

30 Social Media Marketing Posts

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Presented to Matt Gladen

Instructions: Provide 30 social media posts that would be of interest to people working in concrete construction, concrete contracting, or with ready mix or precast concrete manufacturing. General audience is male, 30-60. Blue and white collar workers.

Materials must be suitable for all ages and do not have to be industry specific. Funny, interesting, informational and other posts are ok. Materials will be posted on Facebook, Twitter and Google+. Minimum of 140 characters.

Post 1:



While little boys stand in awe at the side of the road as they watch cement mixers drive by, the reality of driving one is vastly different than the surreal experience those little lads are imagining.

While cement or concrete mixer trucks vary in size, they can weigh up to 30,000 pounds and can haul up to another 30,000 pounds of wet concrete. Safety is the most important aspect of driving a truck of any kind – especially a cement mixer. They are difficult to stop quickly as a result of the weight they carry. In addition to the significant weight of the vehicle, the truck's handling is also difficult; rollover accidents are common with concrete trucks. There is tremendous stress on the body of the truck when it is fully loaded, and if it gets in an accident with a regular passenger vehicle, there is no need to guess which one will come out better. Teaching safety and respect of these mighty vehicles is a necessity that will save lives – even yours.

Post 2:

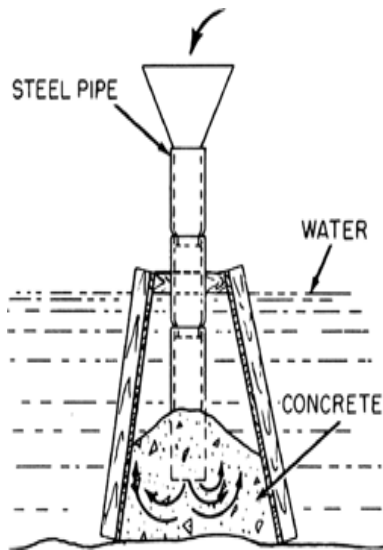
How can you drop a raw egg onto a concrete floor without cracking it? Well – what is the answer, you ask? The answer is that concrete floors are hard to crack.

But let's think about it – does the ratio of sand to cement affect the strength of the concrete? It's important when doing projects or dealing with concrete to be sure that your measurements are accurate so as to ensure the protection of your materials, supplies, and environmental surroundings.

The internet has concrete calculators that enable you to determine the number of bags of cement you would need for a project by entering the weight of the bags used by the number of square feet being worked on. These calculators will help you to ensure that your quantities are accurate and that you are neither short nor over the required number of bags.



Post 3:



What did the fish say when he ran into a concrete wall?
Dam.

The most common method of handling concrete under water is by tremie. According to www.concreteconstruction.net, "A tremie consists essentially of a vertical steel pipeline, topped by a hopper and is long enough to reach from a working platform above water to the lowest point of the underwater formwork. By this technique the steel pipeline, with a watertight seal at its tip, is placed at the bottom of the formwork. Depending upon depth, the pipe is filled or partially filled with concrete. Then the pipe is gently raised about 6 inches to release the concrete letting it rise up around the tube. In proper tremie placing, a closure is used to seal the pipe prior to placing the concrete. As the tremie is lowered to the bottom of the form, water pressure holds the plate tightly in position. Then the pipe and hopper are filled. The plate retaining wire is released if it is single, or withdrawn if it is double, and the tremie is raised about 4 to 6 inches from the bottom of the form, allowing the concrete to flow into place. An effective plug can be provided by forcing an inflatable rubber ball into the top of the pipe. The ball is pushed downward by the weight of the concrete. Using a ball for the plug offers the advantage that it will pop to the surface on leaving the pipe. Stoppages during tremie placing can cause considerable difficulty and every effort should be made to foresee and avoid them. The main causes of stoppage are: pipe diameter too small as the mix gradually forms a bridge across the pipe walls; delays in delivery because the mix inside the pipe begins to stiffen; mix too harsh or too stiff making plastic flow impossible; poor aggregate grading and, in particular, insufficient fines; the lubrication coating on the pipe walls is broken and sticking follows."

Post 4:

If you could pick one prized possession to encase in a block of cement, what possession would you choose and why? Would it be a photo of a loved one that could never be destroyed? Would it be your favorite ball glove from when you were a kid, or perhaps a ticket stub to a memorable ballgame? Whatever your possession is, think of it. Now, where would the cement block go? Would you throw it into the waters off the Gulf of Mexico? Would you travel to the center of the earth and plant the cement block there? Would you send it to space and release it into the galaxy to travel amongst the stars?



No matter what possession you choose and no matter what you choose to do with it, you can do this with the way you think of your cherished memories – even the memories that you don't cherish. You can send them far away from your consciousness or you can be rest assured that they are always kept safe within your heart, mind, and spirit. That's the beauty of memories – you can keep them or release them to their own fate.

Post 5:



Want to hear a construction joke? Sorry I'm still working on it. Ok. Lame I know. How about this one? What's the difference between a construction worker and a big hole in the ground? If you don't know, you had better find out before you start pouring concrete!!! Still no good? I'll try one more.

Two simple carpenters were working on a house. The one who was nailing down siding would reach into his nail pouch, pull out a nail and either toss it over his shoulder or nail it in. The other, figuring this was worth looking into, asked, "Why are you throwing those nails away?"

The first explained, "If I pull a nail out of my pouch and it's pointed toward me, I throw it away 'cause it's defective. If it's pointed toward the house, then I nail it in!"

The second simpleton got completely upset and yelled, "You moron! The nails pointed toward you aren't defective! They're for the other side of the house!"

Post 6:

From time to time on the news or on social media, we read amazing stories of people who go to extreme lengths to save a trapped cat or an injured dog at a construction site, from a ditch, or from an ugly situation all together.

A recent story was of two cyclists who were riding by a field where they happened to spot a tree with two limbs sprouting out in a “V” shape. There, caught in the “V” of the two limbs was a cow whose head had got lodged between the branches. To make matters worse, the cow was on his back. The cyclists circled the cow and examined his unfortunate predicament, brainstorming how they would help the poor animal. They knew if they left him there, he would die. Other cows roamed around their trapped friend, silently pleading for the cyclists to save him.



First, the cyclists attempted to simply lift the animal’s head up and out from the branches, but that didn’t work. Next, they attempted to separate the branches as far as they could so the cow could lift his head up and out from the branches, but that didn’t work either.

But, when the cyclists worked together and rotated the cow’s body and while one pulled apart the tree limbs and one lifted the cow’s head, they were able to successfully save the injured animal.

Sometimes, teamwork is what you need to solve the most difficult of problems.

Post 7:



From Italian food to Mexican and from Greek to Chinese, our choices of delectable cuisine are endless. We’ve all played the game when asked: “If you were on a deserted island and you only had one meal to have for the rest of your life, what meal would it be?”

Would you choose lasagna? Or perhaps enchiladas? Or maybe gyros or stir-fry veggies?

Would you choose your favorite indulgence even if it was unhealthy? (Hey. No one is around and you’re probably going to die on the island anyway, so why not?) Or – would you choose something healthy? (Hey. You might get off the island and you’ll need to keep your toned physique, right?)

Whatever you choose, your list of favorites – even your favorite dish – is a clear representation of your personality.

So what does your favorite dish say about you? Does lasagna mean you're a romantic? Do the enchiladas mean that you like to have fun? Broaden your horizons and think about the question: "What does your favorite food reveal about you?" (And don't just say: "Because I like it.")

Post 8:

Let's say I'm going to create a time capsule about your life for people to look at 100 years from now and it's up to you to choose and share the ten most significant news articles of events that happened during your lifetime.

What ten event articles would you share?

Most people born before 2001 would probably choose an article to share about 9/11. Maybe some people would share coverage about the OJ Simpson case or the death of Jonbenet Ramsey.

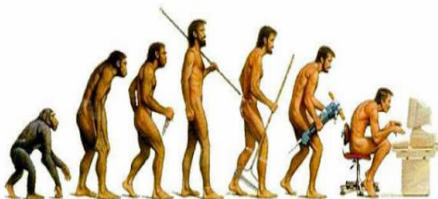
Perhaps you're an older individual and you would choose articles covering the events of the moon landing or the assassination of JFK.

Or maybe it was something in your local paper that touched you in such a way that you wanted to share it with future generations. Maybe a local farmer grew the largest tomato in the town's history? Maybe a local student won the national spelling bee contest?

What events have affected your life? What events would you wish to share?



Post 9:



Is technology making us dumber and lazier? We can scroll through Facebook day after day and come across new inventions that were made to fold our laundry or automatically do our tasks. Instead of studying Math or English, students can just google the right answers, resulting in their minds having the option to retain the information or not; why? – because Google is already doing it for them.

Is technology really advancing our society or is it hindering our intellectual growth? Granted, social media is bringing us closer together and it is much easier now than ever before to keep in touch with family and friends across the miles. But, are we losing our brainpower?

It is a hotly debated and controversial issue amongst scholars and intellectuals. So what can we do to keep our minds sharp while technological growth is surrounding us everywhere we turn?

Post 10:

Fast food is convenient, cheap, and easy. But we all know it's not that healthy of a meal choice. So what is the unhealthiest item at the fast food joints out there? Is it the Big Mac from McDonalds? The chicken burrito from Chipotle? Or maybe even a simple Cheeseburger from Wendy's?

It's hard to imagine that when we go to a fast food restaurant that there *are* some items that are healthier than others. Of the ten most unhealthy food items to choose at a fast food restaurant (according to www.thedailymeal.com) the least unhealthy of the ten comes from Dunkin Donuts – Tuna Melt on a Croissant.

As we advance towards the unhealthiest of them all, we pass KFC, Arby's, Pizza Hut, Taco Bell, Panera Bread, and Burger King. So what's the number one, unhealthiest fast food item out there? Hardee's / Carl's Jr.: 2/3-pound Monster Thickburger.

So, if you're thinking fast food tonight – choose carefully.



Post 11:



From the Hoover Dam to the Panama Canal to the Roman Pantheon, major historical and important sites are made of concrete.

But after the fall of the Roman Empire, the technology to make concrete was lost for over 1,000 years. The ancient Romans were the first people to use concrete due to their invention of the technology that supported it. The colosseum in Rome was built largely of concrete, and according to David Moore, author of *The Pantheon*, the Pantheon is in fact the world's largest unreinforced concrete dome.

After the Roman Empire collapsed, use of concrete became exceedingly rare as the technology was no longer around to support the making or use of concrete. It was absent from society until it was redeveloped in the mid-18th century. Today, concrete is the most widely used man-man material (measured by tonnage).

Post 12:

If you could sit on a quiet park bench for one hour and speak to anyone in the world – alive or dead – who would it be and why?

Perhaps you would choose to speak to the President or a famous world leader. Perhaps Jesus Christ or Ghandi. Or maybe it would be a celebrity like Jennifer Anniston, Michael Jackson, or Justin Bieber.

Then again, your choice may not be so grand as that. Maybe it would be someone very simple and easy to choose – like your mother or father. Maybe even an old teacher or friend.

What would you like to talk about with that person? Maybe ask them questions about things you've always wanted to know the answers to, but never had the opportunity to find out.

No matter who it is, remember to speak to those you are around today with love and kindness. Someday – they won't be there anymore and sitting with them on a park bench will not be an option.



Post 13:

It's never too late to get an education. Whether you need to get your G.E.D. or your undergraduate degree, it's neither too late to finish, nor is it too late to start.



it well, and succeed!

Post 14:

More and more working professionals are going back to school to get their degrees, resulting in higher education institutions' student bodies being filled with students of varying ages. From 18-80, colleges and universities are filled with adults who have a common and ambitious goal – to learn and earn their degree. And it can happen!

Perhaps you've thought of going back to school? Perhaps you've gone so far as to consider what you would study when you got there? Maybe English? Maybe engineering? Or even Biology?

No matter what made you think of school, or even dreamed of it, the possibility is not an unattainable goal. You can do it, do

What wouldn't you give up for a job? You'd give up a little family time. Maybe a little of your own free time. Or you may even accept a position that doesn't pay what you're looking for, but at least the job brings in some income – so you take it.

But what is one thing you'd never sacrifice for employment?

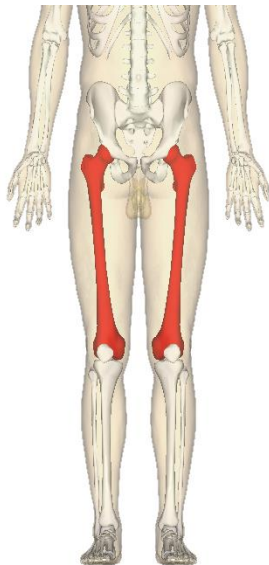
Maybe your self-respect, pride, or morals? Maybe your values are not to be compromised for a mere job, nor is your health.

Have you let your health decline for the sake of your job? Has your family life been suffering do to your long hours or undeserved stress that inevitably comes home with you every night?

What are you sacrificing right now for your job? Is it worth it? Is there something that you can do to improve the quality of your life and increase your overall happiness and joy?



Post 15:



Did you know that your femur bone is as hard as concrete? That's right! Your thigh bone is the hardest, strongest bone in your body and can only be broken or fractured with a weight comparable to something that would crack concrete. That's an incredible fact to consider.

The reason the femur is the strongest (and ultimately the biggest) bone in our bodies is because it is surrounded by the strongest muscles. People in ancient civilization used their legs as weapons due to the strength of the muscles and bones.

The femur extends from the hip to the knee and can resist a force of up to 1,800 to 2,500 pounds. Should this bone ever break, it would take months to heal.

So what is the weakest bone in the human body? The smallest bone in the human body is the stirrup bone

located in the middle of the ear. It is shaped like a “U” and is one of three bones that make up the middle ear.

Post 16:

Do you ever wish that people could be like money so you could hold them up to the light and see which ones were real and which ones were fake?

Oftentimes, we are surrounded by genuine and sincere people; but, other times, we are surrounded by narcissistic, fake, shallow people. But do we know how to tell the difference?

Christians often say that “you’ll know them by their fruit” (Matthew 7:15-20). What “fruit” are they bringing forth in your life? Is something positive and beautiful manifesting as a result of your relationship with them or is strife, destruction, and chaos manifesting?

While these may not be good indicators of whether someone is genuine or not, they are certainly good indicators of whether someone is *healthy* or not.

Genuine people are usually healthy people. Unhealthy people, even if they are blind to their own unhealthy tendencies, will not bring forth positive and healthy fruit in your life.



Post 17:

Working outdoors can be dangerous and risky – especially with the elements, hazards and environments in which one is working.

So what kind of exposures do outdoor workers need to be cognizant of?

To name a few: venomous snakes, toxic plants, and stinging insects.

To start, look for evidence of snakes and avoid handling them. Learn to identify certain snakes in the event of a bite. If a bite occurs, get to the Emergency room straight away for immediate treatment.



Poison Ivy or Poison Oak are examples of stinging plants that can cause skin irritation that usually last a week or more. Simply brushing against these plants or being exposed to contamination on clothing or other secondary forms of contact can cause the same irritation to develop.

Wear protective clothing and learn to identify dangerous plants and flowers.

Bees and wasps are among many kinds of stinging insects and they will sting you if they feel threatened or are disturbed as they go about their business – especially when foraging for food. Be aware of your surroundings and protect your food. If you're

eating outside or if you have an open bottle or can, keep all containers covered or put a lid on the top to prevent attracting insects. Have professionals remove hives or nests.

Set traps at least 100 feet away from eating areas so that the number of insects in that area will be reduced. Certain traps are meant to attract yellow jackets and may cause more harm than good if placed too close to an area with food. Use repellents and wear protective clothing. Check clothing regularly for ticks, as well.

If you are stung, the area must be cleaned with soap and water, and the stinger should be removed with gauze or by using a fingernail. Apply ice to reduce swelling and be aware that while scratching will be a temptation, it can cause increased swelling, itching, and a possible infection.

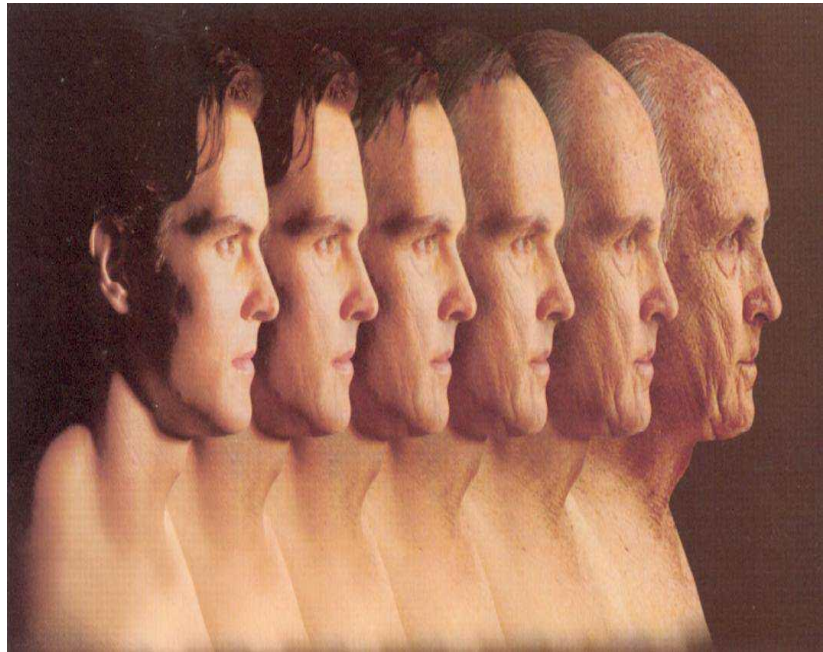
Post 18:

As we get older, we experience many, many different emotions and even more various kinds of thoughts. Did we live to our fullest? Do we have any regrets? Do we realize we didn't give it our all? Or do we look back over our years and just say "thank you" to God?

As we age, older married couples can enjoy time with one another more because the children are grown and gone, leaving room for travel and spending quality time with one another. Years of growing together can form an amazing bond of unity.

According to Erik Erikson who proposed the eight developmental stages in life: “The eighth and last stage is ‘integrity over despair.’ At this stage, we can look back upon life to see if we have successfully met the challenges of the earlier stages (integration) or if we have not been successful (despair).”

How do we evaluate our life? By whether or not we had a happy marriage? If our children turned into wise and responsible adults? If we had professional or vocational success? By the fruit we’ve seen in our relationships?



Stop thinking about any and all of that right now!

We can give thanks and rejoice in our old age because, instead of despair in old age for our failures, we can be thankful that we lived! Old age gives us the opportunity to try to reconcile broken relationships.

Ultimately, we don’t have to satisfy ourselves or anyone else in an evaluation – our lives were just meant to be.

Post 19:

Can your diet really affect your mood? Can what you choose to eat or drink encourage bad moods or even mild depression?



According to www.webmd.com, “While certain foods may not ease depression (or put you instantly in a better mood), they may help as part of an overall treatment plan. There’s more and more research indicating that, in some ways, diet may influence the mood. We don’t have the whole story yet, but we have some interesting clues.”

So what are the clues?

Webmd.com goes on to say: “Basically, the science of food’s affect on mood is based on this:

Dietary changes can bring about changes in our brain structure (chemically and physiologically), which can lead to altered behavior.”

Do you want to change your diet because you want to improve your mood?

Webmd.com gives eight suggestions and encourages to incorporate as many as possible,

because regardless of their effects on mood, most of these changes offer other health benefits as well.

Post 20:

Someone once said: “Some individuals buy things they don’t need, with money they don’t have, to impress people they don’t like.” Are you one of those individuals who strives for the acceptance and approval of others? Do you have trouble accepting yourself and seeing yourself the way you should?

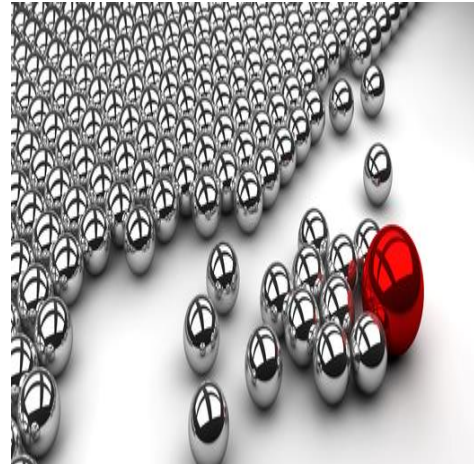
Well – you’re not alone! It’s an age old dilemma in which people struggle to find their worth in the eyes of others. The problem with that is, many times, people fail to see their worth and they value themselves on that failure.

It is important that we begin to become assertive and claim our right to be ourselves and not surrender to the pressure we sometimes feel to be someone that we neither know how to be nor want to be. It’s important that we learn to stop striving to get from people what only God can give us: unconditional love and acceptance.

We need to stop allowing other people’s opinion to determine our worth and value.

We project to others the way we feel about ourselves.

Joyce Meyer, author of the book *The Approval Fix*, “Choose a new attitude towards yourself...The first step toward having a positive attitude toward yourself and learning to love yourself is to honestly address the issues that have caused you to dislike yourself and to want other people’s approval...”



Post 21:



Childhood trauma. Rape. Domestic Violence. Bullying. Addiction. Alcoholism. Having memories that someone wishes they could forget ranks high on the “mental suffering” scale – especially when a person is without hope, and even more so when they don’t know – or even worse, when they don’t believe – that there is a way out. But there is a way out and there is a way to find healing! So what do you do with the pain of what happened? What do you do with the horrible memories that seem to overwhelm your consciousness? To start, you have to learn how to replace the memory’s physical presence in your brain with something positive.

It is important to realize that painful memories need to be *healed* and not necessarily forgotten. An article on

memory entitled “What Happens in Your Brain When You Make a Memory” released by The Guardian, details how “...unlike short-term memories, long-term memories have a physical presence in the brain.” (www.theguardian.com) Our body has a *physical home* for that memory.

Post 22:

Some people say: “I have so many memories that I wish I could forget, but I can’t. What do I do?”

According to the American Psychological Association, “Extinguishing the traumatic aspect of a memory involves creating new, safer mental associations to the same sensory cues. Even long-term memories, when recalled, have plasticity and the potential to be updated, an ability psychologists co-opt during exposure therapy, in which a patient faces his or her fears in a non-threatening environment in the hope of gaining control of them...memories are constantly modified with new information.” (www.apa.org)

Consider what you’re actually thinking about. Dwell on positive things. Find those things that make you joyful and do them!

According to The Human Memory at www.human-memory.net, “Because of the way memories are encoded and stored, memory recall is effectively an on-the-fly reconstruction of elements scattered throughout various areas of our brains...Memories are not stored in our brains like books on library shelves, or even as a collection of self-contained recordings or pictures or video clips, but may be better thought of as a kind of collage or a jigsaw puzzle,



involving different elements stored in disparate parts of the brain linked together by associations and neural networks. Memory retrieval therefore requires re-visiting the nerve pathways the brain formed when encoding the memory, and the strength of those pathways determines how quickly the memory can be recalled. Recall effectively returns a memory from long-term storage to short-term or working memory, where it can be accessed, in a kind of mirror image of the encoding process. It is then re-stored back in long-term memory, thus re-consolidating and strengthening it.”

Post 23:

Do you like your job? What is a job that you would never, ever want? Perhaps you would never want to be a mortician or an underwater forensic scientist? Maybe you would never want to be president or a hair stylist.

Then there are always those fears that some people have – fears like heights, public speaking, or snakes. So maybe a job as a zoologist doesn’t sound all that appealing? Acrobat?



No? How about an actor? Not that either?

Well – think of the things you value and the things you love to do. Put those together and you’ll find a job that (simultaneously) embraces both.

For example, someone might say that they value time alone and creativity. Then they say that they love to brainstorm and study. They put those options together and they could be a novelist, author, editor, or proofreader.

So – when thinking of the perfect career, always remember your values and what you love to do and put them together to create the job of a lifetime.

Post 24:

As blue collar workers, it is important to stay together as a united front – almost as if you were a “family away from family”. As a result of spending the majority of your days together, it is important to get along, keep the peace, and be a collaborating team player.

From unions and professional bargaining so as to collectively promote and protect your mutual interests, blue collar workers have a benefit when it comes to their occupation – they have each other.

White collar workers do not have the kind of united collaboration that blue collar workers do. While white collar workers certainly work together, keep the peace, and contribute to their mutual goals, they can leave the office at night, separate themselves from their working environment and colleagues and think nothing of it.

Blue collar workers, on the other hand, need to stay united together at work so as to bargain and compromise for the personal life they have at home.

For example – the union helps the workers keep a cap on their hours. As a result of sticking together in unity, their hours are controlled, thus, allowing them to go home to their families.



Post 25:



Do you believe the sociology of the blue collar worker and his politics inevitably implicates democracy and political stability?

According to the University of California Press, “Blue-collar workers were a crucial part of the electoral coalition that Franklin Delano Roosevelt put together for the Democratic party. The current disaffection of blue-collar workers, especially of the skilled and better-paid blue-collar workers, from the Democratic party represents one of the major changes in American politics.”

According to Sean McGarvey, President of North America’s Building Trades Unions: “Judgments about intelligence carry great weight in our society, and unfortunately Americans (especially American lawmakers and media elites) are developing an unsettling tendency to make sweeping assessments of people’s intelligence, as well as their overall worthiness as human beings, based upon the kind of work they do....If we are not careful, we can easily create a kind of second-class system in America whereby only the voices of those whose vocations are seen as more praiseworthy will be heard when it comes to national policy discussions involving such issues as income inequality, economic opportunity and prosperity. The interests of those who toil in the blue-collar occupations, or the so-called “dirty jobs,” will be cast aside because of a destructive cultural bias that views white-collar professions as more representative of innovation in the marketplace and thus more worthy of policy and legal protections. Thus is the disdain our culture has developed for America’s blue-collar professions...As a nation, we are on a path that seemingly forgets that our society, and our

economy, is critically dependent on the strength of those who build and maintain our infrastructure, and who go to work every day and build things with their hands.

It is high time that America, and specifically America's political and media elite, adopted a more unrestricted vision of our nation so that we once again value blue-collar occupations (and the standards and protections that afford blue-collar families a chance at a decent life) in order to create a truer, richer sense of all that is American and all that is involved in the wide range of work that surrounds and sustains us."

Post 26:

What would you do with a day between Saturday and Sunday?

Would you spend more time with family or stay at the cabin a day longer? Would you squeeze an extra day of fishing in or perhaps continuing reading the good book you're into?

We know we only have 24 hours in a day and, for some reason, we still think we can't get all we need to get done – done. But what if we're filling our to-do lists too full? What if we are prioritizing incorrectly?

Someone once said: "Don't prioritize what's on your schedule, but schedule your priorities."

What are your priorities? (And your schedule can't be one of them). What are the things that are most important to you? Your family? Your friends? Your spirituality? Your hobbies? Your health?

Priorities can be anything; just make sure that you are prioritizing the things that are most important to you and not letting the things that are least important to you become the priority.



Post 27:

What do you think of the statement: "There's no such thing as a 'life-work' balance. It's all life. So be fully present in life." But are people really able to leave work at the office and come home and be fully present with their family?



Are people really able to leave work at the office and come home and be fully present with their family?

Are people really able to dedicate the same amount of energy to both their job and their family, despite the amount of time they spend with one versus the other?

If a person spent eight energized hours at the office, and came home to spend only five hours with their family, in addition to being completely exhausted from their hard day at work, can they really say they have a 'life-work' balance?

Some people argue that workers always have the weekends.

But can two days really suffice from being gone the majority of the time during the previous five days? Most people need just the weekend to recover and recuperate, only to have to do it again come Monday morning.

So what's your idea of a 'life-work' balance?

Post 28:

Confucius once said: "Choose a job you love and you will never have to work a day in your life."

Do you love your job? What constitutes loving your job? The pay? The people? The commute? The work itself?

There is always one thing that people dislike about their job; but the important thing is it to make sure that there is something you love about it.

So the important question to ask yourself is: does the love of your job outweigh the dislike of it?

If not, it may be time to look for something different.

Love what you do for whatever reason – the pay, the commute, the people, the work itself. But if the dislikes are far numerous and outweigh the love of the job, it may be time to get a new one – one that you can love.



Post 29:



Is diet soda a better choice than regular soda?

According to www.medicaldaily.com, "Most people are aware that both regular and diet soda are bad for your health, but when it comes to which is worse, things get a bit tricky. The truth is they are both pretty unhealthy in their own separate ways."

Medical Daily explains that the good about diet soda is that it fails to leave residue on the teeth like regular soda does. This is a result of the absence of natural sugar in diet soda as it gets its flavoring from artificial sweeteners. Bacteria needs sugar to grow, so diet soda is not going to contribute to any new cavities. However, diet soda does have acid, and over time the acid strips the enamel from your teeth and leaves them more susceptible to cavities.

The "artificial sweeteners in diet soda have also been found to increase sugar cravings because it's not a real source of sugar and the brain continues to seek the real deal," says Marissa Puleo, a registered licensed dietician.

The good news about regular soda is that it can help us meet the number of calories we need each day to keep our bodies running. A 12-ounce can of soda has approximately 140 calories and around 10 teaspoons of sugar. But when we take in more calories than what we can use, our

bodies store this as fat. According to HowStuffWorks, 3,500 extra calories equals one extra pound of body fat.

The bad news about regular soda is that it adds weight. A 2012 Gallup survey found that 48 percent of Americans drink at least *one* glass of soda a day. This means that, for the vast majority of us, moderation just isn't happening. Some suggest that soda is a large contributor to the current "obesity epidemic" the United States has been experiencing for some time. "If everything else in their diet is equal, a person who has a can of Coke a day adds an extra 14.5 pounds per year, just from the calories alone," Dr. Christopher Ochner, assistant professor of adolescent medicine at the Icahn School of Medicine at Mount Sinai in New York told Fox News.

Post 30:

What are the real effects of smoking cigarettes?

According to www.healthline.com, there are 27 effects of cigarette smoking on the body. They include: mood stimulation, appetite suppression, coughing, COPD, bronchitis, too much clotting, blood cancer, yellow fingers, wrinkly skin, bad teeth, cancer connection, infertility, cervical cancer, problems for newborns, problems with pregnancy, early menopause, erectile dysfunction, diabetes complication, smelly hair, stained teeth, heart disease, high cholesterol, constricted blood vessels, lung cancer, another cold, another flu, anxiety and irritability, and poor vision.

So why is it so hard for smokers to quit? We've all heard the benefits when we quit smoking: blood pressure returns to normal; pulse rate drops to normal; body temperature of hands and feet increases to normal; carbon monoxide level in blood drops to normal; oxygen level in blood increases to normal; chance of heart attack decreases; nerve endings start re-growing; ability to smell and taste is enhanced; circulation improves; walking is easier; lung function increases; coughing, sinus congestion, fatigue, and shortness of breath decrease; overall energy increases; excess risk of coronary heart disease is half that of a smoker; cancer death rate decreases; and stroke risk is reduced.

But it's still hard. Why is that?

According to www.spine-health.com, "Despite educating people about the very serious health effects of smoking, approximately 22% of adults in the United States are smokers...Surveys have found that even though 80% of smokers would like to quit smoking, less than five percent are able to quit on their own due to the highly addictive properties of nicotine... Nicotine stimulates pleasure centers in the brain and is highly addictive. When nicotine is discontinued, the smoker will experience physical withdrawal symptoms, making the person want to start



smoking again to stop the withdrawal symptoms. Each person experiences withdrawal from nicotine addiction a little differently.”

Are you a smoker? What would it take for you to quit?