



TrueHealth

INITIATIVE

A global consensus on lifestyle as medicine.

WE ARE IN THE MIDST OF A MASSIVE HEALTH CRISIS.

**130⁺
MILLION**



Americans are affected by chronic diseases, heart disease, cancer, and Alzheimer's.¹

70%



of Americans are overweight or obese³, and 100+ million people are projected to be diabetic by 2050.⁴

86%



of our nation's healthcare costs are spent treating people with chronic diseases.²

And in today's society, a multitude of competing agendas and motivations obscure the fundamental, simple truths of healthy living. If we don't create enduring, sustainable change, the next generation will inherit a world where chronic disease and premature death are the norm, not the exception.

CUTTING THROUGH THE CLUTTER.

The True Health Initiative envisions a world where all people live long and healthy lives, free of preventable chronic disease. We will do this by:



Fostering high standards of health profession education and practice



Encouraging, recognizing, and rewarding industry practices consistent with the proven principles of lifestyle as medicine



Actively supporting culture change initiatives in line with these principles



Demonstrating and disseminating the fundamental principles of healthy living that most effectively add years to lives, and life to years

Decades of published research support **six core principles** of healthy living that most effectively add years to lives, and life to years.



MANY EXPERTS. ONE VOICE.

The True Health Initiative is a growing coalition of more than 250 world—renowned health experts, committed to cutting through the noise and educating on only these time—honored, proven principles of lifestyle as medicine. Coalition members include physicians, scientists, nutritionists and authors from nearly 30 countries. The Initiative was founded by David Katz, MD, MPH, founding director of Yale’s Prevention Research Center and president of the American College of Lifestyle Medicine.

A FUTURE FREE OF PREVENTABLE CHRONIC DISEASE.

Together we can build a movement around the fundamentals of healthy living to prevent as much as 80 percent of chronic disease and premature death around the world, creating a world free of preventable disease for generations to come. **Help us make this vision a reality.**

To learn more and be part of the movement, visit www.TrueHealthInitiative.org, and follow us on



1. CDC. The Power of Prevention. 2009. <http://www.cdc.gov/chronicdisease/pdf/2009-Power-of-Prevention.pdf>. Accessed October 1, 2015. 2. CDC. Chronic Disease Prevention and Health Promotion. October 6, 2015. <http://www.cdc.gov/chronicdisease/>. Accessed October 1, 2015. 3. The Plantrician Project. Compelling Facts. <http://plantricianproject.org/compelling-facts>. Accessed October 1, 2015. 4. CDC. Number of Americans with Diabetes Projected to Double or Triple by 2050. CDC Press Release. October 22, 2010. <http://www.cdc.gov/media/pressrel/2010/r101022.html>. Accessed October 1, 2015.