



## PLEDGE OF SUPPORT FOR CORE PRINCIPLES

By joining the True Health Coalition, I affirm the below observations, and pledge my commitment to, and public support for, the following core principles of health promotion and disease prevention in modern society:

We have reliable knowledge of lifestyle practices, including dietary pattern, associated with the potential to reduce both the public burden of, and personal risk for, chronic disease and premature death by as much as 80%.

- 1** The healthiest, longest-lived populations around the world (e.g., The Blue Zones®) do not fixate on any particular theory, fad, book, food, nutrient, or ingredient, but rather practice the fundamentals of a health-promoting lifestyle, promulgated by their cultural norms.
  - These practices include:
    - A diet comprised mostly of minimally processed, generally plant-predominant foods in time-honored, balanced combinations (e.g., traditional diets of certain Mediterranean populations, certain Asian populations, etc.). The preferred beverage for satisfying thirst in almost all situations is water
    - Routine physical activity at moderate intensity, frequency, and duration
    - The avoidance of toxins, particularly tobacco and excess alcohol
    - Sleep adequate in both quantity and quality
    - The effective mitigation of psychological stress
    - The cultivation of meaningful, supportive relationships and strong social bonds
  - The above practices offer enormous potential benefits to the health of people and planet alike when contrasted to lifestyle and dietary practices that now prevail in modern and modernizing countries.
  - The health benefits of this lifestyle and dietary pattern are clearly and consistently supported by an exceptionally strong body of evidence<sup>(1)</sup>, and represent a global consensus among experts<sup>(2)</sup>.
- 2** Public health objectives could be greatly advanced by using knowledge we already have about lifestyle practices.
  - The failure to use what we know about lifestyle practices and health is unnecessarily taking years from lives and life from years around the globe.
- 3** Scientists and health professionals could constructively pursue knowledge we lack and debate one another about best approaches to diet and lifestyle without obscuring the core principles of healthy living that are already well established, evidence-based, a product of global consensus, and immediately actionable.
- 4** All reasonable, evidence-supported variations on the theme of dietary pattern for optimal health are more like one another than any is like the 'typical American diet'.
- 5** The public is substantially misled by prevailing practices in media, publishing, and industry into thinking that consensus about fundamental lifestyle practices reliably associated with disease prevention/health promotion are lacking, and this needs to be fixed.
  - The public needs and deserves to know about the overwhelming global consensus regarding the core elements of healthy living.
- 6** The pursuit of public health knowledge we do not yet reliably have should not occur at the expense of applying the knowledge we do.

(1) Reference to the bibliography

(2) Reference to the roster of the council of directors