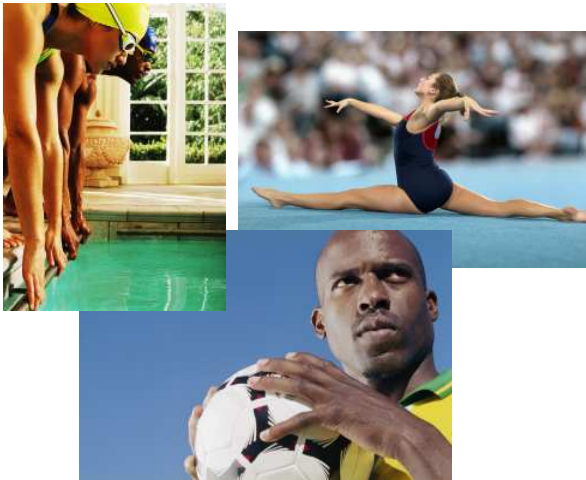


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Eating at the Beijing Olympics

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CPE Level: 2

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Educational Objectives for your profession

Upon successful completion of this program you will be able to...

- Understand food safety and contamination issues in China.
- Comprehend the measures necessary to insure safe food at the Beijing Olympics.
- Articulate why Kosher foods are increasingly popular in China.

Eating at the Beijing Olympics Continuing Education Course

Instructions for continuing education exam



Read the article. Answer the continuing education exam questions.

Use the related article to complete the continuing education (CE) exam. The exam questions immediately follow the article (p. 6).



Record your answers.

On the attached answer form (p. 8), mark the ONE best answer OR submit your answers online at: www.numedix.com/Exam.html

A minimum score of 70% on the exam is required to receive CE credit.



Good luck!

Article: Eating at the Beijing Olympics Wait for the 8

It's the countdown to the Beijing Olympic opening ceremony, scheduled to begin 08.08.08 at 8:08:08 p.m. The date and time are no coincidence. In the Chinese culture, certain numbers are believed to be auspicious, particularly when its pronunciation sounds similar to another desirable word. For instance, the word for "eight" in Chinese (Mandarin Pinyin pronunciation: "bā") sounds similar to the word which means "prosper" or "wealth" (Mandarin Pinyin pronunciation "fā").

Conscientious of the world's attention on China, politics and citizens, Chinese officials have made significant preparation efforts, but some not without controversy. The relocation of certain Beijing citizens, shut down of manufacturing plants to reduce air pollution, and political protests during the torch relay have made headlines during the pre-Olympic period. A string of food scandals last year has initiated "crisis management", and raised concerns among athletes and trainers regarding the consequences of food contamination. Like Beijing's noxious air, China's food safety is one the most sensitive issues surrounding the Olympics, carrying the potential to ruin China's \$40 billion preparations to use the Games to show off a modern nation.

Food Doping, Contaminants & Terrorism

Athletes who compete at the 2008 Beijing Olympics face the danger of a positive drug test if they dine out and eat some of China's chemical-laden foods, a top Chinese doping expert has warned. To enhance yield, anabolic steroids and other growth-enhancing agents are used in domestic animals to such an extent that it is possible for measurable amounts to appear in the urine of the consumer, says Yang Shumin, the former head of China's Olympic doping control centre and an expert on anabolic steroids. "Concern about it goes to the top of the Chinese government," Yang, now a researcher at the doping control centre who also advises the government on food safety.

Athletes caught doping rarely admit their guilt, and most come up with dubious stories about spiked food and drink or medicine that turned out to contain banned substances. "Those stories could be true in 2008," Yang said.

Many of the hundreds of millions of China's farmers buy anabolic steroids for their livestock and antibiotics for their fowl from salesmen who promise better prices for larger pigs and ducks. Dangerous pesticides, fertilizers and chemical additives to make the produce more attractive combine with heavy metals washed into the food chain through contaminated rivers and streams. Moreover, poor hygiene and food handling enhance the risk for regular outbreaks and mass food-poisoning. Over 10,000 athletes will be arriving for the Beijing Olympics. The potential for a large scale foodborne illness is even greater, since athletes eat at a single venue in the Olympic Village.

Recently, 336 people fell sick in Shanghai in September after eating pork contaminated with anabolic steroids. Sales of turbot, a popular flatfish, were also this month banned in parts of eastern China after they were found to contain carcinogens from antibiotics. Other food scares have centered on duck eggs dyed with dangerous chemicals and snails infested by parasites that sent about 90 Beijing diners to the hospital suffering from meningitis.

Although it is aware of the wider problem, the Chinese leadership has made the Olympics its focus, staking its prestige on staging doping-free games. "The Chinese government cares. They don't want to lose face because of doping. And that does not just apply to Chinese athletes. It applies to all athletes," said Yang. "So we are doing our best to prevent any drugs getting into athletes' systems."

The government has issued what is called a "dead order" -- one that must be obeyed at all costs -- on food safety at the Olympic village where most of the athletes will stay during the Games. A high-tech surveillance system will be used to trace the entire food supply chain for the athletes, from production and processing to delivery at the village. The government also unveiled the Olympic Food Safety Command Center to deal with food emergencies. "Precautions must be taken to avert any trace of terrorist attack on our food supply chain," said Zhang Zhikuan, head of the Beijing Industry and Commerce Bureau.

The Chinese Go Kosher

Driven in part, by food safety issues involving seafood, pet food and toothpaste, there has been a boom in the number of Chinese factories being certified to export Kosher products.

Beijing's only Kosher restaurant opened 1 year ago, drawing the small Jewish expatriate community, tourists, curious Chinese and even a few Muslims. Business has been so good at Dini's Kosher Restaurant, that part-owner Lewis Sperber is talking about setting up a second branch closer to the Olympic venues in northern Beijing. Like many restaurateurs and bar owners, Sperber is hoping to benefit with as many as 550,000 foreigners expected to descend on Beijing for Olympics.

Rabbi Shimon Freundlich, who also inspects for the Orthodox Union and owns a part interest in Dini's, said American-based food companies are asking him to conduct non-Kosher inspections of their operations in China. He called them "100 percent" related to recent food scandals in China.

"They don't necessarily want it for Kosher purposes," he said. "They just want to make sure they can guarantee that the standard promised by the company is what's being produced."

Kosher certifications in China conducted by the Orthodox Union - the best-known certification body - have doubled to 307 in the last two years. The total number of Kosher certifications is about 2,000, exporters working to reach the world Kosher market.

"The fact that there is another set of eyes coming through the plants on a regular basis - such as the Kosher auditing or Kosher supervisors - means that the companies, the factories are more careful about hygiene and sanitation," said Rabbi Mordechai Grunberg, who examines Chinese factories for the Orthodox Union.

"From the hygiene side, whether someone is Kosher or not, Jewish or not, people will want food from here because it is considered cleaner and more hygienic being that we're in China," said Minette Ramia, who manages Dini's,

There will be a Kosher kitchen in the Olympic Village, and is expected to serve 300-400 meals a day, more than twice than what was served in Athens.

Pork for the Olympics will be produced organically (and top secretly, to combat any fears of terrorism), to avoid pork that has been fed growth hormones. This steroid-free pork will be good news for any athlete worried about failing a drug test after eating spare ribs. But not everyone agrees with this special treatment for athletes. Synear Food, the exclusive supplier of frozen dumplings for the Olympics, said their standard product was fine for everybody. We "don't feel it is the right thing to have a more favorable arrangement for the athletes and show bias against the public customer," said a Synear spokesperson. Likewise, McDonald's is not making any special

provisions for their outlet in the Olympic Village: they'll follow the "same rigorous standards for spectators, athletes and the media."

What's For Dinner?

As the Olympics approach, planners are concretizing more specific details on providing a homey atmosphere for the athletic delegations that will be visiting Beijing. To accommodate the different culinary tastes that hail from 200 countries and regions around the world, the Food and Beverage Administration of Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) Games have created a sort of "menu" catering to the myriad tastes of the international guests.

Home Cooking

In considering what food to make available for the visitors, Kang Yi, head of the above-stated arm of BOCOG, told reporters that planners had to think from the angle of "differences," considering different countries, different cultural backgrounds, different customs, and different eating habits to come up with appropriate arrangements.

In the Olympic Green there sits the Olympic Village which boasts a cafeteria for athletes. In the cafeteria, there sits four differently labeled sections: international, Mediterranean, Asian, and Chinese. No matter where the guests may come from, Kang has assured that they will taste a bit of home while in Beijing.

According to the director, the menu includes a plethora of food, some catering to religious and health-conscious needs. The menu will operate on an 8-day rotating schedule, so as to avoid monotony.

30% Chinese

The food presented during the Games to athletes will be mostly of the Western variety. According to Kang, only 30% of the food in the cafeteria will be Chinese. This is because, Kang says, athletes want to eat well in order to prepare for their competitions. This includes feeling comfortable with what they eat, and familiarity is often a part of that comfort.

Another habit that foreigners have is to measure food by the number of calories it carries. This is something that most Chinese are not familiar with. As such, all western food served in the cafeteria will be accompanied by nutrition labels so that athletes may make informed decisions about their meals. Chinese food, according to custom, will not carry nutrition information.

BYOF (Bring Your Own Food)

The United States Olympic Committee's (USOC) plans to bring its own food to China have disappointed the head of food services for the Beijing Olympics. "I feel it's a pity that they [the Americans] decided to take their own food," Kang Yi, the head of the food division for the Beijing organizing committee.

The USOC is planning to transport tons of meat and other foods to a training camp at Beijing Normal University. The 600-plus American athletes are expected to eat their daily meals at the Olympic Village, USOC spokesman Darryl Seibel said. But the U.S. delegation also includes additional 400-plus personnel -- support coaches, trainers, etc. -- who are not eligible for food service at the village and therefore will eat most of their meals at Beijing Normal.

Seibel said the food service at Beijing Normal will serve as a supplement to the village, which will house about 17,000 athletes and officials during the Games and be capable of serving 6,000 meals simultaneously. "We have absolutely no concerns about the quality and safety of the food in the Athletes Village," Seibel said. "Also, we will be sourcing products from local suppliers for our training table, in addition to bringing some products with us. We had the same approach during the Athens and Torino Games, as well."

"We have made lots of preparations to ensure that they [athletes] can get together at the Olympic Games," said Kang, speaking at a news conference Thursday on food safety. Another official said there was no evidence drugs and growth stimulants used in meat production could trigger positive doping tests. "As far as we know we haven't found any scientific report on this," said Lu Yong, director of the Beijing Municipal Food Safety Monitoring Center.

Food security

In order to ensure the safety of food and food products, BOCOG and relative government departments will be fully cooperating to see that from the field to the dining table, all ingredients are fully protected.

Tang Yunhua, a spokeswoman for the Beijing Municipal Office for Food Safety, repeated plans for extensive monitoring from the pasture to the plate -- using bar codes, satellite tracking devices and labor-intensive operations -- for food served at the Olympic Village. "We can guarantee the food safety during the Olympic Games," Tang said. "And the standards for Olympic food safety are much more strict than international standards. So all the delegations can enjoy the food provided during the Olympic Games."

Kang outlined an intricate procedural route which included ingredient requests from BOCOG's Games Services Department to Beijing's business bureau. After meeting criteria there, the food will be sent on to a city food safety center, where the majority of the food work will be overseen.

Food will not be the only thing under tight observation by Beijing. Using advanced technology, including GPS, GRS, and Radio Frequency Identification (RFID), security personnel will be monitoring Olympic hotels, venues, manufacturers, distribution centers, and hospitals, among other sites. In this manner, if any problem does arise with regards to food, BOCOG and Beijing's business bureau will be notified immediately and appropriate actions can be taken.

Auspicious 8

Globalization and world events like the Olympics allow us to fellowship with other cultures and people. Food and eating, a social event in all cultures, brings us together in fellowship, causing us to reflect upon and celebrate our diversity. Chinese officials have taken great efforts to welcome foreigners to their land, and although they may be controversial (i.e., relocation of Beijing citizens and factories) or well-intended (i.e., smoking bans, massive expenditures on new facilities), the world is watching and hoping that the auspicious numeral "8" brings prosperity and success to Beijing.

Continuing education exam:

Eating at the Beijing Olympics

1. What number is regarded as "auspicious" in the Chinese culture?
 - A. 1
 - B. 4
 - C. 6
 - D. 8
2. The potential for a large scale foodborne illness is even greater, since athletes eat at a single venue in the Olympic Village
 - A. True
 - B. False
3. The Chinese government has issued a _____ -- one that must be obeyed at all costs.
 - A. Referendum
 - B. Dead order
 - C. Constitutional amendment
 - D. None of the above
4. The Olympic Food Safety Command Center was developed to deal with food:
 - A. Preparation.
 - B. Purchasing.

- C. Emergencies.
 - D. All of the above
5. There has been a boom in the number of Chinese factories being certified to export Kosher products.
 - A. True
 - B. False
 6. Kosher certifications in China conducted by the Orthodox Union - the best-known certification body - have _____ in the last two years.
 - A. Declined
 - B. Doubled
 - C. Tripled
 - D. Quadrupled
 7. What type(s) of cuisine are featured in the Olympic Village cafeteria?
 - A. International, Mediterranean, Asian, and Chinese
 - B. International, Kosher, Japanese and Chinese
 - C. American, Indian, Italian and Chinese
 - D. None of the above

8. Which cuisine (served in the Olympic Village cafeteria) will have nutrition labels and information?
- A. Chinese
 - B. Western
9. Which country is bringing their own food to the Olympics?
- A. Australia
 - B. Japan
 - C. United States
 - D. United Kingdom
10. Food and eating, a social event in all cultures, brings us together in fellowship, causing us to reflect upon and celebrate our diversity.
- A. True
 - B. False

Survey

Help us serve you better! Please answer the following questions, marking your answer form:

11. Which continuing education categories interest you? (Mark all that apply)
- A. Child development
 - B. Communications
 - C. Disease therapy
 - D. Food policy & science
 - E. Nutrition
12. Which continuing education categories interest you? (Mark all that apply)
- A. Professional skills
 - B. Sports medicine
 - C. Weight management
 - D. Women's health
13. How did you first hear about numedix.com?
14. List subjects you would like to see as continuing education courses.

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Eating at the Beijing Olympics Answer Form

Individual information (please complete)

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Address:

Email:

Profession & registration no.:

Instructions



On this answer form, answer that corresponds to the exam question.
A minimum score of 70% on the exam is required to receive CE credit.

- | | | | | | |
|-----|---|---|---|---|---|
| 1. | A | B | C | D | E |
| 2. | A | B | C | D | E |
| 3. | A | B | C | D | E |
| 4. | A | B | C | D | E |
| 5. | A | B | C | D | E |
| 6. | A | B | C | D | E |
| 7. | A | B | C | D | E |
| 8. | A | B | C | D | E |
| 9. | A | B | C | D | E |
| 10. | A | B | C | D | E |

11. Fill in blank:

12. Fill in blank(s):

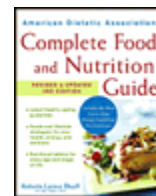
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ADA Complete Food &
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