Health Promotion:

Or...

from Clinics, to Culture
Lifestyle is the Medicine—what’s the spoon?

David L. Katz, MD, MPH, FACPM, FACP, FACLM
Director, Prevention Research Center
Yale University / Griffin Hospital

President, American College of Lifestyle Medicine
Founder, The True Health Initiative

24th International Health Promoting Hospitals and Health Services Conference

New Haven, CT
6-10-16
The Blind Men and the Elephant

- John Godfrey Saxe
Health care does not make health -

Clinicians are part of the solution -

- Or part of the problem.


http://www.turnthetidefoundation.org/OWCH/index.htm
The Proposition in Prepositions...

- **Lifestyle Is the Medicine, Culture Is the Spoon**
  - The Covariance of Proposition and Preposition
    - David L. Katz, MD, MPH, FACPM, FACP, FACLM

- Published online before print April 7, 2014, doi: 10.1177/1559827614527720 AMERICAN JOURNAL OF LIFESTYLE MEDICINE September/October 2014 vol. 8 no. 5 301-305
Medicine

Lifestyle

Arrow pointing from Medicine to Lifestyle
Mile markers -

- The Elephant in the Room
- The Health in Health Care
- The Proposition in Prepositions
- What LIFESTYLE can do
- WHAT lifestyle can do it…
- A Fork in the Road
- Parts, and the part that hospitals can play
- The Sum of Parts, and beyond: the case for culture change
- The Promise and the Miles
- Useful Lunacy
Death, in the dark wood…

and what lifestyle can do:


The People in Potsdam-


- **Or the UK:**

- **Or the US**
Fresher still? The beat goes on...


...to our pith and marrow; the case for nurturing nature:


WHY YOUR DNA ISN’T YOUR DESTINY

The new science of epigenetics reveals how the choices you make can change your genes—and those of your kids.

BY JOHN CLOUD
The Master Levers of Destiny -

- Feet
- Forks
- Fingers

But....
Lost in translation…

Knowledge, alas, isn’t power…

When clear where “there” is-

(Can We Say What Diet Is "Best"? David L. Katz; Huffington Post, 9/7/11: http://www.huffingtonpost.com/david-katz-md/best-diets_b_950672.html)

-it may still seem...

- you can’t get there from here:
...& the other problem:

- Is it clear where “there” is?
Fingers…
Feet…
Forks...

Health
Diet/Nutrition
Low-
Carb Diet Beats Low-
Fat for Weight Loss

Mandy Oaklander
@mandyoaklander
Sept. 1, 2014
Reality check…

- Dietary Guidelines…1980!

**U.S. DIETARY GOALS**

1. Increase carbohydrate consumption to account for 55 to 60 percent of the energy (caloric) intake.
2. Reduce overall fat consumption from approximately 40 to 30 percent energy intake.
3. Reduce saturated fat consumption to account for about 10 percent of total energy intake; and balance that with poly-unsaturated and mono-unsaturated fats, which should account for about 10 percent of energy intake each.
4. Reduce cholesterol consumption to about 300 mg. a day.
5. Reduce sugar consumption by about 40 percent to account for about 15 percent of total energy intake.
6. Reduce salt consumption by about 50 to 85 percent to approximately 3 grams a day.

The Goals Suggest the Following Changes in Food Selection and Preparation

1. Increase consumption of fruits and vegetables and whole grains.
2. Decrease consumption of meat and increase consumption of poultry and fish.
3. Decrease consumption of foods high in fat and partially substitute poly-unsaturated fat for saturated fat.
4. Substitute non-fat milk for whole milk.
5. Decrease consumption of butterfat, eggs and other high cholesterol sources.
6. Decrease consumption of sugar and foods high in sugar content.
7. Decrease consumption of salt and foods high in salt content.
Less pepperoni,

more..._____?
SnackWell's

Devil's Food
Cookie Cakes
FAT FREE

NET WT 6 3/4 OZ (191g)
The image shows a graph titled "Calories per person per year." The graph tracks the consumption of different food categories over the years from 1970 to 2010. The categories include:

- Grains
- Meat, Poultry, & Fish
- Fats & Oils
- Caloric Sweeteners
- Dairy
- Fruit (minus juice) & Vegetables (minus potatoes)

The graph indicates trends in calorie intake from these categories, with notable increases and decreases over the decades. A source link is provided: 

http://www.vox.com/2016/5/18/11704458/american-diet-changes
The Extraordinary Science of Addictive Junk Food -
By MICHAEL MOSSFEB. 20, 2013

\[
\left( \frac{\text{Salt} + \text{Fat}^2}{\text{Satisfying Crunch}} \right) \times \text{Pleasing Mouth Feel} = \text{A Food Designed to Addict}
\]

**Science Compared Every Diet, and the Winner Is Real Food**

- Researchers asked if one diet could be crowned best in terms of health outcomes. If diet is a set of rigid principles, the answer is a decisive no. In terms of broader guidelines, it's a decisive yes.
- *James Hamblin* Mar 24 2014, 1:14 PM ET

Other eyes, on the same prize -


  - Katz DL, Hu F. Knowing what to eat, refusing to swallow it. *Huffington Post*. 7/2/14
“Eat food. Not too much. Mostly plants.”

- Michael Pollan


And the bedrock of common ground -

http://oldwayspt.org/programs/oldways-common-ground/oldways-common-ground-consensus
From public to planetary health: a manifesto

http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736%2814%2960409-8.pdf

Mostly plants?  *Fuggedaboudit!*...


EVEN when clear where “there” is-

(Can We Say What Diet Is "Best"? David L. Katz; Huffington Post, 9/7/11: http://www.huffingtonpost.com/david-katz-md/best-diets_b_950672.html)

-it may seem...

- you can’t get *there* from *here*: 

![Cartoon image of a person standing in front of fast food options]
Beyond the walls -

- Wellness for Life
  - CHIP
- VITAHLS
- PRC
- Preventive Medicine Residency
- NuVal

And imagine…
  - Community dinners with cooking instruction, and so on, and so forth…
The big spoon… is culture.

Lifestyle Medicine

is

CULTURAL Medicine

Blue Zones

Live Longer, Better
“The Finnish Town That Went on a Diet” -

OF COURSE obesity rates keep rising…

- **Trends in Obesity Among Adults in the United States, 2005 to 2014**
  - Katherine M. Flegal, PhD¹; Deanna Kruszon-Moran, MS¹; Margaret D. Carroll, MSPH¹; Cheryl D. Fryar, MSPH¹; Cynthia L. Ogden, PhD¹

  - Cynthia L. Ogden, PhD¹; Margaret D. Carroll, MSPH¹; Hannah G. Lawman, PhD¹; Cheryl D. Fryar, MSPH¹; Deanna Kruszon-Moran, MS¹; Brian K. Kit, MD, MPH¹,²; Katherine M. Flegal, PhD¹

- **The Unrelenting Challenge of Obesity**
  - Jody W. Zylke, MD¹; Howard Bauchner, MD¹
WHY OBESITY RATES KEEP RISING
Be part of the global movement!

Join us at www.TrueHealthInitiative.org
Health. Weight Control. Happiness with Food!
Health. Weight Control. Happiness with Food!
Stopping by Woods on a Snowy Evening

- Robert Frost
Thank you!

It's not what we don't know about healthy living that most threatens our health; it's the constant, wild misrepresentations of what we do know—and our failure to use it.

David L. Katz, MD, MPH, FACPM, FACP, FACLM
Director, Yale Prevention Research Center
Founder, True Health Initiative

30 Division St.
Derby, CT 06418
(203) 732-1265
David.katz@yale.edu

www.davidkatzmd.com