Nutrition experts versus health 'hustler' next month

ALLEYNE ATTWOOD

It's going to be big news during the month of March. The nutrition experts are going to be fighting back! Fighting back, that is, against the health hustlers who are making millions from you, gentle readers, who are taken in by high powered sales promotions of miracle foods, miracle drugs, books which promise miraculous weight reduction, and by the push, push, push of companies and "health" magazines which are behind these companies, to buy their vitamins, their minerals, and all the other concoctions that, according to their advertising, have not only brought "health" to millions, but have mended bones, cured diabetes, alleviated hypoglycemia and even cured criminal

The claims are myriad and nine times out of 10 are not scientifically substantiated, except, perhaps, from some socalled university in California which, when investigated, proves to be what is called a diploma mill.

behaviour!

You all know what I mean-yet it is surprising how naive some people are when one's health is concerned.

So what is happening? March this year, as in the past three years, celebrates not only Diabetes Month, the Red Cross campaign, and the coming of spring, but also the third annual Nutrition Month, which is sponsored

To add to the sparkle of Toronto's 150th anniversary celebrations, Canada's 1984 silver dollar has dedicated to Ontario's capital city.

jointly by the Canadian Dietetic Association and the provincial associations for dietitians and nutritionists across Canada.

The objectives are two-fold: to raise the awareness of the Canadian consumer to sound nutritional practises and to in-

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crease the public profile dietitians and nutritionists as health professionals.

The theme this year, food facts and fallacies, will be seen in newspapers, magazines, on the radio and on T.V. through the month. Watch this newspaper for articles by local dietitians. There will be

a display in Mountainview Mall on March 9 and 10 when dietitians would be happy to discuss the subject. There will be a Dial-A-Dietitian service, displays in the local libraries, a TV panel discussion on Channel

12, talks to residents of senior citizens' apartments, as well as articles in national magazines and newspapers.

Be aware that this is a campaign to inform, for a well-informed public is better equipped to differentiate between the dangers of fallacies and the benefits of facts

Remember the theme. food facts and fallacieschoose nutrition now.



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