

Food As Medicine: Doctors for a Food Revolution

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"Disclosure"

We have an unabashed vested interest in increasing access to local, sustainably grown food in underserved communities!





Why Food as Medicine?

(Aren't doctors supposed to care about drugs?)

An Epidemic of Diet-related diseases: Unhealthy eating and sedentary lifestyle are now the leading cause of death in the U.S.

- Diabetes and Pre-diabetes: 100 million Americans
- Cardiovascular disease: 81 million Americans
- Hypertension: 75 million Americans
- Cancer: 41% lifetime risk
- Osteoporosis, Kidney disease, ADHD, GERD, High Cholesterol, Depression, Chronic Pain, Allergy/Eczema, Constipation, etc etc...



Food as Medicine: not a new concept...

Leave your drugs in the chemist's pot if you can heal the patient with food - Hippocrates

Let nothing which can be treated by diet be treated by other means - Maimonides

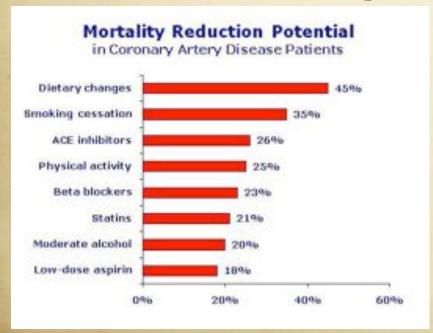
When diet is wrong medicine is of no use.
When diet is correct medicine is of no need Ayurvedic Proverb

The doctor of the future will give no medication, but will interest his patients in the care of the human frame, diet and in the cause and prevention of disease.

- Thomas Edison

Why Food as Medicine: Evidence in the Numbers

- > An ounce of prevention...
 - Healthier diets could prevent at least \$71 billion per year in medical costs, lost productivity, and lost lives - USDA



State and federal governments spend one thousand times more to treat disease than to prevent it (\$1,390 vs. \$1.21 per person each year) - CDC

...Food Can Be Good Medicine

Prediabetes: Lifestyle changes (diet + exercise) can prevent 2/3 of progression to diabetes, twice as effective as pharmaceuticals

Cardiovascular disease: Mediterranean or Antiinflammatory diet can prevent 70% of cardiovascular disease and premature deaths

Cancer: At least 1/3 of most common cancers preventable through healthy diet: rich in vegetables, whole grains, low in simple sugars. Some foods (e.g., kale, garlic, mushrooms, berries) may directly help the body prevent/fight cancer cells



But...Many Barriers to eating healthy food:



- Access / Food deserts
- Financial resources
- Subsidized obesity
- Fast-food nation
- Lost age of cooking and

family meals

• Others?

Barriers to physician talking to their patients about food

- Paucity of nutrition education for medical students and physicians
- Little to no formal training in how to talk with patients about lifestyle modification and motivation for behavioral change
- Not valued by insurance companies, no reimbursement for time

Our Philosophy:

Focus on real, whole foods as a vital part of health and disease prevention. Emphasis on mindful purchase and consumption

Our Vision:

Physician as health advocate & community activist
Patient as empowered, engaged agent for change



"Pharmers for Farmers"

- Get Gardening!
- Clinic/community gardens, farmers markets
- Advocating for community farmers and a just food system



Sonoma Alliance for a Vegetable Outreach Revolution (SAVOR)



- Grassroots group of community partners
- Implemented use EBT and food stamps at local Farmers Markets
- Monthly cooking demos and "Food as Medicine" booth

The doctor will see you now...(and feed you good food)

- Physicians as visible advocates for real food
- Opportunity to expose doctors to foods and cooking skills that they can share with patients
- Fun venue for learning





Veggie Rx

Wholesome Wave: facilitates the link between local agriculture and under-invested communities who demand it. Active in 26 states ~ 45 partners and over 200 farmers

VeggieRx: Clinical trial examining the effect of doctors prescribing farmers market vouchers to low-income pregnant women at risk for gestational diabetes



Why a clinical trial?

- Power of doctors prescribing vegetables
- What's the biggest barrier? Money, education, access
- Policy implications and change



Supermarket Visits



Rationale

- meeting @ point of purchase
- > patient education in context
- > meeting pt "where they are"
- » education for doctors

What we've done:

- > one-on-one
- group of doctors to low cost market to strategize
- > Group class @ supermarket



"I'd like to see what's out there, and I figured, what better help than a doctor"

"If I had eaten that way as a kid, maybe I'd be healthier now...I'm used to eating badly and trying to break it now."

I'll feel better about eating avocados now"

"I definitely recommend it, it was fun, you don't feel like you're being preached to...it shows that doctors actually care and see the connection between food and health"





Group healthy lifestyle
 visits: Harnessing the
 empowerment of groups,
 supporting lifestyle change

> Waiting room demos: Act of generosity and role modeling





A few tips for heathful/mindful eating

- 1) Eat Real Food. And breakfast.
- Don't drink your calories.
- Start looking at labels. Find out how/where your food was made.
- Bring back family mealtime: sit down, relax, and enjoy your meal.
- Eat with the seasons, learn how to cook (with seasonings).





Drinking your sugar...



Coca Cola 12 oz (355 ml) Can

Sugars, total: 39g Calories, total: 140 Calories from sugar: 140*

20 oz (590 ml) Bottle

Sugars, total: 65g Calories, total: 240 Calories from sugar: 240

1 Liter (34 oz) Bottle

Sugars, total: 108g Calories, total: 400 Calories from sugar: 400

S.A.V.O.R.Y BITES



FARMERS MARKET

S.A.V.O.R. is a grassroom alliance of people who share a vision of everyone in Sonoma County having easy access to fresh, local food.

EGG-CELERY INFORMATION ABOUT EGGS

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Not All Eggs Are Created Equal! Pastured Eggs Much More Nutritious Than Factory Farmed Eggs

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YOU CAN MAKE THIS AT HOME!

"Let food be thy medicine, and medicine be thy food." - Hippocratts, 460 BCE



Super Easy Frittata

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ALL ABOUT KALE

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For never board of Kale; is it similar to any other common regression?

Kalo belongs to the Brunica family that includes sturibusca regulation each as sabbage, soliumb, between, and Brunich person.

What makes hale so healthy?

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Other components in hele may help preserve visions, lower electrostal, reduce this of larget direges, and large people analysisis linealthy weight







WHAT'S YOUR FAVORITE TYPE OF KALE?



CURRY NALE

Appearance his fulfilled leaves and a formus shift and a usually deep green in order

Player Lively purgent hovor with delenses bitter pappers quarters.



DAGGAUN DING SALE

Appearance long stander data true great leaves with an entiressed texture.

Flaster Swinter and trom colours. Savin New Curty Nats.

YOU CAN MAKE: KALE CHIPS!

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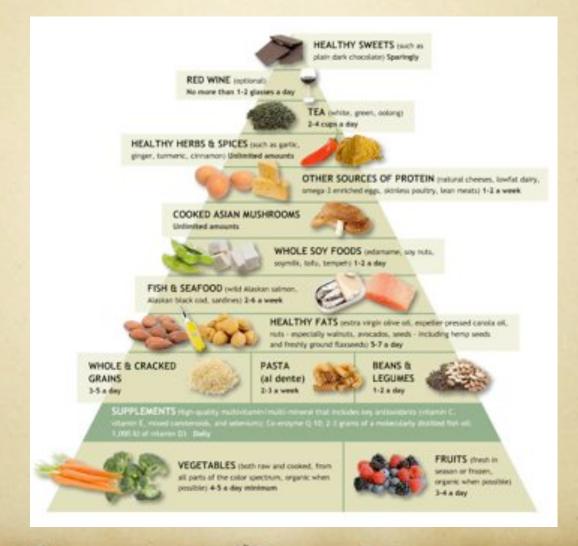
Appearance Can be green, white, or purple, the stalks come together to torm a head of look.

Flavor Melion four and smiler feeture

MyPlate



Anti-inflammatory diet pyramid



Web Resources

Network for a Healthy California

Champions for Change



We are moms. We are dads.

We are concerned parents. We are just like you.



BE A CHAMPION

MY KITCHEN

BE ACTIVE

OUR COMMUNITY >

RESOURCES

We are Champions for Change!

We want the best for our kids. We want them to be healthy. We want to protect them from serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

So we are making healthy changes in our kitchens, homes, schools, and neighborhoods. We make the rules now. Rules like:

- 1. Eat more fruits and vegetables.
- 2. Be more active.
- 3. Speak up for healthy changes.

You do not have protect your chi problems. But y helping your far vegetables and

Change is good living are startin communities ev but we are make

Become a Chan a champion for



NUTRITION DETECTIVES™
"Teaching Kids to Make Healthy Choices"

Available in English and Spanish!

Gratitudes

- » Wholesome Wave wholesomewave.org
- Roots of Change rootsofchange.org
- » Kaiser Permanente Community Benefit
- Vista Family Health Center
- Santa Rosa Farmers Market Paula Downing
- Collaborators Wendy Kohatsu, Tara Scott, residents at the Santa Rosa Family Medicine Residency Program, SAVOR