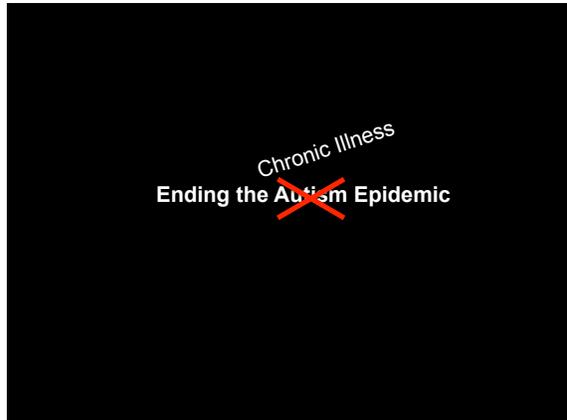


What does it take to end an epidemic?

A Different Kind of Epidemic

A Social Epidemic



Ending the autism epidemic requires that we stop treating autism as its own epidemic

Why do we perpetuate this myth?

2% of Children

70% of adults and >50% children

Allergies
 Asthma
 Autoimmune
 Learning Disabilities
 Sensory Disorders
 Gluten Intolerance
 Behavioral Disorders
 ADHD/ADD
 Depression
 Anxiety
 GI Disorders
 Obesity . . .

We are all affected. . . some are just more/differently affected than others

“Autism” really is on a spectrum; It is part of a larger epidemic

• Gut dysbiosis
 • Immune dysregulation
 • Toxicity
 • Nutritional deficiencies

The chronic illness epidemic is really a problem of culture

Cultural Norms are responsible for informing the choices we make that result in autism and other chronic illnesses

CULTURAL NORMS	EXAMPLES
Well baby visits and flu shots (shots are a rite of passage and part of being a “responsible” citizen)	
A pill for every ill antibiotics, PPIs, steroid/hormone medications	
Widely adopted modern conventions: birth control pills, toxic cosmetics, toxic consumer products, dental amalgams, pesticides, cell phones, Wi-Fi	
Standard American Diet	
Industrialized food, medicine, work, farming	

Can we trust that emerging science will bring an end to the chronic illness epidemic?

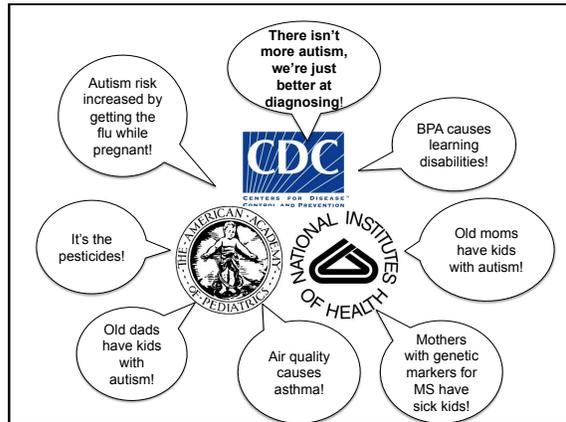
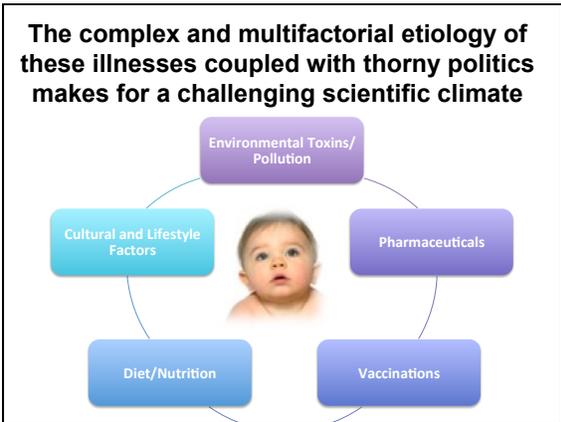
The science in support of environmental etiology is mounting

The microbiota–gut–brain axis: learning from intestinal bacteria?
Premysl Berck

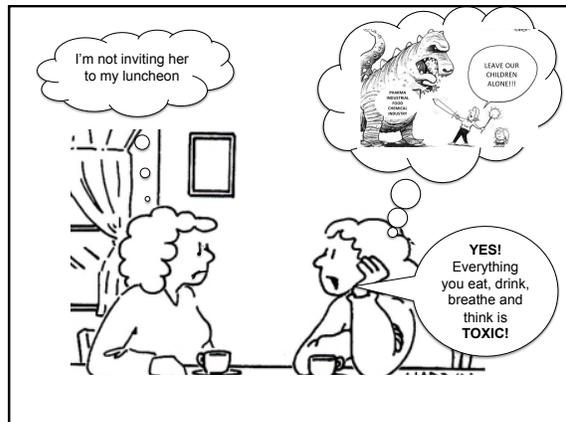
Self-Organized Criticality Theory of Autoimmunity
Ken Tsunoyama¹, Yumi Miyazaki², Shunichi Ohkawara^{3,4,5,6,7}

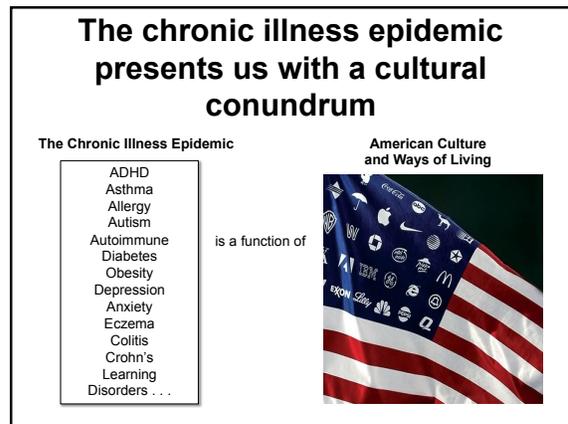
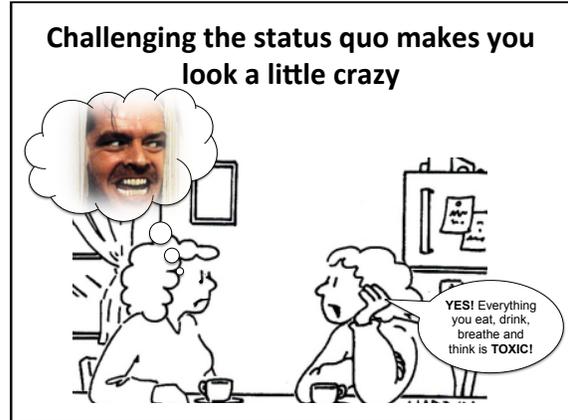
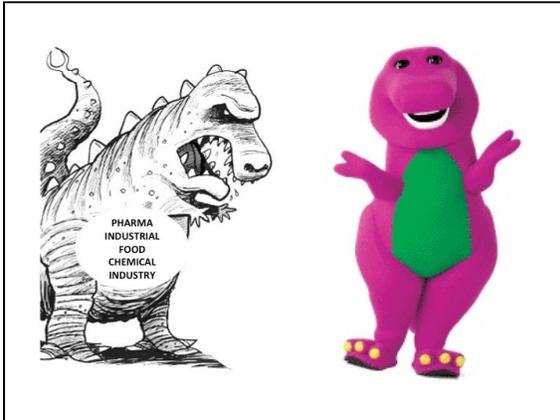
Glycosylase's Suppression of Cytochrome Enzymes and Amino Acid Biosynthesis by Microbiome: Pathways to Modern Disease
Anthony Samsel¹ and Stephanie Scarff^{2,3,4}

Impaired Carbohydrate Digestion and Transport and Mucosal Dysbiosis in the Intestines of Children with Autism and Gastrointestinal Disturbances
Brent L. Williams¹, Brady Hoenig², Timothy Bui², Margaret L. Bauman², Myounghee Cho Park², Jean Wook Park², Andrew Bennett², Oliver Ahrens², David S. Horvath², W. Ian Lipkowitz²



- It could take a long time for medical science to tease this one apart**
- Especially when "science" and "medicine" are partly responsible and stand to lose should we expose the root causes
- Partial List of Contributors to the Autism/Chronic Illness Epidemic**
- Antibiotics/Gut bacteria disruption
 - Glyphosate pesticides
 - Vaccines
 - Proton Pump Inhibitors
 - NSAIDS
 - Birth Control Pills/hormones
 - Asthma/Steroid medications
 - Seizure medications
 - Processed Foods
 - GMO
 - Metals and Mining
 - Coal/Oil/Energy Plants
 - Cosmetics
 - Personal Care Products
 - Certain dental practices
 - Household/Public Wireless EMF
 - Cell phones
 - Toxins in children's toys/Playgrounds/Pajamas
 - Industrial agriculture (pesticides, fertilizers, depleted soils)
 - Fast food/sugar/high carb
 - Indoor, sedentary lifestyles
 - Common hospital birthing practices
 - American cuisine/nutrient deficiency
 - Trash incineration
 - Epigenetic weaknesses





Culture 

You shift your way of life

20 th C American Cultural Paradigm	21 st C American Cultural Paradigm
Fast, Cheap, Easy	Quality over Quantity
Consume and Throw Away	Reduce, Reuse, Recycle
One Size Fits All Medicine	Personalized Medicine
Allopathic Medicine	Holistic Healthcare
Success, Achievement	Life Balance
Grocery Stores and Restaurants	Gardening and Cooking
Fast Food	Slow Food

**On the surface, this seems simple:
It's about personal choices**

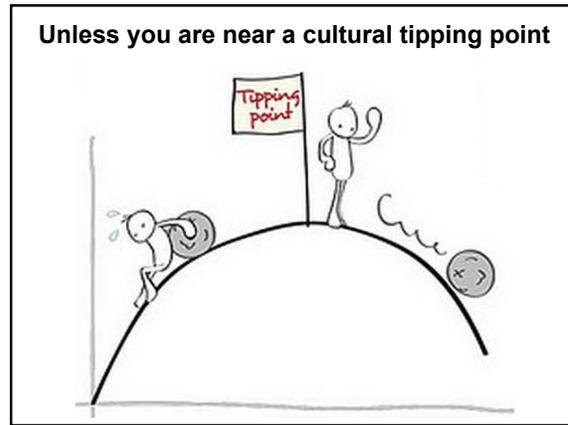
We improve our health by making different choices

Either	Or
Cheetos	Carrots
Antibiotics for ear infection	Homeopathy for ear infection
Heartburn medications	Diet/lifestyle modifications
Toxic cosmetics	Safe, non-toxic cosmetics
Suppressive pediatrics	Non-suppressive pediatrics
Immunization	Immune boosting
Video Games	Outdoor Play
Coke/Pepsi	Water
Medical birthing practices	Natural birthing practices

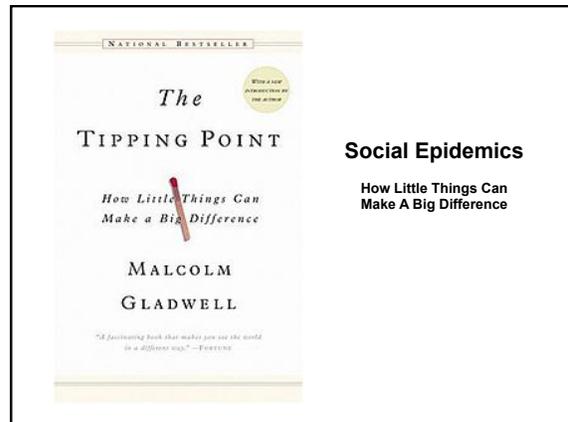
But to imagine most Americans making this shift

Seems impossible . . .

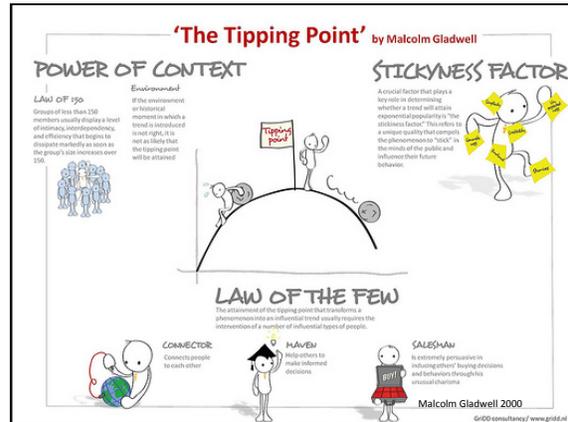
Unless



The Tipping Point



20 th C American Cultural Paradigm	21 st C American Cultural Paradigm
Fast, Cheap, Easy	Quality over Quantity
Consume and Throw Away	Reduce, Reuse, Recycle
One Size Fits All Medicine	Personalized Medicine
Allopathic Medicine	Holistic Healthcare
Success, Achievement	Life Balance
Grocery Stores and Restaurants	Gardening and Cooking
Fast Food	Slow Food



What makes a social epidemic take off?

- Right Moment in Time (The Power of Context)
- Key People (Law of the Few)
- Stickiness

Malcolm Gladwell 2000

At least 54% of American children have a chronic illness

Right Moment in Time

- + 1 in 50 children has **autism** (1 in 31 boys)
 - + 1 in 8 children has **asthma** (1 in 6 black children)
 - + 1 in 10 children has **ADHD/ADD**
 - + 1 in 80 children has **celiac disease**
 - + 1 in 5 children has **allergic eczema**
 - + 1 in 12 children under 4 has "true" **food allergies** (many more have food sensitivities/reactions)
 - + 1 in 30 children has pediatric **depression**
 - + 1 in 2 to 3 children has **hay fever/ environmental allergies**
- Right Moment in Time

- ### Even "healthy children" are affected!
- SOFT SIGNS
- + Loose stools/diarrhea
 - + Chronic ear infections, sinus infections, urinary tract infections
 - + Constipation/going several days without a bowel movement
 - + Red cheeks/ears after eating
 - + Self-limiting feeding (e.g., only eating a few *white* foods)
 - + Excessive tantruming/defiance
 - + Chronic mouth breathing/swollen glands
 - + Delays in walking/talking/crawling
 - + Obsessive compulsive behaviors/repetitive behaviors/aggressive behaviors
 - + Eczema, skin rashes
 - + Sensory issues: Sensitivity/aversion to light, sound, textures
- Right Moment in Time

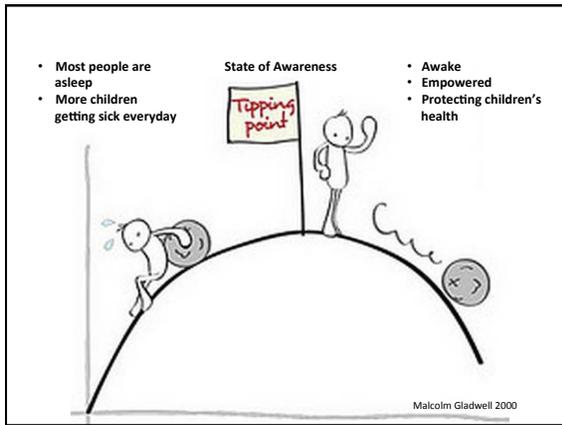


Most Americans are in one of three stages of awareness

Asleep/Clueless

Awake/Scared

Empowered/Shifted



Signs that The Tipping Point is near

Signs of a cultural shift

Celebs who embrace natural medicine

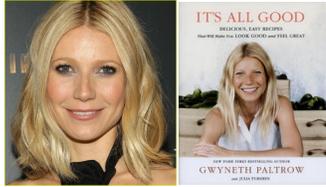
- Gwyneth Paltrow
- Jenny McCarthy
- Oprah Winfrey
- Dr. Oz
- Elle MacPherson
- Christy Turlington Burns
- Richard Gere
- Olivia Newton John
- Nick Nolte
- Andrew Weil
- Aidan Quinn
- Maiyam Balik
- Meryl Streep

Signs of a cultural shift

NY TIMES BESTSELLER LIST—APRIL 28—HARDCOVER ADVICE & MISC.

1. **IT'S ALL GOOD**, by Gwyneth Paltrow and Julia Turshen. (Grand Central Life & Style, \$32.) Easy, healthy, sugar-free recipes. 1
2. **THE FAST DIET**, by Michael Mosley and Mimi Spence. (Atria, \$24.) A diet that calls for eating normally five days a week and fasting for the other two days.
3. **DARING GREATLY**, by Brene Brown. (Gotham, \$26.) How the courage to be vulnerable transforms the way we live, love, parent and lead. (t) 8
4. **LIFE CODE**, by Phil McGraw. (Bird Street, \$26.) How to "win in the real world," regardless of people who try to exploit you. 8
5. **THE TAPPING SOLUTION**, by Nick Ortner. (Hay House, \$24.95.) Repeating phrases and touching pressure points on the body to ease stress. (t)
6. **SHRED - THE REVOLUTIONARY DIET**, by Ian K. Smith. (St. Martin's, \$24.99.) A six-week system that combines meal spacing and other elements
7. **WHEAT BELLY**, by William Davis. (Rodale, \$25.99.) An examination of wheat in modern diets.
8. **MAKING GOOD HABITS, BREAKING BAD HABITS**, by Joyce Meyer. (FaithWords, \$19.99.) Practicing 14 behaviors to create positive new routines.
9. **THE KEY IS LOVE**, by Marie Osmond with Marcia Wilkie. (New American Library, \$25.95.) A daughter draws on her mother's wisdom. 1
10. **THE ONE THING**, by Gary Keller with Jay Papasan. (Bard Press, \$24.95.) Narrowing your concentration and becoming more productive. (t)

Signs of a cultural shift



"Motivated by migraines and panic attacks brought on by what she believes is stress and French fries, Paltrow undergoes a number of food sensitivity tests, which uncover "a thyroid problem, anemia, vitamin D deficiency, a congested liver, hormones that were 'off,' and 'inflammation' in her system "... she brings her young children, 7 and 8, to get tested for food sensitivities, too, and finds they are intolerant of gluten, dairy, and chickens' eggs, among many other things" --NY Times, April 7th, 2013

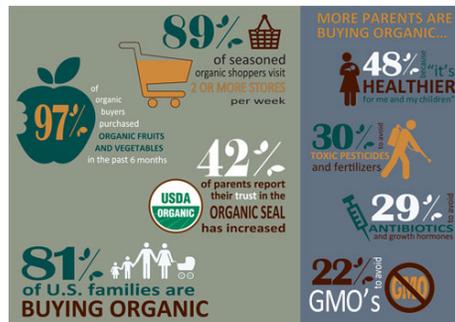
Signs of a cultural shift

"I rely on Dr. Jay for more than my children's health. No matter what I call about-concerns about a sick kid, a parenting question, or worries about nutrition-Dr. Jay has answers and presents them in the most parent-friendly way." -**Julia Roberts** "Dr. Jay's support will be a fantastic gift for parents facing ADD/ADHD. His words come from decades of experience and a wealth of real concern and compassion for your child and your family." -**Matt and Lucy Damon** "Every new parent sometimes feels in the dark. Dr. Jay has been a constantly bright light and guide. We can't say enough great things about him or adequately express our gratitude for the patient, honest, intelligent, compassionate care he has given to our children. We enthusiastically support him and his book." -**Casey Affleck and Summer Phoenix** "This empowering book will teach, inspire, and coach your entire family to break the unhealthy nutritional habits that prevent you and your children from living healthy, focused lives." -**Tobey and Jennifer Maguire** "With this guide, you can go from panic mode into proactive mode. You can take charge of your child's health-naturally." -**Tea Leoni and David Duchovny**

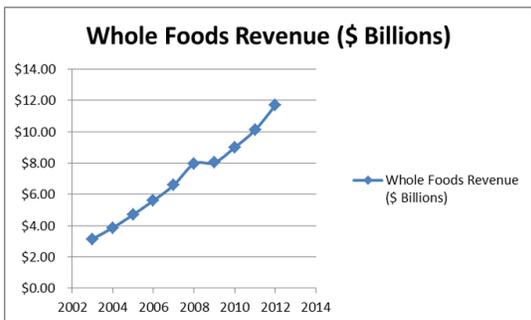
Signs of a cultural shift



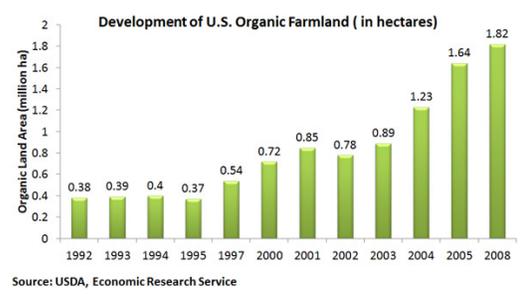
Signs of a cultural shift



Signs of a cultural shift



Signs of a cultural shift



Signs of a cultural shift

Walter Reed National Military Medical Center, Joan Ordman, MD
 Malcom Grow Medical Center Andrews Airforce Base,
 Richard C. Niemtzw, MD, PhD, MPH

Headaches and Neck Pain Following IED



The Moment Is Now

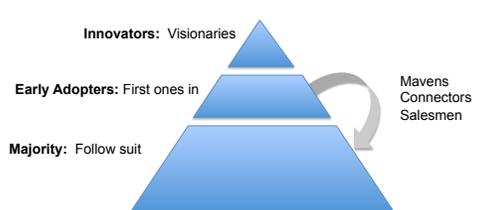
Carpe Diem

What makes a social epidemic take off?

- ✓ • **Right Moment in Time (The Power of Context)**
- **Key People (Law of the Few)**
- **Stickiness**

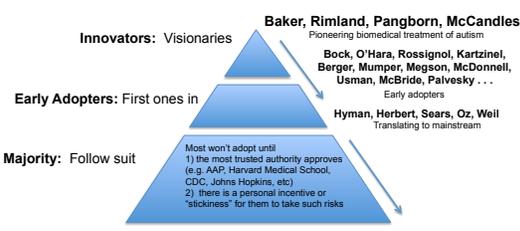
Malcolm Gladwell 2000

Social epidemics follow "The Law of the Few"



How does the majority adopt a social epidemic?

A Social Epidemic That Has Not "Hit" Yet
 Treating Autism/Chronic Illness Biomedically



What would make this social epidemic "hit"?

Key People	 <p style="font-size: x-small;">Mavens Connectors and Salesmen</p>
Stickiness	<ul style="list-style-type: none"> • Why would "mainstream" physicians be incented to adopt this approach to treatment? There is no "stickiness" factor. • Stickiness: If their patients left for physicians who offer this; If their own children benefited from this approach; If their patients asked for it. . .

Now is the moment; We have the opportunity to create a social epidemic (one that protects our kids!)

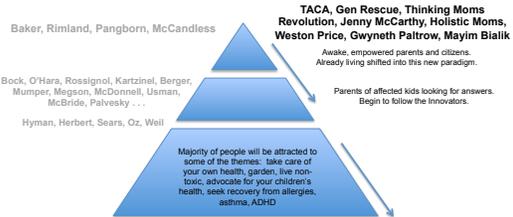
Our Social Epidemic: A New Cultural Paradigm for the 21st Century

20 th C American Cultural Paradigm	21 st C American Cultural Paradigm
Fast, Cheap, Easy	Quality over Quantity
Consume and Throw Away	Reduce, Reuse, Recycle
One Size Fits All Medicine	Personalized Medicine
Allopathic Medicine	Holistic Healthcare
Success, Achievement	Life Balance
Grocery Stores and Restaurants	Gardening and Cooking
Fast Food	Slow Food

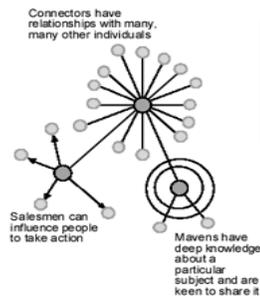


A nascent social epidemic; Can we make it 'hit'?

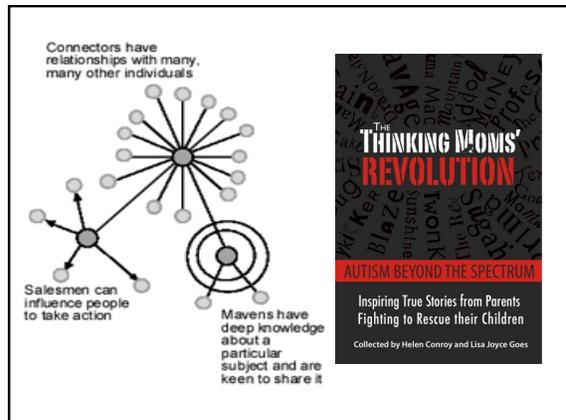
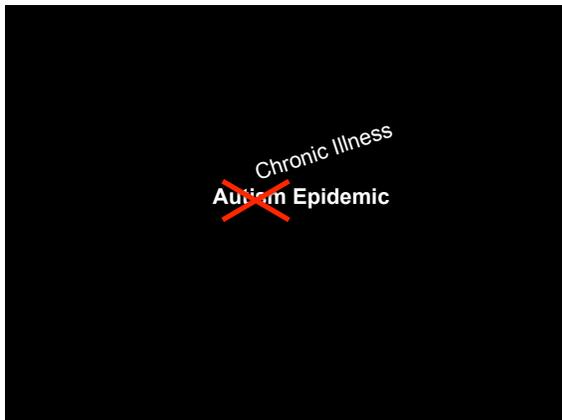
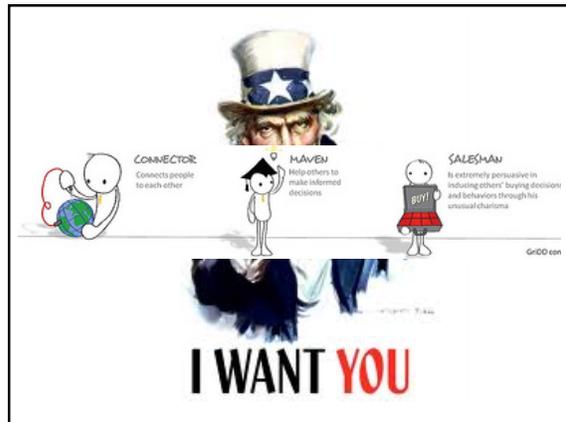
Our Social Epidemic: A New Cultural Paradigm for the 21st Century



To make this social epidemic hit we need: KEY PEOPLE



It's time to take this message outside the autism community



Connectors have relationships with many, many other individuals

Salesmen can influence people to take action

Mavens have deep knowledge about a particular subject and are keen to share it

THE BUSINESS OF BABY

What Doctors Don't Tell You
What Corporations Try to Sell You
And How to Put Your Baby Before Their Bottom Line

JENNIFER MAROULIS

Connectors have relationships with many, many other individuals

Salesmen can influence people to take action

Mavens have deep knowledge about a particular subject and are keen to share it

BUGS, BOWELS, AND BEHAVIOR

The Groundbreaking Story of THE GUT-BRAIN CONNECTION

Edited by Ted Aronow & Glenn I. Vliago, MD, PhD
Foreword by Martha Herbert, MD, PhD

Connectors have relationships with many, many other individuals

Salesmen can influence people to take action

Mavens have deep knowledge about a particular subject and are keen to share it

Gut and Psychology Syndrome

Natural treatment for

AUTISM, DYSPRAXIA, DYSLEXIA, ADD, DEPRESSION, SCHIZOPHRENIA

Revised and Expanded Edition

Dr. Natasha Campbell-McBride MD, MMedSci (neurology), MMedSci (nutrition)

To make this social epidemic hit we need: **STICKINESS**

- ✓ • Right Moment in Time (The Power of Context)
- ✓ • Key People (Law of the Few)
- Stickiness

How do we reach the people who are "asleep" and make this message "stick"?

US

Stickiness: What if autism had a different definition?

Diabetes
Allergies
Asthma
Depression
Anxiety
Colitis
Crohn's
ADHD/ADD
MS
Parkinson's
Autoimmune conditions
Learning disabilities
Alzheimers
Hashimotos
ITP
OCD
Bipolar disorder
Eczema
Sensory Processing

Google "Autism Definition"

A mental condition, present from early childhood, characterized by great difficulty in communicating and forming relationships...A mental condition in which fantasy dominates over reality, as a symptom of schizophrenia and other disorders.

NEW Autism Definition

NEWSFLASH!
The Science Already Supports THIS Definition of Autism!

Awakening to the reality that we all have "autism"

70%+ of Adults
>50%+ of Children

 = US

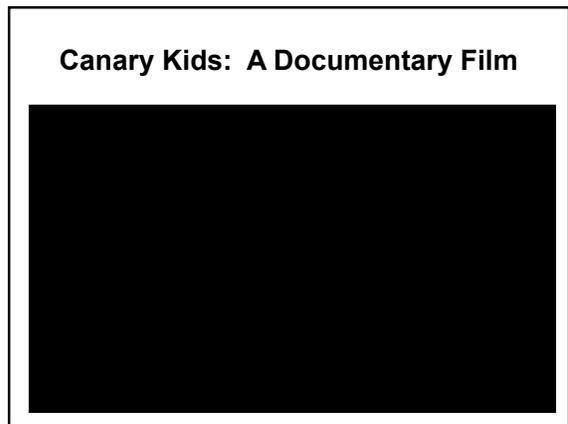



Making It Stick

A documentary film that raises awareness and delivers stickiness



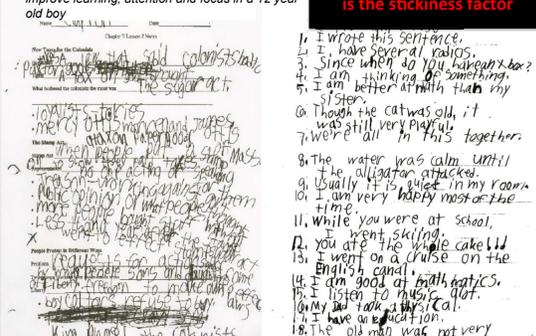
A Film For Our Children



Canary Kids: A Documentary Film

REVERSING ADHD: A CASE STUDY
Dr. Mark Hyman, applies functional medicine to improve learning, attention and focus in a 12 year old boy

THIS IS POWERFUL! This is the stickiness factor



1. I wrote this sentence.
2. I have several rabios.
3. Since when do you have rabios?
4. I am thinking of something.
5. I am better at math than my sister.
6. Though the cat was old, it was still very playful.
7. We're all in this together.
8. The water was calm until the alligator attacked.
9. Usually it is quiet in my room.
10. I am very happy most of the time.
11. While you were at school, I went skiing.
12. You ate the whole cake!!
13. I went on a cruise on the English canal.
14. I am good at math, physics.
15. I listen to music a lot.
16. My dad took a physical.
17. I have one vacation.
18. The old man was not very



A Film For Our Children

www.epidemicanswers.org/canary-kids

Films are a powerful way to promote social epidemics

Food Inc.: A Case Study

- Johanna Blakley, Norman Lear Center USC Annenberg
- Do movies have the ability to change behavior? YES!
- People who watched Food Inc. were more likely to:
 - encourage their friends, family & colleagues to learn more about food safety
 - shop at their local farmers market
 - eat healthy food consistently
 - buy organic or sustainable food



Your Homework

1. Embrace Autism Recovery and the New Cultural Paradigm
2. Help Us Get The Canary Kids Film Made!
3. Mavens, Connectors, Salesmen: Get to Work!

if nothing changes
**NOTHING
 CHANGES**