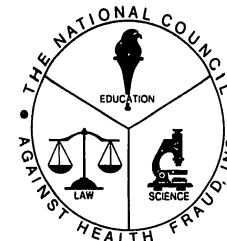


NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



JANUARY / FEBRUARY, 1987

NCAHF NEWSLETTER

VOL 10 NO 1

IS SHIRLEY MACLAINE A VICTIM OF FRAUD?

The public was treated to a performance by Kevin Ryerson (Shirley Maclaine's spirit medium who played himself in the ABC miniseries "Out On A Limb") that was indistinguishable from the fraudulent work of known hoaxers of the past.

Ryerson's alleged trance and spirit utterances weren't as impressive as those done by mediums skilled in ventriloquy who feign spirit utterances without moving their lips. Ryerson's performance was more like an amateurish impersonation of Barry Fitzgerald.

Carnival veteran Dan Mannix (1) describes an encounter with a medium: "The medium was a circular colored lady...We made a love offering of \$5 each... and the medium went into a trance. After a few minutes a man's voice came out of her throat speaking in close-clipped British accents. 'I am Sir Arthur Conan Doyle,' said the voice...The effect was quite startling, especially as the 'control voice' later became a little child, a Harvard college professor and a French woman. But after listening for a while it became obvious that the medium was simply 'throat talking' like a ventriloquist without moving her lips..." Mannix's associate, Arthur, had the medium call up his dead uncle Frank who had been a mechanical engineer. Uncle Frank's inability to answer a basic engineering question exposed the fraud. Mannix says, "After the seance, Arthur marched over to the medium and denounced her as a fake and a complete incompetent. 'What do you mean incompetent?' asked the fat lady with imperturbable good humor, 'I got youh five dollah' didn't I?'"

Confessed fraudulent medium Lamar Keene (2) provides insight into the fraudulent world of mediumship. Keene's insights are quite enlightening. He says that there are two classes of mediums, the "shut-eyes" and the "opens." The shut-eyes are simple believers who genuinely feel that they are psychic and able to pick up "vibrations." Shut-eyes apparently don't do utterances.

The open mediums are those who know they are frauds and openly admit it to those in the fraternity, but even the frauds feel like the selling of spiritualist philosophy justifies what they do.

One cannot help but to wonder if Ms. Maclaine is the victim of fraud. Victims of fraudulent mediums are highly resistant to help. They want desperately to believe in the philosophy of spiritualism. It is psychologically very difficult for people to imagine their own nonexistence. Mediums exploit this human weakness preying upon imagination and wishful thinking. Organized religion exists to fulfill people's needs in this area. An important difference is that

CARNITINE: A NEW VITAMIN BREAKTHROUGH?

Carnitine: The Vitamin BT Phenomenon by Brian Liebowitz, PhD will no doubt be used to promote supplement sales. The book's cover touts carnitine as an "astonishing medical breakthrough...that can help control weight, prevent heart disease and improve athletic performance." Promotional literature for the book also claims that carnitine "slows aging" and "increases energy." Liebowitz also promotes carnitine in a newsletter published by Advanced Research Press, Inc. - a subsidiary of Twin Laboratories, Inc. which sells a variety of supplements including carnitine.

Unfortunately, the scientific evidence for Liebowitz's claims is underwhelming. First, carnitine is not a vitamin since it is synthesized in the liver from readily available lysine and methionine. Although there is no dietary requirement for carnitine it is an essential metabolite that plays a critical role in the transfer of fatty acids into the mitochondria. Without carnitine fatty acids would accumulate within cells and could not be burned as energy which happens in several very rare congenital, metabolic defects. Carnitine supplements have been proven effective in treating many (but not all) of such patients. Fewer than 100 such cases have been identified in the United States.

There is no scientific support for claims that carnitine supplements can slow the aging process or help in weight control. While it is appealing to think that ingesting more carnitine would speed up the burning of body fat because of its known role in intracellular fatty acid transport, it should be noted that body fat accumulates within specialized fat cells (adipocytes) and carnitine plays no role in the release of fatty acids from these cells. Neither is there any evidence that extra carnitine can increase the uptake of fatty acids from the blood or increase the rate the body's cells burn fat.

The idea that carnitine supplements could improve athletic performance is unsupported by good evidence. Since the rate-limiting step for burning fatty acids appears to be their release from adipose cells, there is no theoretical justification for the extra-energy claim. A series of properly controlled studies on the effects of up to 3,000 mg of carnitine daily on athletes conducted by Dr. James Hagberg at Washington University in St. Louis found no benefit. Since there is some evidence that carnitine levels do drop in muscle tissue during exercise, it is conceivable that in prolonged exercise (eg, the Ironman Triathlon) carnitine levels could drop sufficiently to limit fatty acid utilization, but the value of carnitine supplementation under such conditions is not established.

There is evidence that some kidney dialysis patients benefit from L-carnitine supplementation (either orally or added to the dialysate) by a reversal of muscle weakness and an improved serum lipid cardiovascular disease (CVD) risk profile. There is also some evidence that a small percentage of individuals with Type IV hyperbetalipoproteinemia plus very low HDL-C levels may experience a rise in HDL-C and a drop in atherogenic lipoproteins when given L-carnitine reducing CVD risk profiles. However, even if promising reports of possible benefits for these rare individuals prove out, it would not justify the extravagant claims of carnitine promoters.

James Kenney, PhD, RD

responsible religion doesn't engage in fraud or pretend to possess paranormal powers.

The problem is that there is no way for outsiders to tell who is fraudulent and who is merely deluded. One has to accept that such people are sincere on faith. Ms. Maclaine obviously does accept Ryerson on such faith, but her personal faith does not justify using her influence as an actress and the ABC network as a vehicle to publicize Ryerson nationally because, if he is a fraud, she may help him exploit more victims.

Ryerson's media exposure has catapulted him into the celebrity arena. He is advertised as a "fully accredited trance channel in the tradition

of Edgar Cayce" by the 5th Annual Whole Life Expo held in Los Angeles Feb.6-8, 1987. (LA's Whole Life Expo is a meeting which fully lives up to California's weirdo image. It is dotted with a mixture of infamous quacks, cranks, flamboyant characters, and celebrities.) Ryerson and another medium, Jach Pursel, are billed as able to offer information on "the future, including world prophecy, political and social changes, and earth changes." The program is hosted by Joyce Dewitt, star of "Three's Company" who has "worked extensively with Kevin Ryerson."

(1) Mannix. Step Right Up, Harper: NY, 1951.
(2) Keene. The Psychic Mafia, St. Martin's:NY, 1976.

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ORAL APPLIANCE FAILS TO IMPROVE ATHLETIC PERFORMANCE

The Mandibular Orthopedic Repositioning Device (MORA) has been touted for many years as an aid to athletic performance by a minority of dentists. The MORA got a big push in 1980 with former Olympic great Al Oerter claimed that it helped him make a comeback in the shot put and hammer throw. Novich & Swartz (Clin Prev Dent, 7:18-21:1985) found inconclusive but "provocative" results and recommended further study. A double-blind, placebo-controlled study by Moore et al, reported in The Physician & Sports Medicine, December, 1986 (pp.137-145) found no significant improvement in power in twelve varsity football players.

ACSH A.I.D.S. REPORT

A comprehensive report, Answers on AIDS, is available for \$2. Write to the American Council on Science & Health, 47 Maple Street, Summit, NJ 07901.

NUTRITION CLINICS: A GREAT NEW SERIES BY STICKLEY

Nutrition Clinics is a series of booklets published by the George F. Stickley Company (210 West Washington Square, Philadelphia, PA 19106). The booklets are published bi-monthly and began with the June, 1986 issue. The first four titles are: "Nutrition and Cancer", "Diet and Heart Disease", "Diet Planning for the Vegetarian", and "Hypoglycemia and Nonhypoglycemia". NC is peer-reviewed and edited by Eleanor N. Whitney, PhD, RD, and The Nutrition Company of Tallahassee, FL. A one-year subscription (6 issues) is \$24. These very readable booklets make excellent waiting room reading for doctors' offices.

GN PLEADS GUILTY

General Nutrition, Inc. of Pittsburg, PA, operator of more than 1,000 health food stores has pleaded guilty to charges that it misbranded evening primrose oil (ie, "Gammaprim") which was labeled as food supplement but promoted as a drug. The indictment charged that promotional claims touted Gammaprim as a treatment or preventative for a wide range of diseases including hypertension, arthritis and multiple sclerosis. It was alleged that GN marketed Gammaprim through a series of promotional schemes including company-generated newspaper articles, radio talk show discussions, leaflets and oral representations by retail sales employees to product purchasers (FDA Talk Paper T86-81, 11/7/86).

COMMENT: NCAHF has a copy of the 23-page indictment which details the actions of GN leaders and David F. Horrobin (Efamol primrose oil promoter) as they conspired to market evening primrose oil as a drug without FDA approval. The synchronization of advertising and planted "news stories" in The National Enquirer and National Star, a radio talk show, and radio appearances by Horrobin and Dr. Robert Zurrier of the University of Pennsylvania is presented. The use of a GLA and DGLA booklet is described as well as the publication of articles in the health food magazine Bestways, The Health Quarterly, and the Parade magazine supplement to the Buffalo, NY, Courier Express newspaper. The document is a primer in the behind the scenes deception which appears to be the modus operandi of today's media manipulators. NCAHF will supply a copy of this fascinating document for \$3.50.

DIETARY MANIPULATION IMPROVES SOME RHEUMATOID ARTHRITIS PATIENTS

Arthritis is probably the most quackery-prone disease of all and since food quackery is the most widespread there is little wonder that diets for arthritis are immediately suspect. The facts are that most dietary claims for arthritis are unfounded; however, there are several studies that document some value for dietary manipulation in some rheumatoid arthritis (RA) sufferers. The most impressive yet appeared in The Lancet, Feb.1, 1986 (pp.236-238). A blind, placebo-controlled study in RA outpatients found significant objective improvement. Possible explanations for improvement include reduced food intolerance, reduced gastrointestinal permeability and benefit from weight loss and from altered intake of substrates for prostaglandin production. Placebo effects were also documented. It is important for health professionals to be informed on studies of this nature because quacks will undoubtedly cite it often as evidence for their dietary nostrums.

A BOOK YOU CAN RECOMMEND TO YOUR FRIENDS

The Eat Well Be Well Cookbook by Metropolitan Life Insurance Company (Publisher: Simon & Schuster, Inc., New York, 1986) is filled with reliable, up-to-date nutrition information. Covered are basic nutrition, dietary guidelines, weight control, meal planning, recipes, and food shopping. If any book deserves to be a best seller its this one. One version comes in a spiral binding which cooks favor because it enables the book to lie flat on a kitchen counter.

HELPING CANCER PATIENT AVOID QUACKERY

The article "Helping your patients deal with questionable cancer treatments" by NCAHF president William Jarvis, PhD, published in the Sept/Oct, 1986 edition of CA-A Cancer Journal for Clinicians has been reprinted and bound into an American Cancer Society (ACS) Professional Education Publication. Copies are available free at any chapter of the ACS. The monograph describes and debunks commonly-held myths and fallacies about cancer that cause patients to make wrong decisions regarding who to trust.

PSYCHIATRIC ASSESSMENT OF CLINICAL ECOLOGY PATIENTS

Canadian psychiatrist Donna Stewart, MD, DPsych, FRCPC, and Joel Raskin, MD, at the University of Toronto studied a group of 18 patients purportedly suffering from "20th-century disease" or "total allergy syndrome" commonly diagnosed by so-called "Clinical Ecologists". These researchers found that the symptoms exhibited by these patients were characteristic of several well-known psychiatric disorders. The researchers state that "although this group of patients may have been atypical in that they had more severe psychological symptoms, the experience indicates that a psychiatric diagnosis ought to be considered." ("Psychiatric assessment of patients with "20th-century disease" ("total allergy syndrome)," CANADIAN MED ASSOC J, 133:1001-1006:1985).

Reprints are available from Dr. Stewart, St. Michael's Hospital, 30 Bond St., Toronto, Ontario M5B 1W8.

*Clinical Ecology is not recognized as a specialty.

A PEEK INTO THE TREATMENT ROOM OF A CANCER QUACK

Often physicians recite stories about cases they encounter involving cancer quackery. NCAHF has a file where these reside if they are in writing. As incomplete case reports they have little scientific value, but as insights into the bizarre world of quackery they can be useful. Following is one we've received permission to print, but identities of the people are not disclosed for ethical reasons.

"I saw a patient (recently) with chest wall recurrence. She was referred because she needed a specialist consultation to go on disability. Her tumor had become too foul smelling for her to continue to work. She had been seen by a naturopath who treated her with lasers around the edge and herbal poultices. She was then seen by a maverick MD who treated her by removing 3 cc of blood from her right arm and injecting it into her left buttock, and then removing 3 cc of blood from the left arm and injecting it into her right buttock which he refers to as "crisscrossing".

Hopefully, this case will illustrate how much silliness desperate cancer patients will put up with from practitioners who work "with a straight-face".

HOLLEB REBUTS THE CLAIM OF NO PROGRESS AGAINST CANCER

Limited space prevented a quick response in this Newsletter to the highly publicized article by Bailar and Smith in the New England Journal of Medicine earlier this year in which they claimed that efforts against cancer were "an unqualified failure." The authors apparently wished to make a point for prevention to the effect that more lives could be saved with a concerted anti-tobacco effort which is laudable. Its unfortunate that they chose to offer a distorted view of cancer progress for their case. As might be expected, cancer quacks everywhere have picked up on the piece and are making the most of it. Arthur Holleb, MD, effectively answers their proposition in an editorial that appeared in the July/August, 1986 CA-A Cancer J for Clinicians.

CALIFORNIA CHIROPRACTIC BOARD SEEKS TO LEGALIZE A WORTHLESS PROCEDURE

On September 27, 1985, the Infectious Disease Branch of California's Dept of Health Services published their opinion that colonic irrigations have no scientific merit. This hasn't deterred the State's Board of Chiropractic Examiners (BCE) from attempting to include colonics under a revised statement defining chiropractic's scope of practice. NCAHF has criticized the policy of permitting each guild of health care to regulate themselves on the basis that these entities become more interested in expanding the scope of practice of their field rather than functioning as effective consumer protection agencies. This problem is seriously increased when the trade group is unscientific as is chiropractic. This action by the California BCE is a prime example of why it should be abolished.

The BCE's proposal will not take effect unless it is approved by the Office of Administrative Law.

HERBALIFE SETTLES WITH CALIFORNIA AG

The Food & Drug Section of the California Dept of Health verified that Herbalife International agreed to pay an \$850,000 out-of-court settlement on accusations that the company made false medical claims. (From Nutrition Perspectives, December, 1986, p.1)

ARE HOSPITAL CHIROPRACTORS IN BED WITH AN ELEPHANT?

Chiropractors are trumpeting the fact that Lindell Hospital in St. Louis has opened the first hospital residency program for chiropractors. Others cite out-of-court settlements with medical societies who do not wish to litigate antitrust lawsuits as an important step toward opening the doors of hospitals to chiropractors. Defenders of scientific medicine cringe at the thought of ostensibly legitimizing a pseudoscience by allowing chiropractors hospital privileges. While there is little doubt that chiropractic public-relations people will make the most of these developments, there is a down-side for chiropractors in this developing scene. Unscientific Chiropractic has a different concept of disease causation and appropriate treatment; including exclusive jargon. These will be unable to communicate rationally with others on the health care team. Like the man who sleeps with an elephant, who must react quickly to every move his bed-partner makes, the hospital exposure is apt to change chiropractic rather than vice versa. It will be interesting to see just how many chiropractors really wish to leave the security of their private offices and put their skills on display before a community of critically objective health care professionals. -- Did you ever want something real badly and once you got it you didn't want it anymore?

USA BESIEGED

United Sciences of America (USA) has attracted widespread adverse publicity by both the print and broadcast media. In October NBC's "1986" (Connie Chung) did an unfavorable story on USA, and in January ABC's "Nightline" (Ted Koppel) faced FDR. Frederick Stare off against USA's Dr. Jeffery Fisher in a debate which highlighted many of USA's shortcomings. Notable articles include: "Scientists get flak over diet plan," Science, Nov 28, 1986, pp.1063-4; "The superpill scandal," American Health, Jan/Feb, 1987, pp.56-7; "How unfortunate," (A stinging rebuke of scientists associated with USA by Frederick Stare, MD, PhD that is a longer version of the Oct 9, 1986, New England Journal of Medicine piece), Nutrition Today, Sept/Oct, 1986, pp.12-15; and, "Gold in the balance pan," an editorial by Samuel Bukantz, MD, editor of Hospital Practice in the January 15, 1987 issue, (p.15-16). Bukantz raises the specter of an increasing problem within science of the distortion of judgment by the presence of "gold in the balance pan," as more scientists are forced to rely upon funding from industry instead of government. Bukantz's point is well-taken. Scientists had to develop the double-blind procedure to protect even the most honest observers from biases. What procedure must be devised to protect scientists from the marketing divisions of the corporations supplying funding?

Most troublesome for USA is an FDA regulatory letter hand-delivered to them December 12, 1986 (Ref:87-DAL-06) stating that its products Master Formula, Formula Plus, Calorie Control Formula and Fiber Energy Bar are misbranded in that "their labeling is false and misleading by representations and suggestions that there is substantial scientific evidence to establish that the articles are safe and effective for the prevention or treatment of those conditions specified..." The 6-page letter also states that the USA labeling fails to bear adequate directions for use, contains misinformation, misrepresentations, and omissions.

NCAHF PRESIDENT'S MESSAGE FOR 1987

(Presented by NCAHF President William Jarvis at the 1987 Annual Meeting held February 6, 1987 at Loma Linda, CA)

This past year saw NCAHF grow more than ever just as we had hoped. Membership grew from just under 1500 to 2100, and now encompasses all 50 states and at least 6 foreign countries--with nearly 100 members in Canada. The number of NCAHF chapters and divisions grew from three to eleven. Media recognition of NCAHF's private sector leadership in confronting health fraud, misinformation and quackery was widely apparent. 1986 also saw an even greater commitment by Loma Linda University to see NCAHF serve the community by providing your President with more time to pursue his consumer health education specialty.

NCAHF is also judged to a degree by the company it keeps, and we can be pleased that its affiliates performed well also. Major national exposes of faith healing fraud by CSICOP dominate, but positive performances were turned in by all others as well.

The "down-side" of the picture is that NCAHF's financial challenges are growing at a greater rate than its progress. The 1987 budget is conservative but will dip into reserves depleting them by about 25%. The only way the financial picture can be improved is through membership expansion. It is tempting to think of other methods of funding, but I am more convinced than ever that NCAHF's greatest asset is the independence being a member-funded organization gives it.

High priority will be given to making NCAHF function as a true national organization. This means greater participation by chapter and division leaders. We hope more of them will be able to attend the three Board of Directors meetings throughout the year. This means expensive travel NCAHF cannot afford to fully cover. Hopefully, the local organizations will raise funds for such travel. The benefit of the interaction at board meetings provides the vitality NCAHF needs to become a dynamic national organization. There is room for creativity in seeing this goal achieved.

Local chapters and divisions must also work at membership growth. NCAHF returns 25% of dues received from self-identified members to local groups. Since NCAHF already faces a red-ink budget itself, it cannot afford to have its funding base further eroded by returning funds to local groups that merely organize existing members. That would eventually starve the head and eventually the body of the organization. All will benefit from membership growth and all will suffer if growth does not occur.

A larger, stronger NCAHF will result in a more aggressive organization. The last day of 1986 saw a Federal judge ban interstate raw milk shipments because an aggressive consumer organization took the initiative. NCAHF could do the same in many areas where the bureaucracy is failing to properly enforce consumer protection statutes. Those of us on the front lines see many chinks in the armor of quackery. We patiently await the day when the growth of NCAHF gets us past the point where we simply educate, advise and defend and go on the offense.

We would like to see a NCAHF hold a national congress on quackery in connection with its annual meeting. This would provide opportunity to educate and train members and others from all over who would make their way to Loma Linda for perhaps three days of meetings and training sessions. NCAHF has the talent, LLU has the facilities, and Southern California has the appeal in January or February to draw people. We'd like to hear from you members as to your interest in such a convocation.

1987 is NCAHF's tenth year of existence. It promises to be a banner year, that is, if we work hard and seize the opportunities before us.

JUDGE ORDERS INTERSTATE BAN ON RAW MILK

NCAHF has been critical of FDA for not taking the opportunity to protect the public, send an important consumer protection and health education message by banning raw milk in interstate commerce when the opportunity presented itself in 1984. Many suspected special interest intervention on the part of William Dannemeyer (R-Calif) former general counsel for the nation's largest raw milk dairy. On December 31, 1986, U.S. District Court Judge (District of Columbia) held that raw milk is "conclusively...unsafe" and ruled that HHS's Margaret Heckler had acted in an "arbitrary and capricious" manner by disregarding data on the risks of raw milk and refusing to ban its interstate shipment. (Civil Action No. 85-1395 with Edited Memorandum Opinion; The Washington Post, Jan 7, 1987).

BABY DOE CONTRASTED WITH FAITH HEALING TRAGEDIES

Edward Mortimer, MD, Professor of Epidemiology and Pediatrics at Case Western Reserve University School of Medicine states, "I find it paradoxical that the federal government and others are trying to mandate continuing life

support for hopelessly and permanently impaired or comatose infants over the realistic objections of conscientious, concerned parents and physicians (the Baby Doe issue), while allowing eccentric religious beliefs of some parents to block the prevention or treatment of disabling or fatal illnesses in their normal children." (from "State should stop needless deaths," Cleveland Plain Dealer, October 27, 1986). Dr. Mortimer's remarks were part of his review of Ohio laws which fail to adequately protect children from medical neglect by misguided parents.

WHEAT GERM OIL & OCTACONSANOL

The FTC proposes a consent order against the A.H. Robins Co. that would require that it run corrective advertising for its Viobin Wheat Germ Oil and several other products. The order would prohibit Robins from 'misrepresenting that wheat germ oil products can help improve endurance or any aspect of athletic fitness; they also would be prohibited from claiming that octaconsanol, the active ingredient in its products, is related in any way to athletic performance. (Consumer's Union News Digest, 12/1/86).

NEGATIVE IONS AND HEALTH

The notion that atmospheric electricity and negative ions have an important effect upon health has been the basis for a variety of unproven health products and services--particularly negative ion generators. Hans Dolezalek, a project officer in the Environmental Services Directorate at the Office of the Chief of Naval Research, and Chairman of Subcommittee I "Standards, Methods and Applications" of the International Commission of Atmospheric Electricity of the International Association of Meteorology and Atmospheric Physics, provides a concise summary of the scientific facts in the Fall, 1986 Skeptical Inquirer (SI). Dolezalek concludes that there is no proof that the natural atmospheric electric field has an influence on human beings other than the threat of being struck by lightning!

OMEGA-3 FATTY ACIDS

A concise, readable article on the value and limits of omega-3 fatty acids responsible for the

current popularity of fish oil supplements appeared in the December, 1986 Nutrition & the MD, written by Michael Bush, MD. Omega-3 FAs may diminish coronary risk by reducing serum cholesterol and inhibiting blood clotting. Adversely, omega-3 FAs increase the need for vitamin E (not difficult to counter) and the increased bleeding time could be a problem for some. The author provides useful information on dietary sources of omega-3 FAs including nonmeat items. Bush says that one widely available supplement requires 20 capsules daily at a cost of \$4 per day to get 6 gm of omega-3 FAs; this is about what 8 oz of mackerel or salmon would supply. Soybeans and walnuts are quite high in omega-3 FAs.

A.I.D.S. VICTIMS: TARGETS FOR EXPLOITATION

Due to the fear and hopelessness of A.I.D.S. it is little wonder that sufferers are prime candidates for exploitation by promoters of unproven methods. The Washington Post (Jan. 6, 1987)

examines this phenomenon in an article by Don Colburn "AIDS and Desperation." The article focuses attention on a dubious appeal for AIDS research funds by the Linus Pauling Institute (LPI) to study the value of vitamin C (what else would one expect from LPI?) in treating AIDS. Some of the psychodynamics of dealing with sufferers of such a devastating disease are discussed.

READERS: IF YOU ARE UNABLE TO LOCATE ARTICLES CITED IN THE NEWSLETTER, NCAHF WILL SUPPLY FREE COPIES FOR YOU. THESE MAY BE OBTAINED BY SENDING A STAMPED, SELF-ADDRESSED, BUSINESS SIZED ENVELOPE. THERE IS A \$1 SERVICE CHARGE FOR MEMBERS; \$2 FOR NONMEMBERS FOR EACH ARTICLE REQUESTED. SEND REQUESTS TO NCAHF RESOURCE CENTER, 2900 BALTIMORE, SUITE 400, KANSAS CITY, MO 64108.

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NCAHF

THE BULLETIN BOARD

JANUARY / FEBRUARY, 1987

NCAHF CREATES NEW OPPORTUNITY FOR LOCAL ACTIVISM

The Board of Directors voted to immediately offer a new position within the NCAHF structure for members to communicate and actively oppose health fraud, misinformation and quackery on the local level without formally organizing a chapter or division. The new position is called "Area Network Coordinator" (ANC) and its title largely describes its function. ANCs will not be ex officio members (ie, with voting privileges) of the Board of Directors as are chapter & division presidents, and are not official spokespersons for NCAHF (NOTE: to control liability, only the NCAHF President and Chairman of the Board of Directors can speak officially for NCAHF). However, ANCs will receive copies of board meeting minutes, lists of members in their areas (this list is private and generally only available to NCAHF administrators), lists of NCAHF resource people and advisors (also private), receive NCAHF resource materials without charge, receive a small annual (\$50) stipend for expenses, and be listed on the back of the NCAHF Newsletter. Duties of ANCs are to keep an up-to-date list of members in their areas, communicate with area members on a regular basis either by phone or mail, promote membership in NCAHF, publicize health fraud in the local media, notify NCAHF headquarters about developments of interest to NCAHF, aid in the delegation of tasks that need to be done in their areas, keep privileged NCAHF information confidential, conduct local public relations work for NCAHF, and maintain a local resource repository (ie, partial) for NCAHF materials. This new position offers activists an opportunity for involvement without incurring the responsibility for the cumbersome administrative duties attendant to more formal organization. ANCs may either be selected by local members, volunteer or be invited to serve by the Board or Executive Committee. All ANCs are must be confirmed initially and annually by the Board of Directors. Any member interested in becoming an ANC should contact NCAHF President William Jarvis.

PRES. JARVIS MAY BE COMING YOUR WAY SOON

Below is a partial listing of Dr. Jarvis' coming engagements and persons to contact for details:

- March 18 - Case Western Reserve University;
Dr. Janice Neville, Dept of Nutrition.
- March 24 - Michigan State University; Barbara
Mutch, Dept of Food Sci & Human Nutr.
- April 14 - South Dakota State University; Beth
McIntyre, Dairy Council of So. Dak.

REDBOOK STORY ON C.H.I.L.D.'S FOUNDERS

Drs. Rita and Douglas Swan, founders of Children's Healthcare Is a Legal Duty (C.H.I.L.D.), an NCAHF affiliate, were featured in a story in the January, 1987 Redbook magazine. The story is entitled: "We thought our faith could save our son." It can help you understand this sad and difficult dimension of nonscientific health care.

NATIONAL CONGRESS ON QUACKERY PROPOSED

A committee to study the feasibility of holding a 3-day national congress on quackery in connection with the 1988 NCAHF Annual Meeting has been appointed by the NCAHF Board. Preliminary plans call for featured speakers, sectional workshops on various methods of consumer activism (eg, how to confront quackery on the broadcast media, avoiding legal problems, educating about quackery in the classroom, organizing to fight quackery on the local level, preparing slides, videos and tapes on quackery, and more). The dates under consideration favor the January semester break time frame, and the location southern California, with Loma Linda preferred. Many facts must be discovered (available housing, costs, local transportation, etc.) before more concrete plans can be made. The most important factor to discern is how much interest NCAHF members have in such a conference. You can express your interest by dropping a brief note to Alison Rasmussen, 5003 East Cooper St., Tucson, AZ 85711; (602) 323-6294.

1986 NCAHF FINANCIAL SUMMARY

INCOME:

DUES	\$35,307.58
CONTRIBUTIONS	2,230.50
SALES	5,223.52
SYMPOSIA	10,827.00
INTEREST	1,113.49
TOTAL	\$54,702.09

EXPENSES:

LABOR & CONTRACTS	\$15,203.38
GENERAL OPERATING	8,788.74
RESEARCH & INVESTIGATION	1,376.85
PUBLIC INFORMATION	18,138.37
[includes SYMPOSIA @ 12,106.88]	
LEGAL ACTION & DEFENSE	302.02
DIRECTORS EXPENSES	1,198.80
PROMOTION & EXPANSION	4,945.22
CHAPTERS	346.25
TOTAL	\$50,299.63

ELECTION RESULTS

A total of 398 ballots have been received by February 8 which should include just about all mailed by the February 5 postmarked deadline. All officers and board members on the ballot were elected by 95% or better approvals. Candidates were seated at the February 6 meeting (386 ballots had been received and tabulated by that time) and all ex officio members were confirmed.

FOR YOUR INFORMATION

Information on the ballot about Teresa Breidinger, President of NCAHF's Iowa chapter was incorrect. She is the Assistant Director of the Food Service Department in the Des Moines Public Schools and not with the Iowa State Department of Health as was stated. Ms. Breidinger is not an RD; she will sit for her registry exam later in 1987.

U.S. CUSTOMS STARTS FRAUD HOT LINE

The U.S. Customs commissioner has instituted a new anti-fraud hot line for citizens of New York, New Jersey and Connecticut to use in reporting. Since a good deal of fraudulent health care products come into the U.S. from places like West Germany, the Bahamas, Japan, China, Mexico and other places, NCAHF members should be aware of this way to bring heat on the quacks. Dial 1-800-USA-FAKE.

CARLA BOUCHARD TO REPRESENT NCAHF

Board member Carla Bouchard, MS, RD, has been appointed as NCAHF's representative on the California Nutrition Council (CNC). CNC is made up of representatives of major public and private agencies and organizations with nutrition concerns in California. CNC members share information about nutrition needs and issues and promote action to prevent and alleviate nutrition problems within the state.

FLORIDA CHAPTER FORMATION

Members in northeast Florida interested in chapter formation should contact: Lillian Abelardo, Nutrition Program Director, Duval County Health Dept, 515 West 6th St., Jacksonville, FL 32206; (904) 630-3290.

DALLAS AREA CHAPTER INTEREST

Members in the Dallas-Ft. Worth, Texas area interested in chapter formation should contact: Frank Newman, MD, 1200 Main Tower Bldg, Room 2100, Dallas, TX 75202; (214) 767-5433.

UPDATE ON KURT DONSBACH

Since business apparently fell off at the diploma mill, Kurt Donsbach, DC (all other degrees are spurious) has set up shop in Rosarito Beach in Baja Mexico. He originally called his operation of business "Bio-Genesis Institute", and also now dubs it "Donsbach University Hospital and Wholistic Center." Cute.

IRIDOLOGY INFORMATION SOUGHT

The researchers working on the Berkeley Iridology Study (partially funded by NCAHF) would like help in gathering data on the prevalence of iridology practice. It is their impression that the use of iridology is widespread, but this is undocumented. NCAHF members are asked to send references to iridology they see in telephone book listings (check chiropractor, herbals, naturopath, "nutritionist" and other such listings), Wholistic newspapers, off-beat magazines, and so forth. Send copies (with references) to: Russell S. Worrall, OD, School of Optometry, University of California, Berkeley, CA 94720.

U.S. NEWS & WORLD REPORT PICTURES QUACKBUSTERS

The December 8, 1986 issue of U.S. News & World Report featured an excellent article on health fraud. Included was a four-color picture of NCAHF President Jarvis standing in front of two of NCAHF's colorful quackbusters posters. Several people wrote asking for copies as a result. So far response hasn't been very good on ordering these posters. Perhaps if members see how impressive these posters look in color more will order them. Dig up the issue and look on p.68.

CORRECTION: In the last BB we stated that Carlton Frederick's lawsuit against Victor Herbert had been dismissed because of lack of merit. We were in error; it was due to lack of jurisdiction based upon improper service of the papers.

BOARD APPROVES POSITION STATEMENTS

A number of brief NCAHF position statements were approved at the February 6 Board meeting. Topics included are: Freedom of Choice, Freedom of Expression, Regulation of Health Services, Commercial Weight Loss Promotions, Multi-level Marketing of Health Products, and Faith Healing & Psychic Surgery. In addition, the recommendations of the NCAHF Task Force on Supplement Abuse were approved. These position statements will be published in upcoming issues of the NCAHF Newsletter. They have been sent to chapter and division leaders and are available to members upon request--please include a stamped, self-addressed, business-sized envelope.

MATERIALS AVAILABLE ON FOOD FADDISM

An educational package labeled "Food Fads, Facts, & Fallacies" is available from the Dairy & Nutrition Council, 9370 Mcknight Rd., Suite 306, Pittsburg, PA 15237-5948. Price: \$7.50. Packages on other topics related to food behaviors often distorted by faddists are also available.

Another excellent educational package on sports nutrition "Food Power: A Coach's Guide to Improving Performance," is available from Dairy Nutrition Council Inc., 830 North Meacham Road, Schaumburg, IL 60195-4989; write to them for details on cost, etc.

TWO NEW NCAHF TASK FORCES: VOLUNTEERS NEEDED!

Volunteers are needed to serve on the NCAHF Task Force on Acupuncture that will investigate the validity and abuses of acupuncture in the health marketplace. The task force coordinator is Harold Cornacchia, EdD, 202 Lake Merced Hill North, San Francisco, CA 94132; (415) 584-8799.

Also, the NCAHF Task Force on Publications will evaluate health magazines and newsletters written for the public. It is coordinated by John Renner, MD, 2800 Main Street, St. Mary's Hospital, Kansas City, MO 64108; (800) 821-671.

Interested parties should send a resume including special talents, skills or available resources to the coordinator of the task force of their choice. Coordinators have discretion on whom they will accept and the delegation of tasks. Task force volunteers remain anonymous unless special arrangements are made otherwise.

QUACKBUSTERS T-SHIRTS STILL AVAILABLE

Quackbusters T-shirts are still available in the following sleeve lengths, sizes and colors:

Short sleeves

Yellow:	Small	Medium	Large	Extra Large
Biege:	Small	Medium	Large	Extra Large
Blue:	Small	Medium	Large*	
Grey:	Small	Medium	Large	

Long sleeves

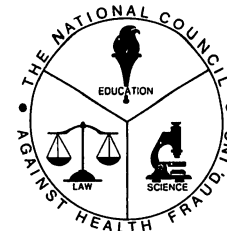
Grey:	Small	Medium	Large
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*Almost out of stock; specify an alternate color.

MEMBER PRICES: Short sleeves, \$8.49; Long Sleeves, 9.75; add \$1 postage (for each 3 shirts or fewer ordered) and 6% sales tax in California.

NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



MARCH / APRIL, 1987.

NCAHF NEWSLETTER

LONDON SMITH SURRENDERS MEDICAL LICENSE

Maverick physician Lendon Smith has voluntarily surrendered his medical license to the Oregon Board of Medical Examiners rather than face charges of "obtaining any fee by fraud or misrepresentation" and "making a fraudulent claim." Described as a nice man who appears "naive" Smith calls himself a "maverick." Smith has been in difficulty with the medical board in the past. In 1973 he lost his narcotics license for failure to comply with professional standards. Following board action in 1973, 1974 and 1975, Smith was unable to prescribe controlled substances, and he was limited to pediatrics practice only. Shortly after the board's action Smith turned to nutritional and megavitamin therapy to prevent and treat illness. He allied himself with naturopaths, chiropractors and homeopaths and became the first physician to be named to the board of the National College of Naturopathic Medicine located in Portland. (Portland Physician Scribe, March 15, 1987).

NEWSPAPER COURSE ON HEALTH FRAUD

The University of Arkansas at Little Rock (UALR) is offering to other colleges and universities a 14-column newspaper course titled "The American Pursuit of Wellness: Health or Hoax?" The course is taught by Richard C. Lewis, PhD, Associate Professor of Biology and Director of the Physical Assessment Laboratory at UALR. The course contains an excellent mix of reliable information on health promotion and how to avoid being ripped-off by quackery. The columns contain some of the best consumer health education newswriting we've seen. For further information contact Dr. Lewis at UALR, 33rd and University, Little Rock, AR 72204; (501)569-3270.

LIFE ON THE HEALTH FARM

In case you've suspected that health retreats have more to do with retreating than health, Jane Dawson confirms this in her article "Down on the health farm," British Medical Journal, December 20-27, 1986. Her observations during a three-day stay are enlightening and a bit entertaining as well.

DIET PILL TOXICITY

Braunstein, et al, report five cases of thyrotoxicosis (i.e., a morbid condition caused by an overactive thyroid gland) in patients ingesting a nonprescription diet capsule called Enzo-Caps. Enzo-Caps claimed to be "a natural food product of papaya, garlic and kelp." All five used Enzo-Caps because they believed

NCAHF GUIDELINES FOR EVALUATING COMMERCIAL WEIGHT-LOSS PROMOTIONS

NCAHF disparages commercial weight-loss or control programs which:

1. Promise or imply dramatic, rapid weight-loss (i.e., substantially more than one-percent of total body weight per week).
2. Promote diets that are extremely low in Calories (i.e., below 800 Calories per day; 1200 Calories per day diets are preferred) unless under the supervision of competent medical experts.
3. Attempt to make clients dependent upon special products rather than teaching how to make good choices from the conventional food supply (this does not condemn the marketing of low-Calorie convenience foods which may be chosen by consumers).
4. Do not encourage permanent, realistic lifestyle changes including regular exercise and the behavioral aspects of eating wherein food may be used as a coping device (i.e., programs should focus upon changing the CAUSES of overweight rather than simply the EFFECTS, which is the overweight itself).
5. Misrepresent salespeople as "counselors" supposedly qualified to give guidance in nutrition and/or general health. Even if adequately trained, such "counselors" would still be objectionable because of the obvious conflict-of-interest that exists when providers profit directly from products they recommend and sell.
6. Require large sums of money at the start or require that clients sign contracts for expensive, long-term programs. Such practices too often have been abused as salespeople focus attention upon signing up new people rather than delivering continuing, satisfactory service to consumers. Programs should be on a pay-as-you-go basis.
7. Fail to inform clients about the risks associated with weight-loss in general, or the specific program being promoted.
8. Promote unproven or spurious weight-loss aids such as human chorionic gonadotrophin hormone (HCG), starch blockers, diuretics, sauna belts, body wraps, passive exercise, ear stapling, acupuncture, Electric Muscle Stimulating (EMS) devices, spirulina, amino acid supplements (e.g., arginine, ornithine), glucomannan, and so forth.
9. Claim that "cellulite" exists in the body.
10. Claim that use of an appetite suppressant or methylcellulose (a "bulking agent") enables a person to lose body fat without restricting accustomed Caloric intake.
11. Claim that a weight-control product contains a unique ingredient or component unless it is unavailable in other weight-control products.

Established February 6, 1987

them to be a natural and nontoxic substance that would cause them to lose an appreciable amount of weight "while eating your regular diet without the use of drugs, appetite suppressors, starch blockers or time-consuming preparations," as advertised by promoters. Analysis of Enzo-Caps found that they

contained thyroid hormones, a sympathomimetic agent (an appetite suppressant and stimulant), and a diuretic. The Enzo-Caps were manufactured in Lima, Peru. ("Unintentional thyrotoxicosis factitia due to a diet pill," The Western Journal of Medicine, September, 1986, pp.388-391).

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given. Back issues \$1 per issue, \$5 for an entire year of 6 issues. (Index included free with set of a year when available.) Order from NCAHF Newsletter, P.O. Box 1276, Loma Linda, CA 92354.

Edited by: William Jarvis, Ph.D., Associate Professor of Preventive Medicine, Department of Preventive Medicine, Loma Linda University School of Medicine, and Council President.

NEW BOOK WILL PROMOTE FITNESS, BODY BUILDING AND EXPOSE QUACKERY

Body Worry, by Remar Sutton, a 1987 Viking Penquin publication, is a very well written account of the physical transformation of a middle-aged man (Sutton himself) from a pot-bellied all-to-commonly-seen sedentary American male into a "healthy hunk!" Sutton describes his feelings and experiences as he works to improve his personal health and physique in a humorous, readable style. He exposes quackery at various points from the food faddists to the mental health exploiters and baldness-remedy hucksters. NCAHF is credited for its work. Body Worry will be well promoted and looks like a real winner.

PAAVO AIROLA'S BOOKS

Paavo Airola was a self-styled nutrition "expert" who was popular on the traveling health circuses put on by organizations such as the National Health Federation, International Association of Cancer Victims & Friends, and others. Airola claimed to have a "PhD" and that he had studied naturopathy and osteopathy in England. Efforts to verify Airola's degrees by an NCAHF member were unsuccessful in 1978. Airola stated that he was a member of the International Naturopathic Association which had the same address as the infamous fraudulent Bernadean "University" when it was operating illegally in Las Vegas, Nevada. Despite his pompous claims about health and longevity, Airola himself died of a stroke at the age of 64 in Arizona in 1983.

Airola's dubious health advice is still promoted in his many books still marketed by Health Plus Publishers of Scottsdale, AZ. In the February, 1987, Nutrition Forum, Forester and Thompson briefly review some of the fallacies found in ten of Airola's books.

CLINICAL ECOLOGISTS CRITICIZED FOR LACK OF SCIENCE

Psychiatrist Donna Stewart, MD, D Psych, FRCP, points out that it is a lack of scientific logic and proof which underlies one of the main criticisms against clinical ecology. Stewart presents a series of case-in-point critiques of reports by clinical ecologists that purport to present valid evidence of the "total allergy syndrome," "environmental hypersensitivity," or "ecological disease"--all names used to describe sufferers. Stewart acknowledges that patients indeed are suffering and require more effective help. However, they deserve valid care, not merely the placebo aid of pseudoscience that she dubs "vernacular science." (Stewart, "Hypersensitivity disorder and vernacular science," Canadian Medical Association Journal, 134:1344-46, June 15, 1986.)

FALSE ADVERTISING COMPLAINTS REACH RECORD

The United States Postal Service filed a record 409 complaints during the latter half of the last fiscal year against companies and individuals who used the mails to misrepresent products and services. In a semi-annual report to the Postal Service Board of Governors and to Congress, Chief Postal Inspector Charles R. Clauson said that 304 of the complaints which allege violations of the misrepresentations statute (39 U.S.C., Section 3005), were concluded with negotiated settlements under which the sellers or advertisers agreed to halt or alter their advertising claims. (Consumer News, U.S. Office of Consumer Affairs, January, 1987).

COMFREY WARNING

The January, 1987, Lawrence Review of Natural Products warns that the commonly sued herbal comfrey poses a significant health risk with long-term use. Liver toxicity and cancer predisposition are cited as found in animal studies. Human cases of severe liver impairment and death related to toxic alkaloids found in comfrey are also reported. Even the Henry Doubleday Research Association which grows and markets comfrey in the United Kingdom is on record with a public statement that "no human being or animal should eat, drink or take comfrey in any form" (British Medical Journal, 6163:596, 1979).

A warning on comfrey-pepsin preparations sold in health food stores as an aid to digestion appeared in the New England Journal of Medicine, (315:1095, 10/23/86). Researchers state that a person consuming two capsules per meal for six months would receive dosages in excess of the amount of pyrrolizidine alkaloids shown to cause veno-occlusive diseases.

"DREAM AWAY" ADS CONTINUE DESPITE FINE

Advertisements for "Dream Away" diet pills which claim to take off weight while one sleeps continue despite the fact that the promoters paid a \$162,500 fine for false advertising to the Ventura County (California) District Attorney in 1985. The company was ordered to stop advertising in California at that time. NCAHF recommends that consumers file complaints with the Federal Trade Commission if they see such advertisements in their areas.

NCAHF ANSWERS CONSPIRACY CHARGES

Maverick physician, Bruce Halstead, MD, of Colton, California, has written several articles claiming that his 1985 conviction on cancer fraud resulted from a conspiracy involving NCAHF. The December, 1986, issue of the Townsend Letter, a publication aimed at irregular practitioners, carried another such tirade by Halstead. The editors of the Townsend Letter were fair enough to print a rebuttal to Halstead's charges by NCAHF President William Jarvis in their Feb/March issue. The Jarvis rebuttal contains many important points for antiquackery activists to be aware of. A copy may be obtained free by sending a stamped, self-addressed, envelope to NCAHF's Main Office in Loma Linda, CA. Ask for "Conspiracy rebuttal by Jarvis."

KENTUCKIANS FIGHT HEALTH FRAUD

On March 19, Kentucky Attorney General David L. Armstrong announced, in a six-page press release, the establishment of a 15-member Health Fraud Task Force of which he would personally serve as chairman. The task force will investigate the extent of health fraud in Kentucky and determine the proper course of action for dealing with the problem. Goals include enforcement, education, legislation and the establishment of a network of consultants and experts to work without charge in cases brought or administrative hearings held to deter health fraud. For further information contact: Vicki Byrum Dennis, Director of Public Information, (502) 564-4047. It is our hope at NCAHF that Attorney General Armstrong's actions will inspire some other chief law enforcement officers to follow his example. It is remarkable that there has been so little response to the 1984 findings of the U.S. Congress as to the extent of health fraud in contemporary American society.

SERIES EXPOSES NEVADA'S CURIOUS BRAND OF HOMEOPATHY

A well-researched and excellently-written eight-part newspaper series by Jerriane Hayslett of the Las Vegas Review Journal describes what is being promoted as "homeopathy" with the byline "Rx for Nevada; Trick or Treatment." What is being offered is not classical homeopathy but a thing called "Energy Medicine" by its creator. Even the legislature was apparently tricked into legalizing a different brand of pseudoscience than it intended to as it sought to encourage another form of Nevada tourism from among the desperate, gullible victims of disease pursuing quackery's lures.

The series reveals the antics of promoter Floyd Weston, who appears to be the prime mover in this health care scandal, intervention by politicians, the factor Mormonism played (not officially but as an important ingredient), nepotism, and more. The series is a classic revelation of the true character of organized quackery's behind-the-scenes manipulation that leaves consumers at the mercy of unscrupulous health practitioners. It offers clear evidence that for all of the howling by nonscientific practitioners about conspiracies against them by "organized medicine" and the government, in fact, it is they who conspire as they misrepresent, finagle and contrive as they attempt to create the illusion that their practices are worthwhile. The objects of Hayslett's investigation attempted to block her access to information and even had her followed and checked out by a private detective.

Nevada has become an inside-the-U.S.A. version of Mexican border clinics. Ms. Hayslett and her newspaper deserve high praise for exposing the shameful state of affairs there. Eighty percent of the patients are coming from out-of-state. It takes courage and a high sense of ethics to challenge any facet of the tourist industry in a state so dependent upon tourism.

Readers who have opportunities to advise consumers considering a trip to Nevada for a dose of its strange new brand of medicine will benefit from the insight the series provides.

The 30-page series ran from March 1-9. Copies may be obtained from NCAHF for \$4.50 postage paid. Order from the Loma Linda Office.

PLANNED PARENTHOOD WARNS OF CONSUMER FRAUD

Planned Parenthood Federation of America is offering a pamphlet entitled A Consumer's Alert to Deception, Harassment & Medical Malpractice. The pamphlet charges that anti-abortion activists have set up "counseling centers" that do not give true counseling but rather misinform and intimidate women seeking abortion counseling. Tactics the pamphlet warns against are offering only anti-abortion counseling rather than alternatives; the absence of medically trained personnel on site; offering free pregnancy tests but giving ambiguous answers about their results; showing shocking or deceptive films or slide shows; attempting to induce guilt; failing to provide contraceptive information; and making exaggerated promises. Copies may be obtained from Planned Parenthood, 810 Seventh Avenue, New York, NY 10019. Telephone: (212) 541-7800

COMMENT: NCAHF has no position on the question of whether or not a woman should seek an abortion, however, it does condemn misinformation and deception in matters involving health care.

UNDERSTANDING THE FALSE BASIS FOR PROPOSING MEDICAL DEREGULATION

IS MODERN MEDICINE "ALLOPATHY?"

Regular medicine is sometimes referred to as "allopathy," with Medical Doctors referred to as "allopaths." The term derives from Allos other, and pathos disease which are conjoined. Allopathy is defined as "a term applied to that system of therapeutics in which diseases are treated by producing a condition incompatible with or antagonistic to the condition to be cured or alleviated." (Dorland's Illustrated Medical Dictionary). In simple terms, allopathy means to treat with modalities that elicit a response opposite to the symptoms produced by the disease.

The roots of allopathy are generally traced to Hippocrates. Greek cosmology held that there were four humors: blood, black bile, yellow bile and phlegm. These four humors corresponded to the four Greek elements of earth, air, fire and water which corresponded to dry, cool, hot, and wet respectively. Health was dependent upon a proper balancing of the four humors. Fever was believed to be due to a surplus of blood which dictated (i.e., "cooling") bleeding for the feverish. Purging, puking, blistering, etc. were also various attempts to balance the humors. Later, the notion of treating disease with opposites was expressed in such terms as sthenic vs asthenic, tonic vs atonic, and as states of stimulus vs contrastimulus. In the latter, "overstimulus was opposed by sedatives, opium and blood-letting, contrastimulus by huge doses of gamboge, aconite, ipecac, nux vomica and the like." (Garrison, History of Medicine, p.410).

Medical Doctors have never applied the designation "allopath" to themselves. As late as 1902 a popular guide for young doctors entering the profession, warned that "...the term 'allopath' is a false nickname not chosen by physicians at all, but cunningly coined, and put in wicked use against us, in his venomous crusade against Regular Medicine by its enemy Hahnemann... Applied to regular medicine," the guide warned, "(allopathy) is both untrue and offensive and is no more accepted by us than the term 'Heretics' is accepted by Protestants...or 'Niggers' by the Blacks." (from Stalker, Examining Holistic Medicine, p.34). Allopathic medicine disappeared with the scientific revolution which also eventually overtook Hahnemann's pseudoscience of homeopathy.

The term allopathy appears to survive for two reasons. First, irregular practitioners wish to create the illusion that the differences between their approaches to health care are philosophical, rather than scientific. This diverts attention away from the a priori need to establish that a procedure

is both safe and effective for an intended purpose which is the basis for regular medicine. By misrepresenting regular medicine as philosophically-based, elitist and privileged, rather than scientific and founded upon merit it can be labeled the "allopathic medical monopoly."

With the issues shifted away from proven safety and effectiveness to competition among organized trade guilds which merely subscribe to differing philosophies of health care, proponents create within health care the same rules as exist within religion and philosophy. Faith and belief become the criterion with knowledge demeaned as some sort of cultural perspective. Science is inaccurately posited as "Western" and metaphysical belief systems as "Eastern" in an attempt to capitalize upon cultural biases in an antisience crusade. In fact, Easterners have made contributions to science and engage in scientific methodologies identical to those of the West.

Also, by perversion of language, science is dubbed "traditional" with the implication that it is staid and closedminded. The reality is that science is iconoclastic, opposing tradition which is the handing down of beliefs and practices through experience. Tradition has to do with folk practices and metaphysical philosophical concepts. Nonscientific health care practices are often closely aligned with traditional belief systems which underlie their world views. Acupuncture, chiropractic, herbalism, homeopathy, naturopathy, radionics, therapeutic touch, and others share common elements of metaphysical vitalism that believe in Life Force, energy bodies, auras, and so forth. Curiously, the proponents of many of these dogmatic metaphysical healing systems dare to accuse medical scientists of "closedmindedness." In reality, it is adherents to these traditional systems which are closedminded to modern world views choosing, rather, to cling to ancient metaphysics and supernaturalism.

A second reason "allopathy" continues to be used is that an alternate definition is given in Webster's. It states that allopath can refer to "a system of medical practice making use of all measures proved of value in treatment of disease." This second definition more accurately describes regular medicine, but is not representative of the word roots allos and pathos. It is unfortunate that the same term can have two definitions so different in their meanings and implications. It is essential that opponents of nonscientific health care understand the critical differences in the definitions of allopathy because it is on the claim that regular medicine is but "one approach" to disease that the legal arguments for deregulating health care, "Alternative Medicine," and "health freedom" are being based.

William Jarvis, PhD

SUICIDE, SUGGESTION AND THE REINCARNATION FAD

"Death by imitation," a report in the March, 1987, Harvard Medical School Mental Health Letter, cites two recently published (in New England Journal of Medicine, September 11, 1986) studies which found that television news and dramas dealing with suicide may inadvertently encourage teenagers to kill themselves. These studies show there is a cause for concern because teenagers are particularly suggestible and the researchers make a good case for the hypothesis that media viewing could have had an affect.

Teenage suicide has become the focus of attention following the recent tragedy in Bergen, New Jersey. Analysts should also take into account another factor that appears to have encouraged suicides in the past, which is a strong belief that death is merely a changing into another existence. This belief is being fostered by the reincarnation ideas faddishly promoted among the Hollywood jetset. The Hollywood crowd always wants to share its latest fads with the rest of society via the media. We've seen a number of "golly-whiz!" reports as news and TV magazine features since Shirley Maclaine's "Out On A Limb" special.

Although many people believe in some sort of an afterlife, such beliefs are either tempered with sufficient reservations or within-group stricture to prevent individuals from dispatching themselves to "paradise" before their times. The popularization of the reincarnation myth and out-of-body experiences, which also purport to provide evidence of the existence of an immortal "spirit body," might also play a significant role in

teenage suicide. History teaches that during the spiritualism fad of the last century people committed suicide for the purpose of joining their "dear departed loved ones" once they became convinced that their beloved existed "just beyond the veil." Strong beliefs about life after life can have serious consequences. What we suggest is not unlike the phenomenon of young Iranians sacrificing themselves on the front lines of the war with Iraq based upon the Ayatollah's promise that they will go straight to heaven if killed.

We realize that all of this is highly speculative and proving cause/effect would be extremely difficult. However, it would seem that concerned people in the media would want to behave responsibly given the possibilities. The present tendency to treat "trance channeling" (the avant garde term for spirit mediumship) and alleged past life experiences as merely benign entertainment should be reconsidered.

TM PROMOTERS PAY FRAUD VICTIM

Robert Kropinski won his legal case against the Maharishi International University (MIU) of Iowa, a school founded upon transcendental meditation (TM), in a federal court. Kropinski was awarded \$138,000 when a jury decided that MIU was liable for fraud and negligence and that he had suffered psychological and emotional damage during his eleven-year association with TM. The fraud involved was that Kropinski wanted to learn how to levitate but he never got off the ground. (Rocky Mountain News, January 14, 1987 -- taken from The Rocky Mountain Skeptic, Jan/Feb, 1987).

OHIO CHILD-NEGLECT LAW REFORM MAY BE FORTHCOMING

Changes in Ohio's inadequate law which fails to protect children from medical neglect by parents who shun rational health care in preference to faith healing may be near according to the Winter, 1987 edition of CHILD. Pressure from continuing newspaper attention and actions by concerned citizens has caused Ohio lawmakers to work hard on changing the law which has led to several needless child deaths in recent years (see NCAHF Newsletter, Nov/Dec, 1986).

USA OUT OF BUSINESS?

It appears that United Sciences of America (USA) is out of business, at least temporarily. Following the issuance of a regulatory letter by FDA alleging that USA is marketing new drugs without federal and state approval as required by law, the State of Texas embargoed all USA products because USA had failed to register with the Texas Commissioner of Health which is required of all food manufacturers in that state. On January 28, the California Attorney General filed suit against USA for illegally marketing new drugs and operating an illegal pyramid sales scheme.

According to a private communication, telephone calls to the company have been answered by a recorded message stating that they were unable to take the call, but that the situation was temporary. USA distributors have been informed that the company has been sold and that new products and sales materials would be available in mid-March that would not violate state laws. Existing videos are to be destroyed or returned for partial credit.

CALIFORNIA OAL REJECTS CHIROPRACTIC BID TO EXPAND PRACTICE SCOPE

The California Office of Administrative Law (OAL) has disapproved the Board of Chiropractic Examiners' proposed regulation changes which would have significantly expanded the chiropractic scope of practice. The OAL gives twelve reasons for its disapproval. Some reasons are technical, but others may have significance beyond California's borders. For instance, some of the additional practices chiropractors wanted to add were inconsistent with existing laws or court decisions relating to chiropractic practice. Specific instances cited included massage, prenatal and post-natal care, withdrawing blood and employing the use of certain drugs. Failure to show necessity for a change in the present law was also cited. The proposal also failed the clarity standard which requires that regulations be easily understood by persons directly affected by them. The proposed changes first stated that chiropractic methods were not to

exceed the scope of practice set forth in the proposed changes and then stated that chiropractors could employ any "treatment or diagnosis...done in a manner consistent with chiropractic methods and techniques." By opening the scope of practice to any treatment or diagnosis limited only to the legal scope of chiropractic as set forth in the practice act "merely begs the question as to what the scope of chiropractic practice is."

COMMENT: One of the critical issues in enforceable regulation of health care providers is precise limitations upon scope of practice. Nonscientific chiropractors continually seek to place their philosophically-based system of care on a par with regular medicine. NCAHF viewed this latest attempt of the chiropractors as another example of chiropractic's "stepping stone strategy" in which practitioners first violate existing scope of practice law and then seek to legalize what they have been doing on the basis that they have been doing it all along rather than providing rational justification for their practices.

Copies of the 11-page report may be obtained for \$2.50 postage paid from the Loma Linda office of NCAHF.

READERS: IF YOU ARE UNABLE TO LOCATE ARTICLES CITED IN THE NEWSLETTER, NCAHF WILL SUPPLY FREE COPIES FOR YOU. THESE MAY BE OBTAINED BY SENDING A STAMPED, SELF-ADDRESSED, BUSINESS SIZED ENVELOPE. THERE IS A \$1 SERVICE CHARGE FOR MEMBERS; \$2 FOR NONMEMBERS FOR EACH ARTICLE REQUESTED. SEND REQUESTS TO NCAHF RESOURCE CENTER, 2900 BALTIMORE, SUITE 400, KANSAS CITY, MO 64108.

FOR INFORMATION ON JOINING NCAHF, WRITE P.O. BOX 1276, LOMA LINDA, CA 92354

THE NATIONAL COUNCIL AGAINST HEALTH FRAUD, INC.
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Alicia Leonhard
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The National Council Against Health Fraud, Inc.

NEWSLETTER

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NCAHF

THE BULLETIN BOARD

MARCH / APRIL, 1987

CSICOP CONFERENCE PROVOKES CONFRONTATION WITH AMERICAN CHIROPRACTIC ASSOCIATION*

Among the main features of the 1987 CSICOP Annual Conference held April 3-4 in Pasadena, CA, was the program entitled "Medical Controversies" moderated by Wallace Sampson, MD, which included a presentation on chiropractic by William Jarvis, PhD. Before the conference CSICOP received messages from state and national chiropractic leaders attempting to have a chiropractor (DC) speak on the topic instead of nonchiropractor Jarvis, the inference being that Jarvis was ill-informed about chiropractic.** Failing this, two representatives from the American Chiropractic Association (ACA) appeared in person asking for "equal time." When informed that CSICOP always provides microphones on the main floor from which anyone may ask questions about or comment on presentations, the chirocs were not satisfied; they wanted to be on the platform. CSICOP leaders then granted them five minutes on the platform which Dr. Sampson fit in between his introductory remarks and Dr. Jarvis' presentation. Leonard Savage, DC, spent ten minutes attempting to discredit NCAHF, Jarvis and Ron Slaughter, DC, head of the National Association for Chiropractic Medicine. His message was essentially an admission that there were "cultists" within chiropractic, but that they were unrepresentative; that through the efforts of the ACA chiropractic was in the process of getting its house in order, and that they didn't need any help from "outsiders." These and other statements were easily rebutted during Jarvis' presentation--especially the notion that outsiders should not criticize a health care delivery system. In his remarks, Jarvis divided the chiropractic controversy into understanding manipulation per se, the uniqueness and lack of validity of chiropractic theory, and the bizarre nature of chiropractic practices which state regulatory boards or organized chiropractic have failed to control. These criticisms were verified by quoting directly from the 1986 HHS-OIG Report (see Jan/Feb, 1987 NCAHF Newsletter). Despite the fact Savage was invited to also make comments following the presentation, neither he nor any other of several chiropractic leaders present offered any comments or questions. There seemed little doubt that NCAHF won the day among the largely pro-science crowd. Jarvis stated that he felt that permitting the DCs to appear at the last minute was ill-advised and unfair to the DCs themselves. A fair confrontation between representatives of chiropractic and scientific health care would require special planning. Tapes available from CSICOP, P.O. Box 229, Buffalo, NY 14215; (716) 834-3222.

*For insight on the nature of the ACA, see "Inside the American Chiropractic Association: Selling The Chiropractor As A 'Family Doctor'" NCAHF Newsletter, 6:(1):5-6, Jan/Feb 1983, written by Eric Biazer, a former ACA public relations consultant. Reprints are available. Send 22-25 cents in cash or stamps and a stamped, self-addressed envelope to the main office in Loma Linda or NCAHF Resource Center in Kansas City.

ILLINOIS DIVISION ORGANIZES

We are pleased to announce that NCAHF members in Illinois have organized a statewide division of NCAHF. Roger Hand, MD, has been elected President Pro Tem, and Marie Ekvall, Vice President Pro Tem. Permanent officers will be elected at a future time. They will then establish a permanent mailing address and telephone number for listing on the NCAHF Newsletter. The group's next meeting of the is scheduled for May 28. Contact: Roger Hand, MD, Department of Internal Medicine, Illinois Masonic Medical Center, 836 West Wellington, Chicago, IL 60657; Telephone: (312) 883-7084.

A WAY YOU CAN HELP NCAHF GROW

NCAHF is mainly a service and education organization. It doesn't expend much of its limited resources on fund-raising or membership promotion. NCAHF relies primarily upon its members and friends to get the word out. About half of NCAHF's membership is made up of health and legal professionals, scientists and academicians who probably belong to other organizations which would be sympathetic to NCAHF's cause. It would be very helpful if you would write a letter to the editor of your organization's major journal for publication that briefly describes NCAHF's work and provides its address for interested parties to write for further information. It is possible for some of you to submit an article for your society's newsletter about NCAHF. NCAHF doesn't have the time or resources to discover all of the publications that would be glad to publicize it among their readers. If you need some samples of what others have done, contact the Main Office. You may also wish to encourage your library to subscribe to the NCAHF Newsletter; the price to libraries is only \$10 per year (they do not receive The Bulletin Board).

NCAHF TASK FORCE ON ACUPUNCTURE ASKS FOR YOUR HELP

We announced the establishment of a new task force that would study acupuncture in the last issue of The Bulletin Board. Now we are passing along a request by its Coordinator, Harold Cornacchia, EdD, for the assistance of the entire NCAHF membership to help him gather advertising, promotional materials, publications, information on seminars, news articles, incidents of fraud, reports of harm, reports of benefit or anything else that will help describe acupuncture as it is practiced in today's health marketplace. Send these items to Dr. Cornacchia at 6 Park East, New Hyde Park, NY, 11040; telephone: (516) 741-7026.

**Jarvis wrote his doctoral dissertation on chiropractic; was one of only three people in North America selected in 1978 to testify against the inclusion of chiropractic in the national health care program of New Zealand; a major witness in the federal anti-trust suit brought by chiropractors against organized medicine; Coordinator of NCAHF's Task Force on Chiropractic; and, serves as a consultant to medical, legal and chiropractic groups.

NCAHF/NACM CHIROPRACTOR WARNS CONSUMERS

The accompanying advertisement was put together by Danny Futch, DC, on his own initiative. We thought it was worth sharing with all of you.

According to the NACM Newsletter, the affect of Dr. Futch's ad was to rile a few local chiropractors (DCs) who threatened him in unspecified ways. Interestingly, Danny also received telephone calls from irate patients who felt that they had been ripped off or molested in one way or another by some of these same DCs, and the most vocal seemed to be the ones with the worst ethics! He quieted their threats by offering to present these patient complaints to the State Board (which he later did anyway!) Danny also heard from a number of medical doctors who wished him well. Some of these have since sent referrals to him. During his first two weeks of practice Danny discovered a patient of his who had an upper motor neuron lesion which he referred to a neuro-surgeon. Upon verifying the lesion with CAT scan, the surgeon invited Danny into the operating theatre to observe the surgery. The head of the insurance carrier for 12,500 employees of a major shipbuilding firm in the area has engaged Danny's services to help evaluate chiropractic claims for their policy-holders, who they feel have been progressively cheated by DCs in the past.

The Ohio Chapter of NCAHF, which has a father/son team of DCs (Charles E. Duvall, Sr and Jr) who are staunch NCAHF supporters, has developed a similar version of Futch's ad and published it in the Health and Medical Guide, a special health section of The Beacon Journal of Akron on March 24, 1987. Their ad also makes readers aware of the OCAHF and its location.

To be frank, we know some members are a bit uneasy about NCAHF's public association with even reformist DCs. Our NCAHF DC-members are very aware of this and, do not blame you. They realize that any astute opponent of quackery is likely to have strong feelings against chiropractic and react negatively to simply seeing the word appear in connection with NCAHF. Because many pro-quackery organizations claim to be consumer groups, someone seeing NCAHF materials for the first time might be misled. For this reason many choose to remain in the background. However, if it is to be a force for constructive improvement, NCAHF also must be willing to accept some risk and take a public position supporting DC reformers. Those of us who work closely with reformer DCs find that they have a high sense of integrity and outstanding courage (we are told that organized chiropractic can be quite vindictive against DCs who are openly critical of their guild). We thought the rest of the NCAHF membership should know what some of them are doing to bring about chiropractic reform. We also thought it was an inspirational example of what one person can do.

FUTURE PRESENTATIONS BY NCAHF PRES. JARVIS

- June 16 - AAAS Pacific Division Meeting at San Diego State University, afternoon. Contact California Academy of Sciences Golden Gate Park, San Francisco, CA 94118; (415) 752-1554
- July 9 - Mountain AHEC Seminar on Quackery Hilton Head, South Carolina Contact Harold Schutte, MD 53 So. French Broad Ave, Asheville, NC 28801; (704) 258-0101.

ATTENTION TO JACKSON COUNTY HEALTH CARE CONSUMERS

From the Office of Dr. Danny B. Futch, A.R.R.T., D.C.

Mississippi Director of the National Association for Chiropractic Medicine (NACM)

Having been a patient long before being a Doctor, I realize the uncertainty experienced when facing the delima of choosing a physician, particularly a Chiropractor. What should your decision be based on? How do you decide if your choice of physician is a reputable, qualified doctor or just a good salesman? Being Mississippi Director of the National Association for Chiropractic Medicine, and as such, being a director affiliate of the National Council Against Health Fraud (NCAHF), my responsibility is with the consumer who is seeking care within the scope of practice of the Chiropractic Physician. As a health care provider, my primary concern is the well-being of the patient, not the amount of coverage of their particular insurance company.

The National Council Against health Fraud released a paper on the Chiropractic profession in March of 1985. This information was not intended to benefit not belittle the Chiropractic profession but to act as a neutral, non-biased evaluation for the sole purpose of providing consumer protection as well as increasing public awareness.

REMEMBER, The National Council Against Health Fraud is a non-profit, consumer protection agency whose only concern is with the health care consumer. These recommendations and opinions are shared by the National Association for Chiropractic Medicine, as well as my office and I offer them as valid and professional guidelines for choosing a Chiropractic Physician.

The National Council Against Health Fraud makes the following recommendations to consumers:

1. As consumers you are largely at your own risk when choosing a practitioner of any kind because the law offers more protection to providers than consumers, therefore, choose health care practitioners carefully - particularly a chiropractor.
2. Distinguish between manipulative therapy per se and treatment based upon the spacious chiropractic theory. Be alert to the fact that although manipulative therapy has distinct value in the treatment of back pain and many provide subjective relief in other chronic conditions, and chiropractors are educated and trained in manipulation, they represent but one source of this service. If you do choose a chiropractor ask him/her to work closely with your medical doctor.
3. Understand that some chiropractor's treatments involve considerable risk. Manipulation involving the rapid rotation of the head and neck or sudden movements have greater potential for injury than more conservative types of therapy. Do not submit to a "full spine" X-ray. This practice has doubtful diagnostic value, and the radiation exposure may have long range dangers.
4. Be aware that many chiropractors engage in nonscientific practices which can result in unnecessary expense. Also nonscientific practitioners may delay the proper treatment of serious disorders causing excessive debility or needless death.
5. Beware of chiropractors who advertise about "danger signals that indicate the need for chiropractic care," make claims about cures, try to get patients to sign contracts for lengthy treatment, promote regular "preventive" adjustments, use scare tactics, or disparage conventional health care.

I hope these recommendations may serve as a helpful guideline. The final decision lies with you, the health care consumer.

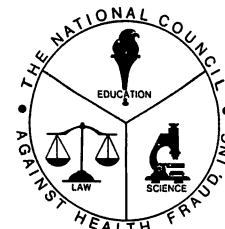
Sincerely,
Dr. Danny B. Futch, A.R.R.T., D.C.
Chiropractic Physician

A copy of the National Council Against Health Fraud Position Paper on Chiropractic May be obtained (single copy free), by sending a self-addressed envelope to:

The National Council Against Health Fraud, Inc.
Box 1276
Loma Linda, CA 92354
714-796-3067

NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



MAY / JUNE, 1987.

NCAHF NEWSLETTER

VOL 10 NO 3

A.I.D.S QUACKERY RAMPANT

A feature article in Newsweek (June 1, 1987, p.52-55) "Preying on AIDS Patients" describes the current exploitation of AIDS sufferers by quacks. Thumping the thymus gland (i.e., a self-imposed whack on the chest), exposing genitals to the sun precisely at 4 o'clock are among the strange self-cures AIDS patients are using. The nostrums AIDS sufferers are buying are the usual assortment of health food store items, fringe medical modalities, mail-order frauds, black market drugs, and psychological applications such as meditation.

COMMENT: The psychosocial dynamics of AIDS quackery are significant. There is the obvious irrational behavior panicky patients can be expected to exhibit in the face of this hopeless disease, but, in addition, there is the distrust inherent in the homosexual and drug abuse communities--which contains most of the afflicted--that the regular health care establishment cannot be trusted to combat this disease because of a prejudice against the lifestyles of the sufferers. This mixture of desperation, alienation and paranoia is a perfect environment for quackery to thrive in.

NHF GEARING UP FOR AIDS?

The National Health Federation (NHF) paid a public relations firm to release an article claiming credit for FDA's proposal to allow certain experimental drugs to be made available for AIDS patients. NHF is seeking to exploit the new proposal as compatible with its caveat emptor philosophy against requirements that drugs be proven to be both safe and effective before marketing. Of course, the FDA proposal is not merely an irresponsible suspension of consumer protection as advocated by NHF, but a rational application of the benefit/risk concept. FDA recognizes that the risk of AIDS is so extreme that almost any benefits would tip the balance toward treatment. NHF is apparently attempting to capitalize on the public's limited understanding of regulatory policy to sell its philosophy, and our guess is that NHF-supported snake oil promotions will soon follow.

BOGUS COLOSTRUM REMEDIES

Federal marshals seized \$120,500 worth of illegal remedies in a Toronto, South Dakota factory. Included were capsules, ointments, and powders which were all forms of bovine colostrum, a dried milk product. The Products were advertised as being able to help people with cancer, MS, arthritis and leukemia. (Argus Leader [Sioux Falls, SD], April 18, 1987).

TO BECOME A GUINEA PIG OR A GULL? TOUGH CHOICES FOR AIDS SUFFERERS!



AIDS sufferers are faced with a situation unlike any other in that their disease is universally fatal. Cancer patients, who are also highly vulnerable to quackery at least have a 40-50% chance of cure. Deciding in favor of quackery can be a life or death matter for a cancer sufferer, but such is less likely for an AIDS patient. For the AIDS patient it may be choosing to become a guinea pig and submitting to some experimental procedure which could be inherently harmful or at least make life less comfortable; or becoming a gull and indiscriminately "swallowing" the claims of quackery. To become a guinea pig is to gamble on a possible forthcoming benefit or at least make a contribution to progressive scientific knowledge of the disease which may help someone else in the future. To become a gull is to waste one's resources, take a chance on poison and help perpetuate quackery that will continue to prey upon the desperate, gullible and alienated. These are tough choices, but for someone who would like to do one last altruistic act vs. throwing what is left of their lives away pursuing quackery, the choice seems clear.

Colostrum is the substance secreted by mammary glands just before or after giving birth. Colostrum contains immunoglobulins representing the antibodies found in the mother's blood and is believed to confer a limited amount of the mother's immunity to her infant. Promoters of quackery are exploiting every possible theory of immune system enhancement to sell their wares and the marketing of bovine (cow) colostrum is one example. Never mind that cows aren't human or that some infants react adversely to the immunoglobulins found in cow's milk--all of which is academic anyhow. The relevant issue is that none of these colostrum products has been shown to be safe and effective in the prevention or treatment of any disease.

Colostrum is also being promoted by others as an AIDS remedy according to an Associated Press story dated April 28, 1987. Environmental Nutrition reports in their May issue that the FDA has sent regulatory letters to the promoters of colostrum products.

CHIROPRACTIC SERVICES VERY COSTLY IN ARIZONA

An Arizona Blue Cross Blue Shield study covering 1983-1986 found that chiropractic (DC) services were second only to neurosurgeon services in cost. The report notes that if present trends continue, payments to DCs in 1987 will account for more than payments to all physicians and hospitals combined for services under the DC scope of practice. The original intent of the 1983 state law that included DC coverage was to increase competition and

lower health care costs by having more outpatient care by DCs. The three-year data are that hospital admissions or costs have not been reduced. Within 79 categories of services provided by both DCs and various other providers, DCs were the most expensive in 32. Among the ten most common diagnoses for which DCs render services, their average charges were \$370 vs. \$166 for DOs and \$112 for MDs.

COMMENT: These findings are significant because in the past DCs have usually been less expensive than other providers. This is the second recent study that has found DC services higher than other providers. The other was a workmen's compensation study in West Virginia.

NCAHF FEATURED IN COVER STORY

NCAHF was featured in a cover story on medical quackery in the May 11 issue of Medical World News. The ten-page article by Mark Fuerst titled "The promotion has one high-tech; the results haven't" did an excellent job of describing the extent of quackery today and NCAHF's efforts against health fraud.

UNITED SCIENCES OF AMERICA IS KAPUT

According to a Dallas, Texas, newspaper report United Sciences of America was to be liquidated at a public auction on May 13 following its Chapter 7 bankruptcy filing (Dallas Morning News, undated). Those who would like to read a condensed, factual history of the company and its activities can find an excellent rendering in "The rise and Fall of United Sciences of America," Nutrition Forum, April, 1987.

The NEWSLETTER is published bimonthly by The National Council Against Health Fraud, Inc., an all volunteer, nonprofit, tax-exempt organization. It is intended for members and others the Council wishes to keep informed. Annual membership categories and costs are: Student \$5, Regular \$15, Professional \$25, Supporter \$100 and Patron \$1000. Applications are subject to approval by the Membership Committee. Request applications from: Membership Chairman, P.O. Box 1276, Loma Linda, CA 92354. Donations are tax deductible under IRS Tax Code Section 501 (c) (3). Donors may request to receive the NEWSLETTER. Libraries may receive the Newsletter for \$10 per year. Items may be reprinted without permission if suitable credit is given. Back issues are available for three years at \$2.50 per issue, \$12.50 for an entire year of 6 issues. (Index included free with set of a year.) Order from NCAHF Newsletter, P.O. Box 1276, Loma Linda, CA 92354.

Edited by: William Jarvis, Ph.D., Associate Professor of Preventive Medicine, Department of Preventive Medicine, School of Medicine, Loma Linda University.

THE COUNCIL FOR RESPONSIBLE NUTRITION

NCAHF members and others interested in consumer health issues need to be aware of the Council for Responsible Nutrition (CRN). CRN is the voice of the vitamin and mineral (V/M) supplement manufacturers and wholesale distributors. CRN carries on an extremely aggressive public relations program designed to protect the financial interests of its constituency. Such is not unusual. Most trade associations serve that kind of function for the special interest group they represent. What makes CRN worthy of special attention is its history and what it represents in terms of anticonsumerism.

According to its own literature, CRN was formed in 1973 during the legislative battle that took place between 1973 and 1976 following FDA's proposal to limit the dosage of V/M supplements to no more than the Recommended Dietary Allowances (RDA) per single pill. The FDA had become alarmed about the amount of self-megadosing that the public was doing and sought to make it less likely for people to overdose. The issue was primarily one of safety. Despite the fact that practically all consumer groups supported the FDA position, the special interest groups prevailed and Americans got the so-called Rogers-Proxmire Act of 1976. That Act not only prevents FDA from regulating V/M dosages for the sake of consumer safety, but also permits substances unnecessary for human nutrition to be marketed as "dietary supplements." To those familiar with consumer protection law, this legislation is highly significant.

Throughout this century there has been slow and steady progress toward the basic standards that health-related products would be accurately labeled, truthfully advertised and shown to be both safe and effective before marketing. Accurate labeling was established in 1906; truth in advertising in 1912; premarketing safety of drugs in 1938; and requirements that drugs be effective in 1962. In 1976 medical devices were required to meet such standards which put a great dent in "black box" quackery. But, standing in stark contrast to these trends was the ill-conceived Rogers-Proxmire Act which eschews both safety and effectiveness as standards for food supplements! Then FDA Commissioner Alexander Schmidt called the Rogers-Proxmire Act "A charlatan's dream!" It appears that Schmidt was correct. Not only has the V/M supplement industry boomed in the current regulatory environment, but hard-core quackery has made the most of the shelter the Act provides. Quacks huckstering nostrums for AIDS, cancer, multiple sclerosis, and about every other condition, hawk their wares as "nutritional substances." Laetrile was dubbed "vitamin B17" in an attempt to clear the way for it in the open marketplace. The main push of quackery presently is promoting "nutrition to enhance the immune system." Soft-core quackery merely pushes a plethora of supplements which are largely unneeded.

NCAHF is founded upon the concepts that all health-related products and services should meet basic standards of accurate labeling (in the case of services this means full disclosure in accurate description), truthful advertising, and reasonable proof of safety and effectiveness before marketing with the burden of proof on proponents. The Rogers-Proxmire Act, for which CRN is greatly responsible, is an anathema to NCAHF's goal of expanding *a priori* requirements of safety and effectiveness to all health products and services. This is why NCAHF goes beyond the joint recommendations of ADA, AIN and ASCN and calls for Congress to undo the wrong it perpetrated in 1976 with passage of the Rogers-Proxmire Act and bring food supplements into line with drugs and devices by requiring them to meet relative standards of both safety and effectiveness. It seems reasonable to limit single dosages of over-the-counter food supplements to the RDAs; to require warning labels on supplements such as vitamin A which can cause birth defects, B6 which can cause sensory neuropathy and others for which there is not room to itemize, to help consumers avoid unnecessary harm.

Further, substances unnecessary in human nutrition (e.g., bioflavonoids, PABA, inositol, choline) should not be permitted to be sold as dietary supplements; and substances that are commonly found in the diet such as amino acids should either be banned as supplements or carry a disclaimer to the effect that the item contains substances generally available in common foods and offers no special benefits. Even with these caveats, CRN's benefactors would no doubt still prosper. NCAHF has no objection to their prosperity--NCAHF objects to the ill-founded, anticonsumer Proxmire-Rogers law and the unnecessary, avoidable harms it breeds.

"BREATHARIANISM" REAPPEARS

One of the silliest hoaxes we have seen in more than a decade of writing about health fraud is so-called "breatharianism." In October, 1980 ABC-TV's "That's Incredible" catapulted Wiley Brooks to fame by exposing the nation to his nonsensical and unchallenged claim that he existed upon air alone (i.e., no food ingestion whatever). Brooks made money by putting on seminars wherein he purported to teach others to become breatharians. The preposterous nature of the claim to live upon air alone was apparently not deemed important enough for media reporters to test before foisting it upon the public, but was newsworthy enough to merit headlined, feature newspaper articles, national television features and talk show spots. Brooks' charade was exposed in March, 1983 when he was discovered to be eating on the sly (L.A. Times, March 25, 1983, Part V, p.4). We believed that we had seen the last of this hoax

when the May, 1987 Action Letter of the Hawaiian Skeptics (HS) reported that KGU Radio hosts Mike Buck and Larry Schaeffer recently promoted a self-proclaimed "breatharian" who was promoting his \$160 seminars. Wiley Brooks used to get \$500 for his seminars. If the person mentioned by the HS is Brooks, his price has dropped!

An NCAHF member sent in an advertisement for Wiley Brooks' Breatharianism seminars from the San Francisco Chronicle (3/5/87) in which Brooks claims to live "mostly on air" and "sleeps only 1 to 7 hours per week." This makes us suspect that the HS reference is to Brooks.

Breatharianism is not without hazard. A Philadelphia college professor starved himself to death attempting to become a breatharian in 1979. There is no evidence that he was influenced by Wiley Brooks, however. The hapless professor was attempting to adhere to what was dubbed the "Temple Beautiful Diet."

NCAHF JOINS IN WARNING ABOUT NEEDLESS AND POTENTIALLY DANGEROUS SUPPLEMENTATION

NCAHF joined with the American Dietetic Association (ADA), the American Institute of Nutrition (AIN), and the American Society for Clinical Nutrition (ASCN) in telling the public that most Americans do not need vitamin or mineral (V/M) supplements and warning them that large doses of some nutrients can be dangerous. Speaking at an April 8, New York press conference, ADA President Alice Smitherman, said that "Most Americans can and should get all the nutrients they need to be healthy from food rather than supplements." Speaking for AIN and ASCN, Dr. Wayne C. Calloway pointed out that while many Americans might not meet the Recommended Dietary Allowances (RDA) for all vitamins every day, the RDA are set at levels higher than required for good health and most people get adequate nutrients from their diets making up on one day for what they may have missed on another.

Dr. Calloway noted that surveys show that 40% of Americans are taking V/M supplements. About half of them are doing so to prevent illnesses such as cancer, heart disease and osteoporosis. Calloway pointed out that there is no evidence that V/M supplements will prevent those disorders and that large doses of some V/Ms can be toxic.

Guidelines were given which identified groups that may benefit from V/M supplements; they are: (1) women with excessive menstruation may require iron supplements; (2) Pregnant or breastfeeding women may require extra iron, folic acid and calcium; (3) Elderly people and others with very low calorie intakes may require extra vitamins; (4) Some vegetarians may be deficient in calcium, iron, zinc, and vitamin B12; and, (5) Newborn infants generally are given a single dose of vitamin K to prevent abnormal bleeding.

Speaking in opposition were representatives of the Council for Responsible Nutrition (CRN), the major trade association of the \$2.6 billion-a-year (1985 figures) supplement industry.

AMERICAN MEDICAL ASSOCIATION ISSUES SUPPLEMENTATION GUIDELINES

The American Medical Association's Council on Scientific Affairs has issued a detailed position paper titled "Vitamin Preparations as Dietary Supplements and as Therapeutic Agents" that provides guidelines and comprehensive information on the proper application of dietary supplementation within both the healthy population and among those suffering from pathological conditions. This authoritative document is well-written and can serve as a basic reference to anyone interested in rational nutritional supplementation practices. (Ref: JAMA, 257:1929-1936, April 10, 1987).

NEW YORK TASK FORCE REPORT ON HEALTH FRAUD AND THE ELDERLY UPDATED

The New York Republican Assembly Task Force Report on Health Fraud and the Elderly featured in the Nov/Dec issue of this newsletter has been updated as of May, 1987. Although much of the content is unchanged, such information as the numbers of the new bills which have been introduced and other updates appear. Copies of the May, 1987 edition are available from the main office of NCAHF for \$3.50.

WHY NCAHF BELIEVES WARNING LABELS ON VITAMIN SUPPLEMENTS ARE WARRANTED

In addition to the consumer guidelines called for by the joint statement, NCAHF calls for warning labels on vitamin supplements which are potentially hazardous. The NCAHF Task Force on Supplement Abuse recommends that warning labels be required on potentially hazardous food supplements. NCAHF is aware that CRN argues that such a requirement is unnecessary because the amount of known harm from supplementation is small and that the vast majority of users do so safely. NCAHF contends that warning labels are warranted because of the following reasons:

1. The amount of harm from supplementation is largely unmeasured making it impossible to state with confidence that the degree of harm is small.
2. The proper guide to be applied is the basic dictum that no health product can be assumed to be safe until it has been demonstrated to be so--and that the burden of proof for safety is upon proponents.
3. Applying a benefit/risk ratio formula clearly favors warning labels. Vitamin supplementation above the RDA without medical indication has no known benefits while there is a substantial body of literature reporting harm from such practices. No matter how small the potential for harm, it exceeds the zero-benefit score.
4. Warning labels are needed to counter the aggressive promotion of megadosing by orthomolecular zealots who use unproven megavitamin therapy to treat a wide variety of conditions including cancer, children's hyperactivity, and schizophrenia.
5. Warning labels are needed to off-set the irresponsible advertising of vitamin companies that seem to ignore possible drug-nutrient interactions, nutrient imbalances, possible negative long-term effects, teratogenicity during early pregnancy and other potential harms.
6. The failure of the supplement industry to regulate itself by keeping vitamin dosages low enough to discourage overdosing or provide consumer warnings on potentials for harm clearly shows that the industry needs this type of regulation.
7. The human propensity to believe that if a little is good then more is better needs to be countered.
8. There is insufficient knowledge about the long-term use of unnaturally large amounts of some nutrients upon health and longevity to not warn consumers of possible danger.

MAJOR MASS MEDIA PROMOTER FINED

Remember those full-page newspaper ads for Health Energetic, Inc., Vita-Health Research, the American Diet Association, and Nutritional Research (product names "Manna-Trim, Orginine and Fast-Trim")? NCAHF received many of these ads from irate members all over the USA. Well, in a judgment filed on March 24 in Ventura County Superior Court, Leo Daboub, et.al., were permanently enjoined from engaging in advertising weight reduction or diet products without a scientific basis. Daboub, et.al. was fined \$81,412.50. Despite the fact many millions of dollars were involved in the promotion of these bogus products, and presumably the profits, the fine was reduced because the defendant claimed poverty resulting from bad business deals and legal fees. The good news is that the charlatan is out of business. NCAHF members are asked to be alert and report any suspected violations of the court ruling against Daboub to Martha Villegas of the California Food & Drug Section Branch, 8455 Jackson Road, Sacramento, CA 95826.

OTA TO ASSESS DUBIOUS CANCER THERAPIES

The Office of Technology Assessment (OTA) is to assess several popular questionable methods of cancer therapy currently being promoted in the USA. Political pressure brought by proponents of Burton's so-called "Immunoaugmentative Therapy" (IAT) motivated a number of politicians to call for the OTA assessment. The assessment reportedly began in January, 1987 and will be concluded in June, 1988. The assessment will also examine the roles of public and private agencies in evaluating and providing information about cancer quackery. OTA will conduct a critical review of the existing literature, examine the potential for conducting evaluations of maverick methods, and attempt to estimate the number

who patronize the peddlers of dubious methods of cancer management. Interestingly, the proponents of irregular methods are expressing jubilation over this turn of events and no doubt will make the most of the marketing value of being able to say that an official government agency is evaluating IAT, or whatever. There is little doubt in our minds of what OTA's findings will be since they will simply go over the ground covered by all of the rest of us who study cancer quackery. Following a negative report, the quacks will predictably yell "foul" and resurrect their stand-by arguments about conspiracies, cover-ups, inside fixes, and so forth. Hopefully, the OTA studies will yield some useful epidemiological data on cancer quackery.

DISSERVING NEW DIET BOOKS

Environmental Nutrition (EN) reviewed Earl Mindell's New and Revised Vitamin Bible, by Mindell and Mundis, in its December, 1986 edition. EN's assessment is that the book contains a combination of "mumbo-jumbo" and "some helpful information." EN states that readers would have to be so well versed in nutrition that in order to be able to separate the good from the bad advice they would have no need of the book in the first place!

Current Diet Review evaluated The Life Extension Weight Loss Program by Pearson and Shaw. The book is described as having "some positive points" but "riddled with inconsistencies and inaccuracies." It also is criticized for promoting excessive supplementation.

EN also reviewed How to Be Your Own Nutritionist by Stuart Berger, MD in its May, 1987 issue. The reviewer states that in the book "every conceivable ailment, from anxiety to weight gain, is attributed to food allergies...it's scary to think what could happen to careless readers." None of these books are recommended.

CHIROPRACTORS SUE UCLA IN HOPE OF GAINING PRIVILEGES

A class action lawsuit has been filed by Louis T. Frigard, DC, on behalf of California chiropractors (DCs), against UCLA's Extension Program, Medical Center, Center for Health Sciences and Board of Regents for alleged violations of constitutional and civil rights. The suit charges that (1) DCs have been denied the right to receive continuing education at UCLA; (2) DCs have been denied the right to a free choice of curriculum and to obtain a Doctor of Chiropractic degree from UCLA; (3) DCs have been denied the right to use the medical facilities at UCLA. The suit contends that since UCLA is tax-supported that DCs have equal right to its facilities. The report states that UCLA has repeatedly denied DCs access to these facilities based upon the powers of the Regents which includes the power to prescribe the nature and content of courses to be offered. UCLA currently limits its scope of offerings to those that fall within the research, academic or health delivery systems of the university. (The Digest of Chiropractic Economics, March/April, 1987, pp.60-62).

COMMENT: NCAHF has called for the incorporation of chiropractic education into the university system as part of the process of reforming chiropractic from a pseudoscience and/or cult to a scientifically based part of health care. Unfortunately, the Frigard lawsuit does not meet the standards NCAHF advocates. Frigard's proposition fails to meet NCAHF's recommendations because it seeks to establish chiropractic education as a "separate but equal" entity at UCLA. It specifies that the State's Board of Chiropractic Examiners (BCE) would approve a panel that would have charge of chiropractic education and practice at UCLA. In NCAHF's opinion, the BCE is untrustworthy to carry out such a function. We believe that the BCE has failed to perform properly its consumer protection role and is merely an advocate for expanding the chiropractic scope of practice through political and legal maneuvering rather than being based upon scientific justification. BCE also advances chiropractic as a separate but equal alternative to scientific medicine. Unfortunately, the only logical "alternative" to scientific medicine is nonscientific medicine, which is no real alternative, in our view.

Hopefully, this lawsuit will make a public issue out of the true nature of chiropractic as a competing nonscientific health care delivery system. DCs will undoubtedly attempt to throw up their usual smokescreen and try to make it look like a contest between "the AMA" and the DC underdogs, but if basic scientists and the academic community will come down from their ivory towers and pick up the challenge nonscientific chiropractic represents, the results could be an eye-opening revelation to the public and legislators about chiropractic's true nature. We're betting that the public would be less than pleased to learn that a 19th century medical myth has been expanded into a full-blown system of health care with all of the political trappings but little scientific foundation.

UNRELIABLE ALLERGY TESTS

A British report has found several commercial food allergy tests to be unreliable. The tests are hair analysis, radionics & hair analysis combined, cytotoxic blood test and blood spot & hair test combined. The tests both failed to diagnose known allergies and false diagnosed allergies in non-allergic subjects. (Ref: The Lancet, January 10, 1987, pp.92-94.

SECOND OHIO COUNTY JUDGE RULES FAITH-HEALING LAW UNCONSTITUTIONAL
 On April 27, Mercer County Circuit Court Judge Dean James ruled Ohio's exemption for parents who fail to provide proper medical care for children on religious grounds "an impermissible relationship between the church and state" in violation of the First Amendment, and because it denies children equal protection of the law in violation of the Fourteenth Amendment. The ruling came in connection with the 99% probably avoidable death of two-year-old Kimberly Miller who died of bronchopneumonia and tracheobronchitis because her parents followed their Faith Assembly beliefs (i.e., that Christ's death on the cross effectively cured everybody's disease from that time forward) and denied little Kimberly proper medical care. Judge Dean appealed to the Ohio legislature to change the law so that children didn't have to die in each one of the state's remaining 86 counties in order to affect statewide child protection from medical neglect.

Incredibly, Ohio's inadequate child protection law continues despite recent efforts to change it. HB63, which would repeal that law, passed out of Health Committee by a 10-5 vote, but a polling of the House found that a majority would not vote for the bill. According to C.H.I.L.D.'s Rita Swan, this was due to lobbying by the Christian Science Church, newspaper ads taken out by the church and a mail campaign that has sent hundreds of letters to every legislator. (From: C.H.I.L.D. Newsletter, Spring, 1987).

freedom done by many broadcasters in their indiscriminate promotion of people purveying quackery. Readers interested in the problem of broadcast media abuse will want to read this article. Send a stamped, self-addressed envelope and enclose a single 22-cent stamp as payment.

BROADCAST MEDIA ABUSE

Barry Garron of the Kansas City Star warns that when it comes to health advice on the broadcast media, its strictly "listener beware." The individual cases cited in his August, 1986 article are taken from the Kansas City area, but his story is applicable to just about any place in the USA or Canada. Garron is not advocating censorship but points out the sad abuse of

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FOR INFORMATION ON JOINING NCAHF, WRITE P.O. BOX 1276, LOMA LINDA, CA 92354

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The National Council Against Health Fraud, Inc.

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JULY / AUGUST, 1987.

NCAHF NEWSLETTER

VOL 10 NO 4

NCAHF NEWSLETTER NOW AVAILABLE TO NONMEMBERS BY SUBSCRIPTION

In the past the only people to receive this newsletter were NCAHF members and those whom the Council selected to receive complimentary copies. Starting immediately anyone may subscribe to the NCAHF Newsletter for \$15 per year (6 bimonthly issues). Subscribers will not receive The Bulletin Board or be eligible for discounts on items sold by NCAHF.

ARTICLE PRESENTS CLAIMS OF AROMATHERAPY

When we first read about aromatherapy it sounded too silly to get very far, but it seems to be on the move. Sharon Stangenes of the Chicago Tribune has done a useful feature story on the phenomenon which was also published in the Riverside, California Press-Enterprise on November 5, 1986. If you want to inform yourself on this commercialization of folklore you may obtain a copy by sending a stamped, self-addressed, envelope and an unused 22-cent U.S. postage stamp for payment.

FDA WARNS CONSUMERS ABOUT TANNING DEVICES

To provide consumers, especially teenagers, with information about the hazards of tanning devices (sunlamps), the FDA has prepared a teaching unit titled "The darker side of indoor tanning." The 7-page unit opens up to become a large glossy poster warning of skin cancer, eye damage, skin aging and allergic reactions--all of which can result from tanning excesses. The poster says "If you choose to tan in spite of the risks: (1) always wear goggles. (2) Know if your medicines make you sensitive to light. (3) Know your skin type. (4) Don't overexpose. For a copy of the poster write to: FDA HFE-88 (HFI-40 for multiple copies), Rockville, MD 20857.

HYDROGEN PEROXIDE THERAPY SCOFFED

One of the current fads promoted by the quackery underground is hydrogen peroxide therapy. The money is not so much in the product as the services--its a favorite down Tijuana-way! Not much information is available to counter the claims of peroxide promoters presently, with the exception of a pretty good analysis by health columnist Martin Gottlieb that was syndicated last fall. For a copy send a stamped, self-addressed envelope and ask for "Another 'cure' bites the dust." Enclose a single unused 22-cent U.S. postage stamp for payment.

PUBLICATION RETRACTS, APOLOGIZES TO HERBERT

The Townsend Letter for Doctors, a publication that caters to maverick physicians and others fond of billing themselves as "alternative" health care providers, has apologized to Dr. Victor Herbert and retracted in its entirety as "factually and substantially untrue" a libelous article by P.J. Lisa (see 1986 NCAHF President's Message, NCAHF Newsletter, March/April, 1986 for reference to Lisa's disinformation campaign against NCAHF; and, "Faker unmasked in dirty tricks attempt against NCAHF affiliate," J/A, 1986 issue). The article in question is a portion of Lisa's book The Great Medical Monopoly Wars, a fanciful array of nonsense expounding theories fondly held by the enemies of consumer protection laws and scientific approaches to health care. The Townsend Letter has invited Dr. Herbert to submit a formal rebuttal as well.

MICHIGAN MAY REGULATE WEIGHT CONTROL CENTERS

HB 4159 is proposed legislation in the State of Michigan that would require any person or facility operating or marketing a program to facilitate human weight loss which uses methods that are potentially hazardous to register with the Department of Public Health. The registration program is designed to be self-sustaining financially with registration fees (projected to be about \$400) to offset operating costs. For additional information contact: Jeffrey R. Taylor, PhD, Chief, Division of Research and Development, Center for Health Promotion, Michigan Dept of Public Health, P.O. Box 30035, Lansing, MI 48909.

YOU CAN'T KEEP A GOOD QUACK DOWN!

In January, 1987, Mildred Trumbull, who is known as Oklahoma's "Lily Lady," was sentenced to 6 months in jail and 33 months supervised probation for violating a 1985 conviction for contempt of court. The 1985 conviction--and an injunction in 1980--prohibited her from manufacturing and selling Lilverum, her alleged "cure" for cancer, and other products that she claimed would do away with a variety of diseases. Trumbull continued to sell her products in interstate commerce based upon the stated belief that the FDA doesn't have jurisdiction over her activities and the claim that her former lawyer advised her that her probation did not apply to any products she produced after the 1985 sentencing. (FDA Consumer, July-August, 1987, p.4).

HONEST HERBAL BOOK REVISED AND IN PAPERBACK

Varro Tyler's excellent guide to herbs and related remedies has been revised and retitled The New Honest Herbal, and is available in paperback from the George F. Stickley Company for \$18.95 (less through NCAHF). Tyler, a specialist in medicinal plants covers over 100 herbals. The book contains a handy table summarizing the safety and effectiveness of scores of herbals and popular food supplements. Some of these substances have usefulness and this book provides a much needed guide for consumers interested in herbal substances but aware that health food sources of information are generally untrustworthy.

ARE HEALTH FOOD AND VITAMIN TRADE GROUPS DICTATING FDA POLICY?

In the last issue of this newsletter we published information on the most recent press conference of the "Pills vs. Food" media program NCAHF is involved with along with the American Dietetic Association, American Institute of Nutrition, and the American Society for Clinical Nutrition. In addition to these private groups, the FDA participated in the 1986 press conference with Dr. Alan Forbes as its representative. According to a report in The Monthly Monitor, (April, 1987) a publication of the National Nutritional Foods Association (NNFA) [for your information the NNFA is the aggressive health foods trade association that initiated the harassment lawsuit against Drs. Elizabeth Whelan and Frederick Stare in 1979 in an apparent attempt to silence health foods industry critics through legal intimidation], the FDA was to be represented at the April 8, 1987 meeting by Dr. Alan Levy but was removed when NNFA's legal counsel Robert Ullman (the same attorney who filed the Stare-Whelan lawsuit) complained. FDA reportedly removed Dr. Levy from the program on the basis that the meeting constituted an advocacy forum. There appears to be a double-standard at FDA in this regard because according to advance publicity, FDA's Dr. Sanford Miller will speak and serve as moderator for the advocacy forum "Communicating the Benefits of Nutritional Supplementation" sponsored by the Council for Responsible Nutrition in Scottsdale, Arizona, on September 14, 1987. Apparently FDA policy is being unduly influenced by the special interest groups which promote the same questionable nutrition practices FDA opposes through its educational efforts.

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Edited by: William Jarvis, Ph.D., Associate Professor of Preventive Medicine, Department of Preventive Medicine, School of Medicine, Loma Linda University.

WILLIAM JARVIS WILL BE GENERALLY UNAVAILABLE FROM AUGUST 7 TO SEPTEMBER 20. PLEASE DIRECT INQUIRIES TO EITHER JAMES LOWELL, PHD, (602) 628-9413 OR JOHN RENNER, MD, (800) 821-6671.

NCAHF STATEMENT ON FAITH HEALING

"Faith healing" refers to ostensibly beneficial outcomes following religious rituals on behalf of afflicted persons. Unless such outcomes are clearly miraculous (e.g., the restoration of an objectively demonstrable missing body part) they may simply be regarded as fortuitous and most probably involving psychological mechanisms. NCAHF acknowledges the potential value of faith healing rituals for alleviating or curing psychological conditions, but also points out that the failure of such emotionally meaningful rituals to achieve subjective benefits could be harmful to persons with psychologically-based health problems by inducing feelings of guilt or rejection. In order to maximize potential therapeutic benefits and minimize potential harmful effects, NCAHF believes that:

1. Patients should be evaluated for factors that make success more likely such as suggestibility, previous experiences with all types of healing (i.e., operant conditioning to healing activities), hysteria and so forth.
2. Patients should be carefully prepared to accept null effects to prevent them from interpreting a lack of improvement as a sign of divine rejection or punishment.
3. Faith healing rituals should never be done in public or in a manner that the afflicted is encouraged to demonstrate faith in the healing by discontinuing needed medications, removing supportive braces, or performing potentially traumatic acts. Any benefit to the afflicted can occur in private and most of the abuses of faith healing (e.g., caused by discontinuing needed health care, inducing trauma by unwise acts performed in a state of hysteria or dissociation, or financial exploitation of believers by misguided practitioners) are more easily avoided by private healing rituals monitored by socially responsible and accountable observers.
4. Faith healers should provide their "gift of healing" services without fee or acceptance of a donation. This would be consistent with the example of Christ in who's name Christian faith healers claim to act. Such a policy would effectively remove the motivation of faith healing for financial gain. NCAHF realizes that some dangerous practitioners are motivated by the power and control over people their influence as "faith healers" provides rather than simple monetary gain and recommends that responsible observers be alert to such abuses.

PSYCHIC SURGERY

"Psychic surgery," a form of faith healing which involves the alleged removal of diseased tissue from the body without making an ordinary incision or without leaving signs of an incision (e.g., as has been practiced in the Philippines for some years) is denounced as a complete fraud. This conclusion is based upon extensive investigation by qualified people representing both medicine and conjuring (i.e., professional magicians skilled in sleight-of-hand trickery), and laboratory findings made on the "tissues" alleged to have come from patients.

Consumers are warned that psychic surgery:

1. wastes money--often in substantial amounts;
2. causes psychological harm by:
 - a) creating false hope that will very likely be followed by despair;
 - b) possible interference with the achievement of the valuable, constructive acceptance phase that is the end-point of the mental adjustments people anticipating serious debility or dying normally go through;
3. may cause needless death by keeping people from timely, effective health care;
4. may result in needless, avoidable suffering or discomfort by denying patients good quality medical management of terminal diseases.

Established February 6, 1987

CHIROPRACTIC X-RAYS AND CANCER

The practice of taking large full-spine X-rays by chiropractors (DCs) has been criticized by many observers for both their lack of diagnostic value and the unnecessary radiation exposure--especially to the gonads. DCs have been generally very defensive on this issue and reluctant to acknowledge harmful effects. However, Santa Barbara, California DC, Ted Fickel--who also holds a Ph.D. in Biomedical Sciences from Princeton University and has done post-doctoral work at Yale--has calculated the risk of 14 x 36 inch full-spine X-rays and states that the procedure is twice as likely to cause a cancer fatality as it is to identify any bony neoplasm. (ACA Journal of Chiropractic, Vol.20, No.5, pp.61-66, May, 1986).

JENNY CRAIG WEIGHT LOSS CENTRES

An Australian company has brought sound and sensible commercial weight loss to America with a 1000-calories-per-day program (higher for some) made up of grocery store and prepared foods. The centres combine support, encouragement, portion control, menu planning, light exercise, and nutrition and behavioral education. Departing from its usual practice of book reviews, Current Diet Review (CDR) evaluated the Jenny Craig program in Carlsbad, California and found it to be worthwhile. CDR's only concern was that the 1000-calories-a-day is below the 1200 usually recommended. Despite its low calorie count, the regimen provides sufficient carbohydrates to avert ketosis. (March/April, 1987, Current Diet Review.)

THE ANTISCIENCE CONTINUUM AND QUACKERY

It's a mistake to think of quackery merely as huckstering worthless remedies or promoting items which fulfill the wishful thinking of health-seekers. As true as these are there is a broader perspective covered by quackery. Kurt Butler of the Hawaii-based Quackery Action Council (QAC) stated it well when he noted that quackery is but one aspect (i.e., the health-related) of a continuum that begins "...with megavitamins on one end, telepathy on the other, and psychic healing, psychic surgery astrological diets, and the like in the middle." We were reminded of Butler's comments when a NCAHF member who is an agricultural scientist sent promotional materials for "Towers of Power" which is an alleged "orthomolecular, multiwave, oscillating generator" farmers are advised to place in their fields instead of applying fertilizers. The theory is an agricultural application of radionics (i.e., the notion that vibrating energy can be tapped for diagnosis and treatment of disease) which was the basis for Albert Abrams' "Oscilloclast" which was the original "black box," a term that has become synonymous with medical device quackery.

Farmers are having a tough time these days and anything that offers a cheaper way to produce a crop is welcomed. Farmers who buy the device are likely to report that yields are good despite the fact they did not fertilize their fields this season. What is happening is that they are farming on the reserves of the excessive fertilization of the past (fertilizer salesmen are often overzealous in selling their products too). It may be three years or more before the reality of soil science overtakes the mythology of radionic farming, but it inevitably will. The result will likely be a poor season that might have been avoided with a more rational approach to farming. In the parlance of agricultural scientists, such products are called "nonconventional soil amendments" They are characterized by a lack of documented research supporting their claims. Another creative term connected with these notions is "psychotronic farming." Proponents blame health problems among farmers on the chemicals they use and say, "...our first emphasis is for them (the farmers) to get themselves cleaned and balanced, and attitudes are an essential part of this. Once they have done this, then they can do the same thing to everything around them, their animals and then their land. To make it work you have to deal with the whole system." Sound familiar?

COMMENT: An item from The Health and Nutrition Newsletter published jointly by the Santa Clara County (Calif) Medical Society and the San Jose Peninsula Dietetic Association confirms the relationship between fringe medicine and the paranormal. It states: "Jon D. Miller at Northern Illinois University found that 75% of those polled believe 'there are good ways of treating sickness that medical science does not recognize.' Forty-three percent also agreed that some unidentified flying objects are space vehicles from other civilization (S F Chronicle, Feb 15, '86). Kirk Sabbagh writes in the Skeptical Inquirer that people who believe in fringe medicine and ESP share certain characteristics. Sabbagh says that we can easily misinterpret events which occur--even in our own bodies. Once a belief is formed, subsequent information is 'allowed in' only if it confirms; conflicting information is filtered out. There are many ways a fringe practitioner can help establish or reinforce the belief."

RAW MILK DAIRY HELD LIABLE IN DEATH

The Los Angeles Times reports (July 11, 1987) that a Pomona, California Superior Court jury has awarded \$40,000 to the family of a man whose death allegedly was caused by Salmonella dublin and Listeria monocytogenes bacteria contracted from certified raw milk (CRM) produced by California's Alta Dena Dairy. Alta Dena is the nation's leading producer of CRM selling 10,000 gallons a day. The victim, Paul B. Telford who was undergoing radiation therapy for lung cancer, was restricted to a liquid diet and drank CRM for several weeks before his death in July, 1982. The amount of the award was reduced because physician's estimated that Telford only would have lived another 12-18 months if he had not consumed raw milk. Much of the case hinged upon whether or not the bacteria found in Telford's blood was transmitted by Alta Dena's product.

(Editor's note: not admitted into evidence was the laboratory finding that the bacteria found in Telford's blood matched the antibiogram of bacteria isolated from Alta Dena's herd E by the FDA in Nevada from samples taken two-three days after Telford was hospitalized. This evidence would have provided strong evidence that Alta Dena's herd E was the source of the deadly bacteria because a milk carton in Telford's refrigerator was E-coded. It was reported to NCAHF that the judge would not admit the submission of this evidence based upon a ruling he had imposed upon the trial that only laboratory cultures taken during the five weeks Telford had consumed CRM would be admitted. Since bacterial infections in cattle tend to be chronic, this restriction seems unjustified, but apparently did not change the outcome of the case. The judge also would not allow the jury to know that S. dublin had been isolated more than 200 times from Alta Dena CRM since 1977 and that dozens of product recalls had occurred. A feature article describing the conflict between Alta Dena Dairy and the rest of the dairy industry appeared in the June 6, 1987 issue of California Farmer.)

ORGANICALLY GROWN FOODS NO DIFFERENT NUTRITIONALLY

Writing about the lack of superiority of so-called "organically grown" over conventional foods gives a feeling a *deja vu*, but it is apparently necessary to restate this scientific fact because consumers are still being exploited by the promoters of the organic mythology. Nutrition Perspectives, published by the University of California Cooperative Extension at Davis, CA, has published a short, informative article titled "Nutritional value of organically-grown produce" in its January, 1987 edition. The article points out that although the State of California has defined "organic" for marketing purposes that the term has no meaning for the final product, but refers only to how the food was allegedly produced. While there may be some ecological virtue in avoiding synthetic pesticides, there are no nutritional benefits.

CHIROPRACTIC GROUP CONDEMNS CYTOTOXIC LEUKOCYTE TEST

The American Chiropractic Association's (ACA) Council on Nutrition has issued a position statement stating that the cytotoxic leukocyte test be considered experimental and that the procedure "not be employed in the evaluation of patients suspected to have adverse reactions to foods." (ACA J of Chiro, February, 1987).
COMMENT: We Rejoice!

HELPING FAMILIES COPE WITH CULTS

Cults represent a very destructive form of mental health quackery. Gurus promoting themselves and their ideologies appeal to their victims by teaching a similar general distrust of regular social institutions as done by food faddists attacking conventional foods, "alternative" practitioners attacking regular medicine, "organic food" proponents denouncing modern agriculture, and so forth. Not surprisingly, many cults use irrational approaches to food, medicine, farming, and the like to express their deviance. The mind-control demonstrated by cults differs from these other forms of quackery more in degree than quality. The most obvious form of cult-related quackery involves the faith healing cults that NCAHF regularly exposes. A less obvious, but highly destructive, type of mental health quackery is represented by mind-control cults which overwhelm people and alienate them from their families. Although cults are not in the news as much lately as a few years ago, do not be misled into thinking the phenomenon has gone away--it has not. A very helpful article on the impact of cults on families is "The Cult Clinic helps families in crisis" by Addis, et al in Social Casework: The Journal of Contemporary Social Work, November, 1984, pp.515-522. Although the article deals specifically with a Los Angeles agency (The Cult Clinic) it is a primer on the problems of cults from a family perspective.

STUDY OF DIETARY SUPPLEMENT USERS

A study of supplement use was conducted by FDA's Division of Consumer Studies. It involved a national telephone survey of an age-stratified random sample of 2,991 adults, age 16 and over, and provided detailed information from 1,142 vitamin/mineral supplement users. Forty-two percent were classified as "Light Users"; 16% as "Moderate Users"; 28% as "Heavy Users"; and 14% as "Very Heavy Users." The Heavy and Very Heavy Users tended to be older adults (41-64) and residents of the Western United States. Heavy and Very Heavy use was associated with more frequent visits to health food stores, greater nutrition activity and less physician involvement. Light and Moderate use was more likely to be associated with a defensive interest in avoiding nutritional deficiencies. This as yet unpublished study titled "Patterns of nutrient intake among dietary supplement users: attitudinal and behavioral correlates" by Levy and Schucker is available from the Division of Consumer Studies (HFF-240), Center for Food Safety and Applied Nutrition, Food & Drug Administration, 200 "C" Street, S.W., Washington, D.C. (202) 472-2048; Contact: Alan S. Levy, Ph.D.

AAAI DEFINES AND MAKES RECOMMENDATIONS FOR DEALING WITH UNPROVEN METHODS

The Executive Committee of the American Academy of Allergy and Immunology (AAAI) has published "Unproven procedures for diagnosis and treatment of allergic and immunological diseases" (J ALLERGY CLIN IMMUNOL, 78:274-277:1986). AAAI defines an unproven procedure as "any specific procedure for the diagnosis and treatment of allergic and immunologic diseases that has not been proven effective by proper trial" (paraphrased). AAAI then goes on to describe its recommended policy for processing an unproven procedure from introduction to proper trials.

IAT BECOMING ANOTHER SOCIAL MOVEMENT?

Ten years ago FDA historian Wallace Janssen reviewed cancer quackery from 1906 forward. He noted that about every decade sees another questionable method of cancer therapy become a social movement. In the 1940's it was Koch's "antitoxins"; 1950's Hoxsey's herbal cure; 1960's Krebiozen; 1970's laetrile; and, now it appears as if Burton's Immunoaugmentative Therapy (IAT) is fulfilling that distinction for the 1980's. The Burtonites have harnessed the energy and influence of New York Congressman Molinari in their bid to make IAT a political issue. Interestingly, some of the other players in the IAT movement are veterans of the laetrile movement, namely, Mike Culbert, Robert Bradford, Glen Rutherford and NHF's Clinton Miller. Not surprisingly, the methods employed by proponents are the same as in the past--only the alleged therapy has been replaced. It might be well to recall Santiyana's warning: "Those who do not learn from history are doomed to repeat it!"

NASAL VITAMIN B-12 IN DISPUTE

Ener-B, a vitamin B-12 gel that is dabbed inside the nose (advertisements claim that this method of administration is 8-10 times more efficient than oral ingestion), has run into problems with the FDA. FDA considers the product a drug which means that it must be proven safe and effective before marketing and has issued a regulatory letter to its manufacturer, Nature's Bounty, Inc., of Bohemia, NY. The company is challenging FDA's ruling that Ener-B is a drug and not a food supplement through a citizen petition prepared by Bass & Ullman a New York law firm that often represents the health food industry. The company says that characterizations of its product as "sniffing" or "snorting" vitamins are inaccurate and unfortunate.

COMMENT: This case may result in a significant legal battle over the definition of a "drug." NCAHF contends that all manufactured health products other than those traditionally used as foods should be required to demonstrate safety and effectiveness before marketing. This case may provide an opportunity to make this point as being not only in the best interest of consumers, but much easier to enforce as well.

CONSUMER GUIDES ON ADVERTISING

The American Association of Retired Persons (AARP) has produced a very nice 8 1/2 X 11, 16-page booklet titled A Consumer Guide To Advertising. These may be obtained from AARP, 1909 K Street, N.W., Washington, DC 20049. There may be a small charge.

The California Association of Ophthalmology has produced a 24-page booklet titled Misleading Health Care Advertising--FY! which is available for \$3 from its offices at 605 Market Street, Suite 1109, San Francisco, CA 94105-3213.

PAULING'S BOOK RIPPED BY REVIEWER

Linus Pauling's How to Live Longer and Feel Better (WH Freeman & Co., 1986) is his latest attempt to supersell his megavitamin theories. Current Diet Review (March/April, 1987) gives Pauling's book a "cannot be recommended" because it relies primarily on "megadoses of vitamins, promotes few healthful eating habits, and contains many misleading statements."

**VITAMIN/MINERAL SUPPLEMENT SALES
\$2.92 BILLION IN 1986**

According to a study by Business Communications Company, Inc., a Norwalk, Conn., marketing research firm, 50% of Americans use supplements and spent approximately \$2.92 billion on them in 1986. Calcium supplement sales went from \$18 million in 1980 to approximately \$240 million in 1986 despite the lack of clear evidence calcium supplements can protect against osteoporosis. (FDA Consumer, April, 1987).

GENDER CHOICE CALLED A "GROSS DECEPTION"

The Gender Choice test kit marketed by ProCare Industries, Ltd., of Englewood, Colo., has been called a "gross deception" of the consumer by FDA in its January 21, 1987, Enforcement Report. Promoters claim that the kit can help parents-to-be select their baby's sex before conception. (FDA Consumer, April, 1987).

MULTILEVEL MARKETING: "A MESS"

Money magazine has published an article by Richard Eisenberg titled "The mess called multilevel marketing" in its June, 1987 issue. The multilevel marketing companies (MLMs) disparaged in the article are companies whose secondary business is selling products but whose primary goal is signing up thousands of salespeople who pay for the privilege of signing up even more salespeople in hopes of sharing in their commissions. The author concludes: "while some multilevel firms are legitimate, scores of the them are not. Every day unscrupulous founders of multilevel companies prey on some of the most gullible--and often most financially troubled--people in our society."

Amway and Shaklee are referred to as "legitimate MLM pyramids," but one of the case reports describes the horrors experienced by a housewife who suffered so much socially from her greed-motivated intrusions that it took her a year to heal. An inordinate number of the MLMs

involve health products--vitamins, weight loss products, cosmetics, herbs, and other dietary supplements. Five suggestions are offered for cleaning up the MLM mess. Included are better self-policing, a federal law regulating MLMs, better enforcement by FTC and FDA, and state laws requiring disclosure by MLMs.

READERS: IF YOU ARE UNABLE TO LOCATE ARTICLES CITED IN THE NEWSLETTER, NCAHF WILL SUPPLY FREE COPIES FOR YOU. THESE MAY BE OBTAINED BY SENDING A STAMPED, SELF-ADDRESSED, BUSINESS SIZED ENVELOPE. THERE IS A \$1 SERVICE CHARGE FOR MEMBERS; \$2 FOR NONMEMBERS FOR EACH ARTICLE REQUESTED. SEND REQUESTS TO NCAHF RESOURCE CENTER, 2800 MAIN STREET, ST. MARY'S HOSPITAL, KANSAS CITY, MO 64108. PAYMENT MUST ACCOMPANY ORDERS.

FOR INFORMATION ON JOINING NCAHF, WRITE P.O. BOX 1276, LOMA LINDA, CA 92354

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NCAHF

THE BULLETIN BOARD

JULY / AUGUST 1987

SUMMER SCHEDULE

Members will note that Dr. Jarvis will be generally unavailable from August 7 to September 20. This is due to both business travel and vacation. Drs. Lowell and Renner will be covering as resource people. Dr. Jarvis can be reached part of the time while on vacation and settled near a telephone. If you need to speak to him his telephone number and availability may be obtained by calling the main office or Drs. Renner or Lowell.

WE BEG YOUR FORBEARANCE FOR DISRUPTIONS AND DELAYS

If you are one of those members who is waiting for acknowledgement that your dues have been received, a response to a letter or have had trouble reaching someone at the main office, there are good reasons for the poor service we've been delivering lately. The office has been packed into boxes and set in a hallway awaiting the remodeling of a new office; the computer mail service has been discontinued and a new service retained through LLU. In addition, a new telephone service has been installed; President Jarvis has been traveling extensively, is reorganizing the office (into half the previous space!), and must learn a whole new computer system; Vice-president Jim Lowell has been on-the-road investigating Mexican cancer clinics and teaching a concentrated course at Pima College; Treasurer Lynn Caldwell had a baby in May; Secretary Jeanne Wisseman went to the Far East for a month; and, still more disruptions are yet to come! But, don't despair, we'll get it all done eventually. It will help if you are aware of our present situation as we regroup and be gracious. Despite these disruptions, the war against health fraud, misinformation and quackery is going very well and we can expect significant progress in the future.

THANKS FOR DONATIONS RECEIVED

Last time we issued a call for donations to help us cope with an estimated \$5000 financial shortfall expected to occur over the summer months. For your information, \$880.51 in donations were received during the first three weeks of July. We're again providing a form for use in sending a mid-year contribution to NCAHF. Thanks to all who have gone this extra mile for NCAHF!

NCAHF MAIN OFFICE RELOCATION

NCAHF has relocated its office on the campus of Loma Linda University. With the discontinuance of the undergraduate public health science program in the School of Allied Health Professions and reassignment of Dr. Jarvis to the Department of Preventive Medicine in the School of Medicine it became necessary for Jarvis and NCAHF to relocate. The new location is Room 214, Evans Hall (Also known as The Center for Health Promotion). Evans Hall occupies the southwest corner of Anderson and Stewart Streets in Loma Linda. NCAHF's telephone service has been incorporated into the LLU telecommunications system and the new number is (714) 824-4690. This will result in lower operating costs and a more versatile telephone service for NCAHF.

NEW MEMBERSHIP CARDS, RENEWAL FORMS, BROCHURES

Another reason for recent delays is that NCAHF is revising many of its printed materials. Brochures, renewal forms, promotional materials and membership cards have all been redrafted. Membership cards will now contain statements of NCAHF's beliefs and purposes. Members will write in their own names instead of having them typed in by the office staff. This meets two important objectives: (1) it provides members with a ready reference to the statement of beliefs and purposes of NCAHF which they have pledged to support; and, (2) it cuts the logistics and costs of handling memberships and renewals considerably. Renewal notices will no longer require a return mailing of new membership cards since the cards will be attached to the renewal notices. Expiration dates appear on the mailing labels enabling members to know what month/year the main office has as their current expiration dates. Members will update their own cards by adding one year to the date on the label or one year from the actual date of renewal depending upon which is longer.

These changes plus some other cost-cutting procedures, such as having members supply postage stamps when mailing in renewals, are small matters for each individual member but add up to substantial savings in operating costs for NCAHF. These savings allow NCAHF to put more of its limited resources into its efforts against health fraud, quackery and misinformation as we believe our members prefer us to do.

ENCLOSED IS MY MID-YEAR, TAX-DEDUCTIBLE CONTRIBUTION TO NCAHF

NAME _____ AMOUNT OF CONTRIBUTION _____ [DO NOT WRITE HERE]

ADDRESS _____ \$ _____ (NCAHF Accountant)

ZIP CODE _____ (date received)

NCAHF BOARD APPROVES A MODEST DUES INCREASE AND OPENS NEWSLETTER SUBSCRIPTIONS TO NONMEMBERS.

Several major changes affecting finances were approved by the NCAHF Board of Directors at its July 2 meeting. The following table summarizes these changes.

Category	Annual		Total Amount
	Rate	Contribution	
Newsletter subscription	15	****	15
Library subscription	12	****	12
Student membership	10	****	10
Regular membership	20	****	20
Professional membership	20	10	30
Supporting membership	20	80	100
Patron membership	20	980	1000

The reason for showing a breakdown of dues and contributions for the various member categories is to clarify the distribution for IRS purposes. The new tax law permits a full deduction for contributions to qualifying organizations for individuals who itemize their deductions. Only professional expenses which exceed two-percent of income may be deducted. Members who pay more than the regular amount do not receive extra benefits which indicates that the extra they pay is actually a donation to NCAHF's antiquackery efforts. Publishing this information should help these members obtain the full IRS allowance for their benevolence.

It became necessary to make newsletter subscriptions available to enable organizations and individuals who are either not able to join groups (e.g., government agencies, voluntary health agencies, etc.) to receive our publication, and to it easier to provide gift subscriptions to the NCAHF Newsletter.

This is the first time in the ten-year history of NCAHF that dues have been increased, and these increases have been modest and provide suitable options for those who cannot afford an increase to continue receiving the newsletter. The category that is affected the greatest is student memberships. The increase there became necessary when a cost analysis found that NCAHF was losing money on each of these. Obviously, NCAHF cannot afford to lose money, especially under the present circumstances. In addition, in the past we took anyone's word for the fact that they were qualified to be student members; under the new policy students will have to provide evidence of full-time student status.

No one likes to see prices increase, and NCAHF has tried to keep its costs as low as possible. However, circumstances are such that these increases were necessary. It may help for you to know that NCAHF Board members also pay dues just as else, and also are required to pay a portion of their own travel expenses to board meetings.

ACUPUNCTURE TASK FORCE ASKS FOR HELP

Members are requested to send advertisements, articles, reports of questionable practices, licensing information, sources and other materials related to acupuncture (and its off-shoots such as acupressure) to: Harold Cornacchia, Ed.D., 202 Lake Merced Hill, San Francisco, CA 94132.

BOARD DEFINES ABUSE OF NCAHF MEMBERSHIP

Occasionally we receive reports about members who use their association with NCAHF inappropriately. It should come as no surprise that some who join NCAHF are opponents who wish to infiltrate the organization. Others may use their membership status to gain credibility for a pet cause. Others may be naive, but in any case, some have abused their member status making it necessary for the Board to take action. Abuse of member status is defined as (1) misrepresenting one's self as a spokesperson for NCAHF (the NCAHF bylaws state that only the President, Board Chairman and individuals specifically designated by NCAHF are official spokespersons); (2) engaging in activities that violate the principles of NCAHF. NCAHF jealously protects its reputation as a credible source of reliable information on controversial issues and will take appropriate action if abused. We believe that this is what the membership expects of its leaders.

PEOPLE'S MEDICAL SOCIETY BOOKLET

If there is still any doubt in your mind as to the true nature of the People's Medical Society (PMS) we recommend that you send for their 24-page booklet Options In Health Care, Understanding Traditional and Alternative Methods (copyright 1985). This compendium of nonsense presents a false picture of scientific medicine misrepresenting as "allopathic" in the manner describe by NCAHF President Jarvis in the March/April, 1987 NCAHF Newsletter, naively accepts the safety and effectiveness of nonscientific methods by declaration of proponents, takes the position of advocate of nonscientific health care rather than the consumer protection position of requiring providers to scientifically demonstrate the value of their offerings (causing us to wonder who the "people" are that is represented in their self-accolade of being the "People's" medical society!) Distortions and apparent ignorance abounds throughout the booklet. We recommend that NCAHF members obtain a copy of this booklet for a ready guide to nonscientific health care and the anti-science and anticonsumer protection philosophy of PMS. The booklet also contains the names and addresses of the organizations which promote each of the specific nonscientific healing philosophies presented. These references can be of great value to researchers who wish to learn more of the beliefs and practices of proponents of these modalities. NCAHF recommends that investigators obtain as much information as possible directly from proponents to get a clear picture of what they advocate. PMS is located at 14 East Minor Street, Emmaus, PA 18049; (215) 967-2136.

TASK FORCE ON A.I.D.S. QUACKERY FORMED

The Board of Directors instituted a task force on A.I.D.S. quackery to be co-coordinated by Wallace Sampson, MD, and John Renner, MD. Drs. Sampson and Renner have been very active in investigating and collecting data on A.I.D.S. quackery for quite sometime so the task force already has a substantial amount of information on its topic. Anyone interested in volunteering to serve on this task force should contact either coordinator (their addresses can be found on the mailing page of the newsletter).

NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



SEPTEMBER / OCTOBER, 1987.

NCAHF NEWSLETTER

VOL 10 NO 5

WE HAVE LOST A FRIEND

We are sad to report the tragic death of Chris MacIntyre, editor of SHAPE magazine. Chris was killed in an auto accident on September 17. Chris was a very special person. She was committed to bringing reliable health information to the public via the popular trade press. About seven years ago Chris called on me personally to solicit aid in bringing quality health information to women interested in beauty and exceptional physical fitness through a new magazine yet unnamed. Holding a master's degree in exercise physiology from UCLA, Chris was not about to promote nonscientific ideas. Being a realist, she realized that advertising is the lifeblood of a popular trade publication and that the field of bodybuilding, health and fitness was loaded with hucksters. Aware that she would have to compromise when it came to the kind of advertising she would have to carry*, she refused to compromise when it came to providing reliable information to readers. Chris' commitment to sound health information was exemplary. Of course, she was human and sometimes health misinformation slipped by her watchful eye. Whenever this was pointed out to her, Chris took the blame, apologized and worked to avoid future errors. Chris personified the image of the modern woman her magazine projected. She had integrity, strength of character, commitment, solid scientific foundation, intelligence, physical attributes, pleasing personality, capability, and style. She had a vision of scientifically-oriented providers successfully competing in the health marketplace, and came very close to making it work. All of us who believe in the combined effort of health promotion and helping consumers protect themselves from exploitation have lost a friend and will miss her terribly.

*Chris printed an advertising disclaimer in bold type in every issue of SHAPE under the listing of the Editorial Advisory Board.

NEVADA TIGHTENS STANDARDS FOR HOMEOPATHY

The 1987 Nevada state legislature has acted to partially undo the wrong they inadvertently perpetrated on the public by licensing a counterfeit version of the pseudoscience of homeopathy (i.e., a fake version of a fake health care delivery system!). As we reported in the March-April issue of the NCAHF Newsletter (p.2), the legislature was snookered by a gang of promoters trafficking in "energy medicine"—an updated version of radionics in which acupuncture points are probed using a medical device that is illegal by federal standards. The

readings are alleged to indicate vague diagnoses of "degeneration" or "inflammation" of organs alleged to correspond with the alleged acupuncture points being probed (if you are having trouble following this compound fakery perhaps you can understand why the Nevada legislators got snookered!). To continue, upon arriving at a diagnosis based upon the foregoing nonsense, allegedly homeopathic remedies were prescribed—only some of the remedies weren't homeopathic. The new law in Nevada statute limits homeopaths to the use of homeopathic substances prepared according to the "methods of Hahnemannian dilution and succussion, magnetically energized geometric pattern as defined in the official homeopathic pharmacopoeia of the United States (yes, Virginia, those great statesmen wrote this pseudoscientific jibberish into their state's lawbooks in 1987 when scientists were probing the depths of DNA and technology was reaching for the stars! You see, while they don't believe in permitting fakers to sell phony stocks, bogus mineral claims and cars with altered odometers, its perfectly all right to provide quacks with hunting licenses so they can prey upon unsuspecting, desperate or gullible health consumers—this is America, my dear!). To their credit, the lawmakers denied a provision sought by the State's Homeopathic Board that would have prevented public scrutiny of board records related to qualifications and credentials of license applicants. This was due to opposition by the Nevada Press Association and advice from the State's Attorney General. (The facts in the foregoing item are taken from the July 5, 1987 Las Vegas Review-Journal, the commentary was irresistably provided by the editor.)

NEW FLORIDA LAW RESTRICTS AD CLAIMS

The Florida legislature enacted HB 805 in June which limits advertising claims for drugs, devices and cosmetics. The new law requires that any promotional material for the purpose of advertising a product to the public "state only those indications which have been established safe and effective for self medication." The law goes on to stipulate that "a vitamin or product intended for drug indications, advertised or labeled to prevent, cure or treat diseases or illnesses [through] advertising or labeling not based on established safe and effective indications is a falsely advertised or labeled drug." Though aimed primarily at manufacturers and retailers in Florida the new law will also apply to suppliers from outside the state who distribute promotional material.

The law specifically forbids the advertising of "any drug or device represented to have any affect on any of the following conditions, disorders, diseases or processes: blood disorders, bone or joint diseases, kidney diseases or disorders, cancer, diabetes, gall bladder disease or disorders, heart and vascular disease, high blood pressure, diseases or disorders of the ear, mental disease or mental retardation, paralysis, prostate gland disorders, conditions of the scalp affecting hair loss, baldness, endocrine disorders, sexual impotence, tumors, venereal diseases, varicose ulcers, breast enlargement, purifying blood, metabolic disorders, immune system disorders or conditions affecting the immune system, extension of life expectancy, stress and tension, brain stimulation or performance, the body's natural defense mechanisms, blood flow and depression."

[Sources: Whole Foods, August, 1987, p.13 and a copy of Florida House Bill 805].

COMMENT: HB 805 appears to be a good law, perhaps a model for the nation. It is aimed at promotionalism (i.e., advertising and labeling) which is the very essence of "quackery." Florida has had an enormous amount of quackery in recent years. It will be very interesting to see what affect this new law has upon quackery there.

NEVADA OUTLAWS NATUROPATHY

On May 24, the Nevada Assembly unanimously voted to repeal the law permitting naturopaths to practice in that state. The state's Senate followed suit on June 12. Nevada legalized Naturopathy in 1981 but soon found that the law needed revamping in 1983 when questions were raised over the Naturopathic Board's licensing practices and the credentials of practitioners. One had a degree from a non-existent university and another from a school that was closed while he was a student there. Denouncing naturopaths as "frauds and charlatans" and stating that naturopathy in Nevada has been "not only a disaster but an embarrassment to the state of Nevada" Assemblyman Marvin Sedway, D-Las Vegas, said the state is "facing some serious liability" because of its three licensed naturopaths. (Las Vegas Review Journal, 5/28/87 & 6/13/87).

DEATH OF CARLTON FREDERICKS

The well-known author and broadcaster of dubious health advice for five decades, Carlton Fredericks, died suddenly of a heart attack on July 28 in New York City. He was 76.

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RURAL AREA SUPPLEMENT USE

Physicians Sobal, Muncie and Guyther report on a survey of supplement use among a sample of 199 patients in their rural family practice. 54% reported that they had taken supplements (primarily multivitamins) during the previous six months. The desire to assure good nutrition and less fatigue were the major reasons cited for supplement use. Fifty-percent were daily users, and 42% had used supplements for longer than 3 years. ("Nutritional supplement use by patients in a rural family practice," J. American College of Nutrition, 5:313-316, 1986).

PEOPLE'S MEDICAL SOCIETY ATTACKS DIETETIC LICENSURE

Charles B. Inlander, President of the People's Medical Society has launched a campaign among PMS membership to raise funds to "stop organized dietitians and other self-appointed 'experts'..." from passing consumer protection legislation that would prohibit unqualified people from passing themselves off as "nutritionists." An irrationally worded promotional letter begins with a personal testimonial to the effectiveness of vitamin C for colds because "I rarely catch a cold now." (Something readers must accept on faith). Inlander leads readers to falsely believe that dietitians are trying to obtain a monopoly and that dietetic licensure would somehow prevent vitaminphiliacs from taking their beloved potions. In reality, neither is true. Dietitians do not claim to be the only ones qualified in nutrition, but understand that nutrition is a science and dietary practices are important to health to allow unqualified people, whether they be hucksters or misguided zealots, to dispense improper health and nutrition advice to the public. The licensure of nutritionists would have no effect upon vitamin self-ingestion. It would be a small step toward preventing vitamin salespeople from passing themselves off as legitimate health service providers. Inlander states: "The ADA and its supporters do not represent the consumer's viewpoint. They have vested interests in making you feel like an idiot - while they puff themselves up as the ultimate experts on nutrition. Quite frankly, they just want your business." This bit of irrationality ignores the facts that the ADA and its members are recognized internationally as nutrition experts and that protection from marketplace exploitation is the consumer's viewpoint. It has been established by nearly a century of consumer protection law that consumers want to be told the truth in advertising, labeling and health advice. The notion that dietitians are seeking licensure because they are just after business is convoluted thinking at its worst. It's the vitamin hucksters that would lose business if Inlander's opening scenario were true--and that's whose interest he seems to want to protect. Other false statements in the letter include the claim that "they tell us that to exceed the government's minimum daily requirement of vitamins ... we're putting ourselves at great risk." Inlander apparently doesn't know the difference between RDAs and the outmoded MDRs, and is unaware that the risks occur at multiples of the RDAs and that the recommendation of staying at the RDAs is done to guarantee safety. NCAHF wonders why it is that opponents of licensing nutrition consultants to prevent unqualified and bogus practitioners from exploiting the public feel that they have to badly distort the facts in order to make a case for their opposition to such legislation. It seems to this writer that Inlander is revealing more about the true goals of PMS than he realizes when he opposes

responsible behavior by nutrition consultants being written into law.

Copies of Inlander's fund appeal are available upon request from the NCAHF Resource Center. Please include a stamped, self-addressed envelope.

SELF-REGULATION BY CHIROPRACTORS QUESTIONED

Chiropractic's watchdogs are said to be "few in number and hampered by poor coordination and vague standards of care" in a comparison of the policing of medicine vs. chiropractic by state licensing boards. Mark Holoweiko, senior editor of Medical Economics asks "Is anyone serious about chiropractic policing?" in a feature article in the September 7, 1987, issue. Holoweiko reveals that the Federation of Chiropractic Licensing Boards is a \$75,000 per year operation with one full-time and two part-time people with "spotty reporting" from member boards. The Federation of State Medical Boards (FSMB) has a budget of \$4.5 million, a full-time staff of 14, a powerful new computer, and three data-processing workers on contract. FSMB collects monthly disciplinary reports from each board, verifying and recording every change in licensure status of physicians throughout the nation (see "State-hopping by Unfit Physicians Becoming More Difficult" NCAHF Newsletter, July/August, 1986).

COMMENT: The MWN article only scratches the surface of the problem of lack of policing of chiropractic. The problem begins with state licensing boards which write pseudosciences into chiropractic scope of practice laws; continues when these boards support questionable services provided by members in the face of challenges by insurance carriers; and, when practitioners support the pseudoscientific practices of their colleagues in malpractice lawsuits against chiropractors (which is one reason why chiropractors have lower malpractice costs). Chiropractic has so many deficiencies that it is scandalous -- and a ripe plum for the picking for any investigative journalist willing to pick up the challenge.

LEADING NEWS MAGAZINE RATES HEALTH PUBLICATIONS

U.S. News & World Report rated 13 health advice newsletters and magazines in its September 7 issue for accuracy, timeliness and readability. Winners on the accuracy scale were Harvard Medical School Health Letter, Nutrition Forum, Tufts University Diet & Nutrition Letter, and University of California Berkeley, Wellness Letter all with perfect scores of 4.0. Losers were Health and Prevention with scores of 2.0 and 1.875 respectively. The four-person panel making the evaluations included John Renner, MD, Coordinator of the NCAHF Task Force on Publications which evaluates health magazines and newsletters.

FDA BANS RAW MILK

The long sought-after FDA ban on shipment of raw milk intended for sale directly to the public went into effect on September 9, 1987. Despite this action the California State Legislature has failed to take steps to protect citizens from raw milk. An editorial in the August 18, 1987 Sacramento Bee laments: "Last year Assemblyman Lloyd Connelly, D-Sacramento, introduced legislation that at least would have forced raw milk to carry a warning label. Like others before it, the bill died at the hands of legislators afraid to brave the wrath of Alta Dena, a large campaign contributor."

STATE DEPARTMENT SAYS CALIFORNIA CHIROPRACTORS NOT DIAGNOSTICIANS

A computer health message from the Food and Drug Branch of the California Department of Health Services (DOHS) titled Are Food Supplements All That They Are "Quacked" Up To Be? among seventeen questions: "Who can diagnose disease?" It states: "Many people believe that their neighbor, a salesman, a chiropractor or even a health food store operator can diagnose disease. Legally, only a licensed practitioner such as a doctor or dentist can diagnose disease. Those who do it to sell their products are breaking the law. The privilege to diagnose disease is severely limited to those who have the ability and bona fide training to become licensed. Chiropractors and acupuncturists are restricted from treating disease. They cannot use drugs in most cases. If they or anyone else is prescribing a supplement to treat disease, they're breaking the law. Even worse, they are preventing that individual from receiving proper and immediate care." This message prompted a June 25, 1987 letter to state health director Kenneth Kizer, MD, MPH, from attorney Michael Schroeder on behalf of the California Chiropractic Association challenging the DOHS statement citing two opinions in 1974 and 1976 by the California Attorney General that chiropractors are legally authorized to diagnose conditions and diseases of the human body, and that the State Board of Chiropractic Examiners has repeatedly issued opinions that chiropractors are legally authorized to diagnose. Further, Mr. Schroeder states that the health message is damaging to the image and reputation of chiropractors. Dr. Kizer's August 5, 1987 response by letter was to recite California law and subsequent court rulings that restrict chiropractic to what it was understood to be in 1922 when the state's voters passed the Chiropractic Act. Although chiropractors may diagnose "conditions" or "disorders" of the human body, they may not engage in the diagnosis of "disease," according to a 1976 California Supreme Court ruling, and that is what the DOHS health message states, says Dr. Kizer. Kizer does not believe that limiting chiropractors to practicing chiropractic is damaging to the image and reputation of chiropractors.

PERCEPTIONS OF MDS, DENTISTS AND CHIROPRACTORS COMPARED

Lawrence B. Rosenfeld, PhD, Professor of Speech Communication at the University of North Carolina at Chapel Hill (UNCCH), reports on a telephone poll of 585 randomly selected persons, 18 and older, by the Institute for Research in the Social Sciences of North Carolina residents which included questions related to the perceived credibility (i.e., competency, trustworthiness, and importance) of medical doctors, dentists, and chiropractors. Survey results are divided into demographic characteristics, attitudes and behaviors, and perceptions of MDs, DDSs and DCs. Demographically, chiropractic patients (CPs) were found to be predominantly male and five years older than nonchiropractic patients (NCPs). CPs and NCPs did not differ in their perceptions of the "importance" of MDs and DDSs. Both groups perceived these providers as "important." CPs rated MDs highest of the three providers on "importance," followed by DDSs and DCs. With regard to perceptions of "competence," CPs rated DDSs highest followed by MDs and DCs. The same ranking held for CPs rating of "trustworthiness." Interestingly, CPs visited their MDs more than NCPs.

THE DIAMONDS' NEW BOOK CALLED "WEIRD"

Living Health, the latest from Harvey and Marilyn Diamond was featured in a cover story by USA Today on June 1. Described as "weird" and "a health risk" the new book presents more of the Diamonds' nineteenth century naturopathic philosophy and advice. Some of the strangest claims of the diploma mill Diamonds are that fluoridated water is a "poison" that kills people; alternate nostril breathing techniques can "balance the two sides of the brain"; spanking a child at birth can cause asthma in later life; too much sex can be toxic; and dairy and other "animal products" are a major cause of osteoporosis, cancer, arthritis, high blood pressure and other diseases. Apparently hoping to create another best-selling bonanza Harvey Diamond is quoted as saying, "Look, we don't say we have found all the answers, we say,; try our book, and maybe it will make you feel better. If not, I hope you find something else that does." If enough people take him up on that he could sell a lot of books!

Environmental Nutrition (August, 1987) reviews this sequel to Fit For Life and finds it to be loaded with food fallacies and unfit--especially in its advice for feeding children.

MICHIGAN TEEN CHOOSES MACROBIOTIC CANCER THERAPY

A cancer-related tragedy may be unfolding in Michigan. Seventeen-year-old Sonja Boden, diagnosed with Hodgkin's disease, has opted for acupuncture, macrobiotic diet and positive thinking instead of chemotherapy which is 80% effective in treating her disease. The Boden family were influenced to try questionable cancer therapy by Dr. Jewel Pookrum, a general practitioner at the Perfect Health Institute in Detroit. Boden underwent one session of chemotherapy and the lymphatic tumor shrunk 40% -- which, according to NCAHF's advisors, is common. The Boden's were unsure whether the chemotherapy or the alleged "holistic" practices deserved credit for the improvement. A court battle between the Bodens and the Department of Social Services resulted in a court ruling that permitted the Bodens to pursue nonscientific health care. (Detroit Free Press, July 9, 1987).

Recent private communication from one of NCAHF's Michigan members reveals that Sonja Boden's condition has worsened and she has been hospitalized.

JUDGE OVERTURNS VERDICT AGAINST RAW MILK DAIRY

In the last issue of this newsletter we reported on a \$40,000 verdict against Alta Dena Dairy in the death of a cancer patient, Paul Telford. We described the judge's unreasonable restrictions upon evidence he would allow the jury to hear. Despite these obstructions, the jury ruled against the dairy. Now the same judge, Theodore Piatt, has overturned the jury's verdict. (Los Angeles Times, August 29, 1987). (Does anybody besides us smell something?).

LEAD IN BONE MEAL SUPPLEMENTS STILL OF CONCERN

Writing in the "Questions and Answers" section of JAMA (April 3, 1987, Vol 257, No 13, p.1810) Sanford Miller of the FDA's Center for Food Safety and Applied Nutrition notes that the lead content of bone meal supplements varies considerably and taking as little as 2-3 times the recommended dose could put consumers at risk if the lead content of the particular product is high.

FALLACIES OF TAKING VITAMIN/MINERAL SUPPLEMENTS

A special four-page report discussing twenty fallacies that lead to vitamin/mineral self-dosing are presented in the July, 1987, Tufts University Diet & Nutrition Newsletter. Misbeliefs about fast

foods, individual differences, fish oils, calcium, organic vitamins, beta carotene and cancer prevention, soil selenium deficiencies, alcoholism, stress, and more, are reviewed. This report would make good reception room reading material.

BOOK REVIEW:

THE RIGHT DOSE: HOW TO TAKE VITAMINS AND MINERALS SAFELY, by Patricia Hausman, Rodale Press, Emmaus, PA, 1987. 529 pages, \$24.95.
Reviewed by Victor Herbert, MD, JD.

The notice on the back of the title-page of this book states, "Information here is intended to help you make informed decisions about your diet." It does not. It denies the consumer freedom of informed choice by providing unreliable information, and pushes the consumer to make bad choices based upon deception.

The book is a pitch for supplements, and reads like it came out of Prevention (the main product of Rodale Press). Joseph Carey noted in his article "Rating the Health Advisers" on pages 54055 of U.S. News and World Report for September 7, 1987, that, of 13 health advisory publications evaluated, Prevention rated lowest for accuracy (1.875 points out of a possible 4).

The book is full of irrelevant literal truths used to convey false messages to buy supplements. It repeatedly deceives by omission of adverse facts. A few examples: On page 1, we are told we should all take supplements because "At least 4 nutrients - carotene, vitamin C and E, selenium--may have the remarkable ability to help guard against cancer, reducing your chances of developing the disease." The fact is omitted that not only did the National Academy of Sciences, in Diet Nutrition and Cancer (1982), specifically state there was no evidence supplements had any value against cancer, but the only prospective study of supplements against cancer (Munoz et al., Lancet ii:111-4, 1985) found them worthless for that purpose.

On page 14, we are told that "I truly believe that you have in your hands the most thorough study of supplement safety ever designed for supplement users." This bit of arrogance completely ignores Charles Marshall's Vitamins and Minerals: Help or Harm?, a superb Book Award winner first published by the George F. Stickley Company, and now also available from Consumer Reports Books. The author omits this best single general reference on supplement safety (and efficacy) from her GENERAL REFERENCES.

We are told (page 15) that the author "scoured MEDLINE" for information on supplement safety. She reads, writes down some of what she reads, but does not appear to comprehend its significance. She indicates she has read about vitamin A hepatotoxicity in the the 1982 Herbert article in the American Journal for Clinical Nutrition on "Toxicity of 25,000 IU vitamin A supplements in 'health food' users" (title miscopied as "user" in Hausman book), and she cites (page 36) the literature that daily vitamin A supplement dose times the number of days of taking the dose should not exceed 1 million IU of vitamin A (because toxicity is cumulative). Yet she concludes on the same page that most nutritionists would endorse as sound taking 25,000 IU daily (presumably for life). She doesn't seem to comprehend that 25,000 IU x 40 days = 1 million IU. She does not cite the Rosa et al. (Teratology, 1986; 33:355-64) study suggesting women who take 25,000 IU vitamin A daily early in pregnancy risk giving birth to deformed babies.

Because the author reads the medical literature, she calls herself a researcher. This is deception by omission of the word "library." She is a library researcher, not a medical researcher. Throughout the book, she misperceives the medical literature in ways no competent medical researcher would, as in her failure to perceive that toxicity is cumulative (i.e., a large multiple of the Recommended Dietary Allowances is toxic in a small number of days; a small multiple is toxic in a large number of days).

A review reciting all the adverse facts omitted in this pitch for supplements would be as long as the book itself. In fact, most of the adverse facts omitted are in the Marshall book, which is recommended as an antidote to this book.

The book omits the pertinent statement on page 7 of the 1985 Dietary Guidelines for Americans, to wit: "There are no known advantages and some potential harm in consuming excessive amounts of any nutrient. Large doses of supplements of any nutrient should be avoided. You will rarely need to take vitamin or mineral supplements if you eat a variety of foods." The American Medical Association says, "Healthy adult men and healthy adult nonpregnant, non-lactating women consuming a usual, varied diet do not need vitamin supplements." (AMA Council on Scientific Affairs: Vitamin Preparations as Dietary Supplements and as Therapeutic Agents. JAMA 1987; 257:1929-36). In an April 8, 1987, Joint Position Paper entitled "Statement on Vitamin and Mineral Supplements," the American Dietetic Association, the American Institute of Nutrition, the American Society for Clinical Nutrition and the National Council Against Health Fraud stated, "Healthy children and adults should obtain adequate nutrient intakes from dietary sources. Meeting nutrient needs by choosing a variety of foods, in moderation, rather than by supplementation, reduces the potential risk for both nutrient deficiencies and nutrient excesses. Individual recommendations regarding supplements and diet should come from physicians and registered dietitians...The Recommended Daily Allowances (RDAs) represent the best currently available assessment of safe and adequate intakes, and serve as the basis for the US Recommended Daily Allowances shown on many product labels. There are no demonstrated benefits of self-supplementation beyond these allowances."

If you want to read how to take vitamins safely, read the Marshall book and the JAMA article cited above. What is the right supplement dose? None, except in certain special situations delineated in the JAMA article. How does one take vitamins and minerals safely? In food, not in pills.

SKEPTICS WARN CONSUMERS ABOUT DENTAL FAITH HEALER

The Committee for the Scientific Investigation of Claims of the Paranormal (CSICOP) has issued a printed warning titled "Consumer Alert About the Reverend Willard Fuller." The flyer presents Fuller's preposterous claims of filling and replacing teeth, changing ordinary dental amalgams into gold and other dental miracles through faith healing. Also cited is Fuller's conviction in Australia for false advertising due to such claims and the results of investigations by dental experts who examined the mouths of alleged healees and found no evidence of effectiveness. Some of the spurious methods of Rev. Fuller are presented and a warning that some of the methods used to sterilize dental mirrors and Fuller's hands are ineffective and could spread germs. (For a single copy send a stamped, self-addressed envelope to the NCAHF Resource Center; include 25 cents or one first class postage stamp as payment).

FDA CRACKS DOWN ON COSMETIC AGE-TREATMENT CLAIMS

According to an article in the Wall Street Journal (date not available) the FDA has sent letters to several cosmetic companies telling them that portraying products as "repairing cells" or skin layers below the surface, rather than having only an external effect, makes them drugs (i.e., from a legal standpoint, a "drug," among other things is a substance which is intended to have an effect upon the structure or function of the body) and need FDA approval to assure safety and effectiveness. The article cites industry responses as believing there are "differences in interpretation" between FDA and industry, and words taken out of context.

COMMENT: Bravo for FDA! The amount of quackery we've noticed among cosmetic ads trading on combined Fountain of Youth and beauty claims is appalling. Although few of these pose direct threats to life and limb, they defraud consumers.

LIMITATIONS OF HAIR ANALYSIS

The limitations of hair analysis in clinical medicine and its potential for experimentation are reviewed by Klevay et al in the American Journal of Clinical Nutrition, 46:233-6, 1987.

READERS: IF YOU ARE UNABLE TO LOCATE ARTICLES CITED IN THE NEWSLETTER, NCAHF WILL SUPPLY FREE COPIES FOR YOU. THESE MAY BE OBTAINED BY SENDING A STAMPED, SELF-ADDRESSED, BUSINESS SIZED ENVELOPE. THERE IS A \$1 SERVICE CHARGE FOR MEMBERS; \$2 FOR NONMEMBERS FOR EACH ARTICLE REQUESTED. SEND REQUESTS TO NCAHF RESOURCE CENTER, 2800 MAIN STREET, ST. MARY'S HOSPITAL, KANSAS CITY, MO 64108. PAYMENT MUST ACCOMPANY ORDERS.

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Allentown, PA 18105

START PLANNING FOR THE NATIONAL HEALTH FRAUD CONFERENCE

The long hoped for National Health Fraud Conference will be held Monday & Tuesday, March 14-15, 1988 at the Allis Plaza Hotel in Kansas City, MO. We would like have as many of our NCAHF members as possible who plan to attend come early for a special meeting on Sunday, March 13. We are thinking that it may be possible to get a fare reduction for arriving Saturday night (airfares are often reduced for this reason). Rates at the Allis Plaza Hotel will be \$69 for either a double (may be shared) or single room. We would like to know who will plan on being there early so a sufficient number of rooms can be reserved. Notify Linda at (800) 821-6671 if you plan to be there early. If a sufficient number of members indicate that they will attend, it is possible that the official 1988 NCAHF Annual Meeting normally held in Loma Linda on the third Thursday in February (according to the by-laws) can be rescheduled for March 13 (such changes are provided for in the NCAHF by-laws).

TASK FORCE ON PUBLICATIONS CALLS FOR VOLUNTEERS

This issue of the newsletter carries a report on the quality of information found in health newsletters and magazines by U.S. News & World Report (USNWP). The report mentions NCAHF's Task Force on Publications and its charge of evaluating sources of health information. John Renner, MD, who served on the USNWP panel has been developing better criteria for making such judgments than have been used to date by either USNWP or ACSH, which also has evaluated health publications. Dr. Renner is ready to go to work and needs a large number of volunteers from a wide variety of disciplines. He requests that even those who have volunteered for this task force already recontact him. Send a brief resume directly to Dr. Renner at St. Mary's Hospital, 2800 Main St., Kansas City, MO 64108; Telephone (800) 821-6671.

NCAHF TASK FORCE ON HEALTH MISINFORMATION IN VISION CARE FORMED

The amount of vision-related quackery has been judged sufficient enough to warrant a task force to tackle the problem. The group will be coordinated by Russell Worrall, OD, Assistant Clinical Professor of Optometry, University of California, Berkeley who is a member of the NCAHF Board of Directors. Dr. Worrall is an authority on vision-related pseudosciences and is currently conducting a prospective study of iridology. Volunteers who would like to serve on this task force should send a resume to Dr. Worrall at 333 S. Auburn St., Suite 6, Colfax, CA 95713.

NATIONAL NUTRITION QUACKERY QUIZ TO AIR ON WESTAR

The Oklahoma State University Cooperative Extension Service will broadcast a satellite videoconference on what is billed as The National Nutrition Quackery Quiz November 12, 1987. The broadcast will run from 7:00 pm to 8:00 pm, CST pm Westar 4. Channel 19. NCAHF is permitting the use of its quackbusters logo for use in promoting this effort. Anyone wishing to organize a downlink site may contact Janice Stewart, PhD, RD, Nutrition Education Specialist at OSU. Write: Cooperative Extension Service, Division of Agriculture, Stillwater, OK 74078; Telephone (405) 624-6824.

DONATIONS RECEIVED

For your information, \$3,621.11 in donations have been received since our first appeal in June. Again, we want to express our sincere thanks to all of those who responded so generously. These funds have enabled us to continue to meet our obligations without badly depleting the reserves NCAHF must have to function.

COMING EVENTS

Following is a partial listing of events where NCAHF Jarvis will appear:

<u>Date</u>	<u>Location</u>	<u>Contact</u>
Oct 23	Sacramento, CA	(415)893-7900 Cecilia Olkowski
Nov 10	Honolulu, HI	(808)547-9586 Jane Umeda, RD
Nov 20-1	Ft. Lauderdale, FL	(305)355-5340 Ken Monson, MD
Dec 2	Cincinnati, OH	(513)421-7010 Susan Clarke

HOW TO OBTAIN A FULL LISTING OF THE U.S. CONGRESS

You can obtain a complete listing of the names, addresses and D.C. telephone numbers of the U.S. Senate and House of Representatives by state without charge from: Barbara E. Bey, Director, External Affairs, American Council of Life Insurance, 1001 Pennsylvania Avenue N.W., Washington, D.C. 20004-2599. Ask for: OUTLOOK: "Washington Directory" (#E325).

AREA NETWORK COORDINATORS

The following individuals have been designated by NCAHF as Area Network Coordinators whose role is to coordinate communications and activities among NCAHF members within the geographic areas indicated for the purpose of advancing the goals of NCAHF on the local level.

David Lightsey, MS
2619 F Street
Bakersfield, CA 93301

Kern County, California
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(805) 327-0492

Nancy C. Tullis, RD
2610 Broadmeade Rd
Louisville, KY 40205

State of Kentucky
Zip codes: 40000 - 42799
(502) 454-5174

FALL SKEPTICAL INQUIRER FEATURES MEDICAL CONTROVERSIES

The Fall, 1987 Skeptical Inquirer, publication of the Committee for the Scientific Investigation of Claims Of the Paranormal (CSICOP), focuses on health pseudosciences. A report on CSICOP's 1987 conference held in Pasadena this past April is presented. Feature articles include "Chiropractic: a skeptical view" by William Jarvis, "Homeopathy: Is It Medicine?" by Stephen Barrett, "Alternative Therapy (a report on an inquiry by the British Medical Association)" by Lewis Jones, and "Quackery: the need for federal, state and local response" by Congressman Claude Pepper.

CBBB/FDA ANTIQUACKERY PAMPHLET

The Council of Better Business Bureaus (CBBB) and FDA have cooperatively published an eight-page, 3 1/2" x 8 1/2" pamphlet titled Quackery and the Elderly. The content is based upon the Pepper Committee Report of 1984 and deals with the extent of quackery aimed at the elderly (unfortunately, it incorrectly presents annual estimated expenditures for quackery as \$10 billion with 60% of that coming from the elderly instead of the report's figures that the \$10 billion represented quackery's cost to the elderly alone with the nation at large spending an estimated \$25 billion annually on quack products and services), cancer quackery, arthritis quackery, anti-aging treatments and cure alls, and what people can do about the problem. The publication is identified as No.24-240, A 400 587. CBBB is located at 1515 Wilson Blvd., Arlington, VA 22209.

NEW FROM ACSH

The American Council on Science and Health (ACSH) continues to produce high quality informational pamphlets on matters of importance to people engaged in combating health fraud misinformation, and quackery. Recent publications include: a July, 1987 revision of Does Nature Know Best: Natural Carcinogens in American Food, Diet and Behavior, and Answers About AIDS. These pamphlets are available from for \$2.00 each from: ACSH, 47 Maple Street, Summit, NJ 07901.

NEW FROM NUTRITION CLINICS

The George Stickley Company's Nutrition Clinics continues to be an excellent source of information useful for debunking nutrition misinformation. The August, 1987 edition (Vol.2, No.4) is titled "Nonnutrients in foods" and deals with naturally-occurring toxicants in foods and herbals, food substances alleged to reduce cancer risks and popular wonder foods such as honey, brewer's yeast, yogurt, and others. You may subscribe to NC for \$24 annually (6 issues) or obtain individual copies for \$5.00 from: George F. Stickley Company, 210 West Washington Square, Philadelphia, PA 19106.

SEND ITEMS YOU THINK MAY BE OF INTEREST TO NCAHF MEMBERS EITHER IN THE NCAHF NEWSLETTER OR THE BULLETIN BOARD TO WILLIAM JARVIS. PLEASE PROVIDE THE MOST COMPLETE REFERENCES THAT YOU CAN. DO NOT ASSUME THAT WE'VE SEEN IT JUST BECAUSE IT APPEARED IN A NATIONAL PUBLICATION. BESIDES, WE'D RATHER HAVE EXTRA COPIES THAN MISS AN IMPORTANT ITEM.

FDA SOLICITS COMMENTS ON PUBLIC HEALTH MESSAGES ON FOOD LABELS

The August 4 Federal Register announces FDA's proposed policy concerning the addition of health-related claims and information on food labeling, and calls for comments. FDA proposes four criteria for use in evaluating the propriety of health-related messages on food labels. The criteria specify that such information:

- (1) must be truthful and not misleading to the consumer; the information must not overemphasize or distort the role of food in enhancing health;
- (2) should be based upon valid, reliable, publicly-available scientific evidence;
- (3) should describe the role of a specific food or specific ingredient in terms that are consistent with generally recognized medical and nutritional principles for a sound dietary pattern; the dietary characteristics of the food must be consistent with the message being used;
- (4) constitutes a nutrition claim that requires full nutrition labeling on the product.

The agency is soliciting comments on these four criteria as well as on four citizen petitions, the establishment of an interagency committee to develop suggested health messages for use; on food labeling, and specifically on the following questions:

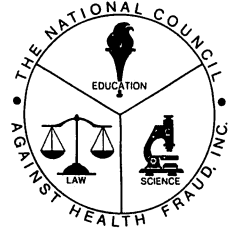
- (1) Is it in the public health interest that health information appear on food labeling?
- (2) Are the basic principles upon which FDA has based its criteria reasonable?
- (3) What type of valid, reliable, recognized scientific evidence should be considered adequate to support health information with might appear on food labeling?
- (4) Are there sufficient scientific data and information to allow the use of health information on dietary supplements?
- (5) What priority should FDA assign to enforcement actions against the use of therapeutic or misleading health-related information on food labeling?

You may submit comments on all or a portion of the above. Those submitting comments should identify them with Docket No. 85N-0061CA and send them by November 2, 1987 to the Dockets Management Branch (HFA-305), Food and Drug Administration, 5600 Fishers Lane, Rockville, MD 20857.

The hucksters are licking their chops hoping for approval of the proposed policy changes. FDA can't enforce the sound law it has presently. You may wish to reread a statement published in the NCAHF Newsletter, July/August, 1986 in which it was stated that no new law is needed if food companies merely want to print truthfull nutrition information on their products. It is making misleading claims that are of concern, plus a lack of effective enforcement. NCAHF leaders hope that many members will take the time to comment on the proposed policy.

NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



NOVEMBER / DECEMBER, 1987.

NCAHF NEWSLETTER

VOL 10 NO 6

The Strange Case of the Chiropractic Antitrust Legal Win By William Jarvis, PhD

[Author's note: This past August the American Medical Association and others (AMA et al) were found guilty of an illegal boycott of chiropractors (DCs). Although the AMA has appealed and a reversal could occur in the future, I am presenting a summary of the lawsuit and my views as an academic observer of the chiropractic controversy and one who also served as an expert witness in this case on the status of chiropractic from a consumer health perspective.]

The Original Case

In 1976, five DCs (one dropped out) filed a complaint charging AMA et al of engaging in an illegal conspiracy to restrain trade by refusing to associate professionally with them and other DCs. The plaintiffs claimed that a boycott was accomplished through the use of Principle 3 of the AMA's code of ethics which stated: "A physician should practice a method of healing founded on a scientific basis; and he should not voluntarily professionally associate with anyone who violates this principle." The DCs contended that the AMA et al used principle 3 to boycott them by labeling DCs "unscientific practitioners" and advising AMA members and others that it was unethical to associate with them, constituting a violation of Section 1 of the Sherman Antitrust Act. A jury vindicated AMA et al of these charges in 1981, but the 7th Circuit Court of Appeals overturned the original decision on procedural grounds.

The Retrial

Shortly before the retrial, the DCs waived their claim for damages and sought only injunctive relief from the boycott changing the retrial from a jury to a bench trial. This shifted the focus of the case from the past to the present in order to determine whether the plaintiffs were entitled to injunctive relief. The retrial proceeded on these terms despite the fact that an injunction hardly seemed necessary in 1987 since the AMA had eliminated Principle 3 in 1980 declaring that physicians may associate with anyone they choose if they feel that it is in the patient's best interest.

The Appellate Court

On the matter of antitrust, the appellate court clarified the legal issues in its review rejecting the plaintiffs' argument that the defendant's conduct was a per se violation of Section 1 of the Sherman Act holding that it did not apply to a canon of medical ethics addressing the importance of the scientific method. Although not a per se antitrust violation, to qualify for exemption AMA et al must show that their boycott was justified on the basis of a so-called "patient care defense." In order to accomplish this, the defendants had to prove that their concern for the scientific method in patient care was: (1) genuine, (2) the dominant motivating factor in their behavior, (3) reasonable, and (4) that this concern could not have been accomplished in a manner less restrictive of competition.

The Judge's Findings

A Genuine Concern For Patients

The Judge concluded that the AMA et al had conducted the boycott out of a genuine concern for the scientific aspects of patient care. However, she chided the AMA for changing its antichiropractic policy (i.e., eliminating Principle 3) without formally deciding that chiropractic was scientific. She stated that this showed "disregard for the scientific method in patient care." She noted that this was obviously done to bring AMA into compliance with antitrust laws and not a change of

position designed to reverse the attitudes of AMA members. Despite her finding on this important point, the Judge seemed to harbor cynicism toward the defendants for having abandoned Principle 3 without a fight. **Patient Well-being, Not Economics, Was Dominant Motivation**

Despite a substantial amount of testimony by economists that the boycott probably had some negative economic impact upon DCs, the Judge also held that AMA et al had acted out of a concern for the scientific aspects of patient care and not financial self-interest. This finding was significant because chiropractic propagandists have traditionally claimed that the AMA's opposition was motivated greatly by greed. **Where The Defense Failed**

It was on the last two points of reasonableness and whether or not the boycott constituted the method least restrictive of competition that the AMA et al failed to carry their burden of proof. Failing on these two points the defendants were judged to have failed to carry the entire patient care defense. Thus, AMA et al could not qualify for exemption from antitrust legal sanctions.

Why The Boycott Was Judged Not Reasonable

Judge Getzendammer did not believe that boycotting the *entire* chiropractic profession was "objectively reasonable" for the *entire* time span because even witnesses for the defense admitted that some services rendered by DCs are efficacious (i.e., spinal manipulative therapy (SMT) for some musculoskeletal conditions) boycotting all DCs was unjustified. Here is where the defense stumbled badly. It was not made clear that SMT and chiropractic are *not synonymous*. SMT is *what* is done, chiropractic is an explanation as to *why* (i.e., to restore "nerve flow" by reducing "subluxations").

The Judge seemed to have been confused by statements that chiropractic had been transformed from an unscientific health care system in 1969 based upon obscure declarations by the two major chiropractic associations that they did not believe in a "one-cause, one-cure" theory of disease. In reality, people who understand chiropractic philosophy know that disclaiming a "one-cause, one-cure" theory of disease is a rhetorical smokescreen. DCs still believe in mythical "subluxations" which are the basis for both chiropractic's treatment rationale and its legal basis of practice. Although most DCs may no longer hold a monocausal view of "subluxations" they have not made a commitment to rational, scientific skepticism. Rather, many have merely become more diverse in their pseudoscientific practices. Chiropractic continues to be largely unscientific and refuses to place reasonable limitations upon the value of SMT or its scope of practice.

Boycott Not Least Restrictive of Competition

Much seemed to turn on the Judge's belief that a method less restrictive of competition could have been employed to protect the scientific aspects of patient care other than a boycott. It is important to keep in mind that the Sherman Antitrust Act was made to protect and encourage competition in the marketplace. Judge Getzendammer stated that "the AMA presented no evidence that a public education approach or any other less restrictive approach was beyond the ability or resources of the AMA or had been tried and failed." It is unclear to me how the defendants might reasonably be expected to go about proving that something less restrictive could not have been done. On this point, the Judge acknowledged that no physician had ever been disciplined for associating with a DC, and no physician testified that he refused to associate with one of the plaintiffs because of the constraints of Principle 3. Nevertheless, she stated that the mere presence of such a prescription in the AMA Code of Ethics was sufficiently coercive to restrict MD/DC associations.

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Edited by: William Jarvis, Ph.D., Associate Professor of Preventive Medicine, Department of Preventive Medicine, School of Medicine, Loma Linda University.

Judge Saw No Scientific Validity in Chiropractic

The Judge was aware that DCs had propaganda goals for this case. She stated: "The plaintiffs clearly want ... a judicial pronouncement that chiropractic is a valid, efficacious, even scientific health care service." She stated that only scientific studies could accomplish this and saw through an attempt to validate chiropractic by citing positive aspects of the 1978 New Zealand Report. She agreed with the U.S. Congress' Office of Technology Assessment's review that found "serious problems" with the report's treatment of safety and efficacy issues and declined to "pronounce chiropractic valid or invalid on anecdotal evidence." In an apparent attempt to thwart abuses by DC propagandists, Getzendammer stated that her ruling that AMA et al's boycott was not reasonable "...is not and should not be construed as a judicial enforcement of chiropractic."

Getzendammer also seemed to recognize that DCs were attempting to use the courts coercively when she stated that "the plaintiffs appear to want a forced marriage between the professions. Certainly no judge should perform that ceremony." She also took strong notice of the abuse of x-rays by DCs, including excessive and hazardous practices by one of the plaintiffs in this case.

Injunctive Relief Ordered

Interestingly, although no evidence was presented that the constituency was not aware of the revised policy, Judge Getzendammer ordered the defendants to publicize their current policy on the assumption that it was not sufficiently understood by AMA et al's constituency.

A Propaganda Bonanza For DC

Despite the Judge's criticisms, her decision that the boycott was illegal hands DCs a propaganda victory due to its superficial appearances. Just as in the case of the New Zealand Report, which came down very hard on chiropractic in its recommendations, DCs are adept at selectively lifting items out of context for their maximum public relations value. DC propagandists have already used this case to send the false message that chiropractic was the undeserving victim of medical establishment condemnation and has been vindicated as a health care system.

AMERICAN COLLEGE OF NUTRIPATHY

Jeff South describes the American College of Nutripathy (ACN), a correspondence school at Scottsdale, Arizona in the September, 1987 *Nutrition Forum*. ACN is operated by Gary Martin who once ran a sales motivation institute. Ads for ACN appear regularly in health foods magazines. South says that the school's diplomas look as official as those of Harvard but "critics say they are as bogus as the formulas Martin touts as effective against cancer." ACN enjoys tax-exempt status as a ministry of the Eternal Life Center. South provides interesting and useful details on the operation including methods taught, degrees offered, legal problems with the state of Arizona, and more. Martin uses the urine/saliva tests dreamed up by the late Carey Reams, self-proclaimed "biophysicist" who was prosecuted for practicing medicine without a license (not included in the article is the fact that Reams was linked to at least two deaths of diabetic Amish children he advised to discontinue their use of insulin, and a leukemic child who discontinued chemotherapy.)

TIJUANA CANCER CLINICS EXPOSED

Los Angeles Times staff writer, John Hurst, has published a two-part series (October 22-23, 1987) describing the Tijuana cancer clinics. Treatments included hydrogen peroxide injections, electrical charges administered to withdrawn blood that is then reinjected, injections of "live cells" from unborn calves, coffee enemas, colored light therapy, letrile, DMSO and mystical machines. Promoters Donsbach, Salaman, Gerson, Young and others are mentioned. Particularly revealing was the method used to trick insurance companies into paying for unproven and worthless therapies. Claims are processed through an operation in Houston, Texas which represents

the therapies as "chemotherapies" with codes that insurance companies will not recognize as bogus. Among the revelations made by Hurst was the fact that naturopath Gary Young's operation failed to recognize cat and chicken blood samples sent for analysis as human blood. Copies of the 9-page report may be obtained from the NCAHF Resource Center, 2800 Main Street, St. Mary's Hospital, Kansas City, MO 64108; cost including postage and handling: NCAHF members \$2, nonmembers \$3.

FLORIDA ACS HOSTS MAJOR CONFERENCE

The Florida Division of the American Cancer Society planned and hosted a premier conference titled "Choices in Cancer Care: Separating Fact From Fiction." Presenters included Gary Lyman, MD (oncologist describing current cancer therapies); NCAHF President William Jarvis, PhD (on the nature of health fraud and quackery and the consumer perspective, and the different kinds of harm done by cancer quackery); Victor Herbert, MD, JD (the ethics of cancer treatment), Barrie Cassileth, PhD and Jimmie Holland (leading psychosocial researchers on why cancer patients choose dubious treatments); Edward Creagan, MD (presented results of controlled studies done at the Mayo Clinic which failed to show any benefit of megadoses of vitamin C in cancer patients); Jim Lowell, PhD (showed the bizarre side of quackery with his entertaining presentation of "Balloons Up Your Nose and Other Medical Absurdities" and a slide tour of the Tijuana clinics); Joseph Zavertnik, MD (investigator of "Immunoaugmentative Therapy" promoted by zoologist Lawrence Burton in the Bahamas); Grace Monaco, JD (Founder and National Board Chairman of Candlelighters Childhood Cancer Foundation and legal expert on dealing with insurance

Final Comments

Those of us who believe that scientific issues should predominate in questions involving health have to be very disturbed about the outcome of this case. The fact that there had been a boycott of DCs by AMA et al was never in dispute nor was its scientific justification refuted — at question was its status under the Sherman Act. The facts supported the defendants as to the unscientific nature of chiropractic, and the Judge vindicated AMA et al for their genuine concern for patient well-being and dominant motivation of protecting the scientific aspects of patient care. It was on the business aspects of the law that the defense failed, and it's difficult to see how the public will benefit from this court's narrow decision.

I would have liked to have seen some balance in this Judge's decision. I would like to have seen the DCs required to publicize their 1969 disclaimer of the "one-cause, one-cure" theory. Since the "one-cause" previously was theorized to be the "subluxation," and this term still appears widely in the chiropractic literature and legal definitions of chiropractic in states' practice acts, DCs should also be required to include an explanation in quantitative terms precisely what constitutes a "subluxation" and its function in health and disease, and the usefulness and limitations of SMT.

From a lawyer's perspective, the DC's attorneys deserve some credit for being slick strategists. They managed to turn a nonmeritorious personal damages (plaintiffs were unable to prove that any personal damages had occurred) lawsuit into a makeshift confrontation between chiropractic and organized medicine which narrowly separated business from the scientific aspects of health care. I'm sure that chiropractic would not do so well in a full review that would measure it in terms of validity, diagnostic reliability, consumer protection standards, educational quality, standards of practice, ethical conduct, self-regulation, objectivity, rationality, tolerance of criticism from members of its own guild, willingness to permit others to infringe upon their turf with the same aggressiveness DCs infringe upon that of physical therapy, nutrition, and medicine. Perhaps it is time for a confrontation of chiropractic vs scientific health care in a legal arena where witnesses are sworn and the rules of evidence apply.

claims for dubious cancer methods); James "The Amazing" Randi, MacArthur Foundation Grantee, on abuses by television evangelists who are also alleged to be faith healers; Edward Friedlander, MD (authority on imagery on its application to cancer therapy); Ben Wilson, MD (head of NCAHF's Task Force on Questionable Methods of Cancer Management with video vignettes of the cancer messiahs); and a wrap up by Helene Brown (one of the most knowledgeable and compelling speakers on the challenges of dubious cancer care). It's not possible to convey in this brief report just how outstanding this conference was. However, the entire conference was videoed and proceedings are expected to be published. It set the pace for top-flight conferences on this important problem and it is our hope that it will inspire ACS divisions around the nation to sponsor similar events.

ARE QUACKS PSYCHOPATHS?

Based upon the following report it is clear that some notorious quacks and leaders of organized quackery match the description of psychopaths. Although the term "psychopath" is popularly applied to brutal killers, in psychology it refers to someone with a personality disorder defect (NOTE: "Psychopath" no longer is part of the diagnostic nomenclature of the American Psychiatric Association; it has been replaced with "personality disorder") in which the individual is apparently incapable of feeling compassion or pangs of conscience. New research reveals the ease with which psychopaths lie, twist language, manipulate and destroy people. The psychopath confronts danger without the rise in bodily responses to anxiety of normal people. Researchers have discovered that psychopaths have an unusual pattern of brain

organization. Psychopaths have a facile use of language and understands what they are saying on an intellectual level, but the words they use do carry the same emotional meaning for them as for normal people.

British Columbia psychologist, Dr. Robert Hare, has developed a scale to assess whether a person is a psychopath. Among the key traits are: glibness and superficial charm, grandiosity, lack of guilt, shallow feelings, impulsiveness and lack of long-term plans. Although many psychopaths are criminals, not all nor are most criminals psychopaths. Most psychopaths are free in society. Hare notes that all professions have them. "He's the shyster lawyer, the physician always on the verge of losing his license and the businessman with a string of deals where his partners always lose out." "There is something odd about the psychopath's language to the clinical ear," says Hare, "Face-to-face most people do not notice the oddness because of the psychopath's charm and the sureness with which he speaks. He will blithely talk to a physician in medical terms with utter reassurance, though he knows he is using them incorrectly." Hare says, "If you catch him lying, he'll just shift gears and go on as if nothing had happened."

This work is summarized by Goleman in "Brain defect tied to utter amorality of the psychopath," *New York Times* July 7, 1987. More detailed information is available in the book *Unmasking The Psychopath* (W.W. Norton & Co., 1986) edited by William H. Reid, et al. Understanding this personality disorder can be useful to educators helping people learn how to protect themselves from quacks and attorneys facing such individuals in the courtroom.

EVENING PRIMROSE OIL SCAM

Federal marshals seized \$120,000 worth of evening primrose oil from Swanson Health Products, a mail-order firm in Fargo, North Dakota in February. Evening Primrose oil is being promoted for a variety of ailments including premenstrual syndrome (PMS), benign breast disease, obesity, alcoholism, hyperactivity in children and more. According to an ad in *Prevention Magazine* evening primrose can lower blood pressure and cholesterol. FDA says that not only is there no evidence that the substance is beneficial for any medical purpose, but that the product may not be sold legally in the U.S. until it either has been approved as a food additive or a drug—and requirements for neither has been fulfilled. ("Luring consumers down the primrose path," *FDA Consumer*, pp.34-35, November, 1987.)

AMERICAN DENTAL ASSOCIATION CONFRONTS DENTAL QUACKERY

The Journal of the American Dental Association (JADA) confronts quackery with a featured cover story titled "What can be done about dental quackery?" in its November, 1987 issue. Nutrition, temporomandibular joint (TMJ) dysfunction (i.e., pain and problems in the jaw joint), alleged toxicity from dental fillings, so-called "cranial osteopathy" (i.e., manipulating the skull-bones), antifuoridationism, so-called "Applied Kinesiology" (i.e., diagnosis by muscle-testing), reflexology, acupuncture and the "holistic approach" are discussed. Several NCAHF leaders are featured for their work opposing dental quackery.

SURVEY ON THE USE OF QUESTIONABLE PRODUCTS FOR DISEASES

An executive summary of the first national telephone survey on the use of questionable products for arthritis, cancer, and fifteen treatment areas conducted in the Spring of 1986 by Louis Harris and Associates for the Department of Health & Human Services is now available. The survey studied a national cross-sectional sample of 1,514 adults and yielded two smaller subsamples of 249 arthritis patients and 58 cancer patients.

Some of the survey highlights are:

1. Of those who sought a treatment in one of the 15 areas:
 - 41% used only scientifically acceptable treatments;
 - 34% used both accepted and questionable treatments;
 - 25% used only questionable treatments.
2. 26.6% of the public has used one or more questionable treatments.
 - 15% of cancer patients used a questionable treatment;
 - 36% of arthritis sufferers used a questionable treatment;
3. 65% of users of questionable treatments in the 15 areas thought them to be helpful 33% of cancer patients thought the questionable treatments helpful
 - 41% of arthritis patients thought the questionable treatments helpful.
4. Word of mouth is the primary mechanism for the diffusion of information about questionable treatments in the 15 areas.
5. There is some evidence that the poor and sick are at special risk to the use of questionable products.
6. Those with the greatest trust in doctors are least likely to use questionable treatments.
7. Doctors appear to be one of the most effective points of intervention for dissuading use of questionable treatments.
8. Most users have never complained to anyone about their products; those who do complain tell a friend (57%), Doctor (19%), retailer (16%) or manufacturer (4%). None had complained to a government agency, consumer group or media source.

For a copy of the eleven-page report write to the NCAHF Resource Center, 2800 Main Street, St. Mary's Hospital, Kansas City, MO 64108; cost including postage and handling: NCAHF members \$2, nonmembers \$3.

KURT DONSBACH PROFILED

"The mercurial Kurt Donsbach" by Stephen Barrett, MD appears in the October, 1987 issue of *Nutrition Forum*. Mr. Donsbach's educational background, criminal record, and history as a health products and services entrepreneur are detailed.

SHIRLEY MACLAINE'S FOLLOWERS OUT ON THEIR OWN LIMB

According to a *Newsweek* magazine report (July 27, 1987, pp.46-7) attendees at the seminars MacLaine sponsors must sign a waiver absolving the organizers from responsibility for psychological injury which might result from participation. This shows that someone connected with these seminars is aware of the potential danger of meddling with people's mental health. Devotees pay \$300 for admission to these seminars. MacLaine is said to be using the profits to build a center in Colorado for the study of psychics, numerology, color therapy, channeling, reincarnation and similar pursuits.

HOLISTIC PATIENTS SURVEYED

A survey of the readers of *New Age Journal (NAJ)* reveals that 73% of respondents reported having had a bad experience with an "alternative therapy." Topping the list of problem treatments were chiropractic, acupuncture, colonics, fasting, and a variety of "natural" diets. Interestingly, the *NAJ* editors revealed their provider vs. consumer bias by reporting that "These bad experiences aside, almost half (43%) of the respondents *didn't* (emphasis ours) believe that holistic health methods require further regulation" rather than reporting that the majority (57%) actually *did* support closer regulation as was shown on their published data tables. (*New Age Journal*, Sept/Oct, 1987.)

FAD THERAPIES FOR DEVELOPMENTAL DISORDERS

Developmental disorders in children are a source of frustration and sometimes even guilt for parents. This is an area not overlooked by the proponents of dubious remedies. Gerald Golden, MD, Shainberg Professor of Pediatrics, Chairman of the Department of Neurology and Director of the Child Development Center in Memphis, Tennessee describes a variety of fad therapies including The Feingold Diet, orthomolecular (i.e., megavitamin) vitamin & mineral therapy, sugar-free diet, patterning and motion-sickness medications in the October, 1987 issue of *Contemporary Pediatrics*.

SELENIUM PROMOTER RESIGNS FOLLOWING PLAGERISM CHARGES

Raymond J. Shamberger, a biochemist at the Cleveland Clinic Foundation resigned from his position following accusations of plagiarism. At issue was Shamberger's 1984 book *Nutrition and Cancer*. Plenum Press withdrew the book after nutrition Professor Colin Campbell pointed out that large portions had been lifted from the National Academy of Science's 1982 report, *Diet, Nutrition and Cancer*. The apparent plagiarism had come to light in 1985 when Shamberger appeared as an expert witness on behalf of General Nutrition, Inc., before a hearing held by the Federal Trade Commission to face accusations of false and misleading advertising in connection with the promotion of pills called "Healthy Greens." Shamberger is best known for his controversial hypothesis that selenium may protect against heart disease and cancer. (*Science*, September 4, 1987, p.1098).

LITERAL TRUTHS USED TO CONVEY FALSE MESSAGES

Victor Herbert, MD, JD, has coined phraseology that succinctly describes current efforts by the food industry to legalize false and misleading claims under the guise of "health messages" in labeling and advertising. Literal truths about the use of specific products or practices presented with omission of information regarding potential adverse effects can result in a false message being conveyed even though every statement of fact present is true. It's as basic as the phraseology used to swear-in witnesses who must agree to "tell the truth, the whole truth and nothing but the truth...." Dr. Herbert's comments were published in the May/June issue of *Nutrition Today* and are basic reading for NCAHF members and supporters of the principle of truth in labeling and advertising which is one of NCAHF's foundations.

NCAHF IS TEN YEARS OLD

In December NCAHF marks its tenth anniversary since its incorporation as the Southern California Council Against Health Fraud. So, what have we learned over ten years of confronting quackery? We've learned that health fraud is the number-one consumer fraud problem among the nation's elderly and a multibillion dollar industry deeply entrenched within society. We've seen combating health fraud become a priority again among regulatory agencies. We've seen the media turn from a medium friendly to the radical ideas of quackery to one making a solid effort to expose quacks. We've helped reformist chiropractors get organized against cultism and pseudoscience within the chiropractic guild. We've seen an enormous growth in the literature available to counter the misinformation that health fraud and quackery feed upon. We've become more convinced than ever that

the only kind of consumer organization that can cope effectively with health fraud, quackery and misinformation is a private, independent entity such as NCAHF. NCAHF has experienced phenomenal growth coming from a small group of 22 individuals scattered around California to over 2500 located in all 50 states and at least 6 foreign countries, but it has not been enough. By now, we had hoped that NCAHF would have built a large enough membership to sustain a paid staff and its own facilities, but such is still not within view. In fact, it still is unclear whether or not NCAHF can survive as a purely member-supported entity. Most disappointing has been the slow response of regular health professionals to support an ongoing antiquackery effort. If it were not for the strong commitment of Loma Linda University to rational, responsible health care demonstrated by its indirect support, plus the fact that NCAHF is run

primarily by volunteers it could not exist. Far more people are happy to use NCAHF's services than are willing to support it financially. It seems to be simply human nature to "let George do it" when it comes to supporting public-service causes such as NCAHF. Nevertheless, NCAHF continues to grow and there is reason for optimism as we look to the future.

HAPPY HOLIDAYS!
PLEASE REMEMBER NCAHF AND ITS CHARITABLE EFFORTS AGAINST HEALTH FRAUD, QUACKERY AND MISINFORMATION AS YOU THINK ABOUT END-OF-THE-YEAR CONTRIBUTIONS. ALL GIFTS TO NCAHF ARE TAX-DEDUCTIBLE UNDER IRS CODE 501 (C) (3).

Readers unable to locate articles cited in the Newsletter may obtain free copies from the NCAHF Resource Center. Postage and Handling: \$1 members, \$2 nonmembers for each article. Payment must accompany order.

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NEWSLETTER

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T H E B U L L E T I N B O A R D

NOVEMBER / DECEMBER, 1987

NCAHF ANNUAL MEETING TO BE HELD AT NATIONAL HEALTH FRAUD CONFERENCE SITE

The NCAHF Annual Meeting normally held at Loma Linda in February as listed in the bylaws has been rescheduled for Kansas City on March 13, 1988, 1:30 - 4:30 PM to coincide with the National Health Fraud Conference. The NCAHF Board of Directors will meet 9:00 AM - 12:00 Noon. The opening meeting of the health fraud conference is scheduled for the evening of March 13. All meetings will be held at the Allis Plaza Hotel. We hope many NCAHF members will be able to attend. For information contact Linda at (800) 821-6671.

HERBERT WINS ASSAULT & THEFT APPEAL

An incident involving a confrontation between Victor Herbert and Frank Wiewel, head of the IAT Patient's Association has been widely misreported by the proponents of quackery. Wiewel made an unauthorized audio-recording of Herbert's presentation at the University of Iowa Law School. Herbert confronted Wiewel and confiscated the tape employing all of the legal stipulations required by one repossessing his or her intellectual property. Despite the fact that Herbert did not touch him, Wiewel filed assault and theft charges. In an appearance before a magistrate, Wiewel made statements easily refuted by witnesses and transcriptions made during the confrontation. The magistrate ruled against Herbert which provided the underground press with a story--but only temporarily--a judge overturned the conviction quickly upon review stating that one cannot steal their own property. Herbert gave the legal theorists at the law school a practical demonstration of the way the law works. The incident apparently was more than one of the ivory tower professors could handle and his negative comments on the incident have been gleefully quoted by publicists of organized quackery. Dr. Herbert showed his mettle by moving quickly and decisively to prevent the expropriation of his intellectual property for possible inappropriate use by the opponents of consumer protection and science.

CALL FOR ACTION, INC. TO FEATURE ARTHRITIS QUACKERY

Call For Action, Inc., (CFA) a national information and referral service, will sponsor an "Ask The Expert" day on unproven methods for arthritis. CFA affiliate radio and TV stations in 17 cities will participate in the program during the week of February 8, 1988.

The following CFA affiliate stations will participate:

WIVA/Buffalo	WJW/Cleveland	WJR/ Detroit
WRAL/Durham	WOWO/Fort Wayne	KCTV/Kansas City
WGSN/Long Island	KTNQ/Los Angeles	WDIA/Memphis
WCBS/New York	KDKA/Pittsburg	WRAL/Raleigh
KMOX/St.Louis	KCST/San Diego	KCBS/San Francisco
WTVG/Toledo	WTOP/Washington DC	

For more exact information, contact FDA's Ken Durham or Cathy Beck at (301) 443-5006.

TASK FORCE ON VICTIM REDRESS FORMED

Victims of quackery often have difficulty obtaining redress through the courts. Many are afraid of lawyers. Some are embarrassed at having been fooled. All too often the victim does nothing, simply dismissing the fraud as one of life's hard lessons. Health and nutrition frauds are new subjects for most attorneys. Although the same general law applies, most lawyers have had no experience in dealing with such cases. Because this practice is a specialty, dedicated and knowledgeable attorneys can be difficult to find. That is where the NCAHF Task Force on Victim Redress can help. The

Victim Redress Task Force is designed to aid victims of quackery by getting them the competent legal assistance they need. The Task Force also serves attorneys as a clearing-house for reliable up-to-the-minute information on the latest frauds and the experts who can help prove their client's case. The services offered by the Task Force include:

- * A nationwide lawyer referral service for the public
- * A listing of unproven, fraudulent and potentially dangerous treatments
- * A registry of expert witnesses
- * Information on defense witnesses
- * Reports on cases adjudicated, settled and in progress

The NCAHF Victim Redress Task Force will be a powerful force for public education. Increased legal action will call attention to the problem of quackery, help those who have been harmed, and send a message to charlatans that quackery will no longer be tolerated.

NCAHF members who wish to serve on the Task Force or attorneys who wish to register should send a resume to the address listed. If you know of someone who might fit in, urge them to get in contact with the Task Force Chairman. For further information or to become a part of the Task Force contact the Chairman, Stephen Barrett, MD, P.O. Box 1747, Allentown, PA 18105; Telephone: (215) 437-1177 afternoons Eastern Time Zone.

FINANCIAL UPDATE

In the May/June Bulletin Board we announced an anticipated \$5,000 shortfall and called for mid-year contributions to help us over the hump. Since that time \$3,711 have been received. As of the October 9, 1987 Board of Directors meeting, NCAHF expenditures had exceeded income by \$3,866.25 for the year. As you can see, the shortfall exceeded our estimates and contributions fell a bit short, but we are thankful that what came it helped cut the shortfall by about half. Please remember NCAHF in your end-of-the-year giving plans. Thanks to all of you who go an extra mile for NCAHF. **HAPPY HOLIDAYS! LET'S MAKE 1988 A BAD YEAR FOR QUACKERY!**

TRUE BELIEVER CHIROPRACTORS TO HOLD ST. LOUIS CONFERENCE

NCAHF members in the St. Louis area may wish to attend what promises to be a most interesting conference. On January 7-9, 1988, chiropractors will meet at the Marriott Hotel, Lambert Airport, St. Louis, MO 63134; phone (314) 423-9700 to discuss chiropractic treatment of internal disorders such as asthma, emphysema, coronary heart disease, cardiac arrhythmia, female disorders, and so forth. The organizers lament that chiropractic is getting away from treating internal disorders and apparently wish to revive the belief that spinal adjustments can affect internal disease. Everyone, pro or con, is invited and the conference is being promoted internationally. The fee for attendance is only \$30. Although the registration deadline is December 15, 1987, it probably will be possible to either late register or walk in. Send registration to: Robert J. Wiehe, DC, P.O. Box 586, West Plains, MO 65775. Notify NCAHF if you are a member who plans to attend.

AREA NETWORK COORDINATORS

The following individuals have been designated by NCAHF as Area Network Coordinators whose role is to coordinate communications and activities among NCAHF members within the geographic areas indicated for the purpose of advancing the goals of NCAHF on the local level.

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CHRIS MACINTYRE MEMORIAL FUNDS ESTABLISHED

Two scholarship funds will be established in memory of the late Shape Magazine editor Chris MacIntyre. At Pasadena City College, where Chris taught health and physical education, a journalism scholarship will be endowed. At UCLA, where Chris lectured in kinesiology and developed one of the first weight-training programs for women, funds will support and student of physical education or kinesiology. Donors may make contributions payable to the Christine MacIntyre Scholarship Fund (UCLA), P.O. Box 4143, Woodland Hills, CA 91365, or the Christine MacIntyre Journalism Scholarship, Pasadena City College, 1570 E. Colorado Blvd., Pasadena, CA 91106, Attention: Professor Micki Bolliger.

UTAH DIVISION IN FORMATION

A statewide division of NCAHF is forming in Utah. Members who wish to also be a part of the Utah division should contact John E. Haines, 222 North, 1200 West 172, Orem, UT 84057.

MASTER COPIES FOR ONE-SHEET HANDOUTS AVAILABLE

Articles from Dr. Jim Lowell's copyrighted, weekly-column Health Hoaxes & Hazards have been updated, referenced, and formatted for reprinting as one-sheet, two-sided copies suitable as handouts. Master-copies with permission to reprint 500 copies are available from NCAHF for \$.50 each, plus \$3.50 postage and handling per order. AVAILABLE TITLES:

1. Adelle Davis' nutrition books are full of pitfalls
 2. Applied Kinesiology, a worthless technique for diagnosis
 3. Arthritis cures usually full of false promises
 4. Best to be dubious about bee-pollen claims
 5. Beware of touted diet aid DHEA
 6. Chelation pills are phonies
 7. Chlorophyll's medicinal value exaggerated
 8. Diet-criminal-behavior link unproved
 9. Drugstores stock useless supplements
 10. Dubious chelation touted for variety of ills
 11. Dubious health pract'rs lean heavily on "freedom of choice"
 12. "Energy-boosters" contain precious little caloric value
 13. Evidence lacking on SOD, billed as "youth pill"
 14. Garlic-chlorophyll pills ad up to smelly zero
 15. Glass of raw milk may hold sickness, death
 16. "Growth Hormone releasers" have no role in weight loss
 17. Hair analysis often misused
 18. Heavy use of vitamin B6 can be poisonous
 19. Herbal remedies not necessarily safe
 20. Herbal tea cancer remedies...useless, harmful (Pao D'Arco)
 21. Holistic can be unwholesome
 22. Hypoglycemia prevalence overstated
 23. If weight-loss season leads to glucomannan, take hard look
 24. Ill-planned, faddish vegetarian diets may cause malnutrition
 25. Iridologists' claims unproven
 26. Latest weight-loss product, CCK, is no breakthrough
 27. Macrobiotic Diets pose lethal threat anew
 28. Metabolic Therapy is dubious treatment
 29. Mexican clinic reportedly no help to ill
 30. New name, but water's the same" (Willard's Water)
 31. Promises of sexual potency pour into mail boxes...older males
 32. Proponents of vitamin C exaggerate its powers
 33. Psychic surgery" a sad delusion
 34. Religious beliefs can cause conflict (Christian Science & children)
 35. Researcher fails to provide evidence of efficacy for cancer "cure" (Burton's Immuno-Augmentative Therapy)
 36. Self-styled nutrition consultants have products to sell
 37. Studies fail to support the existence of "energy body"
 38. The safest of diet pills still have... amount of risk
 39. Unearned titles lend credibility to health "experts"
 40. Unsafe starch blockers still on shelves
 41. Vitamin A overdose can result in poisoning
 42. Weight-loss claims need investigation
 43. Woman's problems caused by vitamin A
- [NOTE: The full series of 80+ articles, bound and indexed, is available from Dr. Lowell for \$13.50; these are not formatted for reprinting nor is permission granted to copy.]

SEND ITEMS YOU THINK MAY BE OF INTEREST TO NCAHF MEMBERS EITHER IN THE NCAHF NEWSLETTER OR THE BULLETIN BOARD TO WILLIAM JARVIS. PLEASE PROVIDE THE MOST COMPLETE REFERENCES THAT YOU CAN. DO NOT ASSUME THAT WE'VE SEEN IT JUST BECAUSE IT APPEARED IN A NATIONAL PUBLICATION. BESIDES, WE'D RATHER HAVE EXTRA COPIES THAN MISS AN IMPORTANT ITEM.