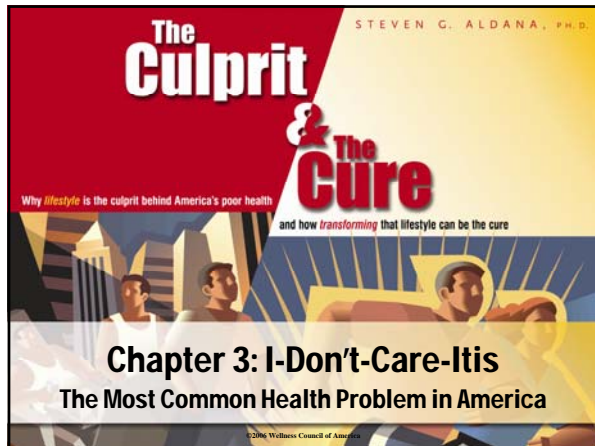
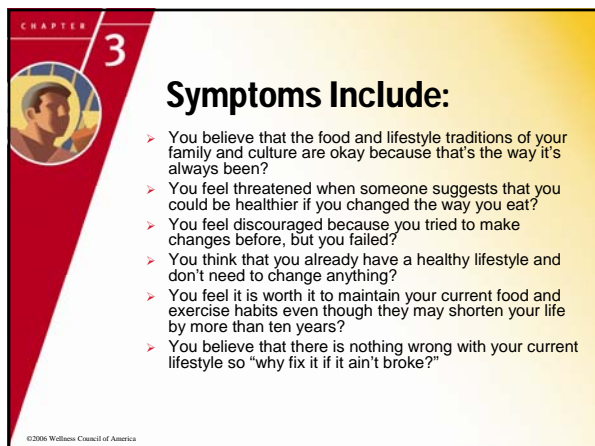


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Chapter 3: I-Don't-Care-Itis







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Do You Have Any Of These Symptoms?

Most American's do


- > 83% don't have a good diet
- > 65% are over weight or obese
- > 67% don't get enough exercise to get the health benefits

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Take Action Now...

- > Our efforts to prevent disease should be like ants in the story of the grasshopper and the ant. The ant prevented hunger and cold by preparing early, even though he was neither hungry nor cold at the time!



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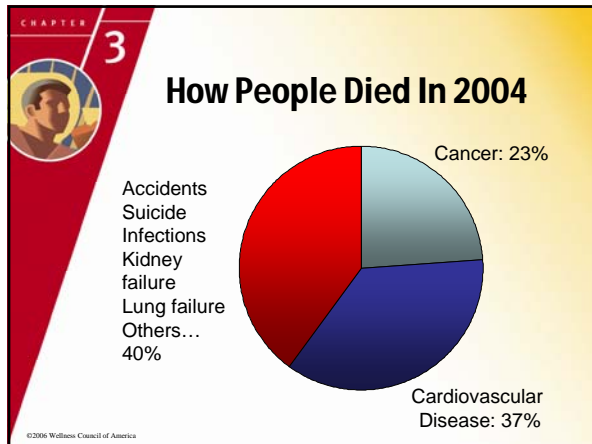
Let's Make This Personal

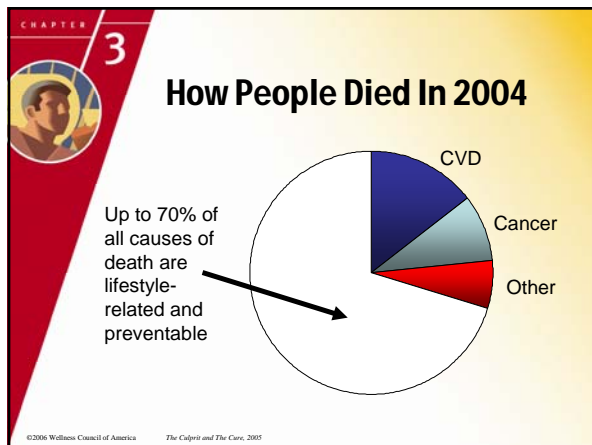


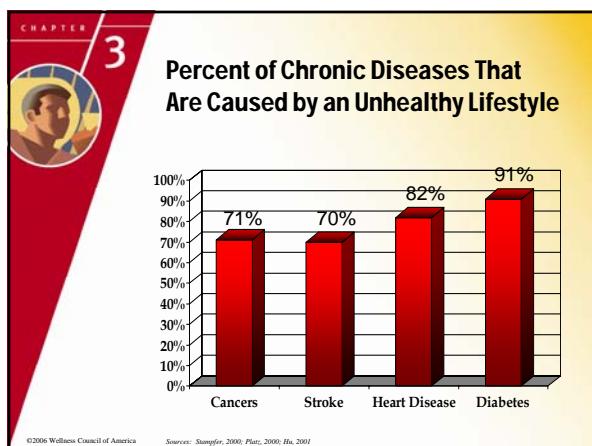
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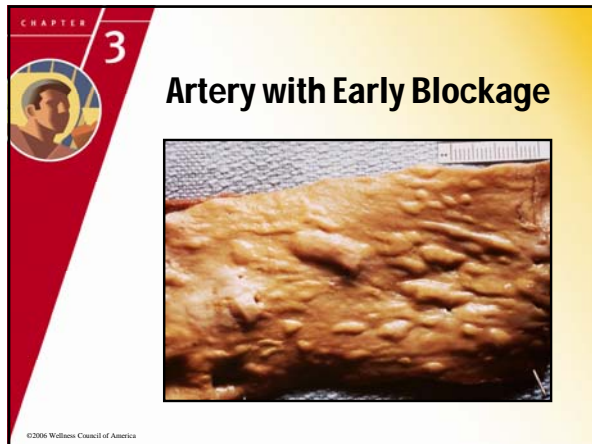


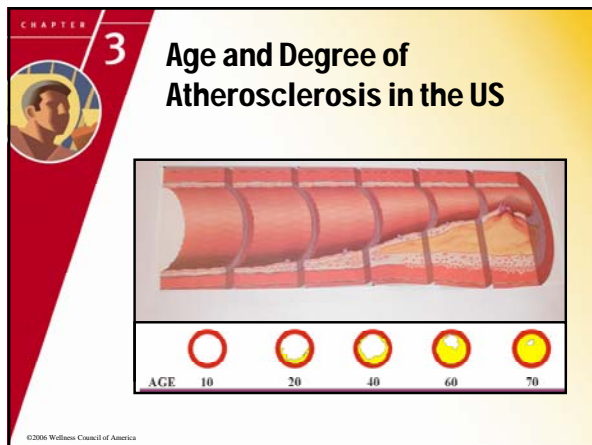


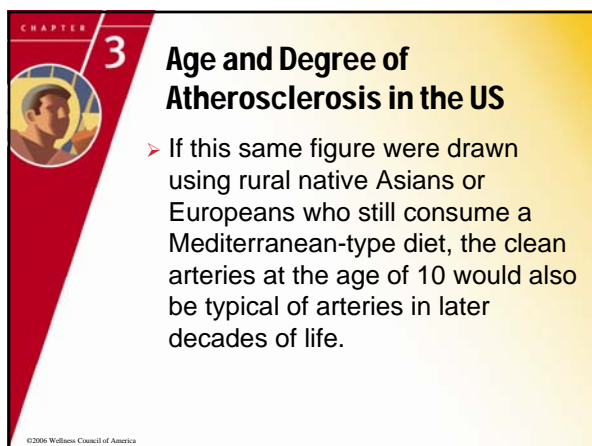


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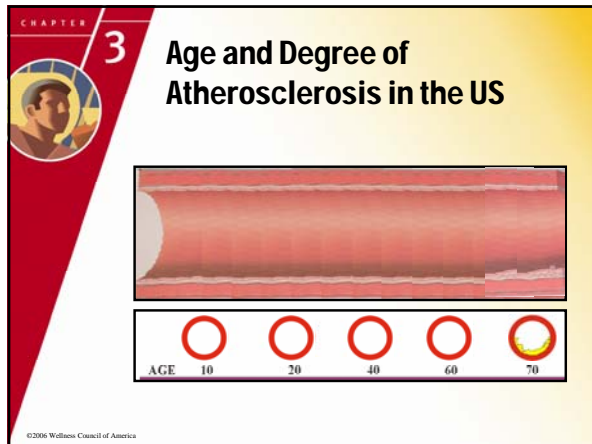


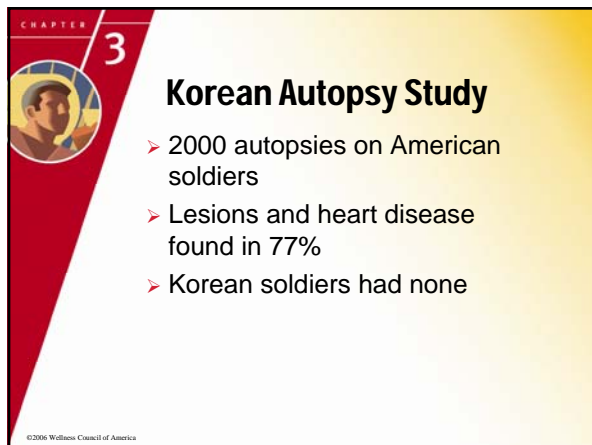


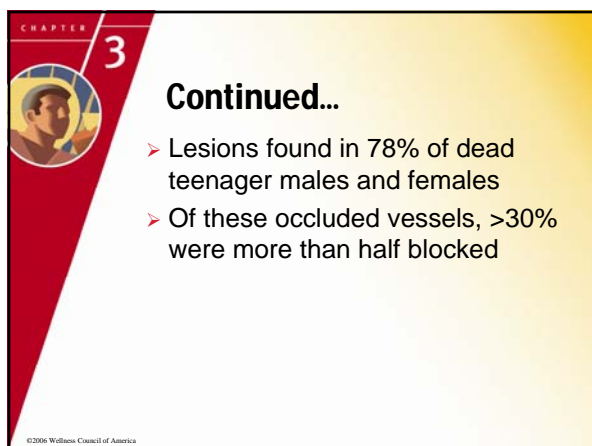


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Continued...

- In 1993, an autopsy study of 111 young males, 78% were found to have heart disease
- Of these 30% had vessels that were more than half closed.

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Immigration Studies

- Japanese who lived in Japan had no heart disease
- Japanese who had migrated to Hawaii had disease
- Japanese who migrated to America had twice the heart disease as Japanese Hawaiians

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Western Lifestyle Causes Poor Health in All Migrants


- African-Americans
- Mexican-Americans
- Latin Americans
- Pacific Islanders
- and many other ethnic groups who migrate to America

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The Bogalusa Study:

- In 1972, all the black and white children of the town of Bogalusa, Louisiana, were studied for 30-40 years to determine what caused cardiovascular disease.
- Can you guess what they found?

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Continued...

- Heart disease starts in children and is evident at 5-8 years of age
- Poor diet and sedentary living lead to healthy risks which lead to disease
- Lifestyles and behaviors are learned early in life
- Chronic disease prevention in adults should begin in childhood

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What About Children?

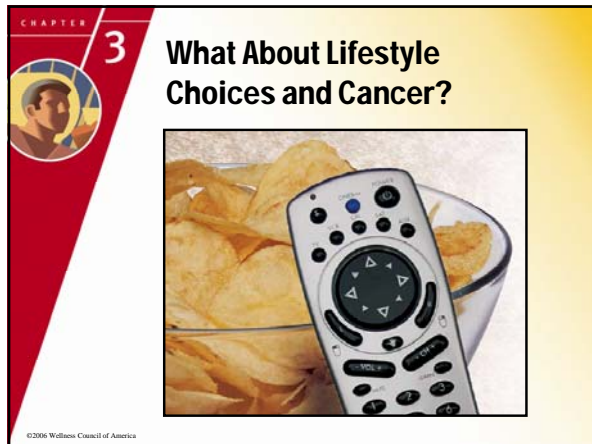
- Lesions also found in children and unborn fetuses

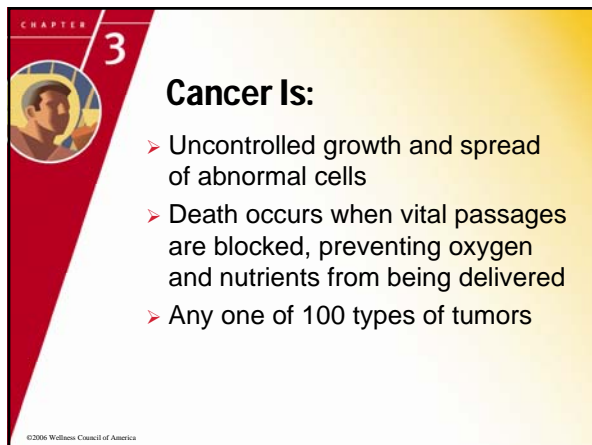


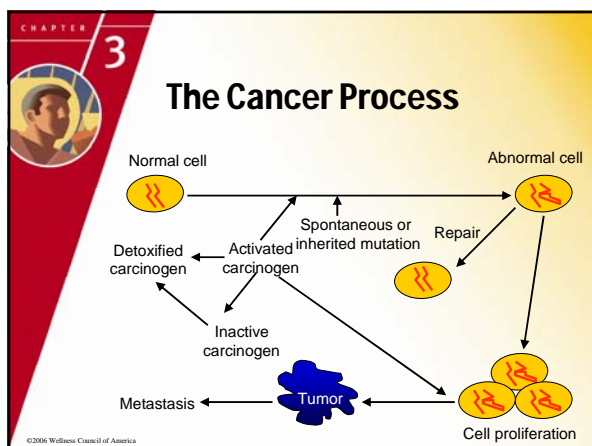
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Who Gets Cancer?

- One out of every three American adults will get cancer, and 23% of all Americans will die of it.

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The Battle Rages Inside Us

Free radicals
VS
Antioxidants/phytochemicals

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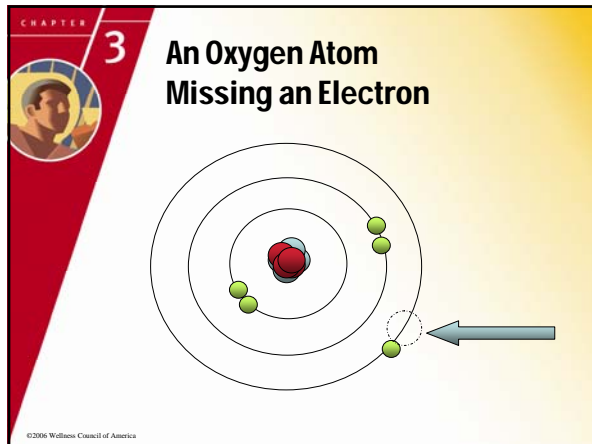
Free Radicals

- Any atom with a single electron in its outmost bonding orbital
- Oxygen has a high affinity for electrons, when it loses one oxygen it becomes an aggressive free radical

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Free Radicals

- Free radicals are unstable and begin to look for another atom from which it can obtain another electron
- Chain-reaction can cause 1,000s of atoms or molecules to be changed which can:
 - Disrupt or destroy cells
 - Damage DNA, lipid membranes, mitochondria, and proteins
 - Disrupt vital functions

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Free Radicals Can...

- Attach to other molecules and form bonds
- Give up their extra electron to another molecule
- Take electrons from another molecule

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Where Do Free Radicals Come From?

- Most are produced by our own bodies
- UV light
- Burned food
- Toxic chemicals
- Industrial
- Automobile pollution
- Unknown sources

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Cigarette Smoke


- One of the largest sources of free radicals
- One puff of smoke contains:
- 100,000,000,000,000,000 free radical species
- Tobacco is responsible for 31% of all cancers

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So What Do We Do To Protect Ourselves?



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**Antioxidants
(Free Radical Scavengers)**

- Able to donate electrons or hydrogen ions without having to replace it
- Vitamins C and E
- Phytochemicals (health promoting plant chemicals)
 - React with radical species
 - Don't become radicals themselves

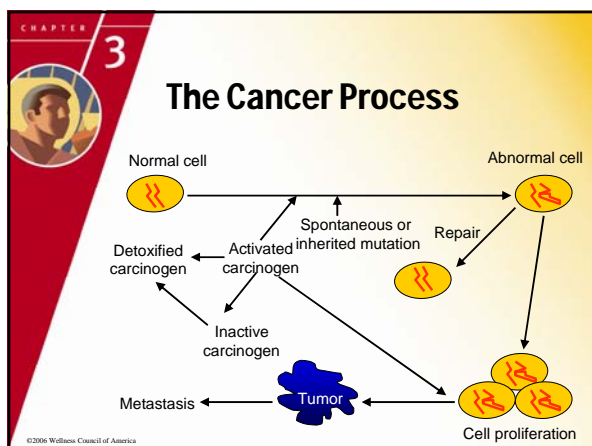
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**Some Common
Phytochemicals**

- Carotenoids
- Beta-carotene
- Lycopene
- Lutein
- Zeaxanthin
- Organosulfurs
- Flavonoids
- Phytosterols
- Alkaloids
- Tannins
- Saponins
- There are over 100,000 different phytochemicals, we know of 5,000

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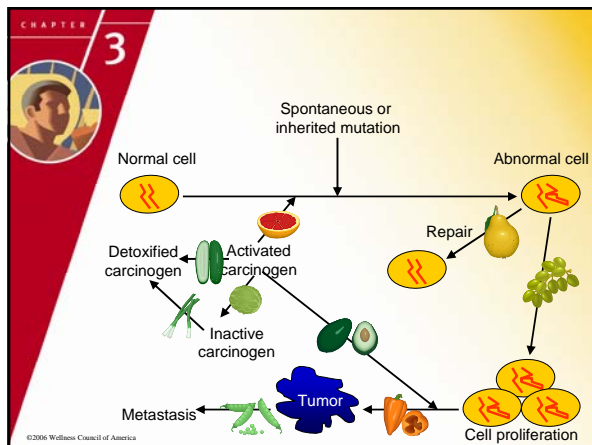
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3 Fruits, Veggies & Whole Grains

➤ Where do fruits, vegetables, and whole grains with lots of phytochemicals and antioxidants affect cancer prevention?

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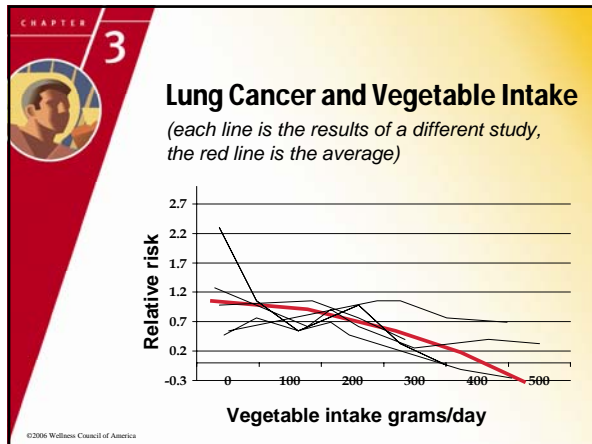
3 Healthy Diet and Regular Physical Activity

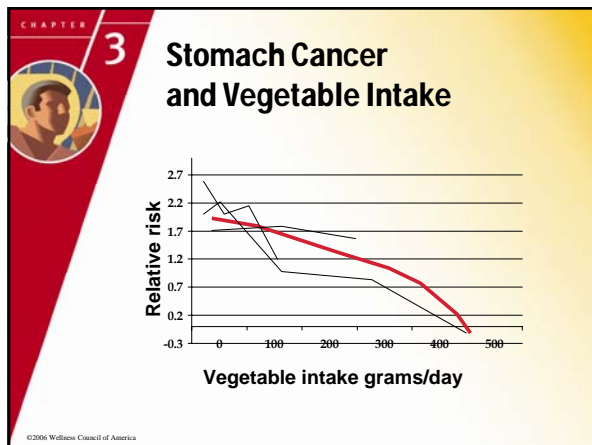
➤ A healthy diet and regular physical activity can stop cancer at dozens of different places along the cancer process

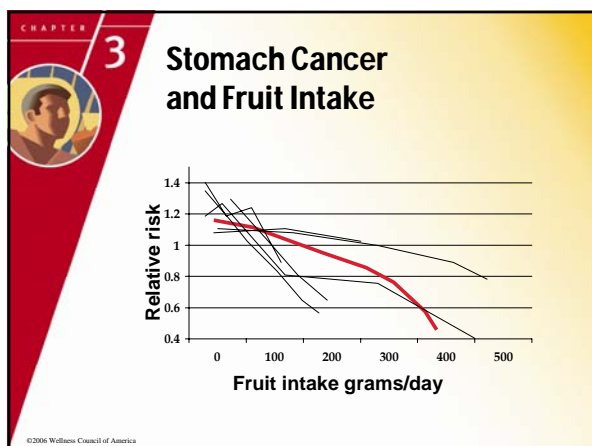
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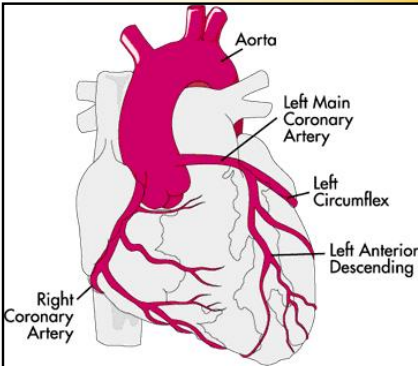
Fix-me-up, Doc

➤ There are many different treatments for cardiovascular disease. Most of them don't address the underlying problem – an unhealthy lifestyle.

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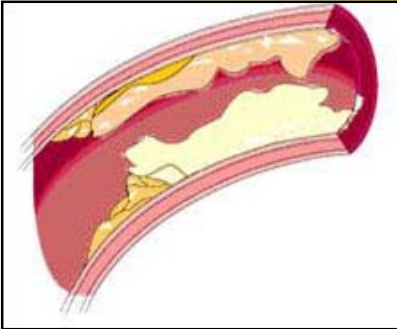




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Stent Insertion

Plaque Rupture



See Attached Video ↗

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Did The Problem Go Away?

- After 5-7 years, 30-50% of vessels used to bypass blocked arteries are now blocked.
- After 4-6 months, 30-50% of ballooned arteries re-close.
- 20-30% of arteries propped open by stents re-close.

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The Problem


- Despite the fantastic technology used in treating cardiovascular disease, the “fix-me-up, Doc” attitude is short sighted.
- The problem, (heart disease) may have been temporarily addressed, but the cause (an unhealthy lifestyle) remains and will continue to cause vessel disease unless it is changed.

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Doctor Knows Best

- If good nutrition and regular physical activity are so important, how come my doctor has never asked me about my lifestyle habits?
- Physicians do care about your health.

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Doctor Knows Best

- The medical community is almost exclusively designed to treat, not prevent, chronic diseases.

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Doctor Knows Best


- In a national survey of 13,000 obese adults who had recently had a routine medical exam, only 42% of them were counseled by their physicians to lose weight.
- Only 35% of adults report that their physician mentioned regular exercise as an important part of good health

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Doctor Knows Best

- Health care in the United States is really “disease” care; we seek medical attention when we have diseases or problems.
- Change is happening. In the future, modern health care will be like the dental industry: prevent first, then treat when necessary.

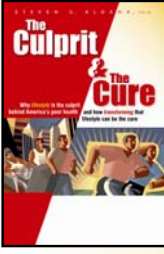
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The Culprit & The Cure

- 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

- Think long term when you think about your health. Small investments in good nutrition and physical activity now will have a big payoff in the future.
- Many chronic diseases get started early in life. The sooner you adopt a healthy lifestyle, the sooner you can begin preventing disease.
- Our American or Western lifestyle is a main cause of chronic disease in the United States.
- Commit to good nutrition, and you'll get the upper hand in avoiding cancer. With your good example, your children will also learn to eat healthy foods, be active, and avoid many of the diseases that adults experience.

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