

FOOD Insight™

IFIC Foundation
<http://ific.org>

November / December 2005

Obesity Emerges as Lead Story in Nutrition and Health News: Food For Thought VI Research Marks 10 Years of News

Since 1995, health and how food impacts Americans' health have emerged as the single most important focus of media reports about nutrition and food safety. That's the conclusion of a decade-long tracking survey by the International Food Information Council (IFIC) Foundation and the Center for Media and Public Affairs (CMPA). Through their *Food for Thought* research project, the groups have been looking at how the news media, ranging from print to broadcast to the Internet, cover the important topics of food safety, nutrition, and health. The purpose of these biannual surveys has been to document what kind of information is readily available to consumers, as well as to make some general assessments about the quality of that information.

From 1995 to 2005, one thing has remained consistent: food is big news. Whether it's the recent news of the obesity epidemic to past reports on foodborne illness and food labeling regulations, Americans will readily admit they get more of their food and health information from the mass media than from healthcare professionals. But the



accuracy and helpfulness of this advice can be debated, due to the consistent lack of context in news coverage.

The underreporting of contextual elements has been one of the most highly relevant findings over the past decade of food and health news. The *Food for Thought* research has found that journalists are very good at telling the "what" of a food and health

story, but can leave off "to whom" the advice applies, "how much" is needed, "how often" the advice should be followed, and "the consequences" of following the advice, as well as what the key elements of the underlying research are. Whether because of time or space constraints, journalists often oversimplify the reporting of science-based food and health news, bringing about a situation in which consumers cannot judge the relevance of the information for their own diet, lifestyle, and nutritional needs.

The overall media focus on health has evolved over the past decade. In some years, when *Food for Thought* observed more "negative" stories of foodborne illness and possible food contamination, the risks to human health were the focus. In recent years, when *Food for Thought* identified stories focused on reducing the risk of disease, much of the news was "positive" in nature, promoting the benefits of consuming certain foods to improve health.

Overall, sources of the news have been largely science-based, whether through scientific studies or through the researchers themselves. Since the 1997 *Food for Thought II* report, scientists and scientific research have gained popularity as a source of

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Nanotechnology: Does the science of the small offer big possibilities for food and consumer products?

Nanotechnology is the art and science of moving matter at the atomic or molecular scale (dimensions of 1 to 100 nanometers) to develop new products and processes. A nanometer is 1-billionth of a meter (about 1-millionth the size of a pinhead). This is roughly 10 times the size of an individual atom. A nanometer-sized particle is smaller than a living cell and can be seen only with the most powerful microscopes.

The science of the small has enormous potential. This pioneering scientific field, which has been around for decades, has the potential to significantly influence our economy and to improve our standard of living. It is predicted that nanotech innovations will play an integral role in our everyday lives.

Nanotechnology is poised to have a major impact on science, food systems, agriculture, medicine, and the environment. It is also one of the U.S. government's top research priorities. But does this technology hold promise for our food supply?

"The total societal impact of nanotechnology is expected to be greater than the combined influences that the silicon integrated circuit, medical imaging, computer-aided engineering, and man-made polymers have had in this century," states the Web site of University of California-operated Los Alamos National Laboratory, one of the largest multidisciplinary science institutions in the world. "Nanotechnology will change the nature of almost every human-made object," the Web site declared.

Products emerging from this hot new technology are already available to consumers, including golf clubs, tennis balls, sunscreens, cosmetics, paints, stain- and wrinkle-resistant

clothing, dental bonding agents, and pharmaceuticals. As billions of dollars are spent every year on research and development, more nanotechnology-related products are just around the corner.

Some of those new products will be food-related. Numerous food companies are researching nanotechnology applications; and they are counting on these applications to bring safer, more nutritious, more convenient, and more flavorful products to consumers.

"One thing that is clearly new is that nanotechnology makes us think about food structures in a very new and unexpected way," said Dr. Jochen Weiss, an assistant professor of food science at the University of Massachusetts and an active nanotechnology researcher. "It is leading to a much more 'architectural' controlled approach to the design of macromolecular/bulk food systems. The rebuilding of larger structures back up from the nano level is what will really be the focus of the years to come."

Food processing, food packaging, quality assurance, health benefits, disease prevention, and "nano foods" are among the areas related to food and health that are under research.

The application of nanotechnology to food packaging is one of many innovative ideas. For example, although not yet developed, "smart packaging" would use embedded nanosensors that could alert a consumer (by means of a package color change) to contamination or the presence of pathogens such as *E. coli*, salmonella, or listeria. "Active packaging," which absorbs oxygen, would potentially keep foods fresh longer.

Weiss said that there will be a wealth of new food systems with improved functional properties, low

sodium products that still taste salty because of designed interactions with the tongue, and functional food components tailored to the individual consumer's needs.

Other developments envisioned include nutrient delivery systems that use nanocapsules to deliver nutrients and antioxidants to targeted areas of the body at designated times. The benefits might include better product performance and the faster absorption of nutrients. Also under review at U.S. Environmental Protection Agency (EPA) is the first nanotechnology-based spray with long-term effectiveness against bacteria, fungi, and viruses. It can be used anywhere from hospitals to restaurants and airplanes.

"I think that the technology will become so common and part of the general pool of available technologies that the name 'nanotechnology' will probably be dropped and it'll be a set of tools available under the more general category of food structure design or food matrix design," said Weiss.

The potential contributions of nanotechnology have brought increased government attention. As a result, the Clinton Administration established the National Nanotechnology Initiative (NNI) in 2000.

NNI provides a multi-agency framework to ensure U.S. leadership in nanotechnology, a goal viewed as essential to improved human health, financial well-being, and national security. It invests in research to further understanding of nanoscale phenomena and facilitates technology transfer.

Among the numerous government agencies participating in the NNI are the Food and Drug Administration, EPA, the National Aeronautics and Space Administration and the National Science Foundation (NSF). Also involved are the U.S. Departments of Agriculture, Energy, Defense, and Health and Human Services.

NNI was given a big funding boost in December 2003, when President George W. Bush signed into law the 21st Century Nanotechnology Research and Development Act. The

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legislation authorized funding for nanotechnology research and development over 4 years, starting in 2005. It also put into law NNI-supported programs and activities.

“Nanotechnology offers the promise of breakthroughs that will revolutionize the way we detect and treat disease, monitor and protect the environment, produce and store energy, and build complex structures as small as an electronic circuit or as large as an airplane,” said The White House in a news release. It also said, “Nanotechnology is expected to have a broad and fundamental impact on many sectors of the economy, leading to new products, new businesses, new jobs, and even new industries.”

According to the EPA, federal funding for nanotechnology research and development has increased from \$116 million in 1997 to just over \$1 billion in 2005. Corporations worldwide are also spending billions on research and development.

NSF predicts that the annual global impact of nanotech products will exceed \$1 trillion by 2015. NSF also estimates that 2 million workers will be needed to support nanotechnology industries worldwide within 15 years.

Nevertheless, although nanotechnology may hold a lot of promise, consumers have concerns about potential risks.

“I really think that the positive aspects will outweigh potential negative impacts,” said Weiss. “So far, there is little evidence that there are negative side effects. Studies are underway in terms of toxicity levels. But with our food-based materials that are all GRAS [generally recognized as safe], I think the risk is not as large as in other areas where nanotechnology is used.”

In September 2005, The Project on Emerging Technologies at the Woodrow Wilson International Center for Scholars released a study entitled *Informed Public Perceptions of Nanotechnology and Trust in*

Government. It revealed that “the public most anticipates major medical breakthroughs from nanotechnology and new consumer products that improve quality of life. People also want nanotechnology to help advance environmental protection...and provide better food and nutrition products.”

The report stated that whereas consumers are excited about the potential of nanotechnology, they are also concerned about possible unknown human health and environmental consequences. Said Dr. Jane Macoubrie, the study’s author, “Thorough pre-market safety testing was a key way people wanted government and industry to act to improve trust.”

To help researchers, policy makers, and the public better understand the opportunities and the risks involved with nanotechnology, two NSF-funded Centers for Nanotechnology in Society (CNS) were established at the University of California-Santa Barbara (UCSB) and Arizona State University. The centers will study emerging perceptions of risk and public concerns about nanotechnology.

“A revolution in science and technology is going on around us, and most people are only somewhat aware of it,” said Bruce Bimber, the lead principal investigator at the CNS-UCSB, upon announcing the center in October. “Our job...is to try to understand how these technologies are affecting societies, and to influence the direction of innovation in positive ways.”

Nanotechnology could also positively affect society in the field of medicine. It has already shown promising results in cancer research and treatment. For example, liposomes were developed to deliver anti-cancer therapeutics directly to tumors. Other nanotechnology applications have focused on identifying cancer in its earliest stages, delivering improved therapy, and capturing early signals of drug efficacy.

The National Cancer Institute (NCI) announced in September 2004 a \$144.3 million, 5-year initiative to develop and

apply nanotechnology to cancer. And in October 2005, NCI awarded more than \$26 million to establish seven Centers of Cancer Nanotechnology Excellence that will focus on integrating nanotechnology into basic and applied cancer research.

“Nanotechnology has the potential to radically increase our options for prevention, diagnosis, and treatment of cancer,” said Andrew von Eschenbach, M.D., NCI director and acting FDA commissioner.

Nanotechnology, with its vast possibilities, will affect almost every aspect of our lives. It’s just a matter of time — and size.

How Small is a Nanometer?

- 1,000,000 nanometers = 1 millimeter.
- A sheet of paper is 100,000 nanometers thick.
- The width of a human hair is approximately 80,000 nanometers.
- A nanometer is to 1 inch what 1 inch is to 400 miles.
- A person who is 6-feet tall is 1,830,000,000 nanometers tall.
- A molecule of DNA is 2.5 nanometers wide.
- The letter “I” printed here is about one million nanometers wide.

For More Information:

National Nanotechnology Initiative
www.nano.gov

U.S. Environmental Protection Agency
<http://es.epa.gov/ncr/nano/>

U.S. Department of Agriculture
<http://www.csrees.usda.gov/nea/technology/technology.html>

National Cancer Institute Alliance for Nanotechnology in Cancer
<http://nano.cancer.gov/>

U.S. Food and Drug Administration
<http://www.fda.gov/nanotechnology>

Food for Thought VI Research

information for journalists.

Increasingly, journalists are citing research published in more obscure scientific journals, in addition to the major publications, and are quoting the scientists conducting the research. The proliferation and promotion of medical and scientific journals and the increased use of the Internet as a tool to find information have made studies that were once read only by the medical community accessible for all of the lay public to review and report on the findings.

The topics of food news have been as varied over the past 10 years as there are topics to discuss and discover. With the exception of the consistent reporting on disease prevention and risk reduction, the topics explored in food safety and nutrition news have varied with the ebb and flow of news cycles. When the *Food for Thought* research began in 1995, the big stories were the advice to limit fat consumption and the dangers associated with foodborne illness and food contaminants. In the 2005 study, dietary fats were discussed in a different manner — criticizing over consumption of trans and saturated fats while extolling the virtues of omega-3 fatty acids — and foodborne illness and food contaminants did not even register in the top 10 topics covered in the news.

Methodology

Ten years ago, in 1995, the International Food Information Council (IFIC) Foundation first commissioned the Center for Media and Public Affairs (CMPA) to examine the information about diet, nutrition, and food safety issues provided to consumers by a wide range of print and electronic news media. To explore what local and national media told their audiences about the foods they eat and how their dietary choices affect their health, CMPA conducted a scientific content analysis. In order to

chart the changing patterns in media coverage, the initial study has been replicated at 2-year intervals (1997, 1999, 2001, 2003, and 2005). The result is a series of snapshots which reveal both consistencies and changes in media coverage. This report summarizes the salient trends and compares them to the results of CMPA's earlier analyses of media coverage.

For this most recent installment, CMPA examined the coverage in 40 local and national news outlets from May through July 2005. This study used the same coding system during the same 3-month sample period that was used in previous studies. These snapshots have sometimes been amended over the years by the addition and deletion of media outlets from the sample. In 2005, there were no changes to the media outlets included.

The issue of obesity necessitated a change in the story selection rules for the *Food for Thought V* research in 2003. In previous years, the analysis had been restricted to stories that focused on nutrition, dietary choices, and food safety. This sample definition sufficed for the earlier surveys, but coverage in recent years seemed to take a more holistic approach to obesity and physical activity. This approach blurred lines between nutrition stories and articles on other aspects of obesity. Therefore, in order to capture a complete picture of obesity coverage and the related issue of physical activity, the sample selection rules were amended to include any reports on obesity and physical activity as a part of a healthful lifestyle.

2005 Findings

Obesity is Number 1 Story

The intensity of obesity discussions rose in 2005, as both the perils of excess weight and the benefits of controlling obesity were frequently in the news. As a topic, obesity emerged

in the 2001 *Food for Thought IV* survey as an issue that bore watching. In 2003, obesity coverage exploded as the nation became more cognizant of the epidemic and of obesity not only in adults but in children as well. The main topics discussed in the obesity debate this year were childhood obesity, conflicting data related to the Centers for Disease Control and Prevention mortality reports, and the increase in research studies on the problems of excess weight.

Context Is Still Lacking

In 2005, there were only small shifts from previous years in the proportion of contextual information provided in news stories linking a particular harm or benefit with a food. Most notable was the increase in the citation of scientific research to support an assertion of harm or benefit; but many of these citations were as simple as “studies show,” “research suggests,” or “according to research.” Another interesting change to note is the increase in the number of epidemiological studies cited in news reports on food safety, nutrition, and health.

Food Safety Issues Under Control

One of the major topics conspicuous by its absence in 2005 was news coverage dealing with food safety issues. There were no major outbreaks of foodborne illness, and even though two cows tested positive for bovine spongiform encephalopathy (BSE or mad cow disease) during the survey period, the resulting fact-based stories did not spawn many additional articles.

Functional Foods = Nutritional Benefits

Functional foods, or foods that provide a health benefit beyond basic nutrition, led the discussion of not only the benefits attributed to certain foods, but overall food attributes (e.g., flavor and possible contamination as well). Heart-healthy fats, fiber, and vitamins and minerals were heavily

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covered in news reports in 2005. There were also many stories that gave the general advice to “eat fruits and vegetables” in order to increase one’s intake of foods rich in vitamins and minerals.

Benefits Outweigh Harms Two-to-One

In the 2005 survey, discussion of the benefits of certain foods outweighed the discussion of harms by almost a two-to-one margin. The coverage of the attributes of food has, in recent years, taken on a more advisory, or helpful, tone, offering people information on what to eat or how to maintain a healthful weight, rather than trying to scare people. The assertions of harm

related to disease causation have not changed much over the past decade, with the focus remaining on heart disease and cancer.

The full *Food for Thought VI* executive summary and report, including informational charts, research methodology, and a list of surveyed media outlets, is available at <http://www.ific.org/research/fftres.cfm>.

Food For Thought Leading Topics of Discussion, 1995-2005

1995		1997		1999		2001		2003			2005			
TOPICS	%	TOPICS	%	TOPICS	%	TOPICS	%	TOPICS	#	%	TOPICS	#	%	
Fat Intake	18	Foodborne Illness	10	Disease Prevention / Reduction	13	Biotechnology	12	Disease Prevention / Reduction	179	9	Obesity	275	11	
Disease Prevention / Risk Reduction	10	Fat Intake	10	Foodborne Illness	7	Disease Prevention / Risk Reduction	9	Fat Intake	154	8	Disease Prevention / Risk Reduction	236	10	
Foodborne Illness	6	Disease Prevention / Risk Reduction	8	Biotechnology	6	Foodborne Illness	8	Biotechnology	147	8	Physical Activity	239	10	
Vitamin / Mineral Intake	6	Disease Causation	5	Fat Intake	6	Vitamin / Mineral Intake	5	Obesity	145	7	Weight Management	208	9	
Disease Causation	5	Food Trends	5	Functional Foods Generally	6	Allergic Reactions	5	Bovine Spongiform Encephalopathy	144	7	Disease Causation	165	7	
Caloric Intake	4	Vitamin / Mineral Intake	4	Disease Causation	6	Fat Intake	4	Disease Causation	121	6	Vitamin / Mineral Intake	104	4	
Antioxidants	3	Caloric Intake	4	Vitamin / Mineral Intake	4	Functional Foods	4	Physical Activity	115	6	Fat Intake	100	4	
Cholesterol Intake	2	Food Labels	3	Fiber Intake	3	Disease Causation	3	Food Labels	98	5	Functional Foods	98	4	
Sugar Intake	1	Antioxidants	3	Antioxidants	3	Food Labels	3	Functional Foods	82	4	Bovine Spongiform Encephalopathy	70	3	
Fiber Intake	1	Weight Loss	3	Weight Loss	2	Antioxidants	3	Caloric Intake	77	4	Caloric Intake	53	2	
All Others	44	All Others	45	All Others	44	All Others	44	Weight Management	77	4	Biotechnology	34	1	
								All Others	607	32	All Others	827	35	
Totals	1270	100	Totals	1564	100	Totals	2073	100	Totals	1476	100	Totals	1946	100
									Totals	2412	100			

Choking Prevention: The Key to Childhood Safety

The statistics are alarming. Airway obstruction is the leading cause of unintentional injury-related deaths of children under the age of 1 year in the United States. According to the National SAFE KIDS Campaign, 88 percent of deaths and nearly 80 percent of hospital emergency room visits for airway obstruction injuries involved children 4 years old and under.

Any item that can block a child's airway is a choking hazard. And, as most parents can testify, infants and toddlers put anything and everything in their mouths. Choking occurs when food or small objects, such as toys with small parts, buttons, popcorn, or grapes, get caught in the throat or block the airway, preventing oxygen from traveling to the lungs and brain. After more than 4 minutes without oxygen, brain damage or even death can occur.

As the old saying goes, "an ounce of prevention is worth a pound of cure." To avoid airway obstruction in children, prevention is clearly the best strategy.

Remembering the information and tips that can help prevent choking in their children is difficult for busy parents and caregivers. Therefore the International Food Information Council (IFIC) Foundation recognized the need for easy-to-use information to help prevent airway obstruction in

young children. The IFIC Foundation, in partnership with the National SAFE KIDS Campaign, developed a poster for parents, educators, childcare providers, and health professionals. The poster, "Prevent Childhood Choking: It's Up to You," is printed in English on one side and Spanish on the other side to provide this most important information to a wide audience. Although childhood choking occurs all too frequently and often with tragic results, these accidents can often be prevented. The choking prevention poster may help parents and caregivers readily remember these important tips.

To order the poster, write to Choking Prevention Poster; International Food Information Council Foundation, 1100 Connecticut Ave, NW, Suite 430, Washington, DC 20036. Requests for multiple copies must be accompanied by a check made out to the International Food Information Council Foundation (single copies are free; additional copies are \$1.50 each). The poster is also available on-line at <http://www.ific.org/publications/brochures/chokingpos.cfm>.



Planning Ahead for National Nutrition Month®

Now is the time to prepare your nutrition education outreach activities for the March 2006 National Nutrition Month®. The American Dietetic Association sponsors this month-long nutrition education and information campaign annually. The campaign is designed to focus on the importance of making informed food choices and developing sound eating and physical activity habits.

The slogan for this year's event is "Step Up to Nutrition and Health." The theme is meant to reinforce the messages of the Dietary Guidelines for Americans 2005 recommendations including the importance of nutrition, along with physical activity, as a key component of health.

Many nutrition communicators schedule presentations and workshops or write newspaper and magazine articles on the benefits of healthful eating and physical activity using National Nutrition Month® as a springboard.

The International Food Information Council Foundation has included as a special insert in this issue of *Food Insight* a Publications List with numerous nutrition and food safety education materials that are ideal for use with National Nutrition Month® activities. You can use the Publications List to order the materials for your outreach planning. By ordering now, you will be assured of receiving the materials that you need in plenty of time for the National Nutrition Month® celebration of one of life's greatest pleasures: enjoying a variety of delicious and healthful foods. Some of these materials are also available online at <http://ific.org>.

New Year, New Food Label Changes

Trans Fat: Evolution of Scientific and Consumer Knowledge over Time

Dietary fats, specifically *trans* fats, have become a hot button in scientific circles and the media in recent years. With new labeling, we are likely to see media coverage increase even more. Where *trans* fats are concerned, there are many terms that are used, such as “hydrogenated,” “partially hydrogenated vegetable oil,” “LDL-cholesterol,” “HDL-cholesterol,” and others that are often not explained fully or with enough context for consumers to understand what it means to them and what to do.

The use of partially hydrogenated oil increased in the 1980s when it became widely accepted as a functional replacement of saturated fat in the food supply. At that time, scientific thinking indicated that partially hydrogenated fats were more healthful than animal fats, so partially hydrogenated vegetable oils were used as a replacement. Partially hydrogenated vegetable oils contain *trans* fatty acids. Since then, the science has evolved, providing a clearer picture of the role that various fatty acids play in health. Today, scientific recommendations, such as the Dietary Reference Intakes and the Dietary Guidelines, agree that the intake of *trans* fat should be as low as possible, as part of a nutritionally adequate diet.

In 2003, the Food and Drug Administration (FDA) published a final ruling that required the Nutrition Facts Panel on food packages to declare the absolute amounts of *trans* fat in the food. This rule is effective as of January 1, 2006. This will be of great help to consumers in determining the relative amount of *trans* fat per serving and the overall healthfulness of the fatty acid profile of the product.

Recent International Food Information Council (IFIC) Foundation consumer research indicates that consumer understanding of dietary fats has grown over the years but consumers still have many misunderstandings about the roles of various fatty acids in their health and where individual fats are found in foods. Further IFIC Foundation consumer research has also demonstrated the importance of research using easily understandable language in *trans* fat footnotes to ensure that consumers will understand and use the information appropriately.

State of *Trans* Reformulation in Foods

Numerous factors come into play when the best options for developing new oil formulations for food products are determined. Among these are health, functional properties in food products (taste, stability, etc.), availability, economics, and logistics.

Functionality is the reason that, in many food products, *trans* and saturated fats cannot merely be replaced with unsaturated oils. Although innovations continue to be developed for the reformulation of food products so they do not include *trans* fat, the following options currently exist:

- Naturally stable oils and fats (i.e., palm, canola, corn, and cottonseed oils; nutritionally-enhanced oils from newer oilseed varieties)
- Fully hydrogenated vegetable oils
- Modified partially hydrogenated oils that significantly reduce *trans* fat content

Communication Needs

According to the IFIC Foundation’s consumer research, although understanding has increased over time, much confusion still remains regarding dietary fats, fatty acids, and foods. Areas of confusion include determining which fatty acid to consume more or less of and where they are primarily found in foods. Other key areas of misinformation and misunderstanding that require further examination and clearer communication include specification of the *trans* fat content versus the saturated fat content of individual foods and in overall diets and clarification of the difference between “hydrogenated” and “partially hydrogenated” oils. The latter area may be of particular concern regarding *trans* fat alternatives because one solution uses fully hydrogenated vegetable oil. Fully hydrogenated vegetable oil creates stearic acid, which many think is suitable as a replacement for *trans* because of its neutral effect on blood cholesterol.

Ultimately, all communication should acknowledge the “evolving” nature of the science of fatty acids and the relationship between fatty acids and the risk of coronary heart disease. It is imperative that consumers be given clear and consistent messages about dietary fats, their role in the diet, and actionable steps that consumers can take to balance all nutrients they consume to achieve overall healthful diets.

Other Resources

Background on Dietary Fats and Fat Replacers
<http://www.ific.org/nutrition/fats/index.cfm>

Use the right navigation bar to find previous *Food Insight* articles, IFIC Reviews, and consumer research.

New IFIC Foundation Publications

Below are the newest releases from the IFIC Foundation. Single copies of most publications are available free-of-charge. For a comprehensive listing of publications or for bulk prices, please request the IFIC Foundation Publications List below.

Publications List (MI-4010)

A complete list of publications available from the IFIC Foundation.

Everything You Need to Know About Aspartame (EB-2155)

A brochure containing information on the latest science, safety, uses and consumption of Aspartame. Favorably reviewed by the American Academy of Family Physicians Foundation.

Everything You Need to Know About Sucralose (EB-2180)

A brochure containing information on the latest science, safety, uses and consumption of Sucralose. Favorably reviewed by the American Academy of Family Physicians Foundation.

Starting Solids: Nutrition Guide for Infants and Children 6 - 18 Months of Age (EB-2020)

This updated brochure has extensive information on transitioning infant feeding from breast milk to solid foods. Brochure includes information from the American Red Cross on what to do if your child is choking. Co-published with the National Association of Pediatric Nurse Practitioners.

Helping Your Overweight Child (EB-2085)

A four page fact sheet filled with practical advice and useful ideas. Tips for improving eating habits include eating fast food less often, trying not to use food as a reward, and avoiding controlling the amount of food a child eats. Healthful snack ideas are listed, as are fun physical activities the whole family can enjoy together. Co-published with the National Institute for Diabetes and Digestive and Kidney Diseases.

Kidnetic.com Leader's Guide (MI-4265)

A Leader's Guide filled with resources, tools and activities to promote healthful eating and physical activity to kids 9-12. Based on material from the healthy eating and active living Web site, Kidnetic.com, this guide can be used by health professionals, health educators, public health professionals and community youth service providers and can be implemented in after-school settings, classrooms, outpatient clinic settings and health departments. Please send me _____ copy (ies) at \$19.95. Enclosed is a check for _____.

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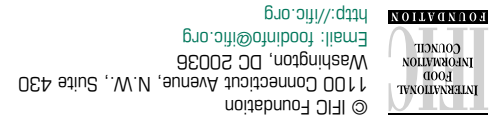
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