Our goal is to create a world where preventable illness and premature death are the exception, not the norm.

A world where truth and health-promoting lifestyle prevail.

Our laser-focused approach has already attracted thousands of influencers. In addition, nearly 350 of the world’s leading experts representing over 30 countries have joined the True Health Council of Directors—an unprecedented assembly that includes Department Chairs and Deans at leading universities; former Surgeons General of the United States; Olympic athletes, world-famous chefs, leading environmental experts, and nutrition experts spanning the spectrum from vegan to Paleo—an unparalleled global, unified, authoritative voice on the foundational principles of healthy eating and healthy living. ALL committed to shining the light on lifestyle as medicine.

A growing number of THI Organizational Members, comprised of commercial and non-profit entities, are being added on a weekly basis, signaling their alignment with the THI’s science and consensus-based principles, AND supporting efforts to disseminate awareness of those principles.

Many people know that health is all about lifestyle. But this TRUTH is overshadowed by noisy, conflicting messages. The world needs clarity over confusion; a source they can trust.

Together we can build a movement around the fundamentals of lifestyle as medicine, preventing, treating and, often, even reversing, as much as 80% of chronic disease and premature death.

The True Health Initiative is that singular, go-to voice.

With your help, we can break through the dark clouds of misinformation, hype, and lies. Together, our one-of-a-kind coalition can light the world with health education, truth, and integrity.

“Nutrition is a science, not an opinion. Confusion abounds because of all of the noise on social media and the rising number of self-described nutrition experts. The THI is a brain trust of credentialed experts that have come together to make sense of the latest studies and help put into context health recommendations you can trust.”

Kathleen M. Zelman, MPH, RDN
Director of Nutrition, WebMD
THI Council Member
Help Truth Prevail.

The plan is in place. The coalition is ready. But, funds are needed to stabilize our immediate future. We are seeking partners to finance our operational needs for two years of planned growth. $2 million dollars is needed for:

- **Staff (4-6):** Executive Director, development, communications and administrative
- **Educational and communication projects**
- **Plan and implement a “true health” global awareness campaign**
- **Maximize effectiveness of THI Media Rapid Response Team**

Help support the True Health Initiative: DONATE

Visit truehealthinitiative.org to access our core principles, our extensive bibliography of scientific sources, our monthly newsletter, Health Between The Headlines, and much more. Join us as an individual, or organization.

```
email admin@truehealthinitiative.org
www.TrueHealthInitiative.org
```

True Health Initiative is pending 501(c)3 approval.

Brought to you in partnership with the American College of Lifestyle Medicine.

---

The time is now.

*Help us ignite the torch of true health and carry it to the world.*

---

5 ways we will establish the True Health Initiative as the trusted authority and go-to resource on lifestyle as medicine:

1. Build consensus around timeless, common-sense, evidence-based health facts

2. Quickly monitor and debunk faulty health “news” via our 30-member Rapid Response Media Team

3. Educate health care practitioners, health influencers and the general public using our newsletters, videos, articles, social media marketing, and annual research report

4. Partner with top-shelf communications partners, such as Verywell, Scientific American, The Washington Post and Huffington Post

5. Fight for nutrition policy and improved dietary guidelines in America

---

“We have been failing for years and even decades to translate what we know about lifestyle as medicine into what we do. The True Health Initiative is devoted to confirming that we do, indeed, know where ‘there’ is- so we can focus at last on getting there from here. We have the capacity to add years to lives, and life to years- and it's time to put that power to good use.”

David L. Katz MD, MPH, FACPM, FACP, FACLM
President and Founder, True Health Initiative
Director, Yale-Griffin Prevention Research Center

---

```
“The THI initiative is just what the doctor prescribed as our nation struggles to separate good science from biased claims in order to pursue optimal health and wellness in our daily lifestyle choices.”

Richard Carmona, MD, MPH, FACS
17th Surgeon General of The United States
THI Council member
```