In the past decade the amount of scientific information available on the importance of regular physical activity and good nutrition has grown dramatically. Currently, there is a huge gap between what is known scientifically about healthy living and what most citizens of the U.S. and other Westernized countries actually do. Only 20% of Americans have a good diet and most fail to get enough physical activity to get the benefits.
Chronic Diseases

Diseases that take a lifetime to develop and ultimately end in death. These include heart disease, stroke, cancer, diabetes, Alzheimer's and others.

Leading Causes of Death in the US, 2002

Lifetime Risk for Heart Disease and Cancer

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Most chronic diseases are lifestyle related and are preventable

Percent of Selected Chronic Diseases That Are Likely Lifestyle Related and Avoidable

- Cancers: 71%
- Stroke: 70%
- Heart Disease: 82%
- Diabetes: 91%

What About Genetics?

- Aren’t our genes the cause of most of our diseases?
- Some chronic disease and other diseases are caused by genetics, however they are the exception rather than the rule
Two Types of Genes

- **Polymorphisms:** weaker genes that can only cause diseases if a person has an unhealthy lifestyle.
- **Aggressive Genes:** genes that almost always cause disease. These are rare and cause less than 5% of chronic diseases.

The Small Portion of Chronic Disease That May be Caused by Genetics and our Environment

- Just because several family members may have a similar chronic disease, this does not mean the disease is genetic. Family members also share the same diet, exercise habits, tobacco habits, and other risks.
Differences in Life Span

<table>
<thead>
<tr>
<th>People Who</th>
<th>Live an Extra:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are vegetarian</td>
<td>1.5 years</td>
</tr>
<tr>
<td>Exercise regularly</td>
<td>2.4 years</td>
</tr>
<tr>
<td>Eat nuts five times a week</td>
<td>2.5 years</td>
</tr>
<tr>
<td>Have normal blood pressure</td>
<td>3.7 years</td>
</tr>
<tr>
<td>Are not diabetic</td>
<td>6.6 years</td>
</tr>
<tr>
<td>Maintain normal weight</td>
<td>11 years</td>
</tr>
</tbody>
</table>

Difference in Years of Life Between High and Low Health Risk

Real and Possible Changes in Life Span (7th Day Adventists)
Compression of Morbidity

Reductions of Near Death Morbidity

With a Healthy Lifestyle

- Life span can increase
- Chronic disability can be delayed from 7-12 years
- The amount of near death morbidity is reduced by 75%
- Health care costs are also dramatically reduced
Chapter 1: Introduction

What’s Required to Get 10-20 Extra Years of Life?
- Don’t smoke
- Accumulate 30 minutes or more of moderate intensity physical activity on most, preferably all days of the week.
- Eat a healthy diet

What Most Americans Eat
- Red meat
- Processed meat
- Butter
- Potatoes
- Refined grains
- High fat dairy foods

What We Should be Eating

Healthy Eating Pyramid. Adapted from www.hsph.harvard.edu/nutritionsource
The Culprit & The Cure
Chapter 1: Introduction

National Prevalence of Lifestyle Related Health Risks

How Did We Get This Way?

Food Marketing = $25 Billion
5-a-day = $1 million

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How Did We Get This Way?

- We get less physical activity than we used to.
- We eat differently than our ancestors did.
- We are products of our environment and current American environment causes chronic diseases.

Marketing Campaign Quiz

- You deserve a break today at__________.
- Have it your way at__________.
- Yo Quiero__________.
- Everything’s better with__________ on it.
- ________ does a body good.
- Finger Lickin’__________.
- Betcha can’t eat just______.
- Breakfast of__________.
- ________melt in your mouth and not in your hand.
- Snap! Crackle!__________!
- Sometimes you feel like a nut,__________.

Answers:

- McDonalds
- Burger King
- Taco Bell
- Blue Bonnet
- Milk, Good (KFC)
- One (Lay’s potato chips)
- champions (Wheaties)
- M&Ms
- Pop! (Kellogg’s Rice Krispies)
- sometimes you don’t (Peter Paul Mounds)
The Culprit & The Cure

Chapter 1: Introduction

The Culprit & The Cure

- This book gives you the skills, ideas, and practical know-how to adopt healthy lifestyles and maintain them for life.
- www.welcoa.org

Points to Remember

- The main cause of most cases of chronic diseases is an unhealthy lifestyle.
- A healthy lifestyle will most likely extend the length of your life.
- A healthy lifestyle can reduce the degree of poor health most people have at the end of life. It can help you live a high-quality, active life to the very end.
- It isn't easy, but you can change your lifestyle, others already have.