

# NCAHF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



SEPTEMBER/OCTOBER 1984

VOL.7. NO.5

## CITIZEN'S PETITION TO FDA NEEDS SUPPORT:

Health fraud fighters have identified a major weakness in enforcement of MFDA's consumer protection laws. It is that violators are prosecuted under civil, rather than criminal, provisions of the law. Paul J. Sage, a member of the FDA's Litigation and Recall Staff, has filed a citizen's petition requesting that the FDA "adopt a new enforcement policy to discourage the marketing, without FDA's approval, of untested or inadequately tested drugs by making much more routine use of the criminal provisions of the Food, Drug, and Cosmetic Act to punish and make an example of persons responsible for the marketing of such products." The petition also requests that FDA give all affected persons notice that such a policy will be followed. Mr. Sage notes that the new health fraud branch set up by the FDA could become merely "an unfortunate exercise in bureaucratic proliferation which creates the appearance of progress without accomplishing anything" unless prosecution has deterrent potential.

NCAHF agrees completely with Mr. Sage's petition and has submitted a letter of support endorsed by the Board of Directors. We invite readers to do the same. Copies of the nine-page petition are available. Send a business-size, stamped, self-addressed envelope; request SAGE FDA PETITION. If you wish to write a letter of support without reading the entire petition, refer to Citizen Petition, Docket #84P-02421/CP and send four copies to Documents Management Branch, Room 4-62, U.S. Food and Drug Administration, 5600 Fishers Lane, Rockville, MD 20857. This is a rare opportunity to do something substantive about curtailing health fraud and quackery.

## BAHAMAS CANCER DRUGS MAY BE CONTAMINATED

According to an Associated Press report, an official of the National Cancer Institute has published a letter in the NEW ENGLAND JOURNAL OF MEDICINE stating that "immunoaugmentative therapy (IAT)" administered at the clinic of Lawrence Burton in Freeport, Grand Bahamas may be the cause of serious bacterial infections in 16 people and at least one case of hepatitis (1).

The status of IAT is reviewed in a recent American Cancer Society publication (2). Copies may be obtained from NCAHF.

(1) LOS ANGELES TIMES, September 27, 1984, Part 1, p.27.

(2) CA-A CANCER JOURNAL FOR CLINICIANS, Vol.34, No.4, July/August, 1984.

## LIFESPRING SELF-IMPROVEMENT SUED FOR \$800,000:

A federal jury has awarded \$800,000 to a New Jersey woman who said she suffered severe psychological injury from a Lifespring self-improvement course. Her suit alleged negligence, fraudulent misrepresentation and intentional infliction of emotional stress. Lifespring seminars reportedly put participants through encounter sessions, confrontations, guided fantasies and game playing. The program stresses that an individual creates his/her own reality and is responsible for everything that happens in life.

Founded in 1974, Lifespring is headquartered in San Rafael, California and maintains six regional offices in other parts of the nation. [From: MARIN/SONOMA INDEPENDENT JOURNAL, August 6, 1984.]

## MFTC CRACKS DOWN ON HAIR ANALYSIS LABS:

The Federal Trade Commission has charged a Maryland-based hair analysis testing service with deception. The Commission charged that, contrary to the company's claims, hair analysis tests are grossly inaccurate and therefore worthless to consumers. According to the FTC complaint, the defendants sell hair analysis services and vitamins, minerals and other dietary supplements. They advertise these services in national health-oriented magazines and at "holistic" health fairs around the country. The company charges \$36.95 for the hair analysis, which is reported on a computer printout, and offers for sale the supplements recommended by their analysis. The FTC asked the court to freeze the assets of the company to use for possible redress.

The FTC asked the court to prohibit individuals and companies from claiming that (1) their hair analysis tests are accurate, unless they are; (2) they can identify bodily mineral levels based upon a multi-elemental analysis of an individual's hair; or (3) they can recommend dietary supplements based upon such a hair analysis.

The FTC staff estimates that consumers now pay more than \$25 million to 57 companies selling hair analysis services nationwide. They also estimate that the companies' sales in 1983 totalled more than \$500,000. [FTC NEWS NOTES, Vol.30-84, August 13, 1984].

## MASSACHUSETTS NUTRITION HOTLINE:

For reliable nutrition information in Massachusetts, free to residents of that state, call: 1-800-322-7203.

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Edited by: William Jarvis, Ph.D., Professor of Health Education, Chairman, Department of Public Health Science, School of Allied Health Professions, Loma Linda University, and Council President.

## A FIRST PERSON EXPERIENCE TUMOREX

(Following is a report by the brother of a cancer patient [melanoma] who has experienced the double tragedy of seeing both quackery and disease drain his family. Gathering information from his parents, brother's wife and his own experience he gives a picture of what the purveyors of TUMOREX do.)

"...Keller checks the patient...on a machine to see if they really do have cancer. After the confirmation, he also asks a family member if they would like to be 'checked out on the machine' to see if anything is ailing them. He then convinced my brother's wife that she too had cancer and that he could cure her with a series of injections with *Tumorex*. After about a week or so of injections he checks her out on the machine again and tells her that she is cured, leaving her ecstatic and believing that he is a miracle worker. My brother and his wife gave Mr. Keller about \$4,000 that we (my parents and I) can think of.

I first met Mr. Keller in Tijuana around May of '84. He was working in a clinical office building with other MD's and professionals. Each time I helped my brother to his office the waiting room was filled with patients and family members while he'd be in the back checking someone out on the machine.

Mr. Keller and his assistant-lover, Junie, were very personal. Many times they would say, 'I love ya' or 'we're praying for you' giving the impression that they were sincere.'

### THE MACHINE

Keller's wonderous machine is called a 'Spectrometer.' It is 'about the size of a bread box, looks modern with buttons and LED displays...On one side...are two leads at the ends of which is connected a piece of plastic. The machine looks...as if it were made by a reputable company. Along with

the machine is a binder of printed material which lists every ailment known to man and codes that are punched into the machine. The patient holds the plastic and he [Keller] swings a pendulum over the area of the machine...at the same time he's punching in numbers and adjusting knobs. The patient holds the plastic and a bottle of pills as Mr. Keller swings the pendulum. He then tells you if the pills are good for you or not. Also, he tells you how 'active' your cancer is this way. Another thing about the machine; he'll take a photograph of the patient and then set [it] under the plastic...this way the patient is being treated even while he sleeps."

### TUMOREX

"Tumorex...comes in a 50 cc vial, is dark amber in color, and appears to have what he called a layer of cells from a patient who had been cured of cancer...He [Keller] injects the Tumorex (about 5 cc to 10 cc) directly into the vein. Sometimes he will inject DMSO into the vein or administer an IV of glucose or sucrose."

"In General, Mr. Keller and his assistant seem to be very knowledgeable about medicine and conventional medical practices."

"What I described [above]...was only the basics. There is much more detail about the man..." "Please feel free to call or write to me and I'll be more than happy to give more information." Michael E. Snelling, 1531 Adler Dr., Clovis, CA 93612; Telephone (209)298-5183.

[COMMENT: Mr. Snelling contacted NCAHF to see what could be done about the activities of Keller. We had to tell him that since Keller works in Mexico he is beyond the reach of the law. We share his concern about the promotion of Tumorex in this country and believe that the only constructive thing we can do is to help him publicize his story to forewarn others.]

## COMPREHENSIVE SERIES ON MEDICAL FRAUD:

James DeBrosse, MPH, staff writer for the ST. PETERSBURG TIMES (Florida), did a full year of research in developing a series of articles on medical fraud. Publication of the series by the TIMES was delayed because of multiple prepublication lawsuit threats, but finally ran beginning July 27, 1984. The

series covers a wide variety of currently fashionable unproven health products and services naming names and giving financial data. It represents the best effort we've ever seen to warn consumers. NCAHF has been provided a copy of the 33-page entire series. Copies may be obtained for \$3.30 (20% discount for NCAHF members), California residents add 6% sales tax.

## FORMER INSTITUTE DIRECTOR CRITICAL OF PAULING:

Dr. Arthur Robinson, former Director of the Linus Pauling Institute of Science and Medicine, has been telling some pretty hair-raising tales about his former boss. In an interview conducted by Dr. John Grauerholz, Pauling is described as "venal, corrupt, and anti-scientific in both research work and ideology." The report states, "Pauling's corruption stems from his 'political elitism.' Linus Pauling is an oligarchist, who equates human beings beneath his own station with cattle."

(1) Robinson's strong language appears to be backed by the confidence he gained when the Pauling Institute agreed to pay him \$575,000 to settle a lawsuit out of court (2) involving some of the same allegations discussed in the interview.

(1) "The Nobel fakery of Linus Pauling," EXECUTIVE INTELLIGENCE REVIEW, August 28, 1984, pp.10-13. (2) "Lawsuit settled out of court," NATURE, Vol.303, May 12, 1983, p.103.

## RELIABLE NUTRITION INFORMATION FOR DENTISTS:

Food faddism and nutrition quackery have plagued dentistry for many years. Two articles that will be of interest to members of the dental profession are:

1. "Diet, Nutrition, and Oral Health: a rational approach for the dental practice," a comprehensive treatise with twelve contributors who are highly respected in dental and nutritional science, appeared in the JOURNAL OF THE AMERICAN DENTAL ASSOCIATION, Vol.109, pp.20-32, July, 1984

2. Jarvis, W.T., "Food Fads, Fallacies and Frauds," CALIFORNIA DENTAL ASSOCIATION JOURNAL, September, 1984, pp.23-33. This article describes the nature of food faddism and its manifestations within dentistry.

## CONTROVERSY OVER CHRISTIAN SCIENTISTS HARM TO CHILDREN GROWS:

The recent death of a California boy whose parents relied upon a Christian Science practitioner instead of available, effective medical care has prompted media interest in the problem of medical neglect. LOS ANGELES TIMES religion writer Russell Chandler has written a very informative feature article on this problem. Reprints of the four-page article are available through NCAHF. Cost: \$.40 less 20% for NCAHF members, California residents add 6% sales tax.

## HEALTH BOOK WRITER SUED FOR ADVICE:

Morton Walker, DPM, author of CHELATION THERAPY (published by M. Evans & Co.) is being sued by a Michigan heart attack victim and his wife. The plaintiffs contend that, among other things, the book failed to prevent a heart attack and that the author is giving medical advice without a license in the state of Michigan. The American Society of Journalists and Authors sees a chilling effect in this precedent. In a press release to the media they urge the U.S. District Court to drop the suit (from WRITING UPDATE, August, 1984).

**COMMENT:** Hooray for the plaintiffs! It is clear that the writers are concerned about freedom of the press, but no one need fear the responsible reporting of health information, even if it turns out to be in error as long as they acted in good faith. The case in point involves the deliberate promotion of an unproven method for managing heart disease.

Misleading the public in serious health matters is more freedom than socially responsible writers need. It is analogous to the classic limits placed upon free speech of not permitting people to shout "fire!" in a crowded theatre. The reason for this prohibition is that it causes self-destructive behavior by frightened people. The same thing happens when someone with a life-threatening disease, fearful of surgery, is caused to take the self-destructive action of pursuing a quack remedy.

NCAHF NEWSLETTER readers are urged to be on the alert for and send to NCAHF any additional data on this case.

## PRITIKIN DIET, UFO'S AND THE MEDIA--SOMETHING IN COMMON:

In the Fall of 1980, the Pritikin Diet got lots of media coverage on its planned adoption by a substantial (35) portion of the residents of Natchitoches, Mississippi. This was to be a demonstration of the effectiveness of the Pritikin approach in a real setting. A real news story! The failure of the plan to materialize and the lack of coverage of such a "non-newsworthy" story is a media phenomenon seen every time a headlined "UFO sighting" dissolves into nothingness when the UFO turns out to be the planet Venus or a weather balloon. MEDICAL WORLD NEWS (MWN) and Mr. Nathan Pritikin have been engaging in a debate over the failure of Pritikin's Natchitoches experiment. Pointing to "successes" in other of his programs, Mr. Pritikin claims great success would have occurred for those who would have stayed with the

## IN THE COURTROOM

### NOTES FROM THE TRIAL OF MICHAEL GERBER, MD

By Thomas Jukes, PhD

"My latest activity in the fight against quackery was serving as a witness for the Attorney General of California in proceedings against a physician [Michael Gerber, MD of Mill Valley, CA] (Brackets added) brought by the Board of Medical Quality Assurance to suspend his license for negligent and incompetent treatment of a patient with early adenocarcinoma of the endometrium. In my opinion, this was a new record in the number (99) and worthlessness of cancer remedies that were allegedly prescribed and recommended. The main interest of the media in this event was not the superquackery involved, but the fact that Linus Pauling was the main witness for the defense. Pauling was on the witness stand for 3 hours on March 6, and he spent most of the time delivering a testimonial about high doses of vitamin C. For example, he says that it is the duty of every physician to give proper nutrition to every cancer patient, and proper nutrition involves 10 grams of ascorbic acid per day. He said that vitamin C detoxifies agricultural chemicals, seeks out poisonous substances, and destroys them. He said that coffee enemas have some value because they clean out the lower bowel, and that mutagens in material in the lower bowel diffuse back into the body. He said that chelation therapy is a sensible alternative to bypass surgery in the case of vascular problems, and that people on the RDA of vitamin C are apt to die under conditions when properly nourished people will survive. This last statement was in response to a question about Stone's allegation that a man who had been killed with a shotgun actually died of subacute vitamin C deficiency. However, Pauling said that he does not consider himself an enthusiast of vitamin C. He announced that Secretary Heckler had quoted Vincent Devita, head of the National Cancer Institute, as saying, "Everything that Dr. Linus Pauling said is true."

"He admitted to no knowledge of a number of the quack remedies used by the defendant, including Hoxsey's remedy, vitamin B-15, red clover tea, apricot pits, the Authur test, and he said he had heard of bee pollen, but doesn't advocate it. He approved of the administration of doses of vitamin A up to 500,000 units per day, but not more, because 5 million units causes headache and nausea, but 500,000 does not." "During a recess, a television reporter, with a portable TV camera, interviewed him for several minutes, but this reporter did not interview any rebuttal witnesses, including myself." "After Pauling's departure, I was called to the stand by the Assistant Attorney General to rebut Pauling which, scientifically speaking was not a difficult task. Next day, I was subjected to cross-examination for 40-minutes by the defense counsel, who attempted to impeach my credibility by various means."

"A second complaint against the defendant was that he treated twin boys, aged 4 years, with coffee enemas twice daily for earache, plus 70,000 units of vitamin A daily for treatment of chronic otitis media."

[Dr. Jukes has a copy of the courtroom transcript of Pauling's testimony.]

program if they had. MWN points out that one of the main problems with the Pritikin program is that people won't stick to it. MWN cites the "pitifully scant" (a euphemism for nonexistent) evidence that anything happened to the 15 people who stuck with the program for three months. Pritikin-watchers will find the published exchange interesting in the August 22, 1984 issue of MWN.

## NCAHF V-P WINS VICE- CHAIRPERSONSHIP OF CONSUMER COMMITTEE:

NCAHF Vice-President, Nikki Mead, MPH, has won the position of Vice-

chairperson of the American School Health Association's (ASHA) Study Committee on Consumer Health. The committee's purpose is "to promote the development and implementation of programs in consumer health education for ASHA members to assist them in remaining abreast of new information and trends in these areas. In conjunction with providing these services to ASHA members the committee desires to promote effective consumer health education components in comprehensive school health programs." Mrs. Mead will lead out in program planning for ASHA's 1985 national convention.

## WEAKNESSES IN "CLINICAL ECOLOGY" DESCRIBED:

Charles D. May, MD, Professor Emeritus, University of Colorado Medical School, a respected authority on food allergy, describes facts and fancies about food allergy and gives the historical background and weaknesses of the questionable field of "clinical ecology" in "Food Sensitivity: Facts and Fancies," NUTRITION REVIEWS, Vol.42, No.3, pp.72-78, March, 1984.

## INSIGHTS INTO TMJ TREATMENT:

TMJ stands for the "temporomandibular joint" (ie, where the lower jawbone articulates on the skull). This joint often is painful, noisy and problematic. Pseudoscientific approaches to TMJ treatment abound making it a major target for quackery. A short, substantive article reviewing this problem which will be of interest to all health professionals is: Cawson, R.A., "Pain in the temporomandibular joint," BRITISH MEDICAL JOURNAL, Vol.288, pp.1857-1858, June 23, 1984.

## PSYCHIC SURGEONS EXPLOIT TV STAR:

Andy Kaufman 35, who played Latka Gravas the zany mechanic on the TV show *Taxi*, died of lung cancer in May. In his desperation Kaufman turned to *Philippine "psychic surgeon"* Ramon "Jun" Labo. Reportedly, Kaufman was operated on twice daily. Kaufman's girl friend, who accompanied him, was quoted as saying that there was no possibility that Labo used deception because she stood "not a foot away." Both Kaufman and his girl friend returned to California elated stating that "The doctors don't know everything!" A few weeks later he was dead in a Los

Angeles hospital. One reason Kaufman went to the Philippines was that he had seen a 1977 NBC film, *Psychic Phenomenon: Exploring the Unknown*, narrated by Burt Lancaster which made it look like the cures could work. NBC justifies airing such material by stating that it is for entertainment purposes only. The broadcast media doesn't deserve all of the blame since tabloids and book publishers churn out sensationalism about the Filipino surgeons regularly. The free publicity given these charlatans does a great injustice to the public. [Excerpted from: Gardner, M. "Cruel Deception in the Philippines," DISCOVER, p.8, August, 1984.]

## CALIFORNIA NURSES AND DENTAL PROFESSIONALS EARN DUBIOUS CREDITS:

The Cancer Control Society, a major promoter of unproven and worthless cancer remedies, puts on a convention annually at the Ambassador Hotel in Los Angeles. This year it was learned

that California Registered Nurses, Dentists, Dental Hygienists and Assistants can earn continuing education units for learning the pseudoscientific nonsense promoted at the CCS convention. The 1984 test included questions on laetrile, the "Manner cocktail," the effects of silver fillings, chelation therapy, non-surgical cataract treatment, negative ions, Hoxsey cancer treatment and more. While it is valuable for health professionals to be conversant on these various methods, there is no indication that those gaining credit are provided with the adverse truths needed to see through the misinformation, deception, and misperception rampant in such gatherings. Experience has taught that misguided continuing education courses is one of the major inroads for quackery in the health professions. Health professionals are not trained to cope with this type of deviance. Members of these professional groups are urged to campaign for quality control in the continuing education courses endorsed by their licensing boards.

### CHAPTERS

#### LOCATION

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Evelyn Ames, PhD

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Elm Grove, WI 53122  
(414) 785-2697 [Wisc. Dairy Council]

Betty Leque

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The National Council Against Health Fraud, Inc.

## NEWSLETTER

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# NCAHF

## THE BULLETIN BOARD

THE BULLETIN BOARD IS A SUPPLEMENT TO THE COUNCIL NEWSLETTER. ITS PURPOSE IS FOR COMMUNICATION WITHIN THE COUNCIL'S MEMBERSHIP. MEMBERS ARE INVITED TO SUBMIT IDEAS AND ITEMS FOR THE BULLETIN BOARD. IT IS OUR HOPE THAT THE BULLETIN BOARD WILL HELP MEMBERS IN THEIR LOCAL EFFORTS AGAINST HEALTH MISINFORMATION, FRAUD AND QUACKERY. SEND QUESTIONS AND COMMENTS TO LYNN CALDWELL, P.O. BOX 1276, LOMA LINDA, CA 92354.

OCTOBER, 1984

### ANTI-QUACKERY NEWSPAPER COLUMN

One of the effective ways to attack quackery is by having your local newspaper run a regular column dealing with controversial matters. James Lowell, PhD, Professor of Life Sciences at Pima Community College in Tucson, Arizona authors a weekly column carried by the ARIZONA DAILY STAR entitled "Health Hoaxes & Hazards." Lowell tackles topics like raw milk, hair analysis, cytotoxic food allergy testing, colonics, megavitamin therapy, laetrile, xanthine oxidase, starchblockers, Adelle Davis' books, and much more. These articles have been running since last Spring in Tucson and have really caused a stir in the community. Dr. Lowell can be contacted through the ARIZONA DAILY STAR, P.O. Box 26807, Tucson, AR 85726, or reached by phone at (602)884-6031. The cost for newspapers is \$15 a week.

### VALUABLE RESOURCE FOR QUACKFIGHTERS

Many are aware of the important quackery hearings held by Congressman Claude Pepper's subcommittee this past May, but you may not realize that a 250-page booklet was produced by the hearings. It can be obtained free by writing to the subcommittee or your local member of Congress. Its title is: QUACKERY A \$10 BILLION SCANDAL, A REPORT BY THE CHAIRMAN OF THE SUBCOMMITTEE ON HEALTH AND LONG-TERM CARE OF THE SELECT COMMITTEE ON AGING, HOUSE OF REPRESENTATIVES, NINETY-EIGHTH CONGRESS, SECOND SESSION. May 31, 1984. This report names some of the currently popular health scams, unproven methods and their promoters. We highly recommend that all NCAHF chapters obtain a copy to have on hand as a valuable resource tool.

### YELLOW PAGES SURVEY

Members are urged to send copies of their current yellow pages listings under "Nutrition," "dietary counselors," etc. NCAHF is trying to discover what it can about the nature of the practices of questionable nutrition advisers by this means. Be sure to note the area covered by the telephone book and the publication date. Send to NCAHF; ATTENTION: YELLOW PAGES NUTRITIONIST SURVEY.

### TASK FORCE ON BROADCAST MEDIA ABUSE

NCAHF is forming task force to monitor and file complaints against broadcasts on the media which promote health misinformation, fraud and quackery. Projects will include the syndicated radio programs of Kurt Donsbach, Harold Manner, Carlton Fredericks, the Rodale Press, Ruth Yale Long and others. Volunteers should send resumes indicating expertise and any specific tasks for which they are well-suited to NCAHF. They will be passed along to the Task Force Coordinator and those selected will be notified.

[NOTE: It is NCAHF policy to protect the identity of task force members unless they state that they wish to be made known. Task Force Coordinators are identified and become the exclusive spokesperson for the group (or, they may designate someone else as THE spokesperson)].

### MEMBERS SOUGHT TO WRITE FOR NEWSLETTER

Members who would like to write brief, informational articles exposing the nature of health related ripoffs are being sought. Case histories of victims, thoughts regarding strategies of combatting health fraud, or accounts of investigations regarding questionable health products and services can provide material for interesting reading. Those of you desiring to write should contact Dr. Jarvis with an outline or draft of your article.

### U.S. SENATE INTERESTED IN CURTAILING QUACKERY

NCAHF has been contacted by the Consumer Subcommittee of the Senate Commerce Committee. They became interested in the problem of quackery as a result of the hearings held in the House of Representatives and needed some leads. They were supplied with three years of back issues of the CCAHF NEWSLETTER and indices. Committee Chairman Robt. Packwood of Oregon will be holding hearings in his home state. NCAHF was able to supply him with a number of members in Oregon who could testify. Any Oregon NCAHF member not already contacted who would like to offer aid in this matter is urged to write or call Chairman Packwood.

#### NEW CHAPTER COORDINATOR

Nikki Mead, NCAHF Vice President, has taken on the responsibility of being chapter coordinator. A written protocol for forming a new chapter and other relevant information can be obtained from MS Mead. She may be reached at the Council address or (714)796-3067.

#### NCAHF EXECUTIVE MEETING

The next Executive Meeting is scheduled for Thursday, November 8, at 4:00 PM in the LLU Nichol Hall Conference room (#1606), Loma Linda. All members are welcome and encouraged to attend.

#### NUTRITION FORUM'S FIRST NEWSLETTER SENT

George F. Stickley Co. has just released its first nutrition newsletter this month entitled, Nutrition Forum. Articles include, "The Strange Case of Quackery and the FDA", by Stephen Barrett, MD, and "Prospectives on Aspartame" by M. Kroger, PhD and J.L. Brown, PhD. Also included is a "Briefs" section which gives highlights about current topics in Nutrition with a focus on quackery and unproven methods. Editor of the Newsletter is Dr. Stephen Barrett. Associate editors include NCAHF members William Jarvis, PhD, James Lowell, PhD, and Darlene Forester, PhD, RD.

#### NCAHF CHAPTER ACTIVITIES

Two new NCAHF chapters have formed in Wisconsin and Kansas City. Other areas showing interest of forming their own identity in the battle against health fraud include Arizona, Texas, New York, Minnesota, Illinois, Kentucky, Nevada, Ohio, Virginia and New Zealand. Kansas City Chapter helped with an expose of questionable practices by the Herbalife company which aired on local T.V. stations recently. The Wisconsin chapter, lead by Betty Leque, has reported being busy handling numerous unproven nutrition remedies and claims. From the minutes WCAHF is sending the National Council, it appears as if they are doing alot to promote honesty and truth in the health marketplace. Congratulations Kansas City and Wisconsin! You are setting fine examples as newly formed chapters.

#### FDA CHIEF'S FIRST NEWS CONFERENCE DEALS WITH HEALTH FRAUD

On October 9, FDA Commissioner Frank E. Young, MD, PhD, held his first news conference in New York City. The purpose of the news conference was to announce an unprecedented joint national consumer education program against medical frauds in the United States. Appearing with Dr. Young were Sen. Orin Hatch (R-Utah), Chairman of the Senate's Labor and Resources Committee, and Mr. Roger O'Neill, President of the Pharmaceutical Advertising Council.

#### NCAHF SYMPOSIUM A BIG SUCCESS!

A NCAHF symposium entitled "Nutrition Quackery: A Health Hazard," held on the University of California campus at Davis, October 12, attracted a capacity crowd of 158 participants. The program will be repeated on the California State University, Los Angeles campus on January 19, and at the office of the Los Angeles County Medical Association on April 12, 1985. Watch for future announcements. For information contact Wayne Bidlack, PhD, Dept of Nutrition and Pharmacology, USC School of Medicine, 2025 Zonal Ave., Los Angeles, CA 90033. Phone: (213) 224-7251.

#### REPORTING SUSPECTED NUTRITIONAL MISMANAGEMENT

NCAHF board member Jay Kenney, PhD, RD, has finalized a reporting form for suspected nutritional mismanagement. Kenney hopes to gather enough evidence to convince lawmakers that providing people with invalid nutrition advice can have serious health consequences. Too often nutrition advice is regarded as benign when it can, in fact, constitute medical advice. Reports will be shared with the American Dietetic Association. If you wish to participate in this program, write to: James Kenney, 1239 19th St, #8, Santa Monica, CA 90404.

#### CINCINNATI DIETITIANS FIGHT MISINFORMATION

The Public Relations Committee of the Greater Cincinnati Dietetic Association has established a "hot line" to alert members to contact newspapers, radio and TV stations, in regard to specific misinformation presented. Four members of the committee write a weekly question & answer column on nutrition in the CINCINNATI POST. Also, a nutrition misinformation column appears in the CDA's monthly newsletter for its members. This sounds like an approach worth imitating!

PLEASE SEND ITEMS YOU BELIEVE MIGHT BE OF INTEREST TO NEWSLETTER READERS OR NCAHF MEMBERS WHO RECEIVE THE BULLETIN BOARD. INCLUDE COMPLETE REFERENCES WHENEVER POSSIBLE.

THE COUNCIL NOW HAS MORE THAN 1100 MEMBERS LOCATED IN 45 STATES, THE DISTRICT OF COLUMBIA AND SIX FOREIGN COUNTRIES.

# NCAF NEWSLETTER

QUALITY IN THE HEALTH MARKETPLACE



NOVEMBER/DECEMBER 1984

VOL.7, NO.6

## HEALTH FOODS INDUSTRY BECOMING "MEDICINE MEN":

Nineteenth century quackery centered around so-called "medicine men" who huckstered patent medicines made from snake oil, herbals, and other exotic mixtures. Their abuses helped bring about the 1906 Food and Drug Act which is one of the foundation stones of consumer protection in the United States. Parallels can be found between the old-time patent medicine era and today's poorly regulated nutrition industry. Recently, the similarities between health foods and old-time "snake oil" medicine have melded. New products being promoted by the health foods industry include pep pills, sleep aids, healing and toning pills, motion sickness aids, "change of life" formulas and many more which carry no specific labeling claims but are widely touted in the health foods literature to cure arthritis, cancer and other serious disorders. Most of these products are herbals which probably do contain crude, naturally-occurring drugs. Gullible consumers are led to believe that these are harmless because they are "natural." This is wrong since some of the most potent poisons and carcinogens known are natural products.

Every bit as dangerous is the fact that these products encourage users to self-medicate. All of this is clear evidence that the so-called "health foods" industry is actually in the business of practicing medicine in an unregulated fashion. It appears that the nation's food and drug laws are in need of revision to eliminate this pervasive form of quackery.

## STUDY GIVES INSIGHT INTO PATIENT VULNERABILITY TO CANCER QUACKERY:

190 cancer patients were interviewed to determine their insight into their disease, treatment and prognosis. Also

explored were their attitudes to religion, guilt feelings and persons with whom they discussed their condition. About 25% thought that either Laetrile, vitamins or special diets could cure cancer, and 70% said they would take these forms of treatment if available. However, only 7% had actually tried an unconventional therapy:

[Eidinger & Schapira, *CANCER*, Vol. 53, pp.2736-2740, 1984]

## CHELATION THERAPY:

The use of chelation therapy to reverse coronary artery disease is called "an abuse of the physician's freedom of choice" by Alfred Soffer, MD in an editorial appearing in *ARCHIVES OF INTERNAL MEDICINE*, Vol.144, No.9, pp.1741-1742. Soffer notes: "Not a single reputable cardiovascular society in the world endorses chelation therapy for the treatment of atherosclerosis. No scientific clinical trials demonstrating efficacy have been published in a reputable medical journal!" This relatively short, readable critique can serve as a useful patient education handout cautioning against dangerous and unproven chelation therapy for vascular disease.

## CANADIANS TO REGULATE HERB USE:

The Canadian Department of National Health and Welfare is working to classify herbs and botanical substances into categories of (1) unrestricted; (2) may be sold as food provided that it carries an appropriate label statement; (3) substances with toxic components of sufficient concern to warrant possible classification as adulterants — not to be used as foods or food additives. [from *THE LAWRENCE REVIEW OF NATURAL PRODUCTS*, Vol.5, 1984]65529

## SUPPLEMENT FAILS TO IMPROVE ATHLETIC PERFORMANCE:

A vitamin, mineral, amino acid, and unsaturated fatty acid complex supplement failed to improve endurance more than a placebo over a four week, double-blind study period. Researchers conclude that such supplements are of no value to an athlete consuming a normal diet. [Barnett and Conlee, *AMERICAN JOURNAL OF CLINICAL NUTRITION*, Vol.40, pp.586-590, Sept., 1984]

## FDA OFFICIAL SAYS THERE COULD BE ANOTHER "LAETRILE":

Although each of the last four decades has had a widely-publicized, controversial cancer remedy, no other was as successful as Laetrile. 24 states enacted pro-Laetrile legislation and the National Cancer Institute conducted an unprecedented study on human subjects of a treatment which did not meet even minimal standards to justify such testing. The press appeared to favor the pro-Laetrile cause and consumer groups were silent on the issue. A surprising number of thoughtful people seemed willing to accept the word of Laetrile promoters on faith while doubting the spokespeople of medicine, science and government. Stuart Nightingale, MD, Associate Commissioner for Health Affairs of the FDA reviews the Laetrile phenomenon and says that it could happen again. He states that in a free society, the only recourse is for institutions and groups, both within and outside of government, to identify and expose quackery. The weapons in the struggle against quackery, Nightingale says, are "facts as well as laws, credibility as well as confidence, and compassion as well as the scientific method."

[Nightingale, *PUBLIC HEALTH REPORTS*, Vol.99, No.4, pp.333-338, 1984]

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Edited by: William Jarvis, Ph.D., Professor of Health Education, Chairman, Department of Public Health Science, School of Allied Health Professions, Loma Linda University, and Council President.

## THE MEDIA AND CANCER:

A commonly expressed complaint is that media reporting often appears to aid the proliferation of cancer quackery. It is unlikely that reporters actually favor quackery, so something inherent in mass media news reporting must be at work. Studies of newspaper coverage of cancer news provides some much needed insight into this problem. Reporters and scientists have quite different attitudes over the importance of accuracy in a news article and editors use different criteria from scientists, science writers and science news readers in determining what constitutes science news. Further, news reporters often sensationalize the implications of new achievements and herald the arrival of "miracle drugs" and "major breakthroughs," only to follow with disconcerting news stories announcing their failures or limitations. A study of 1466 articles appearing in newspapers during 1980 reveals that this major source (second only to television) of the public's information generally fails to present a proper perspective of cancer. Some solutions are offered. [Freimuth, et al., JOURNAL OF COMMUNICATION, Winter, 1984, pp.62-73]

Another interesting analysis of how newspaper reporting favored cancer quackery comes from an Israel experience. A 54-year-old journalist with advanced cancer sought to avail himself of a high-dose Laetrile regimen that had been publicized by a young Israeli physician on a San Diego talk show following his visit to the Contreras clinic in Tijuana. The Ministry of Health invoked the rules governing therapeutic procedures blocking the patient's effort to obtain the unproven therapy. An analysis of the furor that followed is instructive on how such a sensitive situation should be handled in the future. The analysis makes points similar to those in the preceding report. It notes that medical authorities were too slow to understand that the Laetrile case required something more than the usual scientific standards of evidence. For the media even an anecdotal story is a legitimate event, even if nonsignificant, if there is public interest. Quacks are well accepted by the media because they respond better to the media's needs and easily adjust to the public's taste and expectations. Further, physicians usually hesitate to publicly criticize quacks for fear of libel suits inadvertently increasing the credibility of the quacks by their lack of criticism. The author states that "quack medicine should be fought on its own grounds — namely, in the media — and the fight

## PROPER DEFINITION OF QUACKERY CRITICAL IN PROPOSED NEW LAW

Rep. Claude Pepper's House Bill 6050 would define quackery as promoting medical schemes or remedies known to be false, or which are unproven for a profit. Maverick physicians and fringe practitioners promoting chelation therapy, megavitamins, herb treatments, homeopathy, colonics and many more would find themselves legally defined as quacks.

Quackery is ill-defined by most normative sources. Dictionaries often describe quackery as the actions taken by an untrained person who pretends to have medical knowledge that he does not have. Such a definition ignores quackery by people with training who abandon science and ethics. Some states legally define quackery as practicing medicine without a license which has the same failings. A major medical dictionary defines a quack as one who fraudulently misrepresents his ability and experience in the diagnosis and treatment of disease (1). Fraud involves the deliberate perversion of truth for gain which excludes the sincere quack — who is apt to be more dangerous to patients because of the added commitment sincerity induces.

A functional definition of quackery must exclude motives and other irrelevant characteristics. Such a definition can be found in the origin of the term "quack." Funk (2) states that "quack" is derived from "kwakzalver," "one who quacks like a duck about his salves and remedies." It makes no difference whether the one who quacks is sincere, trained or licensed to deliver health care, the promotion of unproved salves and remedies labels anyone as a quack. Therefore, it seems that the Pepper Bill is right on target with its definition of quackery.

Is it too harsh to stigmatize sincere people as quacks? Due to the fact that criminologists report that the social stigma of quackery is very low — comparable to getting a traffic ticket (3) — it seems that to label someone as a quack is not very defamatory. However, such a label could be bad for business and that is bound to worry those who rely upon selling unproven health products and services for a living.

1. DORLAND'S ILLUSTRATED MEDICAL DICTIONARY, 25TH EDITION, Philadelphia: W.B. Saunders Company, 1974.
2. Funk, W., WORD ORIGINS, New York: Bell Publishing Company, 1978.
3. Roebuck, JB and Hunter, B, "The awareness of health-care quackery as deviant behavior," J OF HEALTH & SOCIAL BEHAVIOR, Vol.13, pp.162-166, 1972.

should involve media experts." [Fuks and Modan, PUBLIC HEALTH REPORTS, Vol.99, No.4, pp.338-342, 1984]

## HOLISTIC DENTISTRY CRITIQUED:

An exceptionally well-written review of holistic dentistry describing the history of the term "holism," theories and practices of allegedly holistic dentists, and criticisms appeared in the October, 1984 issue (Vol.12, No.8) of AGD IMPACT, the official newsletter of the Academy of General Dentistry. If your local dentist has been doing strange things lately you may gain some insight as to why from this article. [Free reprint to members who send a business-sized SSAE, nonmembers include \$1.00. Ask for "Beyond Dentistry: How Far Is Too Far?"]

## ACUPUNCTURE:

Controversy continues to surround acupuncture as a valid therapeutic pro-

cedure. Two articles of interest are: (1) Lewith, GT, "Can we assess the effects of acupuncture?" BRITISH MEDICAL JOURNAL, Vol.288, pp.1475-1476 which briefly reviews the studies of the clinical effects of acupuncture on pain and points out the weaknesses in design of these studies and problems of conducting valid research on acupuncture's effectiveness. (2) Skrabanek, P, "Acupuncture and the age of unreason," THE LANCET, May 26, 1984, pp.1169-1170, provides an excellent historical review of acupuncture and Western medicine. The author points out that the West has accepted and rejected acupuncture four times over the past 300 years! He believes what is at issue in the acupuncture controversy is the "complex problem of demarcation between science and quackery, between reason and faith, between honest search for truth and unscrupulous exploitation of human suffering."



## MINNESOTA BOARD OF DENTISTRY RULES AGAINST UNSCIENTIFIC PRACTICES:

Hair analysis and applied kinesiology have been declared to be beyond the scope of ethical dental practice by the Minnesota Board of Dentistry. While encouraging dentists to be concerned with the whole patient and incorporate nutrition assessment and recommendations into their practices, the board discourages the use of nonvalidated methods in dental practice, and encourages dentists to assume a greater role in combatting misinformation. [Messer and Feigl, NORTHWEST DENTISTRY, Vol.63, No.1, pp.13-16, 1984]

## FDA WARNS AGAINST "CELL THERAPY":

The FDA has issued an Import Alert asking the U.S. Customs and Postal Services to bar all "cell therapy" powders and extracts intended for injection. These products are made from living animal tissue and may cause viral or microbial infections. "Cell therapy" was popularized by Swiss physician Paul Niehans as a rejuvenator against old age, various chronic diseases and conditions such as Down's syndrome. There is no evidence for the value of "cell therapy" for any of these conditions. [FDA Talk Paper No. T84-78, November 5, 1984; contact: Bruce Brown (301)443-3285]

## CHURCH FOUNDER INDICTED IN TEEN-AGER'S DEATH:

Hobart E. Freeman, founder of the Faith Assembly faith healing sect was indicted October 17, 1984 on charges of aiding and inducing reckless homicide in the death of 15 year-old Pamela Menne of Warsaw, Indiana. This was the first time Freeman has been indicted in connection with the death of a church member. The girl's parents were also indicted on charges of reckless homicide, criminal recklessness and neglect of a dependent. [(AP), THE COLUMBUS (OHIO) DISPATCH, October 18, 1984, p.A-9]

## ARTHRITIS QUACKERY — USE BY PATIENTS:

A study of 199 rheumatoid arthritis patients found that 68% tried "alternative" treatments. Some treatments reportedly gave subjective benefit. No adverse reactions were reported. Faith healing elicited the most favorable responses (56%), followed by acupuncture (48%) and special diet (43%). Copper bracelets were least effective at 8%. [Struthers, et al., RHEUMATOLOGY INTERNATIONAL, Vol.3, pp.151-152, 1983]

## RELIGIOUS GROUP'S PRACTICES HAZARDOUS TO MATERNAL AND CHILD HEALTH:

An investigation of the perinatal and maternal mortality in an Indiana religious group known as the Faith Assembly found perinatal mortality to be three-fold and maternal mortality to be 100 times greater than the statewide rate. The Faith Assembly is a large fundamentalist church which shuns all medical attention in favor of "spiritual" healing. Approximately 40 Indiana and 52 Midwestern deaths have occurred among members over the past 8 years. These numbers probably underestimate the actual toll. [Spence, Danielson and Kaunitz, INDIANA MEDICINE, March, 1984, pp.180-183]

## MASSIVE VITAMIN C INFUSION CAUSES RENAL FAILURE:

A 70 year-old man with renal insufficiency sought treatment at a "chelation therapy" center for treatment of claudication (ie, lameness believed to be due to circulatory problems). To be prepared for chelation therapy the patient was given 2.5 g of vitamin C in solution for five hours. This treatment resulted in an excessive production of oxalate causing permanent renal failure. [McAllister, et al., NATURE, Vol.308, p.1684, 1984.]

### BOOK REVIEW

#### FLUORIDE, THE AGING FACTOR

Author: J. Yiamouyannis, Ph.D.

c.1983, Health Action Press,  
6439 Taggart Rd.  
Delaware, Ohio 43015.

The information presented on the book jacket provides the best clue to why one can pass up reading this book. Anytime an author declares himself as the "world's leading authority" because he has earned a Ph.D. and completed one year of post-doctoral research, beware.

The chapters are complete with many genuine scientific references. Unfortunately, the references quoted have no relation to the content. We did a random review of the cited references to determine the validity of their use to document the author's statements. The more we read, the more we began to wonder if somehow the printer mixed up the content of one book with the appendix of another.

The author cites articles from scientific journals along with those from trade papers. It appears that any scientific and/or pseudoscientific writings which contain the words *fluoride* and *fluoridation* are included, even though the specific papers either do not discuss aging problems or refute evidence of ill effects on humans and/or animals.

In addition to using material that is outdated, Dr. Yiamouyannis quotes references from obscure publications which are extremely hard to obtain.

For example, on page 25 of the book, there is reference to Leverett's figures on dental fluorosis in children. According to the paper "Fluorides and the

Changing Prevalence of Dental Caries' by Dennis H. Leverett in *Science*, July 1982, the use of fluoridated water in processing foods may be responsible for a lower caries rate in non-fluoridated communities. Is this an aging factor of fluoride?

On pages 54 through 56, Dr. Aly Mohamed is quoted as claiming that fluoridation causes genetic damage. This is from a reference to a news report given by Dr. Mohamed for a magazine article. Also on page 56, there is reference to a paper by Jagiello and Lin in the "Archives of Environmental Health," October, 1974. The paper states that sodium fluoride is a primary pollutant of air and that all attempts to induce abnormalities in mouse eggs *in vivo* failed except for intravenous dose of 500 micrograms per mouse. Yet Dr. Yiamouyannis states that Drs. Jagiello and Lin found that fluoride caused genetic damage to eggs. Is this an aging factor?

On page 110, the author cites an item from the *Journal of Dental Research*, September - October, 1973 in which Dr. Robert L. Glass discusses the prevalence of caries in American children. There is no mention of fluorides and aging.

We could go on and mention more than ten other random selections of references but the conclusions would be the same: none are valid references to support the claims of this book's author. Unless you are interested in science fiction, use your reading time to better advantage.

Reviewed by: Claire K. Gelband,  
Ohio Department of Health, Bureau  
of Environmental Health

## CASHING IN ON THE PUBLIC'S FEAR OF CANCER:

Sylvia Porter asks "Who Is Getting Rich Off Cancer?" in an article about some of the new cancer funds being promoted by mail these days. Ms. Porter names THE AMERICAN INSTITUTE FOR CANCER RESEARCH, THE NATIONAL FOUNDATION FOR CANCER RESEARCH and PROJECT CURE as organizations in some need of examination. Porter summarizes well concerns NCAHF has about what appears to be cashing in on the public's fear of cancer and the general misconception fostered by the mass media that the "war on cancer" announced by former President Nixon has been lost. The notion that private agencies can effectively pick up the ball and win the war by altering the nation's eating habits seems to be in evidence. [Porter, CANCER NEWS, Spring/Summer, 1984, p.2] NCAHF

would add THE SATURDAY EVENING POST to the list of questionable new cancer-fighters in its rather strange attempt to enlist the public in conducting rat experiments in garages and basements to prove that lysine is the dietary key to defeating cancer.

## LETHAL CRASH DIETING — WHO ARE AT RISK?:

A report by Van Itallie and Yang analyzing victims who died after rapid, massive weight-loss suggests that the ability to defer the lethal effects of severe caloric restriction is a function of the proportion of body fat before dieting. This indicates that people nearer normal weight who go on crash diets could be in greater danger than those who are more obese. [AMERICAN JOURNAL OF CLINICAL NUTRITION, Vol.39, pp.695-702, May, 1984]

## RECOMMENDED NEW BOOKS:

1. Aronson, Virginia, THIRTY DAYS TO BETTER NUTRITION. Garden City, NY: Doubleday, 1984. A useful manual for weight control and better eating.
2. Whelan, Elizabeth, A SMOKING GUN: HOW THE TOBACCO INDUSTRY GETS AWAY WITH MURDER, Philadelphia: George Stickley Company, 1984. A piercing expose of the tobacco problem. Important reading for everyone concerned about public health.

## DANGERS OF NECK MANIPULATION REVIEWED:

The report of the death of a previously healthy, 53-year-old man following chiropractic manipulation of the neck and a review of the dangers of this type of manipulation is reviewed by Zak and Carmody in the May, 1984 issue of ARIZONA MEDICINE, pp.333-337.

### THE NATIONAL COUNCIL AGAINST HEALTH FRAUD, INC. P.O. Box 1276, Loma Linda, CA 92354.

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[Chapters are governed by the by-laws of the National Council Against Health Fraud, Inc.; Affiliates share NCAHF's beliefs in science and consumer protection. Consumers may contact any of these organizations for aid.]

The National Council Against Health Fraud, Inc.

# NEWSLETTER

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# NCAHF

## THE BULLETIN BOARD

THE BULLETIN BOARD IS A SUPPLEMENT TO THE COUNCIL NEWSLETTER. ITS PURPOSE IS FOR COMMUNICATION WITHIN THE COUNCIL'S MEMBERSHIP. MEMBERS ARE INVITED TO SUBMIT IDEAS AND ITEMS FOR THE BULLETIN BOARD. IT IS OUR HOPE THAT THE BULLETIN BOARD WILL HELP MEMBERS IN THEIR LOCAL EFFORTS AGAINST HEALTH MISINFORMATION, FRAUD AND QUACKERY. SEND QUESTIONS AND COMMENTS TO LYNN CALDWELL, P.O. BOX 1276, LOMA LINDA, CA 92354.

DECEMBER, 1984

### TASK FORCE ON BROADCAST MEDIA ABUSE

The NCAHF Task Force on Broadcast Media abuse is in need of volunteers. Tasks include monitoring the broadcasts of individuals NCAHF believes to be guilty of spreading false information, transcription of audio tapes to print format, evaluation of information presented, and so forth. Send a brief resume to NCAHF. Resumes will be passed along to the task force coordinator who will contact you.

[NOTE: NCAHF protects the identity of task force members. Only coordinators or designated spokespersons are identified.]

### NEW LOCATION FOR NCAHF BOOK SALES

Books will no longer be sold out of the main office. Beginning immediately Stephen Barrett, MD will be in charge of book sales for NCAHF. Members will continue to receive a 10% discount and NCAHF will earn 20% on each sale. A list of available books may be obtained from the main office or from NCAHF Book Sales, P.O. Box 1602, Allentown, PA 18105. Be sure to specify that you are a NCAHF member to obtain a discount.

### NCAHF ELECTION RESULTS

Members returned 108 ballots. The officers and board members were approved by a nearly unanimous vote. The most "no" votes received on any candidate was 2. An explanation is in order concerning requiring members to sign their ballots. This is a common practice with mail ballots. It is necessary to prevent ballot box stuffing (ie, casting a large number of counterfeit ballots). Although membership in NCAHF is controlled to a degree, it is not possible to keep out everyone who opposes the Council's active opposition to health fraud, quackery and misinformation. Such individuals can cause problems without some method for validating ballots. NCAHF's officers and board welcome suggestions on how ballots may be kept secret without opening the door to potential abuses.

### YELLOW PAGES SURVEY

Thank you for your good response to the call for yellow pages sections advertising "nutritionists" and "dietary counselors." These are still coming in at this time, so no final report is forthcoming in this edition. Results will be presenting in a future issue of the NCAHF NEWSLETTER.

### SETTING THE RECORD STRAIGHT

In July, 1984, DYNAMIC CHIROPRACTIC, a privately published tabloid, printed false information about NCAHF. DC stated that they had been unable to verify the Council's existence through the California Secretary of State's office or find it listed by the IRS as a nonprofit organization. DC also stated that "a great deal of the material mailed by the 'Council' bears the postal permit of Loma Linda University." The facts are that at the time DC attempted to verify CCAHF/NCAHF's existence, our official name was the "Southern California Council Against Health Fraud, Inc.," the original name under which the Council was incorporated. The Council is not listed by the IRS is more complicated. The Council began as an operation backed entirely by the Loma Linda University School of Dentistry. As such it comes under LLU's umbrella. In 1978 it was decided to solicit a dues-paying membership to help defray expenses for the university. About that time a bulk mail permit was obtained and the Council was granted the tax-exempt rate by the post office because its activities are primarily educational and nonpolitical and are done in the public interest. The Franchise Tax Board of California, with whom the Council files an annual report, also recognizes the Council as a tax-exempt organization. The Council has not filed a federal tax return since its beginning because IRS rules require only organizations with a gross income of \$25,000 to file and the Council has never grossed that amount. [1984 gross income will come close to the minimum amount so NCAHF will file a tax return and is in the process of filing for a "Recognition of Exemption" on its own.] The final claim that NCAHF uses LLU's postal permit is totally false. The editor of DC could have avoided printing these bits of misinformation by simply contacting NCAHF beforehand. Since these are not the only falsehoods DC has published about the Council we can only assume that they have no regard for the truth on these matters.

DC has a +50,000 monthly circulation within the chiropractic community. We are now witnessing some "fallout" from DC's misinformation. At least two other publications have picked up and further spread it and a letter from an individual hostile to the Council has mentioned it. For these reasons, NCAHF has engaged an attorney and is pursuing a just remedy.

UNIVERSITY OF CONNECTICUT OFFERS COURSE ON FOOD FADDISM

The University of Connecticut School of Allied Health Professions, is offering students an opportunity to learn how to combat nutrition misinformation by first hand investigation. Counseling techniques on dealing with deceived and deluded victims of food faddism are covered. The course is taught by Melanie Polk, MSc, RD. NCAHF's congratulations go the UC and Ms. Polk for offering this type of coursework. We hope to see others follow their example. For more information contact Ms. Polk at the School of Allied Health Professions, U-101, U. of Conn., Storrs, CT 06268; telephone: (203) 486-2835.

ACCEPTANCE OF NCAHF'S POSITION PAPER ON DIET & CRIMINAL BEHAVIOR IS WIDESPREAD

A number of professional organizations, including the American Dietetic Association, has officially endorsed the NCAHF (formerly CCAHF) Position Paper on Diet & Criminal Behavior. Many journals have published the Position Paper for their readership and still others have arrived at similar conclusions based upon their own investigations.

NCAHF ANNUAL MEETING

NCAHF'S annual corporation meeting will be held on February 14, 1985 (the 2nd Thursday of that month) in fulfillment of the NCAHF Bylaws. The meeting will begin at 10:00 AM and will be followed by a meeting of the Board of Directors which will end at approximately 3 PM. The meeting will be held at the Loma Linda University Campus Cafeteria. The meeting will continue through the noon hour. The annual meeting will consist of a business report and an opportunity for members to raise questions to be considered by the Board or officers. Members should be prepared to show their up-to-date membership cards for admittance.

NCAHF EXECUTIVE MEETING

The next Executive Meeting is scheduled for Thursday, January 31, 1985, 4:00 PM, at the main office. [Rm A804, Nichol Hall, on the Loma Linda Campus].

"ASK THE PHARMACIST" NEWSPAPER COLUMN

NCAHF Board of Directors member Richard Oksas, PharmD, MPH, writes a weekly column that provides consumers with information on medications, supplements, and so forth. The column has recently been syndicated to 65 newspapers by the Gannett chain. NCAHF members wishing to obtain this column for their local newspapers can contact Richard Oksas at 23215 Broadwell Ave., Torrance, CA 90205.

LAW ENFORCEMENT MORE ACTIVE AGAINST QUACKERY

An apparent result of the publicity given the antiquackery hearings held by Rep. Claude Pepper this past May is an increase in antiquackery activity by law enforcement agencies. NCAHF has been contacted by a number of legal authorities seeking aid and direction for their stepped-up enforcement of consumer protection laws.

ARIZONA

NCAHF'S newest chapter has been formed in Arizona under the leadership of James Lowell, PhD, Prof. of Life Sciences at Pima Community College in Tucson. Dr. Lowell is the chapter's president; the vice-president is Don Q. Paris, a health educator from Northern Arizona University in Flagstaff; the secretary is Lynn Stadtlander, a nutrition student at the University of Arizona. NCAHF members who wish to join the Arizona chapter should contact Ms. Stadtlander at the location indicated on the NCAHF NEWSLETTER.\*

WISCONSIN

The Wisconsin Council Against Health Fraud met on November 29, 1984, at Waukesha. WCAHF's leadership is busy with organizational matters but finds time to address local problems with health fraud, quackery and misinformation. NCAHF members who wish to join the Wisconsin chapter should contact Ms. Nancy Kormanik, WCAHF secretary at the location indicated on the NCAHF NEWSLETTER.\*

KANSAS CITY, MISSOURI

You may have noticed that Kansas City is now listed as an affiliate rather than a chapter of NCAHF as they were in the Sept/Oct NEWSLETTER. This is because members there were able to find an existing agency with office and staff to carry out their activities. It has not yet been ascertained how this will affect their organizational relationship with NCAHF, so for the present they are being treated as an affiliate. However, they will function in much the same manner as a chapter so members in the area may expect NCAHF to apply the same policies to the Kansas City group as it does to regular chapters.

\*In order to protect the privacy of NCAHF members, we follow the policy of notifying members via THE BULLETIN BOARD (and by first class mail if the leaders of the local chapter provide an announcement). We will not provide a listing of the names and addresses of members within a geographic area because we have no way of controlling the use of such information. Names of individuals who write to NCAHF requesting information on forming or joining a local chapter will be automatically sent to others who have expressed similar interests.

OTHER LOCAL ACTIVITIES

SAN DIEGO, CALIFORNIA

San Diego members have been holding periodic luncheon meetings for the purpose of planning activities on the local level. So far they have made local media appearances, lectured to university students on cancer quackery as part of American Cancer Society seminars, provided articles for the local newspapers, spoken to service clubs, written letters of complaint about questionable speakers, operated booths at conventions and more. For more information contact Harold Loeffler-(619)453-3722.

SANTA BARBARA, CALIFORNIA

There is interest in forming a local chapter in the Santa Barbara area. Interested members should contact Conrad Weiler, Health Education Dept., Santa Barbara City College, 721 Cliff Dr., Santa Barbara, CA 93109; telephone (805)965-0581, Ext. 394 or 311.

MINNESOTA

A substantial number of people in Minnesota have expressed an interest in starting a chapter. The contact person for Minnesota is Pamela Leino-Mills who is a nutrition consultant with the Dairy, Food and Nutrition Council of Minnesota. She may be reached at 2015 Rice Street, St. Paul, MN 55113; telephone (612) 488-0261.