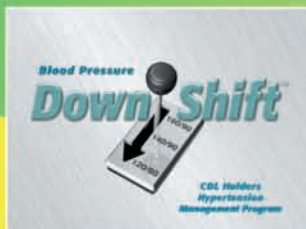


DRIVERS HEALTH



DriversHealth.com

Sponsored by Blood Pressure (BP) DOWNSHIFT™

Ramp Publishing is very proud to publish this charter installment of the new Drivers Health section of our magazine. After spending over 25 years in the trucking industry, at Ramp Publishing we know that keeping your job secure so that you can support yourself and your family is very important to today's professional drivers. The Federal Motor Safety Administration (FMCSA) a separate administration within the U.S. Department of Transportation, has issued the DOT Safety Guidelines requiring professional drivers to have a blood pressure of 140/90 mm Hg or below to keep their full CDL (commercial drivers license) status.¹ So it has become more important than ever that you work to monitor, improve and maintain your good health. This is why Ramp Publishing has partnered with Novartis Pharmaceuticals Corporation to promote the free educational resource program *BP DownShift™* and to bring you a new monthly Drivers Health section in both *Over The Road (OTR) Magazine* and *Pro Truckee Magazine*.

BP DownShift™ is an educational resource program designed to help professional drivers improve their health.² *BP DownShift™* supports today's drivers with access to three key resources for accomplishing this goal: (1) an informative interactive website www.drivershealth.com;

the first and ONLY website for professional drivers that focuses on CDL health requirements and overall health and wellness; (2) the new Drivers Health sections of *OTR* and *Pro Truckee Magazine* – an educational editorial section that focuses each month on a separate aspect of improving professional drivers' overall health and wellness; and (3) a nationwide network of free Blood Pressure Monitor Kiosks in truck stops throughout the country that make it possible for you, the

Make a healthier lifestyle part of your safe driving routine.

professional driver, to check your blood pressure while you're on the road. Novartis Pharmaceuticals Corporation has been on the forefront of high blood pressure education; they know that your livelihood and your family's well-being depends on your good health, so *BP DownShift™* is designed to help you make a healthier lifestyle part of your safe driving routine for you, your family, and your loved ones.

Located at www.drivershealth.com, the *BP DownShift™* website is devoted exclusively to helping you improve and maintain your long-term good health, with specific emphasis on meeting the current blood pressure requirements for maintaining a CDL. Drivers can become a part of *BP DownShift™* by registering online at www.drivershealth.com. Once you've registered with *BP DownShift™* the program provides you with resources and

information about improving your health; advises you on healthy habits that will work with your lifestyle; explains the special health guidelines you have to meet in order to maintain your CDL; and prepares you for your talk with your doctor, so that you can develop a plan that meets your needs as a professional driver. Registration is easy and membership is free - and registering with *BP DownShift™* at www.drivershealth.com could be the most significant step a driver can take toward living a healthy lifestyle, living a longer life, and maintaining job security.

Drivers Health would also like to introduce our readers to our growing network of free Blood Pressure Monitor Kiosks. Located in major truck stops nationwide, these free self-service kiosks make it possible for professional drivers to monitor their blood pressure while on the road. A recent study suggests that over 66% of professional drivers were not aware that they have elevated blood pressure levels.³ Professional drivers are at increased risk for developing high blood pressure, because the job of a driver is stressful, and life on the road makes it challenging to maintain healthy eating and exercise habits. Drivers can use one of these kiosks to check their blood pressure numbers, in addition to utilizing the nationwide network of kiosks to properly monitor their blood pressure as part of a doctor-recommended blood pressure lowering regimen, if needed. Make sure to look for these handy blood pressure monitor kiosks at your favorite stops.

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Over the coming months, Drivers Health sponsored by *BP DownShift™* will provide useful information on a variety of health care topics that affect professional drivers. We'll explain more about how professional drivers can lower their blood pressure and live healthy by providing practical advice on how to reduce or eliminate risk factors. At Ramp Publishing, it is our sincere hope that reading this charter segment of Drivers Health sponsored by *BP DownShift™* will mark the beginning of a move toward a healthy lifestyle for many of our readers. We would like to thank our partner in this endeavor, Novartis Pharmaceuticals Corporation, for developing *BP DownShift™* the first and only resource of its kind developed specifically for professional drivers that focuses on their CDL health requirements and their overall health and wellness.² We recommend that our readers find out more about the *BP DownShift™* program and sign up for your FREE membership at www.drivershealth.com.

¹ Federal Motor Carriers Safety Administration: Medical Advisory Criteria for Evaluation under 49CFRPart391.41. Available at <http://www.fmcsa.dot.gov/rules-regulations/administration/medical.htm>. Accessed March 1, 2007.

² Novartis Announces BP DownShift, Free Educational Program to Help Professional Drivers Get Their High Blood Pressure Under Control. BP DownShift Press Release, April 27, 2006, Novartis Pharmaceuticals Corporation, <http://www.novartis.com>.

³ Korelitz, James J., Fernandez, Alison A., Uyeda, Valerie J., Spivey, Gary H., Browdy, Ben L., Schmidt, Reynold T., Health Habits and Risk Factors Among Truck Drivers Visiting a Health Booth During a Trucking Trade Show, American Journal of Health Promotion, November/December 1993, Vol. 8, No.2, pp.122.

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