



**true health**  
INITIATIVE

A global consensus  
on lifestyle as medicine

## Institutional/Organizational Application for Membership For Profit Companies

The **True Health Initiative** welcomes those companies that share our core beliefs and principles and are willing to make a commitment to uphold, abide by, and help advance these principles.

In addition to supporting the Core Principles, below, to be eligible for membership in the True Health Initiative organizations must:

- Demonstrate a culture of social responsibility
- Agree to a review of your corporate practices to ensure their alignment with the philosophy of the **True Health Initiative**
- Agree to uphold standards described in our Core Principles
- Be uninvolved in the production or distribution of goods or services that are likely to be considered by reasonable experts to be at odds with health promotion/disease prevention
- Agree to help promote the **True Health Initiative** according to established brand guidelines (use of logo, promotional material, etc.)
- Complete the application below and submit for approval to [jlutz@TrueHealthInitiative.org](mailto:jlutz@TrueHealthInitiative.org). Applications will be reviewed by our Membership Committee, comprised of True Health Initiative staff and select members of our Council of Directors. Applicants will be notified of their application status within 60 days of application submission.

As an institutional/organizational member, your organization will:

- Be listed on the **True Health Initiative** website and be permitted to use **True Health Initiative** membership designation and logo on your organization's materials
- Have the opportunity to help shape our agenda, be involved in **True Health** campaign activities and initiatives, and various committees, as desired
- Have access to **True Health Initiative** resources and information

## **Pledge of Support for 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%
- 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.); 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, and represent a global consensus among experts;
- 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;
- 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;
- 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';
- 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 is 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, described above
- The pursuit of public health knowledge we do not yet reliably have should not occur at the expense of applying the knowledge we do.



## Do You Agree?

If so, and want your organization to join the movement toward **True Health**, complete the application for membership below.

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Name of Organization:

Address (Headquarters):

Geographical Footprint of Business:

Name of President or CEO:

Contact/Point Person for Application: (name, Email, phone):

Website:

What is the primary focus and mission of your organization?

What is your primary interest/what does your organization want to get out of its relationship with the **True Health Initiative**?

How can your organization best contribute to the **True Health Initiative's** success?

Please describe how your organization's philosophy aligns with that of the True Health Initiative:

Please describe your product line(s):

Does your organization support any other health promotion efforts? If so, please list/describe:

List other causes, initiatives and/or organizations your organization supports or is in partnership with:

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My signature indicates that I have read, and agree to abide by, the requirements for Organizational/Institutional Membership in the **True Health Initiative**.

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Signature of President/CEO

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Date

*Thank you for your interest in joining the True Health Initiative.*