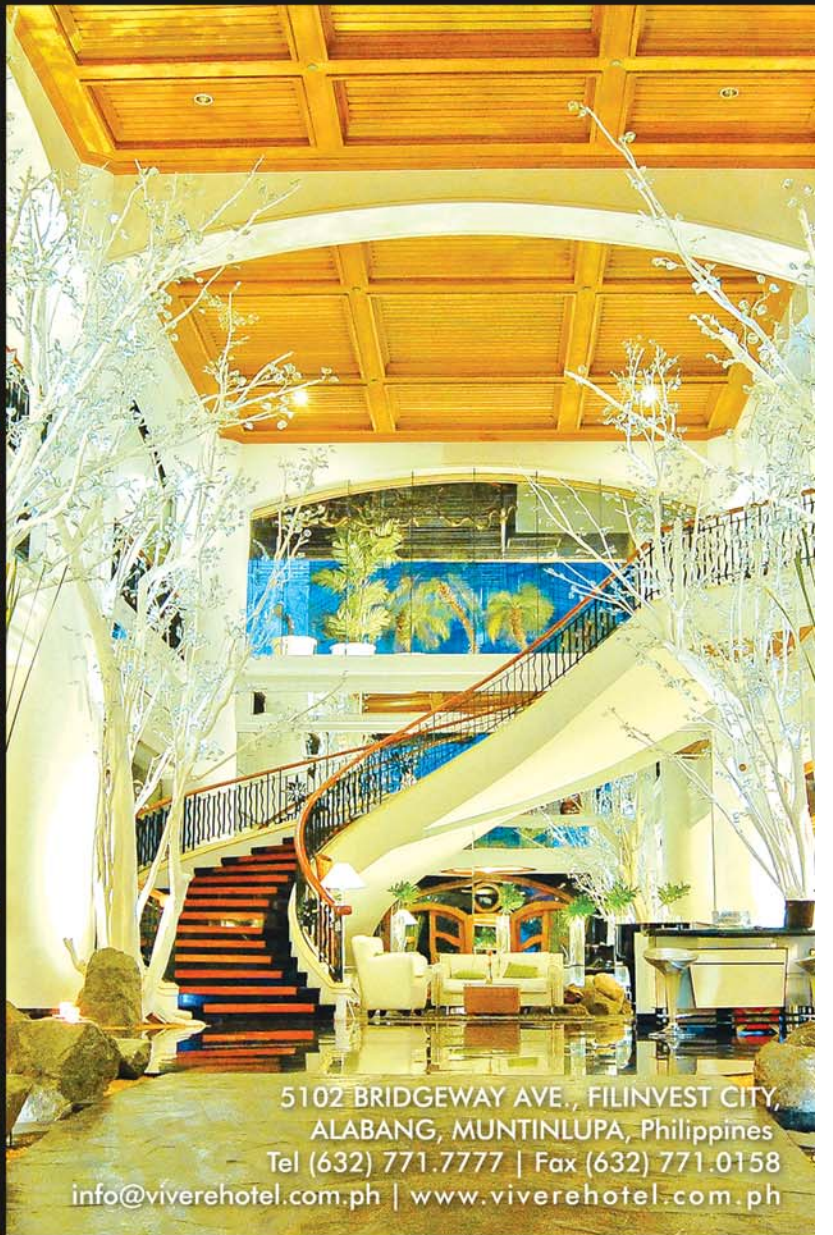
The impressive ensemble of speakers include: **Rowan Williams** of BASF-Asia Pacific; **Dr. Robert Wimmer** of Zero Carbon Resort and Center for Appropriate Technology; **J.R. Nereus Acosta** of Laguna Lake Development Authority; **Emma Imperial** of Imperial Homes; **Anna Meloto-Wilk** of Human Nature; and **Architect Romolo Valentino Nati**, Award Winner for Special Energy of DAtE (Design Against the Elements). As it isn't so often that the business community, government officials and members of the academe engrossed in such a comprehensive conference on the environment all at once in one venue, what important information was shared by the speakers at LIVE GREEN were even made more valuable.

Actually, after witnessing what devastations climate change could bring like the super typhoon Yolanda, and the series of mining disasters and oil spills this country had seen in recent years, it is priceless to know that even as we seem so helpless in the face of natural cataclysms, we can still do our part to mitigate their impact, and make this world a safer, more sensible place, if we LIVE GREEN.

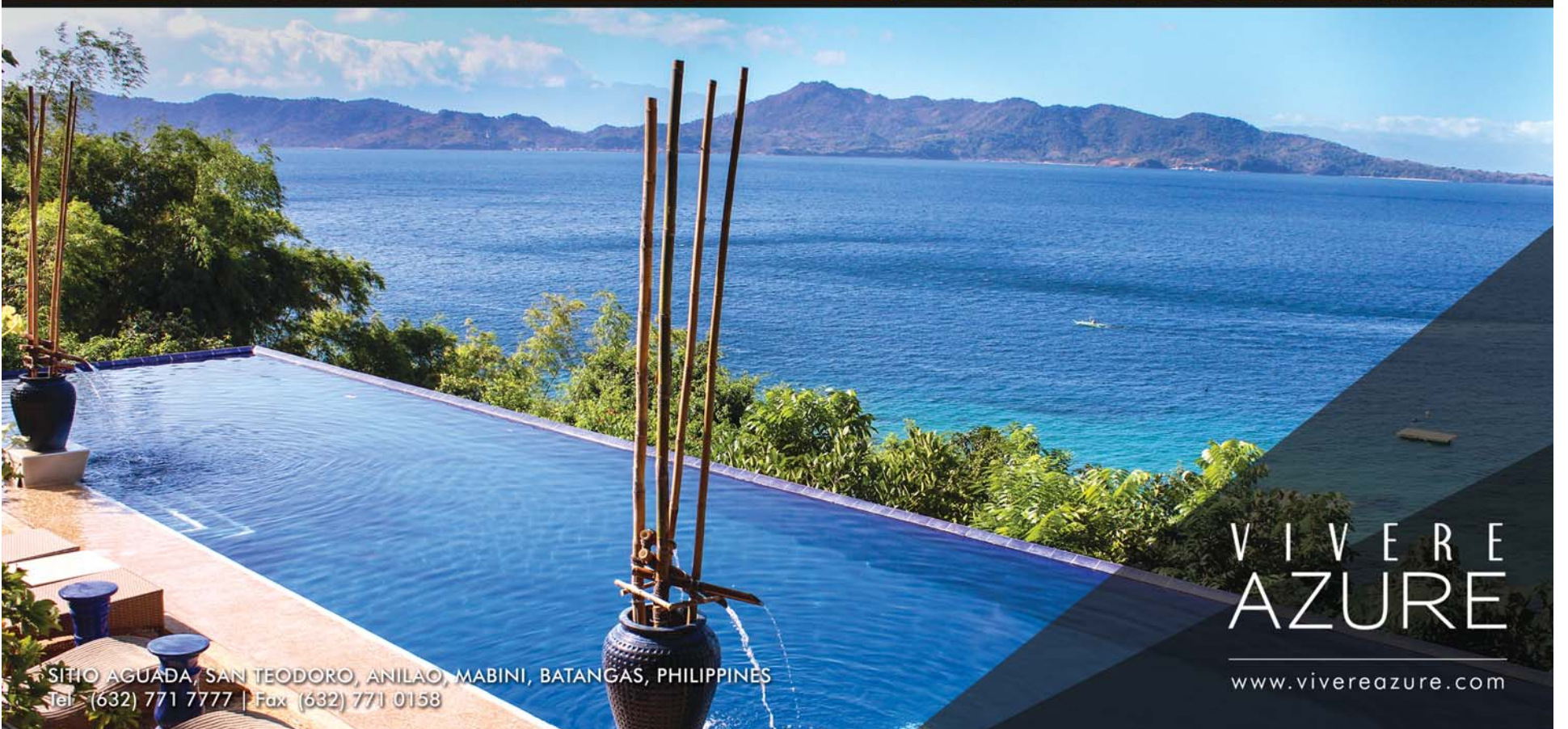
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