This Is No Dummy
With Advanced Human Simulators for Medical Training, Why Harm Animals?
In emergencies, physicians need to react quickly. An accident victim who is bleeding internally or is unable to breathe cannot wait while a caregiver reads an instruction manual. To train for urgent situations like these, surgeons and emergency physicians take a course called Advanced Trauma Life Support, or ATLS. They learn key emergency procedures and repeat the course periodically to keep their skills fresh.

But whom do they practice on? Until fairly recently, the answer was dogs, or sometimes pigs. During a class, anesthetized animals underwent one procedure after another. At the end of the session they were euthanized. Needless to say, many trainees were not happy with using animals. Some instructors were not satisfied either. They knew that emergency caregivers need to understand human anatomical landmarks, not those of dogs or other animals.

At the University of Maryland, instructors pioneered the use of human cadavers in medical training. People who donated their bodies for use after their deaths allowed the university to establish what was arguably the best ATLS course in the nation. Trainees studied each procedure with a perfect “model” of human anatomy and none of the distractions of using animals.

Unfortunately, other locales found it hard to follow Maryland’s lead. Due to differences in local regulations, course sponsors found it hard to access human cadavers from their state-run anatomical pathology systems. It was easier to order animals from a dealer. For years, PCRM sought ways to help medical centers obtain human cadavers, but most found the process cumbersome and unworkable.

Enter TraumaMan. This remarkably life-like model of a human torso has all of the anatomical landmarks trainees look for, with a human-like feel. Produced by Simulab Corporation in Seattle, TraumaMan uses an elastomeric composition designed specifically for surgical dissection. This manikin proved its worth in trauma training. A trainee can incise the skin, which actually bleeds. Passing a finger through the chest wall incision, the trainee feels the ribs and lung, and practices inserting a chest tube. TraumaMan is also used for cricothyroidotomy, pericardiocentesis, diagnostic peritoneal lavage, and intravenous cutdown—all procedures used in ATLS courses.

The American College of Surgeons approved TraumaMan for use in ATLS courses, and medical centers began buying them faster than Simulab could produce them. Simulab also makes simulators for other medical procedures, such as central line and femoral line placement, and custom-builds simulators for medical centers with unusual needs. Other companies produce pediatric simulators. Intubation manikins, for example, are used to teach caregivers how to establish an airway, a skill sometimes taught using live cats.

Aside from anatomical perfection, these simulators give trainees a chance to repeat procedures over and over, something not possible with animals, all of whom are discarded at the end of a session.

Still, some medical centers continue to use animals for trauma training, a practice of increasingly dubious legality. Federal law mandates that medical personnel using animals affirm that they have considered available alternatives and found them inadequate. With more than 90 percent of ATLS classes using nonanimal methods, alternatives are clearly available, and none would argue that animals provide superior training. After all, how encouraging would it be for a physician to tell an injured person, “Don’t worry, I once tried this on a pig”?

Twenty years ago, animal laboratories were routine in medical schools, trauma training, intubation classes, and, of course, high school and college biology classes. Biological supply houses profited enormously from the grisly trade in animals, and training was typically substandard. All of that is changing as growing consideration for animals, the need for better training methods, and dramatically improved technology mandate a shift to new and better educational methods.

GOOD MEDICINE Autumn 2008
Preliminary data released in June as part of a European Union partnership project provides more evidence that microdosing will improve the safety assessment of drugs before clinical testing in a variety of different compounds.

Microdosing is a preclinical safety testing technique for pharmaceuticals that involves highly controlled trials of new drugs in humans, using ultralow doses tagged with a label. The technique allows researchers to get accurate information on the movement of the drug as it is absorbed and metabolized in the human body, which offers a much more accurate picture than such studies in animals. The ultralow doses ensure the trials will be safe.


New research team at New Zealand's AgResearch Biomembrane Laboratory has developed the world's first nonanimal test to identify toxins in drinking water or shellfish.

Mice are currently used in tests for neurotoxic chemicals from algal blooms. The toxins can cause sickness, pain, and paralysis, and at least half of the mice used for each test die.

The new method uses a membrane-receptor system isolated from human muscle tissue and measures electrical current across membranes that have been exposed to samples of water. Test results are more directly relevant to the effect being sought.

“It’s a physical reaction that enables us to predict actual toxicity to humans,” says Jim Dunlop, part of the laboratory team.

The new test is faster and cheaper than animal methods. For developing the test, the team won an award sponsored by the Health Research Council of New Zealand and has received funding for further commercial development.

New Zealand Researchers Develop Award-Winning Nonanimal Toxin Test

Draize Test Alternatives Accepted by Regulatory Authorities

The Environmental Protection Agency, Food and Drug Administration, Department of Transportation, and several other government agencies recently approved the first alternatives to the infamous Draize rabbit eye test. The test, which has been used since the 1940s, involves applying chemicals to rabbits’ eyes for four hours to test for corrosive or irritating damage.

A wide variety of replacements have been developed, including several test-tube methods. The newly approved tests use cow or chicken eyes from slaughterhouses and, while not completely animal-free, represent an important refinement from the use of live rabbits.

The tests were approved as part of a tiered strategy in the United States. Companies will now use this test first, and if the chemical is found to be corrosive, no further testing will take place. Chemicals not shown to be corrosive must still be tested in rabbits to double-check negative results and for irritation. While this is not a complete replacement, the most harmful chemicals will not be tested on rabbits, and the tiered strategy will reduce the number of rabbits used for eye toxicity testing by about 10 percent.

Progress in Europe has been considerably better. The tests were approved last year in Europe to fully replace rabbits for both positive and negative results.

Tests for eye irritation and tests that use no animal parts, but instead use human corneal tissue grown in a laboratory, are available but still require regulatory acceptance.


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WEIGHT CONTROL

Overweight Teens Headed for Adult Health Problems

In an extensive long-term study, people who were obese or overweight in adolescence were found to be three to four times as likely to have died of heart disease by middle age as compared with their thinner peers, according to a study in the American Journal of Epidemiology. More than 200,000 Norwegian teens were measured for body mass index (BMI) as part of a compulsory national health survey and followed for an average of 34.9 years. Overweight teens were two to three times more likely to die from colon cancer or respiratory disease later in life. Women in the highest BMI category were at increased risk of death from cervical cancer, and both sexes were at increased risk for sudden death.

Fiber—or plant roughage—is found in vegetables, fruits, beans, and grains. A new study shows that some of its benefits may be unexpected. According to the study, fiber consumption during the first three months of pregnancy can reduce the risk of developing preeclampsia, a condition with potentially lethal complications. Preeclampsia, characterized by high blood pressure and protein in the urine, develops during and immediately after pregnancy and can affect both women and their infants.

Researchers looked at the diets of more than 1,500 pregnant women in Washington state. Women who ate more than 21 grams of fiber per day were at 67 percent less risk than those who ate less than 12 grams of fiber per day. The study also found that women who ate more fiber consumed more fruits and vegetables, more vitamin C, and less fat. They also had higher levels of HDL (the good cholesterol), and lower plasma triglyceride levels—two key factors in preventing cardiovascular disease.


90 Percent of Americans Could Be Overweight or Obese by 2030

If steady increases in the prevalence of overweight and obesity continue through the year 2030, 86.3 percent of adults will be overweight or obese, the prevalence of childhood overweight will double, and 1 of every 6 health care dollars will be used to pay for overweight and obesity-related costs.

Researchers at the Johns Hopkins Bloomberg School of Public Health based these projections on trends from the National Health and Nutrition Examination Study data collected over the past three decades. By 2030, the prevalence of overweight among African-American women and Mexican-American men will be 96.9 percent and 91.1 percent, respectively.

The problem is not primarily genetic. Rather, rapidly changing eating habits are expanding American waistlines.


OBSTETRICS

Fiber Reduces Risk of a Lethal Pregnancy Complication

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This Is No Dummy

With Advanced Human Simulators for Medical Training, Why Harm Animals?

Good emergency medical skills can literally mean the difference between life and death. That’s why it’s so important that health care professionals who use these skills receive the best training available. Many physicians, medical students, and emergency responders go...
through a crucial training program called Advanced Trauma Life Support (ATLS). Most ATLS courses across the country use sophisticated manikins based on human anatomy. However, a handful of these programs continue to use live animals, all of whom are killed in the process.

Regulated by the American College of Surgeons, ATLS courses teach lifesaving procedures used for acute trauma injuries. These include procedures to relieve an obstructed airway, remove fluid from the sac surrounding the heart, and so forth.

A PCRM survey shows that out of 166 responding U.S. facilities offering ATLS courses, more than 90 percent exclusively use nonanimal models for instruction. Unfortunately, 12 of the responding programs continue to use live animals.

PCRM is working to reform the ATLS programs at these 12 institutions, including the University of Medicine and Dentistry of New Jersey’s (UMDNJ) University Hospital in Newark. PCRM’s Research Advocacy Department filed a complaint with the U.S. Department of Agriculture requesting that its Animal and Plant Health Inspection Service (APHIS) inspect the unlawful use of live pigs at University Hospital in July. The complaint charges that the hospital is violating the Animal Welfare Act, because nonanimal alternatives are available and in widespread use. These alternatives are endorsed by the American College of Surgeons.

UMDNJ’s University Hospital is the only New Jersey institution that still uses animals to teach ATLS. Four other ATLS programs, including two within the UMDNJ system—Cooper University Hospital in Camden and Robert Wood Johnson University Hospital in New Brunswick—all use nonanimal teaching tools, such as the TraumaMan System.

TraumaMan is an anatomical human body form that is widely used in military courses, EMS training, and other trauma surgery simulations. It is now the dominant method for teaching ATLS procedures. These realistic simulators come with lifelike human skin, subcutaneous fat, and muscle. They can even bleed. Unlike animals, the manikins duplicate human anatomy and allow students to repeatedly practice all the necessary procedures.

Prior to 2001, human cadavers were the only approved alternative to animals in ATLS courses, but that year the American College of Surgeons approved TraumaMan for this purpose.

PCRM’s efforts to reform University Hospital’s ATLS program received major media coverage, including a news article and opinion piece in the Newark Star-Ledger. New Jersey native and actor Lisa Edelstein, who plays Dr. Cuddy on FOX’s acclaimed medical drama House, wrote Dr. William F. Owen Jr., the president of UMDNJ, and asked him to replace the pigs with more humane teaching methods.

PCRM has filed nine other APHIS complaints about ATLS courses and is awaiting the government’s response. To keep up with the latest on PCRM’s ATLS campaign, please visit PCRM.org.

A handful of ATLS programs continue to use live animals, all of whom are killed in the process.
PCRM Calls on Military to End Animal Use in Medical Education

The Uniformed Services University of the Health Sciences in Bethesda, Md., is the country’s only military medical school—and it’s also one of the last schools in the nation still using and killing live animals in medical student education.

This summer, PCRM filed a petition for enforcement with the Department of Defense asking for an end to animal use at the Uniformed Services University of the Health Sciences (USUHS). A Department of Defense directive renewed in 2005 mandates that nonanimal alternatives be used if they exist, and there are nonanimal teaching methods that achieve the educational goals for all of the labs involving animals offered at USUHS.

In fact, many of these nonanimal methods are currently in use at the National Capital Area Medical Simulation Center, a state-of-the-art simulation center operated by USUHS.

Live animal use at USUHS includes the following:
- A live pig lab is offered to third-year medical students as part of a surgery rotation. At the end of this lab, the pigs are killed.
- A physiology lab using live pigs is offered to first-year medical students. At the end of this lab, the pigs are killed.
- An intubation lab using live ferrets is offered to third-year medical students. Ferrets can suffer fatal injuries during these labs.
- A parasitology lab using live gerbils is offered to students as a means of studying the disease filariasis. For this lab, the gerbils are killed.
- A medical zoology lab using live snakes is offered.

Only eight out of 154 allopathic and osteopathic medical schools in the United States still use live animals in their curricula. You can help end the use of animals in medical education. Learn how at PCRM.org. 
Cruelty-Free Giving: The Humane Seal

As the year draws to a close, many people make year-end donations to their favorite charities. Donors can be certain that their money will help advance research or provide vital patient services without the use of animals by looking for the Humane Charity Seal of Approval.

Since its inception in 2001, the Humane Seal has been awarded to nearly 250 charities, including Easter Seals, American Hospice Foundation, Avon Breast Cancer Crusade, American Pediatric Heart Fund, UNICEF, and the Multiple Sclerosis Foundation. Charities displaying the Humane Seal of Approval do not fund or conduct research on animals.

The Humane Seal Web site (HumaneSeal.org) is easy to use. Donors can search for charities by keyword, category, or state; download a printer-friendly version of the Humane Seal list; or order a free printed booklet.

An increasing number of scientists and doctors are moving away from animal experiments because of physiological and biochemical differences between species and increasing recognition of the suffering involved. Many donors share these concerns: Surveys show that most Americans object to animals being used in medical research, especially when more effective and humane methods are available.

PCRM’s Washington Center for Clinical Research and The Cancer Project both proudly carry the Humane Seal. For more information, visit HumaneSeal.org.

Action Alert Contact the FDA About Animal Testing

Every day, thousands of animals are experimented on and killed to create and test drugs, many of which will never help a sick human being. That’s why PCRM and an international coalition of scientists, doctors, and animal-protection organizations filed the Mandatory Alternatives Petition with the U.S. Food and Drug Administration on November 14, 2007. The petition asks the FDA to mandate the use of validated non-animal testing methods, when those alternatives exist, to create safer drugs for American consumers.

The FDA is currently reviewing the initiative. During this time, we need you to contact the FDA and urge the agency to mandate the use of validated alternatives to animal tests. Please write to:

Andrew C. von Eschenbach, M.D.,
Commissioner
U.S. Food and Drug Administration
5600 Fishers Lane
Rockville, MD 20857

More than 60,000 PCRM members have already signed petitions that have been sent to the FDA.

To learn more about the Mandatory Alternatives Petition, visit Alternatives-Petition.org. To sign PCRM’s online petition to the FDA, go to support.pcrm.org/fda_petition.
Dissection Alternatives Victory

Animal dissection has been disappearing from our nation’s classrooms. Now the National Science Teachers Association, the largest science education association in the world, has announced a revision to its position in support of humane alternatives to dissection in classrooms.

The new National Science Teachers Association (NSTA) policy acknowledges the advances and continued improvements in nonanimal learning methods and supports student dissection choice in all science classrooms. It also establishes the principle that science teachers should be knowledgeable about alternative learning methods and use them when appropriate. NSTA’s position revision is the first acknowledgement by a U.S. policymaking science education body that nonanimal methods are suitable to replace animal dissection. Although the policy is favorable for nonanimal methods, it stopped short of criticizing dissection.

Schools often base their science curriculum content on guidelines from both NSTA and the National Association of Biology Teachers (NABT), so PCRM is now seeking similar policy changes from NABT. PCRM is urging NABT to revise its policy on dissection alternatives to support nonanimal learning methods as equivalent or superior to traditional animal dissections for primary and secondary science education.

To learn more about dissection alternatives, please visit DissectionAlternatives.org.

PCRM Seeks Nominees for Dissection Alternatives Award

Students or teachers who have promoted humane, nonanimal alternatives to dissection may be eligible to receive a $1,000 cash award in PCRM’s first dissection alternatives contest. In addition, PCRM will present $1,000 to each winner’s school.

PCRM is seeking students and teachers at primary and secondary schools for the 2009 Cut Above Awards for Dissection Alternatives.

To apply online, go to DissectionAlternatives.org. Self-nominations are welcomed. The application deadline is December 1, 2008.

For more information or to request hard copies of the nomination form, contact Eric Jonas at 202-686-2210, ext. 369, or ejonas@pcrm.org.
School Lunches Improving, But More Vegan Meals Needed

School lunches can be an important weapon in the fight against childhood obesity. Unfortunately, sometimes school lunches contribute to the problem. In its seventh School Lunch Report Card, PCRM investigates the place where many Americans first develop their eating habits: the school cafeteria.

PCRM’s School Lunch Report Card grades the nation’s major school districts on chronic disease and obesity prevention and on how well schools promote the benefits of healthy eating to students. Healthful lunches rich in fruits, vegetables, legumes, whole grains, and other vegetarian foods not only nourish children but also help them maintain normal body weights, develop good lifelong eating habits, and reduce the risk of chronic disease later in life. For this year’s report, PCRM dietitians analyzed the lunches served in 20 elementary school districts across the country.

To receive a high grade in PCRM’s School Lunch Report Card, schools must go above and beyond U.S. Department of Agriculture requirements, which many nutrition experts agree are inadequate and outdated. The guidelines continue to permit schools to serve high-fat, high-cholesterol meals on a regular basis and do not have requirements for fiber content or plant-based meals. PCRM dietitians are looking for schools to offer a healthful vegetarian entrée daily and a cholesterol-free (vegan) option daily, serve a fresh fruit or a low-fat vegetable side dish, provide a nondairy beverage to all students, and offer programs that promote healthful eating habits.

This year’s report card showed several positive trends. There is an increasing number of healthful vegetarian and vegan options available for students, and 100 percent of schools participating this year offer a nondairy beverage, up from 73 percent in 2007 and 67 percent in 2006. The majority of school food service programs offer some form of nutrition education.

Despite these positive changes to improving children’s health, a wide disparity remains among school districts. While seven schools in this year’s report received an A- or higher, six schools lagged behind with D’s and F’s. The lowest-scoring schools had limited lunch offerings that included entrées such as grilled bratwurst and pepperoni pizza, and very few low-fat vegetable side dishes.

To read the full report, please go to HealthySchoolLunches.org.
The Source of Foodborne Illnesses?

The Food and Drug Administration has spent months trying to identify the source of the nationwide salmonella outbreak. In July, PCRM doctors literally spelled out the answer.

Using more than 1,000 tomatoes, PCRM physicians and staff spelled out “It’s the meat, stupid!” in front of the U.S. Department of Health and Human Services (HHS) building. In a reference to the political slogan “It’s the economy, stupid,” the event called attention to the role of the meat industry in spreading salmonella, E. coli, and other foodborne pathogens.

A dangerous salmonella strand has sickened more than 1,000 Americans over the past few months, and pollution from animal agriculture is the most likely original source. Like E. coli, salmonella live in the intestinal tracts of animals and are usually transmitted to humans from food contaminated with animal feces. Massive factory farms, feedlots, and other agribusiness operations have caused an unprecedented amount of feces to end up in rivers, streams, and irrigation water, resulting in the contamination of otherwise healthful produce.

Salmonella are intestinal bacteria. Tomatoes, jalapeño peppers, and other fruits and vegetables have no intestine. Most foodborne illness germs come from chicken and cow feces that contaminate waterways used for irrigation and contaminate kitchen counters and grocery store shelves.

PCRM also asked its members to sign a petition to HHS asking the agency to investigate the original source of the salmonella outbreak—the meat industry. PCRM presented thousands of signed petitions to the FDA, an agency within HHS, and to the Honorable Michael O. Leavitt, secretary of HHS.

After the event, the tomatoes were donated to Manna Food Center in Rockville, Md. The center serves 2,300 hungry families and elementary students in Montgomery County, Md.
Skinny Bitch Takes on Capitol Hill

Her book has sold more than a million copies and has helped change the eating habits of pop star Victoria Beckham and other celebrities. But Rory Freedman, co-author of the best-selling diet manifesto *Skinny Bitch*, found a brand-new audience when she visited Capitol Hill with PCRM this summer to offer nutrition advice, weight-loss tips, and samples of delicious vegan food to members of Congress and their staffs.

Freedman entertained the audience of Capitol Hill staffers and PCRM members with her candid, tough-love approach to encouraging healthier eating. PCRM president and nutrition researcher Neal Barnard, M.D., was on hand to discuss the health benefits of the vegan diet advocated in Freedman’s book.

More than 160 audience members sampled vegan recipes, including Mediterranean Pasta Salad and “Bitchtastic Brownies,” from Freedman’s cookbook *Skinny Bitch in the Kitch*. Freedman challenged participants to try a vegan diet for 30 days by making a “veg pledge.” She also offered Capitol Hill staffers suggestions on how to commit to a healthy diet and make meatless cooking quick and easy.

*Skinny Bitch*, which was cowritten with holistic nutritionist Kim Barnouin, was published in 2005 and became an international best-seller after Victoria Beckham was photographed carrying a copy of the book in a Los Angeles boutique.

Vegan Diets Lower Chronic Disease Risk

Here’s more good news about following a low-fat vegan diet: A new report published in the *Journal of the American Dietetic Association* finds not only that a low-fat vegan diet is more effective in the treatment of type 2 diabetes than the conventional diabetes diet, but also that individuals following this diet regimen have a nutritional profile that reduces the risk for heart disease.

In a 22-week study, 99 people with type 2 diabetes were randomly assigned to follow either a low-fat, low-glycemic vegan diet or a diet based on American Diabetes Association (ADA) guidelines. The vegan diet consisted of grains, fruit, vegetables, and legumes. Participants avoided animal products and fatty foods, and favored low-glycemic-index foods, such as beans, vegetables, pasta, and fruit. There were no restrictions on calories or portion sizes.

The vegan diet dramatically cut cholesterol, fat, and saturated fat, and increased healthful fiber, beta-carotene, and vitamins K and C. Overall, the vegan group saw a significant increase in the Alternate Healthy Eating Index (AHEI) score, which indicates the risk of heart attack and other diseases, while the ADA group saw no improvement in AHEI score.

This study suggests that, if followed for the long-term, a low-fat vegan diet reduces the risk of major chronic diseases, particularly cardiovascular disease.
Banning Processed Meats in Schools

Hot dogs, bacon, and other processed meats are strongly linked to colorectal cancer. The scientific evidence is so convincing that the American Institute for Cancer Research and the World Cancer Research Fund urge consumers to avoid processed meats completely. Yet hot dogs are still widely consumed—and made available to schools as a commodity food.

PCRM subsidiary The Cancer Project recently launched a major campaign to ban processed meats in schools. In July, The Cancer Project debuted “Protect Our Kids,” a provocative 30-second television ad featuring three children at an elementary school who describe their lives from the perspective of adults with cancer. The ad intersperses their stories with shots of hot dogs, deli meats, and other unhealthy foods so often found on school lunch lines.

“Protect Our Kids” made its debut on CNN in memory of Tony Snow, the former White House press secretary who died of colon cancer in July. The ad also ran in Atlanta, Chicago, Los Angeles, Minneapolis, Philadelphia, and Washington, D.C.—home to six school districts serving disproportionately large amounts of processed meats. The Cancer Project chose these cities after conducting an analysis this spring of the prevalence of processed meats in school meals around the country. Cancer Project nutritionists analyzed lunch and breakfast menus at 29 large school districts in 23 states and the District of Columbia.

The Cancer Project’s survey of processed meat found in the National School Breakfast and Lunch Programs showed that many school menus are packed with processed meats. In fact, 16 of the 29 districts received a failing grade.

For example, 60 percent of all elementary school

Voyage to Well-Being with Dr. Neal Barnard

Imagine a relaxing vacation for the mind, body, and spirit. That’s just what you’ll get with the Holistic Holiday at Sea.

You are invited to join PCRM president Neal Barnard, M.D., and many other health experts and advocates for a seven-night cruise in the Caribbean this March. The Holistic Holiday at Sea is not just a tropical get-away—it’s a voyage to well-being.

Chosen by National Geographic Traveler as “one of the 100 best worldwide vacations to enrich your life,” this cruise features presentations from health professionals, researchers, yoga instructors, and vegan chefs. Dr. Barnard will give four lectures about improving food ethics, eating for cancer and diabetes prevention, and improving government nutrition policies.

Cruises are known for luxurious food, and this one is no exception—except that instead of pizza buffets and baked Alaska, diners will experience delicious vegan cuisine created by internationally known natural food chef Mark Hanna. In the gorgeous, split-level Michelangelo restaurant, diners will enjoy dishes such as seitan paella, shiitake pâté, and blueberry peach crumble. Meals are prepared following macrobiotic principles of balance and healthfulness. All meals are vegan.

While there is plenty to experience onboard, the ship makes four stops at exciting ports of call: Key West, Fla., the Cayman Islands, Roatan, Honduras, and Cozumel, Mexico. Rates for the March 1-8, 2009, cruise include all the presentations, plus yoga and meditation classes, cooking classes, workshops, and use of the health club.

For more information, visit AtasteOfHealth.org, or call 828-749-9537.
PCRM Joins World Diabetes Day Efforts

As diabetes rates around the world continue to rise, creating awareness about the disease and how to prevent it is crucial. That’s why PCRM is joining with the International Diabetes Federation to increase awareness about type 2 diabetes for World Diabetes Day, an official United Nations world day observed each year on November 14.

This year, World Diabetes Day focuses on diabetes in children and adolescents. While type 2 diabetes was once seen as an adults-only disease, it is growing at alarming rates in children and adolescents.

The problem is growing not just among young people. Many nations are seeing their diabetes rates skyrocket as their populations turn more and more toward a typical Western diet. In China, for example, meat intake rose 50 percent between 1995 and 2005, and diabetes rates exploded. The country now has 50 million people living with type 2 diabetes.

Type 2 diabetes may be largely preventable with a low-fat, plant-based diet. PCRM offers a wealth of information about type 2 diabetes, including free weekly webcasts, an interactive message board moderated by health professionals, and a new educational DVD, A New Approach to Nutrition for Diabetes. This DVD set, which includes eight lectures with PCRM president Neal Barnard, M.D., cooking demonstrations, and a grocery store tour, will be available soon in the PCRM Marketplace.

For more information about PCRM and World Diabetes Day, please visit PCRM.org/Diabetes or FoodForLifeTV.org.

breakfasts, 80 percent of all middle school breakfasts, and 80 percent of all high school breakfasts in the Los Angeles Unified School District contain processed meats. In Chicago, 30 percent of the regular lunches served to high school students include processed meats, and 58 percent of Chicago’s cold lunches contained processed meats. Only two school districts—Denver and San Francisco—received a satisfactory grade.

In addition to the ad and the survey, The Cancer Project is leading a grassroots effort to reform federal food policy. The Child Nutrition Act, which determines what foods are served in the National School Breakfast and Lunch Programs, is up for reauthorization next year. Cancer Project and PCRM representatives have attended United States Department of Agriculture listening sessions around the country to ask for improvements to these food programs, including more vegetarian foods, equal reimbursement for nondairy beverages as for cow’s milk, and a removal of processed meats from the list of commodities available to schools.

The Cancer Project’s campaign is based on a comprehensive report released late last year by the American Institute for Cancer Research and the World Cancer Research Fund. After reviewing all existing data on nutrition and cancer risk, researchers concluded that processed meat increases one’s risk of colorectal cancer, on average, by 21 percent for every 50 grams consumed daily. (A 50-gram serving is approximately the size of a typical hot dog.) The landmark report emphasizes that no amount of processed meat is considered safe to eat.

Each year, 160,000 Americans are diagnosed with colorectal cancer. About half of all cases are already incurable when found. Approximately 50,000 Americans are expected to die of the disease this year.

For more information about the campaign to get processed meats off school lunch menus, visit CancerProject.org.
The Cancer Project

With eight groundbreaking presentations, two gourmet vegetarian meals, and continuing education credits, The Cancer Project’s 2008 Cancer and Nutrition Symposium kept more than 300 attendees captivated to the very end.

Rowan Chlebowski, M.D., Ph.D., of the Women’s Intervention Nutrition Study, showed how a low-fat diet significantly increased survival in women diagnosed with breast cancer. John Pierce, Ph.D., who led the Women’s Healthy Eating and Living Study, reported that a combination of increased exercise and a diet rich in fruits and vegetables can improve breast cancer survival. However, his research also showed that simply increasing vegetables and fruits without other diet and lifestyle changes is not likely to have survival benefits, except in women with elevated estrogen levels.

Ruth Marlin, M.D., working with Dean Ornish, M.D., showed that a low-fat vegan diet helps men diagnosed with prostate cancer. Their research also showed that a vegan diet not only has the power to affect cancer biomarkers like prostate-specific antigen levels, but also alters the expression of genes that relate to disease progression. The research team compared ribonucleic acid (RNA) from prostate biopsies taken before the lifestyle intervention to RNA from the same patient three months later and found that more than 500 genes were affected. Notably, genes that have been shown to play critical roles in tumor progression had turned off.

After lunch, Mark Messina, Ph.D., discussed research findings showing that soy products appear to reduce breast cancer risk, provided they are consumed early in life.

Alison Duncan, Ph.D., M.Sc., spoke on soy and prostate cancer, providing an overview of the latest prostate cancer and soy studies, including her own research on the subject.

The day concluded with a panel discussion about translating nutrition recommendations to public policy. Cancer Project president Neal Barnard, M.D., called for taking diet-related cancers as seriously as tobacco-related cancers. While tobacco sales, use, and advertising are restricted, the same is not true of the processed meats linked to colorectal cancer. Dr. Barnard proposed that meats be viewed similarly to tobacco.

Stephen L. Joseph, Esq., compared his successful anti-trans-fat campaign to a proposed ban on processed meats in America. He said that it is important not to underestimate the aggressiveness of industries selling unhealthful foods.

Rob Barron, from the office of Sen. Tom Harkin, commented on the process and potential obstacles to implementing Dr. Barnard’s recommendations.

Cancer and Nutrition Symposium Breaks New Ground

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New TV Spot: Preventing Prostate Cancer

Healthy eating can prevent prostate cancer. That’s the message behind “Poker Night,” a new Cancer Project public service announcement aimed at helping guys understand the lifesaving power of vegan meals.

The humorous television spot opens with a group of middle-aged men enjoying an evening of poker, banter, and healthy low-fat snacks. When an unsuspecting new player enters carrying a large bucket of fried chicken, the players subject him to good-natured “new guy” ribbing—and the new guy learns that a low-fat vegan diet can help prevent prostate cancer.

“Poker Night” has been airing on television stations around the country. The TV spot provides a toll-free number (1-866-906-WELL) through which viewers can order a free copy of Healthy Eating for Life: Food Choices for Cancer Prevention and Survival.

More than 186,000 men in the United States will be diagnosed with prostate cancer in the next year. But studies have shown that men who have three or more servings of vegetables a day have a lower risk of prostate cancer compared with those who eat fewer fruits and vegetables. For more information, please visit CancerProject.org.
Soyfoods Safe for Breast Cancer Survivors

Evidence indicates that soy products are safe for breast cancer patients at levels similar to traditional Asian soy intakes—25 to 50 milligrams of isoflavones per day, equivalent to one to two servings daily—according to a recent study published in Nutrition Journal. Concerns had been raised about the safety of soy for breast cancer survivors because of the fear that isoflavones may stimulate the growth of existing estrogen-sensitive tumors. So far, there is no evidence of risk.


Alcohol Raises Colorectal Cancer Risk

Colorectal cancer risk increases with alcohol consumption, especially among Asian populations. In a new report published in the American Journal of Epidemiology, authors looked at five cohort studies to determine the level of increased cancer risk among Japanese men and women. They found that men consuming two to four drinks a day were at a 42 percent increased risk of developing colorectal cancer, compared with nondrinkers. A significant positive association was also seen in women.


Obese Women at Higher Risk for Pancreatic Cancer

Women carrying more of their weight around the middle are at a 70 percent increased risk of developing pancreatic cancer compared with women with little excess weight in the stomach region, according to a new report in the British Journal of Cancer.

The study, which analyzed data from the Women’s Health Initiative, followed 138,503 women for eight years and analyzed body measurements from the 251 women who developed pancreatic cancer. Previous studies have shown that diets rich in fruits and vegetables and low in animal products are helpful for achieving a healthy weight and may also work to prevent pancreatic cancer, which has an average survival time of less than one year.

Yes, I’d like information on how to become a PCRM Lifetime Partner.

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Please mail to:
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5100 Wisconsin Ave. NW, Suite 400
Washington, DC 20016

Or visit our planned-giving Web site at http://pcrm.planyourlegacy.org.

Betsy Wason, C.F.R.E.
Director of Development

Member Support

Stock Donations Work for You and for PCRM

You can turn your assets into income, while making an important donation to PCRM’s crucial work.

If you are holding stock that has grown in value over the years but is not yielding much in return, consider using it to fund a charitable gift annuity—a life-income gift at PCRM. You’ll pay no capital gains tax on the transfer, and will receive lifetime payments from your gift plan that equal or surpass the dividends the securities are paying now. The result is that you can make a substantial gift to PCRM while diversifying your portfolio and securing a stream of income.

Here’s how a charitable gift annuity works: You transfer cash or securities to PCRM and PCRM pays you, or up to two annuitants you name, a lifetime annuity. The principal passes to PCRM when the contract ends.

When you use appreciated securities to fund an annuity, you receive gift credit for the full amount and a tax deduction for a portion of the fair market value of the securities, no matter what you originally paid for them. You pay no capital gains taxes.

Important note: To take advantage of the tax benefits, stock must be transferred directly to PCRM. Don’t sell stock first and then give PCRM the proceeds. Even though you are making a gift, the Internal Revenue Service will impose capital gains tax on your sale, eliminating a key tax benefit of your gift.

To learn more about using securities to fund a gift annuity or another type of planned gift, please contact Betsy Wason at 1-866-416-7276, ext. 366, or bwason@pcrmfoundation.org. Learn more by visiting PCRM.PlanYourLegacy.org.

Members Keep PCRM on the Advancing Edge

While most of our campaigns are carefully planned well in advance of their implementation, there are occasional times when an unexpected opportunity—or unexpected challenge—presents itself, and we must act quickly!

Here are some examples of critical needs that our members have helped us fulfill:

- underwriting of billboards, ad space, airtime, and banners to support our campaign activities;
- underwriting of expenses related to emergency legal actions; and
- providing funds for pilot nutrition programs and clinical research studies.

Members who fund these special projects help us make the most of these strategic advantages. If you would like to know when special gift opportunities arise, we’d be happy to notify you. Please contact Nikki Bollaert at 1-866-416-7276, ext. 363, or nbollaert@pcrmfoundation.org for more information.
Take Advantage of PCRM’s Online Resources

PCRM has many resources available to keep you up-to-date on our work. We want our members to benefit from this valuable information and help us get the word out to others. Here are some of the free online offerings available at PCRM.org:

- **Food for Life TV:** This weekly webcast is for anyone who is interested in a healthier diet. Presentations feature the latest nutrition news, lectures by PCRM president Neal Barnard, M.D., cooking demonstrations, shopping tips, restaurant reviews, and more! You can sign up to receive weekly e-mail reminders or go online to view our archive of past shows.

- **PCRM Action Alerts:** You can participate in our fast-moving campaigns to get animals out of research laboratories and classrooms by subscribing and responding to PCRM’s Action Alerts. We often ask members to contact decision-makers to strengthen our campaign and reinforce our position on eliminating cruel practices against animals. PCRM members are also a key component to our ongoing campaign to reform national nutrition policies.

- **NutritionMD.org:** This Web site provides information for both health care providers and consumers on the role good nutrition plays in overall health, as well as how it relates to the prevention and treatment of specific conditions. You can also find guides on how to make over your diet, answers to specific nutrition questions, and delicious recipes.

- **PCRM E-cards:** Send a meaningful online message about dissection alternatives or one of our popular holiday greetings. PCRM’s selection of free e-cards can be found at support.PCRM.org/ecards.

- **Join PCRM on Facebook!** Keep posted on PCRM activities and help spread the word to your contacts by becoming a PCRM Facebook fan.

- **NutritionCME.org:** Online accredited continuing medical education courses intended for physicians, physician assistants, nurses, nurse practitioners, dietitians, nutritionists, and other health care providers interested in how nutrition can be used for health promotion and disease prevention.

Please contact us anytime with questions or to find out more about getting involved in our campaigns or taking advantage of PCRM’s resources. You can reach our membership department at 202-527-7387, or membership@pcrm.org.

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In Memoriam: Rep. Stephanie Tubbs Jones

We are saddened by the recent death of U.S. Rep. Stephanie Tubbs Jones, a passionate supporter of nutrition reform. Tubbs Jones boasted one of the best voting records of any member of Congress on health and nutrition policy. PCRM recognized her dedication to improving America’s health at our 2007 Art of Compassion gala, where she spoke about the importance of focusing on children’s health issues. We celebrate her leadership and her commitment.
**RESEARCH ISSUES**

**What Will We Do If We Don’t Experiment on Animals?**

Medical Research for the 21st Century

C. Ray Greek, M.D., and Jean Swingle Greek, D.V.M.

The Greeks answer the title’s question with a tour of truly modern medical research. With advances in the study of human genetics and the ability to measure human responses to drugs at the molecular level, researchers will find it increasingly difficult to justify the crude data accumulated from animal experimentation. 262 pgs, $24.99

**Pleasurable Kingdom**

Animals and the Nature of Feeling Good

Jonathan Balcombe, Ph.D.

Life as experienced by animals is not a grim struggle for survival, according to animal behavior researcher Balcombe. He presents persuasive evidence that animals—like humans—find enjoyment in touch, food, aesthetics, companionship, anticipation, and more. Full of insights and humor, the book poses vital ethical questions. 360 pgs, $14.95

**HEALTH AND NUTRITION**

**LANDMARK BOOK FROM PCRM**

**Nutrition Guide for Clinicians**

Physicians Committee for Responsible Medicine

This comprehensive medical reference manual covers nearly 100 diseases and conditions, including risk factors, diagnoses, and typical treatments. Most importantly, it provides the latest evidence-based information on nutrition’s role in prevention and treatment. Includes an in-depth examination of general nutrition, macronutrients, micronutrients, and nutritional requirements for all stages of life. 884 pgs, $19.95 Special Discount $17.95

**Quantum Wellness:**

A Practical and Spiritual Guide to Health and Happiness

Kathy Freston

Learn how to make the small steps that can significantly improve the health of mind, body, and spirit. In addition to promoting wholeness in work and relationships, Freston explains the advantages of a plant-based diet from health, ethical, and environmental perspectives. Includes 45 vegetarian recipes, two weeks of meal plans, and a general shopping list. 288 pages, $23.95

**Vegan Bites:**

Recipes for Singles

Beverly Lynn Bennett

Designed for young (or young-at-heart) adults, these “serving for one” recipes include Fabulous Flapjacks, Tex-Mex Bean Burgers, and Baked Ziti Casserole. Bennett shows you how to fill nutritional needs, shop economically for single meals, and stock your kitchen with essential foods and tools. 153 pgs, $15.95

**Dr. McDougall’s Digestive Tune-Up**

John A. McDougall, M.D.

Dr. McDougall takes a candid, humorous look at how the digestive tract functions. Learn how a low-fat, cholesterol-free, plant-based diet can prevent and cure constipation, hemorrhoids, IBS, and other chronic intestinal disorders. 211 pgs, $19.95

**The Best in the World II**

Healthful Recipes from Exclusive and Out-of-the-Way Restaurants

Jennifer L. Keller, R.D., Editor

Travel around the world to discover treasures from side-street cafes and elegant hotel dining rooms. Attractively illustrated, this delightful vegan cookbook is the sequel to PCRM’s original international recipe collection. Hardcover, 71 pgs, $11.95

**The Best in the World**

Fast, Healthful Recipes from Exclusive and Out-of-the-Way Restaurants

Neal D. Barnard, M.D., Editor

This popular collection of wonderfully delicious recipes comes from the world’s best and most unusual restaurants. Enjoy these vegan delicacies at home. Hardcover, 71 pgs, $11.95

“Best in the World” Matched Set Offer

Get both beautiful volumes for $18

**Healthy Eating for Life book series from PCRM**

PCRM’s series of medically sound, reader-friendly books explain diet’s role in wellness and disease prevention. Each book includes at least 80 healthy, delicious vegetarian recipes. Forewords by PCRM president Neal D. Barnard, M.D.

**Healthy Eating for Life for Children**

PCRM with Amy Langou, Ph.D.

When children learn proper nutrition early in life, they are more likely to avoid heart disease, obesity, and diabetes. Here’s how to get them started. Includes kid-tested recipes. 258 pgs, $14.95

**Healthy Eating for Life for Women**

PCRM with Kristine Kieswetter

Learn how the right foods can ease menstrual and menopausal symptoms, strengthen bones, encourage weight loss, protect the heart, and help prevent certain cancers. 260 pgs, $16.95

**Healthy Eating for Life to Prevent and Treat Diabetes**

PCRM with Patricia Bertron, R.D.

Studies show that diabetes can be highly responsive to diet and lifestyle changes. PCRM explains these changes and how to put them into practice. 244 pgs, $18.95

**From Rory Freedman and Kim Barnouin**

**NEW!**

**Skinny Bitch**

A No-nonsense, Tough Love Guide for Savvy Girls Who Want to Stop Eating Crap and Start Looking Fabulous!

This bestselling vegan guide pulls no punches. Entertaining and sassy, the book rests on a solid health and nutrition foundation. “Many pricelesss-yet-unprintable dictums certainly make you laugh in a way few diet books can.” —iVillage 224 pgs, $13.95

**Skinny Bitch in the Kitch**

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

Here’s the companion cookbook to the outrageous bestseller Skinny Bitch. 75 easy, satisfying recipes, served up with an irreverant sense of fun. “A hilariously bawdy vegan cookbook for the modern Mrs. Cleaver.” —Domino 192 pgs, $14.95

**Prevent and Reverse Heart Disease**

Caldwell B. Esselstyn Jr., M.D.

Drawing on findings from his 20-year study, noted surgeon and researcher Esselstyn presents a scientifically proven, nutrition-based program that stops and reverses heart disease, even for people who have been affected for many years. More than 150 great recipes. 308 pgs, $15.95

**Tofu Cookery:**

25th Anniversary Edition

Louise Hagler

This newly revamped edition of the bestselling classic features more than 30 new, tasty, and intriguing recipes with most of the original recipes revised to bring them up to today’s nutritional and cooking standards. All new color layout and lush food photography bring this edition to the forefront of 21st century soyfood cuisine. 160 pgs, $21.95

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**Good Medicine**

Autumn 2008

20
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, $25.95

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, $14.00

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

From The Cancer Project
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

Prescription for Life Poster
This whimsical work of art introduces your patients to the importance of fruits, vegetables, whole grains, and beans in cancer prevention and survival. It also tells how to obtain free information about nutrition, recipes, and classes from The Cancer Project. 17”x22”, $6.00

Dakota: A Novel
Martha Grimes
Bestselling author Grimes tells the story of young Andi who takes a job at a massive pig-farming facility in North Dakota. As she uncovers the dark truth about the slaughterhouse, Andi must contend with two men who are on her trail. The book offers a searing indictment of slaughterhouse practices. 104 pgs, $25.95

Becoming Whole: The Story of My Complete Recovery from Breast Cancer
Meg Wolff, Foreword by T. Colin Campbell
Eight years after losing a leg to bone cancer, Meg Wolff was dying of breast cancer. Conventional treatments were not expected to save her life, but Meg fought back with a macrobiotic diet and a determination to control how she would live or die. Discover Meg's story of physical and emotional healing and how it could apply to your life. 288 pgs, $21.00

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, $14.95 SPECIAL DISCOUNT $7.00

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. Paperback, 350 pgs, $14.00

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, $14.00

Local Bounty: Seasonal Vegan Recipes
Devra Gartenstein
Using fresh local produce enlivens your meals and preserves resources. This book divides its recipes among spring, summer, fall, and winter sections, enabling cooks to tap into seasonal harvests. More than 150 recipes, with shopping and cooking tips. 187 pgs, $17.95

Eating Right for Cancer Survival Video
This groundbreaking new video is designed to work hand-in-hand with the companion Survivor’s Handbook. Together they’ll provide you with empowering information on how simple, everyday choices can cause major changes in your health and well being. Includes eight presentations by Neal Barnard, M.D., Jennifer Reilly, R.D., and Amy Lanou, Ph.D. 103 mins. DVD $14.95 VHS $14.95 SPECIAL VIDEO/HANDBOOK COMBO OFFER DVD / Handbook $24.95 VHS / Handbook $24.95

Vegan in 30 Days
Get Healthy, Save the World
Sarah Taylor
Whether you want to lose weight, prevent or reverse disease, increase energy, save animals, or reduce your carbon footprint, this book will help you achieve your goal. Filled with insights, practical tips, and recipes. 104 pgs, $14.95

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

GOOD MEDICINE
Autumn 2008
### PCRM Marketplace

**Choose Health! Four Food Groups Poster**
Striking color photos illustrate PCRM's New Four Food Groups for complete nutrition without cholesterol and excess fat. Includes serving recommendations. 22"x17", $6.00

**Cartoon Four Food Groups Poster**
PCRM's colorful and informative guide to nutritional recommendations, illustrated for younger eaters. 22"x17", $6.00

**New Four Food Groups Place Mats**
Four colorful guides to the New Four Food Groups. The flip side provides cooking and food storage tips, unmasks dietary myths, and suggests additional reading. 17"x11", $12.00

**Go Veg—B4 It’s 2L8**
Quality 100% cotton. Yellow on forest green. $11.95

**The New Four Food Groups Grocery Tote Bag**
This ample canvas bag measures 12"x16.5"x7". Green on natural white. $10.00

**Go Vegan Multilingual Apron**
Veg-friendly phrases in ten languages. 21"x26" gourmet apron with pocket. Cream on forest green. $13.95

**Vegetarian Starter Kit**
It's all here. Learn about the power of a plant-food diet for fighting disease and maintaining a healthy weight. Get the facts on vegan diets for pregnant women, babies, and children. Try delicious sample recipes. Debunk common myths. And make friends with the New Four Food Groups! 16 pgs, $2.00

**Guía de Iniciación para una Dieta Vegetariana**
The Spanish-language version of PCRM's popular Vegetarian Starter Kit. $2.00

**Show your support for humane research with Humane Charity Seal of Approval Items**

**Refrigerator Magnet**
Full color, 2"x3½". $1.00

**Bumper Sticker**
Full color. $1.00

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### SHIPPING AND HANDLING CHARGES

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Residents of CA, DC, MA, and MI please add applicable sales tax.

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Or call toll-free: 1-800-695-2241
Or order online at: www.pcrm.org
Nature’s Viagra
Move over Viagra—watermelon is here! The flesh and rind of watermelon contain citrulline, which can trigger the production of a compound that helps relax the body’s blood vessels, including the vessels responsible for male sexual function. When consumed in large quantities, citrulline changes into arginine, an amino acid that benefits the heart and the circulatory and immune systems.

Can’t Weight to Have a Baby?
Research shows that obese men have more abnormal sperm and produce less semen than men with a normal weight, according to study results presented at a Spanish scientific conference. Recent research had already shown that obese women are more likely to be infertile. Perhaps the newest fertility drug could be a vegan diet.

Mommy, Wow! I’m a Big Kid Now
An increasing number of American children are taking medication for conditions linked to obesity, according to a new study in Obesity Reviews. Hundreds of thousands of children are taking medication to treat type 2 diabetes, high blood pressure, cholesterol problems, and acid reflux. These conditions, all related to obesity, were almost nonexistent in children just a few years ago.

Fish Talk
Researchers have stumbled on evidence that fish vocalize. The neural circuits related to vocalization were found in the developing brains of larval midshipman fish, with similarities to those found in a range of other animals, including primates. One can only imagine what the fish wanted to say about the experimenters.

Obesity and Pregnancy
Not to say that overweight women cannot get pregnant. In fact, one in five women who gives birth in the United States is obese, according to the Centers for Disease Control and Prevention. Doctors in maternity wards are seeing more women who are morbidly obese, some weighing up to 600 pounds. Obese women have a higher risk of complications, including hypertension and diabetes, and also have an increased chance of delivering prematurely.

Not So Fast, Food
The Los Angeles City Council has placed a moratorium on new fast-food restaurants in the low-income neighborhood of south Los Angeles. The yearlong ban is an attempt to reverse the city’s obesity epidemic by attracting more healthful restaurants to the area.

Health Food or Junk?
Foods with kid-friendly packaging may not be as wholesome as parents think. Almost 90 percent of products marketed as fun, kid-friendly foods do not meet established nutritional standards, according to a new study from Canada. Sixty-two percent of foods that were of “poor nutritional quality” made positive nutritional claims on the package.

One Smart Dummy
The United Kingdom’s University of Portsmouth has a new mannequin for training medical personnel. It vomits. It sweat. It even bleeds. The remote-controlled dummy is designed to replicate a human’s anatomical structure and can suffer a heart attack, have an allergic reaction to a drug, and even get goose bumps.

Cloned Cows?
The European Union’s top food safety agency has called for further study to determine whether products from cloned animals are safe. Officials are concerned that the impact of cloning on animal health and welfare could negatively affect food safety.

Ethical Tissue
Ethical Tissue is a research tissue bank that collects, stores, and supplies a wide range of human tissues, cells, and fluids to medical research groups, obviating the use of animals in research. Ethical Tissue’s innovative approach ensures that biosamples are made available to researchers in the shortest time period and with minimum paperwork.
Physician Profile

Mladen Golubić
M.D., Ph.D.

Dr. Mladen Golubić studies some of the most difficult to treat cancers. While at the Brain Tumor Institute of the Cleveland Clinic, his research focused on malignant glioblastomas—the most aggressive type of brain tumor—and how modulation of inflammation by diet affects tumor growth. He initiated a federally funded study to evaluate the possibility that a low-fat vegan diet in combination with an herbal extract from the frankincense tree (*Boswellia serrata*) may decrease brain swelling around the tumor in patients with glioblastoma.

Originally from Croatia, Dr. Golubić has spent two decades in the United States studying cancer at the Cleveland Clinic. He received his medical degree and his Ph.D. in biology and biomedicine from the University of Zagreb in Croatia. Now, he is also completing his third year of medical residency at Huron Hospital, a Cleveland Clinic satellite hospital.

Dr. Golubić decided to complete his medical residency in 2006 so he could return to working directly with patients. At Huron Hospital, he encourages healthy dietary and lifestyle changes for disease prevention and wellness. He uses every opportunity he has to educate his patients by giving away fliers, tapes, and literature about making healthy, long-term changes. Many of his patients suffer from coronary artery disease, diabetes, and obesity, and could be greatly helped by plant-based diets. Unfortunately, many can only afford to eat fast food and junk food—the very foods that land them in the hospital to begin with.

Working with these patients inspired Dr. Golubić to become involved with PCRM’s efforts to reform the Farm Bill last year. In an op-ed on the Huffington Post Web site, he wrote, “An impressive body of scientific literature shows that a diet rich in fruits, vegetables, whole grains, beans, and other low-fat vegetarian foods would greatly reduce America’s incidence of heart disease, diabetes, and some cancers.”

Joined by his friend and colleague (and fellow PCRM member) Caldwell Esselstyn Jr., M.D., and PCRM government affairs manager Kyle Ash, Dr. Golubić met with the Cleveland Plain Dealer editorial board to encourage the newspaper to cover the effect of misguided federal food policies on people in Ohio and nationwide.

Dr. Golubić, who discovered PCRM in 1991 when he found a copy of *Good Medicine*, always mentions PCRM to his colleagues and at his lectures.