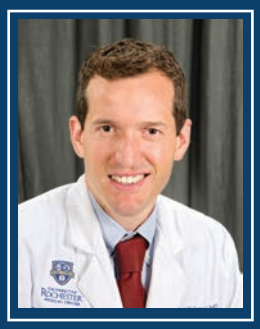
UR Program for Nutrition in Medicine



Thomas M. Campbell, MD
Medical Director

Dr. Campbell is a board-certified physician and instructor of Clinical Family Medicine at the University of Rochester School of Medicine and Dentistry. He also serves as medical director of the T. Colin Campbell Center for Nutrition Studies—a non-profit organization that provides nutrition education in partnership with eCornell—and is co-author of worldwide bestseller, *The China Study, The Most Comprehensive Study of Nutrition Ever Conducted and The Startling Implications for Diet, Exercise, and Long-Term Health.*

Erin Campbell, MD
Program Director

Dr. Campbell is assistant professor of Clinical Public Health Sciences at the University of Rochester. She has developed multidisciplinary approaches to teach clinically relevant nutrition in medical education and patient care. She is a board-certified preventive medicine physician.

Fighting Disease from the Inside Out

Despite the success of some of our traditional medical approaches, far too often physicians rely only on pills and procedures to treat common chronic diseases. But, if given the right support, many patients can treat their diseases and reduce the need for medications through healthy eating and commitment to lifestyle changes. Interventions such as whole food, plant-based diets have a demonstrated ability to help prevent and treat diabetes, heart disease, and high blood pressure—in addition to controlling obesity and lowering mortality and recurrence rates for certain cancers. Thus, the power of our optimal nutrition program—through individual consultations, lifestyle intensive classes, or our immersion program—provides a cost-effective and low-risk treatment option with proven results.

A whole food, plant-based diet is comprised of plant foods in their natural forms; this includes vegetables, fruits, whole grains, beans, and nuts and seeds. The diet minimizes or eliminates processed foods, including added sugars, oils, and white flours, as well as animal-sourced foods like meat and dairy. Through the continued development and success of this program, patients will see—regardless of genetic predispositions—how a whole food, plant-based diet can be delicious, convenient, and enjoyable, and serve as a more powerful tool against disease than traditional medicine has previously believed.

With your support, we can broaden access to the program to help the people who need it most.

Can diet reverse cancer?

While often thought of as the result of bad luck, bad genes, and other factors beyond personal control, **the University of Rochester Program for Nutrition in Medicine seeks to address a crucial modifiable factor that all too often goes unaddressed: poor diet.**

While estimates vary, some findings suggest that diet may substantially modify the majority of cancer cases in this country. Further, the diet that benefits cancer also benefits related diseases such as heart disease. Research on dietary patterns has led to a general understanding that unprocessed, plant-based foods or nutrients may prevent cancer. But now significant evidence indicates the potential of a whole food, plant-based diet to halt and even reverse existing cancer. In response, the University of Rochester Program for Nutrition in Medicine is leading the charge to capitalize on the momentum of this innovative treatment.

Despite the research history linking diet and cancer, nutrition is often omitted from discussions about cancer prevention and treatment protocols. This study seeks to make it part of the conversation through a comprehensive, five-year research project.

The overall objective of this project is, ultimately, to test the ability of the whole food, plant-based diet to stall or reverse the progression of cancer. Led by qualified physicians and project directors, the program will support complete diet and lifestyle changes from cancer patients who have undergone traditional treatments. Through these interventions, the program will test new approaches to treating disease in individual patients, and in so doing, will demonstrate novel ways to structure cost-effective healthcare.

With your support, we will be able to develop and test this promising development in the fight against cancer.

THE DEVASTATING IMPACT OF CANCER

In 2015, more than 1.6 million Americans were diagnosed with cancer.

In 2015, almost 600,000 people died from cancer.

Cancer remains the 2nd leading cause of death in the United States.

Cancer accounts for approximately 1 in 4 deaths.

UR MEDICINE
Medicine of the Highest Order

For more information about how your gift can make an impact, please contact Jodi Revill at:
(585) 276-4978 • jrevill@ur.rochester.edu or visit:
www.URNutritionInMedicine.com