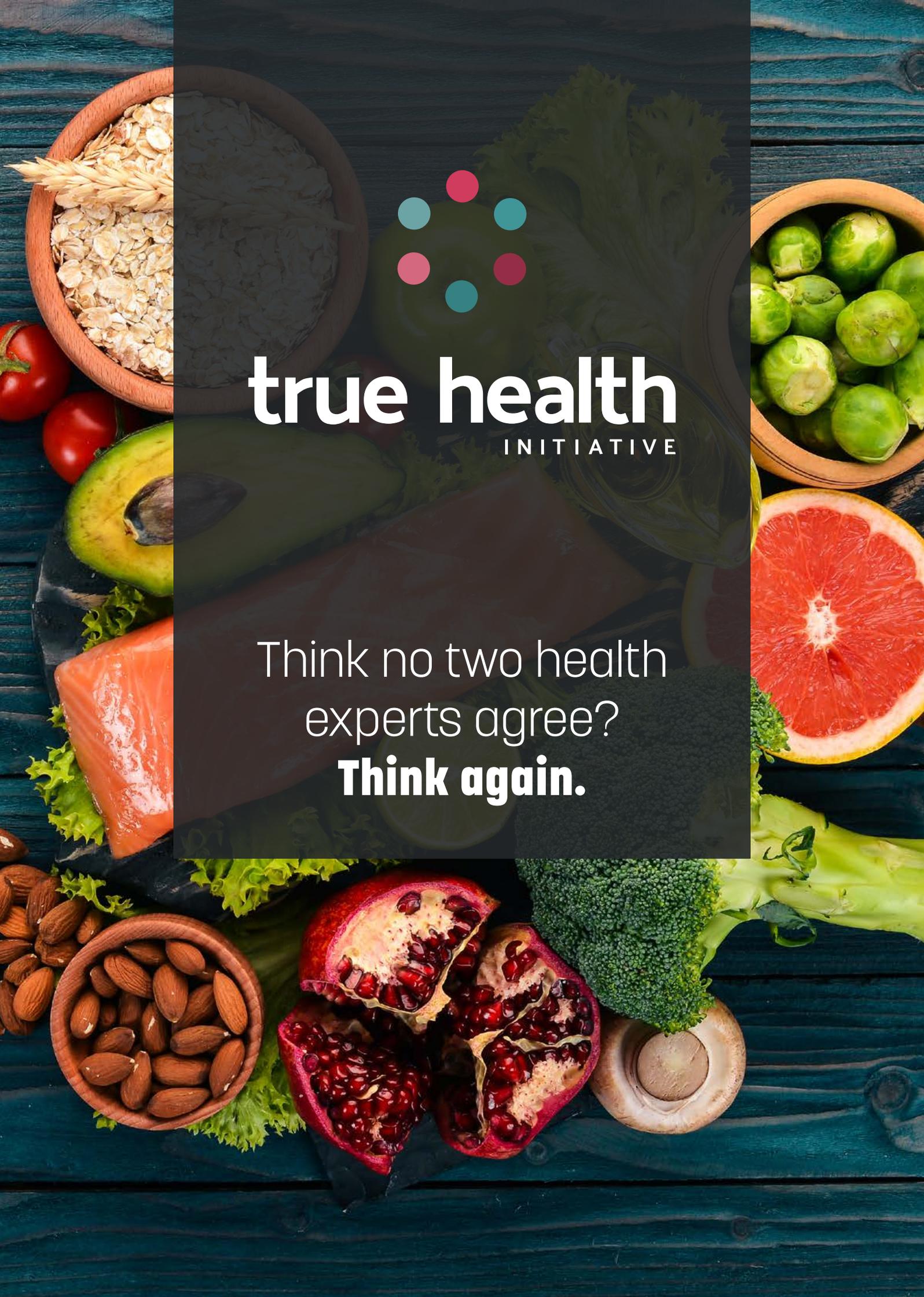




true health

INITIATIVE

Think no two health
experts agree?
Think again.





A Global Consensus on Lifestyle as Medicine.

We are a global coalition of world renown experts, fighting fake facts and combating false doubts to create a culture free of preventable disease using the time-honored and evidence-based practices of lifestyle as medicine.

Our 6 Pillars of Lifestyle as Medicine



Forks

A diet comprised mostly of minimally processed, generally plant-predominant foods in balanced combinations stands to reduce the risk of all chronic diseases.



Feet

Physical activity is associated with weight control, reduced inflammation, enhanced immune function, and reduced cancer risk specifically.



Fingers

The avoidance of toxins, particularly tobacco and excess alcohol



Sleep

The quality and quantity of sleep has profound effects on psychology, immunology, and neurology.



Stress

Excess stress can contribute to hormonal imbalances and inflammation that propagate cancer. Adopting effective stress mitigation techniques can help to improve all markers of health.



Love

The cultivation of meaningful social relationships and strong social bonds can render you far less vulnerable to chronic disease and death. There is a symbiotic relation between health and happiness.

Who Are We?



Founder

Dr. David L. Katz, MD, MPH, FACPM, FACP, FACLM is the founding director of **Yale University's Yale-Griffin Prevention Research Center**, Immediate Past-President of the **American College of Lifestyle Medicine**. Dr. Katz received his MD from the Albert Einstein College of Medicine (1988); and his MPH from the Yale University School of Public Health and is the recipient of three honorary doctorate degrees. Katz is recognized globally for expertise in nutrition, weight management and the prevention of chronic disease, and has a social media following of roughly 900,000. His most recent book, **The Truth About Food**, is now available on Amazon; all proceeds benefit **The True Health Initiative**.



Director of Operations

Jennifer Lutz has dedicated her work to wellness, including: medical writing, youth education, international yoga instruction corporate health and food policy. She believes in the symbiotic relationship between health and happiness.

Council Members



Dean Ornish: is the author of 6 books, all national bestsellers. His **TED.com** talks have been viewed by over 4.5 million people. The research that he and his colleagues conducted has been featured in all major media, including cover stories in *Newsweek*, *TIME*, and *U.S. News & World Report*. He has written a monthly column for *TIME*, *Newsweek* and *Reader's Digest* magazines and has been Medical Editor of *The Huffington Post* since 2010.



Danielle Nierenberg: is President of **Food Tank** and an expert on sustainable agriculture and food issues. She has also recruited more than 40 of the world's top leaders in food and agriculture policies and advocacy work as part of Food Tank's Advisory Board. Her knowledge of global agriculture issues has been cited widely in more than 8,000 major print and broadcast outlets worldwide. Danielle has authored or contributed to several major reports and books.



Ellie Krieger: She is a weekly columnist for *The Washington Post* and has been a columnist for *USA Today*, *Fine Cooking* magazine and *Food Network* magazine. Ellie has been at the forefront of First Lady Michelle Obama's "Let's Move" campaign. She has teamed up with New York City **SchoolFood** where she created healthy, delicious menu items for students citywide.



Shiriki Kumanyika PHD, MPH: is a member of the **National Academy of Medicine** (formerly Institute of Medicine [IOM]) and has been extensively involved in the IOM's obesity related studies and workshops. She co-chairs the Policy and Prevention Section of the World Obesity Federation and is an advisor to the World Health Organization and the World Cancer Research Fund.



Nancy Brown: Is the Chief Executive Officer of the **American Heart Association**. In the time that she has served as its top staff executive, AHA has instilled a culture of innovation, creating the AHA's CEO Roundtable, comprised of CEOs of many of the largest and most influential corporations in America focused on innovating new solutions for health in the workplace. **i**

Who Are We?

The Board

Richard Carmona, MD, MPH

The 17th US Surgeon General, and now Vice-Chairman at **Canyon Ranch**, Dr. Carmona is an expert in policy systems, preparedness, health disparities and literacy, global repercussions, and direct patient care.



Walter Willet, MD, DRPH

The former Chair of Nutrition at **Harvard T.H. Chan School of Public Health** and currently Professor of Epidemiology and Nutrition. His vast publications include more than 1,800 scientific articles on diet and disease and multiple retail books.



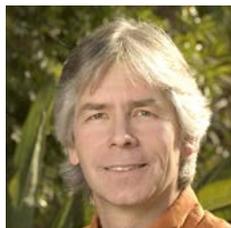
Susan Benigas

Executive Director for the **American College of Lifestyle Medicine**. Her work has spanned the gamut, from running political campaigns to serving in senior management and consultant roles for organizations ranging from professional sports and media to healthcare technology and worksite health promotion



Christopher Gardner, PHD

A professor of medicine at **Stanford University**, the director of Stanford Prevention Research Center's (SPRC) Nutrition Studies Group, and the director of the SPRC postdoctoral research fellow training program.



Dexter Shurney, MD, MBA, MPH, FACLM, DipABLM President, American College of Lifestyle Medicine

Chief Medical Officer and Senior Vice President of Clinical Affairs for **Zipongo**, former Chief Medical Director / Executive Director for Global Health Benefits and Corporate Wellness for **Cummins, Inc.** Prior to Cummins, he was the Chief Medical Director of the Employee Health Plan for **Vanderbilt University and Medical Center**.



Beth Comerford, MS

The Deputy Director of the **Yale-Griffin Prevention Research Center** where she has directed nutrition and lifestyle research for close to twenty years



William Li, MD

Leader of the **Angiogenesis Foundation**. His groundbreaking work impacts more than 70 diseases, including cancer, diabetes, blindness, heart disease, and obesity. Dr. Li's popular TED Talk has garnered more than 11 million views. A guest expert on CNN, and MSNBC, Dr. Li has also been featured in *USA Today*, *TIME*, *The Wall Street Journal*, *The Atlantic*, and *O Magazine*.



Kathleen Zelman, MPH, RDN, LP

Award winning media personality, nutrition communications expert, and consummate professional, Kathleen works with WebMD, is a contributing editor to the Academy of Nutrition and Dietetics, *Food & Nutrition* magazine, James Beard Foundation, and more.



What We've Accomplished



True Health Initiative is a young organization, but we've already accomplished a lot, and we'd love you know about it.

Changing Policy

Nutritional Experts Advise Citizen's Petition to FDA: Reevaluate Healthy on Food Labels

In 2016, **THI** organizational partner, **KIND** received an FDA warning, concerning the snack company's use of the word *healthy* on their labels. The reason? The high fat content (10 g) from nuts, a food recommended by the 2015 DGs as part fo a healthy diet. **True Health Initiative** and **Dr. David L. Katz**, believe in truth over fad and stood behind **KIND** as cosigners and expert counsel in their 2016 Citizen's petition to the FDA. Board member and council member, **Walter Willet** was another cosigner The result? FDA reversal, and return of *healthy* to **KIND** labels.

Changing Minds

True Health Initiative Founder, Dr. **David L. Katz** is recognized globally for his expertise in nutrition, weight management and the prevention of chronic disease, and has a social media following of well over 930,000. Most recently, **THI** has signed on to contribute original content for **Food Tank**.

Improving Lives

True Health Initiative believes in Truth over Fad, a difficult task in today's post truth economy. In response to the ongoing consortium of misinformation, Dr. **David L. Katz**, wrote **The Truth About Food**. The book not only debunks myths, but gives readers the tools to catch new falsehoods, and defend themselves from pseudo-science marketed as fact. The book has already received stellar reviews and continues to climb the Amazon rankings. All proceeds benefit **True Health Initiative**.

At **THI**, we are our council, and our council members are doing some pretty incredible things.

Council Member **Meagan Grega**, founder of **Kellyn Foundation**, is working to make Pennsylvania's Lehigh Valley healthier, with Mobile Markets, that bring produce to senior facilities, and neighborhoods with limited access to healthy foods, like fruits and vegetables.

Council Member **Tyler Evans** (MD, MS, MPH, AAHIVS; DTM&H) is working with **New York City Refugee & Asylee Health Coalition** to discover the effectiveness of patient navigation programs and to aid refugees in accessing better healthcare, maximizing favorable health outcomes for both individuals and communities.

Council Member **Marlene Schwartz** (PhD) is working with the **Rudd Center for Food Policy and Obesity** to research and implement school programming to curtail childhood obesity and promote health.

Current Projects



Modernizing Protein Quality (MPQ)

What: A modernized protein definition that incorporates the quality of health and environmental outcomes associated with specific food sources of protein. We demonstrate how such an approach can be adapted into a metric, and applied to the food system.

Who's Involved: Research and paper by: Dr. David Jenkins of the University of Toronto, Dr. Christopher Gardner of Stanford University, Dr. Kimberly Doughty and Dr. David L. Katz, of the Yale-Griffin Prevention Research Center, and Kate Geagan.

Project Phase: The MPQ has been published in the peer-reviewed journal, *Advances in Nutrition*. This begins our media campaign and steps toward a citizen's petition to the FDA asking for an updated protein quality definition that is based on current evidence and supports both peoples' and planetary health. You can sign the petition at: <http://chnng.it/brzQyvct>

Next Steps: A full-scale media and marketing campaign. We believe in a simultaneous bottom-up and top-down approach to implement change. Over the next two months, we will be garnering public support for the truth about protein.

Why this Matters: A diet rich in whole plant foods has been continuously proven to increase both peoples' and planetary health. An over-emphasis on animal products (in excess) has proven detrimental to bio markers of human health and environmental sustainability. A scientifically backed quality metric for protein informs the public and initiates changes in farming practices and consumption habits that are sustainable, health promoting, and evidence-based.

Current Projects

Diet eID

What: A system to map dietary impacts on both planetary and public health. A diet eID program that allows people to choose a sustainable diet for the optimal health of both people and planet.

Who's Involved: Walter Willett, MD Harvard TH Chan School of Public Health; Danielle Nierenberg MS, President, FoodTank; Steve Osofsky, DVM Wildlife Health and Health Policy, Cornell University; William Ripple, PhD, Oregon State University; Helen Harwatt, PhD Harvard Law; Goretty Dias, PhD, University of Waterloo; Kate Geagan, MS, author; Christopher Gardner, PhD Stanford University; Gideon Eshel, PhD, Radcliffe Institute Earth & Planetary Science; David L. Katz, MD, MPH.

How it Works: The impact of a diet will be measured and mapped, with a focus on the science of net environmental impact- water use, land use, and carbon emissions- measured objectively.

Project Phase: Early stages of research, investigation and mapping.

Next Steps: Our supervising panel of experts will map our best dietary approaches based on different areas of environmental impact and measures of net effect on health.

Why This Matters: Preventable disease is the largest drain on society from both a monetary and a health perspective. Sustainable diets are a top priority for preventing further planetary damage. Public changes in diet and consumption will incite large-scale changes in farming and in public policy.

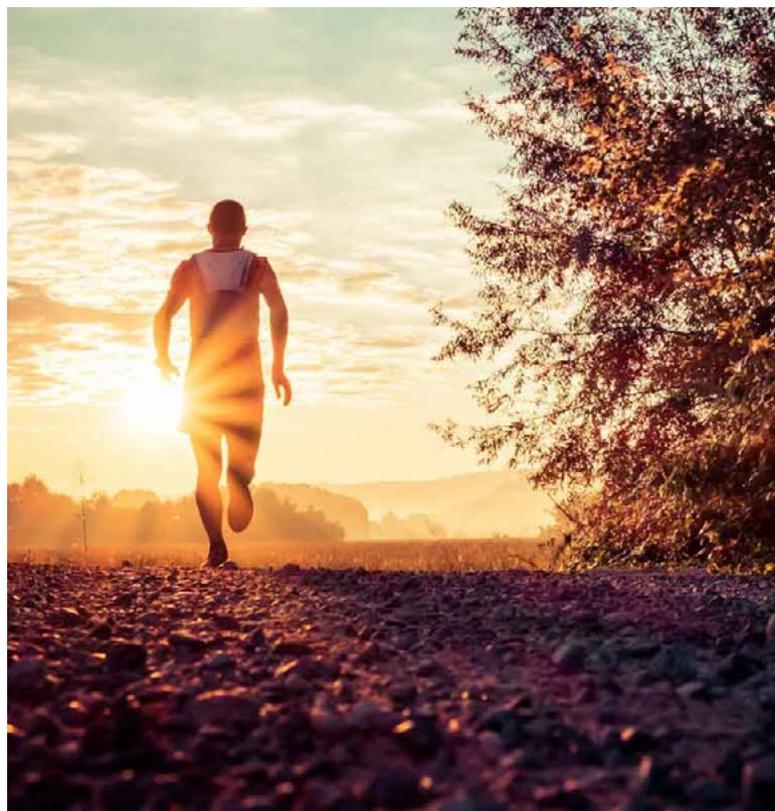
Hierarchies of Evidence Applied to Lifestyle Medicine (HEALM)

What: A metric to measure the strength of evidence applied to lifestyle medicine. A systematic approach based on evidence threshold pathway mapping.

Who's Involved: Katz, DL; Karlsen, MC; Chung, M; Shams-White, MM; Green, LW; Fielding, J; Saito, A; Willett, W.

How it Works: The established tools for evaluating scientific evidence that emphasize randomized controlled trials (RCTs), are gathered with and supported by different evidence methods that are scored and ranked into one customized metric system.

Why This Matters: Lifestyle is the single biggest contributor to public health. Currently, the majority of systems for evaluating scientific evidence are geared towards pharmaceutical approaches. HEALM establishes a system for evaluating evidence specific to lifestyle medicine.





true health
INITIATIVE

How You Can Help

Donate to THI

Become a Project Sponsor

Public Support for THI-
announce your alliance

Apply to be an Organization Member

Apply to Join our Council

truehealthinitiative.com