



GUELPH MERCURY

Graphic workplace safety ads defended

Ads pulled from Guelph buses after complaint

By BRANDON WALKER
MERCURY STAFF

GUELPH

The province's Workplace Safety and Insurance Board is standing behind its graphic advertisements alerting young people to dangers in the workplace.

The ads were pulled from Guelph Transit buses last week when a mother complained one of them had upset her child.

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Steven Mahoney, chair for the Workplace Safety and Insurance Board of Ontario, is disappointed the ads, which were displayed inside the Guelph buses, were pulled, saying it is very difficult to reach youth with their safety message.

"Our method was really kids talking to kids," he said yesterday. "They are graphic ads, there's no doubt about that, but when you're burying 101 people in Ontario last year and 10 of them are youth, you've got to do something."

The ads were pulled from Guelph Transit buses last week, shortly after a four-year-old boy riding the bus with his mother became upset by one ad featuring a cartoon teenager wearing a hard hat. The ad depicted the teenager with a rod sticking out of his head through both ears as blood trickles down the side of his head.

Heather Coleman, whose four-year-old son Sage was the child frightened by the ad, agreed yesterday they are effective. "But, they aren't suited to everyone."

The Workplace Safety and Insurance Board "should use a medium that doesn't reach everyone. It was just a bad judgment call, that's all," she said of the ad campaign. She said Sage has been OK since seeing the ad. "He talked about it a bit over the weekend. A bus went by and he asked if it was a scary bus or not."

Coleman was also concerned the ads could affect a war veteran who has post-traumatic stress disorder, someone new to the country who can't read English, or someone with a mental disability.

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Ontario's Workplace Safety and Insurance Board is standing behind ads like this one that were pulled from Guelph Transit buses.

FLEXING HER MUSCLES

A national fitness competition looms for Guelph personal trainer who is a textbook mom to her three sons — and turning 46



Marla Arndt, 45, of Guelph has sons Jesse, 12, left, and Brody, 17, in a headlock. She is preparing for a national fitness competition in Toronto June 9.

Fitness competitor is shipshape

By BEN GELINAS
MERCURY STAFF

GUELPH

"To be 46 and stand up on stage in a bikini takes guts," Marla Arndt says.

By most measures, Marla says she's a textbook mom. She has a husband who seems to enjoy painting a tan on her the night before competitions.

It's like a stain, she says. She has three athletic sons with good haircuts. She claims she can run as fast as them.

Around the house, Marla does laundry and cooks dinner, mostly chicken. Her sons are sick of chicken. But it's pretty much all she eats — that and egg whites.

"I eat a ton of egg whites," she says. Some nights her kids indulge; they have pizza. "Mommy sits there, drooling," Marla says.

When she's training hard, she will "eat clean," never indulging in even a glob of barbecue sauce, let alone a greasy slice of topping-heavy dough.

The petite Guelph personal trainer turns 46 on Saturday.

She says she used to be "fat." By this she means 30 pounds heavier than the 115 she weighs now.

Back then, some 13 years ago, she ran a restaurant called Mr. Zukky's Deli.

"I was eating chicken wings and smoked-meat sandwiches," she says.

Her parents' fading health and lack of mobility inspired her to keep moving, to be what her son Jesse, 12, calls the "fit

mom." Marla began all-natural training. She ate well, lifted weights and ran a marathon in 2000.

And in late March of this year, as her oldest son London, 19, wrapped up his second semester of university, Marla took a step on stage in her glittery blue bikini for her first fitness competition in Toronto.

Her age placed her in the master's category, for those 35 and over.

She was the oldest among

the ladies in FAME's fitness model competition at the Ian Walling Classic, a regional pose-off.

She says she was nervous. Beforehand she'd seen similar events on TV, but that was her only exposure to the big, flashy world of fitness competitions. She knew she was in shape.

But to stand up in front of all those people studying her in a bathing suit?

"I didn't trip," she says. And she won.

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Centre helps addicts kick drugs

By ROB O'FLANAGAN
MERCURY STAFF

GUELPH

Michael Swanson leans against his rusted-out pickup truck and takes long drags from a strong cigarette.

He keeps the weight on his right foot because his left is no good. Moments earlier he had a short drink of orange juice spiked with a long-lasting medication — a methadone cocktail that keeps him off the powerful opiates he has been addicted to for over 20 years.

"My addiction stems from when I started taking narcotic medication for my ankle," the Fergus man said outside Guelph's Ontario Addiction Treatment Centre at 84 Carden St. He tore up the ankle in a motorcycle crash back in 1982.



ROB O'FLANAGAN, GUELPH MERCURY
Guelph's Terri Currie kicked crack cocaine with help from the Ontario Addiction Treatment Centre on Carden Street.

The centre runs a methadone maintenance treatment program, doling out daily doses of the medication to people who are addicted to such opiates as heroin, morphine, Demerol and Percocet.

"About four years ago I

went on methadone because I wanted a slow way of coming off the painkillers I was on — I wanted a gentler way rather than just going cold turkey, which is a bit brutal." In a span of 20 minutes late yesterday morning, about 10 people came through the doors of the clinic for their treatment.

Just two of them — both female — fit the stereotype of the jittery, irritable addict, strung out and volatile.

Instead, there were people of all shapes, sizes and ages, among them a tall, slim middle-aged man in a cowboy hat and boots, an elderly woman with long grey hair, a younger man with the physique of a football lineman and a sleepy young woman who appeared to be in her early 20s.

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Long-term care beds coming

By MAGDA KONIECZNA
MERCURY STAFF

GUELPH

The wait for a long-term care bed at St. Joseph's Health Centre can be up to two years. But health-care providers are optimistic a provincial promise to add almost 300 new beds in Guelph will change that.

The 288 beds are among 1,750 being added around the province.

This is good news in a city where health-care workers say the elderly are often forced far from home to get care.

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Guelph

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IDEAS

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