

Maybe Grandma Knows Best After All

Strategies To Cope With Colds And Flu

(NAPS)—This year Americans will experience up to one billion colds. That's two to four colds for the average adult and between five and 10 colds a year for most children. Moreover, nearly a quarter of the U.S. population falls victim to the flu every year.

Since there is no cure for the common cold or flu, most of us will experience the seemingly inevitable period of sneezing, stuffy nose, sore throat and coughing. However, following these strategies should help you cope with the symptoms of a cold and flu:

Drink plenty of fluids. Increase fluids to help loosen and thin mucous in the nose and chest. This will help ease breathing and prevent dehydration that often accompanies a fever from the flu. It's generally recommended that you drink *lots of fluids*, including water, fruit and vegetable juices, and soup.

Enjoy a bowl of chicken soup. Findings of an early scientific report from researchers at the University of Nebraska Medical Center, led by Dr. Stephen Renard, may explain why chicken soup could relieve common cold symptoms. Chicken soup was found to contain ingredients that could ease the symptoms of a cold. "Soups made with chicken stock are a wonderful comfort food," explains Dr. Carole Dichter, Campbell Soup Company's Group Manager—Global Nutrition and Health. "These soups are nutritious and wholesome, so when people want to be warmed up or just feel better, they often turn to favorites like Campbell's Chicken Noodle.



Get plenty of sleep. Rest is particularly important if you have a fever, which may make you feel more tired than usual. *Try to get to bed at a reasonable hour, perhaps a bit earlier than usual to ensure a good night's sleep.* During periods of heavy nasal congestion, try sleeping with your head elevated to reduce pressure on the sinuses and cut down on nighttime coughing.

Humidify your home. Use a vaporizer or humidifier to keep your nose and throat tissues moist. This is especially important during the colder winter months when central heating dries the air.

Choose tissues wisely. Try tissues that are formulated to prevent red noses. Many tissues are now made with lotion and even menthol, which "softens the blow" and is kinder to a stuffy nose.

Always call your doctor if you experience worsening cold or flu symptoms and/or symptoms linger.

To learn more about soup and your health, check out www.campbellsoup.com/nutritioncenter.