Hazardous Hospital Foods

How Fast Food Jeopardizes Public Health

CARE Research: It’s Time to Test Drugs with Better Technology
The Evidence Is In

The evidence is in—and plenty of it: A plant-based diet is powerful for health.

Years ago, people embarking on plant-based diets had to tolerate a litany of questions from their well-meaning but ill-informed friends: “Isn’t that a little extreme?” and the ever-popular “Where do you get your protein?” These same questions persist among some people who’ve fallen behind in their reading. But the science is in, and it shows that a plant-based diet has important—sometimes dramatic—health benefits.

Twenty years ago, Dean Ornish, M.D., proved that a vegetarian diet, along with other healthful lifestyle changes, can reverse heart disease. Other researchers found reductions in cancer risk and other benefits among vegetarian populations. In our studies, we have shown that vegan diets improve body weight, cholesterol levels, blood pressure, and blood sugar. They reduce menstrual pain and may play a role in migraine and arthritis.

Earlier this year, I worked with a Japanese research team on a meta-analysis, published in JAMA Internal Medicine, which showed the significant effects of plant-based diets on blood pressure. And in October, we published another meta-analysis showing that a plant-based diet improves blood sugar control for people with type 2 diabetes. All in all, the evidence for health benefits of plant-based diets is now beyond the point of serious controversy.

This does not mean that all questions have been answered. The full range of benefits of plant-based diets remains to be explored: How much will they help in cancer survival, multiple sclerosis, or behavioral problems in children, for example? And it is sensible to ask what kind of vegan diet is best: more raw foods? Macrobiotic?

As these issues are being tackled, evidence is already strong enough to show that a plant-based diet is not the extreme end of a diet spectrum. Rather, getting the animals off one’s plate is the beginning of the exploration of food’s power for health.

Neal D. Barnard, M.D.
President of PCRM
**RESEARCH ETHICS**  By Kristie Sullivan, M.P.H.

**ENDOCRINE SYSTEM**

**Safer Pesticides**

The Environmental Protection Agency may soon adopt more non-animal tests—long recommended by the Physicians Committee—to better predict pesticides’ harmful effects in humans. In a December report to a science advisory panel, the agency presented its plans to use high-throughput robot-powered in vitro and computer-based tests, which could help reduce animal tests. These non-animal methods can quickly screen thousands of chemicals for their endocrine disrupting properties, which can produce adverse developmental, reproductive, neurological, and immune effects in humans. The Physicians Committee supported the EPA’s plan with public comment.

**WOMEN’S HEALTH**

**Female Animals Don’t Make Results More Reliable**

The National Institutes of Health recently invited comment on a plan that would increase the number of female animals used in experiments. Physicians Committee experts opposed the plan and provided recommendations for research based in human biology that would better advance the understanding of disease mechanisms and development of therapeutics for human health.

“Adding more female animals to experiments adds nothing to the accuracy or reliability of those experiments, but raises serious ethical concerns,” wrote Physicians Committee medical research specialist Mei-Chun Lai, Ph.D., in her comment. “Human-based research methods will avoid the translational limitations inherent to animal studies and generate data that truly benefit women’s health.”

**HEART DISEASE**

**Stem Cells Offer New Insights into Heart Disease**

According to a recent publication in *Science Translational Medicine*, patient stem cells are being used to study a genetic mutation associated with heart disease, high blood pressure, and complications arising from type 2 diabetes. Using stem cells isolated from patients with a common mutation, researchers were able to determine how this change affects survival of heart cells. Studies in patient stem cells may lead to reduction in the number of animals used to study human heart disease, development of new diagnostic methods, and patient-specific treatments.


**BRAIN HEALTH**

**Alzheimer’s in a Dish Advances Therapy Testing**

Harvard University researchers have developed a method for studying Alzheimer’s disease in a laboratory dish, a technique that could potentially eliminate the use of animals commonly used to test potential drugs. According to a recent report in the journal *Nature*, the researchers grew human neurons in a 3-D culture, then introduced the genetic traits associated with inherited Alzheimer’s disease. The cells began to produce the amyloid plaques and neurofibrillary tangles that are the hallmarks of Alzheimer’s disease, paving the way for testing therapies.

HEART HEALTH

Low-Carb Diets Increase Risk of Death for Heart Patients

A low-carbohydrate diet high in animal products is associated with an increased risk for dying, according to a new study published by the American Heart Association. Researchers analyzed the diets of 4,098 women and men who had previously had heart attacks and found they were 33 percent more likely to die from any cause and 51 percent more likely to die from heart disease if following a low-carbohydrate diet high in animal sources of protein and fat, compared with those whose dietary patterns consisted of fewer low-carb, animal-based products.


BONE HEALTH

More Milk, More Fractures and Death

High cow’s milk intake is associated with increased risk for bone fractures and death, according to a new study in the British Medical Journal.

Researchers followed 61,433 women and 45,339 men for more than 20 years and 11 years, respectively. Among women, those who consumed three or more glasses of milk per day had a 60 percent increased risk for developing a hip fracture and a 16 percent increased risk for developing any bone fracture. Additionally among women, for each glass of milk consumed, risk of dying from all causes increased by 15 percent, from heart disease by 15 percent, and from cancer by 7 percent during the 20.1-year observation period. For the women who consumed three or more glasses of milk per day—compared with less than one glass—risk of dying increased by 93 percent. Men had a 10 percent increased risk of dying during the same time frame when consuming three or more glasses of milk per day, compared with less than one glass.


WEIGHT LOSS

Vegan Diet Is Most Effective for Weight Loss

A vegan diet leads to the most weight loss, compared with other dietary patterns, according to a study in the journal Nutrition. Sixty-three overweight adults were assigned to one of five different dietary patterns for a six-month period: omnivorous, semi-vegetarian, pesco-vegetarian, lacto-ovo vegetarian, and vegan. At the end of the study, the vegan group lost, on average, more than twice the percentage of body weight (7.5 percent), compared with omnivores (3.1 percent), semi-vegetarians (3.2 percent), and pesco-vegetarians (3.2 percent). The lacto-ovo vegetarian group lost an average of 6.3 percentage points. The vegan group also had the greatest reductions in total fat, saturated fat, and cholesterol intake and the greatest increase in dietary fiber intake—all protective against chronic diseases such as heart disease and diabetes.


CANCER

Dairy Products Linked to Lung, Breast, and Ovarian Cancers

Removing dairy products from your diet may lower your risk of certain cancers, according to a study published online in the British Journal of Cancer. Researchers followed 22,788 lactose intolerant participants from Sweden. They also monitored cancer rates of their immediate family members. The incidence rates for lung, breast, and ovarian cancers decreased among the dairy-avoiding lactose intolerant people. Family members and the general Swedish population who included dairy products in their diet did not experience the same reduction in cancer risk. Researchers suspect the avoidance of high amounts of saturated fat and hormones found in dairy products may account for the decreased risk.


High cow’s milk intake is associated with increased risk for bone fractures and death, according to a new study in the British Medical Journal. Researchers followed 61,433 women and 45,339 men for more than 20 years and 11 years, respectively. Among women, those who consumed three or more glasses of milk per day had a 60 percent increased risk for developing a hip fracture and a 16 percent increased risk for developing any bone fracture. Additionally among women, for each glass of milk consumed, risk of dying from all causes increased by 15 percent, from heart disease by 15 percent, and from cancer by 7 percent during the 20.1-year observation period. For the women who consumed three or more glasses of milk per day—compared with less than one glass—risk of dying increased by 93 percent. Men had a 10 percent increased risk of dying during the same time frame when consuming three or more glasses of milk per day, compared with less than one glass.


A vegan diet leads to the most weight loss, compared with other dietary patterns, according to a study in the journal Nutrition. Sixty-three overweight adults were assigned to one of five different dietary patterns for a six-month period: omnivorous, semi-vegetarian, pesco-vegetarian, lacto-ovo vegetarian, and vegan. At the end of the study, the vegan group lost, on average, more than twice the percentage of body weight (7.5 percent), compared with omnivores (3.1 percent), semi-vegetarians (3.2 percent), and pesco-vegetarians (3.2 percent). The lacto-ovo vegetarian group lost an average of 6.3 percentage points. The vegan group also had the greatest reductions in total fat, saturated fat, and cholesterol intake and the greatest increase in dietary fiber intake—all protective against chronic diseases such as heart disease and diabetes.

A generation ago, hospital gift shops sold cigarettes. Patients could smoke in their rooms, and doctors smoked in the hallways and in the doctors’ lounges. Eventually, hospitals arrived at the decision to ban smoking. And happily, their days of promoting disease are gone.

Or are they? Cigarettes are out, but burgers, chicken wings, and cheesy pizza are in at many U.S. hospitals. The Physicians Committee’s new hospital foods report uncovers contracts detailing what happens when fast-food chains embed themselves in hospitals.

Cheeseburgers and milkshakes are delivered to patients, restaurant leases are broken when profits from cancer-promoting chicken nuggets and processed meats don’t reach $1 million, and hospitals make money from the increased sales of fast food loaded with saturated fat and cholesterol.

Patients Put at Risk

For the fifth hospital foods report, Physicians Committee experts examined more than 200 public hospitals, many of which receive government funding and treat medically underserved patients. The researchers identified hospitals with fast-food outlets, which sell meaty, cheese-laden products known to jeopardize the health of the communities the hospitals are meant to serve.

A recent study in the journal *Public Health Nutrition* found that on days when people eat fast food they consume significantly more calories and saturated fat, which exacerbates obesity, heart disease, diabetes, and other chronic diseases. The study concluded that efforts to improve diet and reduce fast-food consumption could actually help reduce socio-economic disparities in Americans’ diets.

The hazards of consuming meaty, cheesy fast foods are well documented. A McDonald’s website even advised its employees that “people with high blood pressure, diabetes, and heart disease must be very careful about choosing fast food because of its high fat.” Bacon, hot dogs, and other processed meats that are fast-food staples are known to promote cancer, heart disease, and diabetes. And studies have shown that chicken samples from Chick-fil-A and other fast-food chains contain PhIP, a carcinogen linked to breast, colon, and prostate cancer.

“The previous generation dealt with cigarettes. Now it’s time to tackle meat, cheese, and all the fat and cholesterol they are packing into patients’ arteries,” says Physicians Committee president Neal Barnard, M.D.
“Hospitals need to end contracts with fast-food chains selling Big Macs, chicken nuggets, and double bacon cheese burgers.”

**Hospital Fast-Food Contracts**

Chick-fil-A has at least 20 hospital locations, McDonald’s has at least 18, and Wendy’s has at least five, according to Physicians Committee research (see infographic). Many other national and local restaurants selling unhealthful meat and dairy products are also located in U.S. hospitals.

Through state public records act requests, the hospital food report sheds light on five contracts between public hospitals and fast-food chains that promote the consumption of foods loaded with disease-causing saturated fat and cholesterol.

**Ben Taub General Hospital | Houston, Texas**

The average cost of a Big Mac in the United States is $4.80. That means the McDonald’s at Ben Taub General Hospital needs to sell more than 208,000 Big Macs every year to hospital visitors. Why? The restaurant can terminate its lease if yearly gross sales of Big Macs and other junk foods do not reach $1 million. Moreover, the monthly rent McDonald’s pays to the hospital increases based on food sales.

The contract also lists ways that McDonald’s can promote food to hospital visitors, including a listing on the lobby directory and directional signage near the main elevators, emergency entrance, pharmacy, clinic, and parking garage.

Right now, McDonald’s is the only fast-food restaurant in Ben Taub, but that could change. The lease lists several foods—including fried chicken and pizza—that the hospital or other tenants are allowed to sell in other areas of the hospital.

**Georgia Regents Medical Center/Children’s Hospital of Georgia | Augusta, Ga.**

Want a Big Mac delivered to your hospital bed? The lease for McDonald’s at Georgia Regents Medical Center/Children’s Hospital of Georgia includes...
“value-added programs” that McDonald’s may provide to patients, including “McDelivery,” Happy Meals, birthday parties, and a snack menu that includes ice cream and nacho chips with cheese.

Tactics like this were recently criticized by Aseem Malhotra, M.D., writing in the British Medical Journal: “The junk food industry’s aggressive and irresponsible marketing has even been allowed to hijack the very institutions that are supposed to set an example: our hospitals.”

The Georgia Regents contract also allows McDonald’s to adjust its prices, which could increase sales. Meanwhile, Americans pay a huge health and monetary toll every year for cheap fast-food meals: $147 billion for obesity, $245 billion for diabetes, and $313 billion for heart disease.

Grady Hospital | Atlanta, Ga.

The lease between Atlanta’s Grady Hospital and McDonald’s establishes a base rental rate that increases as McDonald’s profits increase. That may be why the lease requires McDonald’s to operate from 6 a.m. to 3 a.m.

McDonald’s also negotiated exclusivity at the hospital. Its lease states that without McDonald’s consent, Grady may not lease space to “Burger King, Wendy’s, Bojangles, Kentucky Fried Chicken, Pizza Hut, Taco Bell, Carl’s Jr.,” or restaurants “of a similar nature” to McDonald’s.

Greenville Memorial Hospital | Greenville, S.C.

Greenville Memorial Hospital in Greenville, S.C., has a license agreement with Chick-fil-A that asks that the hospital “make every reasonable effort to increase the sales and business and maximize the Gross Receipts.”

An analysis published in Nutrition and Cancer: An International Journal found that Chick-fil-A chicken samples commonly contain PhIP, a carcinogen linked to breast, colon, and prostate cancer. PhIP has been on the California governor’s list of carcinogenic chemicals for more than a decade.

Erie County Medical Center | Buffalo, N.Y.

Erie County Medical Center has a contract with Benderson Development Company Inc., which leases space in the hospital to Canadian fast-food restaurant Tim Hortons, which serves meaty breakfast sandwiches, lunch sandwiches, and ice cream in the hospital 24 hours a day.

When Erie approved Benderson’s rental of the space, it did so with the expectation that Benderson would “focus on healthcare related enterprises,” raising obvious questions about Tim Hortons.

The Good News

The Physicians Committee’s hospital reports are influencing improvements. Two hospitals featured in Physicians Committee hospital food reports have removed junk food: McDonald’s closed at Riley Hospital for Children of Indiana University Health and St. Louis Children’s Hospital no longer carries Dairy Queen products. Several other fast-food restaurants have also recently closed in hospitals around the country.

There is also a trend among hospitals to incorporate more fruits and vegetables grown in their own organic gardens into cafeteria and patient meals. This summer, St. Luke’s Hospital Anderson Campus in Easton, Pa., in partnership with the Rodale Institute, which pioneered organic farming, announced that it will begin offering patients organic produce grown on a five-acre organic farm located on the hospital campus. The produce will also be available to employees, visitors, and caregivers. During the first year, it expects to produce approximately 44,000 pounds of fresh produce. Hospitals in Vermont and Michigan have implemented similar programs.

“Let’s take it a step further,” says Dr. Barnard. “Just as cigarettes are banned from hospitals, why not do the same for meat, cheese, and other junk foods?”

Recommendations

The American Journal of Public Health recently concluded that hospital food is “a largely untapped resource for public health that may help to arrest increasing rates of obesity and diet-related health problems.”

But hospitals that have contracts with fast-food restaurants encourage patients, employees, and visitors to eat the very foods—loaded with saturated fat and cholesterol—that hospitalize millions of Americans every year with complications from obesity, diabetes, heart disease, and cancer.

When hospitals with fast-food contracts follow the lead of those that have removed fast food from their premises—and instead promote more fruits, vegetables, grains, and legumes—they will be on the path toward improving patient outcomes and helping reverse diet-related chronic disease epidemics in the communities they serve.

ONLINE> Read the complete The Worst Public Hospital Food Environments report at PhysiciansCommittee.org/HFR.
2014 Airport Food Review: Plant-Based Meals Take Off in U.S. Airports

Travelers don’t have to resort to artery-clogging cheeseburgers and cancer-promoting chicken wings while passing through the nation’s busiest airports. The Physicians Committee’s Airport Food Review, now in its 14th year, finds that 75 percent of restaurants at 23 of the top 30 busiest U.S. airports now offer at least one healthful plant-based meal such as ancient grain bowls and black bean chili.

Baltimore, Seattle, and Los Angeles airports top this year’s report, which includes five airports new to the report—Philadelphia, Boston, JFK, LaGuardia, and Seattle. In 2001, just 57 percent of airport restaurants offered at least one plant-based option.

“Every year, the Airport Food Review encourages more and more U.S. airports to offer hungry travelers plant-based meals that aren’t just disease-fighting—they’re also delicious,” says Physicians Committee director of nutrition education Susan Levin, M.S., R.D. “I’m excited to see a menu shift toward immune-boosting, cholesterol-free foods like beet burgers, quinoa bowls, and Brussels sprouts salads.”

Doctors Award ‘Golden Carrots’ for Healthy School Lunches

“Beef-loving Nebraskan kids are warming to veggie burgers and carrot sticks,” The Atlantic reported when the Physicians Committee gave a Golden Carrot Award to Lincoln Public School District in Lincoln, Neb., in October.

MUSE School CA in Calabasas, Calif., and Desert Garden Montessori in Phoenix, also won the award that is given each year during National School Lunch Week to recognize schools serving nutrient-packed, high-fiber, plant-based meals.

Lincoln offers students fiber-rich black bean chili, red beans and rice, and veggie burgers. Desert Garden’s most popular homemade menu items include black bean tacos, Thai curries, and Indian food. And a typical lunch at MUSE includes sweet potato and black bean cakes with avocado dipping sauce, roasted broccoli with watermelon wedges, and a fresh leafy green salad.

Grammy-winning pop star Mya helped spread the word by sharing her new Physicians Committee PSA on Instagram. Celebrity health advocate and mom Kourtney Kardashian wrote in support of Lincoln Public School District’s new menu items. And Dr. Barnard proposed that “school lunch standards need a boost” in an op-ed in The Hill, a newspaper covering Congress.
Study Success Stories: Plant-Based Diet Helps Migraine Pain

Terry Phillips-Seitz used to have a couple of migraines a week. But they vanished completely when he began participating in the Physicians Committee’s study on plant-based diets and migraine pain: “It was like flipping a light switch when I started the vegan diet.” His story supports findings from the study recently published in the Journal of Headache and Pain. The study found that the severity of the participants’ worst headache pain decreased significantly when they consumed a plant-based diet that eliminated dietary pain triggers such as meat and dairy products.

“Prior to the trial, I had had one or two migraines per week for almost 10 years,” says another participant. “Now, I incorporate many of the things we learned into my current diet. As a result, I haven’t had a migraine or taken medication since Dec. 2, 2013!”

During the diet study, participants consumed a plant-based diet and then an elimination diet which took away foods that are common migraine pain triggers. The severity of the worst headache pain improved significantly. The decline in migraine pain may have been due to the elimination of dietary pain triggers such as meat and dairy products or by weight loss or hormonal changes brought on by the diet change.

These results suggest the potential value of a nutritional approach to migraine treatment.

Plant-Based Diet Improves Diabetes: Major New Study from the Physicians Committee

A diet change beats a pill for diabetes treatment. A new meta-analysis by the Physicians Committee published in Cardiovascular Diagnosis and Therapy found that a plant-based diet accelerates type 2 diabetes treatment—and does so more effectively than oral diabetes medications.

Researchers with the Physicians Committee analyzed dietary patterns of adults with type 2 diabetes in the United States, Brazil, and the Czech Republic and found that a low-fat vegan or lacto-ovo vegetarian diet significantly improves blood sugar control in type 2 diabetes.

“Plant-based diets work in a different way than ‘conventional’ diabetes diets,” says Neal Barnard, M.D., president of the Physicians Committee and one of the study authors. “We now know that type 2 diabetes is caused by insulin resistance. Getting the animal fat—and fats in general—out of the diet helps repair insulin’s ability to function.”

The American Diabetes Association’s Clinical Practice Recommendations have cited the value of vegan diets for type 2 diabetes for several years. The new study results will give more confidence to doctors who aim to reduce their patients’ need for medications. Currently, more than 100 million Americans have either diabetes or prediabetes.

Complete Nutrition: B12 and the Power Plate

The Power Plate brings you healthful nutrition. In addition, it is essential to have a source of vitamin B12. Drugstores and health foods stores sell B12 supplements, as well as “B complex” (a mixture of B-vitamins), including B12. All typical brands have more than the 2.4 micrograms adults need, and there is no toxicity from higher amounts. Fortified breakfast cereals, fortified soy milk, and fortified meat analogues often supply the vitamin, as well.

ONLINE > Learn more about how a plant-based diet can prevent and reverse diabetes at PhysiciansCommittee.org/Diabetes.

ONLINE > Learn more at PhysiciansCommittee.org/B12.
Fighting Diabetes in Macedonia

Esma Redžepova, a traditional Macedonian singer and humanitarian twice nominated for the Nobel Peace Prize, has lived with diabetes for nearly 20 years. Physicians Committee member Ted Barnett, M.D., and Caroline Trapp, N.P., C.D.E., director of diabetes education for the Physicians Committee, recently met her when the Macedonian government invited them to explain how a plant-based diet could help reverse the country’s diabetes epidemic.

The unhealthful diets and diabetes that are rampant in Macedonia prompted Minister of Health Nikola Todorov to ask the Physicians Committee to help his country, which gained independence from the former Yugoslavia in 1991.

Trapp presented Physicians Committee research showing that he could reduce the country’s rising diabetes rates and associated medical costs—including the $25 million the country pays for insulin each year—by starting patients on a low-fat, plant-based diet.

Following the meeting, Minister Todorov asked the Physicians Committee to collaborate with him on a research study in Macedonia to establish that a plant-based diet can successfully treat diabetes.

Dr. Barnett and Trapp also visited Saints Cyril and Methodius University of Skopje, where they met with the director of the university’s cardiology clinic and the dean of the university’s medical school and gave presentations to faculty members.

Putting It Into Practice

This issue’s “Putting It Into Practice” features tips from Michael Macknin, M.D., a pediatrician at the Cleveland Clinic, who will be among the world’s leading physicians and researchers speaking at the Physicians Committee’s International Conference on Nutrition in Medicine: Cardiovascular Disease on July 31 to Aug. 1, 2015, in Washington, D.C. Below, Dr. Macknin describes nutrition and lifestyle recommendations for children that he discusses with parents.

How do you help parents encourage their children to eat healthful diets?

As a general pediatrician, I see my role as working to prevent heart disease. I speak to parents of infants and encourage them not to give up on their child liking a particular vegetable or fruit until they’ve tried to introduce it at least 20 times. We discuss the research that suggests that it may take 20 tries for an infant to learn to like a new taste, and the fact that infants who learn to enjoy vegetables and fruits soon become children who enjoy vegetables and fruits.

What does a healthy plate look like?

We discuss what a healthy plate looks like with half the plate filled with vegetables and fruits, with more vegetables than fruits. We review whole grains and healthy sources of protein.

Do your recommendations change as a child ages?

As the children get older, if they need help we brainstorm finding physical activities they would enjoy doing for at least an hour a day.

Why is it important to begin healthful habits at an early age?

Heart disease begins in childhood. Successful early intervention will prevent heart disease in adults.

See the back cover—as well as upcoming issues of Good Medicine—for insights from other conference presenters. To learn more about the conference and to register to attend, visit PhysiciansCommittee.org.
Recent breakthroughs have revealed that heart disease starts in childhood—perhaps even in utero.

Come and hear leading experts share the latest insights on the role of nutrition in heart disease, hypertension, stroke, children’s health, and other topics.

July 31 – Aug. 1, 2015
Grand Hyatt Washington

Jointly sponsored by
The George Washington University School of Medicine and Health Sciences and the Physicians Committee for Responsible Medicine

Learn more and register at PhysiciansCommittee.org/Conference
Canadian University Urged to Replace Animal Labs with Simulators

Doctors with the Physicians Committee recently joined Quebec City-area residents at Laval University to urge officials to use human-relevant methods instead of live animals to train future doctors.

More than 540 Quebec residents signed a petition—along with 28,000 people who sent e-mails—calling for the university to use high-tech simulators exclusively.

“Laval University is the very last medical school in the country still using animals to teach surgical procedures,” says Canadian physician Rhoda Ruttenberg, M.D. “At this point in time, almost all medical schools in North America have replaced animal labs with modern simulators which are greatly superior for learning surgical skills.”

In March, advertisements were posted throughout the campus urging for a switch to simulation. The Physicians Committee has also submitted a formal complaint against the university.

Train Paramedics with Simulators, Not Animals

Despite the widespread availability of more effective alternatives, the University of Washington continues to use live animals to train paramedics. Doctors with the Physicians Committee recently joined Seattle residents to ask the university to better prepare paramedics to save lives by using simulators instead of animals.

“The University of Washington is the only surveyed paramedic program in the Pacific Northwest using animals,” says Tacoma-based neurosurgeon William Morris, M.D., (LTC US Army, retired). “Paramedics should receive the best possible training experience to prepare them to care for patients in emergencies. An animal’s anatomy is different from a human’s, and paramedics can get a better education using state-of-the-art, human-centered technology.”

Lifesaving procedures are widely taught on a variety of realistic anatomical human body simulators including Laerdal’s SimMan 3G and Gaumard’s Hal S3201.

ONLINE> Ask the University of Washington to switch to simulation at PhysiciansCommittee.org/UW.

ONLINE> Ask Laval to switch to nonanimal methods at PhysiciansCommittee.org/Laval.
Military Modernizes Some Medical Training

The U.S. military has removed the use of animals from several medical training programs. This long overdue change that went into effect Jan. 1 comes after years of hard work by the Physicians Committee and its members. The transition away from animals will affect six different areas of medical training. These include Advanced Trauma Life Support courses and pediatrics residency programs, two areas that the Physicians Committee has long addressed with the Department of Defense.

The military’s decision to replace animal use in these training areas comes years after the medical community recognized the superiority of nonanimal methods. Ninety-eight percent of Advanced Trauma Life Support and pediatrics residency programs in the United States and Canada exclusively use human-based methods.

But the recent announcement fails to address the most widespread use of animals in military medical education—combat trauma training courses. More than 8,500 pigs and goats are used in these courses each year. There are better ways to teach military personnel how to respond to severe battlefield wounds. Numerous human-based training methods replicate human anatomy, and some feature flowing artificial blood, breakable bones, and internal organs that can be surgically repaired.

The Physicians Committee has already made hard-won progress in this area, including a partnership with members of Congress and medical and military experts to end the U.S. Army’s use of monkeys in chemical warfare preparedness training.

The Physicians Committee is continuing to work with the medical community and Congress to ensure that the Department of Defense builds on this recent progress.


Tennessee Billboards Warn of Substandard Medical Training

Physicians Committee billboards recently warned motorists that the University of Tennessee College of Medicine Chattanooga’s use of live animals for medical training is substandard. Local member physician Jane Gumnick, M.D., also presented the university with a petition signed by 365 Tennessee physicians asking for a switch to human-based methods.

Drivers approaching the university saw a billboard warning that they were entering a substandard medical training zone:

WARNING:
You Are Entering UT’s Substandard Medical Training Zone!
ChattanoogaDeservesBetter.org

After passing the university, they saw a sign alerting them that they survived:

Of the 187 accredited medical schools in the United States and Canada, only two other schools use live animals to train students in surgery techniques. The remaining 98 percent of programs use nonanimal methods, including human-based medical simulation and task trainers. The University of Mississippi Medical Center uses animals to teach physiology.

The other campuses of the University of Tennessee College of Medicine already use nonanimal methods, and Chattanooga has a state-of-the-art Clinical Skills and Simulation Center that could immediately replace the use of animals for teaching students basic surgery skills.

ONLINE> Ask Chattanooga to switch to simulation at ChattanoogaDeservesBetter.org.
Pegada Tóxica (Tail of Toxics) Featured in Brazilian Film Festival

The Physicians Committee’s Tail of Toxics: Improving Chemical Safety without Animals video was recently featured in a Brazilian film festival.

Aryenish Birdie, regulatory testing policy specialist for the Physicians Committee, introduced Pegada Tóxica (Tail of Toxics) at the fifth annual Mostra Animal film festival.

The animated video demonstrates how alternatives to animal testing and 21st-century robots can test thousands more chemicals in a fraction of the time—and at a fraction of the expense.

Birdie also gave several presentations on how non-animal tests can better protect humans from harmful chemicals.

ONLINE  Watch the video at TailOfToxics.org.

Seventh Generation Is New Ally in Chemical Testing Reform

Seventh Generation has joined with the Physicians Committee by signing a letter urging Congress to require the use of nonanimal methods in chemical legislation known as the Toxic Substances Control Act.

“Reform of chemical safety legislation will succeed only by modernizing toxicity testing,” the letter reads. “We lack information on many chemicals, and how they affect a diverse human population, because current chemical management regulations are inadequate and because we rely too heavily on slow, unreliable, and expensive animal tests.”

The letter “places focus on the best methods first and is crucial to the rapid development and use of new methods and the continued improvements in toxicity testing required to offer superior protection for public health and the environment.”

As the first signatory, Seventh Generation is now working with the Physicians Committee to encourage other organizations and companies to sign on.

ONLINE  Read the letter at PhysiciansCommittee.org/SeventhGeneration.

TAKE ACTION:

Ask University of Mississippi Medical Center to Modernize Medical Training

Please ask University of Mississippi Medical Center (UMMC) School of Medicine to end the use of live animals in its physiology lab. High-fidelity human-patient simulators more accurately represent human anatomy. UMMC already has a state-of-the-art simulation center that can easily provide this training in an effective way. UMMC is one of only four medical schools in the United States and Canada that continue to use live animals for training.

ONLINE  Visit PhysiciansCommittee.org/UMMC.
CARE Research: It’s Time to Test Drugs with Better Technology

Ninety-six percent of animal-tested drugs fail in humans. Instead, human-relevant methods can ensure “safer drugs and other compounds for the consumer,” says a Physicians Committee complaint against CARE Research, a drug-testing facility in Colorado that tests on animals.

“CARE Research and other facilities that test drugs on animals need to modernize their methods,” says Kristie Sullivan, M.P.H., director of regulatory testing issues for the Physicians Committee.

“Vioxx and other drugs that tested safe in animals ended up harming humans and were pulled from the market. To protect patients, it’s time to phase in high-tech, human-relevant testing methods.”

In November, ads in Colorado directed consumers to visit www.ModernizeYourMethods.org and ask Colorado’s agriculture commissioner, John Salazar, to prohibit CARE Research from importing dogs into Colorado for use in laboratory tests.

“What we know for certain is that there are better, more human-predictive ways to test drugs, such as microdosing and organ-on-a-chip technology,” says John J. Pippin, M.D., director of academic affairs for the Physicians Committee.

The National Institutes of Health recently stated that organ-on-a-chip technology “generated more accurate data” than animal testing, which “can be costly and poor predictors of drug response in humans.”

NIH and the Physicians Committee Collaborate on Chemical Safety

The National Institutes of Health and the Physicians Committee are collaborating to promote Adverse Outcome Pathways, a process that will make chemicals safer for humans by reducing animal testing.

AOPs describe the complex biological pathways between an initial molecular event, such as a mutation caused by a chemical exposure, and an adverse outcome, such as cancer. As these pathways are understood, the effects of chemicals will be much more predictable, and scientists will rely much less on animal tests.

At a recent conference co-sponsored by the Physicians Committee and NIH’s National Toxicology Program Interagency Center for the Evaluation of Alternative Methods (NICEATM), more than 500 regulators, scientists, and toxicology experts learned about how to put AOPs to work.

Animal tests are currently used to show adverse outcomes—cancer, poisonings, and death, for example. Nonanimal methods can illuminate the molecular steps that precede those adverse outcomes.

“I don’t think I’ve ever seen this much energy associated with a workshop,” said Warren Casey, director of NICEATM, in an NIH blog.

Experts from the U.S. Environmental Protection Agency, the Food and Drug Administration, NIH, Dow Chemical, the National Cancer Institute, the Organisation for Economic Cooperation and Development, several European universities, Unilever, and other institutions shared their progress on developing AOPs for neurotoxicity, developmental toxicity, toxicity to predatory birds, effects on fish, reproductive toxicity, cancer, and other topics.

Kristie Sullivan, M.P.H., director of regulatory testing issues for the Physicians Committee, co-chaired the organizing committee for the three-day workshop, which included more than 30 lectures, a poster session, breakout groups, and hands-on demonstrations.
Physicians Committee experts recently took to the road to educate future attorneys about the scientific problems with animal experimentation and how to use the law to address the issue.

Mark Kennedy, director of legal affairs, and Ryan Merkley, associate director of research policy, spoke at eight universities from Washington, D.C., to Oxford, Miss. Along the way, they encountered many interested law students and faculty.

“The law students were very enthusiastic,” said Merkley. “I hope we educated them about the failings of animal experimentation and inspired them to work to change the system.”

The presentation began by showing the problems with relying on animal experiments in basic research. Although much of federal-government-funded basic research feeds into the drug development process, 96 percent of all drugs that appear safe in animal studies fail when they reach human clinical trials.

“In no other industry do we accept a near total failure rate,” Merkley pointed out before describing new advances in testing methods that provide a possible future for pharmaceutical development without animals.

The presentation next focused on the Animal Welfare Act, which covers the use of animals in laboratories. Kennedy explained that the law has a major flaw. It excludes more than 95 percent of animals—most rats and mice and all birds—used in United States laboratories from its definition of “animal.” While that is very problematic, the Physicians Committee still uses the Animal Welfare Act extensively in its work.

Leslie Rudloff, senior counsel, gave a similar presentation at Vanderbilt Law School in Tennessee.

What’s Trending?
The Physicians Committee, of course. Here’s a sampling of recent news and social media mentions.

TRENDING TWEETS
#OrangeIsTheNewPink for #BreastCancerAwareness, according to cancer prevention guidelines!
OrangeIsTheNewPink.org

@WayneState cardiologist @DrJKahn speaks out about unproductive and lethal experiments: detroitnews.com/article/202409

BIG NEWS
The New York Times: “No. Beef is not healthy for you. There’s plenty of research to show that red meat products are associated with a host of chronic diseases.” — Susan Levin, M.S., R.D., Physicians Committee
director of nutrition education quoted in “In Texas, Beef Council Hopes to Rope In a Younger Crowd”
The Daily Express: “We now know that type 2 diabetes is caused by insulin resistance. Getting the animal fat—and fats in general—out of the diet helps repair insulin’s ability to function.” — Neal Barnard, M.D., Physicians Committee president, quoted in “How Becoming a Vegetarian Can CURE Diabetes”

BLOG BUZZ
Visit PCRM.org/Blog to read these and other recent buzzed about blogs from Neal Barnard, M.D.: • The Incredibly Inedible Egg • More Milk, More Problems • Save Breakfast from the Dairy Industry

Facebook Faves
Mark Kennedy, Physicians Committee
director of legal affairs

CONNECT • Facebook.com/PCRM.org • Facebook.com/NealBarnardMD
Facebook.com/21DayKickstart • Pinterest.com/pcrmorg • Youtube.com/PCRM • PhysiciansCommittee.org/Blog
Learn About Becoming a Lifetime Partner

Lifetime Partners are Physicians Committee members who have taken the time to plan a gift for the future or who have created charitable gift annuities with the Physicians Committee.

There are many ways to create a legacy to help the causes and people you care about. A bequest is very popular and simple to create—it is a charitable gift made through your will or “will substitute,” such as a trust. Inside our giving booklet, you’ll find wording to use in a will and some additional gift suggestions to consider.

We would love to send you the booklet, which gives an overview of some popular legacy gift options. To request one, just give our membership department a call at 202-527-3704 or mail back the coupon on this page.

If you decide to include the Physicians Committee in your estate plans, please let us know! We would very much like to acknowledge your support by activating your Lifetime Partner status. Lifetime Partners receive a certificate and are included in special phone updates and mailings from Physicians Committee president Neal Barnard, M.D.

If you would like to speak with someone about bequests, gift annuities, or other types of legacy gifts, please contact Betsy Wason at 202-527-7366.

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

- Please send me PCRM’s booklet “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.

NAME

ADDRESS

CITY     STATE/PROVINCE

ZIP/POSTAL CODE     COUNTRY

E-MAIL    PHONE

Please mail to: Physicians Committee, Attn: Betsy Wason • 5100 Wisconsin Ave., NW, Suite 400 • Washington, DC 20016
Together, the Physicians Committee and you are making a real difference in the way we practice medicine, conduct research, and train health care professionals to save lives. Your continuing support will ensure that we are able to tackle issues relating to human health and animal well-being from the standpoint of solid, evidence-based science. The Physicians Committee is leading the reform in medicine and research like no other organization can. Your membership donation will help ensure our work in the following priority areas continues.

• Stop the use of animals in ALL Advanced Trauma Life Support (ATLS) training programs. Only four ATLS training programs are still cutting open live animals and then killing them. Your renewed support will help us change that number to 0!
  • Save animals at Johns Hopkins University. Not only is this highly regarded medical school resistant to change, it keeps training on live animals, killing them, and then claiming this abuse is teaching “the sanctity of life.” Your renewed support will help us stop this for good.
  • Stand up for the most vulnerable populations. We are influencing nutrition policy by pushing the U.S. Department of Agriculture to strengthen the Dietary Guidelines for Americans, the blueprint for all federal food policies, which will be updated in 2015. Your renewed support will help us keep the pressure on.

• Improve patient care. We will reach physicians, dieticians, nurses, and other health care professionals through our annual International Conference on Nutrition in Medicine. This year’s focus will be to share the most modern innovative nutrition science regarding diet and cardiovascular health and to have this lifesaving information shape the new model of patient care. Your renewed support will help us continue to be the leading nutrition resource for health care professionals.

• Spare the lives of animals at the University of Washington. UW has one of the last programs using live animals for paramedic training even though it already has a state-of-the-art simulation center. Invasive procedures are performed up to five times on each animal by multiple trainees. Your renewed support will help us put an end to this cruel practice!

• Educate a new generation of physicians. The link between diet and health is irrefutable. By developing new online curricula with the University of North Carolina and distributing our Nutrition Guide for Clinicians to second-year medical students, we are providing a solid supplement to the nutrition education that is lacking in medical schools. Your renewed support will help doctors save more lives.

• Continue to fight for lifesaving changes on Capitol Hill. We will work to pass the ENRICH Act, which will increase nutrition education for medical students, and the EAT for Health Act, which requires annual nutrition education for federally employed physicians and nurse practitioners. Your renewed support will ensure that we continue to have a voice in Congress.

• Redefine the gold standard for chemical testing. We will continue to lead an international coalition that promotes nonanimal testing in favor of modern, human-based methods, saving millions of animals from horrific experiments each year and making chemicals safer for people. Your renewed support allows us to be influencers in decision-making.

These are just a handful of the programs and campaigns that your membership donation will support. Please take a moment to renew with a tax-deductible gift. You can make a secure donation online at PhysiciansCommittee.org/Renew, send your donation using the envelope in this issue of Good Medicine, or you can reach us at 202-527-7304. Thank you for being a partner in our lifesaving work!

Holistic Holiday at Sea XII Vegan Cruise • March 14-21, 2015

Miami • Jamaica • Cayman Islands • Cozumel • Bahamas

Holistic Holiday at Sea™ is a body-pampering, relaxing, and educational vacation aboard the new MSC Divina, one of the world’s most luxurious ocean liners. This 7-day voyage stops at exotic ports of call and offers the perfect combination of lectures, workshops, fitness, and entertainment. All this while dining on specially prepared natural foods, swimming and snorkeling in the crystal clear waters of the Caribbean, and lounging in saunas and Turkish baths. Book early for best rates and availability.

HolisticHolidayAtSea.com
or call 1-800-496-0989 or 1-828-749-9537

Chosen by National Geographic Traveler as “One of the 100 best worldwide vacations to enrich your life.”
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. 745 pgs, $18.95 Special Discount $17.95

The Prevent and Reverse Heart Disease Cookbook
Over 125 Delicious, Life-Changing, Plant-Based Recipes
Ann Cile Esselstyn, Jane Esselstyn
In a much-anticipated cookbook, this mother-daughter team share more than 125 delicious and nutritious recipes that make it easy to follow Dr. Caldwell Esselstyn's lifesaving dietary advice from his bestselling book Prevent and Reverse Heart Disease. 320 pgs, $25.00

Salad Samurai
100 Cutting-Edge, Ultra-Heartly, Easy-to-Make Salads You Don't Have to Be Vegan to Love
Terry Hope Romero
Award-winning chef Terry Hope Romero knows her veggies. In Salad Samurai, she teaches you the way of the veggie warrior, rescuing salads from their bland, boring reputation and “side” status with more than 100 vibrant, filling entrees. This is your guide to real salad bushido: a hearty base, a zesty dressing, and loads of seriously tasty toppings. 192 pgs, $19.99

Cookin’ Up a Storm
Sea Stories and Vegan Recipes from Sea Shepherd’s Anti-Whaling Campaigns
Laura Dakin
As chief cook on board the flagship of the Sea Shepherd Conservation Society, Dakin feeds a hungry crew of 50 as they work against the slaughter of threatened sea life. This book features 80 of the crew’s favorite vegan recipes—deliciously eclectic—modified for the family kitchen. Also included are exciting stories from Sea Shepherd’s missions. 160 pgs, $24.95

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

The Best in The World, Volumes I-IV Boxed Set
Healthful Recipes from Exclusive and Out-of-the-Way Restaurants
Neal D. Barnard, M.D., Editor
Since 1998, the Physicians Committee has collected healthy, exotic recipes from distinctive restaurants around the globe. Now you can own all four hardcover The Best in The World cookbooks in one beautifully boxed set. 284 pgs, $40.00, Special Discount $37.95

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 healthy recipes comes from the world’s best and most unusual restaurants. Enjoy these vegan delicacies at home. Hardcover, 71 pgs, $11.95

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. Hardcover, 71 pgs, $11.95

The Best in the World III
Healthful Recipes from Exclusive and Out-of-the-Way Restaurants
Neal D. Barnard, M.D., Editor
Discover delicious and unique recipes from restaurants across the globe. Join monks in a temple courtyard in the Far East, passengers on a French luxury yacht, or even a rock star in Akron, Ohio, for an unforgettable culinary adventure. Hardcover, 71 pgs, $11.95

The Best in the World IV
Healthful Recipes from Exclusive and Out-of-the-Way Restaurants
Neal D. Barnard, M.D., Editor
Find delicious and healthful recipes from unique restaurants all around the globe. Visit a rustic hotel in England’s Lake District, enjoy a friendly street side cafe in Rome, and dine on a terrace overlooking black volcanic beaches. Recipes are designed to be within the abilities of any amateur chef. Hardcover, 71 pgs, $11.95

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

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

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

Vegan for Her
The Woman’s Guide to Being Healthy and Fit on a Plant-Based Diet
Virginia Messina, J.L. Fields
Vegan for Her, a blueprint for optimal health and wellness at any age, will show you how to: lower your risk for breast cancer and heart disease; manage conditions like arthritis and migraines; diminish PMS and cramps; build strong bones for life; enhance fertility; and make an easy transition to a vegan diet. 400 pgs, $16.99

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., Physicians Committee 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 develop 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 program that takes the reader beyond artificial “formula approaches.” 96 pgs, $7.95

The Forks Over Knives Plan
How to Transition to the Life-Saving, Whole-Food, Plant-Based Diet

Alona Pulde, Matthew Lederman

This four-week plan shows you how to put the lifesaving Forks Over Knives diet into practice. Whether you just want a dietary reboot or are trying a plant-based diet for the first time, this book makes it easy to transition to the healthiest way of eating and to maintain it for life. Includes 100 recipes. Hardcover, 336 pgs, $24.99

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

From the Physicians Committee

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 Saulua 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

Thrive Energy Cookbook

150 Plant-Based Whole Food Recipes
Brendan Brazier

Former professional Ironman triathlete and ultramarathoner Brazier shares performance-enhancing and easy-to-make recipes that will help you thrive. All of these tempting recipes are vegan without refined sugar and common allergens. 320 pgs, $22.99
### 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

**The Oh She Glows Cookbook**
Over 100 Vegan Recipes to Glow from the Inside Out
Angela Liddon
Done with feeling sick and tired, Angela Liddon threw out her fat-free butter spray and low-calorie frozen dinners. Instead, she embraced whole foods that made her glow from the inside out. Today, Liddon authors one of the most popular vegan recipe blogs on the planet. 336 pgs, $25.00

**Fix Your Mood with Food**
The ‘Live Natural, Live Well’ Approach to Whole Body Health
Heather Lounsbery
Use methods practiced in Chinese medicine to improve mood naturally without the use of drugs. By working to cure the entire body, Lounsbery’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

**Teff Love**
Adventures in Vegan Ethiopian Cooking
Kittee Berns
Berns has demystified Ethiopian cuisine so you can savor authentic dishes without ever leaving home. Discover how to source and use the tantalizing seasonings and savory ingredients that are the foundation of these unique dishes. From saucy wots, spicy stews, and succulent stir-fries to traditional injera-based dishes and fusion foods that blend these unique seasonings into a range of family favorites. 192 pgs, $19.95

**Go Vegan! Translation Shirts**
Say “Go Vegan!” in French, Italian, Hebrew, Swahili, Arabic, Hindi, German, Spanish, Dutch, and Chinese on quality royal blue shirts.

- **T-shirt** — Gildan, 100% cotton, 6 oz.
  - Specify M, L, or XL — $17.99
- **Sweatshirt** — Jerzees, 50% cotton/50% poly, 6 oz.
  - Specify L or XL — $21.99

**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”x24”, $6.00

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

- **Cat Magnetic Bumper Sticker** — $2.00
- **Dog Magnetic Bumper Sticker** — $2.00

**Find even more healthful resources at PCRM Marketplace Online**
PhysiciansCommittee.org/Shop

---

### Order Form

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>Qty.</th>
<th>Price</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Item</strong></td>
<td><strong>Size (if Applicable)</strong></td>
<td><strong>Qty.</strong></td>
<td><strong>Price</strong></td>
<td><strong>Subtotal</strong></td>
</tr>
<tr>
<td><strong>SPENDING AND HANDLING CHARGES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orders within the United States</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipping via U.S. Postal Service or UPS.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For orders $1 to $20 = $5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For orders $20.01 to $40 = $7.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For orders $40.01 to $70 = $10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For orders $70.01 to $100 = $13.50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For orders $100.01 to $200 = $15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For orders more than $200 = $20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International and Express Shipping Orders</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residents of CA, DC, MI, and NY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>please add applicable sales tax</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipping charge to additional addresses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(U.S. dollars only)

**Mail to:**
PCRM Marketplace
P.O. Box 180
Summertown, TN 38483
(Do not use the membership envelope in this issue.)

Or call toll-free: **1-800-695-2241**
Or order online at: **www.pcrm.org**
Hog Farm Hazard
Workers at an industrial hog farm in North Carolina carried antibiotic-resistant bacteria on their bodies for up to two weeks, even when they were away from work for up to four days, according to a recent study in *Occupational & Environmental Medicine*.

Cheeseburgers Contribute to Climate Change
Greenhouse gases will increase 80 percent by 2050 if meat and dairy product consumption continues to rise at its current rate, according to a recent study in *Nature Climate Change*.

Top Chef’s Plant-Based Plates
Chef Alain Ducasse, whose restaurants have a combined 21 Michelin stars, recently reopened Plaza Athénée in Paris with a mostly vegetarian menu.

Football Player Faster on Vegan Diet
Griff Whalen, who plays professional football for the Indianapolis Colts, recently announced that his plant-based diet helps him “feel a lot lighter, faster, quicker on the field.”

Against Animal Tests
Almost one-fourth of Britons want to ban animal experiments, according to a recent government study.

Smacznego!
Polish schools have banned junk food—including burgers—in an effort to reduce childhood obesity.

Alzheimer’s on a Petri Dish
To better study the disease, Harvard University researchers have developed human brain cells with the characteristics of Alzheimer’s disease in a laboratory dish.

When in Rome
By examining skeletal remains, researchers in Vienna determined that Roman gladiators primarily followed a vegetarian diet.
Kim Williams, M.D., president of the American College of Cardiology, will be among the world’s leading physicians and researchers speaking at the Physicians Committee’s International Conference on Nutrition in Medicine: Cardiovascular Disease on July 31 to Aug. 1, 2015, in Washington, D.C.

In this Good Medicine exclusive, Dr. Williams, who began following a vegan diet in 2003, answers questions about the state of heart disease and tips for preventing it.

Describe nutrition or lifestyle recommendations that you discuss with your patients.

Everyone who is able should exercise for at least 45 minutes most days of the week. But food quality and content are also important. High fat and high sugar content increases mortality. Plant-based diets lead to better outcomes, reduce health risks, and have a much more favorable effect on obesity, compared with the standard American diet.

What is the one thing someone can do today to improve their heart health?

Everyone needs to know their critical numbers, such as blood pressure, fasting blood sugar, cholesterol levels, body mass index, and waist circumference. They say knowledge is power. In this case, being aware of risk factors helps motivate people to make a difference.

What do you think is the No. 1 cause of the heart disease epidemic?

I’m happy to say that there is not an escalating epidemic in the United States. We have reduced cardiovascular mortality about 50 percent over the last few decades. However, internationally the numbers are climbing as people in low and middle income countries adopt a more sedentary lifestyle with less healthy foods.

See page 12—as well as upcoming issues of Good Medicine—for insights from other conference presenters. To learn more about the conference and to register to attend, visit PhysiciansCommittee.org.