

The Changes and Challenges of Parenthood

How to recognize and remedy contaminants in our food and environment that are adversely affecting children.

Shaklee Products Version

Susan Bartz Herrick

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The challenges of parenting have changed due to the technological advances in our 21st century. While some advancement has been for the better, many innovations have proven to be detrimental to the health and wellbeing of our children. According to The Center for Disease Control and Prevention's 2012 report; 1 in 4 children has a chronic condition, 1 in 13 children has a food allergy, 1 in 10 has asthma and 1 in 68 has autism, with cancer now the leading cause of death by disease in American children and 33% of all children born today can expect to live a shorter lifespan than their parents. This presentation provides detailed information regarding this epidemic, gives expert advice on finding alternatives, and lastly provides an action plan for raising healthy children and maintaining a Green environment for the betterment of all families using Shaklee Products.

The Changes and Challenges of Parenthood

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October 1, 2014

I. Introduction

- A. (2) Parenting has changed. The landscape of health has changed, and it is changing the landscape of food. According to statistics gleaned from The Center for Disease Control and Prevention's 2012 report, it states; 1 in 4 children has a chronic condition, 1 in 13 children has a food allergy, 1 in 10 has asthma and 1 in 68 has autism, with cancer now the leading cause of death by disease in American children. The frightening truth is that childhood environmental caused illnesses have become an epidemic in America and 33% of all children born today can expect to live a shorter life than their parents. The rates of these conditions are escalating, and parents have begun to read labels.¹
- B. Did any of us expect motherhood or fatherhood to look like this? Not at all. No one would choose autism, life threatening food allergies or cancer? No one. But we find ourselves face to face with these conditions every day. It is changing so many things in our lives, and it is changing how we approach the grocery store, what we put on our bodies and what products we use to clean our homes.
- C. My name is Susan Bartz Herrick. I am Legacy Master Coordinator who inherited a large and thriving Shaklee business started by my mother, the late Helene Bartz. Like Mom, I am also an educator, an Adjunct Assoc. Professor in the Dept. of Communication at UNC – FSU. But I come to you today also as a child advocate, and mother, in the hopes the information I give will help you raise healthy children and perhaps even answer some of your questions.
- D. By the end of this presentation I know you will agree with me that taking steps to ensure a safe healthy environment, food source and product choice is of paramount importance to your family. And mostly, that in adopting a SLP – “Shaklee Life Plan” is a guaranteed way to ensure great health and safety for your family.
- E. (3) For the next 30 minutes or so I will be telling you about the vast changes we have seen in the health of our children since 1980. Specifically I will address the six childhood illnesses of: Allergies, Asthma, ADHD and other behavioral issues, Childhood Obesity, Autism, and Cancer. Then I will give a brief overview of what experts think has caused those changes, and lastly how we can avoid or treat this epidemic.
- F. Before I begin however I need to tell you it would be impossible to go into the depth needed to cover all of these in detail and for that reason starting in January 1st will be offering a six week

¹ Health, United States, 2012: In Brief. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, 2013. Web.

Webinar on Meet.fm (Shaklee link on your webpage) that details these conditions as well as secure experts who are qualified give their advice, The webinar will also offer you the latest scientific findings which support a natural approach with complete protocols and lastly will and give an opportunity to share testimonials.

II. Statement of Need

A. (4) So Let's begin and take a look at these illnesses individually:

1. We'll start with **ALLERGIES**.

- a. First off, we don't have figures about the number of food allergies in 1980 because allergies did not pose a great problem. We only started keeping track in 1997. The Center for Disease Control and Prevention, or the CDC as I will refer to it from now on, tells us that from 1997 to 2011 food allergies among children increased approximately 50%.² That means this potentially deadly disease affects 1 in every 13 children (under 18 years of age) in the U.S. That's roughly two in every classroom.
- b. (5) The National Association of Nurses now says; 19% of school age children have a food allergy.³
- c. Did you know a severe food allergic reaction can kill a child within minutes?⁴ For that reason, last November President Obama signed a law providing an incentive to States to boost the stockpile of epinephrine - or Epi pens at school.
- d. Hopefully that bill will bring down the 265% increase in the rate of hospitalizations related to food allergic reactions.⁵
- e. Since when did a PB&J and a carton of milk become so dangerous?

2. (6) We next turn to **ASTHMA** as it as seen the numbers rise also.

- a. In 1980 3.6% children were diagnosed with Asthma.⁶
- b. From 1980 to 2002 there was a 300% increase in the rates of asthma, with at least a 56% increase in the number of asthma-related deaths.⁷

²Jackson, Kristen D., M.P.H., LaJeara D. Howard, M.P.H., C.H.E.S., and Lara J. Akinbami, M.D. "Trends in Allergic Conditions Among Children:." NCHS Data Brief , No. 121, May 2013. Centers for Disease Control and Prevention, 20 May 2013. Web. 21 Aug. 2014.

³ Clinical. "Food Allergy Management in the School Setting." Clinical Conversations for the School Nurse (2014): n. pag. 2014. Web.

⁴ "Food Allergy Among U.S. Children: Trends in Prevalence and Hospitalizations." Data Brief Number 10 October 2008. Centers for Disease Control and Prevention, 19 Jan. 2010. Web. 31 July 2014.

⁵ Branum, Amy M., M.S.P.H, and Susan L. Lukcas, D.O. "Food Allergy Among U.S. Children: Trends in Prevalence and Hospitalizations." Centers for Disease Control and Prevention, Oct. 2008. Web. 18 Aug. 2014. Number 10

⁶ "State of Childhood Asthma, United States: 1980-2005." NCHS Press Room. Centers for Disease Control and Prevention, 23 Dec. 2009. Web. 23 Aug. 2014.

⁷ Lj, Akinbami. "The State of Childhood Asthma, United States, 1980–2005." Advance Data from Vital and Health Statistics No. 381 Revised 12/29/06 (n.d.): n. pag. Advanced Data from Vital and Health Statistics. U.S. DEPARTMENT OF HEALTH AND

- c. The American Lung Association clearly lists Asthma and other repertory illness triggered by VOCs. – Toxins⁸
 - d. (7) So what in heaven's name is a VOC? Let's look and find out. It's a Volatile organic compounds (VOCs) are organic chemicals that have a high vapor pressure at ordinary room temperature.⁹
 - e. Of course we then have to ask: Where do VOCs come from?
 - i. Many products we have in our homes release is "off-gas" VOCs.
 - ii. (8) Building Materials like the ones you see on this slide.
 - a. Paint
 - b. New Car Smell
 - c. Vinyl Floors
 - iii. (9) But what worse is that VOC's are in our Home and Personal Care Products too.¹⁰
 - a. Cleaning products, laundry
 - b. Air fresheners
 - c. Personal Care products such cosmetics
3. (10) Moving on to our third problem and that is **ADHD**
- a. According to the recent updated CDC ADHD homepage we find that:
 - i. In 1978 – 4.6% children were diagnosed as ADHD
 - ii. 2011 stats show that approximately 11% of children 4-17 years of age have been diagnosed.¹¹ That means it has doubled in 30 years - specifically a 139% increase.
4. (11) The fourth epidemic is **CHILDHOOD OBESITY**.
- A. Again, 2014 CDC reports in their Adolescent and School Health segment that: Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.¹²

HUMAN SERVICES Centers for Disease Control and Prevention National Center for Health Statistics, 6 Dec. 2006. Web. 1 Aug. 2014.

⁸ "Cleaning Supplies and Household Chemicals." American Lung Association. American Lung Association Report Highlights Toxic Health Threat of Coal-fired Power Plants, Calls for EPA to Reduce Emissions and Save Lives - American Lung Association, n.d. Web. 04 Aug. 2014.

⁹ "Minnesota Department of Health." Volatile Organic Compounds (VOCs) in Your Home. N.p., n.d. Web. 01 Aug. 2014.

¹⁰ Gray, Janet, Ph.D. "Chemicals in Cosmetics." Prevention Starts Here. Breast Cancer Fund, n.d. Web. 04 Aug. 2014.

¹¹ "Data & Statistics." Attention-Deficit / Hyperactivity Disorder (ADHD). Centers for Disease Control and Prevention, 13 Nov. 2013. Web. 03 Aug. 2014.

¹² "Childhood Obesity Facts." Centers for Disease Control and Prevention. Centers for Disease Control and Prevention, 27 Feb. 2014. Web. 31 July 2014.

5. (12) Moving on we can see we now have an **AUTISM** epidemic. How can I say that? Look at the numbers! We can see from the 2014 Autism Science Foundation website that: ¹³
 - a. In the early 1980's the autism prevalence was reported as 1 in 10,000.
 - b. In the early 1990's, prevalence was 1 in 2500
 - c. Later 1990's 1 in 1,000.
 - d. Mid 2000 1- 166
 - e. In 2014 the rate is 1 in 68
 - f. That's a 90-fold increase, or 9,000%. What's going on? ¹⁴

6. (13) Lastly, and most unfortunate, we look at childhood **CANCER**.
 - a. In 1980 the leading cause of death, according to the CDC, in children between the ages of 1-15 was unintentional injuries.
 - b. In 2014 the leading cause is Malignant Neoplasms – or cancer ¹⁵

- B. (14) Yes, these statistics are frightening and they demand investigation. Researchers tell us there are **THREE** main connectors and contributors to this Epidemic: 1) Chemical Food Additives, 2) Concentrated Feeding Operations and 3) VOCs'.
 1. Let's start with Food Additives: Unfortunately, most of our food has been changed; technologically altered, genetically modified, grown in containment centers instead of on farms, loaded with toxic chemicals, antibiotics, dyes and preservatives. It has also lost its potency because the soil has lost its nutrients. You may be asking yourself; "Would it cost too much for the big food processing companies to make foods without **chemicals, dyes and preservatives**?"
 - a. (15) No - They do it already for the other countries that have banned them. Kraft makes identical Mac and Cheese product for the UK and for the US. Identical except they leave the artificial gunk out of the UK's because those preservatives and dyes are not allowed in that country.
 2. Another huge change to our food source is how our food is grown and raised. We are being misled by and the advertisers.
 - a. (16 – 4 slides within – click) It is marketers job to sell product – not to tell you the whole truth. What do I mean by that?
 - b. (click) Years ago we got our meat from farms that looked like this (pause for four pix) Describe
 - c. Today we get meat from places that look like this (17).

¹³ "How Common Is Autism?" Research, Funding, Support. Autism Science Foundation, n.d. Web. 04 Aug. 2014.

¹⁴ Adams, James B., Pd.D., Stephen M. Edelson, Ph.D., Temple Grandin, Ph.D., Bernard Rimland, Ph.D., and Jane Johnson, Ph.D. "Advice for Parents | Autism Research Institute." Advice for Parents | Autism Research Institute. [Http://www.autism.com/understanding_advice](http://www.autism.com/understanding_advice), 8 Feb. 2014. Web. 01 Aug. 2014.

¹⁵ Health, United States, 2012: In Brief. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, 2013. Web.

- d. These places are called: **Concentrated Animal Feeding Operations**. But that doesn't sound too consumer friendly does it? No, Marketers didn't think that would sell product so they renamed them (click 5th) '**Farm Fresh**'. Doesn't that sound better? Doesn't that make you feel better about what you are feeding your family? Farm Fresh Food...
 - e. (18) So why do **Concentrated Animal Feeding Operations** pose a problem? The side effects of having so many animals together promote disease. To combat disease we add antibiotics to the food.
 - f. Of all the antibiotics made in the United States, only 20 % goes to humans and 80 % to the animals we slaughter.
 - g. Animals eat antibiotics – we eat animals – we are consuming the hordes of unknown antibiotics, growth hormones and such, and our immune systems are weakening and building tolerance – when we get sick antibiotics we need don't work anymore.
3. (19) Lastly back to those VOC's. Unfortunately we do not live in a safe world and need to be wary of hidden toxins in our **Home care and Personal Care** products.
- a. Let's look again at the stats. If we read the Toxic Substance control act we see that there are over 80,000 chemicals registered for use in the US. We also can see that *less than* 500 have been tested by the EPA. ¹⁶
 - b. (20) The U.S. National Library of Medicine 2005 report tells of Dr. Anne Steinemann, a professor of civil and environmental engineering and public affairs at the University of Washington, Seattle.
 - i. Ann and her colleagues tested 25 air fresheners, laundry detergents, fabric softeners, dryer sheets, disinfectants, dish detergents, all-purpose cleaners, soaps, hand sanitizers, lotions, deodorants, and shampoos. Many of the products tested are top sellers in their category.
 - ii. Ann reported the following statistics on the slide and also said: "Children have seizures after exposure to dryer sheets, and adults pass out around air fresheners," . ¹⁷
 - iii. Most hand sanitizers and air fresheners contain the worst VOC's and chemical toxins.

¹⁶ Blackburn, Carol, Ph.D. "Making Chemicals Safer." 21 Century (n.d.): n. pag. Johns Hopkins, 5 May 2014. Web.

¹⁷ Potera, Carol. "REFERENCES." National Center for Biotechnology Information. U.S. National Library of Medicine, 01 July 0005. Web. 23 Aug. 2014.

III. Statement of Solutions

A. Now that we've seen the problem let's take a look at turning this epidemic around. How do we do it? What changes can we make to help those affected and prevent it from continuing?

1. (21) Lets start with **ASTHMA and ALLERGIES**
 1. Claudia Miller, an allergist and immunologist at the University of Texas Health Science Center at San Antonio tells us to: "Switch over to natural personal care products from a company that is committed to nature and your wellbeing"
 1. (32) Shaklee's Get Clean line for Home
 2. (34) Shaklee's Personal Care products
 2. Buy Organic and Natural – Remember when organic food used to be called Just plain "food?".
 1. There IS a difference: Yes! According to 2014 study British Journal of Nutrition, pesticides were lower and anti-oxidants higher in Organic food.¹⁸
 3. (22) Eat Organic as much as possible.
 1. 2 slides Know your labels in grocery store!
 - a. (2) 4 Digit – starts with "4" contains Pesticides
 - b. 5 Digit – starts with 8 XXXX GMO
 - c. 5 digits – starts with 9 XXXX Organic
 2. Watch for Organic labels in the aisle at your favorite grocery store like: Amy's, East of Eden, Stansfield Farms and many more.
 3. (23) Choose restaurants like Chipotle, Ben and Jerry's Ice Cream. Many local restaurants buy local organic – check them out!
 - a. stocks in the companies that are starting to pay attention to chemical additives are skyrocketing BTW. Fox news reported July 17th 2014 that Chipotle Mexican Grill Inc, one of the top-performing U.S. restaurant operators, reported a nearly 26 percent jump in quarterly profit after traffic to the burrito chain surged despite a menu price increase – all thanks to their commitment to use as many organic foods as possible.¹⁹
- B. (24) If you are dealing with **ADHD** or other behavioral issues, read up on the work of Dr. Daniel Amen and Dr. David Perlmutter. Who are two very well-known Neurologists, authors, and award winning innovators of Modern Medicine in Brain disorders who use Natural protocols in conjunction and sometimes instead of pharmaceuticals. These two men have paved the way for thousand who have been healed and/or treated their ADHD through natural methods.

¹⁸ Baran'ski, Marcin, Dominika S' rednicka-Tober, Nikolaos Volakakis, Chris Seal, Roy Sanderson, Gavin Stewart, Charles Benbrook, Bruno Biavati, Emilia Markellou, Charilaos Giotis, Joanna Gromadzka-Ostrowska, Ewa Rembiałkowska, Krystyna Skwarło-Son'ta, Raija Tahvonen, Dagmar Janovska, Urs Niggli, Philippe Nicot, and Carlo Leifert. "Higher Antioxidant and Lower Cadmium Concentrations and Lower Incidence of Pesticide Residues in Organically Grown Crops: A Systematic Literature Review and Meta-analyses." *British Journal of Nutrition* Doi:10.1017/S0007114514001366 (2014): 1-18. 6 May 2014.

¹⁹ "Chipotle Traffic Jumps Even After Price Increase." *Fox Business*. N.p., 17 July 2014. Web. 23 Aug. 2014.

1. (25) One of the First things they tell you is to dump the chemicals in the foods.
 2. Many diagnosed ADHD cases with kids were found to be Food Allergy
 1. Mom's Schools
 3. (26) Did you know there is a Natural Protocol to Stimulant Drugs for ADHD?
 1. Complete program dedicated to this topic next week featuring our new product Mind Works.
2. (27) Now we move on to the biggies: **CANCER AND AUTISM.**
1. Cancer First: I'm not a doctor so I am not going to attempt to prescribe anything. I can't. But I can tell you there are clinics and physicians who are starting to use holistic measures to treat and cure cancer.
 1. Cancer Centers of America
 2. Holistic Approached Methods
 3. Scores of Books written by Doctors
3. (28) How about helping **AUTISTIC CHILDREN**? These number scare me folks. From 1 in 10,000 in 1980 to 1- 68 March 2014. It scares other people also as it doesn't take a mathematician to see where this is going.
1. For answers let's turn to the experts at the Autism/Asperger's Research Program at Arizona State University under the direction of Prof. James B. Adams.
 2. They have developed a complete program, based on science, to treat and help heal Autism using a change in diet which means eliminating: Gluten, Sugar, Dyes, any additives and supplementing their diets with NATURAL Vitamins, minerals, Protein.
 3. (29) At the University of Arizona Autism Research Institute the 2013 Summary of Dietary, Nutritional, and Medical Treatments for Autism was published. It is a guide for parents and it is based on over 150 published research studies. It is available free on-line at their website and I have it downloaded as an attachment.²⁰
4. (30) Lastly, **CHILDHOOD OBESITY**; – how do we turn this one around?
1. Eat good food (pix) instead of junk food and fast food. Simple Carbohydrates, like sugar, cause insulin dumps which cause weight gain.
 2. Set habits early – low carb nutritious snacks. Also eat Apples, Raisins, nuts, make your own fresh fruit pops.
 3. Stop eating convenience processed Fast food as it is full of Bad Carbohydrates and carcinogens – known cancer causing agents.
 1. (31) California's Proposition 65 already has a ban on America's Favorite McDonalds as now they have to have this warning on their stores for French fries

²⁰ Adams, James B., Pd.D., Stephen M. Edelson, Ph.D., Temple Grandin, Ph.D., Bernard Rimland, Ph.D., and Jane Johnson, Ph.D. "Advice for Parents | Autism Research Institute." Advice for Parents | Autism Research Institute. [Http://www.autism.com/understanding_advice](http://www.autism.com/understanding_advice), 8 Feb. 2014. Web. 01 Aug. 2014.

just like the cigarette packs have to have on them. French fries are soaked with trans fats, loaded with sodium and full of simple carbs, the bad kind. And, it turns out, they are also full of a chemical called acrylamide, which is known to cause cancer in laboratory rats and mice.

2. (click) 14 year old Hamburger.... In case you don't think preservatives really work.
4. (32) Get your kids outside to play and away from the electro gadgets. Burn off that energy and the calories.

C. (33) All of these problems lead us to a very viable solution. Take Supplements! Now I know you may be saying; "I do buy organic and cook good food, so I don't need to do supplement. And I would whole heartily agree IF our soil today was the same as it was in the 1950's. But it's not!

1. A landmark study on the topic by Dr. Donald Davis University Of Texas (UT) was published Dec 2004 in the Journal of the American College of Nutrition. They studied U.S. Department of Agriculture nutritional data from both 1950 and 1999 for 43 different vegetables and fruits, finding "reliable declines" in the amount of protein, calcium, phosphorus, iron, riboflavin (vitamin B2) and vitamin C over the past half century.²¹
2. What it boils down to is the earth, the dirt, is becoming void of the nutrients it once had.
3. (34) Ok – so you say – find I'll go to the Drug Store – or Walmart and grab some Flintstone Gummy Bear Vitamins. Yabba Dabba Don't!!! Why? Because you would be buying chemicals, sugar or aspartame and coal tar additives (pix)
4. Just as there is a difference in the nutrition in foods, there is a huge difference in the quality and efficacy of Vitamin supplements.
5. (35 – 3 clicks) Basically there are three types of Vitamins: Synthetic s, Isolates and Natural. How do they differ? Let's find out.
 - a. **Synthetics**: They contain no enzymes and are made of inorganic substances that don't break down in the body. They also contain chemicals and dyes which equal side effects. The Flintstones Vitamins and most of what you find at Drug stores fall into this category.
 - i. The multivitaminquide.org web site, which is a non-partial rater of all vitamins on the market today, gives them an effective rating of about 2 or less... on a 100 point scale. In other words, don't waste your money.²²
 - b. **Second is Isolates**: These have enzymes but are processed by heating them - which kills most of them. They also have harsh binders and filters – like tar. (pix)

²¹ Scheer, Roddy, and Doug Moss. "Dirt Poor: Have Fruits and Vegetables Become Less Nutritious?" Scientific American Global RSS. N.p., 7 Apr. 2011. Web. 01 Aug. 2014.

²² Marshal, Greg. "The Multivitamin Guide." The Multivitamin Guide. N.p., n.d. Web. 01 Aug. 2014.

- i. These are rated in the less than 80 category and are partially effective.
- ii. GNC, Twin Labs, Trendy expensive brands based on fads fall in this category.
- c. **Last: Natural.** They are cold or low heat processed to preserve enzymes contains isogenic (genetically identical) enzymes and feed the body. Many times called Pharmaceutical grade. The best brands have been scientifically proven with published results in Scientific Journals. Shaklee is at the top of the multivitamin.org chart with one of the highest efficacy ratings. That means they work – you get what you pay for.

IV. Vision Statement **In Conclusion:**

- A. **(36)** Change is difficult for all of us. Our lives are complex today compared to what they were in the 1980's. It is an overwhelming task to take all of this information in and make the changes. But we do have the facts before us and they demand attention. I am not a mathematician - but it doesn't take one to see where then numbers are heading if we don't make intelligence choices. So how? How do start?

V. **(37) Let's take action together! One step at a time**

- A. Find a friend with whom you can begin to make these changes because change is not always easy, and you will need some moral support! We need to realize that each of us is going to make the journey in our own way and we can't do it all. It's simply too overwhelming. But we can start with these simple six steps. **(clicks)**
 - 1. One – Become Aware.
 - 1. Don't blindly follow marketing tricks and train your children
 - 2. Ask Questions
 - 3. Do your own research
 - 2. Two - Read Labels
 - 1. Check for Dyes, Gluten, GMOS', preservatives, corn syrup, trans fat
 - 3. Three - Buy Organic
 - 1. Fresh, Local
 - 2. Eat less fake food
 - 3. Fast food is fake food
 - 4. Shop the Grocery Store perimeter
 - 4. Four - Supplement with Shaklee: A brand that is scientifically proven in its efficacy and pureness.
 - 5. Five - Switch to nontoxic Shaklee products: For Home and Personal Care. I mean you buy these products anyways. Shaklee is not only better but because it is concentrated it is more economic!
 - 6. Six - Set healthy habits early

- B. (38) My friends, there is not a ‘one size fits all’ approach, and I understand that. The suggestions presented here are simply meant to serve as a starting point. If you want a clean non toxin home – start there with Shaklee. If you are worried about artificial food dyes, start there. If you want healthy kids Supplement with Shaklee
- C. (39) The frightening truth is that childhood environmental caused illnesses have become an epidemic in America. The rates of these conditions are escalating, and parents have begun to read labels. Problem is, as parents, as consumers, we really don’t want to think about these unpleasant things we have talked about today when we are in the supermarket.
1. The Food Business knows this.
 2. They simply don’t have the health and welfare of our children as their primary focus the way Shaklee does. They only want to sell their product!
 3. They know we are busy and they know **the three main aspects** of effective marketing to sell a product that makes us buy them.
- D. Yes, there are three and Marketing knows how to manipulate us to a tee. What are they?
1. (40) **One:** Give consumers Positive Imagines and wording of **Product**. It will make us purchase and feel good about ourselves. Farm Fresh...
 2. (41) **Two:** They know we like the feeling of making progress – of being innovative. Of using technology to better ourselves.
 3. Lastly, they are counting on the third and most effective method of selling a product – US! They are counting on us and our **Willful Ignorance**.
 4. (42) What us Willful Ignorance? *Willful Ignorance is the willingness is to look away from the problem for the sake of convenience.* Let me say that again so it sinks in.
(repeat)
- E. (43) **Please**, let’s all have the courage to pay attention and make a difference – to take action. To not look away - for the sake of our children. Let’s turn this epidemic around. As a Shaklee family we have an obligation, as we indeed have the keys to the solutions.
- F. Thank You – Any questions?

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