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DIGITAL DOG DIGEST



POWER Lunch



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SHOULD YOUR **POWER LUNCH** BE A **POWER NAP**?

For decades, the traditional power lunch meant power suits, powerful cocktails, lavish meals, and monster deals at five-star restaurants. Today, some would argue that the power lunch has moved to coffee shops and microbreweries. Others claim the power lunch is now extinct.

In many cases, workers are being “lunch-shamed” into not taking any midday break at all. These workers are afraid the boss will think they’re not working hard enough if they dare eat lunch. This is especially true of younger workers.

According to a study from Tork, just 37 percent of millennials take a lunch break. Of those who do, more than half take 30 minutes or less. For too many workers, a power lunch means scarfing down a snack or meal at their desk and powering through the day without a break.

The Tork study also found that nearly 90 percent of employees believe lunch breaks help them feel refreshed and ready to get back to work. This is why forward-thinking companies encourage employees to prioritize their own health during their lunch breaks.

Go for a walk. Go to the gym. Get a massage. Take a yoga class. Try acupuncture. Meditate. Take that power nap. According to the National Sleep Foundation, a nap of 20-30 minutes can improve alertness and performance and reduce mistakes and accidents. A short nap won’t make you feel groggy or interfere with nighttime sleep.



Of course, not all activities have to be health-related to make you feel better. Meet a friend or family member for lunch. If you can’t get together, use FaceTime or Skype. Read a book. Visit a museum or art gallery. Go to the library.

If possible, try to unplug and disconnect from work. Consider it an “unpowered” lunch. After all, how many “emergencies” absolutely cannot wait until your break is over?

Taking a lunch break, getting your mind off work, and enjoying a healthy lunch can have obvious nutritional benefits. But the benefits go far beyond physical.

For example, brain fog is a cognitive dysfunction that involves memory issues, poor concentration, and an inability to focus. Three of the top causes of brain fog are stress, lack of sleep, and poor diet. The right lunch break with a power nap can help with all three.

When you feel better physically, reduce stress, and improve mental clarity, you can be more productive. You’ll have more energy and feel more motivated. You’ll be better prepared to take on challenges and contribute innovative ideas and solutions. And a better mood translates to better relationships with coworkers and customers.

We like this modern version of the power lunch. You’ll be a much better employee – and a healthier person – by taking care of yourself instead of depriving yourself. 🐾

MYPLATE: WHAT HEALTHY EATING LOOKS LIKE

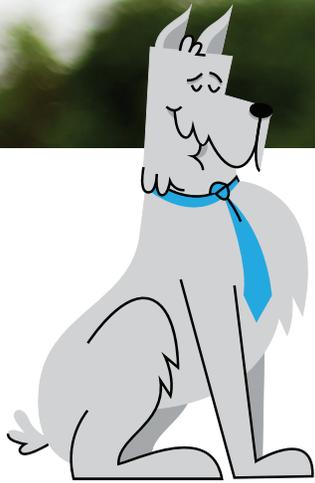
Did you know the USDA has been publishing dietary recommendations for more than 100 years? They included seven food groups in the 1940s, four from the 1950s to the 1970s, and back up to five in the late 1970s and 1980s. The well-known Food Guide Pyramid, which focused on variety, moderation, and proportion, wasn’t introduced until 1992.

Fast forward to 2011 and MyPlate, a simple diagram that shows healthy

proportions of fruit, vegetables, grains, proteins, and dairy in a single meal.

MyPlate is all about quality. With fruits and vegetables, aim for color and variety. Choose whole grains, not refined grains. Focus on healthy proteins like fish, poultry, beans, and nuts. Keep dairy, juice, and red meat to a minimum. Of course, consult with your physician or nutritionist for a personalized nutrition plan. 🐾





DIGI'S CANINE CORNER



HUMAN FOOD THAT'S BAD FOR DOGS

When you're sitting at the dinner table and your pooch looks up at you, begging for a taste, how do you refuse? It may seem harmless, but many human foods can cause serious health problems for dogs. Here are some foods to keep away from dogs.

Chocolate can cause diarrhea, vomiting, seizures, heart problems,

and even death. Almonds can block the esophagus and tear the windpipe. Salted almonds are even worse. Cinnamon can irritate a dog's mouth and cause digestive, heart, and respiratory issues. Macadamia nuts can cause vomiting, high body temperature, lethargy, and problems with the nervous system. Milk and

dairy are dangerous for lactose-intolerant dogs. Many fruits and vegetables are safe, but avocados, cherries, grapes, tomatoes, onions, garlic, and mushrooms can be toxic for dogs.

If you're not sure what's harmful to dogs, don't risk it. Give them doggie treats! 🐾

YOU **SHOW UP** FOR WORK, BUT ARE YOU **FULLY** PRESENT?

It's no secret that people go to work when they're sick. You can get stuff done even if you don't feel your best, and you'll score points with the boss by not taking a sick day.

While excessive absences from work, or absenteeism, can have a negative impact on productivity, presenteeism—showing up for work despite dealing with an illness, injury, or other condition, can be even worse. In fact, presenteeism costs U.S. employers \$1,685 in lost productivity per employee every year, according to CDC research.

In addition to common colds and viruses, chronic illnesses like obesity, back pain, stress, and depression keep employees from working at full capacity. A Virgin Pulse Global Challenge survey found that the average employee took four sick days per year. However, lost productivity due to presenteeism added up to 57.5 days per year per employee.

To boost productivity and reduce the effects of presenteeism, the CDC encourages employers to promote safe, healthy work practices. Educate employees about disease prevention

and good nutrition, help them find care for chronic conditions, and let them take days off without guilt or repercussions. It's good for business and good for the long-term health of your employees. 🐾



DIGITAL DOG DIRECT NEWS

Introducing Carter James, the Newest Member of the DDD Family...

...read on for the incredible timing of his birth

Courtney Dreesen, our Senior Variable Data Programmer is the proud mom of another son. Carter James Mitchell was born on December 19, 2019 at nineteen minutes after twelve. That's 12/19/19 at 12:19 pm! 



We Invite Your Feedback

We hope you're enjoying Digital Dog Digest as much as we enjoy creating it. It's hard to believe we're already on our 7th issue.

If you missed any issues, you can download them from the resources section of our website.

We would love to hear from you with any comments, questions, or ideas for future issues.

Please reach out to us at info@digitaldogdirect.com. We look forward to hearing your thoughts!



Trenton Animals Rock Donation

Back in December DDD hosted a holiday fundraiser to support Trenton Animals Rock. We collected \$500 in donations to help animals in need.

Trenton Animals Rock is an all-volunteer nonprofit foundation dedicated to providing love and support to injured, abused, and abandoned dogs in Trenton.

100% of gifts go toward providing animals from the Trenton animal shelter with life-saving medical care and to the foster program that has already placed over 60 dogs since its inception in March 2019. 



Each issue of the Digital Dog Digest focuses on a form of **power**. Are you ready to Unleash the Power of Direct Mail?

This newsletter was written, designed, printed, and mailed in house.