

## **MEDIA ADVISORY to California News Organizations**

Contact: Mark Russo,  
Angel's Share PR  
415-806-4625  
mark@angelsshare.com

**TOPIC: San Diego researchers find powerful new evidence linking Vitamin D to lower disease risk for many types of cancer, diabetes, heart disease and more.**

*Over 80% of Americans found to be Vitamin D Deficient, “we are seeing epidemic levels of deficiency”*

**Synopsis:** An international group of scientists has agreed raising the amount of Vitamin D in the blood reduces the risk of diseases such as cancers, diabetes, heart disease, osteoporosis, hypertension and more. According to researchers 80% of Americans are deficient in Vitamin D.

**This research is being spearheaded in San Diego by GRASSROOTS HEALTH**, a nonprofit public service health agency dedicated to getting out the word on the benefits from Vitamin D. ([www.grassrootshealth.net](http://www.grassrootshealth.net)).

Executive Director Carole Baggerly is available for in studio interviews to demonstrate the scientifically strong connections between Vitamin D and health. GrassRoots Health and UCSD School of Medicine will be hosting a San Diego seminar on April 9 featuring a roster of world-class scientists, doctors and medical professionals showcasing the latest Vitamin D research. Health professionals and the public are invited to attend.

GrassRoots Health is launching a worldwide public health campaign to solve the Vitamin D deficiency epidemic this year via testing and education. **This is a San Diego Story with national and international implications.**

### **Media Opportunity:**

**Location and Photo Ops:** Carole Baggerly, Executive Director of GrassRoots Health available for interviews in studio or on location at GrassRoot Health offices in Encinitas.

### **Storyline:**

New research reveals most Americans are considerably deficient in Vitamin D.

The new research suggests raising Vitamin D levels in the blood—an easy and inexpensive to do--can reduce the risk of, and in some cases reverse the

effects of, diseases such as heart disease, diabetes, hypertension, several types of cancer including breast and colon cancers, and has tremendous positive impacts on Pregnancy Health.

**Who: Carole Baggerly, Executive Director GrassRoots Health**  
**short bio goes here and a quote**

**2. Dr. Cedric Garland MD, P.H. F.A.C.E.**  
**short bio goes here and a quote**

**Quotable:** Baggerly, “Over 1 million people are diagnosed with breast cancer each year and 465,000 people die annually. 75% to 80% of these cases can be avoided with a sufficient blood serum level of Vitamin D. In fact we can prevent this disease with Vitamin D.”

“Fully 75% of cancer deaths from breast and colon cancer could be prevented if we have between 40 to 60 nanograms per milliliter of Vitamin D blood serum levels in our bodies.”

**Cedric Garland** “Radomized clinical trial shows approximately 80% of cancer in women can be prevented with intake of the appropriate levels of Vitamin D.”

### **Vitamin D Facts:**

#### **Vitamin D Is Absolutely Required for Optimal Health**

Substantial scientific evidence now shows the role of vitamin D in preventing cancer. Multiple research findings have reasonably established that an adequate serum vitamin D status is independently associated with substantially lower incidence rates of several types of cancer, including breast, colon, ovary, non-Hodgkin’s lymphoma,, and several other cancers.

#### **A Majority of the US Population is Deficient in Vitamin D**

Recent studies show the preferred range of serum 25-hydroxyvitamin D should be 75–150 nmol/L (30–60 ng/mL). In the US an estimated almost 80% of persons of all age groups have an insufficient status of vitamin D (serum 25-hydroxyvitamin D level less than 75 nmol/L or 30ng/mL

#### **Vitamin D is a nutrient, not a drug.**

Vitamin D is a steroid hormone, like testosterone, and crucial to regulating over 1,000 different genes in the body.

## **Impacts of low Vitamin D on Pregnancy Health**

Recent study just completed shows lactating mothers taking 6000 IU/day of Vitamin D resulted in 50% fewer premature births and a 30% reduction in pre-eclampsia and other core morbidities of pregnancy.

### **Cancer—77% incident reduction in all cancers**

Randomized control clinical trial (American journal of clinical nutrition)

shows 80% of cancer in women can be prevented with the appropriate intake of Vitamin D and calcium.

### **Sunlight alone is not sufficient.**

If your shadow is taller than you are, you cannot make Vitamin D. Sun induced Vitamin D uptake is compromised during winter, plus many factors such as clothing and being indoors prevent Ultraviolet B radiation from reaching the skin. A combination of diet (fortification), sun exposure and supplement is needed to provide and maintain healthy levels.

## **DISEASE PREVENTION CHART**

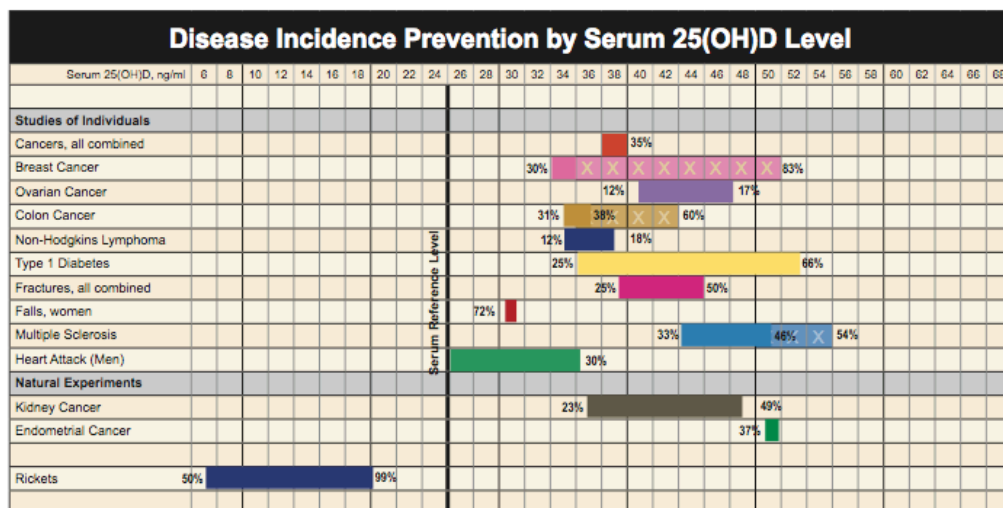


Chart prepared by: Garland CF, Baggerly CA

#### Legend:

All percentages reference a common baseline of 25 ng/ml as shown on the chart.

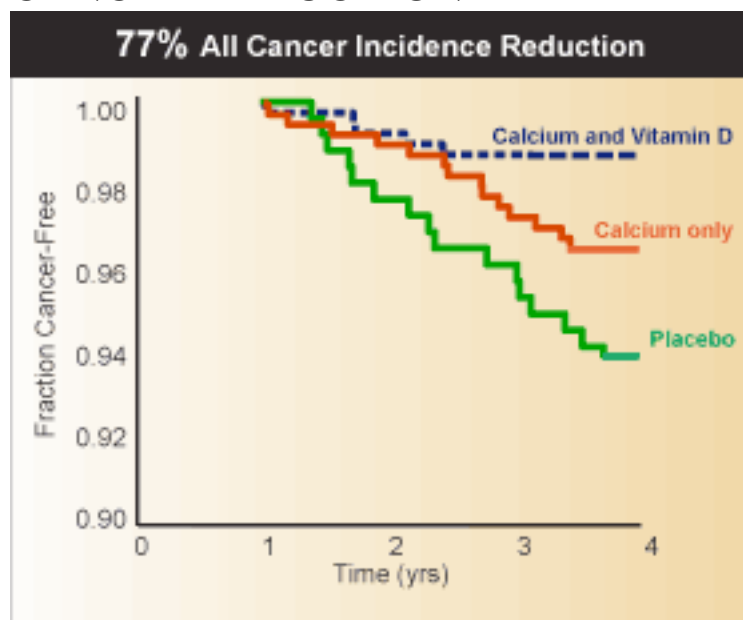
%s reflect the disease prevention % at the beginning and ending of available data. Example: Breast cancer incidence is reduced by 30% when the serum level is 34 ng/ml vs the baseline of 25 ng/ml. There is an 83% reduction in incidence when the serum level is 50 ng/ml vs the baseline of 25 ng/ml.

The x's in the bars indicate 'reasonable extrapolations' from the data but are beyond existing data.

#### References:

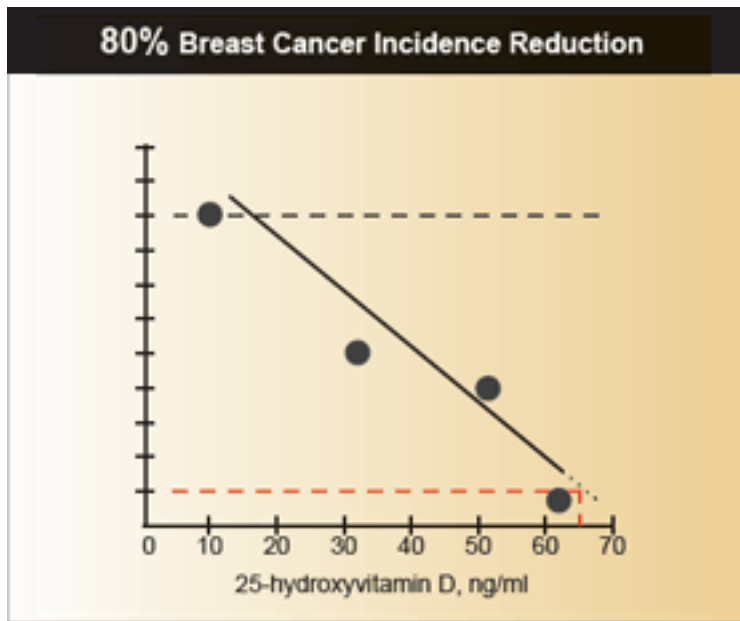
All Cancers: Lappe JM, et al. Am J Clin Nutr. 2007;85:1586-91. Breast: Garland CF, Gorham ED, Mohr SB, Grant WB, Garland FC. Breast cancer risk according to serum 25-Hydroxyvitamin D: Meta-analysis of Dose-Response (abstract). American Association for Cancer Research Annual Meeting, 2008. Reference serum 25(OH)D was 5 ng/ml. Garland, CF, et al. Amer Assoc Cancer Research Annual Mtg, April 2008. Colon: Gorham ED, et al. Am J Prev Med. 2007;32:210-6. Diabetes: Hyppönen E, et al. Lancet 2001;358:1500-3. Endometrium: Mohr SB, et al. Prev Med. 2007;45:323-4. Falls: Broe KE, et al. J Am Geriatr Soc. 2007;55:234-9. Fractures: Bischoff-Ferrari HA, et al. JAMA. 2005;293:2257-64. Heart Attack: Giovannucci et al. Arch Intern Med/Vol 168 (No 11) June 9, 2008. Multiple Sclerosis: Munger KL, et al. JAMA. 2006;296:2832-8. Non-Hodgkin's Lymphoma: Purdue MP, et al. Cancer Causes Control. 2007;18:989-99. Ovary: Tworoger SS, et al. Cancer Epidemiol Biomarkers Prev. 2007;16:783-8. Renal: Mohr SB, et al. Int J Cancer. 2006;119:2705-9. Rickets: Arnaud SB, Copyright GrassrootsHealth, 10/16/08 www.grassrootshhealth.org

## CANCER REDUCTION



Source: Lappe Am J Clin Nutr. 2007

## BREAST CANCER REDUCTION CHART



Source: Garland et al. (2007) based on data in Lowe et al. (2006)

### About GrassRoots Health

GrassrootsHealth is a San Diego based nonprofit public health research organization, working to quickly get a public health message from science to practice. GrassrootsHealth joins together scientists within the field, creating a virtual think tank. Then, we use the Internet to spread the word to medical practitioners and people. This creates a grassroots following that can be used to collect health data and funding, ultimately leading to a change of public opinion, healthier life choices and disease prevention.

GrassRoots Health is the founder of D Action, an international public health project with the goal of solving the vitamin D deficiency epidemic.

GrassRoots Health and D Action work with over 30 scientists, institutions and individuals committed to educating, testing and studying Vitamin D levels worldwide.