

PITTSBURGH?

Together, we can make Pittsburgh one of the world's healthiest cities. Pittsburgh has a history of innovation. Let's innovate in the realm of wellness.

Could Pittsburgh try an approach to wellness other than "eat less, exercise more," which most people have already tried and failed? What about delicious, full-fat, vintage eating as a path back to health? Pittsburgh was a force for progress back in the late 1800's and can lead the way again. Let's move Pittsburgh, and the entire country, forward by paving the path back to vintage eating — a return to full-fat, vintage foods.

This plan describes how. **Real food, more fat, less "carbage."**

Six Proposed Initiatives

- 1 > Pittsburgh Goes Vintage
- 2 > An Intervention for City Employees
- 3 > A NEWtritious Food Bank
- 4 > A Pittsburgh Symposium
- 5 > A New Approach to Diabetes
- 6 > Eggs In School Breakfasts

1 Pittsburgh Goes Vintage

Could Mayor Bill Peduto and/or Allegheny County Executive Rich Fitzgerald lead our region on a quest to lose a million pounds and improve our collective health? Oklahoma City's mayor, Mick Cornett, challenged his obese city to do just that. In Pittsburgh, going back to real food — full-fat, vintage eating — could lead the way to successful weight loss and improved health. Low-fat diets have failed most of our region's residents. Now there's a better option for 'Burghers.



- Provide a website with voluntary sign up to log progress. Oklahoma City used the URL thiscityisgoingonadiet.com.
- Develop a foundation funded wellness counseling program from an online vendor, like Pittsburgh's own Mediterranean Wellness. Offer free biomarkers screenings; diet counseling; exercise tracking and motivation.
- Encourage a low-carb option for people with results that suggest metabolic syndrome, pre-diabetes, or diabetes. Professional counseling could be provided through a collaboration between on-line providers with low-carb counseling expertise and local health care professionals.
- Add some healthy competition by challenging another city, such as Cleveland.
- Partner with businesses, sports teams, and other stakeholders to build enrollment.
- Design a media campaign to encourage participation.

2 An Intervention for City Employees

Offer city employees, or a specific group such as firemen and/or police officers, an intensive program like the Reno Fire and Police Department Risk Assessment Program.

- Program utilizes advanced biomarkers screening for insulin resistance and inflammation to identify those at risk.
- Treatment approach for those at risk emphasizes a low-carb/paleo diet, exercise, and quality sleep.

This program would be designed to save taxpayers millions in future health care costs and provide a dramatic financial return on preventative dollars spent.

3 A NEWtritious Food Bank

More Vintage Food at the Food Bank

Does our food bank offer plenty of fat and protein? Or does it instead offer the least nutritious foods — mostly refined carbohydrates — to our most vulnerable citizens?

- Increase capacity for refrigerated items, such as eggs, butter, meat, and cheese.
- Provide funding for vintage, nutrient-dense foods.

4 A Symposium in Pittsburgh

Bring International Ideas About Vintage Eating to Our Community

- In April, 2015, P4 brought cutting-edge Nordic ideas about urban design to Pittsburgh. A symposium of international experts could bring new ideas about diet and health to Pittsburgh. Modern ideas — vintage food.
- US experts to supplement the international angle could include: journalists Gary Taubes and Nina Teicholz and doctors Peter Attia, Mike Eades, Sarah Hallberg, and Eric Westman.

International Experts

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|-----------------------|-----------------------------------|
| Dr. Andreas Eenfeldt | Family Medicine, Sweden |
| Dr. Jason Fung | Nephrologist, Canada |
| Dr. Tim Noakes | Sports Medicine, South Africa |
| Dr. Rangan Chatterjee | Family Medicine, UK |
| Dr. Aseem Malhotra | Cardiologist, UK |
| Dr. Peter Brukner | Sports Medicine, Australia |
| Dr. Grant Schofield | PhD in Public Health, New Zealand |

5 A New Approach to Diabetes

Treatment and Prevention

Diabetes and obesity are often seen as a “personal responsibility” problem. But a more humane way to look at diabetes might be that our society makes people personally responsible for their own health, gives them the wrong – or at least the most difficult possible – guidance, and then blames them for their failure. Going forward, the message is that the key to success is simply more of the same guidance. We tell those with diabetes to try harder with low-fat eating, even though it has not worked for them.

Low-fat diets, the standard ADA advice, cause diabetes to progress. Low-carb diets can put diabetes into remission or prevent it from occurring in the first place. Low-carb diets are also better for weight loss and tend to improve heart health markers more than low-fat diets.

The CDC reports that there are roughly 77 million undiagnosed adults with prediabetes in this country. Pittsburgh could launch a program to screen for prediabetes, and then direct those identified towards low-carb treatment for remission.

- Note that the ADA does approve low-carb diets as a treatment method. Unfortunately, the ADA’s preferred treatment method is medication (early and often) and “lifestyle” changes, which typically means, “Eat less, exercise more.” This is the same, ineffective advice that did not work in the first place.
- Experiments now show more cost savings and better blood glucose control with low-carb treatments. Sometimes, complete remission is achieved. A win-win-win!

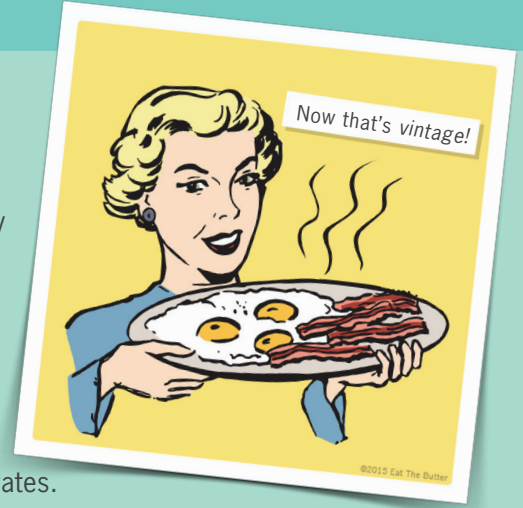
6 Eggs in School Breakfasts

Let’s Get Cooking

The USDA’s own data reveals many teens (~42% of boys and ~75% of girls) eat less protein than the minimum daily requirement. Yet, the federally funded school breakfast program does not require a protein source. School breakfasts are typically a serving of grains, fruit, and non-fat or low-fat milk. Combined, they contain roughly 500 calories but less than 10g of protein.

Why not underwrite eggs in school breakfasts, especially in our high schools?

- The USDA’s 2015 Dietary Guidelines removed dietary cholesterol from the list of “nutrients of concern,” bringing eggs back into the “good” column.
- Studies show adding eggs at breakfast (and doing nothing else) reduces obesity rates.
- Eggs are rich in choline, an essential nutrient in which most Americans are deficient.
- Eggs are also an excellent, relatively inexpensive vegetarian source of protein.
- Eggs are often “local” and support our foodshed/region.



EAT THE BUTTER

Vintage Eating for Vibrant Health

EatTheButter.org