HEALTHY PEOPLE
POWERED BY NUTRITION
OUR SOCIETY IS IN CRISIS.

- 70% of adults and 32% of children in the U.S. are obese or overweight.\(^1\)\(^2\)
- 60% of adults and 27% of children in the U.S. suffer from chronic disease.\(^3\)\(^4\)
- 7 of the 10 leading causes of death in the U.S. are chronic diseases.\(^5\)
- Treating chronic disease accounts for 90% of the $3.3 trillion annual U.S. healthcare costs.\(^6\)

THESE ARE NOT JUST STATISTICS. Each is a person with a story to tell. Chronic disease and obesity not only create suffering, they prevent each afflicted person from fulfilling their potential to be their best self, whether as a teacher, a firefighter, a husband, or a mother. This has devastating health, social and economic consequences not only for future generations, but right now. It is the sum of these personal stories that is the real crisis for our society.
NUTRITION: THE PROBLEM AND THE SOLUTION

Why do we face this crisis? Poor nutrition is the leading cause of chronic disease and obesity: it is responsible for more deaths in the U.S. than tobacco, inactivity, or any other risk factor.7

The meaning of poor nutrition has shifted radically in recent decades. Rather than lack of food, poor nutrition now largely means overconsumption of high-calorie, low-nutrient, body-disrupting foods that spur chronic disease and obesity.

YET THERE IS GOOD REASON FOR HOPE. The problem itself contains the seeds of the solution. Just as poor nutrition is the primary cause, personalized nutrition is the most powerful antidote to chronic disease and obesity.
We now have a vast body of science underscoring the impact of nutrition. Nutrition is the single most powerful determinant of our health. Genetics represents only about 10% of the risk for chronic disease, while about 90% of the risk comes from modifiable actions we take every day. The most impactful modifiable action is what we eat.  

- Early intervention with nutrition and lifestyle prevents diabetes more effectively than the leading prescription drug.
- Vitamin D supplementation in deficient patients significantly boosts survival likelihood when treating cardiovascular disease.

Nutrition—not our genes—drives our health destiny.

Personalized nutrition has the power to prevent and reverse obesity and chronic diseases such as cardiovascular disease, osteoporosis, and diabetes by addressing their root causes.
Yet nutrition is vastly underutilized in our health system and culture, compared to its impact:

- While 94% of resident physicians believe it is a doctor’s obligation to discuss nutrition with patients, only 14% feel that doctors are equipped to do so.\textsuperscript{13}

- While increasingly recognizing its importance, Americans have scant actual understanding of nutrition: only 30% can link top health issues to specific nutritional inputs, and only 40% are familiar with basic nutrition recommendations.\textsuperscript{14}

- Those populations at highest risk for poor nutrition are least likely to seek preventive services or heed the advice of health professionals.\textsuperscript{15}
HOLDS THE GREATEST POTENTIAL TO SOLVE OUR SOCIETY’S CRISIS.

IS THERE SUCH A PROFOUND GAP BETWEEN NUTRITION’S POTENTIAL AND ITS ACTUAL USE?
The leaders of five nutrition organizations with rich histories formed a consortium to answer that question.

**American College of Nutrition®**
1959 | A visionary group of medical doctors establishes the American College of Nutrition® (ACN®), a professional society of scientists and practitioners that translates the latest nutrition science into practice through 60 Annual Conferences and a peer-reviewed journal.

**Nutrition for Optimal Health Association℠**
1972 | A group of pioneering mothers, physicians, and scientists establishes the Nutrition for Optimal Health Association℠, to bring the latest science-based nutrition information directly to the public.

**Board for Certification of Nutrition Specialists℠**
1993 | The ACN creates the Board for Certification of Nutrition Specialists℠ (BCNS℠), to administer the gold-standard certification for advanced nutrition practitioners: the Certified Nutrition Specialist® (CNS®).

**Center for Nutrition Advocacy®**
2013 | The Center for Nutrition Advocacy® (CNA®) is launched to advocate for state and federal policy that advances practice and insurance reimbursement rights for nutrition practitioners, to move nutrition into the core of the healthcare system.

**Accreditation Council for Nutrition Professional Education℠**
2015 | The Accreditation Council for Nutrition Professional Education (ACNPE) is established to set the standards for university nutrition programs and elevate the number, caliber, and Medicare rights of graduates and remains a separate and independent organization.
The consortium identified six core problems that have prevented nutrition from fulfilling its potential. Although each of our organizations tackled some of the problems, none tackled all six.

So we committed to collectively tackling all six problems with a comprehensive solution.
The American Nutrition Association® is Born

Drawn to our powerful collective synergy, our leaders and organizations made a historic decision. We are combining into one unified entity to unleash nutrition’s potential to reverse the chronic disease and obesity crisis.

The ANA envisions a society of Healthy People Powered by Nutrition.

We bring that vision to life through our mission to Champion the Science and Practice of Personalized Nutrition.
Most health professionals are untrained in nutrition science and practice.

- Only 25% of medical schools require students to take even one dedicated nutrition course.¹⁶
- Health professionals report a profound lack of confidence incorporating nutrition into their treatments.¹⁷

The ANA EDUCATES and CERTIFIES health professionals in nutrition science and practice.

The public has limited access to science-based, unbiased nutrition information.

- 80% of Americans encounter conflicting nutrition information, typically from online and news sources.¹⁸
- Many are highly skeptical of nutrition information, distrusting the credibility of any source.¹⁸,¹⁹

The ANA EDUCATES the public in science-based, unbiased nutrition, both directly and through the professionals we train.
Public policy radically underprioritizes nutrition.

- Many states’ outdated laws actually make it illegal for even highly qualified professionals to practice nutrition.²⁰

- Insurance reimbursement for nutrition intervention is trivial compared to its effectiveness for chronic disease.²¹,²²

The ANA ADVOCATES for state and federal policy that expands public access to nutrition practitioners and insurance reimbursement.

Nutrition stakeholders and efforts have been disconnected.

- No single organization had targeted the nutrition gap comprehensively.

- Nutrition stakeholders lack strong connections to one another.

The ANA CONNECTS an ecosystem of universities, policymakers, health professions, the food movement, aligned corporations, and public advocates.
One-size-fits-all nutrition guidelines do not address the unique needs of each individual.

- Obesity rates have more than tripled since 1975. The US Dietary Guidelines were introduced in 1980, and have failed to address rising obesity and chronic disease rates.

The ANA champions the science and practice of personalized nutrition, using data and technology to amplify nutrition’s effectiveness.

Biased information has been spread to health professionals and the public.

- Candy trade associations and soda companies recently funded questionable studies in an attempt to downplay the perceived impact of their products on obesity.

- The Sugar Research Foundation funded research in the 1960s and 70s to portray fat as the primary dietary culprit in heart disease, biasing culture and policy for decades.

The ANA has developed a ground-breaking corporate relationship policy, only accepting funding from companies aligned with the ANA Vision, Mission and Values.
THE ANA BUILDS ON 60 YEARS OF COMPELLING PROGRAMS

EDUCATE
■ Host the Personalized NutritionSM Annual Conference, the premier learning destination for health professionals and scientists for 60 years
■ Publish the peer-reviewed Journal of the American College of NutritionSM, advancing the latest nutrition scientific research
■ Deliver hundreds of science-based nutrition presentations to the public

CERTIFY
■ Administer the gold-standard certification for nutrition practitioners: the Certified Nutrition Specialist®
■ Train and certify in specialties, such as nutrigenomics and ketogenic nutrition
■ Set curriculum standards for university programs in advanced nutrition

ADVOCATE
■ Build on our achievements of nutrition-friendly licensure laws in 17 states, and expanded or protected right to practice nutrition in 15 other states

CONNECT
■ Anchor an ecosystem of collaborative stakeholders in nutrition
LISA: POWERED TO HEALTH WITH NUTRITION

Lisa spent half of her 45 years battling severe gastrointestinal (GI) pain. She was misdiagnosed and ineffectively treated. Constantly unwell, she couldn’t do the things she enjoyed, such as spend quality time or go on a vacation with her husband and daughter. She was finally diagnosed with colitis, a chronic inflammatory bowel disease. Yet despite trying several care providers and medications, Lisa’s condition deteriorated. She began to also suffer debilitating migraines, low energy and reflux. She felt defeated.

Lisa decided to seek the help of a Certified Nutrition Specialist® (CNS®) and shared: “I’ve been to numerous dietary professionals and doctors. It feels like no one can help, and I’ll never be my best self as long as I have colitis.”

Lisa’s CNS worked to understand her personal history, toxic exposures, eating patterns, food allergies, and vitamin and mineral deficiencies. Her CNS then tailored a nutrition intervention to her unique needs, incorporating nutrient-rich vegetables, blended foods, bone broths, and targeted supplements.

**After just one month Lisa experienced vast improvement in her GI pain and headaches.** She and her CNS honed her plan with targeted supplements, stress-reduction techniques, and a gut-healing protocol to replace inflammatory foods with nutrient-rich, therapeutic foods.

After five months, Lisa had no migraines, virtually no GI pain, and a vastly brighter outlook on her life and opportunities. Lisa celebrated her new freedom from 20 years of suffering: She and her family were able to spend truly worry-free time together on a beach vacation!
This is a turning point in the health of our society.

The American Nutrition Association is poised to unleash nutrition’s potential to reverse chronic disease and obesity.

WE ARE MUCH MORE THAN AN ORGANIZATION. WE ARE A MOVEMENT.
If you share this vision, join the ANA movement and help turn our shared vision for society into reality:

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