

AICR

FALL 2015

Publications Catalog

aicr.org/store



UPDATED MATERIALS INSIDE:
New American Plate for Weight Loss
Easy Moves to Stay Fit Magnet
Herb and Spice Wheel



Dear Health Professional,

In this issue, explore our newly updated education resources for classes, health fairs, patient resource centers, medical offices and more! Help your clients get back into healthy habits and stock up on all your favorite evidence-based materials.

Fall Health Education Tips

- *Instill healthy back-to-school habits in young learners with our Healthy Kids resources (opposite page).*
- *Get all the latest information on nutrition and cancer prevention/survivorship with highlights from all of our brochure series (center spread pages 12 – 13)*
- *Add some interactive health tools to your seminars and classes like our new Exercise Magnet and best-selling Herb and Spice Wheel.*



AICR Healthy Recipe: Warm Quinoa and Walnut Salad

Alice Bender, MS, RDN

PS: Get a free copy of our expert report when you purchase more than \$100 online at aicr.org/store.

About AICR

OUR VISION: We want to live in a world where no one develops a preventable cancer.

OUR MISSION: We champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk.

We have contributed over \$105 million for innovative research conducted at universities, hospitals and research centers across the country. Find evidence-based tools and information for lowering cancer risk, including AICR's Recommendations for Cancer Prevention, at www.aicr.org.

AICR Healthy Kids

Tools and news for lifelong cancer protection



One in three adult cancers are preventable. Teaching kids to eat healthy foods and get physically active now can help protect them from cancer and other diseases as adults.

Our new online resource has everything you need for your next healthy family program:

- Latest research
- Lesson plans
- Fact sheets
- Activities
- Recipes
- Monthly news updates



AICR Healthy Kids

Healthy habits for lifelong cancer protection

HEALTHY EATING TIPS

- Eat different foods throughout the day to get a variety of nutrients.
- Drink water as it is the best choice to stay hydrated.
- Choose whole grains, such as whole wheat bread, pasta, and rice.
- Limit intake of sugary drinks and foods.

HEALTHY ACTIVITY TIPS

- Get outside every day to enjoy the sun and fresh air.
- Do an active game like tag, catch, or hopscotch.
- Play active games like tag, catch, or hopscotch.
- Limit screen time to less than 2 hours a day.

- Limit intake of sugary drinks and foods.
- Choose whole grains, such as whole wheat bread, pasta, and rice.
- Drink water as it is the best choice to stay hydrated.
- Limit screen time to less than 2 hours a day.

FREE PRINTABLE
INFOGRAPHIC

aicr.org/healthykids



Pair with
these
materials:



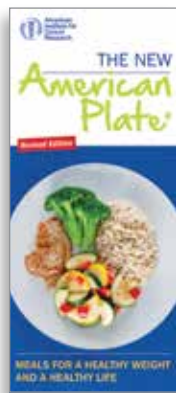
Portion Size
Finder
page 21



Guide to
Storing
Fresh Produce
page 22

The New American Plate

Our most popular series offers strategies to transition to a healthy eating pattern. It's all about portion and proportion. Includes sample menus and delicious recipes with nutrition information.



The New American Plate: Introduction (NAP)

AICR's most popular brochure, the NAP Introduction, offers colorful graphics with clear information on shifting to an eating pattern that reduces the risk of chronic disease while helping to manage weight.



The New American Plate: One-Pot Meals (OP)

For people who don't have much time to cook, this brochure shows easy and delicious ways to combine healthy proportions of plant-based foods and animal protein.



The New American Plate for Weight Loss (WL)

Eating naturally low-calorie foods can help control weight and prevent cancer. Learn how in this brochure, along with easy physical activity tips and healthful snack recipes.

**UPDATED
and
REDESIGNED**

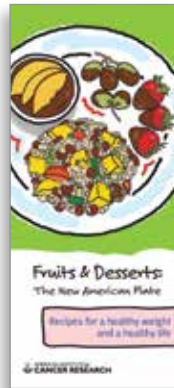


The New American Plate



The New American Plate for Breakfast (BR)

Discover a new reason to make time for a healthy breakfast. Includes recipes rich in vitamins, minerals and cancer-protective phytochemicals.



Fruits & Desserts: The New American Plate (FR)

This brochure helps you put more delicious, cancer-fighting fruits on your plate in sweet and savory ways.



The New American Plate: Comfort Foods (CF)

Use more vegetables, less fat and less salt to create healthier versions of traditional comfort foods like meatloaf, macaroni and cheese and even cookies.

3

Price per set of 25: \$10.00



NOW
ONLY
\$25



Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective (FN) \$25 each

Our 2007 Second Expert Report is the largest-ever report on how diet, physical activity and body fatness affect cancer risk. 517 p.

"I think AICR is extremely important because they advocate for nutrition-related cancer recommendations and they do it from a very strong evidence base."

- Patrick Bradshaw
Former Marilyn Gentry Fellow

4



Continuous Update Project

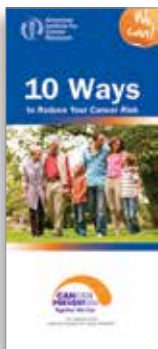
Today, the field of research in cancer prevention related to food, nutrition and physical activity is growing faster than ever. That's why we established the Continuous Update Project (CUP), now the world's largest resource of scientific literature on food, nutrition, physical activity and cancer.

The process of updating the research on a rolling basis is underway, to provide comprehensive cancer research reports.

aicr.org/cup

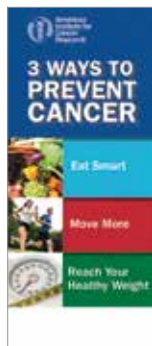
Healthy Living for Cancer Prevention

Based on the findings of our expert report and its continuous updates, this series explains the science behind AICR's recommendations and offers strategies for a healthy lifestyle.



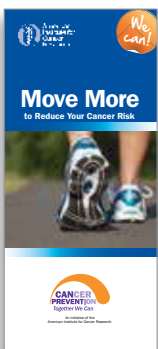
10 Ways to Reduce Your Cancer Risk (REC)

Get a detailed look at our 10 evidence-based recommendations for cancer prevention. Includes practical tips and suggestions for following them.



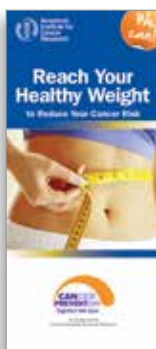
3 Ways to Prevent Cancer (GL)

This easy-to-read brochure distills our cancer prevention recommendations down to three clear action points.



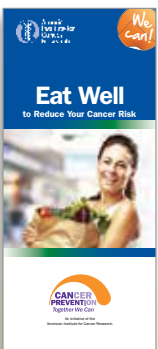
Move More (MM)

In addition to fun physical activity ideas, this brochure explains how getting 30 minutes of daily physical activity reduces cancer risk.



Reach Your Healthy Weight (SL)

This brochure explains the research on weight and cancer and provides practical tips for reaching and maintaining a healthy weight.



Eat Well (ES)

Explore the research behind our nutrition recommendations for lower cancer risk. Learn to focus on incorporating more plant foods and limiting red and processed meats.



What You Should Know about Breastfeeding (BF)

Learn about the benefits for mother and child and the research behind AICR's recommendation to breastfeed exclusively for the first six months.

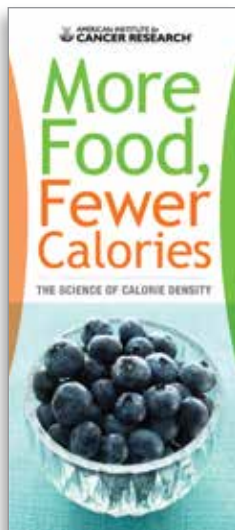
Price per set of 25: \$10.00

www.aicr.org/store • FALL 2015



Nutrition for Healthy Aging (AF)

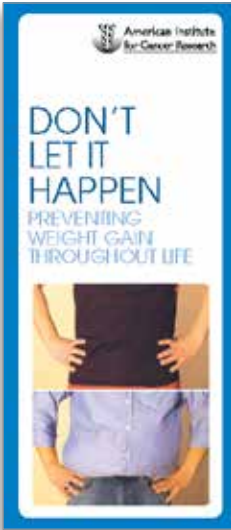
Good nutrition and a healthy lifestyle can add vitality to your older clients' lives and help reduce the risk of cancer and other diseases.



More Food, Fewer Calories: The Science of Calorie Density (CD)

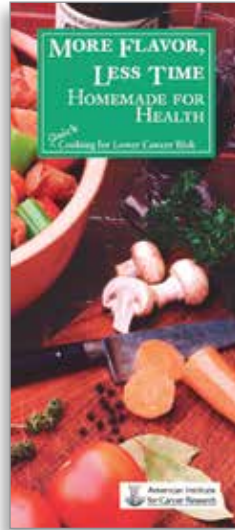
An explanation of calorie density and how to focus on foods low in calorie density that will help manage weight without dieting.





Don't Let It Happen (PO)

This leaflet sets out a 3-step strategy for weight maintenance for adults who are currently at a healthy weight.



More Flavor, Less Time: Quick Cooking for Lower Cancer Risk (FSF)

Preparing food at home can be a great way to keep calories low and nutrition high. Learn the healthiest ways to cook to get the most out of cancer-fighting foods.

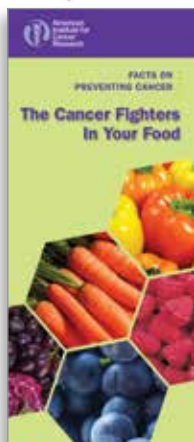
Price per set of 25: \$9.25

7



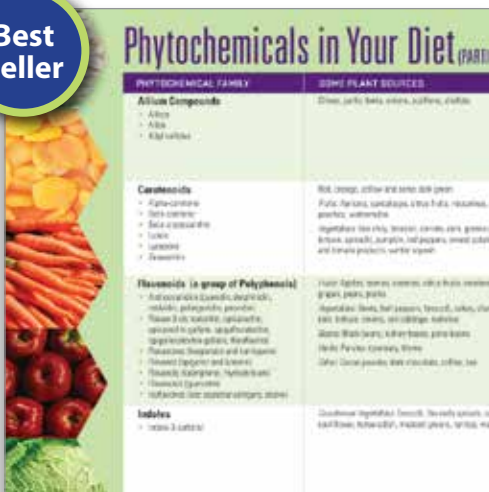
Look Inside!

**Best
Seller**

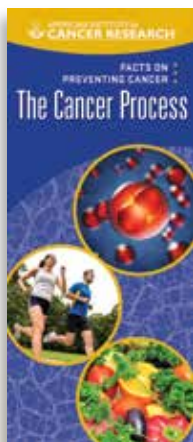


The Cancer Fighters in Your Food (CY)

Learn about the different compounds in vegetables, fruits, whole grains and beans and how they work together to lower cancer risk.



8



The Cancer Process (CP)

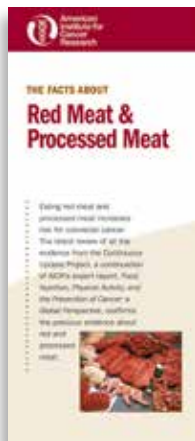
How does the transformation of a single cell into cancer occur? And how does your body work to slow the cancer process down? This brochure explains what cancer is and what you can do to protect yourself against it.



The Facts about Alcohol (FSA)

AICR's expert report strongly links alcohol with several cancers. Give your clients this easy-to-read brochure that explains the facts, standard drink sizes and ways to limit alcohol.

Facts on Preventing Cancer



The Facts about Red Meat and Processed Meat (FM)

The evidence shows that eating too much red meat and processed meat causes colon cancer. This fact sheet explains the research and the healthy amount adults can eat.



Best Seller

The Facts about Fiber (FI)

Includes how dietary fiber may protect your health, how much fiber to consume and common sources of soluble and insoluble fiber.



The Facts about Supplements (FSS)

It's tempting to believe that taking supplements is a reasonable shortcut to eating healthy. This brochure explains why it's not.



The Facts about Fats (FSO)

Which fats offer health benefits and which do not? This brochure describes the different fats and advises how to choose them.



Cancer: Facts vs. Fears (ED)

Cancer is Americans' number one health worry. This leaflet separates the myths from the facts and explains the research behind them.

Short, readable leaflets designed to help your patients and clients sort through common concerns and questions on diet and cancer.

Price per set of 25: \$6.50

Survivor Series

Information for eating well, moving more and maintaining a healthy weight before, during and after cancer.

10



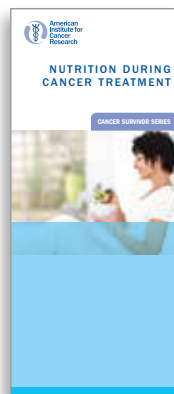
Cancer Information: Where To Find Help (FH)

This brochure contains listings of organizations that provide authoritative, reliable and mainly free information and services on preventing, treating and living with cancer.



Physical Activity and Cancer Survivors (PS)

This growing research area focuses on activity and its positive affect on cancer survivors. Contains tips on moving more and avoiding inactivity to reduce common side effects and recover after treatment has ended.



Nutrition during Cancer Treatment (NP)

This brochure explains how cancer affects nutrition needs and how surgery, radiation and chemotherapy interact with foods and eating habits. Includes tips for handling nutrition and digestive problems that arise in people treated for cancer.



Nutrition and the Cancer Survivor (NS)

An estimated 14 million cancer survivors want to know what changes they can make in their diets and routines to help prevent recurrence and secondary cancers. This brochure brings together the research and offers useful advice.

Price per set of 25: \$11.50



CancerResource meets Oncology Nursing Society guidelines for quality educational content.

The ONS Seal of Approval does not constitute medical advice and does not imply product endorsement by ONS. Healthcare providers should exercise their own independent medical judgment.

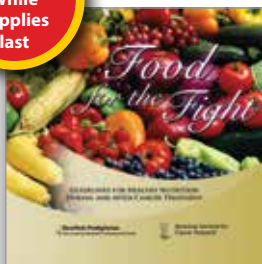
CancerResource™: Living With Cancer (CR)

This information kit for newly diagnosed cancer patients provides guidance on diet and activity during and after treatment. Includes worksheets of questions to ask, foods to choose and avoid, tips to stay active and basic treatment information.

Special online preview:
www.aicr.org/cancerresource

Price per set of 5: \$20

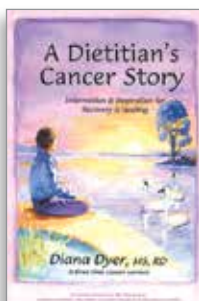
CLEARANCE
While
supplies
last



Food for the Fight (FFF)

A two-part DVD for cancer survivors featuring experts and practical strategies to help patients through diagnosis, treatment and onward.

SALE: \$9.95 (Includes shipping!)



A Dietitian's Cancer Story:

Information & Inspiration for Recovery & Healing from a Three-Time Cancer Survivor

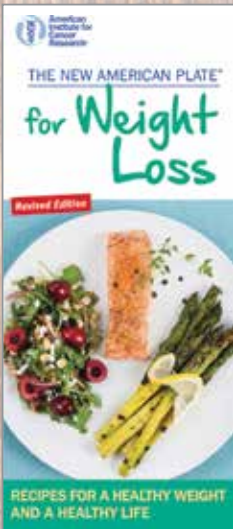
Registered dietitian
Diana Dyer describes

what she changed in her diet and lifestyle to maximize chances for recovery and improve quality of life after cancer. Proceeds from the sale of this book go to an AICR endowment to fund research on diet and cancer survivorship. 112 pp.

(DCS) Paperback, \$12.25 per copy

What's On 5

Stock up on all the nutri



New American Plate Series
(pages 2-3)



Facts Series
(pages 8-9)



Healthy Series
(pages 10-11)



Your Plate?

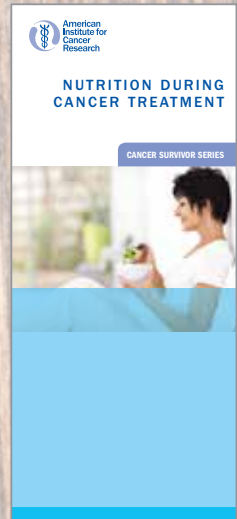
nutrition resources you need



Healthy Living Series (pages 4-5)



Healthy Eating Series (pages 6-7)



Survivor Series (pages 10-11)



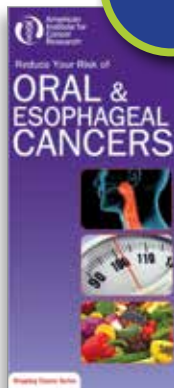
Stopping Cancer

These cancer-specific brochures touch on risk factors, common questions and the importance of early detection.



Reduce Your Risk of Prostate Cancer (BHP)

Prostate cancer is the most common cancer among men in the United States after skin cancer. This brochure covers risk factors and screening tests.



UPDATED

Reduce Your Risk of Oral and Esophageal Cancers (BHO)

This brochure explains the symptoms, risk factors and prevention tips for these two types of cancers, which are linked to alcohol consumption, smoking and obesity.

14



Base of Skull Cancer



Reduce Your Risk of Breast Cancer (BHB)

This brochure provides the latest research on breast cancer prevention. Contains information on risk factors and answers frequently asked questions.

**October
Is Breast
Cancer
Awareness
Month**



Reduce Your Risk of Colorectal Cancer (BHC)

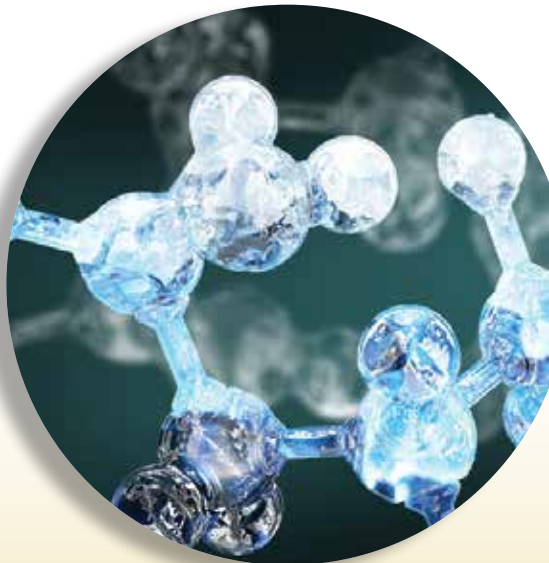
Provides facts about colorectal cancer, research about its links to diet, physical activity and weight management, as well as its symptoms, screenings and commonly asked questions about current diet-related research.

Price per set of 25: \$6.50

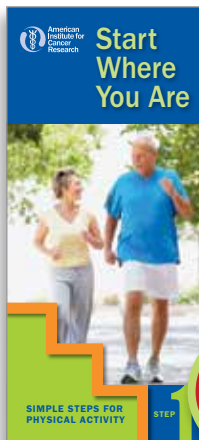
15



**ed on findings from the
Continuous Update Project
(see page 4)**



Simple Steps for Physical Activity



Step 1: Start Where You Are (SW)

This brochure helps to put you on track toward getting at least 30 minutes of physical activity every day for lower cancer risk.

UPDATED



Step 2: Keep It Up (KU)

Once you've gotten a physical activity routine going, this brochure helps you fine-tune it by getting the three types of activity—aerobic, strengthening and flexibility—you need to stay fit.

Price per set of 25: \$10.00

16



Step 3: Mix It Up (MU)

The final brochure in this series is filled with tips to help your physical activities stay varied and fun so you keep moving for lower cancer risk.

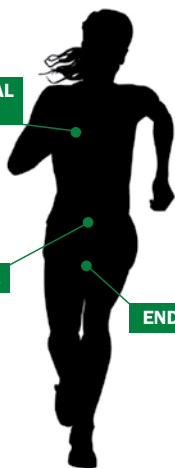
*Research urges
Americans to make time
for physical activity and avoid
inactivity to lower cancer risk.
This three-part series is great
for any activity level.*

BEING PHYSICALLY ACTIVE DECREASES RISK OF THESE CANCERS:

POST-MENOPAUSAL
BREAST

COLORECTAL

ENDOMETRIAL



Activity helps to:

- Regulate blood levels of hormones that contribute to cancer risk
- Speed food through the colon, reducing exposure to dietary carcinogens
- Prevent the build-up of body fat, a cause of many cancers

AIM FOR AT LEAST 30 MINUTES A DAY, IN ANY WAY

**Free, printable infographics
available at aicr.org**

17



AICR Exercise Stretch Band (EXB)

Make strength training easy with this low-level resistance band, complete with exercises to do anywhere, anytime.

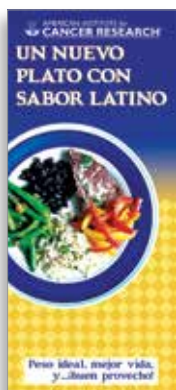
Price per set of 5: \$15.00

Materiales en español

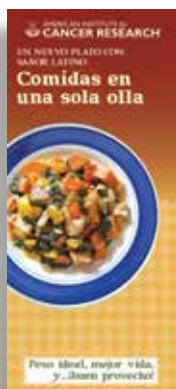
*Many of our materials
are available
in Spanish.*

*See descriptions and
prices under English
version listings.*

18



**Un Nuevo Plato
con Sabor
Latino (NAPS)**
The New
American Plate



**Comidas en una
sola olla (OPS)**
The New
American Plate-
One Pot Meals



**Reduzca
el riesgo contraer
cáncer de mama
(BHBS)**
Reduce Your Risk of
Breast Cancer



**Un Nuevo Plato con
Sabor Latino (NAPTS)**
The New American Plate
Tear Pad



Reduzca Su Riesgo de Cáncer Oral y Cáncer de Esófago (BHOS)

Reducing Your Risk of Oral and Esophageal Cancers



Tarjeta para Colgar en la Ducha Acerca del Autoexamen de Senos (BSCS)

Breast Self-Examination Shower Card



Health Aids

Great for classes and health fairs. AICR's health aids are useful tools for promoting healthy habits in interactive ways.



NEW!

Exercise Magnet (AM)

Getting at least 30 minutes of moderate physical activity every day is important for good health and lower cancer risk. This magnet depicts 3 easy moves to help you stay fit anywhere.

Price per set of 25: \$11.50

20



Best Seller

Herb and Spice Wheel (HG)

Learn how to flavor meals and add healthful phytochemicals with herbs and spices

Price per set of 25: \$16.00



New American Plate Guide to Portion Sizes (PG)

This guide illustrates portion sizes of common foods from 20 years ago compared to today, and explains how oversized portions can increase cancer risk.

Price per set of 25: \$7.25



Sensational Substitutions on The New American Plate (SS)

Make your favorite recipes healthier with this refrigerator magnet that lists ways to cut fat, sugar and salt.

Price per set of 25: \$11.50

**AVAILABLE
IN SPANISH**



New American Plate Tear Pad (NAPT)

Colorful 7-day menu plan on one side; New American Plate summary and healthy eating and goal setting checklist on the other.

50 sheets per pad, 8.5x11"
Price per pad: \$9.00

UPDATED



New American Plate Portion Size Finder (SSW)

This 7-inch slide chart in wheel form can be adjusted to show the standard USDA serving sizes for 18 groups of vegetables, fruits, whole grains, beans, nuts and seeds.

Price per set of 25: \$16.00

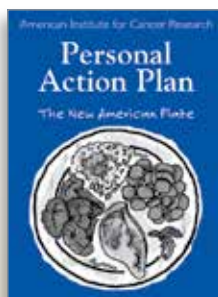
21



New American Plate Shopping Guide (GU)

Developed to use as a shopping list. Use this guide to help you shop for healthy foods to put on your plate every day.

15 sheets per tablet.
Price per set of 25: \$16.00



Personal Action Plan Workbook (PP)

This workbook offers a simple diet assessment, specific suggestions for lifestyle changes and a worksheet to

list goals, action steps and how to track progress.

Price per set of 5 copies: \$10.00



SALE

While
supplies
last!

Just \$1 per booklet!

My Cancer Prevention Planner (MPP)
Track Your Eating and Fitness Goals

AICR's health planner offers practical tips to guide patients through an 8 week program for cancer prevention and better health. Customize the plan to fit schedules and fitness levels.

Featuring sample menus, healthy recipes and easy, illustrated exercises, it's never been easier to achieve your health and wellness goals.

Price per set of 5: ~~\$10.00~~ \$5.00

22



Guide to Storing Fresh Produce Refrigerator Magnet (FP)

This refrigerator magnet tells you the best ways to store individual fresh vegetables and fruits to make them last longer.

Price per set of 25: \$11.50



Body Mass Index Slide Calculator (BMI)

A pocket-size slide ruler helps people easily find their BMI.

Price per set of 25: \$17.25



Herb Markers (HM)

Label your herb garden with these markers. These colorful stakes are hand-drawn with the most popular herbs to grow: dill, basil, rosemary, tarragon, thyme and parsley.

Price per set of 25: \$6.00



Jar Gripper (GR)

This colorful rubber grip reminds the user to “Get a grip on healthy eating” whenever they unscrew a tight fitting lid or bottle top.

Price per set of 25: \$17.25



Nutrition Guide to Beans (BG)

This bookmark/refrigerator card explains why beans are an important part of a healthy diet.

Price per set of 25: \$6.50



Breast Self-Examination Shower Card (BSC)

This waterproof card illustrates how to perform a monthly self-exam.

Price per set of 25: \$10.25



SALE

Testicular Self-Examination Shower Card (TSC)

This waterproof card illustrates how to do a monthly self-exam.

Price per set of 25: ~~\$10.25~~ \$5.00

ORDER FORM

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Item Name	Order Code	Number of Sets	Price per Set*	Total \$ Amount

*Sold in sets of 25 unless otherwise stated in catalog

SPEND MORE, SAVE MORE!

Spend \$30-\$99.99 and take 5% off

Spend \$100 or more and take 10% off

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Title _____

Organization _____

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- ☐ Check enclosed (payable to AICR)
- ☐ Visa ☐ MasterCard ☐ American Express
- ☐ Diners Club ☐ Discover

Card # _____

Exp. Date _____

Name on Card _____

Signature _____

*Allow up to two weeks for delivery.
\$ Credit cards \$5.00 minimum.*

Subtotal: Brochures/Health Aids \$ _____

Subtotal: Books \$ _____

\$30–\$99.99 (deduct additional 5%) \$ _____

\$100 or more (deduct additional 10%) \$ _____

Shipping & Handling (calculated on
prediscount cost) \$ _____

Yes! I would like to make a contribution to help
support AICR Research and Education Programs.

☐ \$15 ☐ \$20 ☐ \$50 ☐ \$100 ☐ Other \$ _____

Donation (if you so wish) \$ _____

Total Amount Enclosed \$ _____

Purchases are not tax deductible. Donations
are tax deductible.

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Brochures/Health Aids

\$19.99 and less	\$9.00
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\$50.00 to \$74.99	\$15.00
\$75.00 to \$99.99	\$20.00
\$100.00 to \$149.99	\$25.00
\$150.00 to \$199.99	\$30.00

For orders above \$200.00 and deliveries outside the
continental United States, please call for a shipping & handling
quote.

Book

A Dietitian's Cancer Story	\$4.00
each additional book	\$2.00

Food, Nutrition, Physical Activity, and
the Prevention of Cancer\$9.95



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Non Profit Organization
U.S. POSTAGE
PAID
American Institute for
Cancer Research

Use our low-cost materials for:

*cancer prevention • survivors
weight loss • diet strategies
healthy living • healthy recipes
activity tips • general health*

Join our HPE Community for
professional development, discounts,
research news and free handouts.
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