

Get ready folks---it's allergy season across Can.

While the majority of Canadians relish soaking up the summer's sun and all the activities that go with it, there are more than 2.5 million others who regard the season with trepidation. They are the allergic hay fever sufferers; and to them, summer means trouble.

The miseries of hay fever sufferers usually

begin in mid-April and often last until the first snow falls in winter. But, the worst offender, ragweed, which causes the most hayfever suffering of all, doesn't show up until July or August. As flowers and plants continue to bloom, the atmosphere is filled with airborne pollen - the most common trigger of seasonal allergy at-

tacks. Runny noses, sneezing and itchy eyes are all symptoms that plague the untreated. **ALLERGY TRIGGERS** While at least 10-15 percent of the population is afflicted with allergy, most people do not understand what causes the onset of the annoying symptoms that accompany allergic reactions.

An allergy is the result of the body's defensive response to a usually harmless substance, called an allergen. Although most people do not notice the presence of these substances (such as airborne pollen) they can trigger reactions that range from mild to severe in the hypersensitive individual.

The most common allergen, and that responsible for the majority of seasonal allergy, is pollen. Of the wide variety of pollens, grasses, weeds and trees—particularly grasses and ragweed—are the more notorious offenders. Other common allergens responsible for non-seasonal allergy include house dust, animal dander and moulds.

THE SILENT DEFENDERS

When an allergen enters the bloodstream of a hypersensitive individual a protein antibody, which is aimed at combatting the invading allergen, joins with the allergen and causes the release of various chemicals. The most common and troublesome of these chemicals is histamine.

According to Dr. Allan Knight, head of the division of Clinical Immunology at Sunnybrook Medical Centre, Toronto, "The release of histamine can occur in the nasal passage, eyelids, skin or lining of the bronchial tree—wherever the allergen enters the body tissue. Histamine causes inflammation, swelling, redness and itching. This, in turn, will lead to sneezing, a runny or stuffy nose and

watery eyes. In other words, an attack of hay fever."

TREATMENT OF ALLERGIES

People suffering ongoing and multiple allergies can be prescribed a treatment of regular allergy serum by their family doctor.

The serums contain an allergen in diluted form which is injected into the body in an attempt to desensitize it to that specific allergen. If successful, repeated injections of the serum will eventually lead to resistance or immunity to the allergen. However, treatment with allergy serum works best in children and young adults and benefit is not predictable.

More commonly, oral antihistamines are taken in recommended

doses of up to six per day to control allergy symptoms. These work by blocking the effects of histamine (swelling of tissues, itchy eyes and ears) and are often combined with a decongestant to help dry up a runny nose or watery eyes. Unfortunately, the majority of available antihistamines also cause unpleasant side effects, including blurred vision, drowsiness or dry mouth which may interfere with effective treatment.

There is, however, a new breed of antihistamines which acts to prevent allergy symptoms without the negative side effects of conventional antihistamines. HISMALAN astemizole by Janssen Pharmaceutica Inc. is a once-a-day, non-sedating allergy treatment.

Co-operative education passing the test

The education system is passing the test when it comes to equipping young people for today's job market, according to Wayne Busch, president of Georgian College in Barrie.

The co-operative education experience in particular, Busch points out, is producing highly trained individuals who have combined their education with practical work experience.

Busch was responding to comments made by Douglas Lajeunesse of the Canadian Federation of Independent Business (CFIB) in the Spring, 1985 issue of Profits, the Federal Business Development Bank's newspaper for small business.

Lajeunesse claims that the education system is not "equipping young people for today's job market." "We're placing ninety percent of our grads," says Busch. "We must be doing something right."

Busch agrees with the CFIB's assertion that schools should "concentrate on encouraging a stronger work ethic and on...raising the quality of skills training." The goal of the co-operative educational experience is "exactly that" he notes.

Georgian College is Canada's fifth largest co-operative educational institution, offering co-op programs in its technology, tourism and hospitality, and business divisions.

At Georgian College, co-operative education students spend at least one-third of their education as paid members of the workforce engaged in activities directly related to their program of study.

Couple married

Married Aug. 3 in St. Paul's, Conniston, Ont., John Ironside, son of Norm and Connie, to Franca Salzillo, daughter of Pasquela and Johanna. Friends and relatives attended

the technical skills we're teaching them while they work," says Busch.

Even when hiring co-op education students a small business must invest heavily in on-the-job training. Any business can expect to train a graduate for a year before "experiencing a return on its investment," Busch claims.

Busch is sympathetic to the plight of small business whose investment in training is particularly high. As the CFIB points out, small businesses often lose new employees to larger companies after they invest heavily in the initial training.

To encourage commitment from an employee, employers should spell out their expectations as well as the commitment they're prepared to make. Small business should market its more personal work environment and its capacity for growth.

And, says Busch, part of an employer's commitment to the employee should be ongoing training. "Training should be viewed as an investment, not a liability."

Busch emphasizes that concerned employers can have a greater impact on the type of graduate the college system produces. He challenges business to get more involved in the learning process by hiring co-operative education students, joining college advisory boards and by participating in the Ontario government's employee training incentive programs administered through the College system.

"Georgian College is in business to produce well-trained students who understand the concerns of business. But we must have the participation of business in the education process to

ensure business concerns are being met by the College."

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