

## What other experts say:

*"A diet free of meat, fish, milk and eggs is by far the safest and one that I highly recommend."*

EMANUEL GOLDMAN, PROFESSOR OF MICROBIOLOGY AND MOLECULAR GENETICS AT NJMS.

*"The avoidance of meat is likely to reduce the risk of heart disease and impart health advantages."*

DR W C WILLETT, PROFESSOR OF MEDICINE, HARVARD MEDICAL SCHOOL.

*"The best move for those who feel inspired to 'go the whole way' is to eliminate animal products from the diet altogether."*

CANCER SPECIALIST, DR ROSY DANIEL.

*"Children who grow up getting their nutrition from plant foods rather than meats have a tremendous advantage. They are less likely to develop weight problems, diabetes, high blood pressure, and some forms of cancer."*

DR BENJAMIN SPOCK (1904-1998), PAEDIATRICIAN AND WORLD RENOWNED CHILD HEALTH EXPERT.

*"The closer one approaches a total plant food diet, the greater the health benefit..."*

COLIN CAMPBELL, PROFESSOR OF NUTRITIONAL BIOCHEMISTRY, CORNELL UNIVERSITY, LONG-TIME SENIOR SCIENCE ADVISOR TO THE WORLD CANCER RESEARCH FUND.

## If you want good health - don't eat animal products.

The Vegetarian & Vegan Foundation is dedicated to scientifically investigating vegetarian health and nutrition and can provide you with all the help you need to get your family eating healthily, ensuring they get every single nutrient their bodies need. Send for any or all of the following:

Easy-to read, parents' guide -

**Veggie Health for Kids** (£1.50).

Colourful recipe guide for adults -

**Martin Shaw Cooks Veggie** (£1.50).

Fun recipe guide for teenagers -

**Snappy Veggie Cooking** (£1.50).

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**Mother & Baby Guide** (£1.90).

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The guide for new vegans - **The L-Plate Vegan** (£1.50).

Advice on getting the most nutritious veggie diet - **Nutrition in a Nutshell** (£1.00).

How a veggie diet is much healthier than the typical Western meat diet - **Your Health in your Hands** (£1.50).

Vegetarian and vegan diets for sports - **The Food of Champions** (£1.50).

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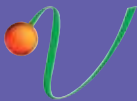
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## VEGETARIAN & VEGAN FOUNDATION



# bad HABITS are HARD TO KICK



If your little ones started smoking, you'd be horrified. But what most of them eat is just as damaging to their health in the long run. And it's in childhood that the habit starts - so now's the time to begin...

### Safeguarding your children's health

Reg. charity 1037486

# You are what you eat - and so are your children

More than three-quarters of young people aged between four and 18 have a terrible diet - guzzling away on white bread, savoury snacks, biscuits, chips and chocolate confectionery - according to a recent national nutritional survey. They are eating too much sugar, salt, fat and animal protein. They are not eating enough fibre, fruit and vegetables. Many lack iron, calcium, zinc, magnesium and vital vitamins such as beta-carotene, B2 and folate. Even cholesterol levels are too high in one in ten and, to top it all, about a third don't even poo regularly.

## Does it really matter?

You bet it does! More than at any other time in history, young people are basing their diet around meat, dairy products and junk processed foods and many lack the vital vitamins and minerals needed to help combat disease. Today's adults are facing epidemics of coronary heart disease (it kills one in four men and one in six women) and cancer (it kills one in four of both sexes and is getting worse). Diabetes, obesity, strokes, high blood pressure, gallstones... there is a long list of diseases that simply won't go away. The seeds are sown in childhood and today's children are eating an even worse diet than their parents did when they were young. So their prospects when they grow up are grim indeed. Their risk of developing these devastating diseases is even higher than today's adults. Scarier still - kids are developing 'adult' diseases earlier on in life.

## Take control - provide the cure

It's no good waiting for someone else to provide a 'cure' - it isn't going to happen. You can improve your children's chances of a healthy life right now by what you give them to eat. The younger you start, the sooner healthy eating habits will be developed. And a child who eats healthily is likely to grow into an adult who eats healthily.

## What the experts say about a veggie diet:

*"It reduces the risk of obesity, heart disease, high blood pressure, diabetes, and some types of cancers..."*

*"It lowers morbidity and mortality rates..." (you get less disease and live longer).*

*"Vegetarian diets offer disease protection benefits because of lower saturated fat, cholesterol and animal protein and often higher levels of folate, antioxidants and plant nutrients..."*

*"Successful in arresting heart disease."*  
AMERICAN DIETETIC ASSOCIATION.

## How a veggie diet improves children's health

### Arresting Allergies

One of the major causes of childhood allergies is whole cow's milk. Vegan diets avoid milk.

### Foiling Food Poisoning

Children are at high risk. Animal products are responsible for 95 per cent of all cases.

### Healing Hearts

Heart disease begins in childhood. Vegetarians have a 25 per cent lower risk of dying from heart disease.

### Tackling Toxins

Half of under-five's may be exceeding safety limits for toxins in food - and it is meat, dairy, eggs and fish which are the worst affected.

### Watching Weight

One in ten kids are overweight - but veggies are often leaner than meat-eaters.



## And when they grow up...

### Building Bones

Losing calcium from the body is a major cause of fragile bones (osteoporosis). Vegetarians lose up to 50 per cent less than meat-eaters.

### Challenging Cancer

A vegetarian diet reduces the risks of some types of cancer.

### Dodging Diabetes

A vegetarian diet can reduce the risk and improve control of diabetes.

### Helping Hypertension

A vegetarian diet can both prevent and lower high blood pressure.

### Living Longer

Eating a vegetarian diet can add years to your life.

Feeding your children a vegetarian diet is the safest way to provide all the nutrients they need. By establishing it early on, the effects will be felt throughout life. It's the way to cut the risk of killer diseases and improve your kids' chances of a long and healthy future.

## Well-balanced vegan nosh

### What it's Got

Protein, fibre, complex carbohydrates, 'good' fats, disease-busting vitamins C, E and beta-carotene, B-vitamins, calcium, iron, zinc and many other vitamins and minerals.

### What it's Not Got

Animal fat, animal protein, cholesterol, growth hormones (in dairy) and superbugs.

### What it Can Cause

Your very good health!

## A typical modern kid's dinner



### What it's Got

Animal fat, excessive protein, cholesterol, salt, sugar (also iron, B-vitamins, zinc).

### What it's Not Got

Fibre, complex carbohydrates, 'good' fats, plentiful disease-busting vitamins E and beta-carotene and fruit and veg.

### What it Can Cause

Heart disease, cancer, obesity, diabetes and other diseases.

These are the types of foods that leading health advisers say we should be eating more of:

