

# **Wellness Forum Health**

## **Go Where Health Matters**

### **Directory of Programs and Services for Health Professionals**

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## Free Resources

### **Pam Popper's Weekly Newsletter**

This newsletter is sent via email every Monday and features articles about diet, health and medicine; questions and answers from readers; and announcements of upcoming events and learning opportunities.

### **Video Clips**

These "news programs" are emailed to subscribers on Tuesdays and Thursdays each week. During these short videos Pam reviews published research, distilling important points from articles into easy-to-understand information for viewers. This is an easy and entertaining way to stay up-to-date on relevant scientific developments.

To subscribe, email your first and last name and email address to [pampopper@msn.com](mailto:pampopper@msn.com).

## **Health Professional Training Overview**

Our company has been in business for almost 25 years. During that time, we have developed the largest libraries in the world of articles, videos, educational programming, and other decision tools designed to help consumers in making informed choices about health. We propose that consumers should make decisions about health-related issues the same way they make other important decisions such as purchasing cars, houses, and retirement accounts – by gathering information, asking lots of questions, and then deciding what to do based on evidence, finances, and goals.

We've impacted tens of thousands of people all over the world, teaching them how to understand health information in order to make the best choices for regaining and/or maintaining optimal health. In addition to our informational libraries, we have developed textbooks, videos, slide sets and other tools that assist people in improving their diet and lifestyle habits.

**We have also developed training programs for both health professionals and for those who seek training in order to enter the healthcare field.**

**Our curricula is designed to show you how to develop a successful practice based on our model. We can help you to:**

- Design a new practice or repurpose an existing practice that focuses on evidence-based decision-makings and diet and lifestyle intervention
- Learn how to develop and market your health-related business
- Develop research skills
- Attract patients/clients who are interested in taking control of their health
- Learn specific protocols that address the whole person, and that have been shown to result in better long-term outcomes
- Adopt proven methods for motivating and sustaining diet and lifestyle change
- Write and deliver effective educational curricula that lead to improved health

**Our programs are different!**

We consider nutrition to be part of an overall health improvement program which utilizes many other strategies, the most important of which is InforMED Decision-Making. About 35% of our new members/clients are eating diets that may be better than most, yet they are not healthy. There are many reasons, including taking drugs and supplements that are useless or harmful, consenting to screening tests that are harmful, having unnecessary procedures, and having trouble sorting out fact from fiction when making medical choices. Graduates of our programs are more helpful to people because they are trained to address "whole person" health, which includes but is not limited to diet.

Another differentiating factor is that a significant percentage of our training is delivered live through teleconference. We do not believe that people can be taught to be successful through more passive learning methods.

We focus on application/intervention as much as acquisition of knowledge since this is the missing link for most people. We seldom encounter a person who does not understand and agree with the information they learn from us. But most of them struggle to apply what they learn - and that's the piece that matters most.

Last but not least, we are teaching people to do what we have been doing for almost 25 years - delivering services in community settings. The actual development and conducting of a business and helping people with complicated health issues is quite different than purely academic discussions about health.

## **What Makes Our Information Libraries Different?** **by Pamela A. Popper, President**

In spite of having access to more information than ever before, the public is confused about many health-related issues. And confusion stands in the way of good decision-making. Much of the confusion results from the fact that one can advocate for almost any diet, food, supplement, drug, or medical practice using studies and articles published in medical journals, and presenting “experts” who support the claims made. Thus there are published studies and experts proclaiming that a Paleo Diet is best; and published studies and experts proclaiming that a plant-based diet is best. And there are published studies and experts recommending population screening for vitamin D deficiency, breast cancer, prostate cancer, and the MTHFR gene mutation; and published studies and experts claiming that these practices are more harmful than helpful.

Consumers read a book, attend a lecture, or take a course and think they can make a good decision based on what they know, only to be confronted with information that is the polar opposite of what they have learned. It can paralyze some people who have important decisions to make, such as which cancer treatments to select; and where diet is concerned the confusion can result in people continuing to eat a terrible diet since it seems like there is no dietary theory that everyone agrees is “right.”

Essentially there is no clear conclusion to be reached on almost any issue when an individual’s or an organization’s point of view is the basis for making recommendations. The adoption of “science as a point of view” has resulted in significant degeneration of scientific discussion. The only way to resolve this is to establish some criteria for how information will be filtered that most reasonable people can agree on.

To address this very important issue, a few years ago, my colleagues and I established a set of criteria for evaluating information in order to reduce confusion for the people we help with health issues. When these criteria are used, confusion is eliminated for many issues, and we have even seen those who disagree with us refuse to engage in a rules-based discussion, which speaks volumes for the strength of their arguments. Following are some examples.

**All experts are not considered equal.** One of my pet peeves is the media’s tendency to present both points of view, with an “expert” from “each side.” While the presentation of different viewpoints can be a good idea, the various experts should be well-matched in terms of education and accomplishment. But this does not happen. Often two people who have widely divergent backgrounds and levels of expertise are presented as having equal standing. Thus a scientist who has published over 300 papers in top peer-reviewed journals, and spent decades conducting carefully controlled research studies (Dr. T. Colin Campbell) presents evidence supporting a plant-based diet; while Gary Taubes, a journalist with the *New York*

*Times*, and who has no specialized knowledge about diet, health and medicine, presents evidence for eating an animal foods-based diet. It is easy for the reader to perceive both of these individuals to be experts and to have equal standing which is simply not true.

**Any proposed intervention must result in improved long-term outcomes, not just changes in surrogate markers.** This rule applies to dietary supplements, diets, drugs, and procedures. Both statin drugs and high-dose niacin lower cholesterol, but they have very little impact on the risk of heart attack, stroke, or death. For statins, the risk reduction for members of the general population is less than 2%. On the other hand, Dr. Caldwell Esselstyn has followed his patients for over 30 years now, and has shown that a low-fat plant-based diet keeps even patients with terminal coronary artery disease alive for decades. Dr. Esselstyn's longitudinal study carries significantly more weight due to his ability to show real improvement in health and significantly better long-term outcomes.

**Storytelling is not considered evidence.** I always assume positive intent and honesty until shown evidence to the contrary, so when people tell me stories I believe they are true. Examples include "My uncle ate bacon, eggs and cheese three times per day, lived to be 94 years old and died in his sleep," and "I had a flu shot last year and did not get the flu." But stories carry no weight in our world in terms of decision-making. What has happened to one person is not an indication of what will happen to other people who engage in the same behavior. For example, I know people who regularly drink too much alcohol and drive, have never been pulled over and convicted of DUI, and have never had an accident. I think we can all agree that reporting that it is safe to drink and drive using stories of people who "get away with it" would be ludicrous.

But this is done all of the time, even by doctors who should know better. Loren Cordain's *The Paleo Diet* is largely supported with stories of people who gave up pizza and cupcakes and started eating wild elk and deer and lost weight. Others engage in conjecture about what people ate 6 million years ago while wandering the earth looking for food. The stories and conjecture are meaningless and I do not understand why we are debating what people ate 6 million years ago when we have accurate data about what people eat right now and their health status.

Wellness Forum Health uses several other criteria as a filter for evaluating information. The three examples cited above are examples of how these filters are applied. This helps consumers to make sense of the massive amount of information they are bombarded with regularly, and to feel more confident about the choices they make.

In our world, rules are employed to govern everything, ranging from sports to how corporations are run and laws are passed. In the absence of rules, chaos results. Enterprising

charlatans take advantage of chaos to sell their ideas about diet and health, and this can be stopped by applying objective rules in evaluating them.

## **Rules for Evaluating Evidence**

**We evaluate information using these filters to arrive at conclusions which are reported in our libraries:**

- Conflicts of interest
- Study design, including selection bias
- Length of follow-up
- Actual improvement in health, not just improvement in surrogate markers
- Establishment of cause and effect relationships, not just correlation
- Identification of a plausible mechanism of action
- Serious limitations associated with self-reported data
- Selection bias
- Extent to which research findings have been replicated by others
- Relying on the preponderance of evidence rather than a single study

## Benefits of Affiliation

The Wellness Forum Health Affiliate Program is designed for anyone who is in a health-related field. We invite doctors, nurses, dietitians, nutritionists, physical therapists, athletic trainers, mental health professionals, yoga teachers, and anyone else who is engaged in offering health-related advice to join.

The purpose of affiliation is twofold; to provide you with structured programming and products to offer to your clients/patients, and to generate additional income for your practice or business. Building a health-related business can be challenging, in part because there are so many things to do. One very important task is to create and administer educational programming that teaches people how to take more control over their health. Using our programs and products to support your practice saves you from having to create your own, and allows you to focus on spending quality time with the people you want to help. An added bonus is that affiliation with us allows you to generate more revenue.

### **Our Current Resources:**

- Thousands of hours of programming and thousands of referenced articles to facilitate evidence-based discussions (new materials are developed weekly)
- Effective practice templates and protocols
- Profitable practice models (practitioners do not have to decide between doing the “right” thing and the “profitable” thing)
- Proven intervention programs for chronic/degenerative diseases (food-borne illnesses), psychological issues, and musculoskeletal disorders
- A diverse line of quality health-promoting products
- Well-developed marketing strategies
- Comprehensive training programs that allow practitioners to duplicate our success
- Well-developed infrastructure for support
- Established 501(c)(3) nonprofit to provide funding for research
- Our own school for training health professionals: *The Wellness Forum Institute for Health Studies*
- Excellent international reputation

**The Affiliate Program allows you to be in business *for yourself* but not *by yourself*.**

**Note: Only graduates of the Certified Health Educator Program and Nutrition Educator Program are eligible to become affiliates.**

## Membership Options

(see descriptions of benefits below the chart)

	Basic	Professional	Concierge Health	Weight Loss	Prof Development	Annual Pass
<b>First year dues</b>	<b>\$99</b>	<b>\$320 Save \$1027</b>	<b>\$498 Save \$1211</b>	<b>\$799 Save \$599</b>	<b>\$799 Save \$1015</b>	<b>\$995 Save \$1500+</b>
InforMED™ Health 101, 201	✓	✓	✓	✓	✓	✓
Member Rewards	✓	✓	✓	✓	✓	✓
Basic Planning Session	✓	✓	✓	✓	✓	✓
Members-Only Website	✓	✓	✓	✓	✓	✓
Ask The Therapist	✓	✓	✓	✓	✓	✓
Office Hours w/Eileen PT	✓	✓	✓	✓	✓	✓
Preferred Pricing & Free Shipping over \$250 (Continental U.S. only, does not include water filters)	✓	✓	✓	✓	✓	✓
Health Briefs Articles Library	✓	✓	✓	✓	✓	✓
Concierge Platform (dozens of videos, new ones added monthly!)		✓	✓	✓		✓
Online Weight Loss course and twice monthly teleconference sessions				✓		
Advanced Study Live Classes & Videos		✓	✓	✓		✓
Monthly Live "Conversations with Pam" Sessions	6 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year
Monthly Live "Things You Should Know" Sessions		✓	✓	✓	✓	✓
Online Educational Courses					Select 3 courses	Select 6 courses
Concierge Health: planning, coaching, support sessions, educational classes			✓	✓		✓

## Description of Benefits and Services

### **InforMED™ Health 101**

Includes a textbook, online videos, and regularly scheduled instructional sessions which are held at our office in central Ohio and via live teleconference. Curricula includes a review of the science of diet and health, and the skills needed to adopt a program of dietary excellence™ and optimal habits. This course also covers the basics of InforMED™ healthcare decision making, including how to have constructive conversations with your doctor about tests, drugs, procedures and medication reduction or withdrawal.

### **InforMED™ Health 201: Introduction to InforMED Medical Decision-Making**

Includes how to find and interview various healthcare providers including doctors, nutritionists, mental health therapists, and physical therapists; how to read basic blood tests, and how to evaluate information and research about diet, health and medicine. Taught via live teleconference, and video platform online.

### **Members-Only Website**

In addition to recipes and other helpful information, you'll have access to a library of over 140 workshops on a variety of topics, ranging from food preparation to cancer treatment.

### **Health Briefs Online Library**

Over 2500 articles, most with references, on hundreds of topics related to diet, health and medicine. Includes articles from the weekly newsletter. New articles are posted almost every week. Search engine capability; articles can be emailed or downloaded.

### **Concierge Health Services**

#### **Improve Your Health With One of Our InforMED™ Consultants**

Your annual package begins with a planning session with your consultant, during which you will outline your health objectives and develop a plan of action for health improvement. This can be done via telephone or in-person. Follow-up appointments will help to keep you on track and making progress toward your goals. You will have unlimited access to email for support as well.

#### **Additionally, you will receive these benefits offered by our founder, Pam Popper:**

- **Advanced Study Workshops** – four hours of live programming each month based on important books about health. (retail price \$660 per year)
- Open live and interactive
- **“Conversations With Pam”** discussion sessions 18 times per year to get your questions answered. (retail cost \$450 per year)
- **Things You Should Know** – Every month Pam chooses a topic you should know about, presents information for 15-20 minutes and then takes questions. Topics have

included cholesterol, blood pressure, blood sugar, the gut microbiome and vitamin D. (retail cost \$300 per year)

- **Concierge Platform** – all Advanced Study and Things You Should Know workshops are filmed and placed on this platform monthly. Currently over 100 videos are available with accompanying powerpoint slide sets.

Workshops are recorded so you can listen again or make up missed classes; you can submit questions in advance to make sure your topics are covered even if you can't be on the calls!

## Things You Should Know Video Platform

### Topics include:

Acne	<i>H Pylori</i>	Potatoes Instead of Paleo
Acupuncture	Gluten	Protein
Candida	Hair Health	Macrobiotic Diets
Cold Sores	Headaches	Natural Pain Relief
Dental X-rays	Healing Power of Pets	Natural Sleeping Aids
Detox Programs	Immune Function	Pancreatic Enzymes
Eczema	Inflammation	Root Canals
Fatigue	Intestinal Gas	Seasonal Affective Disorder
Fermented Foods	Iodine	Sugar
Folic acid	Iron Levels	Sunlight Benefits

## Advanced Study Video Platform

*Alternative Medicine: Health and Medical Issues Today* by Christine Larson, Ph.D.

*Another Person's Poison A History of Food Allergy* by Matthew Smith

*The Body Electric: Electromagnetism and the Foundation of Life*

by Robert O. Becker, M.D. and Gary Selden

*A Cancer Therapy Results of Fifty Cases and the Cure of Advanced Cancer by Diet Therapy*

by Max Gerson, M.D.

*Choices in Healing: Integrating the Best of Conventional and Complementary Approaches to Cancer*

by Michael Lerner

*A Disease Called Childhood* by Marilyn Wedge, Ph.D.

*Dreamland* by Sam Quinones

*The Emperor of All Maladies: A Biography of Cancer* by Siddhartha Mukherjee

*The End of Food* by Paul Roberts

*Evidence of Harm: Mercury in Vaccines and the Autism Epidemic* by David Kirby

*The Fear Cure: Cultivating Courage as Medicine for the Body, Mind and Soul* by Lissa Rankin, M.D.

*Feed Your Pet Right* by Marion Nestle and Malden C. Nesheim

*First Bite: How We Learn to Eat* by Bee Wilson

*The Forgotten Therapy: The Past and Future of Phage Therapy* by Anna Kuchment

*The Gene: An Intimate History* by Siddhartha Mukherjee  
*Guilt, Shame, and Anxiety: Understanding and Overcoming Negative Emotions* by Peter Breggin, M.D.  
*Gulp* by Mary Roach  
*Healing Back Pain: the Mind-Body Connection* by John Sarno, M.D.  
*Health and Optimism: New research on the relationship between positive thinking and physical well-being* by Christopher Peterson  
*The Health Effects of Cannabis and Cannabinoids: The Current State of Evidence and Recommendations for Research*  
*The HPV Vaccine On Trial: Seeking Justice For A Generation Betrayed*  
 by Mary Holland, Kim Mack Rosenberg, Eileen Iorio  
*Less Medicine, More Health: 7 Assumptions That Drive Too Much Medical Care*  
 by H. Gilbert Welch, M.D.  
*The Longevity Diet: Discover the New Science Behind Stem Cell Activation and Regeneration to Slow Aging, Fight Disease, and Optimize Weight* by Valter Luongo Ph.D.  
*The Medical Medium* by Anthony William  
*Mind-Body Interactions and Disease Proceedings of a Conference on Stress, Immunity and Health*  
*Missing Microbes: How the Overuse of Antibiotics is Fueling Our Modern Plagues*  
 by Martin J. Blaser, M.D.  
*The Mind and Brain: Neuroplasticity and the Power of Mental Force*  
 by Jeffrey M. Schwartz M.D. and Sharon Begley  
*The Mind-Gut Connection: How the Hidden Conversation Within Our Bodies Impacts Our Mood, Our Choices and Our Overall Health* by Emeran Mayer, M.D.  
*No More Sleepless Nights* by Peter Hauri, Ph.D., and Shirley Linde  
*PaleoFantasy* by Marlene Zuk  
*Proteinaholic - How Our Obsession with Meat Is Killing Us and What We Can Do About It*  
 by Garth Davis, M.D. and Howard Jacobson, Ph.D.  
*Psychiatry Under The Influence: Institutional Corruption, Social Injury, and Prescriptions for Reform*  
 by Robert Whitaker and Lisa Cosgrove.  
*Real Food, Fake Food* by Larry Olmstead  
*Rewire: Change your Brain to Break Bad Habits, Overcome Addictions, Conquer Self-Destructive Behavior* by Richard O'Connor, Ph.D.  
*Risky Medicine: Our Quest to Cure Fear and Uncertainty* by Robert Aronowitz  
*The Salt Fix* by Dr. James DiNicolantonio  
*Should I Get Tested for Cancer: Maybe Not and Here's Why* by Gilbert Welch, M.D., M.P.H.  
*The Sober Truth* by Lance Dodes, M.D. and Zachary Dodes  
*The Social Transformation of American Medicine* by Paul Starr  
*The Undoing Project* by Michael Lewis  
*The Unsavory Truth: How Food Companies Skew The Science of What We Eat* by Marion Nestle  
*Vaccine Guide for Dogs and Cats: What Every Pet Lover Should Know*  
 by Catherine J.M. Diodati  
*Vitamina: How Vitamins Revolutionize the Way we Think About Food* by Catherine Price  
*Wheat Belly* by William Davis, M.D.  
*Whitewash: The Story of a Weed Killer, Cancer and the Corruption of Science* by Carey Gilliam  
*Winston Churchill's Afternoon Nap* by Jeremy Campbell

## **The Wellness Forum Institute for Health Studies**

The Wellness Forum Institute for Health Studies is the first school in the U.S. to offer certificates and diplomas based on the philosophy of evidence-based healthcare using diet and lifestyle as primary intervention tools.

Most educational programs for health care professionals allocate little time to teaching practitioners how to treat the cause of disease and instead just focus on symptom suppression. A growing dissatisfaction with traditional medical and nutrition practices has created a demand for different educational pathways that incorporate such training. The Wellness Forum Institute is grounded in the use of only the most rigorous and independent scientific standards for evaluating health information.

**Format:** Classes are offered via “virtual classroom” or live and interactive teleconference calls. Students anywhere can participate as long as they have access to a computer, email and can make long distance calls. Detailed slides and course materials are provided. Due to the teaching format, we are able to recruit the best teachers in the world for all subjects.

### **The Diet and Lifestyle Intervention Course**

This program will teach you how to develop a practice using diet and lifestyle as primary intervention tools; and specific protocols for helping people to regain/maintain their health. It is designed for doctors, physician assistants, dietitians, nurses, physical therapists, nutritionists, and all health professionals, but participation is open to anyone. Topics include the science of plant-based diets, diet and disease, diabetes, heart disease, autoimmune diseases, gastrointestinal diseases, women’s health, men’s health, children’s health, vaccinations, mental health, cancer treatment, and musculoskeletal conditions

**You do not have to be a practitioner to take this course;  
laypersons are welcome too!**

**Why and How to Withdraw From Psychiatric Drugs** Research does not support the idea that “chemical imbalances in the brain” are the cause of mental illness. Yet today, 25% of Americans, including millions of children, are taking psychiatric drugs for conditions ranging from ADHD to schizophrenia. Research shows that psychiatric drugs are not effective (barely better than placebo). Instead, the drugs have significant side effects that are often disabling and sometimes life-threatening. Furthermore, the drugs do not address the underlying causes of the individual’s suffering and impairment such as childhood or adult losses and trauma, emotional conflicts in the family, poor self-discipline, difficulties focusing and persisting, real life crises, and self-defeating attitudes.

This unique program was developed by the Wellness Forum Institute and psychiatrist Peter Breggin, M.D., a leading promoter of empathic therapy and a pioneering researcher in the

toxic effects of psychiatric drugs and how to withdraw from them. Participants will learn guidelines for prescribers, therapists, patients and their families involved in psychiatric drug withdrawal, with emphasis on a collaborative effort that is empowering to the patient and family.

The course fills an important need. Although there are many books and classes that address aspects of drug withdrawal, there are no formal and comprehensive training programs that teach practitioners, patients and families “the whole story” – the actual causes of psychological issues, the consequences of drugging, and effective methods for helping people to extract themselves from “the psychiatric mill.” This is the first comprehensive training program that addresses all aspects of this issue.

**The Nutrition Educator Program** is for individuals seeking a career in a nutrition-related field and looking for an alternative to traditional dietetics. This program requires that students complete basic science courses that are more rigorous than those required for many undergraduate nutrition degrees; includes courses that combine nutritional science with strategies for assisting clients in achieving and maintaining optimal health, and effective approaches for common degenerative conditions; includes many classes designed to teach practical skills needed for gainful employment; and concludes with 200 hours of practical experience during which a candidate must demonstrate his/her ability to work effectively in the nutrition education field.

**For more information, visit our website at**  
**[www.wellnessforuminstituteofhealthstudies.com](http://www.wellnessforuminstituteofhealthstudies.com)**  
**email [pamopper@msn.com](mailto:pamopper@msn.com) or call 614 841-7700**

Certified through the Ohio State Board of Career Colleges  
Registration number 09-09-1908T

**2019 Conference Videos: The Next Best Thing to Being There!**  
**Members \$359.00                  Non-Members \$399.00**

**Conference videos include:**

Pam Popper's President's Address and Company Updates

The Sunday afternoon Panel Discussion on Vaccines

Presentations delivered by:

Dr. Saray Stancik                  Discussion of *Code Blue*, her personal MS story, and why doctors need to know more about nutrition

Dr. Thomas Seyfried              How Cancer Can be a Chronic Disease Managed by Nutrition

Dr. Gracie Yuen                    Water Fasting for Health

Beth Prior                            Health Education for Children

Eileen Kopsaftis, PT                Why Treating Chronic Pain Often Fails

Mary Marshall                        Accidental Weight Loss: How Focusing on Health Instead of Weight Can Help

Michelle Cotterman, RN            Vaccine Mandates and Why They Are a Bad Idea

**Educational Courses**

**What makes these courses different?**

Our courses offer in-depth information that is not included in other similar programs. Each course represents hundreds of hours of research, organized into understandable, useable, and well-referenced slide sets and lectures. Students are not just given online multiple choice quizzes, but rather challenging assignments that are graded manually by qualified staff, with feedback for improvement offered when needed. ***These are not typical health education programs!!***

**New Courses for 2020 (will be taught live and then filmed for video platform)**

**Cardiovascular Disease**

**\$395.00**

A thorough review of topics such as structure and function of the cardiovascular system, circulatory system, and heart; atherosclerosis, heart attack, stroke, heart failure, hypertension, arrhythmias, modifiable risk factors for cardiovascular disease such as diet, exercise, smoking, and stress.

**Chronic Fatigue**

**\$495.00**

It's a complicated and long-term condition that is characterized by extreme fatigue that cannot be explained by an underlying medical condition. Patients don't get better with rest, and often are unable to participate in regular activities for years at a time. This course will explore various theories about cause, and treatments that have been shown to help.

### **A Science-Based Approach to Vaccines**

**\$695.00**

The vaccination issue is now one of the most contentious, and the most important topics in healthcare today. Politicians, in partnership with Big Pharma, seem intent on taking away the right of parents concerning their children, and soon will begin demanding that adults adhere to a vaccine schedule too. This extensive course will feature only the best and most irrefutable science concerning vaccines, researched, prepared, and taught by Wellness Forum Founder and researcher extraordinaire Pam Popper. Topics will include:

- immunology basics
- detailed information about each vaccine
- adjuvants in vaccines
- vaccines and pregnancy
- National Vaccine Injury Compensation Program
- How to constructively oppose vaccine mandates and work on legislative change
- the history of vaccines
- diseases for which vaccines are given
- side effects of vaccines. who is at risk
- understanding herd immunity

Religious exemptions are being taken away and citizens will need to be armed with factual information about vaccines in order to be effective with elected officials and other politicians. In addition to the valuable information provided in this course, prepared materials will be provided for distribution to family members, school officials, elected officials and others. Students in this class who want to network with others will be introduced to one another.

### **Fibromyalgia**

**\$495.00**

A disorder characterized by musculoskeletal pain, fatigue, disrupted sleep, impaired memory and many other symptoms. Women are more likely to develop it than men, and the medical profession claims that the causes are unknown and that there is little hope for recovery. This course will review risk factors, theories about cause, and treatments that have been shown to help patients to get better.

### **Cancer 201 (evaluating alternative treatments)**

**\$595.00**

In-depth exploration of alternative treatments and treatment centers for cancer including IV vitamin C therapy, dietary supplements, Rife Machines, Hoxey, green tea, medicinal mushrooms, hyperthermia, immunotherapy, energy healing

### **Kidney Disease**

**\$395.00**

A thorough discussion of risk factors for kidney disease, stages of kidney disease, therapy options, the role of diet and lifestyle in kidney disease, pediatric kidney disease, transplant patients and challenges, and dialysis.

### **Parkinson's Disease**

**\$ 299.00**

Includes risk factors, definitions, diagnosis, strategies for prevention, co-morbidities, challenges in daily living, treatment options, and the role of diet and lifestyle change in slowing the progression of the disease.

**ALS****\$299.00**

Over 6000 new cases are diagnosed each year in the U.S., and at this time there is no cure. The course will examine potential causes, symptoms diagnostic criteria, progression of the disease, and strategies that are currently being explored that may make it possible for patients to live longer.

**Food Allergies****\$299.00**

Includes information about different types of abnormal responses to food, history of food allergy, risk factors for food allergy, how food allergies and intolerances can affect systems of the body, evaluation of methods for diagnosing food allergies, options for reducing symptoms of food allergies.

**Contraceptive Options for Women****\$199.00**

Increasing concerns about hormonal contraception has increased interest in alternative methods. This course will examine the safety and efficacy of non-hormonal options for contraception.

**Online Courses****Diet, Lifestyle and Diabetes****\$395.00**

Course covers type 1, type 2, and gestational diabetes; how changing diagnostic parameters has resulted in false diagnoses; a review of commonly prescribed medications, co-morbidities; and how diet and lifestyle changes improve health outcomes for diabetics.

**Health Benefits and Risks of Cannabis****\$695.00**

Most states approve cannabis for medical use; an increasing number of states are legalizing recreational use. This course looks at the effects of cannabis on health when used both recreationally and medically, and answers important questions about safety, efficacy, thresholds for intoxication, and implications for public health. Everyone knows someone who is using cannabis, and we will all be affected by its increasing availability.

**Diet, Exercise and Mental Health****\$395.00**

While there is no evidence that psychological issues are caused by chemical imbalances in the brain, physical health has a profound influence on mental health. This course covers the relationship between diet and mental health; the optimal diet that supports better mood and psychological states; the connection between the microbiome and mental health, and how exercise relieves stress, anxiety, ADHD, and even psychosis

**A Concentrated Look at Inflammatory Bowel Disease** **\$495.00**

IBD is a debilitating disease with multiple contributing causes, and often does not respond to traditional care. This course includes a review of known causes; traditional medical treatment along with efficacy rates for drugs and procedures; complications of disease, dietary intervention, long-term management, and challenges to getting well.

**Time Management** **\$195.00**

One of the biggest impediments to successfully changing diet and lifestyle habits is time – people do not think they have enough. But they do! Expert time manager Pam Popper will show you how to get more done than you ever imagined, have enough time to take care of yourself, AND have enough time to enjoy life with friends and family!

**Irritable Bowel Syndrome** **\$495.00**

This increasingly common disorder is poorly understood. Patients often spend decades trying diets and food restriction, often with little change. This course examines multiple causes, and offers a comprehensive approach to relieving symptoms.

**Your Amazing Microbiome** **\$495.00**

The bacterial cells living in the human gut outnumber the cells in the body, and are involved in every aspect of health ranging from digestion to emotional responses. You'll learn about the function of a healthy microbiome; the various ways in which the microbiome can be damaged; how damage influences health; and interventions shown to restore and stabilize the microbiome.

**Cognitive Health and Alzheimer's** **\$395.00**

Almost 20% of Americans can expect to develop Alzheimer's Disease after age 75, which negatively impacts quality of life for patients and their families. You'll learn the causes of AD and how to prevent it, as well as strategies for remaining cognitively sharp for the rest of your life.

**Advocacy: Public Policy and How to Change Laws** **\$295.00 (free for members)**

Fed up and think it's time things changed? This course prepares people to become more involved in public policy issues, ranging from school lunches to healthcare reform.

**Mini-Courses**

**Thyroid Disease** **\$ 99.00**

Covers hypo- and hyperthyroidism, over-diagnosis of thyroid disease, thyroid nodules, the role of iodine and more.

**PCOS** **\$ 59.00**

Covers causes, influences on female reproduction, and how to resolve.

**Sports Nutrition****\$495.00**

Topics include sports nutrition overview, exercise and metabolism, nutrient requirements for child and adults athletes, hydration, dispelling the protein myths, body composition and energy balance, dietary supplements for athletes, sports-specific nutrition, diet and the professional athlete.

**Dietary supplements****\$395.00**

Topics include history of vitamins and supplements, nutrients in food vs supplements, DRI and RDA, deficiency diseases, constructive use of supplements in the treatment of disease

**Igniting the Curiosity Gene: Research and Writing****\$795.00**

This course lasts for several months, and consists of classes followed by research/writing assignments. The objective is to teach students how to find information, assess accuracy, apply what is learned to both personal health and helping others, and to learn to create workshops and write articles based on sound scientific evidence.

**Autoimmune diseases****\$495.00**

Topics include overview of immune function; causes of AID including allergies, asthma, vaccinations, hormones, environment, genetics; traditional treatment of AID, diet and AID, diet and alternative therapies in the treatment of AID.

**Understanding Psychological Disorders****\$695.00**

Includes information about PTSD, Psychosis, Depression and Despair, Bipolar, Anxiety (includes OCD and panic disorder), ADHD and Behavior Disorders in children, Addiction.

**Biological Causes of Autism, Effective Treatment Options.****\$495.00**

The incidence of autism has increased and continues to increase – so much so that one research group estimates that by the year 2050, 50% of American children will be affected. Why is this happening? What can be done to prevent this? And what should parents do if their child begins to regress? This course will provide answers to both health practitioners and concerned parents.

**Allergies/Asthma.****\$195.00**

Topics include the relationship between factors like genetics, diet, hydration, vaccines, weight status, and hormones on development of allergies and asthma; diet and natural treatments for resolving both.

**GI Disorders.****\$395.00**

Topics include overview of the gut microbiome, and common conditions including reflux, diarrhea, constipation, nausea, ulcers, colon cancer, colonoscopy and other diagnostic tests, gas and bloating, leaky gut and celiac disease.

**Children's Health.****\$395.00**

Topics include how parental health influences children's health; breast feeding and breast feeding challenges how good eating habits and tastes are formed; how to change eating habits and tastes; how to introduce solid food to infants; social and other situations involving children for ages toddler through young adult; common childhood illnesses and diet and natural therapies.

**Cancer 101.****\$695.00**

Defining cancer (how it develops, characteristics of various types of cancer), theories about cancer causation, diet and lifestyle causes of cancer, how to evaluate and choose cancer treatments, surviving a cancer diagnosis, diet and cancer treatment.

**InforMED Consumer Series.****\$195.00**

Includes how to read and interpret information about health (practical experience looking at and evaluating journal articles), how to conduct your own research, how to read your blood test results (what DO those number mean?), evaluating risk factors, how to choose doctors and other providers

**Forming and Maintaining Optimal Habits.****\$395.00**

This course is for both health practitioners and consumers, and will address what stands in the way of health improvement – *if people know what to do, why don't they do it?* Topics will include the psychology of change, obstacles to change, overcoming resistance to change, compulsive behaviors and how to change thinking and behavior in order to change weight and health status.

**Women's Health Certification Course.****\$395.00**

Includes information about hormones, PMS, breast health, menopause, weight gain, bone health, and other specific health issues concerning women. The course includes four video lectures delivered by Dr. Pam Popper, and detailed slides for each lecture. Upon completion you will receive a certificate, you will be listed on Dr. Pam's website as an instructor, and you will be authorized to teach a women's health course to consumers. Graduates will be provided with slide sets for teaching the course.

**Men's Health.****\$395.00**

Topics include prostate health, benign prostate hyperplasia, PSA testing, prostate cancer, erectile dysfunction, Low T, vasectomy.

### **Weight Loss Instructor Course**

**\$395.00**

Over half of the people living in Westernized countries are overweight, and an increasing percentage of those people are obese. The failure rate for weight loss programs is over 99%, which means that it's time for a new approach for helping people to lose weight. In this course, you will learn about the influences that contribute to weight gain, which include historical eating patterns, packaging and advertising for food, emotional eating, and social pressures. You will also learn new and effective strategies for weight loss based on the *real reasons* people overeat. We promise you will learn new things; this is not another series on eating less and exercising more! The course includes 4 video lectures and detailed slides.

### **Become a Food Over Medicine Certified Instructor.**

**\$199.00**

This is your opportunity to begin or enhance your career in the nutrition and/or health fields. The curriculum for the course is based on Dr. Pam's book and will provide you with the knowledge you need in order to help others. Completing it will also increase your credibility, which will help you to reach more people.

The course is offered through five 2-hour video lectures deliver by Dr. Pam Popper, during which you will learn: the optimal diet for humans and the science to support it; the relationship between diet and disease and how diet can be used as an intervention tool; how to instruct patients/clients in managing their healthcare – includes tips on how to interview and interact with/manage doctors; how to assess healthcare options; and how to coach people through making these decisions; how to read, understand, and interpret research studies so that you can continue to learn on your own.

Upon completion you will receive a certificate, you will be listed as an instructor on Dr. Pam's website, and you will be authorized to teach the Food Over Medicine Course to consumers (and charge for the program!). Slides for community presentations and course materials are provided.

### **Business Training For Health Professionals.**

**\$149.00**

This course is for people who want to start a business offering diet and lifestyle-related services or who want to expand an existing business *without investing a lot of money*. This course will show you how. After identifying your goals, you will develop a business plan, a directory of services and pricing. You'll also learn low-cost marketing strategies that work, how to develop workshops that turn prospects into clients, effective speaking, teaching and coaching skills, and long-term strategies for growth and success.

Classes are taught via five video lectures. A workbook is provided to facilitate development of a business plan based on the material covered in the lectures.

# **Mental and Emotional Health With Peter Breggin**

## **Psychiatric Drug Withdrawal: Consumer Course      \$370**

### **This course is offered via online self-study**

Research does not support the idea that “chemical imbalances in the brain” are the cause of mental illness. Yet today, 25% of Americans, including millions of children, are taking psychiatric drugs for conditions ranging from ADHD to schizophrenia. Research shows that psychiatric drugs are not effective (barely better than placebo). Instead, the drugs have significant side effects that are often disabling and sometimes life-threatening. Furthermore, the drugs do not address the underlying causes of the individual’s suffering and impairment such as childhood or adult losses and trauma, emotional conflicts in the family, poor self-discipline, difficulties focusing and persisting, real life crises, and self-defeating attitudes.

While many doctors know how to prescribe the drugs, few know much about how to help patients withdraw, which is why consumers must be educated and prepared. This course provides valuable information about the effects of the drugs, what to expect while withdrawing, how to develop a team for support, and how to improve physical health in preparation for withdrawal.

The course is taught via online video platform. Students will have access to the platform for one year from the date of enrollment. Participants must have access to a computer in order to access the videos.

### **Curriculum Outline:**

#### **Introduction: Dispelling Psychiatric Drug Myths**

#### **Understanding Major Psychological Disorders**

PTSD	Psychosis
Depression and Despair	Bipolar
Anxiety and Panic Disorders	ADHD and Behavior Disorders in Children

#### **Impact of Psychiatric Drugs on the Body and Brain**

Medication Spellbinding	Chronic Brain Impairment
Antipsychotic (Neuroleptic) Drugs	Antidepressant Drugs
Stimulant Drugs	Benzodiazepines and Other Sedatives
Lithium and Mood Stabilizers	

#### **Preparing the Body of Psychiatric Drug Withdrawal**

Diet, Exercise and Mental Health

#### **Orchestrating Your Withdrawal Process**

Understanding the Withdrawal Process  
Preparation for Psychiatric Drug Withdrawal  
Techniques for Beginning Medication Withdrawal  
Developing a team

#### **Beginning and Sustaining Your Drug-Free Life**

**This program includes Peter Breggin’s Empathic Therapy Training film, membership to Wellness Forum Health and additional instruction concerning diet and lifestyle change via live teleconference and online video platform.**

## The Heart of Being Helpful

**This course is offered via online self-study.**

**Part I** starts with personal transformation - becoming the “best you” that you can be. The more centered and happy you are, the more pleased with your life that you are—the more you will be able to help others. You’ll learn how to constructively look at both your past and present circumstances, your successes and failures, your relationships with others, and how to transform yourself to live your best life. Ultimately you will learn how to identify your self-defeating reactions to life and to replace them with positive, rational and caring approaches. Insight into your own experience, and continually fine-tuning yourself to live and to relate better, provides the basis for helping others with their lives.

Curriculum includes:

- Humans, Relationships and Love
- Reflecting on Your Childhood
- When You and Others Are Suffering
- Overcoming Negative Emotions
- Discover Your Purpose and Live Your Best Life
- Relationships and How to Heal Them
- Dealing With Impossible Relationships and Impossible People
- How to Have and Live the Life You Want

**Tuition \$270 includes Peter Breggin’s Empathic Therapy Training Film**

**Part II** continues with your learning how to apply what you’ve learned to helping others – not by delivering therapy, but by helping people through the same self-transformation experience you’ve undergone for yourself. Helping ourselves and those we touch to live fuller and more satisfying lives is an ongoing process that all people can share with one other, sometimes through a lifetime together.

**Tuition \$195 (will be available 2020)**

## **Musculoskeletal Health With Eileen Kopsaftis, P.T.**

### **Got Pain? Want to get rid of it? Eileen Kopsaftis, can show you how!**

Eileen Kopsaftis is a health and pain expert who has been helping people to resolve their pain issues, return to the things they love doing every day, and regain their quality of life for many years. She's a licensed physical therapist (Ohio and New York), who has spent her career seeking out the best methods for restoring people to optimal musculoskeletal health. Often, people feel better quickly, after only a few sessions.

The reason that Eileen is so successful is that she addresses the *causes* of pain rather than treating at the symptom level only. The use of drugs, surgery, and many other approaches to pain provide temporary relief at best, while the underlying problem becomes worse.

Here are a few things you should know about pain:

- The painful area is often not the source of the pain
- Often misalignment or imbalance in muscles that move joints contribute to pain
- Dehydration can contribute to pain
- Diet and food choices can contribute to pain
- Poor circulation is often a cause of back pain
- It's never too late to start resolving pain – even if you've suffered for many years!

For the first, time, Eileen is making her program available on a video platform that can be accessed by anyone, anywhere! The program includes instructional videos, one module specific to the area of your body affected by pain (shoulder, knee, low-back, neck, etc.), and email support.

#### **Tuition:**

**\$499 for Wellness Forum Health Members**

**\$659 for non-members**

**Note: to add modules for other affected areas of the body: \$149 per module (a \$50 discount)**

**One-on-one appointments with Eileen \$149 (regular price \$195)**

***Move With No Pain*** will not only help you to feel better soon, it will also teach you how to maintain pain-free movement for the rest of your life. The skills you will learn will not only help you with the issue you have right now, but if practiced regularly, can help you to remain pain-free for the rest of your life!

## **Not a Health Professional and Would Like To Be One?**

We are excited about helping more people to regain and maintain their health through diet and lifestyle change, and to learn how to make better choices about medical care. We have the best and most comprehensive programs that address these issues, and we want to make our programming available to more people. We know that the best way to do this is through associates who can educate, inspire, and support our members.

Our training program is comprehensive and will teach you everything you need to know in order to start a health education business. You do not need any previous training to qualify. If you are currently practicing healthy habits (or are ready to start), are willing to lead by example, have an outgoing personality, a strong work ethic, a desire to learn new things and are motivated to help other people, you are a candidate for one of our programs.

**For more information and to schedule an interview, email [pampopper@msn.com](mailto:pampopper@msn.com)**

## **The Certified Health Educator Program**

### **You will learn:**

How to read and interpret published studies and other health information in order to guide evidence-based decisions regarding health

How to use a comprehensive, whole person approach to improving health outcomes for your clients/patients

How to operate a collaborative and education-based health-related practice

How to develop a profitable and sustainable business/practice

### **Educational requirements:**

- Annual Pass member of Wellness Forum Health (see description p 10)
- Complete test booklets for InforMED™ Health 101 and 201
- Successfully complete the following education courses:
  - Forming and Maintaining Optimal Habits
  - Causes and Treatment for Autism
  - Allergies and Asthma
  - Cancer 101
  - Igniting the Curiosity Gene: Research and Writing
  - Understanding Psychological Disorders
- Successfully complete The Diet and Lifestyle Intervention course (see description p 14)
- Successfully complete Professional Mentoring (see description p 28)
- Successfully complete Advanced Business Training for Health Professionals (p 29)
- Work with your own clients and operate your business with the assistance from staff – minimum 20 clients
- Competency evaluated as each educational requirement above is completed. You can enroll/start at any time.

**Tuition: \$5435; prepay for the entire program and save: \$4995**

# Professional Mentoring and Development Curriculum Outline

Twelve 2-hour classes

Format: Virtual Classroom (interactive teleconference)

In addition to the curricula described below, each class will include practical experience in the form of patient/client analysis, review, and development of intervention/action plan. Class participants can submit their own questions/issues, and patients/clients. Samples will also be provided by the instructor.

## **Topics/skills include:**

- Developing intake forms
- How to organize your schedule
- Dealing with family and friends
- Intro to patient/client analysis
- How to make constructive and targeted recommendations
- Motivational interviewing – the most important questions to ask
- Mutual goal setting
- How to collaborate with patients/clients and conduct informed discussions
- How to develop realistic plans for health improvement
- Identification of barriers to success and how to overcome them
- Reviewing food journals and offering actionable suggestions
- Follow-up schedules and health maintenance
- How to promote personal responsibility
- Facilitating informed discussions between patients/clients and their prescribers
- Informed decision making for cancer patients
- Addressing the non-compliant patient/client
- Addressing overweight/obesity
- The role of sleep, exercise, stress, and other lifestyle factors in health improvement and maintenance
- Constructive and responsible use of dietary and herbal supplements and other adjuvants
- Prebiotics and Probiotics
- Collaboration with other health professionals, assembling a team

**Tuition: \$1500**

## **Advanced Business Training for Health Professionals** **Get the skills you need to succeed!**

This class series consists of 9 live and interactive sessions; after each class you will be given assignments to complete.

During this class series you will learn how to:

- ***Make money helping others to improve their health***
- Write a business plan with a directory of services and prices
- Develop excellent communication skills
- Develop and deliver effective seminars that generate new clients/patients
- Market yourself and your business in your community
- Plan and promote events
- Plan and teach cooking classes and other educational programs
- Develop effective educational materials
- Develop basic sales skills

**If you don't know where to start, are stuck, working too hard for too little, or just need some accountability to get things done, this class is for you. All classes will be recorded for those who miss sessions.**

### **Course outline:**

#### **Class 1: Basics**

Setting goals and objectives	How to generate revenue and make a profit
How to convert an existing practice	How to start a new practice
The importance of repeat business	Choosing the services you will offer and pricing
Forms you will need	Setting up operational systems
Time management	

#### **Class 2: Communication and Presentation Skills**

Communication skills	The importance of seminar selling
Writing effective presentations	Speaking skills

#### **Class 3: Practice!**

Delivery of prepared presentations

#### **Class 4: Marketing**

Positioning yourself as an expert	Effective newsletters and periodicals
Developing a calendar of events	How to choose, plan host events
Developing activity plans, monitoring your progress	Incentivizing referrals
Developing printed materials, ebooks, CD's, websites, and promotional materials	
Low-cost and effective strategies for developing a practice/clientele	

### **Class 5 and 6 Cooking Classes**

How to develop and teach plant-based, oil-free, whole food cooking classes that rock!

Choosing topics and themes      Hands-on vs demonstration

Pricing your classes      Writing original recipes

Prepping for classes      Scripting classes

How to use cooking classes to generate patients/clients

### **Class 7 Overcoming Fear of Sales**

Selling skills for beginners; anyone can do it!

### **Class 8 Curriculum Development**

Writing/developing effective educational materials, slides, textbooks

Vision, focus, objectives, creating a positive student experience

Developing compelling content

### **Class 9 Teaching Skills**

Using educational programs in practice

Student/client engagement, eliciting participation

Leading whole class discussion

Role playing

Analysis for the purpose of improvement

**Tuition \$995**

## **Supervised Practice**

Offered as part of the Certified Health Educator Program, you will operate your business with our assistance. Our staff will be available to answer questions, assist you in making strategic decisions about your business, and help with some of your more challenging clients.

**Tuition: \$1200**

## The Food Over Medicine Coaching Program

### Here are just a few of the benefits you will gain by taking this course:

- You will learn accurate, evidence-based information about how to improve personal health
- You will have knowledge and skills to help others to improve their health
- You will learn basic business skills
- We will help you to develop prospects and to build your health coaching business
- You can teach the course yourself, or use our online and live programs for your clients too

### Course Outline:

- Food Over Medicine Basic Online Course
- Women's Health online course
- Men's Health online course
- Children's Health online course
- Basic Membership to Wellness Forum Health (includes InforMED™ Health 101, 201)
- Live and interactive teleconference classes to teach you
  - Coaching skills
  - How to engage the community and promote community health programs
  - Business Training and Communication Skills
  - Meal planning, shopping, food prep
  - Presentation Skills
  - Designing and Teaching Successful Cooking Classes
  - How to Manage Doctors and Healthcare Providers

### What you can do upon completing this course:

- Offer workshops to increase awareness about the relationship between diet and health
- Teach the Food Over Medicine course
- Develop and teach cooking classes
- Assist people in improving their health with information, assistance with diet change, and one-on-one or group coaching
- Become an active participant in community efforts such as improving school food, or starting a wellness program at your church
- **Start a Food Over Medicine Chapter in your area with our help! (see next page)**

For more information or to set up a time to talk by phone email [pampopper@msn.com](mailto:pampopper@msn.com)

**Tuition: \$1495**

## Food Over Medicine Chapters

### Benefits of being a chapter leader:

- Be identified as associate of Wellness Forum Health and Wellness Forum founder Pam Popper
- Participate in “free membership program” and other marketing programs offered by WFH
- Option to place your clients/members into our classes – we teach your people for you
- Represent WFH at health fairs and festivals
- ***Offer our new community health promotion programs in your area***
- Earn income from WFH membership sales, FOM and other courses offered by WFH, and WFH products
- Participate in programs offered through The Wellness Forum Foundation
- Ongoing training and support to help you build your business

### Requirements for being a chapter leader:

- Remain a member in good standing at Wellness Forum Health
- Complete the Food Over Medicine Coaching Program
- Actively promote and hold at least 6 chapter meetings per year
- Actively promote WFH membership, programs, products – at least 2 events per year

### Requirement for membership in a chapter:

- WFH member in good standing
- At least one of these activities every year:
  - Make a \$100 donation (or more) to the Wellness Forum Foundation
  - Bring 1 new member into the FOM chapter
  - Participate in offering at least one WFH activity (cooking class, film screening, workshop, InforMED™ 101 course) to economically disadvantaged group

**Operating a Chapter is Profitable** In addition to membership, program, and product sales, you can charge for cooking classes, pantry clean-outs, the Food Over Medicine Consumer Course, and special events. We recommend that you have member and non-member pricing for your paid events in order to incentivize people to commit to a longer-term relationship with you/us

