

GOOD MEDICINE

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Reclaiming Traditions, Reclaiming Health Fighting Diabetes with a New, Old Diet



Physicians Committee
Exposes Johns Hopkins'
Animal Experiments

Taco Bell and KFC Win
Physicians Committee's
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Urge Wayne State to End
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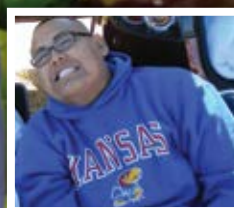
Billboards Target Texas
A&M Lamb Experiments

Bills Offer Cure for
Doctors' Lack of
Nutrition Education

Research Findings
Could Effectively
End Chimpanzee
Experimentation

Kickstart Around
the World

Jenson Yazzie, Navajo
Down from 288 pounds



Healthy Traditions



In December 2008, I was a guest on *Native America Calling*, a radio program broadcast from Albuquerque, New Mexico. The focus was diabetes—an epidemic among Native Americans—and how the nutrition research the Physicians Committee had conducted over the years might help. With funding from the National Institutes of Health, our research team had found that a plant-based diet of whole grains, vegetables, beans, fruits, and other healthy fare could help people with diabetes to lose weight, lower their blood sugars, reduce their medications, and sometimes even make the disease disappear.

Rosemary from Placitas, New Mexico, called in to the program. The healthy food groups we were discussing resonated with a Native Ameri-

can tradition, she said. The tradition, called the Three Sisters, consisted of corn, beans, and—. She could not remember the third group. “Squash,” the host answered. Yes, corn, beans, and squash. These traditional foods kept her ancestors healthy. They are loaded with good nutrition, without the fat and cholesterol that are common in modern diets. In recent decades, healthful traditional foods have been replaced by meat, dairy products, and other junk foods. Rosemary’s point was that a return to more traditional plant-based eating patterns might be the key to solving the diabetes epidemic.

These traditional foods kept her ancestors healthy. They are loaded with good nutrition, without the fat and cholesterol that are common in modern diets.

This was a revelation. I called Betti Delrow, of the Navajo Nation Special Diabetes Project, and arranged a visit. Her team of instructors showed me a wide range of traditional foods and how they promote health. In turn, I described the findings of our research with plant-based diets. I also met with leaders at the Indian Pueblo Cultural Center in Albuquerque and the Institute of American Indian Arts in Santa Fe and attended conferences on Native American health. Native American chefs Lois Ellen Frank and Walter Whitewater showed me simple ways to prepare traditional healthful foods.

The Physicians Committee’s director of nutrition education and care, Caroline Trapp, developed a series of classes that were taught in Arizona and New Mexico. The results, in many cases, were life changing. You will read about them in this issue.

We see new hope in this experience, and a model to address what is happening throughout the world. By recognizing that our diets have gotten far off course and bringing back healthful plant-based foods, we can reverse an epidemic and restore health.

Neal D. Barnard
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 PRESIDENT OF PCRM



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RESEARCH ETHICS By Kristie Sullivan, M.P.H.

CHEMICAL TESTING

Stem Cells Offer Alternative to Animals for Skin Tests

Human stem cells can be converted into skin cells and grown in 3-D culture, according to a recent publication in *Stem Cell Reports*.

This may offer another replacement for animal tests. Until now, scientists have used cells from skin samples as an efficient alternative to animal tests for drug development and testing. However, one



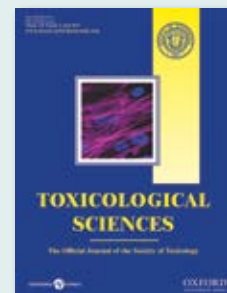
sample of skin provides a limited number of cells. In this report, researchers state that using stem cells allowed them to produce human skin cell cultures using a technique that can likely be scaled up so that many cultures can be produced from each sample.

This technology may represent a new source of human skin cell cultures, providing researchers with increased access to reliable, human-relevant methods for drug and cosmetics testing.

Petrova A, Celli A, Jacquet L, et al. 3D in vitro model of a functional epidermal permeability barrier from human embryonic stem cells and induced pluripotent stem cells. *Stem Cell Reports*. 2014;5:675-689.

New Human Liver Cell Line Promises to Increase the Accuracy of Genetic Toxicity Tests

Currently, there are several in vitro genotoxicity assays available to test for a chemical's potential to damage genetic material. However, these assays tend to be oversensitive, with a high number of positive results that may not truly be positive. They are also often conducted in cells taken from hamsters or mice. This often leads companies to do additional animal tests for genotoxicity. Scientists have introduced a new human liver cell line in the laboratory that is able to closely mimic the metabolic activity of human livers, and they have shown that conducting genotoxicity tests with this cell line improves the tests' accuracy. This could lead to fewer false positives and eventually replace animal tests for genotoxicity completely.



Le Hégarat L, Mourou A, Huet S, et al. Performance of Comet and Micronucleus Assays in Metabolic Competent HepaRG Cells to Predict In Vivo Genotoxicity. *Toxicol Sci*. 2014;138(2):300-309.

COSMETICS TESTING

Congress Introduces Landmark Ban on Animal-Tested Cosmetics

In March, Rep. Jim Moran, D-Va., introduced the Humane Cosmetics Act, a landmark bill to ban the testing of cosmetics on animals. This historic legislation would not only end animal testing for cosmetics within the United States but would also prohibit the sale of products that have been tested on animals elsewhere.

Thousands of animals are used in cosmetics tests in the U.S. each year despite the widespread availability of nonanimal alternatives. Rats, mice, guinea pigs,

rabbits, and other animals endure endless chemical assaults to their skin, eyes, and internal organs and are never given any pain relief. But nonanimal methods more accurately predict human effects in much less time and at a lower cost.



Rep. Jim Moran

This important bill would put the U.S. on the same footing as its economic competitors. The European Union has banned both cosmetic testing and the sale of cosmetics tested on animals—requiring even American companies to stop testing on animals if they want to sell to European customers. India, Israel, and parts of Brazil have followed in the EU's footsteps. Australia has introduced a similar ban.

The Physicians Committee supports this bill and is continuing to monitor all U.S. legislative efforts on cosmetics and meet with allies and congressional staff.



HEART HEALTH

Fiber Extends Life After Heart Attack



Fiber decreases the likelihood of dying after a heart attack, according to a study in the *British Medical Journal*. A high-fiber diet was associated with a 35 percent reduction in death from heart disease among 4,098 heart attack survivors. Fiber, especially from grains, decreases systemic inflammation, lowers bad cholesterol, improves insulin sensitivity, and enhances healthy gut flora.

Li S, Flint A, Pai JK, et al. Dietary fiber intake and mortality among survivors of myocardial infarction: prospective cohort study. *BMJ*. 2014;348:2659-2671.

"Paleo" Diet Bad for Cholesterol

The "Paleo" diet worsens cholesterol levels, according to a study in the *International Journal of Exercise Science*. Researchers put 44 healthy adults on a "Paleo" diet that included lean meat, fish, eggs, nuts, fruit, and vegetables, as well as on a circuit training program.

After 10 weeks, LDL ("bad") cholesterol increased by 12.5 mg/dL and total cholesterol by 10.1 mg/dL. Triglycerides also increased slightly. The authors noted



that any improvements from the exercise program may be negated by the diet.

Smith MM, Trexler ET, Sommer AJ, Starkoff BE, Devor ST. Unrestricted Paleolithic diet is associated with unfavorable changes to blood lipids in healthy subjects. *Int J Exerc Sci*. 2014;7:128-139.

CANCER

High-Fat Diet Increases Breast Cancer Risk



Women who eat diets high in fat and saturated fat increase their risk of developing breast cancer, according to a

study published by the National Cancer Institute. Diet records from 337,327 women over a period of 11.5 years were analyzed for fat content. The women who consumed the most fat had a 20 percent increased risk for two breast cancer subtypes (estrogen receptor-positive and progesterone receptor-positive), and women consuming the most saturated fat faced a 28 percent increased risk for the same subtypes, compared with those who consumed the least.

Sieri S, Chiodini P, Agnoli C, et al. Dietary fat intake and development of specific breast cancer subtypes. *J Natl Cancer Inst*. Published online April 9, 2014.

Iron in Meat Linked to Heart Disease

Iron in meat may increase the risk of heart disease, according to a meta-analysis in the *Journal of Nutrition*. Researchers analyzed data from 21 international studies, which followed 292,454 participants for an average of 10 years. Heme iron (found in meat) increased risk of heart disease by 57 percent. Non-heme iron found in vegetables showed no relationship to heart disease risk or mortality.

Hunnicutt J, He K, Xun P. Dietary iron intake and body iron stores are associated with risk of coronary heart disease in a meta-analysis of prospective cohort studies. *J Nutr*. 2014;144:359-366.

LONGEVITY

Fruits and Vegetables May Prevent Early Death

Increased intakes of fruits and vegetables may prevent early death, according to a review in the *Journal of Epidemiology and Community Health*. Researchers followed 65,226 participants from the Health Surveys for England aged 35 and older for seven years. Those who consumed seven or more servings of fruits and vegetables per day saw a 42 percent decreased risk of death from any cause, compared with those consuming the least. Fruit and vegetable consumption was associated with a 25 percent and 31 percent decreased risk of death from cancer and heart disease, respectively.

Oyebode O, Gordon-Desagu V, Walker A, Mindell JS. Fruit and vegetable consumption and all-cause, cancer and CVD mortality: analysis of Health Survey for England data. *J Epidemiol Community Health*. Published online March 31, 2014.



Reclaiming Traditions, Reclaiming Health

Fighting Diabetes with a New, Old Diet



Donna Hall
Mandan, Hidatsa, and Arikara

When eighth-grader Ashley Hall was a young child, her mother was very sick. “My mom was always tired,” Ashley explains. “She just laid in bed all day. She did nothing; I would go outside by myself.”

Ashley’s mother Donna was only 23 when she began experiencing symptoms of diabetes. “The first thing I noticed was I was thirsty all the time,” says Donna. “Then, I was lethargic. I couldn’t get enough sleep. It alarmed me.”

Donna was diagnosed with type 2 diabetes and was soon on 22 medications. Donna and Ashley are from North Dakota, from the Native American Mandan, Hidatsa, and Arikara Nation. Donna is one of nine children, seven of whom have type 2 diabetes. Her father also has diabetes. Unfortunately, Donna’s story is not uncommon.

Healing Diabetes at North America’s Largest Powwow



Staff, volunteers, and friends at the Annual Gathering of Nations

The Physicians Committee attended the 31st Annual Gathering of Nations powwow in Albuquerque, N.M., this April to spread the message of lifesaving nutrition. A team of 14 Physicians Committee staff members and volunteers handed out nearly 10,000 DVDs featuring the

ancestral diet habits can help bring their community back to good health.

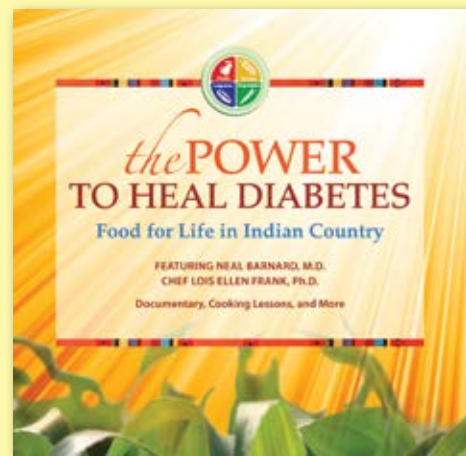
“Distributing our DVD at the Gathering of Nations was a huge success,” says Physicians Committee’s Caroline Trapp, M.S.N., C.D.E. “The event draws athletes from tribal nations who compete in strenuous

new documentary *The Power to Heal Diabetes: Food for Life in Indian Country*.

Under the marketplace tent between seemingly impromptu dances and swirls of bright regalia—including a sacred ceremonial dance by masked Apache Crown Dancers—attendees learned how

dance and drumming competitions, and health is of concern to many attendees.”

Attendees also received booklets with recipes, including a recipe for Camp Fire Kabobs by the founder of the Gathering of Nations, Melonie Mathews, who is the author of a vegetarian cookbook.



Epidemic Proportions

One in five Native Americans now suffers from type 2 diabetes. Diabetes rates have increased across the board in the United States, but Native Americans have the highest prevalence. In fact, Native Americans are 2.2 times more likely to be diagnosed with diabetes than are non-Hispanic whites.

Type 2 diabetes used to be called adult-onset diabetes, but that name is no longer accurate. From 1994 to 2004, the number of Native American youth ages 15 to 19 with diabetes jumped 68 percent. Diabetes has a host of complications—it is the leading cause of blindness and kidney failure and increases the risk of heart disease and stroke.

Food as Medicine

There is some good news. Type 2 diabetes is largely caused by diet habits, and research shows that it can be prevented and even treated through plant-based diets. A plant-based diet looks surprisingly similar to the diet enjoyed by the ancestors of many Native Americans—long before the days of forced relocation, commodity foods, and fast food.

Before the arrival of Europeans, vegetables, legumes, and whole grains were dietary staples for many tribes. For example, the Navajo (Diné), Iroquois, and other tribes grew many varieties of corn, squash, and beans—a trio of central foods they planted together in a special symbiotic formation and called the “three sisters,” which appears to have begun in Mexico and spread through much of North America.

Restoring the Ancestral Diet

The Physicians Committee has been working with the Navajo Nation in Arizona and tribal organizations in New Mexico since 2010, hosting cooking and nutrition courses and helping individuals and families transform their health. In the fall of 2010, Donna and Ashley Hall both attended the Physicians Committee’s eight-week Food for Life course on the Institute of American Indian Arts campus. And they never looked back.

“The Food for Life class... it just changed my life,” Donna says. “I didn’t know what a radish tasted like. I didn’t know you could make a taco taste so good. I didn’t know you could blend these vegetables, these beans, these vegetarian items together and make them taste so good. And it was also fun!”

Since switching to a plant-based diet with the help of the Physicians Committee’s resources and recipes,

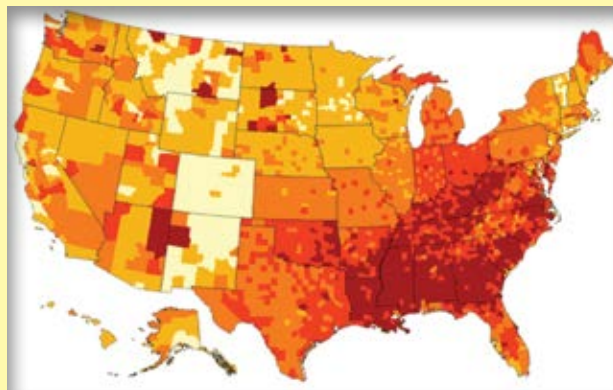
The Cause of the Growing Epidemic

Diabetes was not always common among Native Americans. But as traditional diets have been lost, disease rates have skyrocketed. Spam and processed cheese are commonplace in markets, and fast-food restaurants like Denny’s, McDonald’s, and Taco Bell now line the Navajo Nation reservation’s border in Window Rock, Ariz.

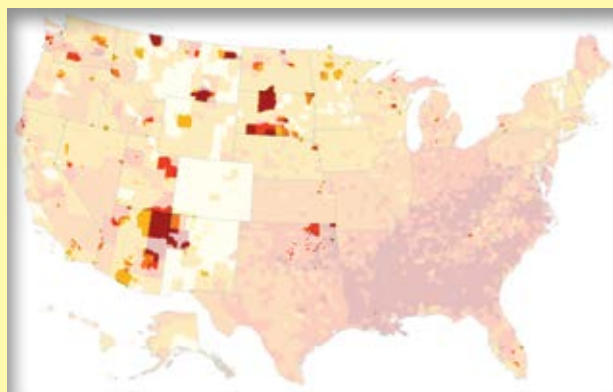
This dietary shift is a consequence of the conquest and colonization of America by Europeans. Entire ecosystems were destroyed, including Native agricultural systems. In place of these critical resources, the United States government began dumping agricultural surplus products like cheese, lard, and sugar on Native Americans.

The Pima tribe illustrates the impact of dietary changes. In 19th-century Arizona, the Pima’s water supply was diverted away, effectively destroying the tribe’s ability to raise crops. Forced to subsist on government commodities, the tribe experienced unprecedented rates of obesity and diabetes. But Pimas living south of the Mexican-American border did not experience these dietary changes—or these health problems. A 1994 study in *Diabetes Care* reported that diabetes is rarer in a Pima community in rural Mexico that maintained a traditional diet.

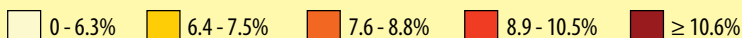
Diabetes Prevalence in United States*



Diabetes Prevalence on U.S. Indian Reservations



Age-adjusted percentage of adults older than age 20 who have diabetes



*Source: Centers for Disease Control, 2008

Are Researchers Failing Diabetes Patients?

Because type 2 diabetes is largely a diet-related disease, one might expect that government research focuses on testing new ways to help people improve their diets. However, a surprisingly large amount of research resources go to “modeling” diabetes in animals, ultimately aiming to generate new diabetes drugs.

Every year, approximately 72,000 animals are used in about 1,400 government-funded experiments on diabetes,

with an annual price tag of \$560 million. In addition to obvious ethical problems, animal tests often fail to show the potential dangers that new drug compounds may pose to human patients.

That is why Physicians Committee scientists are investigating the scientific reasons for the very poor correlation between animal experiments and human results. They have found that the rodent models commonly used for diabetes research do not accurately mimic human



diabetes, and, through publications and presentations, they are pushing for a switch from animal methods to human-based research methods that can accurately predict human responses to treatments.

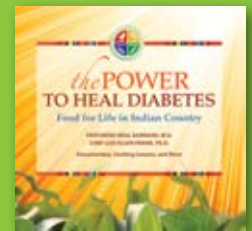
Donna has lost more than 40 pounds—and is down from 22 medications to four. “Since my mom has changed her diet, we’ve been playing basketball, or sometimes I’ll go on a run, and she’ll kind of speed walk,” says Ashley. “I’m really proud of her for making this change in her life.”

Donna’s story is featured in the Physicians Committee’s new documentary, *The Power to Heal Diabetes: Food for Life in Indian Country*. The film follows Donna and other Native Americans like the Yazzie family who switched to a plant-based diet and experienced amazing results after attending Physicians Committee classes.

This program was designed by Physicians Committee nurse practitioner Caroline Trapp, M.S.N., C.D.E., along with Physicians Committee president Neal Barnard, M.D., chef and food historian Lois Ellen Frank, Ph.D., and other health care professionals and chefs. Dr. Frank and another Native American chef, Walter Whitewater, teach the cooking courses.

“When we started this project, to reach out to Native Americans with our research showing the scientific

The Power to Heal Diabetes: Food for Life in Indian Country DVD is available for group viewing and distribution at no cost. Please submit your request to literature@PCRM.org or call 202-686-2210. Supplies are limited.



support for eating a plant-based diet, we really did not know what to expect,” explains Trapp. “The classes were very well received, and we realized quickly that we needed to find a way to reach a broader audience with this lifesaving program. That’s where the documentary came in.”

The Physicians Committee held two movie premieres in Window Rock, Ariz. Eddie Yazzie, who attended the first class in Window Rock in 2010, brought his entire family to the screening. Since the class, Eddie’s son Jensen has lost more than 80 pounds by following a vegan diet.

Dr. Barnard and Ms. Trapp want to express their gratitude to Betti Delrow and the Navajo Nation Special Diabetes Project, the Indian Pueblo Cultural Center, the Institute of American Indian Arts, Chef Lois Ellen Frank, Ph.D., of Red Mesa Cuisine, and producer Don Horwitz of 24-7 Films for their vital roles. And most of all, we recognize the Yazzie, Begay, and Hall families, who kindly shared their inspiring stories in our documentary and for whom we wish continued good health. We are also grateful to the dedicated Physicians Committee donors who made this program possible. 🙏

ONLINE> To learn more about preventing diabetes with a plant-based diet, visit PCRM.org/Diabetes.



The Yazzie family, Jensen, Rhonda, Eddie, and Jamie, with Caroline Trapp at the screening of *The Power to Heal Diabetes*.



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Drop the Dog, Pick a Plant

Colorectal cancer is the third most common type of cancer, with one in 20 men and women developing it in his or her lifetime. To create awareness of its causes, the Physicians Committee launched a new website and campaign called Drop the Dog.


Using graphics and fact sheets, Drop the Dog illustrates the link between processed meat products and colorectal cancer. The site encourages visitors to skip these unhealthy products and let others know why they're ditching hot dogs and other processed meats.

People from all over the country took the pledge. Deborah from Indiana signed the online pledge after her 36-year-old daughter died from colon cancer. Doreen from New Jersey dropped the dog so she could see her four grandchildren grow up.

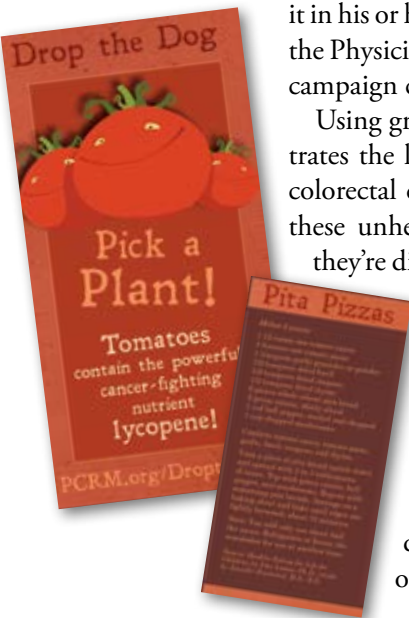
Just one serving of processed meat per day—that could be a hot dog or a serving of bacon, ham, salami, etc.—can increase

the risk of colorectal cancer by 21 percent. Despite the associated risks, many restaurants, hospitals, and even school cafeterias still serve processed meat. Physicians Committee president Neal Barnard, M.D., wrote an open letter that people can share with their local schools' food service directors, encouraging them to take hot dogs and other cancer-causing products out of school lunches.

Drop the Dog encourages swapping meat products for one of the highlighted plant-based recipes. The downloadable recipe cards feature sweet potato wedges, pita pizzas, rainbow salad, and other recipes that are perfect for the start of barbecue season.

Taking the pledge and sharing the graphics, recipe cards, and other resources can help save lives. 

ONLINE> Spread the word. Go to PCRM.org/DroptheDog.



Physicians Committee Billboard Fries Baseball Baconfest

**Keep Kids Safe:
Ban Bacon from
Ballparks**

www.BaconMayCauseCancer.org




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The Physicians Committee recently placed an eye-catching billboard in Allentown, Pa., calling on the city's minor league baseball team to stop glorifying bacon, which is linked to colorectal cancer and other health problems. During the 2014 season, the Lehigh Valley IronPigs are branding their hats and pants with strips of bacon, selling bacon scratch-and-sniff T-shirts, and offering free bacon crumbles at concessions stands throughout the ballpark.

"Keep Kids Safe: Ban Bacon from Ballparks," reads the billboard, which also urges fans to visit BaconMayCauseCancer.org to read more about the dangers of bacon. IronPigs fans and motorists traveling toward the ballpark encountered the billboard on a high-traffic road for one month beginning in May.

The billboard is part of a larger campaign to encourage healthful habits in Allentown. In addition to the billboard and a letter to the IronPigs' owners, the Physicians Committee sent a letter to Allentown's mayor. The letter alerts him to the dangers of bacon and cites a new study finding that compared with those who eat little or no meat, people who consume diets heavy in meat have a 74 percent greater risk of death, a link as strong as the one between smoking and death.

"The team would never pass out free cartons of cigarettes to the children of the Lehigh Valley, yet they are providing open access to bacon crumbles and turning a family-friendly event into a public health crisis," Cameron Wells, M.P.H., R.D., staff dietitian for the Physicians Committee, wrote to the mayor. The letter includes resources to help the mayor keep his city healthy.

The Physicians Committee also sponsored two Lehigh Valley little league teams and named them the Dragon Fruit Dragons and the Flying Fruit to prove that baseball can be fun, even without the processed meat. 



Taco Bell and KFC Win Physicians Committee's SICK Award

The Physicians Committee gave KFC the Social Irresponsibility toward Consumers and Kids (SICK) Award for reintroducing its infamous Double Down, which contains 540 calories, 32 grams of fat, and 1,380 milligrams of sodium. The sandwich features bacon, cheese, and sauce between two fried chicken filets.

In May, the Physicians Committee released a report detailing how the extreme amounts of fat, sodium, and cholesterol in the Double Down can lead to heart disease and hypertension. During the product's initial 2010 launch, Physicians Committee dietitians wrote to the chairman of Yum! Brands, Inc., which owns KFC, requesting that the Double Down receive a warning label about its high fat content.

Although customers can opt to have the sandwich with grilled chicken instead of fried, it is still a nutrition nightmare. When scientists with the Physicians Committee examined KFC's grilled chicken, they discovered that the products contain heterocyclic amines, carcinogens that can cause a variety of cancers. The Double Down also contains bacon, which is linked to colorectal cancer.

A 2013 report from the Physicians Committee on the Five Worst Contaminants in Chicken indicates that the Double Down may have one more unexpected ingredient—feces. Because of processing methods, chicken carcasses often marinate in water contaminated with feces. The fecal matter cannot be removed from the chicken by washing or cooking.



The Physicians Committee has also slammed Taco Bell with the SICK Award for the chain's heavy-handed marketing of its new cholesterol-laden breakfast items—the A.M. Crunchwrap and the Waffle Taco. Taco Bell may be trying to win the fast-food breakfast battle, but its customers are losing the war on heart disease and obesity.

Taco Bell's sausage A.M. Crunchwrap weighs in at 710 calories, 14 grams of saturated fat, 46 grams of total fat, 135 milligrams of cholesterol, and 1,150 milligrams of sodium. This far exceeds the amounts most adults should consume in a single meal. With 115 milligrams of cholesterol, the sausage Waffle Taco starts the day off on the wrong foot. Taco Bell has directed its marketing efforts toward a young adult audience, despite the steady increase in obesity, diabetes, and hypertension rates among this population. A study recently published in the *Journal of the American Medical Association* shows that from 2001 to 2009, there was a 30 percent increase in type 2 diabetes in people ages 10 to 19. Other research indicates that most adolescents already have the beginnings of blocked arteries, a condition only worsened by consuming meals high in fat and cholesterol.

Traditional Mexican ingredients—such as beans, rice, and salsa—are cholesterol-free and high in fiber. Even though many of the menu items at Taco Bell are customizable, the chain has opted to feature items with dangerous levels of fat and cholesterol, rather than promote the “Fresco-style” customization that swaps cheese and sour cream for pico de gallo. ☘

Social Irresponsibility toward Consumers and Kids (SICK) Award

The Physicians Committee presents the SICK Award to companies that carry out large marketing campaigns to promote unhealthy foods that can harm consumers and worsen the epidemic of diet-related diseases.

Kickstart Around the World

The 21-Day Vegan Kickstart now has more than 344,000 participants worldwide.



Spanish Kickstart is a Hit

The Spanish Kickstart is currently the most popular 21-Day Vegan Kickstart program. More than 14,000 people have participated in the Spanish Kickstart just this year—and the numbers continue to grow. In April, more people signed up for the Spanish Kickstart than the English-language version. The Physicians Committee's Spanish resources have been downloaded thousands of times, with the website receiving continuous traffic.

21-Day Healthy Challenge Makes Headlines in China



At the kickoff event, vegan celebrities and physicians answered questions from the audience. From left: Tevinny Liu, Jackie Lui, Jijing Mak, Dr. Jia Xu, Dr. Vincent Lee, Dr. Irene Lo, Dr. Sophie Leung, Dr. Michael Fok, and Angie Palmer.

In March, the Physicians Committee hosted a 21-Day Healthy Challenge event in Hong Kong to promote Kickstart China. Kickstart coaches, celebrities, and doctors presented plant-based nutrition information to the audience and Chinese news outlets. After the event, Hong Kong-based ECSTV filmed a three-part series on vegan diets featuring interviews with physicians and celebrities, as well as restaurant tours and cooking demonstrations.

Jia Xu, Ph.D., program specialist for the Physicians Committee, traveled to eight Chinese cities and gave more than 35 lectures, with more lecture tours scheduled for later this year. Dr. Xu presented information on plant-based diets to more than 1,500 attendees at schools, restaurants, hospitals, and other venues.

The Kickstart program appeared all over the news in China, from the front pages of local papers to TV stations. Since a healthful plant-based diet closely aligns with a traditional Chinese diet, people across the country are interested in learning more.

Diet-related diseases have been on the rise in China—largely because of the influx of meaty Western cuisine—but now thousands of people have received information about how plant-based diets can help the population lose weight and reverse diabetes. Kickstart China registra-

tions nearly tripled in April, reaching the highest number of participants yet.

Kickstart India Combats the Expansion of Meaty Diets



Audience listens to Physicians Committee's Zeeshan Ali, Ph.D., at the Goethe-Institut, Hyderabad, India

During April, Zeeshan Ali, Ph.D., program specialist for the Physicians Committee's Kickstart India program, traveled to India to promote a plant-based diet among health care professionals and the general public. At the Goethe-Institut in Hyderabad, Dr. Ali presented information on plant-based diets and the Physicians Committee's clinical research.

The Indian Institute of Science Education and Research in Bhopal invited Dr. Ali to participate in a round-table discussion, offering him the opportunity to present nutrition information to the staff and students.

Over the past few years, Western fast-food outlets have been aggressively expanding into India, contributing to an increase in obesity and diabetes rates. Returning

to an Eastern dietary approach, rather than consuming a diet high in saturated fat and cholesterol, can help combat these epidemics. Dr. Ali visited hospitals, health centers, colleges, and clinics across India to spread the word about the Kickstart India program and the benefits of a vegan diet.

The Physicians Committee has recently formed an advisory board to help grow the Kickstart India program. If you are interested in helping with this effort, please contact Dr. Ali at zali@PCRM.org.

The continued success of the international 21-Day Vegan Kickstart programs shows that there is a global interest in nutrition and plant-based diets. And with 196 countries in the world, there is still ground left to cover! 🌱

Bills Offer Cure for Doctors' Lack of Nutrition Education


When the leading causes of death, such as cardiovascular disease, type 2 diabetes, and even some cancers, can often be prevented or treated through diet changes, it is difficult to believe that many medical students go through their entire education without a single required course on nutrition. But up until now, that has been the case. However, aspiring physicians and practicing doctors may soon get the nutrition education they desperately need thanks to two bipartisan bills introduced in Congress this spring.

The Expanding Nutrition's Role in Curricula and Healthcare (ENRICH) Act provides \$15 million in grants for medical

schools to incorporate nutrition into their curricula. The Education and Training (EAT) for Health Act requires federally employed health care providers to receive annual continuing education in nutrition.

This April, the Physicians Committee highlighted the importance of nutrition education at a Capitol Hill briefing hosted in partnership with Reps. Raul Grijalva, D-Ariz., and Tim Ryan, D-Ohio, the bills' primary sponsors. "With U.S. healthcare expenditures continuing to rise to unprecedented levels, we must do everything in our power to improve Americans' diets," said Congressman Ryan. "We need to raise awareness and reduce our risk of

chronic diseases like heart disease, cancer, stroke, and diabetes that are plaguing our nation and are directly connected with diet and lifestyle choices."

More than three-quarters of medical school instructors admit that students need more nutrition education, and more than half of graduating medical students rate their nutrition knowledge as inadequate. Doctors also recognize the disconnect: Nine out of 10 believe that more nutrition counseling is needed in primary care, but only 14 percent feel qualified to offer it. 

ONLINE> Urge your officials to support the EAT for Health Act and the ENRICH Act at PCRM.org/LF.

Physicians Committee Hosts Congressional Briefings on School Lunch

In advance of congressional deliberations for revising school lunch standards, the Physicians Committee is weighing in on improvements to the nutritional quality of school meals. Leading up to the 2015 Child Nutrition Reauthorization Act—which provides funding for the National School Lunch Program and other child nutrition programs—the Physicians Committee is hosting a series of Capitol Hill briefings to raise awareness about the need for better access to plant-based options in school cafeterias.

"Most American children have the beginnings of atherosclerosis before they get their high school diplomas," Physicians Committee president Neal Barnard, M.D., said at the first event this April. "Children raised on meaty, cheesy diets have tremendous long-term health risks." The panelists—academic experts and public health professionals—echoed his concerns about childhood obesity in particular and its relation to the school lunch program.

"From 1960 to today there has been a fourfold increase in childhood obesity," reported panelist Wayne Giles, M.D.,

M.S., director of the Centers for Disease Control and Prevention Division of Population Health. "All race groups, all ethnic groups, all income levels ... this is a problem in all 50 states."

Other speakers included Ronette Briefel, Dr.P.H., R.D., a senior fellow at Mathematica; Scott Richardson, M.B.A., director of research and strategic initiatives for Project Bread; and Goutham Rao, M.D., chair of the American Heart Association's Obesity Committee.


Dr. Briefel spoke about the evolution of the school lunch program's nutritional content, while Richardson discussed the program's effects on hunger. Richardson also discussed a study Project Bread conducted with the Harvard School of Public Health, which found that changes to school lunch legislation have increased fruit and vegetable consumption and have not increased the amount of food wasted.

Dr. Rao's presentation put school lunch standards in the context of a wider effort to improve public health and lower chronic disease rates. Despite the grim statistics, he was hopeful. "I think the movement toward healthier food environments is



Speakers Dr. Neal Barnard, Scott Richardson, Dr. Ronette Briefel, Dr. Wayne Giles, and Dr. Goutham Rao at the Capitol Building

unstoppable. Let's bear in mind that we can't turn back at this point," he said.

The second event of the series, planned for July 1, will bring school lunch administrators and educators to Capitol Hill to highlight successful efforts to offer more healthful, plant-based fare in the lunch line. Speakers will include Chef Ann Cooper, nutrition services director of Boulder Valley School District; Darlene Moppert, M.S., R.D., program manager of nutrition education and training at Broward County Public Schools; and Bob Groff, principal of New York Public School 244. 

ONLINE> Watch a recap of the April event as well as the speakers' presentations at PCRM.org/Media.

Ellen DeGeneres Speaks Out to Protect Dogs in Taiwan



When the Taiwanese government announced plans to infect beagle puppies, mice, and ferret-badgers with a deadly rabies virus last summer, the news caused international outcry. Celebrities Maggie Q and Alec Baldwin—along with Taiwanese entertainer Liu Han Ya (Aya) and model I-Hwa Wu—urged the government to cancel the cruel experiments, which would produce no benefit for public health. Now, the host of the 2014 Academy Awards and longtime animal welfare advocate Ellen DeGeneres has spoken out in a letter to Taiwanese officials.

“I understand that the proposed experiments ... are neither humane nor scientifically necessary,” DeGeneres wrote. “I respectfully ask that you avoid using animals in rabies tests.” Her letter was sent to Council of Agriculture Minister Chen Bao-ji and the Taiwanese legislative members of the Economic Affairs Committee.

Physicians Committee experts are maintaining pressure on the government to stop the experiments. This May, viral immunologist Sarah Cavanaugh, Ph.D., and medical research specialist MeiChun Lai, Ph.D., traveled to Taiwan to meet with journalists and the scientific community at a press conference and public hearing to promote effective alternatives to animal tests, such as in vitro tests.

ONLINE> Ask the Taiwanese government to officially cancel the experiments at PCRM.org/Rabies.

WHITE



Research Findings Could Effectively End Chimpanzee Experimentation

A new paper co-authored by Physicians Committee president Neal Barnard, M.D., finds that chimpanzees should be treated as vulnerable research

subjects. The research findings, if applied, could effectively end invasive experiments on privately owned chimpanzees.

“Like children or people confined to institutions, chimpanzees are vulnerable to harm and exploitation,” explains John J. Pippin, M.D., F.A.C.C., director of academic affairs for the Physicians Committee. “Everything from the actual invasive experiments, blood draws, and biopsies to captivity and transport causes chimpanzees stress and pain and can even lead to post-traumatic stress disorder.”

Because they are not capable of giving meaningful consent, chimpanzees need an extra layer of protection that would effectively ban researchers from using them in experiments, except in cases in which they stand to benefit personally—for example, when a sick chimpanzee might receive an experimental medication.

Although the National Institutes of Health has decided to end its use of chimpanzees, privately owned chimpanzees are still used in invasive experiments. New Iberia Research Center in Louisiana houses more privately owned chimpanzees than all other United States labs combined and has been repeatedly cited for Animal Welfare Act violations. Behind its locked doors, baby chimpanzees have died as a result of overcrowding and negligence.

The Physicians Committee has urged New Iberia’s director to apply these research findings and release every chimpanzee under the lab’s roof to a sanctuary. 🌱

THINKSTOCK

Billboards Target Texas A&M Lamb Experiments

If Texas Sen. Ted Cruz can shut down the government, then he can shut down Texas A&M University's alcohol experiments on sheep and lambs. In a new campaign, the Physicians Committee is urging the well-known member of Congress to use his home-state sway to end this cruel waste of taxpayers' dollars and shift the focus of alcohol research away from animal experiments and toward human-relevant studies.

Two billboards went up on May 5 to confront motorists driving near Texas A&M's campus with the message:

"Doctors Urge Sen. Ted Cruz: Shut down wasteful experiments on baby lambs at Texas A&M!" The same week, two advertisements appeared in the *Houston Press* and *The Austin Chronicle* urging Sen. Cruz's constituents to take action. The campaign was widely covered in the Houston media.

"After 17 years, can you give me an example of anything that has come from these experiments that has actually made an impact?" asked Dallas-based cardiologist and Physicians Committee director of academic affairs John J. Pippin, M.D., F.A.C.C. "There hasn't been anything to show for it."

The campaign also includes letters to Sen. Cruz and Richard Garnett, Ph.D., the chairman of the Texas Office for the Prevention of Developmental Disabilities. These letters detail the cruel nature of the alcohol experiments and explain why they fail to mimic the conditions in question, fetal alcohol spectrum disorders (FASD), as they occur in humans.

During the course of the experiments, pregnant sheep are injected with alcohol—about the equivalent of nine to 10 shots of hard liquor—over the course of one hour. These injections continue for three days, followed by a break of four days. This cycle is repeated four times in an attempt to simulate weekend binge drinking in humans. Near the end of the pregnancies, the sheep and their babies are killed. The lambs are removed, and their brains are dissected to determine how maternal alcohol consumption affects fetal brain development.

"The real-world application of these experiments has not been evident," wrote Dr. Pippin and Physicians Committee medical research specialist Sarah Cavanaugh, Ph.D., in their letters to Sen. Cruz and Dr. Garnett. "After all, the effects of alcohol intake on fetal



development are well documented. The National Institute on Alcohol Abuse and Alcoholism (NIAAA) and Texas A&M should therefore focus valuable research funds on devising, testing, and implementing new prevention programs and improving existing programs."

The letters continue, "In addition to the toxic effects of alcohol, socioeconomic status, access to proper nutrition, tobacco, and other drug use all play a role in the outcome of alcohol-exposed pregnancy. As a result, the animal models of FASD are grossly oversimplified and do not mimic FASD as it develops in the human. Thus, turning pregnant sheep into alcoholics does not contribute to human benefit."

The Physicians Committee is calling on the NIAAA and Texas A&M to direct more state and federal funding toward prevention-focused research, such as careful testing of interventions

to prevent alcohol use during pregnancy. Developing techniques to detect FASD as early as possible and treatment and support measures for individuals and families affected by FASD should also be research priorities.

Unlike the current experiments, these strategies would lead to real benefits for expectant mothers and their children. ☎

"The animal models of FASD are grossly oversimplified and do not mimic FASD as it develops in the human."

—JOHN J. PIPPIN, M.D.



ONLINE> Send a tweet to Sen. Ted Cruz using the hashtag #StopWastingMyMoney.



Cardiologist and Wayne State clinical professor of medicine Joel Kahn, M.D., F.A.C.C.

Doctors and Advocates Urge Wayne State to End Dog Experiments



These experiments are even drawing criticism from one of the university's own faculty members, cardiologist and clinical professor of medicine Joel Kahn, M.D., F.A.C.C. In an open letter on the back of each leaflet, Dr. Kahn writes that he and many others “believe that the dog experiments at Wayne State—which have been conducted for more than two decades—have contributed nothing to improving the health of heart failure patients.”

Dr. Kahn explains, “In my clinical practice I see many of the patients who could benefit from a more human-based approach to heart disease. So much of this public health issue is related to lifestyle and diet, so the millions of dollars that have been poured into the Wayne State dog experiments could be better used on public education and prevention research.”

Director of academic affairs for the Physicians Committee, John Pippin, M.D., F.A.C.C.—also a cardiologist—voiced similar concerns: “The data researchers obtain is incomplete and disagrees with what we know about heart disease. There’s nothing to show for these experiments except a pile of dead dogs.”

The Physicians Committee is calling on the Wayne State community to contact the university's president, M. Roy Wilson, M.D., M.S., to urge him to refocus the school's research priorities on improving public health. [ⓧ](#)

After two decades of heart failure experiments on dogs, Wayne State University has nothing to share with the tens of thousands of Michiganders and the millions of Americans suffering from heart disease. This is the message the Physicians Committee and dozens of local advocates—including several physicians—shared with attendees of the university's graduation ceremony in Detroit this May.

“Wayne State is letting down the people of Michigan when it comes to addressing heart disease: the state's—and the country's—number-one killer,” said Ryan Merkley, the Physicians Committee's associate director of research policy.

Wayne State experimenters collect almost \$400,000 in funding every year to put dogs through multiple surgeries, artificially create heart failure in the dogs, implant multiple medical devices in their bodies, and force them to run on treadmills.

The surgeries are so invasive and dangerous that as many as 25 percent of the dogs die during or after surgery, before the experiments are completed. All of the dogs who make it through the experiments are then killed. In addition to the invasive procedures, according to records obtained by the Physicians Committee, some dogs endure painful swelling, surgical complications, blood loss, bacterial infections, and cysts.

There is no scientific need for these experiments. Epidemiological studies give scientists insight into the causes of heart failure in humans, and human clinical trials provide treatment and prevention options.



Advocate Steve Palombo distributes leaflets at Wayne State prior to commencement.

ONLINE > Learn more and send your own message to Dr. Wilson at MichiganDeservesBetter.org.

Campaign Against Canadian University's Animal Use Heats Up

Tempers are flaring as the Physicians Committee's campaign to end a Canadian university's use of piglets in its pediatrics training program has gotten under the skin of school leaders. The Physicians Committee had placed bus shelter ads calling for an end to the school's use of piglets for pediatrics residency training. Internal communications obtained by the Physicians Committee through a public records request reveal that Laval University's administration reacted strongly to the ads. In an apparent effort to save face and avoid further humiliation, the school's communications director asked for the ads to be removed—and even ordered campus security officers to attempt to cover them up. Québec City daily newspaper *Le Journal de Québec* featured the ads in a full-length story about the Physicians Committee's campaign.

After a Physicians Committee ad appeared in the student newspaper, *Impact Campus*, university administrators attempted to contact the newspaper's staff for

several days, prompting the newspaper to publish an article questioning the experiments and quoting John Pippin, M.D., F.A.C.C., Physicians Committee director of academic affairs, at length.

In addition to the hard-hitting ads, the multi-faceted campaign also includes a cruelty complaint filed with the Québec prosecutor; letters sent to the residency program director, the pediatrics department chair, and the university rector (equivalent to the president of the university); and a petition signed by more than 500 Québec residents.

The Physicians Committee will continue to inform students, faculty, and the public that Laval is the last university in Canada engaged in the cruel, ineffective practice of using animals to teach procedures for which superior human simulators are available. ☒

ONLINE > Canadian residents can take action by signing the petition at SwitchtoSimulation.org.

Physicians Committee Exposes Johns Hopkins' Animal Experiments

Johns Hopkins University is said to have one of the best medical programs in the country, but it is falling behind nearly every other school in one crucial respect. This May, the Physicians Committee gave graduates and their families at the university's commencement ceremonies a call to action: Urge Johns Hopkins to stop using live pigs to train future doctors.

Physicians Committee staff and volunteers traveled to Baltimore to join local advocates to hand out thousands of leaflets describing the school's stubborn devotion to this cruel and substandard education method. Johns Hopkins, the University of Tennessee College of Medicine at Chattanooga, and the University of Mississippi are the only schools still using animals in medical school curricula. All other medical school programs now use other methods, such as high-tech simulators that accurately replicate human anatomy and give students better opportunities to practice their skills.

Medical students at Johns Hopkins are instructed to make incisions in a pig's abdomen and insert long tubes with cameras called endoscopes into the pig's body. This causes severe injuries, and the pigs are killed after the procedure.

The Physicians Committee also placed an advertisement exposing the school's regressive stance on

animal use in the *Baltimore City Paper* during commencement week. The leaflets and ad urge readers to contact the medical school's vice dean for education, Roy Ziegelstein, M.D., M.A.C.P., to ask him to switch to simulation. ☒

ONLINE > Urge Johns Hopkins to stop using and killing pigs. Send a letter to Dr. Ziegelstein at BaltimoreDeservesBetter.org.



A California Weekend

In March, we were honored to be a part of TWO fabulous fundraisers on the West Coast! On Saturday, March 15, Jael and James Tanti opened their beautiful home in Anaheim Hills, Calif., to host a delicious vegan dinner (handily prepared by Jael), silent auction, and a presentation by Physicians Committee president Neal Barnard, M.D. The RapScallions provided musical entertainment under the stars.

On Sunday, March 16, Dr. Rebecca and Ariel Nessel hosted an afternoon of compassion in their Marin County home. Guests noshed on vegan hors d'oeuvres,



Anaheim Hills, Calif.: Dr. Neal Barnard with Jael and James Tanti

enjoyed the beautiful spring weather, and were able to mingle with the Nessels' rescue chickens. A serving of Dr. Barry Schenker's irresistible Genuto capped off the afternoon.

Both events raised funds to support the



Ross, Calif.: Dr. Rebecca and Ariel Nessel with Dr. Barnard

Physicians Committee's lifesaving work. We are grateful to the Tantis and Nessels for creating opportunities for us to connect with Physicians Committee members and share our mission with new friends. Thank you!

"May I gift the Physicians Committee my art?"

This is a question that we hear from our members who want to help further our work with a donation of something other than cash. We are also asked about donating gifts of real estate, vehicles, jewelry, and business interests. In most cases, the answer to whether we accept these types of gifts is "Yes!" The Physicians Committee is fortunate to be able to accept a wide variety of gifts so we can work with our members to find a way for them to support a cause close to their hearts, in a way that makes smart use of their assets.

A donation of cash is the easiest transaction to make and is fully tax-deductible as allowed by law. However, if you'd like to make a gift with another type of asset, there may be a way to donate something you no longer need or wish to maintain. By donating it, you could enjoy a tax benefit, and your assets could bring real benefit to the Physicians Committee's life-saving work. We review each gift scenario carefully.

If you'd like to explore a gift of property or other appreciated assets, please give us a call at 202-527-7366. We are ready to

assist you and help you determine what type of gift could benefit you and further the Physicians Committee's work.

Learn More About PCRM's Lifetime Partner Program and Planned Giving Opportunities at PCRM.PlanYourLegacy.org.

- Please send me PCRM's brochure "Wise Giving to Ensure a Compassionate Future."
- I have already named PCRM in my will, trust, life insurance policy, or retirement plan. Please contact me to activate my Lifetime Partner status.
- I have questions! Please contact me at the phone or e-mail listed below.

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Check Out Upcoming Events at
PCRM.org/Events

- **Summer Lecture Series in Washington** – Dr. Barnard will be speaking at venues in the D.C. metro region throughout the summer on a variety of health topics. Plenty of events are free and open to the public. This is the perfect opportunity to bring friends and family to learn how to improve their health. Check online for a complete listing.

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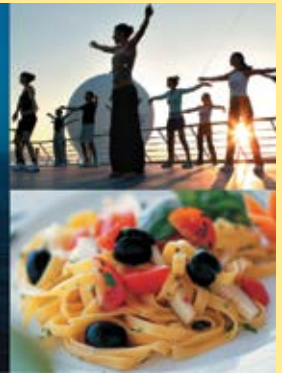
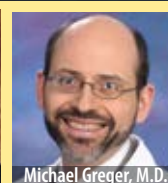
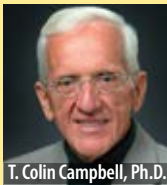
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The Oh She Glows Cookbook

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Angela Liddon

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Killer Fish

How Eating Aquatic Life Endangers Your Health

Brian R. Clement, Ph.D., N.M.D., L.N.

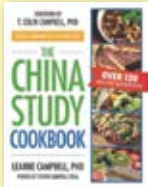
Fish is NOT a healthful alternative to red meat. Clement separates myth from fact, explaining the deadly toxins concentrated in both farmed and wild fish. 163 pgs, \$14.95

The China Study Cookbook

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LeAnne Campbell, foreword by T. Colin Campbell

Based on the most comprehensive nutrition study ever conducted, this book opens the door to a plant-based diet that leads to optimal health, halting or reversing many diseases. Filled with helpful tips on substitutions, keeping foods nutrient rich, and transitioning to a plant-based diet, this book shows how to transform individual health and the health of the entire family. 208 pgs, \$19.95



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Neal D. Barnard, M.D., Editor

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Neal Barnard, M.D., Editor

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The Healthiest Argument for Eating a Plant-Strong Diet, Plus 140 New Engine 2 Recipes

Rip Esselstyn

Get facts, inspiration, and recipes from a firefighter, best-selling author, and former professional triathlete. Esselstyn debunks diet myths and puts the reader on track to lose weight and feel great! Hardcover, 288 pgs, \$25.00

Artisan Vegan Cheese: From Everyday to Gourmet

Miyoko Schinner

Create tempting nondairy cheeses that retain all the complexity and sharpness of their dairy counterparts. Schinner explains how to make aged cheeses, air-dried cheeses, meltable cheeses, and almost-instant cheeses, as well as nondairy sour cream, yogurt, and whipped cream. Includes recipes that use nondairy cheeses. 149 pgs, \$19.95

Afro-Vegan

Farm-Fresh African, Caribbean, and Southern Flavors Remixed

Bryant Terry

African, Caribbean, and Southern foods are all known and loved as vibrant and flavor-packed cuisines. In *Afro-Vegan*, renowned chef and food justice activist Bryant Terry reworks and remixes the favorite staples, ingredients, and classic dishes of the African diaspora to present wholly new, creative culinary combinations that will amaze vegans, vegetarians, and omnivores alike. 224 pgs, \$27.50



Grills Gone Vegan

Tamasin Noyes

Move over meat! Plant-based proteins, vegetables, and even fruits take center stage. Think beyond burgers and kabobs and create everything from quick appetizers and sandwich fillings to side dishes and even a surprising array of sweets—all on the grill. Noyes' rubs and sauces make tofu, tempeh, and seitan explode with flavor, and her marinades infuse portobello mushrooms and other succulent vegetables with savory depth. 192 pgs, \$19.95

SUMMER FUN!

The Allergy-Free Cook Bakes Cakes and Cookies

Gluten-Free, Dairy-Free, Egg-Free, Soy-Free

Laurie Sadowski

This book is designed for anyone who needs to avoid gluten, dairy products, and other common food allergens but doesn't want to feel deprived. Now those with food sensitivities can fearlessly indulge in delicious baked goods. Learn how to interpret food labels, prevent cross-contamination, and make ingredient substitutions. 144 pgs, \$14.95

Skinny Bitch in the Kitch

Rory Freedman and Kim Barnouin

Kick-Ass Recipes for Hungry Girls Who Want to Stop Cooking Crap (and Start Looking Hot!)

Here's the companion cookbook to the outrageous best-seller *Skinny Bitch*. Seventy-five easy, satisfying recipes, served up with fun. "A hilariously bawdy vegan cookbook for the modern Mrs. Cleaver." —*Domino* 192 pgs, \$14.95

The Sublime Restaurant Cookbook

South Florida's Ultimate Destination for Vegan Cuisine

Nanci Alexander

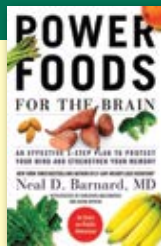
The flavors and beauty of south Florida's award-winning Sublime Restaurant are compiled here with some of Sublime's most famed culinary creations. From Asian, Latin, or Mediterranean influences to more typical American fare, each recipe is delightfully conceived, beautifully presented, and yet surprisingly quick to prepare. 117 pgs, \$19.95



From Neal D. Barnard, M.D., PCRM president

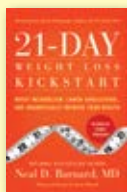
Power Foods for the Brain

An Effective 3-Step Plan to Protect Your Mind and Strengthen Your Memory
In *Power Foods for the Brain*, Dr. Neal Barnard has gathered the most important research and studies to deliver a program that can boost brain health, reducing the risk of Alzheimer's disease, stroke, and other less serious problems, including low energy, poor sleep patterns, irritability, and lack of focus. 320 pgs, \$16.00



21-Day Weight Loss Kickstart

Boost Metabolism, Lower Cholesterol, and Dramatically Improve Your Health



Based on PCRM's popular online Kickstart program, Dr. Barnard's *21-Day Weight Loss Kickstart* will help you get fast results: drop pounds, lower cholesterol and blood pressure, improve blood sugar, and more. With more than 60 recipes, daily meal plans, and tips for grocery shopping, this book will get you on the fast track to better health. 368 pgs, \$15.99

The Get Healthy, Go Vegan Cookbook

125 Easy and Delicious Recipes to Jump-Start Weight Loss and Help You Feel Great

These recipes are based on Dr. Neal Barnard's landmark two-year study, which shows that a vegan diet effectively controls type 2 diabetes. In fact, it's also beneficial for weight loss, the reversal of heart disease, and the improvement of many other conditions. Dr. Barnard and nutritionist Robyn Webb offer easy, delicious meals to improve your health. 248 pgs, \$18.95

A New Approach to Nutrition for Diabetes DVD

Turn back the clock on diabetes through a low-fat vegan diet. In eight compelling lessons, Dr. Barnard explains his groundbreaking research and how to put it to work in your life. Includes cooking demonstrations by chef Toni Fiore and a grocery store tour by Susan Levin, R.D., and Caroline Trapp, M.S.N., C.D.E. 192 mins, \$19.95

Dr. Neal Barnard's Program for Reversing Diabetes

If you have diabetes or are concerned about developing it, this program could change the course of your life. Dr. Barnard's groundbreaking clinical studies, the latest funded by the National Institutes of Health, show that diabetes responds dramatically to a low-fat, vegetarian diet. Rather than just compensating



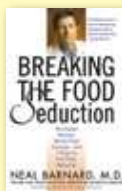
for malfunctioning insulin like other treatment plans, Dr. Barnard's program helps repair how the body uses insulin. Includes 50 delicious recipes. 288 pgs, \$15.99

Foods That Fight Pain

Did you know that ginger can prevent migraines and that coffee sometimes cures them? Drawing on new research, Dr. Barnard shows readers how to soothe everyday ailments and cure chronic pain with common foods. 348 pgs, \$14.95

Breaking the Food Seduction

We all have foods we can't resist, foods that sabotage our health. But banishing those cravings for chocolate, cookies, cheese, or burgers isn't a question of willpower; it's a matter of biochemistry. Drawing on his own research and that of other leading institutions, Dr. Barnard reveals how diet and lifestyle changes can break the craving cycle. 324 pgs, \$16.99



Turn Off the Fat Genes

Genes, including those that shape our bodies, actually adapt to outside influences. Dr. Barnard explains the process and provides a three-week gene-control program complete with menus and recipes by Jennifer Raymond. Here are powerful tools for achieving long-term weight loss and better health. 350 pgs, \$16.00

A Physician's Slimming Guide for Permanent Weight Control

You can succeed in becoming and staying slimmer! This book is not a diet—it's a comprehensive program that takes the reader beyond artificial "formula approaches." 96 pgs, \$7.95

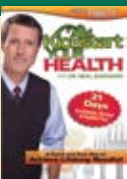
Food for Life

The breakthrough book on aging, heart disease, cancer, weight control, and general health. Preface by Dean Ornish, M.D. Loads of tips on changing your diet, 21 days of menus, plus delicious recipes by Jennifer Raymond. 334 pgs, \$14.95

DVDs from PBS

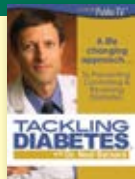
Kickstart Your Health with Dr. Neal Barnard

More than 100,000 people have participated in PCRM's Kickstart program. Here Dr. Barnard describes the 21-day plan for a smarter, slimmer, and healthier you. Achieve lifelong results with this quick and easy approach. 60 mins, \$9.95



Tackling Diabetes with Dr. Neal Barnard

Drawing on the latest scientific research, Dr. Barnard explains how a low-fat vegan diet can fight diabetes by controlling blood glucose, weight, and heart disease risk. In many cases, it will even eliminate the need for some medications. 60 mins, \$9.95



Forks Over Knives—The Cookbook

Del Sroufe

Sroufe, the man behind some of the mouthwatering meals in the film, proves that the *Forks Over Knives* philosophy is not about what you can't eat, but what you can. Chef Del and his collaborators transform wholesome fruits, vegetables, grains, and legumes into 300 recipes—classic and unexpected, globally and seasonally inspired, and for every meal of the day. 320 pgs, \$18.95



The Great Life Cookbook

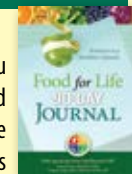
Whole Food, Vegan, Gluten-Free Meals for Large Gatherings
Priscilla Timberlake, Lewis Freedman, R.D.

Every Friday night for more than 17 years, the authors have been cooking for friends and family. Explore their monthly dinner menus and dare to cook wholesome and delicious vegan dishes for your group! 96 recipes, from soup to dessert arranged in 12 seasonal menus. 240 pgs, \$26.50

From PCRM

Food for Life 90-Day Journal

This portable spiral notebook helps you keep a daily record of fiber intake and physical activity. Additional features include a seven-day sample menu, 22 recipes, tips for breaking food cravings, pantry suggestions, how to track fiber intake and body mass index, recommended resources, and plenty of inspiration from PCRM. 144 pgs, ~~\$12.00~~, discount price \$10.99



The Nutrition Rainbow Poster

The more naturally colorful your meal is, the more likely it is to have an abundance of cancer-fighting nutrients. Pigments that give fruits and vegetables their bright colors represent a variety of protective compounds. The Nutrition Rainbow poster shows the cancer-fighting and immune-boosting power of different-hued foods. 17"x22", \$6.00



The Cancer Survivor's Guide

Neal Barnard, M.D., Jennifer Reilly, R.D.

Find out how foods fight cancer and the advantages of a high-fiber, low-fat, dairy- and meat-free diet. Includes updates from the latest research, special prostate and breast cancer sections, tips for making the dietary transition, and more than 130 recipes. 245 pgs, \$19.95



Eating Right for Cancer Survival dvd

Neal Barnard, M.D., Chef Sualua Tupolo, Stephanie Beine, R.D.

This exciting 2-disc set is designed to work hand in hand with the companion book, *The Cancer Survivor's Guide*. Nine nutrition presentations and nine cooking lessons provide powerful tools for making changes in health and well-being. 270 mins, \$19.95



PCRM Marketplace

Unlocking the Power of Plant-based Nutrition DVD Series

You can buy all three Unlocking the Power of Plant-based Nutrition DVDs—*Food for Life*, *Weight Control*, and *Heart Health*—for \$29.95. That's a savings of nearly \$15. Each disc features the segments "Getting Started" with Neal Barnard, M.D., and "In the Kitchen" with TV's *Totally Vegetarian* Chef Toni Fiore. Discs average 58 minutes in length. \$29.95



Kitchen Divided

Vegan Dishes for Semi-Vegan Households
Ellen Jaffe Jones

What do you do if you're vegan, but your spouse—or your child or parent—is not? This diplomatic and practical guide addresses the heated issues that can arise when vegans and meat-eaters share the same kitchen. Streamline meal preparation so you can juggle the demands of cooking—even if you and your family members never end up on the same page of the menu. 160 pgs, \$19.95

Becoming Vegan: Express Edition

The Everyday Guide to Plant-Based Nutrition
Brenda Davis, R.D., and Vesanto Melina, M.S., R.D.

Explore this completely updated version of the classic introduction to vegan eating. Includes how to use plant foods to fight serious illness and become fit, getting calcium without dairy, understanding the role of B12, and incorporating a balanced vegan diet at all stages of life. 284 pgs, \$19.95

Fix Your Mood with Food The 'Live Natural, Live Well' Approach to Whole Body Health *Heather Lounsbury*

Use methods practiced in Chinese medicine to improve mood naturally without the use of drugs. By working to cure the entire body, Lounsbury's book guides readers to elevate mood naturally as they improve (and prevent) a variety of physical ailments, including heart conditions, high cholesterol, digestive issues, headaches, and energy problems. 224 pgs, \$16.95



Many PCRM fact sheets and booklets are downloadable without charge or available in print at minimal cost at PCRM.org/factsheets/

Power Plate



These healthful food groups help you live longer, stay slimmer, and cut your risk of heart disease, diabetes, and high blood pressure.

Be sure to include a reliable source of vitamin B12, such as one or more multiple vitamins or fortified foods.
*American Commission for Accredited Medicine, www.ACAMF.org

Power Plate Poster

"These healthful food groups help you live longer, stay slimmer, and cut your risk of heart disease, diabetes, and high blood pressure." 18" x 24", \$6.00

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Say "Go Vegan!" in French, Italian, Hebrew, Swahili, Arabic, Hindi, German, Spanish, Dutch, and Chinese on quality royal blue shirts.

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100% cotton, 6 oz.

Specify M, L, or XL • \$17.99

Sweatshirt • Jerzees,
50% cotton/50% poly, 6 oz.

Specify M, L, or XL • \$21.99

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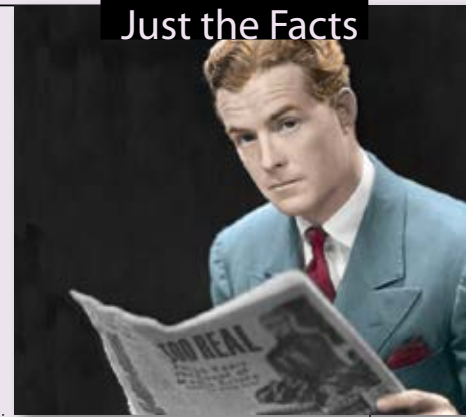
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Or call toll-free: 1-800-695-2241

Or order online at: www.pcrm.org

Last Dance

KFC has developed a “chicken corsage” comprised of an actual chicken drumstick and flowers.



The Fountain of Ew

A Nebraska medical office has a McDonald's Happy Meal on display. It looks the same as it did when it was purchased—two years ago.

Dollars to Donuts

A poll of 1,000 people found that, on average, Americans spend \$1,200 on fast food a year. That's approximately the same price as a trip to the emergency room.



You Get What You Pay For

New research from Cornell University indicates that people actually enjoy their food more when it's more expensive.



Monkeys Ace Harvard Mathematics

Rhesus macaques can handle basic math, doing simple addition using numbers from 1 through 25, according to research from a neurobiologist at Harvard University.



We All Scream for Vegan Ice Cream

Just in time for the warm weather, TCBY has rolled out its third vegan fro-yo flavor. In addition to almond-based chocolate and vanilla, customers can now enjoy a coconut milk variety.

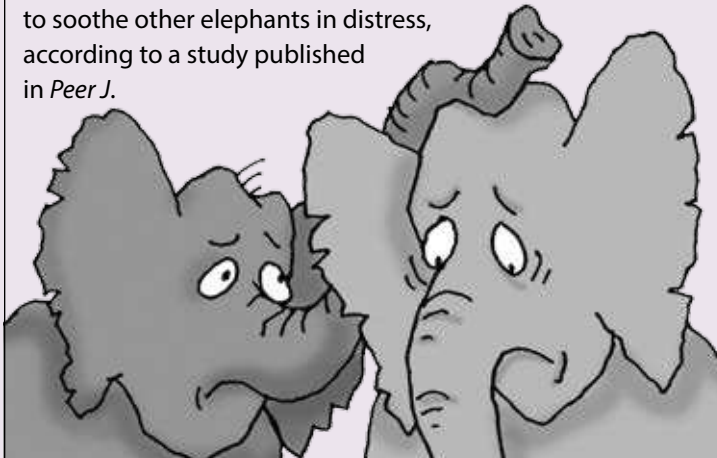
Avert Your Eyes!

Researchers at the Cornell Food and Brand Lab determined that the cartoon eyes on cereal boxes are actually designed to make eye contact with consumers, affecting parents' purchasing decisions.



Elephants Never Forget Their Manners

Elephants are empathetic, using touch and reassuring sounds to soothe other elephants in distress, according to a study published in *Peer J*.



He's **SO** MUCH MORE CREDIBLE NOW!

Clowning Around with Nutrition

Ronald McDonald has gotten a makeover. McDonald's suited up its clown mascot in a blazer and bowtie and introduced him to selfies and social media. The cholesterol content has stayed the same.

Physician Profile

Ted Barnett, M.D.

Twenty-three years ago, interventional radiologist Ted Barnett, M.D., and his wife Carol switched their whole family—including two young children and one more on the way—to a vegan diet when they realized that this way of eating would improve their own health and that of the planet. The whole family continues to follow this healthy diet and is reaping the benefits.

“Our family loves food, and the delicious abundance of a vegan diet is the bonus that we get for a way of eating that’s good for our health, the animals, and the environment,” explains Dr. Barnett. “On top of that, my wife is a fabulous cook! Even though I will be 60 in July, I continue running, hiking, biking, and birding nearly every day. In the summer of 2012, I became a ‘46er’ after hiking to the top of all 46 high peaks in the Adirondacks.”

Dr. Barnett lives in Rochester, N.Y., and practices diagnostic and interventional radiology. As part of his varied practice, he uses angiography, stenting, and other methods to diagnose and treat vascular disease.



In January, Dr. Barnett testified before the Dietary Guidelines Advisory Committee. “As someone who uses angioplasty and stents to treat blocked arteries, I have seen the havoc that the American diet plays on our vessels,” he said in his testimony. “Even though it is not in my economic self-interest, I feel that I have

a duty to promote a plant-based diet to help reduce the need for my services.”

In 2009, Dr. Barnett and Physicians Committee president Neal Barnard, M.D., co-authored a paper published in the *Journal of the American Dietetic Association*, presenting a case study of a previously healthy 51-year-old man who developed heart disease and erectile dysfunction after going on the high-fat Atkins Diet.

A member of the Physicians Committee since its early years, Dr. Barnett has been using the organization’s resources to encourage others to switch to a vegan diet for many years. In 2012, Dr. and Mrs. Barnett started teaching a six-week course on plant-based eating. Nearly 250 people have taken the course, including physicians, registered nurses, nurse practitioners, and other health care professionals. They have given the course five times, and it was accredited for continuing medical education credits in 2013.

“What I do in my practice is on the cutting edge and tends to be complex, but what we recommend in the course is low-tech and simple,” explains Dr. Barnett, “and yet it can be far more beneficial than medicine for most people.”



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