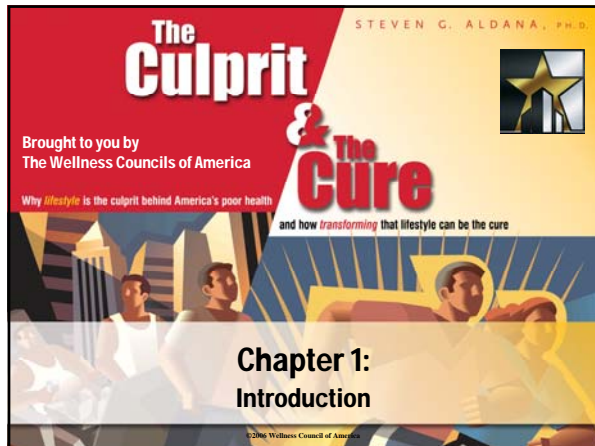
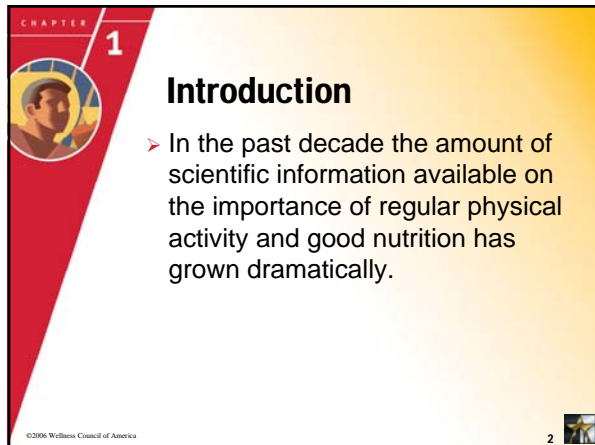
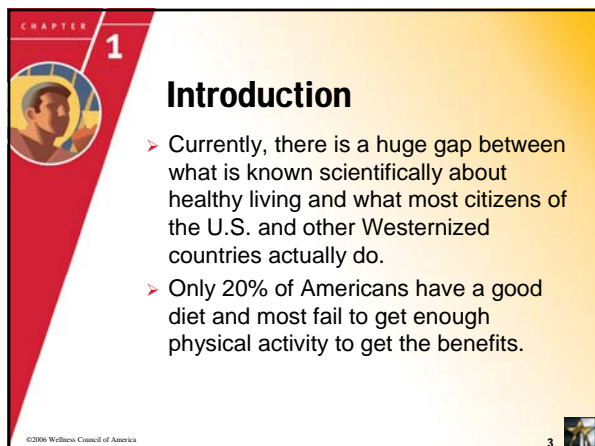


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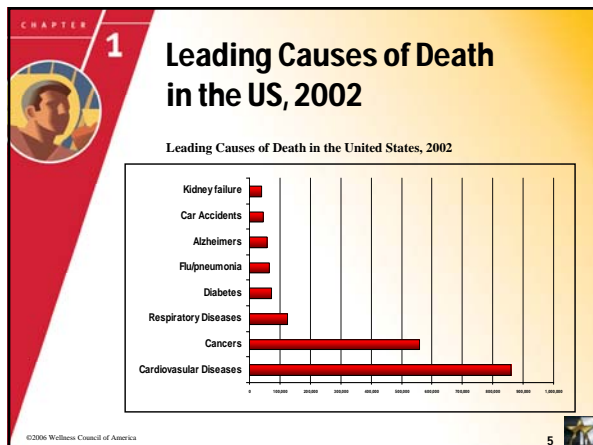
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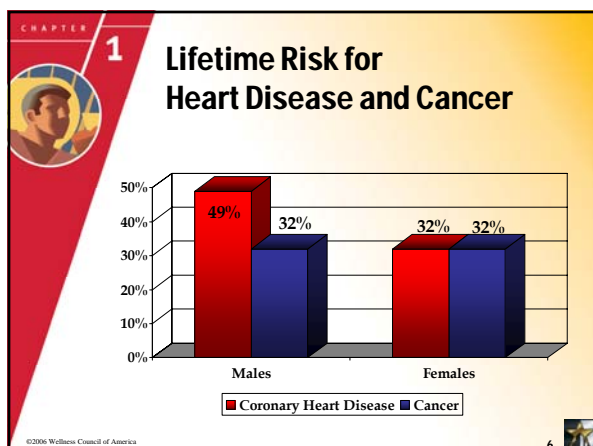
Chronic Diseases

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

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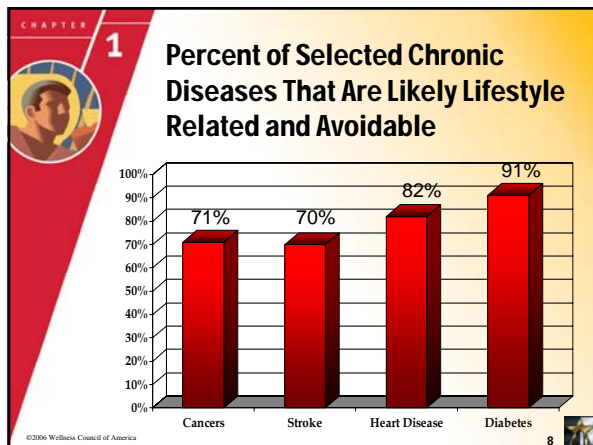
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➤ Most chronic diseases are lifestyle related and are preventable

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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

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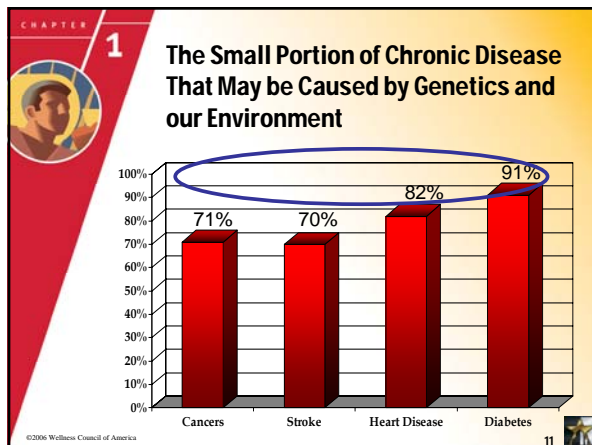
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Two Types of Genes

- **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.

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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.

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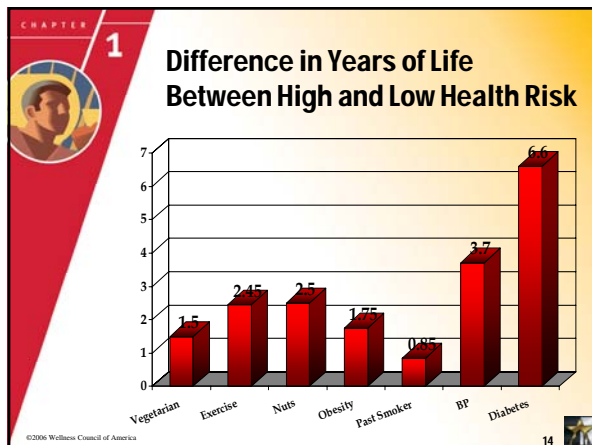
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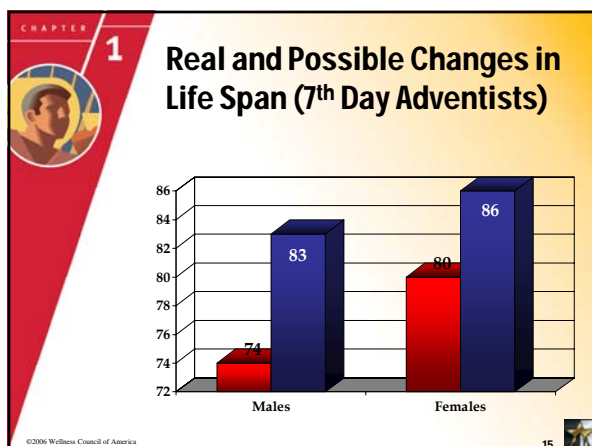
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Differences in Life Span

People Who:	Live an Extra:
Are vegetarian	1.5 years
Exercise regularly	2.4 years
Eat nuts five times a week	2.5 years
Have normal blood pressure	3.7 years
Are not diabetic	6.6 years
Maintain normal weight	11 years

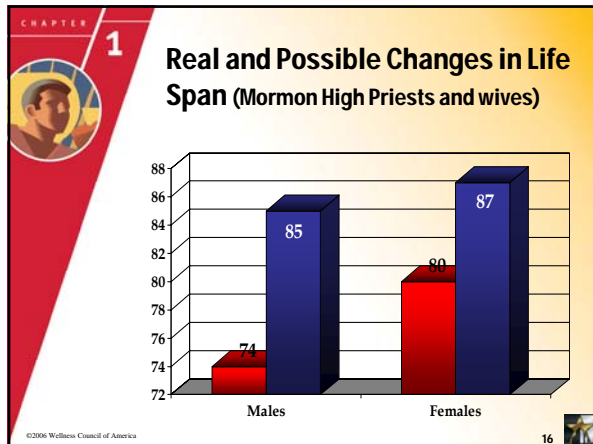
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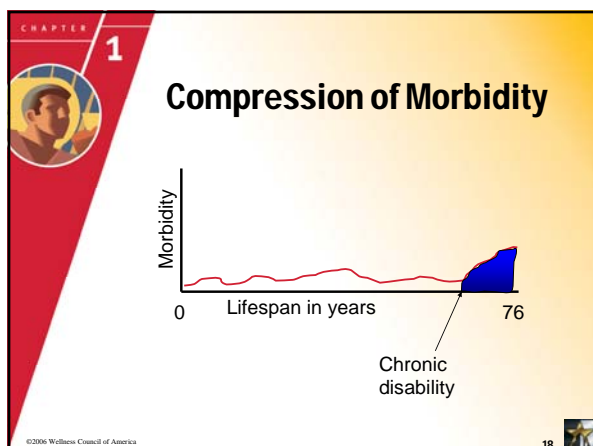


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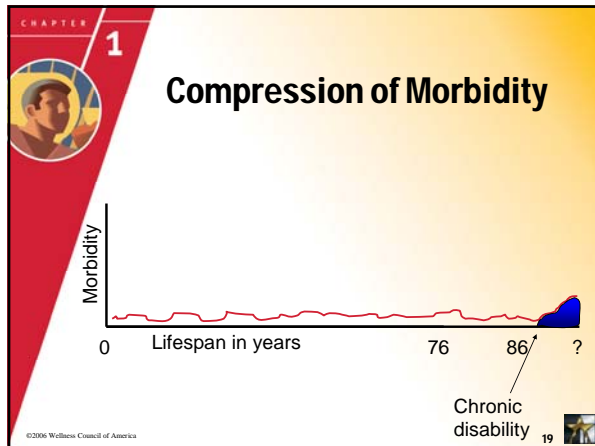


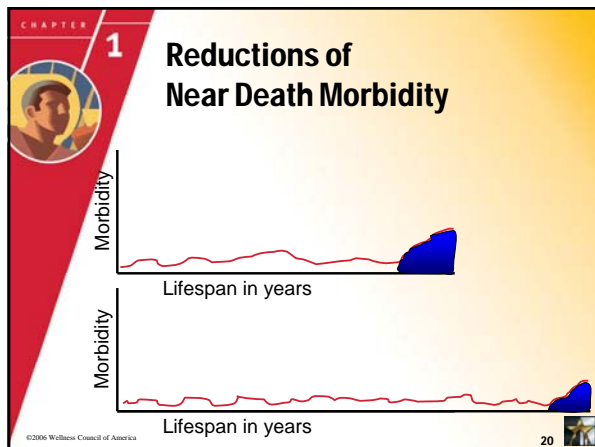


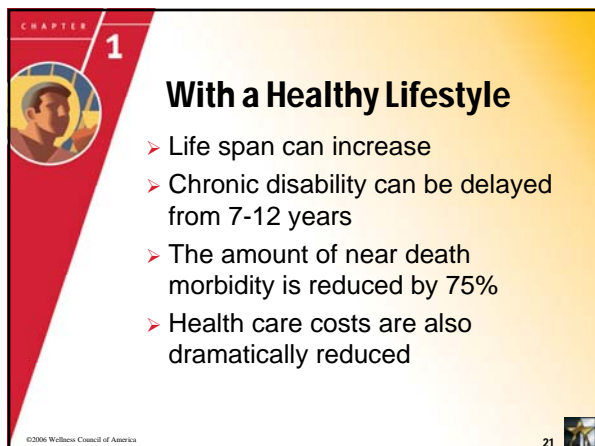


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What's Required to Get 10-20 Extra Years of Life?

- 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

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What Most Americans Eat

- Red meat
- Processed meat
- Butter
- Potatoes
- Refined grains
- High fat dairy foods

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What We Should be Eating

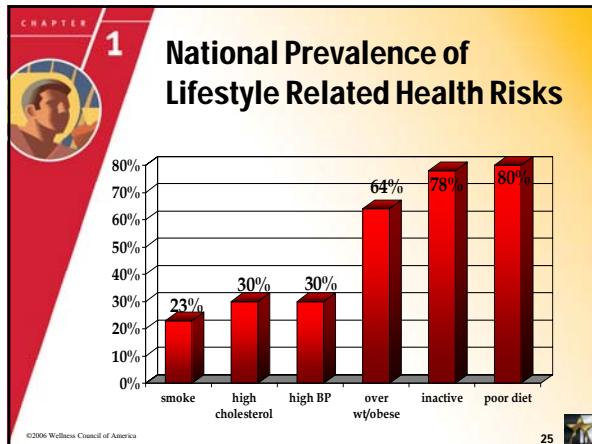


The diagram is a pyramid divided into six horizontal layers, each with food icons and text. From top to bottom: 1. Red Meat, Butter (USE SPARINGLY); 2. Dairy or Calcium Supplement, 1-2 times/day; 3. Fish, Healthy Eggs, 0-2 times/day; 4. Nuts, Legumes 1-3 times/day; 5. Vegetables (in abundance) and Fruits 2-3 times/day; 6. Whole Grain Foods (at most meals) and Plant oils, including olive, canola, soy, corn, sunflower, peanut, and other vegetable oils. At the base of the pyramid is the text 'Daily Exercise and Weight Control'. Below the pyramid is the title 'Healthy Eating Pyramid'.

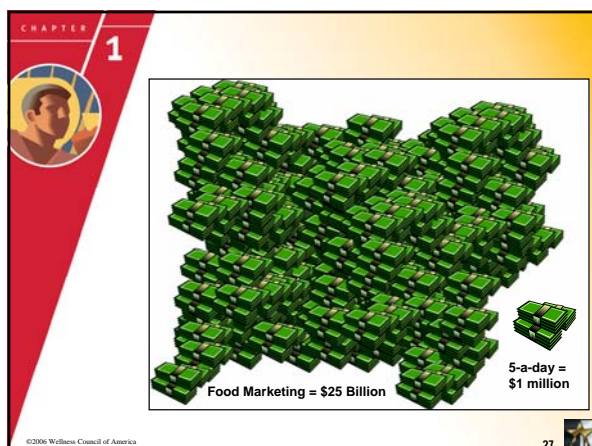
©2006 Wellness Council of America Healthy Eating Pyramid. Adapted from www.hsph.harvard.edu/nutritionsource 24

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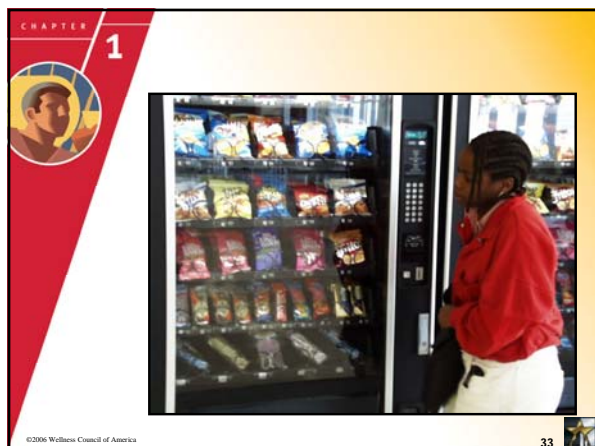


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How Did We Get This Way?

- 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

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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, _____.

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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)

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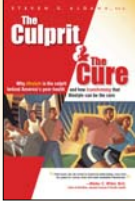
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The Culprit & The Cure

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



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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.

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