



HEALTH AWARENESS

Americans Get Help Understanding AD/HD

(NAPSA)—Although studies show that up to seven percent of Americans have Attention Deficit/Hyperactivity Disorder (AD/HD) symptoms, such as inattention, hyperactivity and impulsive behavior, the public remains confused about just what this disorder involves.

With the help of *Brady Bunch* star Christopher Knight, the National Consumers League (NCL) and *ADDitude Magazine* have launched a national campaign to clear up the confusion.

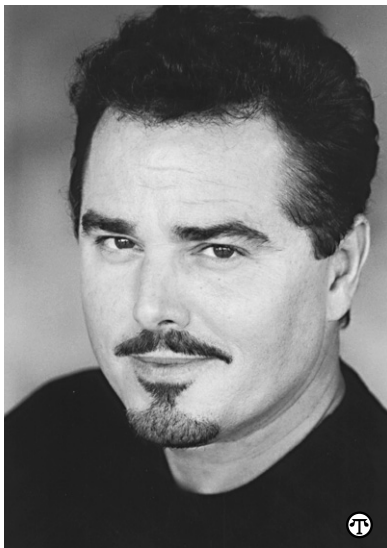
The campaign includes an informational Web site, outreach efforts and a series of public service announcements featuring Knight, who played Peter on *The Brady Bunch* television show.

“An important barrier to treatment is misinformation,” said Linda Golodner, NCL president. “Go on the Internet and you’ll be told that AD/HD is the parents’ fault or that too much TV is to blame. That is fiction. AD/HD is a brain disorder and it requires the help of parents, teachers and health professionals.”

Children with untreated AD/HD are at an increased risk of dropping out of school, while adults with AD/HD are at an increased risk of losing their jobs.

AD/HD is treatable. The nation’s leading experts agree that properly diagnosed AD/HD is best treated with behavior therapy, and, if necessary, medication.

However, the recent NCL survey revealed that more than half of the respondents considered vitamin or herbal supplements a good way to treat AD/HD, and nearly two-thirds said reducing the amount of sugar kids consume will help. The new campaign aims



Brady Bunch star Christopher Knight is helping to clear up confusion about AD/HD.

to eradicate such myths.

A key part of the campaign is a set of AD/HD Principles that include the rights and responsibilities of those who have the disorder. Numerous organizations have signed the Principles, as has Knight, who struggled with the disorder but was not diagnosed until five years ago.

“My real life was a lot like Peter’s was on ‘The Brady Bunch,’” said Knight, now a successful entrepreneur. “Peter was the one always getting in trouble. He got fired from the ice cream shop and the bicycle shop.”

Knight hopes his volunteer efforts will inspire others to learn more about AD/HD.

“No one should suffer like I did,” he said.

More information is available at www.nclnet.org.