

EDITORIAL

with Dawn Brown

There is help for the 'February Blahs'

As I write this week's editorial, a steady veil of snow is falling from bleak, pale gray skies blanketing the piles of snow that have already accumulated so far this winter. With more snow in the forecast for the weekend and frigid temperatures predicted for much of February, it's easy to feel like spring will never arrive, while in reality spring is only 40 days away. Just a little over a month, but that time can feel so much longer when facing snow and frigid temperatures day after day—especially when the cold and snow keep us cooped up inside.

For many Canadians these cold, dull days can make them feel more than a little down. Seasonal Affective Disorder (SAD) is a type of clinical depression that follows the seasons—beginning in late autumn and lasting until spring. For some, SAD can be mild, sometimes referred to as a case of the “winter blues”, but for others it can be debilitating affecting all aspects of their lives.

According to the Ontario Canadian Mental Health Association, between two to three per cent of the general population may have SAD, while 15 per cent may experience the milder “winter blues”. SAD can affect anyone at any age, but usually begins for people over 20-years-old, and is more common in women than men. While there is no certainty as to what causes SAD, it's theorized to be related to variations in our biological internal clocks responding in part to changes in the length of days.

Symptoms can include: changes in appetite—especially craving sweet or starchy foods—weight gain, decreased energy and fatigue, oversleeping, difficulty concentrating, irritability, avoiding social situations, and feelings of anxiety or despair.

For people who do experience these symptoms, especially if you are having suicidal thoughts, the Ontario Canadian Mental Health Association encourages you to contact your doctor for help. SAD is treatable, even for those with severe symptoms.

For those with mild symptoms, there are a number of things you can do to help alleviate those symptoms. Get outside more to take in more sunlight. Open drapes and blinds to let more light into your home, even switching on lamps can help. Exercise can reduce stress and increase energy, and try to avoid those carbohydrate cravings.

A sunny, warm vacation is another way to chase those “winter blues” away, though symptoms are likely to return when the holiday is over. In the meantime, we can take some comfort in knowing that spring will come and every day brings us just a little bit closer.

For more information about SAD, symptoms or treatment, visit the Canadian Mental Health Association website, <http://ontario.cmha.ca>.



COMMAND CHANGE: The Acton Navy League, Compass Rose, underwent their Change of Command from Lieutenant (NL) Chris Mulhall to Lieutenant (NL) Paul Simas. Cadets stand in anticipation for the official ceremony. - Alex Hilson photo

Lady Doritos



By
Angela Tyler

I don't much like Doritos. Back when I was in grade school, they were a big thing for some kids. My memories of Doritos are orange fingers caked with stuff that felt like it was glued to your skin. If you tried to rub it off onto your clothes, it was sure to stain. If you licked your fingers, you got stares from people. No matter how you tried to get that crap off your fingers, they, in the end, would still be orange until you doused them with soap...lots of soap.

I wasn't really fond of the taste either. I've tried different flavours over the years from ranch to spicy, but orange fingers remained a problem. In the end, Doritos just weren't for me. I figure you're either a Dorito fan, or you aren't. It's kind like anchovies; you either love them, or hate them. There is no in-between.

In the news this week, PepsiCo chief executive Indra Nooyi has proclaimed that there is a problem with Doritos. It's such a big problem that they are redesigning Doritos...or some of them. Nooyi has said that the problem with Doritos is women. Women, she believes, don't like

to crunch those chips in public because they are too big for our fragile mouths, too orange for our fingers and, darn it, the bags just don't fit nicely into our purses. She stated, “women love to carry a snack in their purse”.

Good God, when I read this I thought it was a joke. The chief executive for PepsiCo—a woman—had just tossed us back into a 1950s housewife state of mind. PepsiCo is the second largest food and beverage company in the world and the chief executive has stated that women love to carry a snack in their purse and don't like to crunch chips publicly. What the heck?

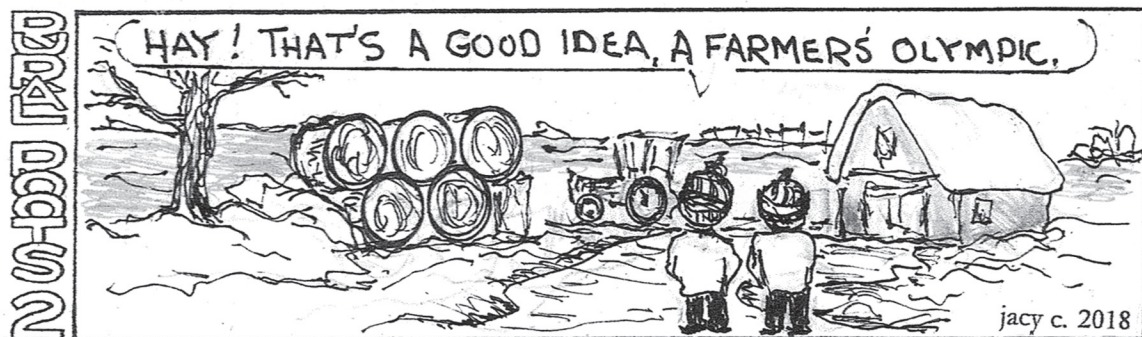
Listen Indra, I don't carry Doritos in my purse, and not because they don't fit. It's because I don't like them. Most of the women I know carry the essentials in their purses...plastic, cell phone, feminine supplies, Kleenex and keys. If the purse is big enough to hold anything more, it's usually filled with

grocery receipts, loose coins at the bottom and, if you're lucky, a working pen. For me, it's always a good day if I don't have a piece of Lego shoved in there as well. Carrying a snack isn't even a thought, let alone a choice. Many of my “women” friends, have even eliminated carrying a purse all together.

I don't think women care if whatever they choose as a snack crunches loudly or not. Now, I doubt anyone likes the orange flavour powder residue their fingers. I can't think of one person who would say, “I won't eat a Dorito unless it stains my fingers and cakes onto my skin.”

I don't think women need “Lady Doritos”. I am still shocked that a woman in the position that Indra is in at PepsiCo would even come out in support of this marketing idea. As Seth Meyers indicated during his monologue the other night... in the era of #metoo having a snack that encourages women to be silent isn't exactly a great idea either.

Bad move PepsiCo...this flop is the equivalent of Coca Cola's “New Coke”, and surely you remember what happened there.



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