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AAA



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FTC - Egg
Case
AHA Diet/steroids

Dear Henry:

This is the only original piece which was included
in our press information kit.

You will be happy to know that the federal Court of Appeals
has ordered the Chicago District Court to issue a temporary
injunction against cholesterol advertising by NCEN.

Best wishes!

Sincerely,

Dolph Chianchiano
Chief, Public Policy
and Government Affairs

DC: CW
encl.

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BACKGROUND ON AHA's COMMUNICATIONS
TO PHYSICIANS ON DIET/HEART DISEASE

5/6/75

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c letter

In 1961, the AHA published "Dietary Fat and its Relation to Heart Attacks and Strokes." It was our first statement to the medical profession on this subject.

IT RECOMMENDED MODIFICATION OF FAT CONTENT IN THE DIET FOR PEOPLE WHO WERE OVERWEIGHT OR WHO HAD HAD A HEART ATTACK OR STROKE AND SOUGHT TO AVOID HAVING ANOTHER. IT WARNED AGAINST FOOD FADISM OF ANY SORT.

In its conclusion, the report said: "The reduction or control of fat consumption under medical supervision, with reasonable substitution of poly-unsaturated for saturated fats, is recommended as a possible means of preventing atherosclerosis and decreasing the risk of heart attacks and strokes. This recommendation is based on the best scientific information available at the present time."

In 1965, the AHA published "Diet and Heart Disease," which said that there is "increasing evidence" that diet is one of the "more important" of several risk factors which influence the development of atherosclerotic coronary heart disease.

The report said that findings since 1961 "indicate that appropriate dietary control may contribute to the retardation or prevention of coronary heart disease," and it recommended for most individuals:

- * A SIGNIFICANTLY DECREASED INTAKE OF SATURATED FAT.
- * A SIGNIFICANTLY INCREASED INTAKE OF POLYUNSATURATED FAT, WITH POLYUNSATURATED FATS BEING SUBSTITUTED FOR SATURATED FATS IN THE DIET WHEREVER POSSIBLE.
- * A DECREASED INTAKE OF CHOLESTEROL-CONTAINING FOODS.
- * A CALORIC INTAKE ADJUSTED TO ACHIEVE AND MAINTAIN DESIRABLE WEIGHT.

In 1968, in "Diet and Heart Disease," AHA said that additional supporting data have been accumulated, particularly on the effects of diet on the occurrence of myocardial infarction (heart attack).

It noted that most of the new data had come from studies using subjects unusually susceptible to coronary disease or atypical of the general population in America. And it said there was an "urgent need" for more tightly-designed, prospective studies involving larger numbers of healthy subjects so as to provide an unequivocal answer regarding the relationship of diet to heart disease.

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But the 1968 report went on to say that:

It has been repeatedly documented that in populations with high concentrations of serum cholesterol, the frequency of atherosclerotic coronary heart disease is high, whereas in populations with lower concentrations of cholesterol in their serum, the frequency of coronary disease is lower. THE EVIDENCE NOW INDICATES THAT AVOIDANCE OF PROLONGED ELEVATIONS OF SERUM CHOLESTEROL CAN DECREASE THE HAZARD OF DEVELOPING PREMATURE CORONARY DISEASE." (emphasis added)

The following recommendations were made for "healthy" individuals and were said to be "particularly applicable" to those at increased risk as determined by plasma lipid or lipoprotein concentrations:

- * A CALORIC INTAKE ADJUSTED TO ACHIEVE AND MAINTAIN PROPER WEIGHT.
- * A DECREASE IN INTAKE OF SATURATED FAT AND AN INCREASE IN POLYUNSATURATED FAT TO LOWER INCREASED CONCENTRATIONS OF CHOLESTEROL IN THE BLOOD OF MOST PEOPLE. AN INTAKE OF LESS THAN 40% OF CALORIES FROM FATS IS DESIRABLE, AND POLYUNSATURATED FATS SHOULD PROBABLY COMPRISE TWICE THE QUANTITY OF SATURATED FATS.
- * A SUBSTANTIAL REDUCTION FROM THE 600 MILLIGRAMS OF CHOLESTEROL CONSUMED IN THE AVERAGE DAILY DIET. IN HYPERCHOLESTEROLEMIC INDIVIDUALS...LESS THAN 300 MILLIGRAMS IS RECOMMENDED.

In 1973, in "Diet and Coronary Heart Disease," AHA declared that accumulated data "PROVIDES SUFFICIENT EVIDENCE TO WARRANT TAKING PRUDENT ACTION AT THIS TIME IN THE POPULATION AT LARGE." (emphasis added)

Under general recommendations effective in lowering the lipids of most people it said:

- * AVOIDANCE OF OBESITY, OR A SUPERVISED WEIGHT REDUCTION PROGRAM FOR THOSE ABOVE IDEAL WEIGHT IS STRONGLY RECOMMENDED.
- * NO MORE THAN 35% OF CALORIES IN THE DIET SHOULD COME FROM FATS, AND LESS THAN 10% SHOULD BE FROM SATURATED FAT AND UP TO 10% FROM POLYUNSATURATED, WITH THE REMAINDER FROM MONO-UNSATURATED. A MASSIVE HIGH SATURATED FAT MEAL IS INAPPROPRIATE AT ANY TIME.
- * MOST PEOPLE SHOULD RESTRICT CHOLESTEROL TO 300 MILLIGRAMS DAILY.
- * FOR THE FIRST TIME, SALT IN THE DIET WAS DISCUSSED. STUDIES SEEKING A RELATIONSHIP BETWEEN SALT AND HYPERTENSION SUGGEST "IT IS PRUDENT TO AVOID EXCESSIVE SALT IN THE DIET," THE REPORT SAID.

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