



communicating Food for Health

The Pritikin Program: Fad or the Real Deal?

February '14

Professional Member Edition

Research

Is the Pritikin Program a fad or the real deal?

Practitioner Tips

Celebrate Heart Month with 3 great activities.

Client and Consumer Education

Handouts: Recipes and Cooking Tips

1. Chocolate Banana Cream Pie
2. Valentine Menu

This Month's Handouts

1. 10 Facts About Chocolate
2. Delicious Chocolate FAQs
3. Substitute Your Way to Lower Cholesterol
4. The Big Fat Question

Online: Clipart, Calendar, Recipes, PDF Handouts, Articles, This Month, Newsletter Archive

Understanding Common Diseases and the Value of the Pritikin Diet and Exercise Program is the title of a new book by R. James Barnard, PhD distinguished professor emeritus at UCLA. Dr. Barnard has authored over 200 published scientific papers with more than a hundred of those evaluating the Pritikin Diet & Exercise Program.

His findings? This program can often stop and even reverse many common diseases.

When Nathan Pritikin published his first book, Live Longer Now, back in 1974, Mr. Pritikin advocated a largely plant-based diet that was very low in fat, cholesterol, salt, and refined grains and sugars. He combined this diet with regular exercise. Most of the supporting evidence Mr. Pritikin discussed in his book was based on observational data of the health of people following various diets and lifestyles. This data indicated that people who

ate diets based mainly on minimally processed plant foods had much lower cholesterol levels and were far less likely to develop coronary artery disease than people living in the US and other countries where large amounts of saturated fat and cholesterol were consumed. Nathan Pritikin was not trained in medicine or nutrition science, and his claim that he had reversed his own coronary artery disease (and was later teaching others to do the same) with his diet and exercise approach to disease was dismissed by most in the medical/scientific community as unproven nonsense.

Today many people still consider the Pritikin Eating Plan for preventing and treating cardiovascular diseases to be just another fad diet. However, a lot has happened since 1974, and it all shows that Mr. Pritikin was largely correct about diet and cardiovascular disease (CVD).

(continued on next page)

Mr. Pritikin's autopsy in 1985 demonstrated that his arteries were indeed free of clinically significant atherosclerotic plaques.

In 1977, Nathan Pritikin appeared on television's "60 Minutes" along with Miami-based cardiologist Dr. David Lehr and 4 men who had been told they required bypass surgery because of advanced coronary artery disease (CAD). However, instead of surgery, they opted to attend a health education program run by Nathan Pritikin out of a hotel in Santa Barbara, CA. According to Dr. Lehr, these four men (whom he had examined) were now doing surprisingly well and did indeed appear to be unclogging their blocked arteries.

Nathan Pritikin certainly had no training in nutrition science, clinical nutrition or medicine, so his claims that he could reverse the nation's #1 killer and often obviate the need for drugs or surgery certainly seemed preposterous.

Nathan Pritikin had begun his personal study of what causes CAD back in the late 1950s, after being diagnosed with CAD. He reviewed research on diet and lifestyle habits of various populations around the world. He also

examined data from autopsies done on US and Asian soldiers killed during the Korean War, and reviewed research on animal models of CAD. Mr. Pritikin concluded his disease was being caused in large part by the typical American diet, which is high in fatty animal products, salt, and too many refined carbohydrates. As a result, he radically altered his diet and lifestyle, becoming convinced that he had reversed his CAD. A subsequent EKG had found his heart was functioning normally after his changes. In fact, Mr. Pritikin's autopsy in 1985 demonstrated that his arteries were indeed free of clinically significant atherosclerotic plaques as he had claimed they would be. [N Engl J Med 1985;313:52].

Since the 1980s, Dr. Barnard has published over 100 studies demonstrating the efficacy of a largely plant-based, very-low-fat diet and exercise for reducing blood pressure, improving blood lipids, reducing inflammation, and increasing insulin sensitivity. Barnard remains involved in research, much of

it continuing to demonstrate the effectiveness of the Pritikin approach for preventing a wide variety of common ills besides atherosclerosis such as some types of cancer, type 2 diabetes, hypertension, obesity, chronic inflammation, and many other known and suspected ills promoted by the typical modern diet.

Largely as a result of Dr. Barnard's extensive research, but also in complementary research conducted by Dr. Dean Ornish on a similar, very low-fat, largely plant-based diet, the Center for Medicare & Medicaid services has started paying for "intensive cardiac rehab" programs set up and run by the Pritikin or Ornish organizations.

This is one "fad" that has stuck around, finding a wide range of support in the scientific community. For people looking to improve their heart health and slow/reverse CAD, the Pritikin program may be a good place to start.

By James J. Kenney, PhD, FACN

Grow Your Business, Today

Food and Health Communications, Inc. is proud to present an [email newsletter software service](#) for nutrition, health, and food professionals. We're also offering **advanced marketing expertise**. This is the perfect set of tools for custom nutrition newsletters!

This is a Threefold Service

1. You get a proven, successful monthly email software service that is like iContact, eWeber, or MailChimp, EXCEPT ours is better for YOU. This service is:

- The best platform. The software platform we share with you is the best in terms of reliability, integrity, deliverability, and reporting based on our experience and testing. It's also excellent with spam scoring.
- Tested by the experts! We have tested many email platforms including one that is three times as expensive.

PLUS you get our expertise. We'll help you start it up and use it to make your business grow. You'll even get our sending reputation when you share our server.

This is the place to come for custom nutrition newsletters.



2. You get engaging nutrition education content plus a white label newsletter to mail out every month. You

already know that the content library for Communicating Food for Health can't be beat. Now you can get all this service, plus the resources that you have come to rely on.

3. You can grow and get more service as you need it. This service is expandable and will grow with you.

This program offers MORE professional services as you need them.

We can set up a "client collection" tool on your website to help capture your visitors, or we can help you strategize and create a lead generation tool.

We offer additional professional services from graphic

artists, copy editors, and webmasters, who are always happy to help if you'd like a hand.

We even have Adwords experts, if you are ready to advertise with Google.

And of course we can create a custom html newsletter for you to send out each month if you want to pay more for a more custom service. Or we can create a beautiful custom template that has your branding, so you can do it yourself and look great.

Take advantage of the powerful and successful email service used by Food and Health Communications, Inc. to grow your business today. Access the program at

<http://foodandhealth.com/grow-your-business/>

It's Heart Month and we can't wait to celebrate! That's why this month's presentation and activity ideas are all about smart ways to improve heart health. Which will you try first?

Activity Idea: Design a Heart-Healthy Day

Use a flip chart, dry erase board, or overhead projector to make a list of foods that participants eat for breakfast, lunch, snacks, dinner, and dessert.

Circle the options that promote heart health, then make a list of all the heart-healthy foods that could make up a day full of nutritious meals. Incorporate information from MyPlate whenever possible.

You can leave your chart up as inspiration for participants, or use it as the center of a display or bulletin board. Be creative!

Activity Idea: Substitute and Save

Have the class list items that are high in saturated fat and/or trans fat. Come up with a list of substitute ingredients for those items. You can do this as a whole class brainstorming session, or you can divide the participants into smaller groups and give each group a list of foods to find substitutes for. Of course, this could also be done individually as written work during a session or as homework between sessions

Feel free to include information from the handout, "Substitute Your Way to Lower Cholesterol," which is featured in this month's handout section.

Activity Idea: Heart Health Taste Tests

Eating well for your heart doesn't mean giving up all of your favorite foods to go on a

taste-free diet, but some clients and patients don't really understand that point. Bring the lesson home by having a taste test session with some of your favorite heart-healthy products or recipes.

Consider a trans-fat-free margarine tasting, for example. Just bring in margarines that contain less than 2 grams of saturated fat and 0 grams of trans fat per serving. Have the class try these items, preferably spread on a bit of whole wheat bread or on a whole grain cracker.

You can also do taste tests with salads that feature veggies that are especially high in fiber, or with various types of quick-cooking oatmeal for a heart-healthy breakfast. You can tailor your tastings to fit the budget and equipment that you have. Consider doing a tasting before or after each educational session you have.

Communicating Food for Health
By Food and Health Communications, Inc.
ISSN 1070-1613 © 2013. All rights reserved.
P.O. Box 271108, Louisville, CO 80027
Phone: 800-462-2352 Fax: 800-433-7435
<http://communicatingfoodforhealth.com>

Executive Editor
Judy Doherty, PC II

Contributing Writers
James J. Kenney, PhD, FACN
Jill Weisenberger, MS, RD, CDE
Victoria Shanta Retelny, RD, LD
Lynn Grieger, RD, CDE, CPT
Stephanie Ronco

Editorial Advisory Board
Alice Henneman, MS, RD
Barbara Hart, MS, RD, LDN
Cheryle Syracuse, MS
James J. Kenney, PhD, FACN
Jill Eisenberg, RDH, MS, RD, CDN
Karla Logston, RN, BS, CDE, CHC
Linda Rankin, PhD, RD, LD, FADA
Stephanie Correnti, BS, RD
Join *Communicating Food for Health*

1 year, 12 issues of *Communicating Food for Health eNewsletter + eHandouts + online member library for thousands of articles, recipes, handouts, newsletter archive + license to reproduce for one site + store discount.*

• Consultant, one person: 1 year: \$89 • 2 years: \$145
• Corporate, 6 people: 1 year: \$349 • 2 years: \$550

Name: _____
Title/Company: _____
Address: _____
City/State/Zip: _____
Phone: _____
E-mail: _____
___ Check enclosed or ___ Charge Visa/MasterCard/AMEX
Card number: _____
Expiration date: _____
Name on card: _____

Mail to Food and Health Communications, Inc.
P.O. Box 271108, Louisville, CO 80027;
Phone: 800-462-2352; Fax: 800-433-7435;
orders@foodandhealth.com

The content of Communicating Food for Health is not intended to provide personal medical advice; this should be obtained from a qualified health professional.

Celebrate Chocolate Month



Chocolate Banana Cream Pie

Serves: 8 | Serving Size: 1 slice

Spray cooking oil
1 cup graham crumbs
1 cereal bar
1 box (12 oz) firm silken light tofu
1/3 cup cocoa powder
1/3 cup sugar
1 Tbsp vanilla extract
3 ripe bananas

Grind the crumbs and the cereal bar together in a food processor. Spray the pie pan with cooking oil and then pack the crumbs into the pan, pressing them together to form a crust.

Preheat the oven to 350° Fahrenheit. Place the tofu, cocoa powder, sugar, vanilla, and bananas into a blender or food processor and blend until smooth. Pour the mixture into the graham crust and place the pan in the center of the oven.

Bake until firm in the center, about 30 minutes.

Chill thoroughly before serving, about 3 hours.

Nutrition Information:

Serves 8. Each serving has 203 calories, 3 g fat, 1 g saturated fat, 0 g trans fat, 0 mg cholesterol, 128 mg sodium, 41 g carbohydrate, 3 g dietary fiber, 23 g sugar, and 5 g protein.

Each serving also contains 6% DV vitamin A, 6% DV vitamin C, 3% DV calcium, and 11% DV iron.

Chef's Tips:

Serve as pictured on this page, with a few slices of banana and a dollop of fat-free whipped cream.

If you don't have a food processor, put the crumbs and cereal bar in a sealed plastic bag and whack them with a can of food until they're pulverized.

The filling is a little harder to prepare without a blender or food processor, but can be done with a hand or stand mixer equipped with a whisk.

Tofu makes a great substitute for cream cheese. It's higher in protein and way lower in fat.

BROUGHT TO YOU BY:

Simple Valentine Menu

Pomodoro Tomato Soup

- 1 tablespoon olive oil
- 1 tablespoon minced garlic
- 1 onion, diced
- 1 carrot, peeled and diced
- 2 stalks of celery, diced
- 1 can low-sodium chicken broth
- 2 cups canned, diced pomodoro tomatoes*, no added salt
- 1 cup water
- 1 tablespoon chopped basil
- 2 bay leaves
- Dash granulated garlic
- Black pepper and Parmesan cheese, to taste



Sauté the garlic, onion, carrot, and celery in the olive oil in a Dutch oven over medium heat until golden, about 2-3 minutes. Add the rest of the ingredients and bring to a boil. Cover the pan, reduce heat to a simmer, and simmer over low heat until veggies are tender, about 15 minutes. Puree with an immersion blender or transfer batches to a traditional blender or food processor to whirr until smooth. Serve hot, topped with a dash of pepper and Parmesan cheese.

Oven Fried Fish Dinner

- 2 tablespoons Panko or regular bread crumbs
- 1 pound of white fish fillets
- 2 tsp olive oil + a drizzle
- 1 pound Yukon Gold potatoes, cut into wedges
- 1 tablespoon fresh basil
- 2 cloves garlic, minced
- 1/4 cup skim milk
- 1 pound asparagus
- 2 cups halved cherry tomatoes



Heat oil in a nonstick skillet over medium-high heat. Preheat the oven to 375° F. Put potatoes in a large saucepan and cover with water. Bring to a boil, then boil the potatoes until they're cooked through. Place a colander in the sink and pour the contents of the pot over it, straining

away the excess water. Press bread crumbs onto one side of the fish, then sauté it (crumb side down) in olive oil until golden, about 2 minutes. Turn the fish over and place it in the oven. Bake until done, about 15 minutes. Meanwhile, sauté the garlic with a tiny drizzle of olive oil and add the basil. Sauté briefly, then add the potatoes. Mash them with a little bit of skim milk and place on a plate. Roast the asparagus in a toaster oven.

Chocolate Mousse

- 1 12-ounce box of silken tofu
- 1/3 cup sugar
- 1/4 cup cocoa powder
- 2 cups assorted berries
- Nonfat whipped cream

Puree tofu, sugar, and cocoa powder in a food processor. Divide between four glasses. Refrigerate until ready to serve or proceed to the next step. Mash berries and divide the among the glasses of chocolate mousse. Top each glass with 2 tablespoons of nonfat whipped cream and serve.



BROUGHT TO YOU BY:

10 Facts About Chocolate

1. **Chocolate has promising health benefits.** Most studies to date are small, short-term, and use different types and amounts of chocolate.

2. Chocolate gets credit for **lowering blood pressure and cholesterol**, improving blood flow to the brain and heart, preventing blood clots and more. It may even improve insulin resistance and lower body mass index.

3. Chocolate is made from cocoa beans, which are actually seeds from the fruit of the cacao tree. **Chocolate's health benefits**



come from flavanols, antioxidants found in the cocoa bean. Other foods rich in flavanols include red wine, tea, onions, peanuts, berries, apples, and cranberries.

4. To make chocolate, **cocoa beans are fermented, dried, and roasted.** Then the shells are removed and the insides (nibs) are ground up and pressed to produce chocolate liquor. Chocolate liquor contains the two main ingredients in chocolate: cocoa butter (the natural fat of the cocoa bean) and cocoa solids. The leftover nibs are ground into cocoa powder.

5. Cocoa solids and cocoa powder are rich in flavanols. **To tame the bitter flavor of flavanols, cocoa often undergoes "Dutch" or alkali processing.** This improves the taste but removes the flavanols—and their health benefits. This makes choosing a heart-healthy chocolate a challenge.



6. Experts often recommend choosing dark chocolate that is at least "60-70% cocoa" to get the health benefits. Unfortunately, it's not that simple. The **health benefits depend on how the cocoa is processed.** Natural cocoa powder that is not "Dutch" or alkali processed has the most flavanols, followed by unsweetened baking chocolate, and then dark and semi-sweet chocolate.



7. When choosing chocolate, **make sure that the added fat is cocoa butter**, not palm, coconut, or hydrogenated oils. Cocoa butter contains a mixture of saturated fat and monounsaturated fats. Saturated fat is bad for the heart, but more than half of the saturated fat in cocoa butter is stearic acid. Stearic acid does not raise LDL cholesterol levels like other saturated and trans fats do.

8. Dark chocolate may provide health benefits, but **even small amounts still add calories, fat, and sugar to your diet.**



9. Unfortunately, we don't know exactly how much dark chocolate you need to eat for the health benefits. Most experts recommend **one ounce of dark chocolate daily**, as long as you stay within your overall calorie limits.

10. We need longer-term, well-designed studies to confirm chocolate's health benefits. In the meantime, **choose wisely and eat all chocolate in moderation.**

By Hollis Bass, MEd, RD, LD

BROUGHT TO YOU BY:

Delicious Chocolate FAQs

What's the difference between milk, dark, and white chocolate?

- Milk chocolate is made of sugar, cocoa butter, milk solids, and chocolate liquor.
- Dark chocolate (also called bittersweet or semi-sweet) is made of sugar, cocoa butter, and chocolate liquor. It has more cocoa solids than milk chocolate.
- White chocolate doesn't have any cocoa solids, just cocoa butter, sugar, and flavorings.

Is chocolate addictive?

For some people, chocolate seems to be as addictive as alcohol or drugs. Experts attribute cravings mainly to chocolate's "hedonic" appeal -- the fat, sugar, texture, and aroma of chocolate. But chocolate also stimulates the release of endorphins and the body's other "feel good" substances.

How can I satisfy my chocolate craving without gaining weight?

Lower-fat ways to satisfy a chocolate craving include small portions. Try bite-size peppermint patties, Hershey's Simple Pleasures, etc. You can also use sugar-free chocolate syrup to add chocolate flavor to fruit, coffee, and milk. It's also interesting to note that chocolate chips have 20% fewer calories than chocolate bars.

Is chocolate high in caffeine?

A 1.3 ounce serving of chocolate has about

the same amount of caffeine as a cup of decaffeinated coffee.

Does chocolate cause acne, headaches, or kidney stones?

Chocolate contains oxalates, which may lead to kidney stones in those who are susceptible. It is also thought to trigger migraines in some people. But there is no evidence that chocolate causes acne.

Why should I care about chocolate?

Researchers are serious about chocolate...they recently formed

the International Society of Chocolate and Cocoa in Medicine.

Dark chocolate is on the University of Michigan Integrative Medicine's "Healing Foods Pyramid." It's at the tip of the pyramid, indicating that it is "optional" and should be eaten in moderation.

By Hollis Bass, MEd, RD, LD



Sources:

CFFH articles/handouts
J Am Clin Nutr. 2012 Mar;95(3):740-51
Mauritas. 2011 Aug;69(4):312-21
Cochrane Database Syst Rev. 2012 Aug 15;8:CD008893
BMJ. 2012;344:e3657
Arch Intern Med. 2012;172(6):519-21
J Am Diet Assoc. 1999;99:1249-56
Eur J Clin Nutr. 2011 Aug;65(8):879-86
Br J Clin Pharm. 2013 Mar;75(3):716-27
CSPI.net.org
National Confectioners Association's Chocolate Council: www.thestoryofchocolate.com

BROUGHT TO YOU BY:

Substitute Your Way to Lower Cholesterol



Baked Goods

- Choose oatmeal or another whole grain cereal instead of baked goods. Top your oatmeal with fruit and skim milk.
- You can also try 100% whole wheat breads instead of sugary baked goods. After all, MyPlate does insist that people should make at least half of all the grains they eat whole grains, every day.

Butter

- Try trans-fat-free light tub margarine instead of butter.

Cheese

- Substitute fat-free ricotta for regular or reduced-fat ricotta.
- Use a little bit of cheese that has a strong flavor instead of a lot of cheese that has a mild flavor. For example, try Swiss, Parmesan, or cheddar cheese as flavoring agents and keep the amount you use in the dish on the small side.

Egg Yolks

- Use egg whites instead of whole eggs.
- Try a nonfat egg substitute.

Fried Foods

- Instead of getting foods that are fried, try options that are grilled, roasted, or poached.
- Choose foods that are cooked with only a little fat, or, better yet, none at all.

Frozen Foods

- Do not rely too heavily on frozen foods.
- Become familiar with a few simple, fresh dishes that you can prepare quickly from scratch.

Ice Cream

- Try sorbet or fat-free frozen yogurt instead of ice cream.
- Practice portion control and keep servings small.
- Add fresh fruit to your bowl for a fiber and nutrient boost!

Meat and Poultry

- When selecting a healthful poultry option, choose breast meat without the skin. It is very low in saturated fat.
- If you're looking for lean beef and pork, try round and loin cuts. It is also smart to trim any excess fat and keep portions small.
- Remember, MyPlate asserts that people should keep meat and poultry items low in fat.

Whole Milk

- Replace whole milk with skim milk.
- You can also try fortified soy milk.
- Focus on getting calcium and reducing fat. Whole milk contains a lot of saturated fat, which can raise cholesterol.

By Judy Doherty, PC II

BROUGHT TO YOU BY:

The Big Fat Question



Once upon a time, the big fat question was “butter or margarine?” If you were confused back then, you’re probably throwing up your hands these days. Now it’s butter vs. stick margarine vs. tub margarine vs. olive oil vs. coconut oil vs. fish oil vs. lard... you get the idea. What’s a person to do? To understand all the questions about fat, you need to look at the different types of fat.

Saturated Fat:

Most health experts agree that a diet high in saturated fat increases your risk of heart disease by raising total cholesterol and LDL (bad) cholesterol levels. According to the 2010 Dietary Guidelines for Americans, average daily intake of saturated fats should be no more than 10% of calories. Cutting down to 7% of calories will help your heart even more. For a 2,000 calorie diet, this translates to 22 grams and 16 grams per day, respectively. Saturated fat is found mainly in animal foods, such as butter, milk and milk products, beef and pork, chicken skin, and lard. Coconut, palm, and palm kernel oils are also high in saturated fats.

Unsaturated Fat:

There are two types of unsaturated fats: polyunsaturated fat (PUFA) and monounsaturated fat (MUFA).

Polyunsaturated Fat -- PUFA:

While saturated fat is usually referred to as “bad” fat, PUFA is known as a “good” fat. The two main types of PUFA are omega-6 fatty

acids and omega-3 fatty acids. Omega-6 fatty acids are found in liquid vegetable oils such as corn, safflower and sunflower, as well as nuts and seeds. This type of fat lowers total cholesterol. Omega-3 fatty acids are found in flaxseed, soybean, and canola oils, walnuts, and cold-water fish such as salmon and albacore tuna. This type of fat protects against fatal heart attacks. Most Americans don’t get enough omega-3 fat and would benefit from replacing saturated fat with this healthful fat. The best way to help your heart with PUFA is to eat two servings of omega-3 rich fish per week.

Monounsaturated Fat -- MUFA:

This other “good” fat is found mainly in vegetable oils (canola and olive), nuts, seeds and avocados. MUFA appears to have a neutral effect on cholesterol and heart disease. Small amounts can be included in your diet.

What About Trans Fat?

Small amounts of trans fats are found naturally in meat and milk. Synthetic trans fat is made when vegetable oil is partially hydrogenated for use in processed foods such as donuts, cookies, pastries, peanut butter, crackers, French fries, chips, and cake. Trans fat is not good for your heart. It raises total cholesterol and lowers HDL (good) cholesterol. It also causes inflammation and damages blood vessels.

By Hollis Bass, MEd, RD, LD

BROUGHT TO YOU BY: