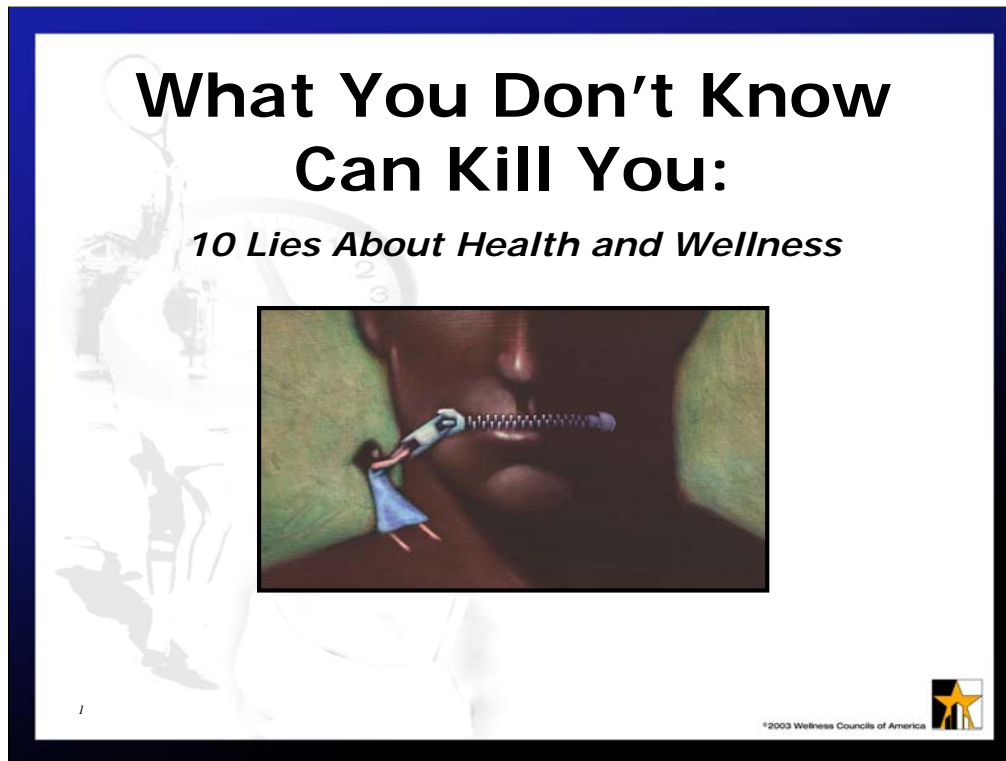


# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



## What You Don't Know Can Kill You: 10 Lies About Health and Wellness

Welcome to *What You Don't Know Can Kill You: 10 Lies About Health and Wellness*. This presentation has been designed to teach individuals about the 10 most common myths about health and wellness. In this presentation, we'll examine each of these myths, dispel them with facts, and examine strategies for living a healthier life in the years to come.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness

### What You'll Learn

In this presentation you'll learn:

- The ten most common myths about health and wellness
- How to dispel common health myths with facts
- How common health myths apply to our everyday lives
- Strategies for living a happier and healthier life

2

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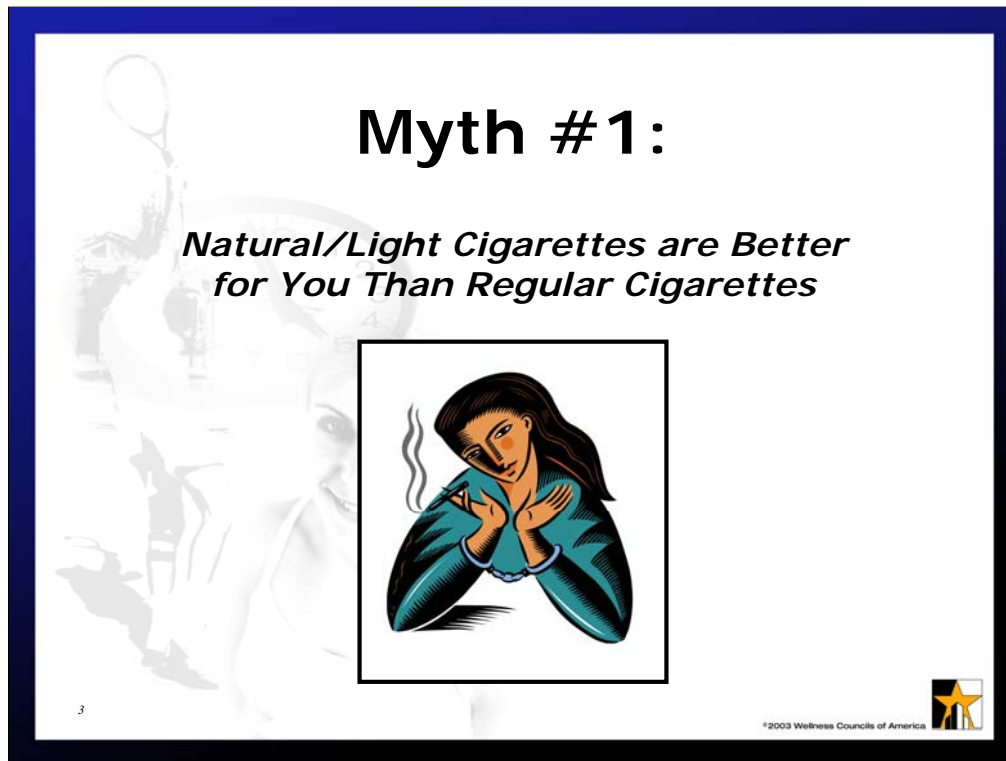
### What You'll Learn

In this presentation you'll learn about the 10 most common—and dangerous—myths surrounding health and wellness. You'll learn the very real consequences of each of these myths as well as the benefits associated with addressing the myth topics more healthfully. Lastly, we'll provide some tips and strategies to help you live a longer, healthier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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### **Myth #1: Natural/Light Cigarettes are Better for You Than Regular Cigarettes**

The first myth we'll look at is, "Natural or light cigarettes are better for you than regular cigarettes." In the next few slides, we'll dispel this myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Myth Dispelled

- There is no such thing as a safe cigarette.
- People who switch from regular to “light” cigarettes tend to smoke more and inhale more deeply.
- There are over 4,000 chemicals in cigarettes—many of them poisonous.

4

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### Myth Dispelled

The fact of the matter is there is no such thing as a safe cigarette. Smoking is detrimental to your health regardless of how you go about it, or how often you smoke.

In fact, cigarette smoking is the most important preventable cause of premature death in the United States. Evidence indicates that chronic exposure to smoke, direct or environmental (second-hand smoke) increases your risk for heart disease and stroke. Other studies demonstrate that smokers' risk of heart attack and stroke is more than twice that of non-smokers. Smoking also dramatically increases your risk for a number of cancers including cancers of the lung, stomach, cervix, mouth, and kidney—to name just a few.

The fact is, no matter what type of cigarette you smoke, there is no such thing as a “safe” cigarette. Here's what we know about the light cigarette myth.

*Source: Centers for Disease Control and Prevention.*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Myth Dispelled

- There is no such thing as a safe cigarette.
- Research suggests that people who switch from regular to “light” tend to smoke more deeply and inhale more deeply to get the same nicotine fix.
- Of the more than 4,000 chemicals in cigarettes, tar and nicotine are only two of the many poisonous ingredients.

5

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### Myth Dispelled (*Continued*)

Because people know that they are smoking light cigarettes, and because of their body's addiction to the nicotine contained within them, studies and recent research have found that people tend to inhale more heavily and deeply to make up for the reduced nicotine in the tobacco. Additionally, it's been found that smokers smoking light or ultra light cigarettes tend to smoke more to make up for the difference in nicotine. Either way, both cancel out any reduced risk of smoking light cigarettes.


It's also important to note most cigarettes contain upwards of 4000 different ingredients. In addition to tar and nicotine, the average cigarette—light or otherwise—has been found to contain lead, ammonia (a common household cleaner), arsenic (a key ingredient in rat poison), and DDT (a banned pesticide), to name just a few.

*Source: Centers for Disease Control and Prevention.*

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



**Consider This...**

- Philip Morris USA was ordered to pay \$10.1 billion for deceiving customers into believing that light cigarettes were less harmful.

6

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### Consider This...

In March of 2003, an Illinois judge ruled that Philip Morris USA deceived smokers into thinking that light cigarettes were healthier than regular cigarettes, and ordered the company to pay \$10.1 billion in damages.

The judge in the case, Nicholas Byron, said the steep fine was appropriate, “because Philip Morris’ motive was evil and the acts showed a reckless disregard for the consumer’s rights.”

*Source: Reuters*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for Quitting Smoking

- Set a quit date.
- Identify your barriers to quitting.
- Encourage yourself.



7

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### Tips for Quitting Smoking

Former smokers are all proud of their accomplishment. As well they should be—smoking is a powerful addiction that's not easily overcome. But once overcome, the benefits, as we've seen, far outweigh the commitment and heavy lifting it takes to quit. If you're looking at quitting smoking, the following tips and strategies may be helpful as you're heading to a smoke free, healthier life.

**Set a quit date.** Setting a day to kick the habit makes the commitment more real and allows you to better prepare yourself for the big change.

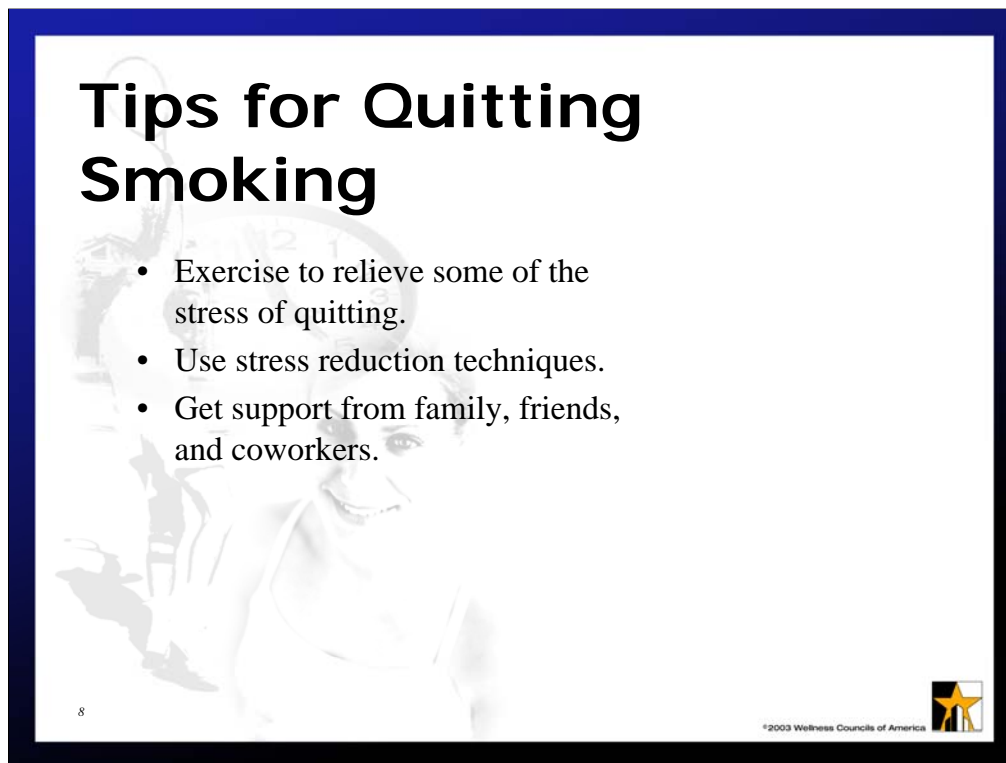
**Identify your barriers to quitting.** By identifying your barriers to quitting, you'll be able to anticipate when and where temptation may arise.

**Encourage yourself.** There's no substitute for positive self-talk. When you find yourself in a moment of weakness, remind yourself that you can do it!

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



### Tips for Quitting Smoking

**Exercise to relieve some of the stress of quitting.** Exercise is a great stress reducer, and can help take your mind off your desire to light up.

**Use stress reduction techniques.** Whether it's meditation, yoga, prayer, or any other stress reduction technique, make sure you increase your chances of quitting by reducing stress when it gets out of hand.

**Get support from family, friends, and coworkers.** The people who care about you most will want to help you quit. Tell them you're serious about this life change, and that their support is appreciated.



# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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**Myth #2:**

*You Don't Need to Wear Your Seat Belt  
if You Have an Airbag*



9

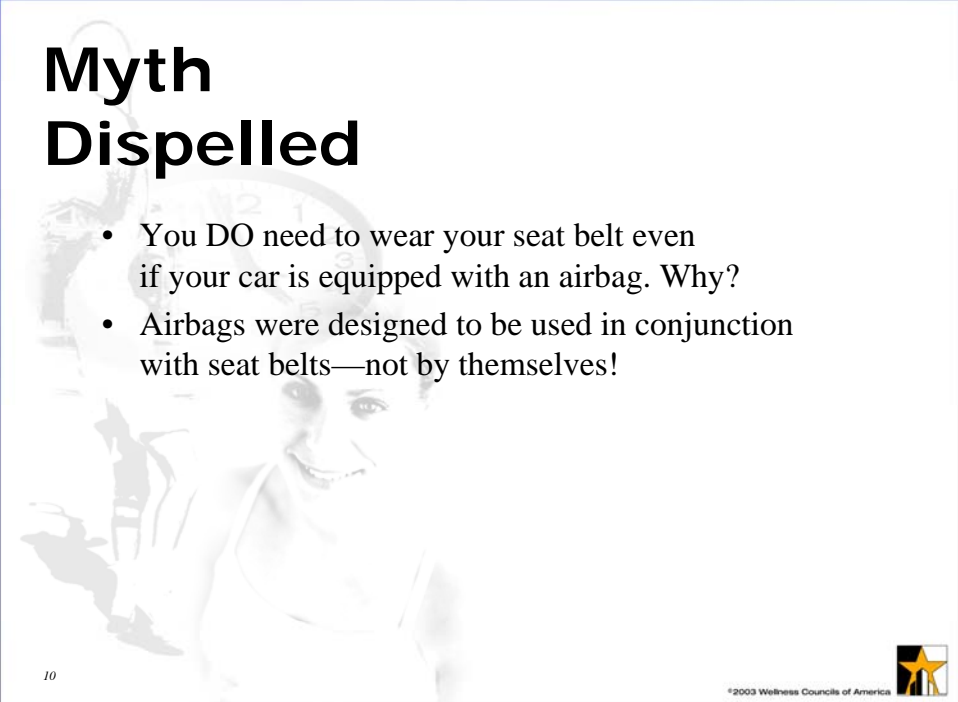
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### **Myth #2: You Don't Need to Wear Your Seat Belt if You Have an Airbag**

Next, we'll look at a common myth regarding seat belts and airbags. With the proliferation of airbags in new automotive technology, this dangerous myth has become more and more prevalent over the years. In the next few slides, we'll dispel this myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

A woman is shown from the chest up, wearing a white tank top and a seat belt. A large, semi-transparent clock face is overlaid on the image, with the numbers 1 through 12 visible. The clock's hands are positioned around 10:10. The entire graphic is enclosed in a thick blue border.

**Myth  
Dispelled**

- You DO need to wear your seat belt even if your car is equipped with an airbag. Why?
- Airbags were designed to be used in conjunction with seat belts—not by themselves!

10

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### Myth Dispelled

Airbags have saved countless people from losing their lives and being severely injured in auto accidents. But when not used properly, they'll do you little good and can actually increase the chance that you'll be injured.

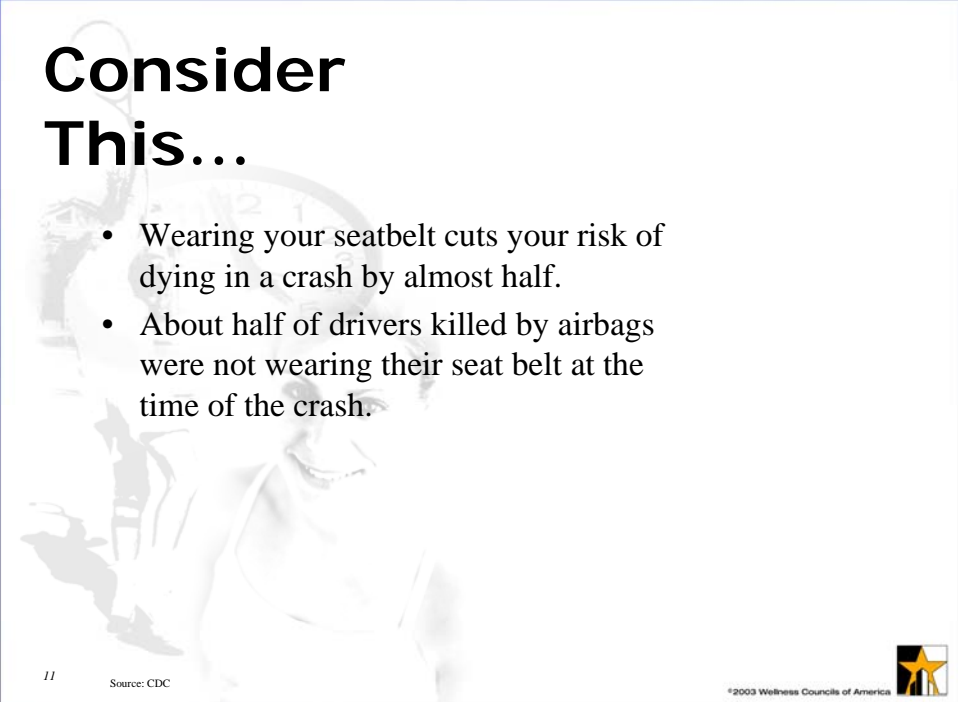
Not wearing your seat belt increases the likelihood that you'll be injured in an auto accident—if not from the crash itself, then from the airbag you're counting on to save your life. Airbags inflate at more than 140 miles per hour meaning you need your seat belt to hold you back during the 1/25<sup>th</sup> of a second it takes for your airbag to deploy.

*Source: The Airbag Institute*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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**Consider This...**

- Wearing your seatbelt cuts your risk of dying in a crash by almost half.
- About half of drivers killed by airbags were not wearing their seat belt at the time of the crash.

11 Source: CDC

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### Consider This...

Airbags alone reduce fatalities by only 10%, but airbags and seat belts used together reduce fatalities by 50%. Although countless people are alive today because of their airbags, statistics show that when people are killed by airbag deployment, over half of the time they are not wearing their seat belt. Never count on your airbag alone to save you in an auto accident. Why? Plain and simple, airbags and seat belts were designed to work together.

*Source: CDC*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for a Safer Commute

- Fasten your seat belt—first thing.
- Make sure all passengers are buckled up.
- Organize yourself before you leave the driveway.
- Leave plenty of time for your journey.



12

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### Tips for a Safer Commute

You don't have to arm your car with bulletproof glass, concrete reinforced fenders, or flashing lights to protect yourself when you're out on the road. Here are a few simple rules and tips to keep in mind for conquering your commute.

- **Fasten your seat belt even before you put your key in the ignition.** By making buckling up a habit, you'll make sure you don't forget—even when you're rushed or have your mind on other things.
- **Make sure all passengers are buckled up.** When you're behind the wheel, you're not only responsible for yourself, but also those riding with you.
- **Organize yourself before you leave the driveway.** Food, beverages, cell phones, and things like adjusting the radio station can be a real distraction when you're driving, and could increase your chances of an accident. Make sure you're "ready to roll" before you hit the road.
- **Leave plenty of time for your journey.** Speeding is a leading factor in auto accidents. Anyway you look at it, speeding is just plain dangerous, and usually doesn't save you much time anyway.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for a Safer Commute

- Never tailgate.
- Avoid eating and drinking behind the wheel.
- If you have to use your cellular phone while driving, purchase a hands-free set.
- Set rules and expectations for your family and other passengers in your vehicle.

13

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### Tips for a Safer Commute

- **Never tailgate.** When you tailgate, you leave yourself little room for error if the person in front of you has to stop abruptly. Use the two-second rule to make sure you're following at a safe distance.
- **Avoid eating and drinking behind the wheel.** It's no surprise, eating and drinking when you're behind the wheel, keeps your hands busy doing other things besides driving. Leave the food and beverage for the dinner table.
- **If you have to use your cellular phone while driving, purchase a hands-free set.** Recent advances in cell phone technology have made it possible to speak on the phone without using your hands. If you simply can't be out of touch while driving, a hands-free phone headset may keep you safer and more in control.
- **Set rules and expectations for your family and other passengers in your vehicle.** If you're successful in setting rules and expectations for your family and other passengers, there will be no question as to what's expected when you hit the road. Over time, these expectations become habits, and safe habits can keep you alive.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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### **Myth #3: Exercise and You'll Feel Great**

We're constantly bombarded with the message, "Exercise and you'll feel great." And while this message is true in the long run, if you're just starting out, exercise is likely to be a bit uncomfortable. In the next few slides, we'll dispel the "exercise and feel great" myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness

### Myth Dispelled

- There is an inherent amount of physical discomfort associated with exercise—at least when you first begin.
- When beginning an exercise routine, there is risk of physical injury.
- Rapid fatigue is possible when you first start exercising.

15

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### Myth Dispelled

When we undertake new activities, whether it's a new job, moving to a new town, or starting to play a new sport, it's almost always a little awkward at first. The same holds true with exercise. When you begin an exercise program, you're undertaking something that your body isn't used to, and it will take your body a little time to adjust to your new healthy habit.

According to J. Andrew Doyle, PhD at Georgia State University, "There is an inherent amount of physical discomfort associated with exercise." For those of us who have attempted to exercise regularly at some point in our lives, we know this statement couldn't be more true. Because of this, the myth of "exercise and you'll feel great" is quickly shattered for millions of Americans.

*Source: J. Andrew Doyle, PhD, Georgia State University and The Physician and Sports Medicine*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Myth Dispelled

- There is an inherent amount of physical discomfort associated with exercise—at least when you first begin.
- When beginning an exercise routine, there is risk of physical injury.
- Rapid fatigue is possible when you first start exercising.

16

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### Myth Dispelled (*Continued*)

Along with the physical discomfort many Americans experience when beginning to exercise, there is also an increased risk for injury in individuals just starting to get active. After years of sedentary living, muscles and joints can be weak, and doing too much, too soon, can be a recipe for disaster. One of the worst things about injury and exercise is that if you *are* injured, you'll be forced to “lay off” for a period of time—putting a halt to the good habit you started. You should avoid this at all costs.

Finally, consider that, when starting an exercise program, you're likely to feel tired and unmotivated. In a recent study by The Physician and Sports Medicine, 50% of people listed rapid fatigability, physical ailments, and fear of injury as their most common barriers to exercise.

When you get right down to it, starting an exercise program can be downright uncomfortable.

*Source: J. Andrew Doyle, PhD, Georgia State University and The Physician and Sports Medicine*



# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Consider This...

- In 1998, emergency rooms treated more than 1 million sports injuries sustained by baby boomers alone.
- A high percentage of people who begin exercise programs quit within the first six months.

17

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### Consider This...

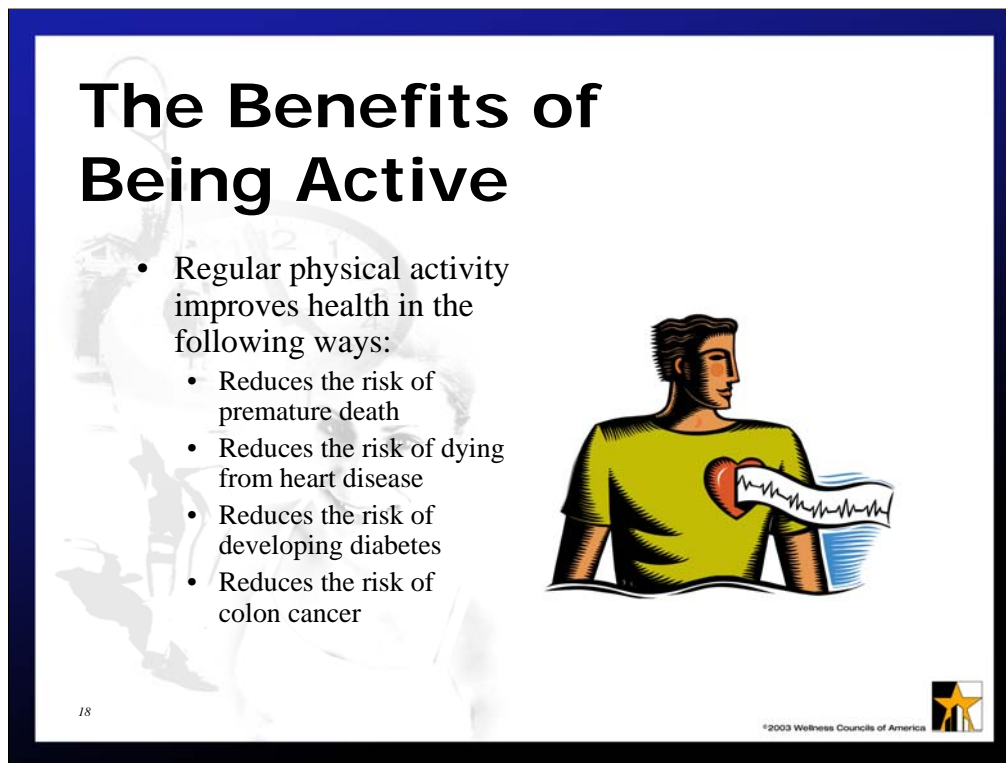
To further prove the point that exercise, *when first taken on*, can be uncomfortable and painful, consider the fact that emergency rooms treat approximately 1 million sports related injuries every year—and that's just counting the baby boomers! It's a safe bet that these boomers are injured in "weekend warrior" types of activities, or when just beginning an exercise program. In both of these situations, their bodies are simply not prepared for the extra stress physical activity can cause.

It only stands to reason, then, that because exercise can be so uncomfortable when you first get started, a high percentage of people quit before they realize the full benefits of exercise. According to Kris Berg, EdD, a well-respected exercise physiologist, "a high percentage of people stop exercising within the first six months." This is an unfortunate reality because, when done properly and sustained, exercise can bring many desirable health benefits. Let's take a look at the next slide to see how physical activity can help you live a longer and healthier life.

Source: *The Physician and Sports Medicine*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



## The Benefits of Being Active

Regular physical activity may be the single best route to a long, healthy, and active life.

**Physical activity reduces the risk of dying early.** Each year, more than 300,000 lives are cut short because of complications due to physical inactivity, obesity, and poor nutrition.

**Regular physical activity is important for disease treatment and prevention.** It can help prevent or treat many diseases such as stroke, heart disease, diabetes, cancer, arthritis, and osteoporosis. In fact, studies indicate that physical activity can reduce your risk of these diseases by as much as 30 to 50%.

*Source: CDC*

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness

### Tips for Getting Active

When starting an exercise program, experts agree:

- Start slowly and build.
- Remember to stretch.
- Pick an exercise you enjoy.

19

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### Tips for Getting Active

Exercise really is the magic bullet that can help you live a longer and healthier life.

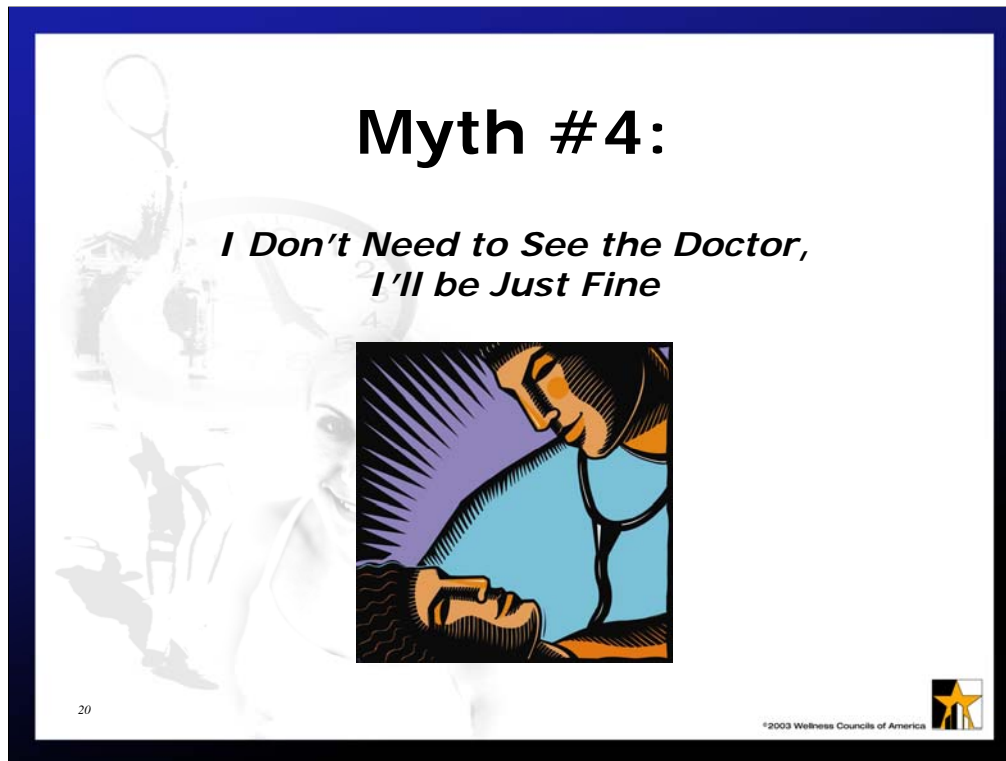
When starting an exercise program, experts agree:

- **Start slowly and build.** You'll need to give your body a chance to become accustomed to regular physical activity. Starting too quickly can lead to injury.
- **Remember to stretch.** Stretching is a key component to any physical activity program. Not only will it help reduce the chance of injury, but it will also feel great to loosen up sore, stiff muscles.
- **Pick an exercise you enjoy.** By picking an exercise that is enjoyable to you, you'll be more likely to stick with it and derive the excellent health benefits regular physical activity can bring.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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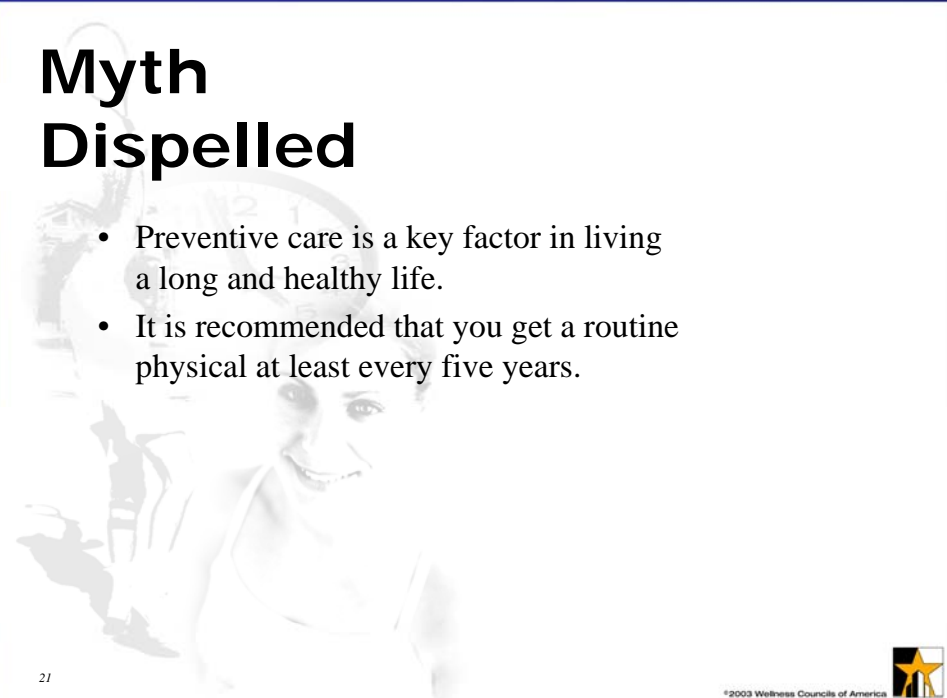
### **Myth #4: I Don't Need to See the Doctor, I'll be Just Fine**

For any number of reasons, many people think they don't need to see a doctor regularly—after all, they feel just fine. In the next few slides, we'll dispel this myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness


A woman with dark hair, smiling, is shown from the chest up. In the background, a large clock face is visible, with the numbers 1, 2, and 3 clearly seen. The entire image is framed by a thick blue border.

**Myth  
Dispelled**

- Preventive care is a key factor in living a long and healthy life.
- It is recommended that you get a routine physical at least every five years.

21

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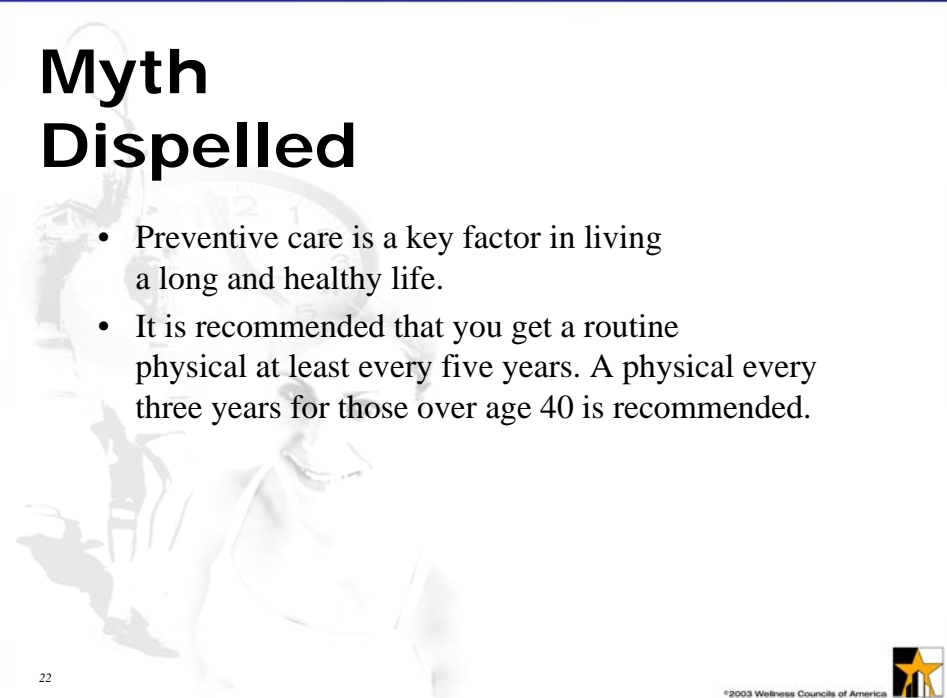
### Myth Dispelled

Your physician is an important part of your overall health and well-being, but sometimes, it seems, people are afraid of seeing their doctor. Whether they're apprehensive to hear bad news, fearful of discomfort, or simply not interested in hearing a lecture on their poor health habits, it's apparent that many Americans aren't seeing their doctor often enough.

But, visiting your physician regularly plays a key role in maintaining your overall health and well-being. Regular doctor's visits can help you prevent diseases and can help you improve your health habits. If you're sick or hurt, your doctor can help you get better faster, and make sure your injuries don't cause future problems.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Myth  
Dispelled**

- Preventive care is a key factor in living a long and healthy life.
- It is recommended that you get a routine physical at least every five years. A physical every three years for those over age 40 is recommended.

22

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### Myth Dispelled

As we age, oftentimes our chances for developing debilitating diseases such as cancer, high blood pressure, heart disease, and osteoporosis increase. Regular visits to your doctor for preventive screenings can help identify disease in its early stages, when you still have a chance to fight back.

So how often should you see your physician for preventive checkups? Although some doctors still believe an annual physical examination is necessary for preventive health care, the AMA recommends routine exams every five years for people ages 21 to 40, and every one to three years for those over age 40.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Consider This...

- Of the estimated 17 million people in the US with diabetes, 5.9 million are undiagnosed.
- Heart disease is the leading cause of death in the US.
- Pneumonia and influenza are responsible for 30,000 deaths in the US each year.

23

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### Consider This...

Looking for proof that preventive screenings can save your life? Consider this. Of the estimated 17 million people in the US with diabetes, 5.9 million are undiagnosed. Without effective diagnosis and treatment, diabetes can become a leading cause of blindness, kidney failure, heart disease, and stroke.

Consider, too, that high blood pressure, appropriately named the “silent killer,” may not have any immediate signs or symptoms. Without regular visits to the physician, individuals may not have any idea that they are at risk for this dangerous condition. Being checked for high blood pressure becomes increasingly important when you consider that heart disease is the leading cause of death in the US.

Finally, something as simple as getting an immunization for influenza can be a real life saver. Each year, 30,000 older adults in the US die from pneumonia and influenza. Without regular trips to the doctor for preventive screening, the chances of older Americans receiving flu shots is significantly reduced.

Source: [www.whitehouse.gov](http://www.whitehouse.gov)

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for Meeting With Your Physician

- One week before your appointment...
  - Write down what you want to tell or ask the doctor about your symptoms.
  - Consider asking a family member or friend to come along.

24

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### Tips for Meeting With Your Physician

It's not unusual for doctors to be rushed, and their schedules are often extremely busy, yet there's no reason you can't get the most from your medical appointments. The following tips will help you become an active partner in your healthcare.

#### **One week before your appointment....**

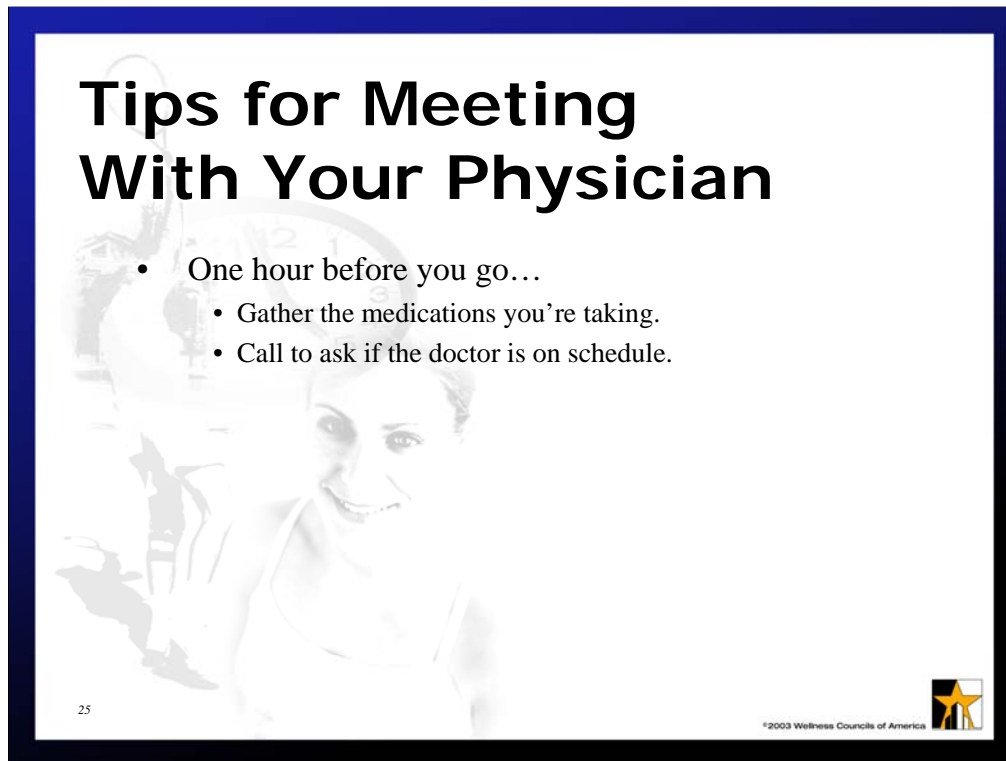
- **Write down what you want to tell or ask the doctor about your symptoms.** It's not unusual to forget important points you want to discuss with your doctor once you're sitting on the examination table. Writing down your questions will ensure you don't forget to ask about topics that are important to you.
- **Consider asking a family member or friend to come along.** Not only will a friend or family member put you more at ease, but having another person in the room will also be helpful if you forget any key points made by the physician.



# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



### Tips for Meeting With Your Physician

#### One hour before you go...

- **Gather the medications you're taking.** Bringing the medications you're currently taking may allow your physician to more accurately diagnose your condition. Additionally, if the doctor prescribes medications, he'll be able to more readily anticipate any negative drug interactions you might experience.
- **Call to ask if the doctor is on schedule.** This is a no-brainer. If the doctor is running behind schedule, you may be able to save yourself time sitting in the waiting room.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for Meeting With Your Physician

- During the appointment...
  - Tell the doctor right away that you have a list of things to discuss.
  - Ask your questions.
  - Ask about options.
  - Ask the doctor to sum up the visit before he leaves.

26

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### Tips for Meeting With Your Physician

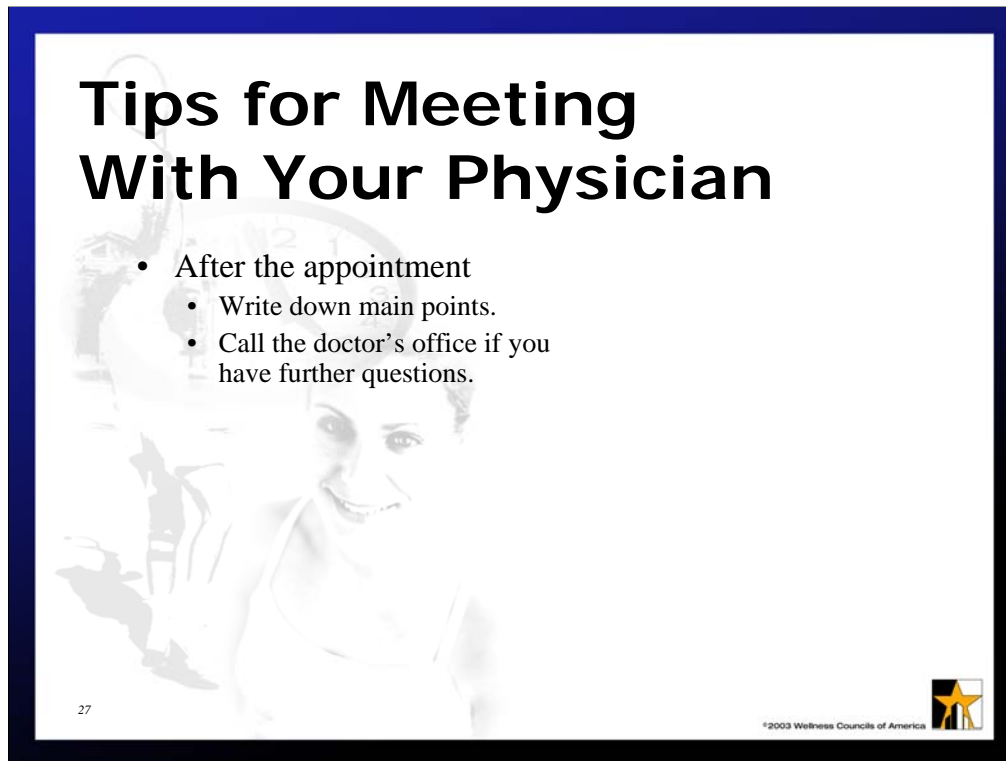
#### During the appointment...

- **Tell the doctor right away that you have a list of things to discuss.** Doing this will immediately make you an active partner in healthcare decisions.
- **Ask your questions.** Even though your doctor is a highly trained medical professional, you'll still want to ask plenty of questions about what he or she is actually doing, and why they're doing it.
- **Ask about options.** Oftentimes, there may be more than one way to go about treating your condition.
- **Ask the doctor to sum up the visit before you leave.** Getting a summary from your physician about your visit gives you a chance to review main points and move ahead with confidence.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



## Tips for Meeting With Your Physician

### After the appointment...

- **Write down main points.** Before you forget, write down the main points your physician discussed in his summary statement.
- **Call the doctor's office if you have further questions.** Just because your doctor's visit is over, it doesn't mean you can't still get more direction on how to treat your condition. Don't be shy to call your doctor's office. They are there to serve you.


# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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**Myth #5:**

*I'm Sure My Blood Pressure is Fine;  
I Don't Need to Have it Checked.*



28

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### **Myth #5: I'm Sure My Blood Pressure is Fine; I Don't Need to Have it Checked.**

Possibly more true than any of the myths we've looked at so far, this myth makes a great case for, "What you don't know can kill you." In the next few slides, we'll dispel this myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Myth  
Dispelled**

- It doesn't matter how you feel, there are no signs or symptoms of high blood pressure.

29

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### Myth Dispelled

No wonder it's called the "silent killer." High blood pressure has no signs or symptoms. In fact, millions of Americans have high blood pressure for years and never know it. Over time, high blood pressure can have a devastating impact on your health—increasing your risks for a number of serious, life-threatening illness.

The only way to know if you have high blood pressure is by getting it checked.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Consider This...

- Nearly a quarter of Americans have high blood pressure, and 1/3 of them don't even know it.
- High blood pressure was directly responsible for more than 40,000 deaths in 1999, and contributed to the deaths of about 227,000 Americans that same year.

30

Source: American Heart Association

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### Consider This...

The point here is straightforward. You need to have your blood pressure checked on a regular basis—no matter how you feel. In fact, the American Heart Association reports that nearly a quarter of Americans have high blood pressure, and 1/3 of them don't even know it.

In addition, according to a recent study, high blood pressure was directly responsible for more than 40,000 deaths in 1999, and contributed to the deaths of about 227,000 Americans that same year.

Simply stated, if you're relying simply on how you feel to determine whether you're at risk for high blood pressure, you could be a ticking time bomb. Visit your doctor today to get checked for high blood pressure. Effective medications exist that can help you get this condition under control. Don't become a statistic.

*Source: American Heart Association*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for Managing Your Blood Pressure

- Stop smoking.
- Lose weight.
- Exercise regularly.
- Limit alcohol intake.
- Eat a well-balanced and varied diet.
- Avoid stressful situations.
- Take your medication.

31

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### Tips for Managing Your Blood Pressure

There is much you can do to lower your blood pressure. If you are diagnosed with high blood pressure, it is highly recommended that you stop smoking, lose weight and exercise regularly. These three actions alone can help to bring high blood pressure under control without medication. In addition, those with high blood pressure should limit alcohol intake, eat a well-balanced diet, and avoid stressful situations.

Finally, don't forget to talk to your doctor about medications that can help you get your blood pressure under control—they're available and they work.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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### Myth #6: Fast Food is Good For You

Although it may be hard to believe, there are an number of people who believe that fast food is good for them, and many more who don't understand just how bad fast food really can be. In the next few slides, we'll dispel the "fast food is good for you" myth, and explore tips for living a healthier life.



# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Myth Dispelled**

- Fast food is packed with calories and loaded with saturated fat.
- Americans are eating it up. The average American now consumes three hamburgers and four orders of French fries in a given week.

33 Source: Fast Food Nation

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### Myth Dispelled

Fast food companies are everywhere we look. They're on just about every corner in every town. In this fast-paced age, when you're in a hurry and hungry, you're never very far from the "All American Meal." And though most Americans agree that fast food restaurants aren't short on taste—most don't realize just how unhealthy most of the food at these restaurants really is.

Consider that the typical fast food meal adds up to more than half of the FDA's recommendations for daily allowance of calories, nearly the entire daily allowance of fat, and 80% of your maximum saturated fat—in **just one meal!** The problem is, it's usually not just one meal—the typical American now consumes three hamburgers and four orders of French fries every week!

When you combine these two factors—the high calorie and fat content of fast food and the fact that Americans eat it en masse—it's easy to see why more than half of America is overweight or obese. It doesn't take a sharp ear to hear thunder. Americans' eating habits—particularly our penchant for fast food—is a driving factor in the obesity epidemic, an epidemic that kills an estimated 300,000 people each year. That's more than five times the number of Americans who died during the 11 years of fighting in Vietnam.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness

### Consider This...

- In April, 2003, a lawsuit against McDonalds alleged that the company promoted their chicken nuggets as a healthy menu item.

34

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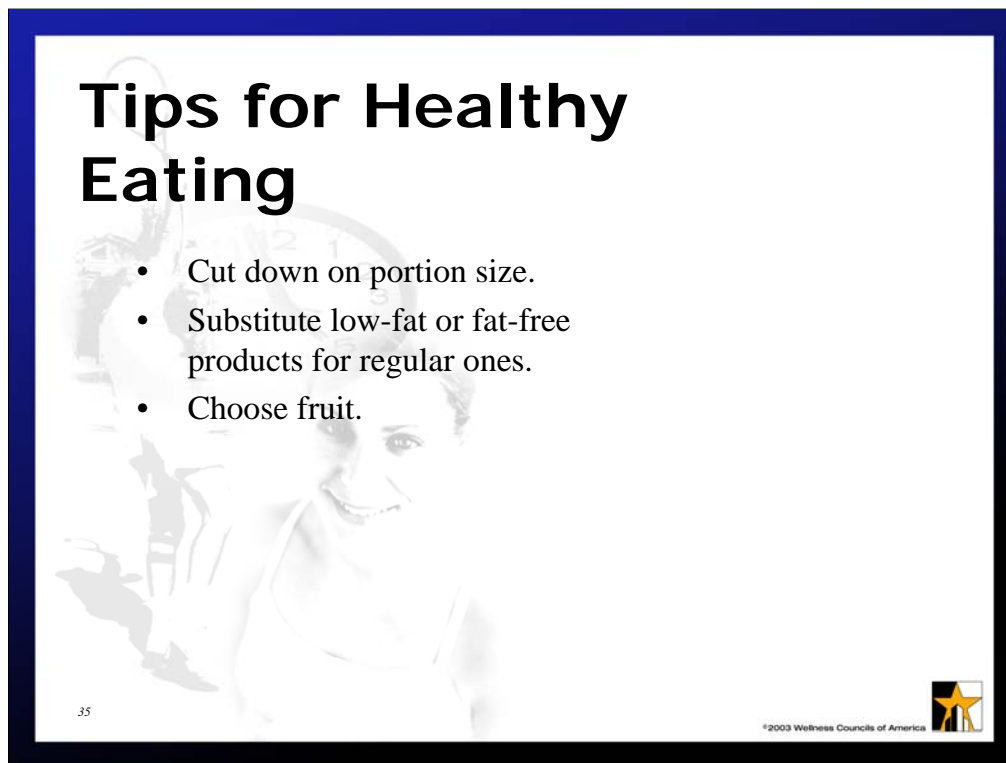


### Consider This...

In lawsuits sparked by the recent tobacco settlements, a number of individuals in recent years have sued fast food chains, alleging that the food made them obese, or that the restaurants promoted it as being healthy. In fact, in April of 2003, a New York man brought a suit against McDonalds claiming that the restaurant promoted their famous chicken McNuggets as being a healthy alternative to other menu items. Although no one can be sure how these lawsuits will pan out—or whether the consumer or the restaurant will be victorious—it's apparent that the myth, “fast food is good for you,” is drowning in a pool of fat.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



### Tips for Healthy Eating

There's no doubt that eating healthy isn't easy. But doing so pays big dividends. The following tips will help you eat better whether you're on the go or just at home.

- **Cut down on portion size.** In our society of abundance, it's routine to see portion sizes that are twice what you should actually consume. A variety of print and internet resources exist to help you learn about proper portion sizes. Chances are, your portion sizes are way too big.
- **Substitute low-fat or fat-free products for regular ones.** Substituting low-fat or fat-free food for standard options can help you cut your fat intake and caloric consumption. But here's a word of caution: Just because food is "low-fat" or "fat-free" doesn't mean you can eat as much of it as you want. Calories are calories, and they do add up.
- **Choose fruit.** Fruit is natural, tastes great, full of carbohydrates, and can provide an energy boost.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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**Myth #7:**

*It's Natural to Gain a Few Pounds as You Get Older*



36

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### **Myth #7: It's Natural to Gain a Few Pounds as You Get Older**

It's natural to gain weight as you age. Or is it? In the next few slides, we'll dispel this myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Myth  
Dispelled**

- Weight gain isn't a natural part of our aging process—it's more a part of our changing behaviors.

37

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### Myth Dispelled

As disappointing as it may be, it's simply not natural to gain weight with age. Gaining weight with age is a product of our changing health behaviors, not our changing age. There is very little evidence showing a correlation between aging and weight gain. In fact, most studies point to decreased physical activity, increased appetites, and increased muscle loss due to inactivity as the culprits to weight gain.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness

### Consider This...

- A recent study found that people who stayed within four pounds of their high school weight, stayed healthier throughout the course of their lives.

38

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### Consider This...

Not only is gaining weight with age unnatural, it's also detrimental to our health. For example, a study in the American Journal of Epidemiology found that, "People who stayed within four pounds of what they weighed between the ages of 18 and 20 were less likely to develop heart disease, high blood pressure, and type 2 diabetes than were those who gained 11 pounds or more as they aged."

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



### Tips for Managing Your Weight with Age

- Be active.
- Plan, plan, plan.
- Eat plenty of fruit and fiber.
- Engage in enjoyable activities to keep your bones and muscles strong.

39

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### Tips for Managing Your Weight with Age

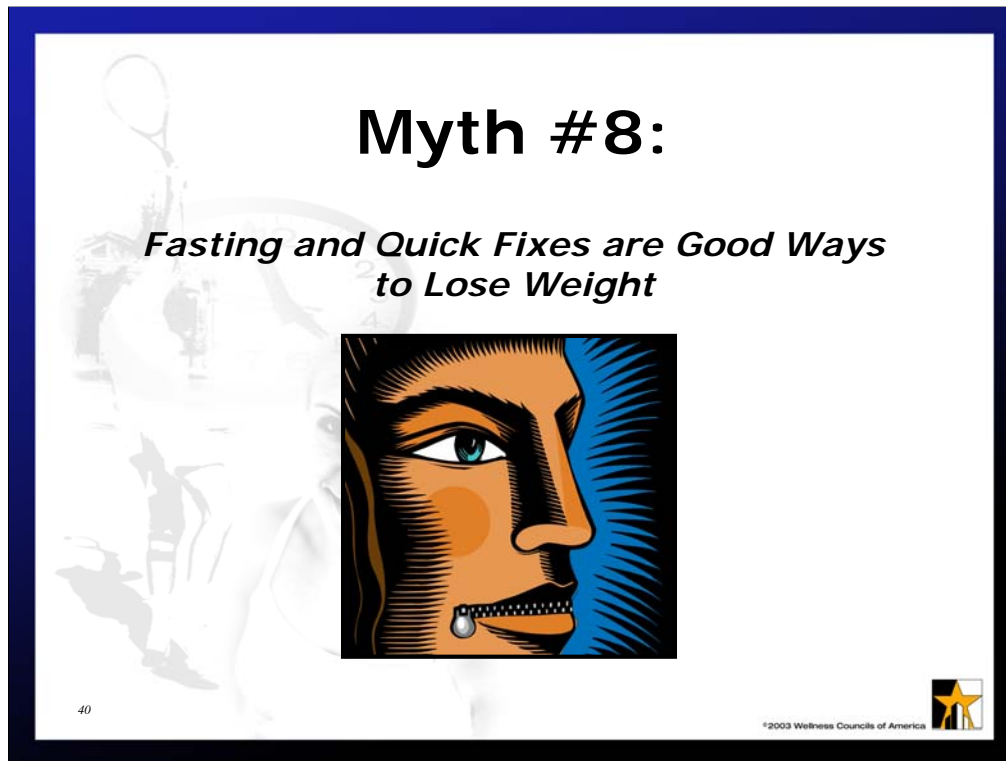
A little weight loss goes a long way. The following tips and strategies will help you manage your weight as you head toward your golden years.

- **Be active.** Take advantage of good weather days by walking, swimming, or engaging in other outdoor activities such as gardening.
- **Plan, plan, plan.** By planning what you're going to eat and buy from the grocery store, you'll be able to choose healthy options, not high-calorie, impulse junk food.
- **Eat plenty of fruit and fiber.** Getting plenty of fruit and fiber in your diet will help keep you healthy and reduce caloric consumption as you age.
- **Engage in activities that keep your bones and muscles strong and healthy.** Try joining a fitness club or a community sports league. Not only will this give you good reason to get out and get active, but it will also strengthen your relationships—a vital part of aging well.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



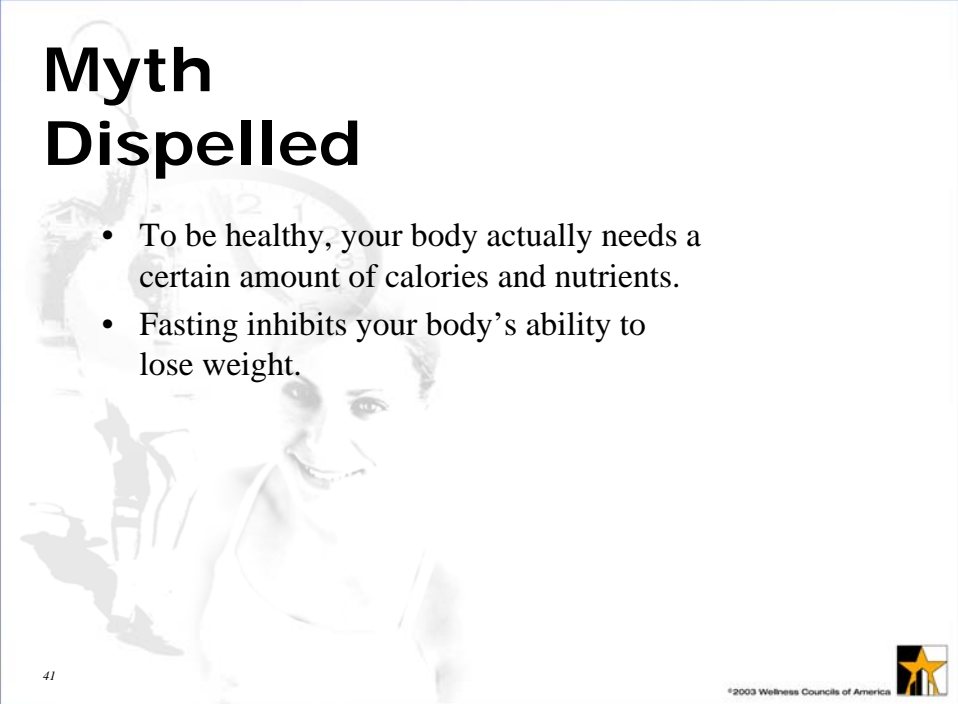
### **Myth #8: Fasting and Quick Fixes are Good Ways to Lose Weight**

We've talked a lot about the benefits of managing our weight. But there are good ways and bad ways to lose weight. In the next few slides, we'll dispel the "fasting and quick fixes" myth, and explore tips for living a healthier life.



# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Myth  
Dispelled**

- To be healthy, your body actually needs a certain amount of calories and nutrients.
- Fasting inhibits your body's ability to lose weight.

41

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### Myth Dispelled

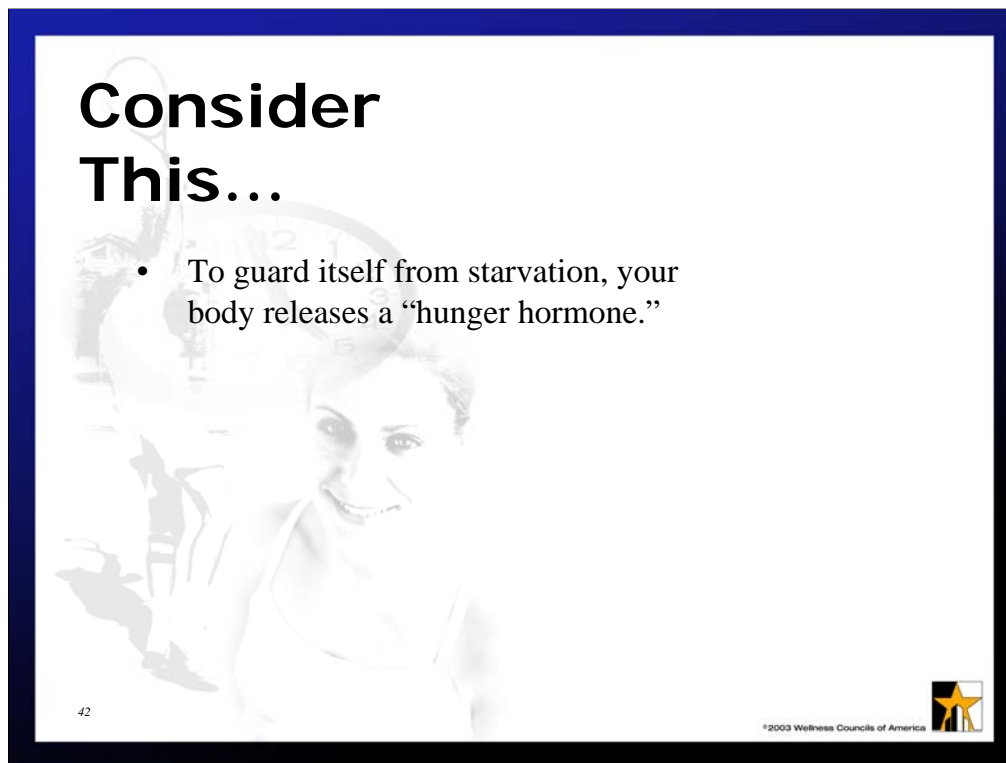
Fad diets or extreme weight loss measures like fasting don't produce the results they promise. In fact, most actually inhibit your body's ability to lose weight. The fact is that your body actually needs a certain amount of calories and a variety of nutrients to stay healthy and well.

Fasting inhibits your body's ability to lose weight. Nutritious food is your body's fuel for life. When you fast, your body isn't getting the fuel it needs. Instinctively, your body begins storing fat and burning muscle, which slows your metabolism—making it harder to lose weight. Studies have shown that people who skip breakfast or other meals tend to be heavier than those who eat smaller, frequent, nutritious meals.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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### Consider This...

When you fast, your body interprets the decrease in calories as starvation. As a means of guarding itself against starvation, your body triggers the release of a hormone to help keep body weight constant. This hormone—known as ghrelin— stimulates appetite, causing increased hunger.

With the release of ghrelin, your body is kick starting a basic survival mechanism where your body begins to slow metabolism to conserve energy. Your body begins burning muscle and storing fat. This process inhibits your body's ability to lose weight.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for Identifying Fad Diets

The following tips will protect you from falling prey to a fad diet.

Look out for...

- Miracle foods that burn fat.
- Bizarre quantities.
- Rigid menus.
- Specific food combinations.
- Promises of rapid weight loss.
- No physical activity involved.

43

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### Tips for Dispelling Fad Diets

Losing weight is something that's not easily accomplished. It takes hard work and dedication. You've got to exercise when you feel like sitting, and eat healthy foods when that cheeseburger and fries is calling your name. The fact is, ninety-five percent of all dieters falling for false promises and miracle solutions regain their lost weight *plus more* within 1 to 5 years.

The following tips will help you spot fad diets...

- **Miracle foods that burn fat.** There are no such things as “foods that burn fat.” Healthy weight loss involves nutritious eating and increased physical activity.
- **Bizarre quantities.** Look out for “miracle diets” that involve bizarre quantities of food. You're better off paying attention to the portion sizes of foods you normally eat. Oftentimes, portion sizes are twice what they should be for healthy eating.
- **Rigid menus.** A healthy diet is a balanced diet. If you find a diet that rigidly restricts what you eat, take a closer look—it may be a fad diet.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Tips for Identifying Fad Diets

The following tips will protect you from falling prey to a fad diet.

Look out for...

- Miracle foods that burn fat.
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- Promises of rapid weight loss.
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44

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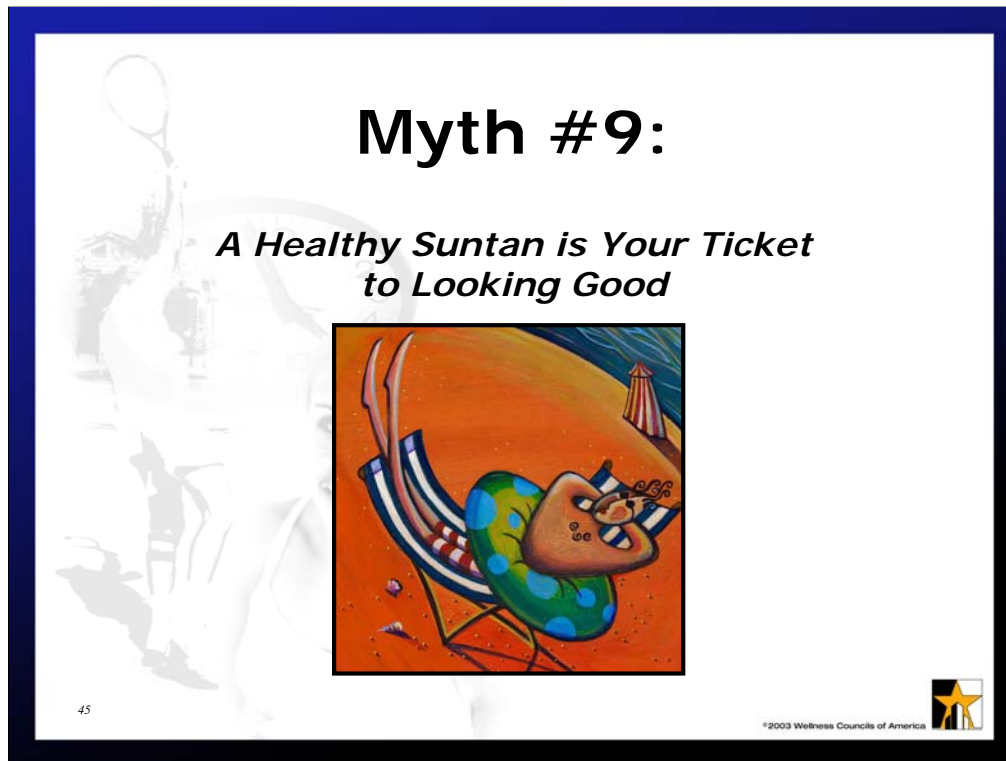
### Tips for Dispelling Fad Diets *(Continued)*

- **Specific food combinations.** As far as combinations are concerned, the two most important combinations involved with managing your weight are diet and exercise. Eat nutritiously and exercise more.
- **Rapid weight loss.** Be aware of diets or programs that promise rapid weight loss. In a typical, healthy weight loss program, you shouldn't lose more than about 2 pounds per week.
- **No physical activity involved.** Managing and losing weight is a matter of calories in, calories out. To burn calories in a healthy way, you need to increase the amount of physical activity you are getting. When you find a diet that doesn't involve physical activity—it's not healthy.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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### **Myth #9: A Healthy Suntan is Your Ticket to Looking Good.**

We all know that a day in the sun is a blast, and the beach bum suntan is in style—at least in popular culture. But the question becomes, “How good for you is that Coppertone tan?” In the next few slides, we’ll dispel the “healthy suntan” myth, and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Myth Dispelled**

- UV radiation from the sun, tanning beds, or sun lamps increases your risk for skin cancer.

46 Source: American Cancer Society

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### Myth Dispelled

Truth be known, tanning, whether on the beach or in the booth, isn't good for your health. And while tanning may not seem like such a bad thing to the millions of Americans in search of that "healthy tan," the reality is quite the opposite.

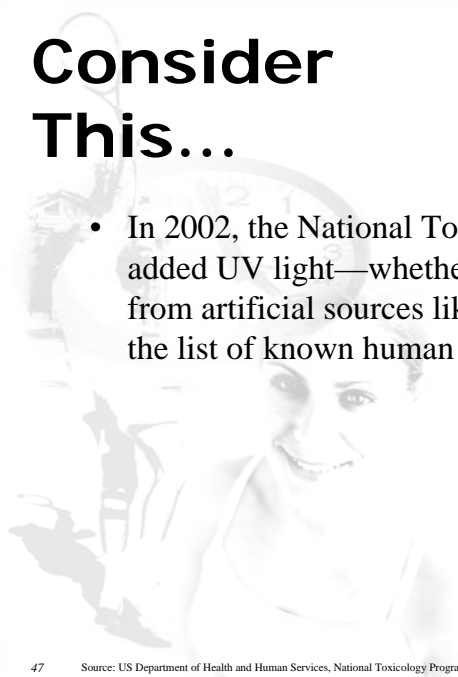
UV radiation from the sun, tanning beds, or sun lamps increases your risk for developing skin cancer. In fact, the number of skin cancer cases has been rising over the last few years—more than 1 million skin cancer cases are diagnosed each year.

In addition, UV rays can cause red, itchy, dry skin, and with time, can cause your skin to become wrinkled and sag. Add this to the fact that tanning beds can burn your eyes and damage your immune system, and you have several great reasons to avoid prolonged exposure to UV rays.

*Source: American Cancer Society*

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Consider This...**

- In 2002, the National Toxicology Program added UV light—whether from the sun, or from artificial sources like tanning beds—to the list of known human carcinogens.

47 Source: US Department of Health and Human Services, National Toxicology Program

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### Consider This...

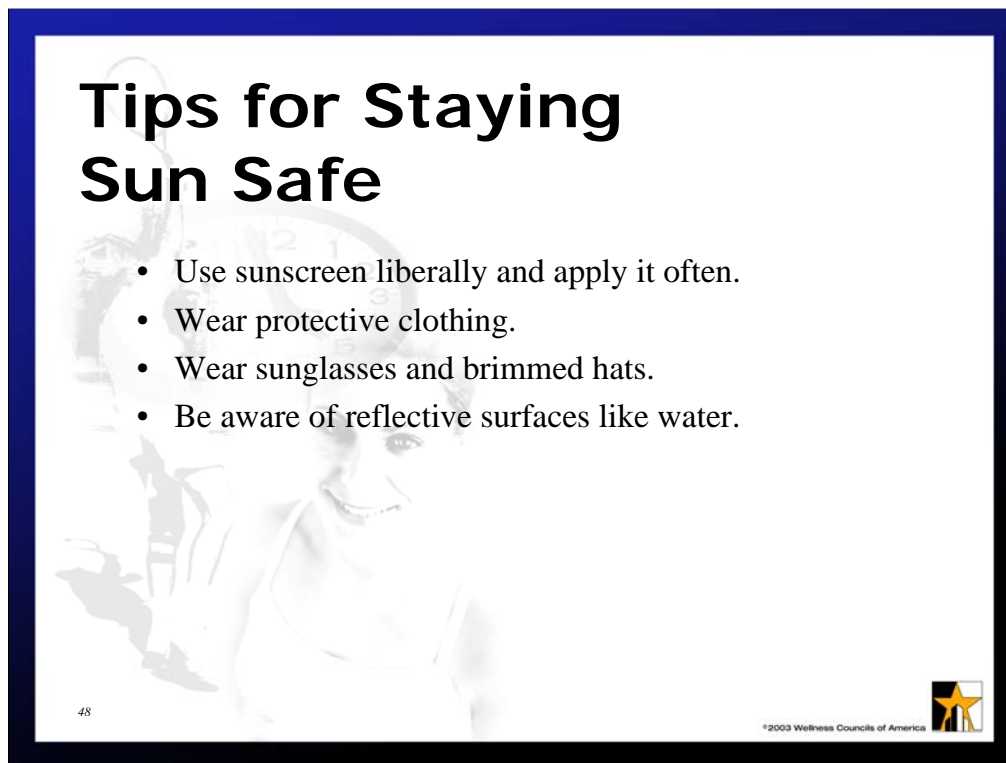
In 2002, the National Toxicology Program added UV light—whether from the sun or artificial sources like tanning beds—to the list of known human carcinogens.

According to Bill Jameson, PhD, the scientist in charge of compiling the list of known carcinogens, “there is a wealth of information on the dangers of UV exposure from studies on people who have been exposed to radiation—especially those who get sunburns.”

Also on the list of known carcinogens are asbestos, compounds used to make batteries and ceramics, and materials used to create dyes.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



### Tips for Staying Sun Safe

While protecting ourselves doesn't mean that we have to become vampires—emerging at sun down and hiding at sun up—we do need to take some proactive steps. The following tips will help you have fun in the sun—safely.

- **Use sunscreen liberally and apply it often.** Make sure your sunscreen is at least SPF 15 or higher, and don't forget to reapply it every two hours.
- **Wear protective clothing.** Long sleeves and long pants—as uncomfortable as they may be—can offer protection from the harmful effects of the sun. If you can't bring yourself to wear long sleeves and pants at all times, at least cover up during the peak hours (10am to 4pm).
- **Wear sunglasses and brimmed hats.** Sunglasses can protect your eyes from the harmful effects of UV rays and brimmed hats can offer a degree of protection from the sun as it beats down during peak hours.
- **Be aware of reflective surfaces like water.** These surfaces can reflect up to 85% of the sun's rays—giving you almost a double dose of UV rays.



# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

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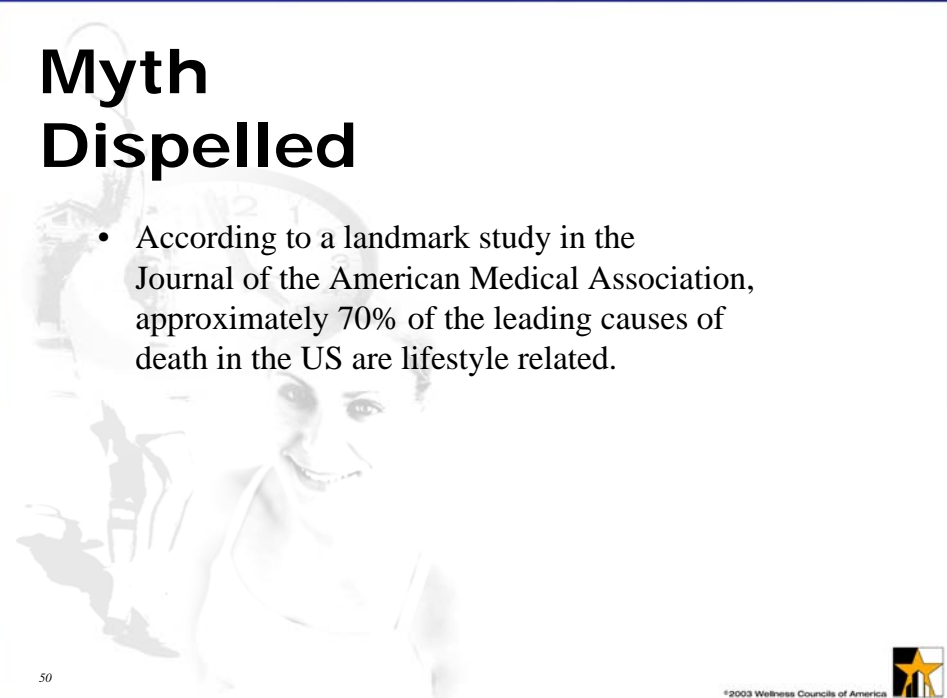
### Myth 10: It Doesn't Matter What I Do... It's all in the Genes.

It doesn't matter what I do, it's all in the genes. Or is it? In the next few slides, we'll dispel this myth and explore tips for living a healthier life.

# What You Don't Know Can Kill You:

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## 10 Lies About Health and Wellness



**Myth  
Dispelled**

- According to a landmark study in the *Journal of the American Medical Association*, approximately 70% of the leading causes of death in the US are lifestyle related.

50

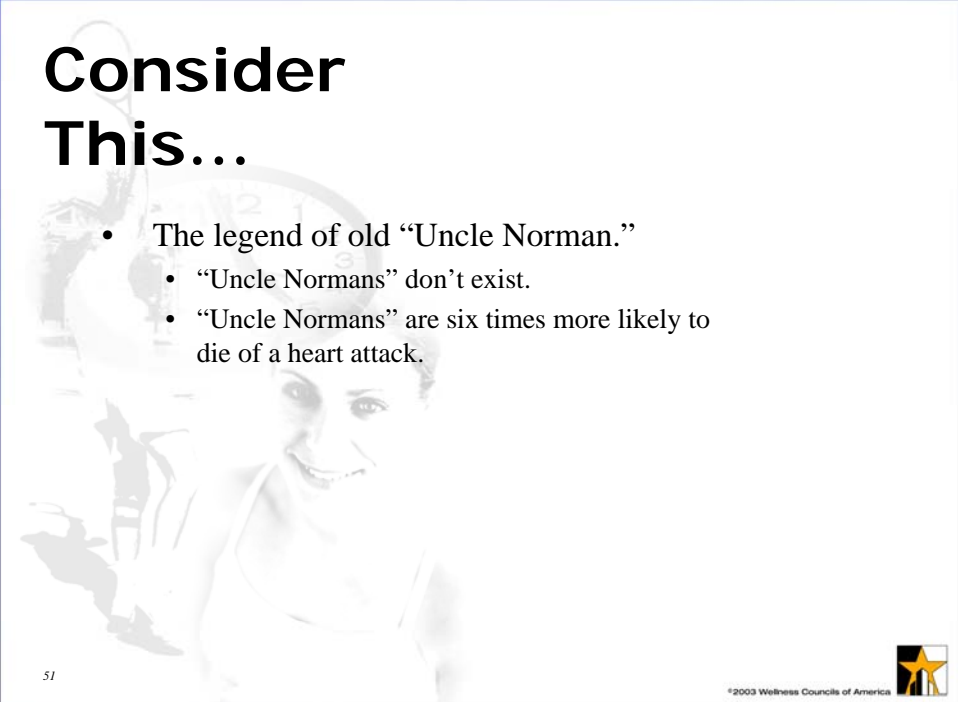
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### Myth Dispelled

That's right, while the leading causes of death 100 years ago were things like tuberculosis and dysentery, today the leading killers are heart disease, cancer, smoking, and high risk alcohol use. What's the one thing these modern killers have in common? They're all related to lifestyle choices—what we choose to eat and drink and how active we choose to be. When it comes right down to it, oftentimes the quality and quantity of our years has a lot more to do with the choices we make than the genetics we're given.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness



**Consider This...**

- The legend of old “Uncle Norman.”
  - “Uncle Normans” don’t exist.
  - “Uncle Normans” are six times more likely to die of a heart attack.

51

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### So Why Should You Be Concerned?

We’ve all heard the myth of Uncle Norman. In fact, you may have an “Uncle Norman” in your family or know someone who does. Uncle Norman is the typical long lost relative that everyone remembers as being healthy as a horse—even though he never saw a doctor. Uncle Norman lived to a ripe old age by ignoring medical advice—smoking for 50 years, eating high fat foods, and getting no exercise. The problem with the Uncle Norman legend? Well, it’s just that—a legend. “Uncle Normans” just don’t exist.

In fact, recent research has blown the Uncle Norman legend right out of the water. A recent study of Uncle Normans revealed that they were actually six times more likely to die from a heart attack than were health conscious people. In fact, 48 out of the 107 “Uncle Normans” studied died before reaching age 70.

The cold, hard fact is this: How you choose to live your life in terms of your health and well-being will likely play a more important role than your family history ever will.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Ten Tips for Living Longer

1. Don't smoke.
2. Exercise regularly.
3. Eat healthy foods.
4. Visit your doctor for regular check ups and screenings.
5. Limit the amount of alcohol you consume.

52

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### Ten Tips for Living Longer

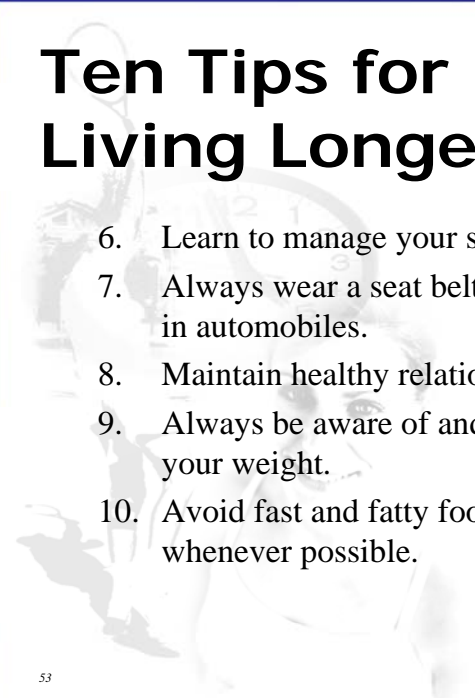
It's been said that people don't value their health until it's gone. But you can take some proactive steps to gain control over your health and well-being. The following are some things you can do to improve your chances for living longer, and living healthier.

1. **Don't smoke.** Smoking is likely to be the most deadly plague the world has ever known. If you smoke, you simply must quit if you plan on leading a healthy life. A variety of useful resources are available to help you kick the habit. Use them!
2. **Exercise Regularly.** Regular exercise can increase the quality and quantity of your years.
3. **Eat healthy foods.** With the obesity epidemic raging in America today, some simple decisions on how you eat could determine the complexion of your remaining years.
4. **Visit your doctor for regular check ups and screenings.** Improved medical technology has allowed us to identify deadly health conditions earlier than ever before, but they'll do you no good if you don't schedule regular checkups with your physician.
5. **Limit the amount of alcohol you consume.** Excess alcohol consumption has been linked to several types of cancers as well as traffic fatalities. By watching your alcohol intake, you'll live a healthier and happier life.

# What You Don't Know Can Kill You:

## 10 Lies About Health and Wellness

### Ten Tips for Living Longer

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6. Learn to manage your stress.
  7. Always wear a seat belt when riding in automobiles.
  8. Maintain healthy relationships.
  9. Always be aware of and manage your weight.
  10. Avoid fast and fatty foods whenever possible.

53

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### Ten Tips for Living Longer

6. **Learn to manage your stress.** Experts suspect that stress contributes to disease in ways we didn't think of in years past. Get a handle on your stress and get a handle on your health.
7. **Always wear a seat belt when riding in automobiles.** Seatbelts save lives—period.
8. **Maintain healthy relationships.** Healthy relationships can help you live a longer and happier life. Reconcile with old friends, join a civic group, or volunteer. It will improve your life in more ways than you may think.
9. **Always be aware of and manage your weight.** Excess weight can lead to serious health problems as well as uncomfortable social situations. Make plans today to manage your weight as you age.
10. **Avoid fast and fatty foods whenever possible.** Although it's difficult to eat healthy foods when our schedules are so busy, fast and fatty foods can add up, and so can your weight. Learn to substitute unhealthy snacks for healthy ones.