

August 2016 NWIA Members' Newsletter

News & Events

- 6 Sep Read a Book Day
- 8 Sep International Literacy Day
- 10 Sep Swap Ideas Day
- 13 Sep Positive Thinking Day
- 19 Sep International Talk Like a Pirate Day
- 21 Sep World Gratitude Day
- 21 Sep International Peace Day
- 28 Sep Good Neighbour Day

Upcoming Conferences

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August Floral Emblem: Gladiolis

PRESIDENT'S MESSAGE

Those who know me are aware that my preferred engagement with the physical dimension of wellness these days is distance swimming. However an unfortunate set of circumstances this winter has challenged that behaviour in that all the pools near me have been closed at the same time for things such as unscheduled repainting, re-rendering and scheduled maintenance etc. What was I to do? Having been encouraged to take up running as a replacement for competitive water polo in the late 70's and mid 80's, to solve my dilemma I returned to the streets. However, after 30 years absence and obviously, not now up to the marathon standard I once held during that period, instead of running I have been walking vigorously for an hour a day Monday to Friday with a more leisurely 1

hour on Saturday with the same friend who had encouraged and supported me to take up running, but who now is fighting depression.

Jack Travis, a wellness pioneer and NWIA honorary member cites “**The currency of wellness is connection**” and he invites us to live a life of Full-Spectrum Wellness (<http://www.thewellspring.com/>):

An Invitation to Full-Spectrum Wellness

Full-spectrum wellness reflects our multi-dimensional approach to health and wellbeing. Full-spectrum wellness is about the *connections* between our state of wellbeing and our:

- body, emotions, mind, and spirit
- earliest life experiences and our health over our entire lifespan
- family, friends, and community
- personal and our work-life
- environment—from home, to neighborhood, to the entire planet.

Full-spectrum wellness is about embracing these connections and so living a deeper, happier, and more meaningful life.

While the act of attending my usual pool is a social event in connecting with other regular swimmers at that time of the morning, once in the water one does not get to communicate with others when swimming distance laps. But the situation this winter has enabled me to engage in a different way with the social dimension while taking part in the physical dimension of wellness through a behaviour of the past over the last few months.

In those days of running many kilometres I enjoyed the social vibe experienced during the Heart Beat Centre Harriers (my Wellness Centre’s running club) regular training runs, especially with the 30 or more who would turn up on Saturday mornings at the residence of the club member whose turn it was to host that week’s run and breakfast. But the other social aspect of such runs was the cheerful friendly greetings that would be exchanged between us and other runners, walkers, workers, residents etc we encountered during the outing – a connection to others. Remembering this I looked forward to that aspect of it when I commenced to revisit that physical activity behaviour of the past. I was to be disappointed, initially.

Saturday club runs were held at many and various locales around SE QLD, negating it seems, the regular connection to one particular community. However, during many solo training runs around my local suburb I did get a feeling of being more connected to the community as well as to a number of other people I came across on a regular basis. Most people would return my pleasant greetings with a nod, a wave, a smile, a ‘Hi’, a ‘Good morning/evening’, or even combinations of same.

Not so this winter. I returned from my first walk, despite offering similar cheerful friendly greetings to those I met, thinking that at some point I had become invisible or that over the years my appearance had changed so that I now was perceived as a scary individual and one not to interact with for fear of a mugging or harassment in some way. However, perhaps people are just more stranger risk aware these days - sad that our culture has changed over time for the worse in that sense, to cause that to become so. Hence, protectoral is a dimension of wellness that we now include in the teaching of our Wellness literacy course. It took a few walks to realise that one difference to the past was that many I met were ‘plugged in’ to technology of some form and perhaps could not hear my greetings. So I combined verbal greetings with a friendly wave in an attempt to connect with them. This did elicit some form of return response be it a smile, a nod of the head, a grunt or a good morning from some. However because many did not make eye contact there were those who I still made no connection with.

Not to be defeated though I persisted with my greeting behaviour for more walks, despite feeling empty and not connected when I was ignored. I am glad to report that after a number of months there are those whom I see often who now acknowledge my presence. For example there is the bus driver sitting in his vehicle just out of the bus stop prior to commencing his shift, the school crossing lady, the smartly dressed Gen Y business man in his distinctive hat, the mums escorting their small charges to the local school, the Asian gentleman who parks his car in the same spot and walks a distance to the station, the parking attendant at the underground car park of shops across the road from a major shopping centre, the lady dog walker, the trade professionals at a number of house construction/renovation sites, the dad who takes his son for an outing in the pram, high school students from a number of different schools heading to the bus exchange station and so on. One particular worker I was determined

to connect with was a mechanic who works at the local car dealership. Why was I determined to develop a connection with him in particular? That dealership is where I get my car serviced – I prefer to have a mechanic with a happy disposition working on my car. Glad to report that he has progressed over the weeks from a blank stare, through a grunt, to a head nod, to a smile and nod in response to my cheerful verbal greeting.

Progressing on foot around your community enables one to connect more with the community by noticing things that you do not see while driving. For example, the school speed zone sign for a local school which states the hours for the 40km/hr restriction is 7am - 4pm, not the usual 7-9am and 2-4pm. How many times have I driven past that school between the hours of 9 and 2 at 50km/hr – hate to think. It also allows one to notice the day-to-day progress on building construction sites – as distinct from making the comment ‘oh, that is finished now’ as one drives past. It also alerts you to some residents lack of community connection and community pride by having to dodge the number of bins that are left out on footpaths days after collection day and the old lounge chairs, office chairs (one which seems to grow legs and move further down the road each night) and other rubbish dumped on the footpath despite kerb side collection week being many months in the future.

I have enjoyed my months of walking not swimming and definitely feel more connected to my local community and some of its members again, while enhancing/maintaining my physical, social and mental wellness. I have yet to determine whether I forgo, once the pool reopens, a couple of sessions of swimming a week and maintain the community connection by continuing to walk those couple of mornings. If I do that, I also think I will start to carry some gloves and a bag to enhance the community’s environmental wellness by collecting some small pieces of rubbish along the way.

Stay Well and enjoy the remaining days of Winter for this year



Bob Boyd
NWIA President

Quote for the month



International Wellness Connections

This is the 40th article of a series featuring information from International Wellness Practitioners about the state of Wellness in their country of residence. This and any following International Connections monthly article has appeared in the National Wellness Institute (USA) monthly newsletter, at least 12 months previous to it appearing in this publication.

NWIA extends a sincere thank you to the authors for their contributions to the NWIA newsletter.

Employee Wellness Is a Bottom-line Business Issue

Posted By **NWI**, Tuesday, August 04, 2015

**By Dr. Dicky Els and George Marx
South Africa**

The healthcare of South Africans in the workplace should be one of the top priorities of employers; but evidence across many industries reflects a dire situation which suggests employers do not have employee's wellness top of mind. The backbone of employee wellness borders on the disastrous, and this is exacerbated through the huge failure of service delivery in the public sector and the unaffordability of medical schemes to the bulk of the employed population. Despite this burning platform, the government's plan to reform healthcare through the National Health Insurance (NHI) -- although highly commendable -- also raises concern because it may not roll out in the foreseeable future on a national level.

In the meantime medical scheme contribution rates are continuously raising the bar for employers and their employees. The *2012-2013 Annual Report of the Council for Medical Schemes* reveals that medical schemes have an average annual increase rate of four percentage points more than the national inflation rate of 5.90% (as measured by the Consumer Price Index). Simply put, employees must expect an average of 10% increase in their medical scheme contributions each year. In real terms, given the down-turned economy, employees are generally getting less medical benefits as they are unable to keep abreast with the rising medical scheme contributions. When medical scheme contributions continue to exceed inflation rates, and whilst employee salary increases are also below this threshold, there's no denying that circumstances such as these become unsustainable with negative implications upon business practices. Expectedly, in response to the escalating medical scheme contributions, employees tend to downgrade their medical scheme benefits to lower options, whilst forking out more and more healthcare expenses from their own pockets. For employers, the increase of healthcare costs -- combined with high levels of labour unrest, absenteeism, including non-communicable diseases and disability claims -- is a relentless burden and is becoming increasingly more difficult to manage. Moreover, statistics surrounding unhealthy behaviour and morbidity (illness and disease) are rocketing.

The recently released *SA National Health and Nutrition Examination Survey* showed that South Africans suffer from a quadruple burden of disease: from HIV and AIDS, Tuberculosis (TB), high levels of maternal and child mortality, intentional and non-intentional injuries and non-communicable diseases. Non-communicable conditions such as cardiovascular diseases, diabetes, cancer, chronic respiratory diseases, mental disorders, oral and eye diseases and muscular skeletal disorders contribute to a significant level of employee absence and morbidity. However more than half of South Africans who have these health risk conditions are undiagnosed and do not receive any primary health care or treatment. Clearly, the outcome of this deteriorating health status of employees (and their families) places greater burdens upon their employer organisations to remain productive and sustainable, and it worsens as more employees struggle to maintain a healthy lifestyle and to afford the care they need. Expectedly employers must take some of the responsibility, especially where the working environment and conditions exacerbate the employees' ability to promote their overall health and wellness.

Health and productivity management

As part of the national strategy against non-communicable disease, the Department of Health ('DoH') has adopted a "whole of society" approach. This strategy emphasises the prevention of illness and the promotion of health as well as care and treatment of the sick which is to be achieved by 2030. The goals stated in the DoH's *Declaration for Prevention and Control of Non-Communicable Diseases* should in fact be adopted as part of an employer's strategic objectives, as it directly affects their employees, including their productivity and profitability. These targets include the reduction of tobacco use, alcohol consumption, salt intake, high blood pressure and cervical cancer. The Declaration also targets increased levels of physical activity and health screenings for hypertension, diabetes, asthma and mental disorders. Whilst the Deputy Minister of Health, Dr Ramokgopa made it clear that more investment in innovation, scientific enquiry, health system reforms and legislative interventions are required, she neglected to mention *who should be responsible* for these interventions. At this point in time it seems inevitable that the fight against non-communicable disease and healthcare reform can only be achieved with the support and collaboration of public-private partnerships (PPP). Obviously employers are profoundly affected, and they will increasingly be required to contribute towards government's initiative, presumably through the employer's corporate

social and sustainability imperatives. Clearly in order to improve the overall wellness of employees, employers who are unprepared for this level of partnership will require the implementation of sustainable health and productivity management systems that benefit the well-being of employees, not least their bottom line.

Employee health and productivity management systems, also known as *workplace wellness programs*, are well organised employer-sponsored initiatives that are designed to support employees (and their families) to adopt a healthy lifestyle that reduce employee health risks and improve their quality of life. These programmes are designed to enhance personal effectiveness in the workplace, whilst contributing towards the efficiency of the organization. Workplace wellness programs culminate in the *intentional management* of an employee's health, such where the employer seeks to avoid unnecessary employee related injuries, chronic illnesses, etcetera. Programs of this nature furthermore aim to reduce an employee's total health-related costs, while at the same time promoting their overall wellness. The ultimate goal behind an effective health and productivity management system is to address the burden of medical expenditures, unnecessary absence and lost performance from work in order to increase the organization's profitability.

There are a number of characteristics that differentiate health and productivity management systems from other healthcare initiatives. One such differentiator is the fact that effective workplace wellness programs manage organizational performance through optimal employee wellness. In addition, an effective program will be thorough, integrated, and a pro-actively managed process. Workplace wellness programs that are optimal, must be built upon honest commitment on the part of the employer, and designed to care, support and develop all the organization's employees. For it to be sustainable, the program must be multi-dimensional, with strength-based change processes that assist employees to flourish both within and outside the organization. Health and productivity management systems promote sustainable business development and an organization's performance. Considering that organizations are increasingly expected to provide an integrated report covering its *profit, people and planet* factors, organizations will need to show their commitment towards improving the 'health' of all three areas within their internal and external supply chains. Accordingly, it is therefore important that employers understand the critical role they play, including their responsibility to assist in combatting non-communicable diseases in this country.

Getting it wrong

A typical management pitfall occurs when organizations half-heartedly implement so-called "employee wellness programs" but in reality, these programs are no more than commoditized loyalty programs which masquerade to attract employees who specifically align themselves with organizations that implement employee wellness programs. These "employee wellness programs" contribute very little toward behavioral change, nor do they manage the overall risk of the organization. Employers should carefully consider whether outsourced employee wellness programs or additional medical scheme support services are the ideal health and productivity management solution. In order to realize the significant business benefits, workplace wellness programs should be customized to address specific corporate governance, risk management and compliance challenges as they relate to wellness programs. Best practice health and productivity management programs are subject to accurate management information and they should continuously monitor and evaluate the employees' health care and behavioral practices. Organizational outcomes such as the return on the investment (or costs thereof) derived from wellness interventions should be regularly monitored, evaluated and the programmer's progress and impact should be reported to top management, including the board. When the business case for employee wellness is properly managed, members of the board will be able to ask questions such as:

- What is the total direct cost of employee health for the organization in absolute terms?
- What is the total direct cost of employee illness for the organization as a percentage of payroll?
- Which risk management procedures should be implemented if the direct cost attributed to employee health is in excess of 30% of payroll (as is often the case)?
- Do medical scheme contributions count for the bulk of employee health care and do these costs escalate faster than the organization's salary rates?
- What is the prevalence rate for obesity, diabetes, stress, hypertension, cardiovascular disease and of substance abuse amongst the entire workforce? (i.e. not only the minority who participate in health risk assessments on wellness days)
- Is the health and wellness profile of the top-performing employees and executives, as measured against the mediocre performers, noted in the organizations' remuneration, incentive and succession plans?
- What is the economic value of an engaged, committed, thriving, healthy employee?

Respectively, the board of directors and senior management are primarily accountable and responsible to disclose, and to manage the organisational risks which are attached to their human capital. However, they may have both inadvertently given the control (and management information) over to medical schemes, including the designated service providers who operate in this arena. Increasingly, these inter-dependent business relationships will expose many employers, particularly when their service providers (and whom they depend heavily upon) do not comply with good governance, neither good health and productivity management practices. To this end, some organisations find it extremely difficult (or even impossible) to maintain the organisation's wellness reports or employee health records that demonstrate compliance with the respective legislative requirements. They struggle to establish, implement and maintain procedures for the identification, storage, protection, retrieval and retention of employee health records with due regard to confidentiality. Neither do they manage the organisational risks, or identified causes of disease, to address those employee health risks that have a significant impact on the organisation's performance and sustainability. These employers neglect to manage operational controls and the impact mitigation procedures that include wellness and disease related education, communication and behavior change processes. In many cases where employers half-heartedly implement a tokenism of workplace wellness programs, they will not be able to evaluate (or receive) a healthy return on their investment because they have mismanaged the risks associated with their employees' health and productivity.

Conclusion

The best defense for proper employee health and productivity management is to take managerial control and ensure that all employee diagnosis, treatment and wellness program interventions are of the requisite standard, and furthermore that employee health care processes are thoroughly managed and well documented. Protocols and procedures must be recorded and all record-keeping and reporting related to workplace wellness programs must be comprehensive, accurate and accessible. Through the requirement of Integrated Reporting and Wellness and Disease Management Certification, organisations are increasingly required to disclose their wellness and disease management performance, including the progress, impact, effectiveness and wellness program evaluation certification status as a component of their sustainability reporting.



George Marx is a chartered enterprise risk actuary and former professor of insurance and actuarial science at the University of Pretoria who has over twenty years of research, teaching and practical experience in employee health, wellness and productivity. In his present company, Wellnicity, he specializes in the measurement and monitoring of employee health and productivity programs (or lack thereof) including the role of medical schemes and the impact of wellness interventions on health and productivity outcomes and the effect thereof on organisations' bottom lines.



Dr. Dicky Els is a Lead Independent Consultant in CGF Research Institute. He specializes in Workplace Wellness and focuses predominantly on strategy development, program design and evaluation of outcome-based health promotion programs.



No Dream: Electric Brain Stimulation During Sleep Can Boost Memory

By targeting 1 facet of the brain's electrical activity, UNC neuroscientist Flavio Frohlich showed it's possible to enhance memory, laying the groundwork for a new treatment paradigm for neurological and psychiatric disorders

When you sleep, your brain is busy storing and consolidating things you learned that day, stuff you'll need in your memory toolkit tomorrow, next week, or next year. For many people, especially those with neurological conditions,

memory impairment can be a debilitating symptom that affects every-day life in profound ways. For the first time, UNC School of Medicine scientists report using transcranial alternating current stimulation, or tACS, to target a specific kind of brain activity during sleep and strengthen memory in healthy people.

The findings, published in the journal *Current Biology*, offer a non-invasive method to potentially help millions of people with conditions such as autism, Alzheimer's disease, schizophrenia, and major depressive disorder.

For years, researchers have recorded electrical brain activity that oscillates or alternates during sleep; they present as waves on an electroencephalogram (EEG). These waves are called sleep spindles, and scientists have suspected their involvement in cataloging and storing memories as we sleep.

"But we didn't know if sleep spindles enable or even cause memories to be stored and consolidated," said senior author Flavio Frohlich, PhD, assistant professor of psychiatry and member of the UNC Neuroscience Center. "They could've been merely byproducts of other brain processes that enabled what we learn to be stored as a memory. But our study shows that, indeed, the spindles are crucial for the process of creating memories we need for every-day life. And we can target them to enhance memory."

This marks the first time a research group has reported selectively targeting sleep spindles without also increasing other natural electrical brain activity during sleep. This has never been accomplished with tDCS - transcranial direct current stimulation - the much more popular cousin of tACS in which a constant stream of weak electrical current is applied to the scalp.

During Frohlich's study, 16 male participants underwent a screening night of sleep before completing two nights of sleep for the study.

Before going to sleep each night, all participants performed two common memory exercises - associative word-pairing tests and motor sequence tapping tasks, which involved repeatedly finger-tapping a specific sequence. During both study nights, each participant had electrodes placed at specific spots on their scalps. During sleep one of the nights, each person received tACS - an alternating current of weak electricity synchronized with the brain's natural sleep spindles. During sleep the other night, each person received sham stimulation as placebo.

Each morning, researchers had participants perform the same standard memory tests. Frohlich's team found no improvement in test scores for associative word-pairing but a significant improvement in the motor tasks when comparing the results between the stimulation and placebo night.

"This demonstrated a direct causal link between the electric activity pattern of sleep spindles and the process of motor memory consolidation." Frohlich said.

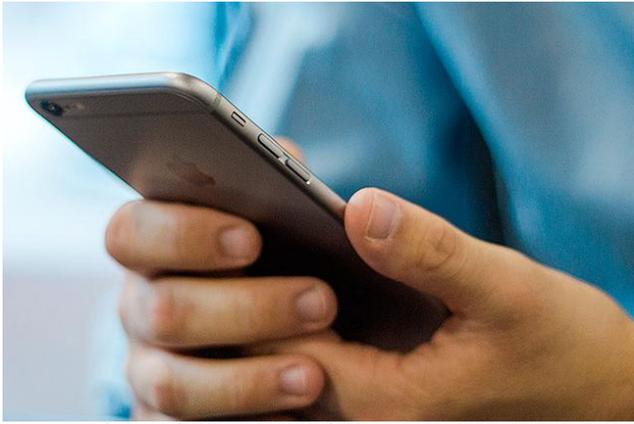
Caroline Lustenberger, PhD, first author and postdoctoral fellow in the Frohlich lab, said, "We're excited about this because we know sleep spindles, along with memory formation, are impaired in a number of disorders, such as schizophrenia and Alzheimer's. We hope that targeting these sleep spindles could be a new type of treatment for memory impairment and cognitive deficits."

Frohlich said, "The next step is to try the same intervention, the same type of non-invasive brain stimulation, in patients that have known deficits in these spindle activity patterns."

Frohlich's team previously used tACS to target the brain's natural alpha oscillations to boost creativity. This was a proof of concept. It showed it was possible to target these particular brain waves, which are prominent as we create ideas, daydream, or meditate. These waves are impaired in people with neurological and psychiatric illnesses, including depression.

Other authors of the *Current Biology* paper include Bradley Vaughn, MD, professor of neurology at UNC, Sankar Alagapan, PhD, a postdoctoral researcher in the Frohlich lab, Juliann Mellin, the research study coordinator for the Frohlich lab, and Michael Boyle, a graduate student in the UNC/NC State biomedical engineering department.

<http://news.unhealthcare.org/news/2016/july/no-dream-electric-brain-stimulation-during-sleep-can-boost-memory>



Smartphone Exercises For A Better Mood

Brief, directed smartphone exercises can help quickly improve our mood. This is the latest finding from psychologists at the University of Basel and their international colleagues, reported in the journal *Frontiers in Psychology*.

Participants in the international study felt more alert, calmer and uplifted after - using five-minute video tutorials on their smartphones as a guide - they had, for example, practiced concentrating on their bodies.

The subjects could choose between various established or more modern psychotherapeutic exercise modules known as micro-interventions. Some of the participants, for example, recalled emotional experiences during the exercise, while other test subjects repeated short sentences or number sequences in a contemplative manner, or played with their facial gestures. The subjects recorded their mood on their smartphones, answering short questions by marking a six-step scale both before and after the exercise. Those who succeeded in immediately improving their mood through the brief exercises benefited over the longer term as well: Their mood improved overall during the two-week study phase.

The study, conducted by researchers in associate professor Marion Tegethoff's team at the University of Basel's Faculty of Psychology, included 27 healthy young men as part of a larger research program.

The use of modern communication technology to improve psychological health is a current topic of research referred to as 'mobile health', or 'mHealth' for short. Complex internet-based therapy programs have been studied in depth in recent years. However, to date researchers have paid somewhat less attention to the study of smartphone-aided micro-interventions.

Exercises for concrete, everyday situations

"These findings demonstrate the viability of smartphone-based micro-interventions for improving mood in concrete, everyday situations," explains Tegethoff. Such applications could represent a useful addition to the psychotherapeutic options currently available.

"Now we need to carry out more extensive studies to help us understand the extent to which smartphone-based micro-interventions are responsible for the improvement in mood, and also perform studies on patients with psychological disorders," says Tegethoff. She also notes that such help options, which are available anytime, anywhere, are also in keeping with the idea of personalized medicine - a step along the path towards a health-care system that will one day be able to provide exactly the right treatment at the right time and in the right place.

The videos are available free of charge to anyone who is interested, allowing them to be used for future studies as well. It should be noted that the videos cannot replace treatment by a qualified professional for people suffering from depression or other psychological disorders.

The study, which was funded by the Swiss National Science Foundation, was a collaboration between researchers at the University of Basel, Ruhr-University Bochum (Germany), Korea University in Seoul and the Catholic University of Korea in Incheon (South Korea), as well as Harvard Medical School (USA).

Gunther Meinlschmidt, Jong-Hwan Lee, Esther Stalujanis, Angelo Belardi, Minkyung Oh, Eun Kyung Jung, Hyun-Chul Kim, Janine Alfano, Seung-Schik Yoo und Marion Tegethoff

Smartphone-based psychotherapeutic micro-interventions to improve mood in a real-world setting

Frontiers in Psychology (2016), doi: 10.3389/fpsyg.2016.01112

<https://www.unibas.ch/de/Aktuell/News/Uni-Research/Gute-Laune-dank-Uebungen-per-Smartphone.html>



Compromise Nearly Guaranteed When A Woman Is Involved In Decision-Making Pairs

Study finds when making joint decisions, men need to prove masculinity, 'push away' from compromise; findings pertinent to marketers, managers, and consumers

More isn't necessarily better when it comes to men making decisions together, especially if you want a middle-of-the-road compromise. That's according to a new study in the *Journal of Consumer Research* which finds that compromise always occurs among two decision makers when a woman is involved (female-female pairs or mixed gender pairs), but hardly ever when the pair of decision makers are men. The findings could be pertinent to marketers, managers, and consumers alike.

"When men are in the presence of other men, they feel the need to prove their masculinity," says co-researcher Hristina Nikolova, the Coughlin Sesquicentennial Assistant Professor of Marketing with the Carroll School of Management at Boston College. "Both tend to push away from the compromise option because the compromise option is consistent with feminine norms. On the other hand, extremism is a more masculine trait so that's why both male partners tend to prefer an extreme option when making decisions together."

Titled "Men and the Middle: Gender Differences in Dyadic Compromise Effects" and published in the *Journal of Consumer Research*, the study was co-authored by Cait Lambertson, Associate Professor of Marketing with the Joseph M. Katz Graduate School of Business at the University of Pittsburgh. While previous research has examined the compromise effect - the tendency to choose the middle, compromise option in a choice set- using single individuals, this is the first research examining how joint decision-making contexts change consumers' preferences for the compromise option.

"The decisions we make in pairs may be very different than those we make alone, depending on who we make them with," according to the study. "Classic compromise effects, AKA the 'goldilocks effect' or 'extremeness aversion,' may not emerge in all joint consumption decisions."

Nikolova and Lambertson conducted four experiments with 1,204 students at two U.S universities, and a fifth experiment using 673 online participants. The studies involved different pairs of a man and woman, two women, and two men making decisions on such things as buying printers, toothpaste, flashlights, tires, hotels, headphones, different sizes and shapes of grills, what prizes to seek in a lottery, and whether to buy risky or safe stocks with corresponding high and low returns.

"No matter what the product is, we see the same effects," says Nikolova. "The compromise effect basically emerges in any pair when there is a woman. However, surprisingly, when you have men choosing together, they actually tend to push away from the compromise option and select one of the extreme options. Say two men are choosing a car and the cars they are considering differ on safety and fuel efficiency - they will either go for the safest car or the one that offers them the most fuel efficiency, but they won't choose an option that offers a little of both." In contrast, individuals and mixed-gender and female-female pairs will likely go for the middle option since it seems reasonable

and is easily justified.

According to the study: "When making decisions together, men take actions that are maximally different from feminine norms, which prioritize moderation, and maximally similar to masculine norms, which prioritize extremity. Furthermore, because a female presence makes the masculinity of men in male-female dyads obvious, in these pairings we observe compromise behavior consistent with that of individual decision-makers and female-female dyads."

"In contrast to men," says Nikolova, "women act the same together as they would alone because they don't need to prove anything in front of other women. Womanhood is not precarious and does not need the same level of public defense as manhood. That's why we observe the compromise effect in the joint decisions of two female partners."

Interestingly, the research found that compromise is criticized among other men, but embraced by women.

"Only men judge other men very harshly when they suggest the compromise option to a male partner," says Nikolova. "It doesn't happen when a man suggests the compromise option to a female partner or when women suggest the compromise option so it's really specific to men dealing with other men."

Nikolova says the findings are something corporate American will want to pay attention to and gear campaigns around since the compromise effect is a robust phenomenon often used to manage assortments, position products, and drive sales. The findings of the study suggest that retailers and marketers should be aware of the gender composition of the joint decision-making pairs they might be targeting.

"For instance, marketers should be aware of the fact that when two men make decisions together, they are more likely to choose one of the extreme options. So if a company wants to push sales toward a particular option, and they expect their target customers to primarily be men making decisions together, then it's better to make the particular option an extreme option rather than a middle alternative."

For example, the findings can easily be applied by car sales people. When offering different cars and creating the choice set for their customers, car sales people need to pay attention to the gender composition of the decision-making pairs. If a father and a son are purchasing the first car for the son together, it would be better for the sales person to make the particular car which he or she wants to sell (usually the most profitable one) an extreme option in the offered choice set (e.g., the one with the most fuel efficiency, the best interior design, or the highest horsepower.). In contrast, if a male/female couple or a mother and a daughter are shopping together, it would be best to make that option a middle alternative in the choice set by adding other alternatives that offer less or more of the particular attribute.

Furthermore, Nikolova says if an organization wants more middle ground decisions made, it's critical to include a woman in the decision-making pair. In contrast, if a manager wants to "nudge" more all-or-nothing decisions, it is better to entrust them to two men.

As for consumers, it's important for male consumers to know what they might buy themselves is different from what they would choose with another man.

"What we're finding is when men have to choose alone, most select the compromise option," says Nikolova. "But when they have to make the decision with another man, they tend to choose one of the extreme options which is not something they would prefer if they were alone. It's important for male consumers to be aware of this when making decisions with other people since the drive to prove their masculinity might lead them to make decisions that they might not enjoy later."

<http://www.bc.edu/bc-web/bcnews.html>



Couples' Division of Paid and Unpaid Labor Linked to Risk of Divorce

A new study suggests that financial factors, including couples' overall resources and wives' ability to support themselves in the event of a divorce, are not predictive of whether marriages last. Rather, it is couples' division of labor — paid and unpaid — that is associated with the risk of divorce.

"My results suggest that, in general, financial factors do not determine whether couples stay together or separate," said study author Alexandra Killewald, a professor of sociology at Harvard University. "Instead, couples' paid and unpaid work matters for the risk of divorce, even after adjusting for how work is related to financial resources."

Titled, "Money, Work, and Marital Stability: Assessing Change in the Gendered Determinants of Divorce," the study uses nationally representative data on more than 6,300 different-sex couples, both spouses age 18 to 55, from the Panel Study of Income Dynamics (PSID) to examine what effect, if any, couples' division of labor, their overall financial resources, and wives' economic prospects following divorce have on marital stability.

As part of her study, which appears in the August issue of the *American Sociological Review*, Killewald compared couples married in 1974 or earlier with couples married in 1975 or later to explore whether the effects, or lack thereof, of these factors changed over time. Killewald found that, in both the old and new cohorts, financial factors did not play a role in divorce. On the other hand, while the division of labor did affect marital outcomes in both cohorts, there was some variation in terms of what division of labor was better for marriage stability.

For couples married before 1975, the higher the percentage of housework a woman did, the less likely her marriage was to end in divorce. For the more recent cohort, however, that was no longer the case. "For couples married more recently, expectations for the division of housework between spouses appear to have changed, so that men are expected to contribute at least somewhat to household labor," said Killewald, who noted that, even in the more recent marriage cohort, wives do more than 70 percent of the housework, on average. "In general, men seem to be contributing a little more than they used to, and these contributions may now be expected and appreciated by wives."

Killewald found that, for couples married after 1974, neither wives' full-time employment nor sharing the housework more evenly was associated with the risk of divorce. In this cohort, husbands' full-time employment was an important factor in marital stability, with the risk of divorce higher for men who were not employed full-time.

"For contemporary couples, wives can combine paid and unpaid labor in various ways without threatening the stability of their marriage," according to Killewald, who said that while the gender revolution and the feminist movement have allowed women to take on traditionally male-dominated roles and responsibilities, men's roles and responsibilities have not expanded or diversified proportionately.

"While contemporary wives need not embrace the traditional female homemaker role to stay married, contemporary husbands face higher risk of divorce when they do not fulfill the stereotypical breadwinner role, by being employed full-time," Killewald said.

Regarding financial factors, by finding that couples' overall resources and wives' economic prospects following divorce did not determine whether marriages lasted, Killewald's study dispels the theory that attributes the spike in divorce rates to women's increased financial independence. "The fact that divorce rates rose during the second half of the 20th century at the same time when women were moving into the labor force has prompted some speculation that marital stability has declined because women no longer 'need' to be married for financial security," Killewald said. "For some, this implies that women's entry into the work force has come at the expense of stable marriages. My results do not suggest any tradeoff of that kind."

Though changing gender roles have afforded women greater flexibility in terms of labor without jeopardizing their marriages, the study indicates that men have not been granted similar freedom. "Often when scholars or the media talk about work-family policies or work-family balance, they focus mostly on the experiences of women," Killewald said. "Although much of the responsibility for negotiating that balance falls to women, my results suggest one way that expectations about gender and family roles and responsibilities affect men's lives, too: men who aren't able to sustain full-time work face heightened risk of divorce."

In terms of the study's policy implications, Killewald said her research may help guide policymakers who are considering the societal impact of policies that provide financial support to unmarried women. "Because I do not find that couples are more likely to divorce when women are better able to sustain themselves financially in the event of a divorce, public financial support — to divorced women and other groups — such as the earned income tax credit (EITC) or the Supplemental Nutrition Assistance Program (SNAP), is unlikely to heighten divorce rates," Killewald said.

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About the American Sociological Association and the *American Sociological Review*

The American Sociological Association, founded in 1905, is a non-profit membership association dedicated to serving sociologists in their work, advancing sociology as a science and profession, and promoting the contributions to and use of sociology by society. The *American Sociological Review* is the ASA's flagship journal.

<http://www.asanet.org/press-center/press-releases/study-finds-couples-division-paid-and-unpaid-labor-linked-risk-divorce>



Maintaining Healthy Relationships: A Promising Way

Thinking about the future helps overcome relationship conflicts, according to a University of Waterloo study just published online in *Social Psychological and Personality Science*.

"When romantic partners argue over things like finances, jealousy, or other interpersonal issues, they tend to employ their current feelings as fuel for a heated argument. By envisioning their relationship in the future, people can shift the focus away from their current feelings and mitigate conflicts," said Alex Huynh, a doctoral candidate in psychology and lead author of the study, which he published with Igor Grossmann from the University of Waterloo, and Daniel Yang from Yale University.

Previous research has shown that taking a step back, and adopting a distanced fly-on-the-wall-type of perspective can be a positive strategy for reconciliation of interpersonal struggles. For example, prior research by Grossmann and colleagues suggests that people are able to reason more wisely over issues of infidelity when they are asked to do so from a third-person perspective. Huynh and his collaborators investigated whether similar benefits in reasoning and relationship well-being can be induced by simply stepping back and thinking about the future.

Study participants were instructed to reflect on a recent conflict with a romantic partner or a close friend. One group of participants were then asked to describe how they would feel about the conflict one year in the future, while another group was asked to describe how they feel in the present.

The team examined participants' written responses through a text-analysis program for their use of pronouns - such as I, me, she, he. These choices of pronouns were used to capture participants' focus on the feelings and behaviour of those involved in the conflict. Written responses were also examined for beneficial reasoning strategies - for

example, forgiveness and reinterpreting the conflict more positively.

The researchers found that thinking about the future affected both participants' focus on their feelings, and their reasoning strategies. As a result, participants reported more positivity about their relationship altogether. In particular, when study participants extended their thinking about the relationship a year into the future, they were able to show more forgiveness and reinterpret the event in a more reasoned and positive light.

The way people respond to conflict is an essential component for relationship maintenance, say the researchers.

"Our study demonstrates that adopting a future-oriented perspective in the context of a relationship conflict - reflecting on how one might feel a year from now - may be a valuable coping tool for one's psychological happiness and relationship well-being," said Huynh.

The research also has potential implications for understanding how prospection, or future-thinking, can be a beneficial strategy for a variety of conflicts people experience in their everyday lives.

<https://uwaterloo.ca/news/news/maintaining-healthy-relationships-university-waterloo>



Cancer On A Paleo-Diet? Ask Someone Who Lived 1.7 Million Years Ago

Evidence of earliest cancer in homonin record found on South African fossils

an international team of researchers led by scientists from the University of the Witwatersrand's Evolutionary Studies Institute and the South African Centre for Excellence in PalaeoSciences today announced in two papers, published in the *South African Journal of Science*, the discovery of the most ancient evidence for cancer and bony tumours yet described in the human fossil record.

The discovery of a foot bone dated to approximately 1.7 million years ago from the site of Swartkrans with definitive evidence of malignant cancer, pushes the oldest date for this disease back from recent times into deep prehistory. Although the exact species to which the foot bone belongs is unknown, it is clearly that of a hominin, or bipedal human relative.

In an accompanying paper appearing in the same journal, a collaborating team of scientists identify the oldest tumour ever found in the human fossil record, a benign neoplasm found in the vertebrae of the well-known *Australopithecus sediba* child, Karabo from the site of Malapa, and dated to almost two million years in age. The oldest previously demonstrated possible hominin tumour was found in the rib of a Neanderthal and dated to around 120,000 years old.

Edward Odes, a Wits doctoral candidate and lead author of the cancer paper, and co-author on the tumour paper, notes "Modern medicine tends to assume that cancers and tumours in humans are diseases caused by modern lifestyles and environments. Our studies show the origins of these diseases occurred in our ancient relatives millions of years before modern industrial societies existed".

The cancer in a foot bone, a metatarsal, was identified as an osteosarcoma, an aggressive form of cancer which usually affects younger individuals in modern humans, and, if untreated typically results in early death. "Due to its preservation, we don't know whether the single cancerous foot bone belongs to an adult or child, nor whether the

cancer caused the death of this individual, but we can tell this would have affected the individuals' ability to walk or run," says Dr Bernhard Zipfel, a Wits scientist and an expert on the foot and locomotion of early human relatives. "In short, it would have been painful."

Lead author of the tumour paper and co-author of the cancer paper, Dr Patrick Randolph-Quinney of Wits University and the University of Central Lancashire in the UK, suggests "The presence of a benign tumour in *Australopithecus sediba* is fascinating not only because it is found in the back, an extremely rare place for such a disease to manifest in modern humans, but also because it is found in a child. This, in fact, is the first evidence of such a disease in a young individual in the whole of the fossil human record".

Prof. Lee Berger, an author on both papers and leader of the Malapa project where the fossil vertebra was found adds "not only has there been an assumption that these sorts of cancers and tumours are diseases of modernity, which these fossils clearly demonstrate they are not, but that we as modern humans exhibit them as a consequence of living longer, yet this rare tumour is found in a young child. The history of these types of tumours and cancers is clearly more complex than previously thought".

Both incidences of disease were diagnosed using state of the art imaging technologies including those at the European Synchrotron Research Facility in Grenoble, France, medical CT at the Charlotte Maxeke Hospital in Johannesburg, and the micro-CT facility at the Nuclear Energy Corporation of South Africa at Pelindaba.

"Researchers in South Africa are at the forefront of using various X-Ray modalities to discover new and interesting facts about ancient human relatives," notes Dr Jacqueline Smilg, a radiologist based at Charlotte Maxeke Hospital, who is an author on both papers and was involved in the clinical diagnoses. "This is another good example of how the modern clinical sciences and the science of palaeoanthropology are working together in South Africa and with international collaborators to advance our understanding of diseases in both the past and the present."

<http://www.wits.ac.za/news/latest-news/>



Music Makes Beer Taste Better

The music played in a bar can impact how much you enjoy your drink

Music can influence how much you like the taste of beer, according to a study published in [Frontiers in Psychology](#).

Their findings suggest that a range of multisensory information, such as sound, sensation, shape and color, can influence the way we perceive taste.

The Brussels Beer Project collaborated with UK band The Editors to produce a porter-style beer that took inspiration from the musical and visual identity of the band.

The ale had a medium body and used an Earl Grey infusion that produced citrus notes, contrasting with the malty, chocolate flavors from the mix of grains used in production. This taste profile was designed to broadly correspond to The Editors latest album, 'In Dreams'.

Then, a team of researchers led by Dr. Felipe Reinoso Cavalho, from the Vrije Universiteit Brussel and KU Leuven, designed an experiment to see if the influence of music and packaging design would result in a more positive tasting experience.

They invited 231 drinkers to experience the beer in three different conditions.

The first served as a control group and drank the beer along with a bottle without a label. In this case, they didn't listen to any specific song.

The second group, testing the influence of packaging, tasted the beer after seeing the bottle with the label.

The third group drank the beer presented with the label while listening to 'Oceans of Light', one of the songs on the band's latest album which the beer was created to reflect.

Before the test the participants rated how tasty they thought the beer might be. Then after tasting they rated how much they had actually enjoyed the drink.

The results showed that those presented with the label and track reported both greater enjoyment than those presented with the beer and label alone.

Filipe said: "We have been able to see that people tend to feel more pleasure when experiencing beverages along with sounds that are part of the beverage's identity.

"In this case, we have shown that people that previously knew the song that was used in the experiment, not only liked the multisensory experience of drinking beer more while listening to it, but they also liked the beer itself more.

"It seems that the added pleasure that the song brought into the experience was transferred into the beer's flavor."

Speaking about the next steps for this research Felipe said: "We want to keep assessing how sounds can modulate perceived flavor attributes of food and beverages, such as bitterness, sweetness, sourness and creaminess.

"We also want to understand how sounds can influence our decision making process, in order to see if different sounds could, for example, lead people towards healthier food choices."

Research into the interaction of different sensory information on taste has opened up the way for food and beverage retailers to create a range of novel eating and drinking experiences.

"We believe that this is just the beginning;" said Felipe, "We will also be able to work with other food and beverage types and progressively include other senses in this pairing process, such as vision, smells, touch."

<http://www.frontiersin.org/>



The Feel Of Food

A team of biologists has discovered the cellular mechanism through which fruit flies sense food texture

Some people love avocados. Others hate them. For many of the latter, the fruit's texture is the source of their intense dislike. What gives?

Scientists do not have a clear understanding of the exact process by which food texture is sensed. But now, a new study by UC Santa Barbara biologist Craig Montell and his research team sheds light on how fruit flies "feel" foods based on two important textural features -- viscosity and hardness. Their findings appear in the journal *Neuron*.

"The food industry knows very well how important texture is to the appeal of foods," said Montell, the Robert and Patricia Duggan Chair in Mathematical, Life, and Physical Sciences in UCSB's Department of Molecular, Cellular, and Developmental Biology. "But despite the intense effort by many groups, including our own, in looking at how chemicals in foods affect the appeal, little has been done to understand how food texture is sensed."

Lead author Yali Zhang, a postdoctoral fellow in Montell's lab, was fascinated by how flies sense food. "That is why I decided to embark on this project, since very little is known about the identities of the cells and receptors in the fly 'tongue' that are responsible for detecting food mechanics."

Montell, Zhang and collaborators Tim Aikin and Zhengzheng Li discovered a single cell responsible for the insects'

ability to distinguish food texture. Located in the fly's main taste organ, this neuron sends out many long, thin extensions, called dendrites, into the bases of taste hairs distributed on the surface of the tongue.

"When confocal microscopy showed me this beautiful multidendritic neuron in the fly tongue, I was thrilled because it had not been reported before," Zhang said. "I thought it must do something unique and important."

Zhang was right. When the bristles on the end of the fly tongue come in contact with food, they bend, and do so in proportion to the hardness of the food. As a result, this activates the food texture neuron to varying extents. Because the bristles are on the outside of the fly tongue, the insect can evaluate food texture before ingesting the food.

"Force activation of this food texture neuron tells the fly whether to eat or not to eat, depending on how hard or viscous the food is," Montell explained. "The fact that one neuron can control opposing behavioral responses is very different from sensation of the chemical properties of foods, where one set of neurons is stimulated by attractive foods, such as sugars, and a different set of neurons activated by bitter foods causes a stop-feeding signal."

The investigators also identified a cell surface protein called TMC -- transmembrane channel-like -- that is critically important in the food texture neuron. The TMC protein in flies is related to a human TMC essential for hearing. While hearing and food-texture sensation may seem unrelated, both are types of mechanosensation. Sound moves the eardrum, which activates cells inside the ear, while the movement of taste bristles by the physical properties of food activates a neuron in the fly tongue. This suggests that TMC may be an important part of a mechanosensor that functions both in humans and in flies, for hearing and taste, respectively.

"No one has actually shown that human or fly TMCs are sufficient to function as mechanosensors, due to challenges in expressing these proteins in artificial systems that would allow investigators to address this question," Montell explained. "While TMCs are candidate mechanosensors, they may not be acting alone."

"Identifying other proteins that play roles in food texture sensation in fruit flies is an important next step," he continued. "Because there are eight different types of TMCs in mice and humans, it would be fascinating to learn whether any of them has a role in food texture sensation in mammals."

<http://www.news.ucsb.edu/2016/017033/feel-food>



Recipe Of The Month: Champagne Fooler

Dietitian's tip:

This champagne substitute has all the sparkle and taste but half the calories of the real thing.

Serves 4

Ingredients

1. 2 cups unsweetened apple juice or apple cider
2. 1 and 1/2 teaspoons fresh lemon juice
3. 2 cups lemon-flavored sparkling water

Directions

Chill a champagne or wine glass. Mix the apple juice, lemon juice and sparkling water in a glass. Serve.

Nutritional analysis per serving

Serving size: About 2/3 cup (5 ounces)

- Cholesterol 0 mg
- Calories 55
- Sodium 4 mg
- Total fat 0 g
- Total carbohydrate 14 g
- Saturated fat 0 g
- Dietary fiber 0 g
- Trans fat 0 g
- Added sugars 0 g
- Monounsaturated fat 0 g
- Protein Trace

<http://www.mayoclinic.org/healthy-lifestyle/recipes/champagne-fooler/rcp-20146132>