Lessons From the International Year of the Pulse: Shaping future paths with sticky messages from a cooperative rider and elephant-going against the grain? ... NOT!

Henry J. Thompson, PhD
Cancer Prevention Laboratory
Colorado State University, Fort Collins, CO
henry.thompson@colostate.edu

“Education is not about the filling of a pail; it is about the lighting of a fire”
Yates

This presentation is intended to stimulate thinking and discussion and create the opportunity for epiphanies/cooperation!!!
Whole Grains Summit 2015

**Whole Grains & Health**: Empowering healthy change together


---

**Question**: What are the most important things to DO as a whole grains community as next steps?

**Outcomes**: Project outlines and initiatives for organizations to move forward

---

**Let’s Look at Some Underlying Issues/Challenges/Opportunities**
Whole Grains Summit 2015

Whole Grains & Health: Empowering healthy change together


Question: What are the most important things to DO as a whole grains community as next steps?
Outcomes: Project outlines and initiatives for organizations to move forward

Let’s Look at Some Underlying Issues
Villains of Making Good Decisions

Villain
- Narrow focus
- Confirmation Bias
- Short Term Emotion
- Overconfidence

Remedy
- Widen your options
- Reality Test Assumptions
- Attain Distance
- Prepare to Be Wrong
Eat mostly foods of plant origin for cancer prevention.

No convincing epidemiological evidence that any specific type of plant food (V,F,G) or nutrient inhibits cancer of any type.

The Role of Diet and Nutrition is Being Challenged

Nutrition and Cancer: How Much Does It Really Matter?
CME-Designated Session
Moderators: John A. Milner, National Cancer Institute, Rockville, MD; Peter Greenwald, National Cancer Institute, Rockville, MD

FDA Expands Advice on Statin Risks
http://www.fda.gov/forconsumers/consumerupdates/ucm293330.htm

These speakers, plus many more, will present insights from the cutting-edge of the fields of metabolism and cancer with a panel discussion 'Is cancer preventable? The influence of diet on cancer' tackling the much-disputed issue of whether cancer is preventable by regulating lifestyle, in particular by controlling diet and weight gain. A selection will be made from submitted abstracts for oral presentations.
Similar Metabolic Alterations Underlie the Pathogenesis of all the Major Chronic Diseases

Frame In Terms of Chronic Disease Collectively

- Obesity
- Diabetes: Type-2
- Cancer
- Heart Disease

Signaling Pathways

Lipid metabolism

Cell Proliferation

Cell Death

Vascularity

AND Frame In Terms of Health

- Altered Glucose Utilization
- Inflammation
- Cellular Oxidation

Underlying Pathogenesis

The Inter-Relatedness of Chronic Disease

Reality Check Assumptions

Heart Disease

Cancer

Obesity

T2D
Broken Food System

Public Health
Whole Grains Summit 2015

**Whole Grains & Health**: Empowering healthy change together


Question: What are the most important things to DO as a whole grains community as next steps?

Outcomes: Project outlines and initiatives for organizations to move forward

Let’s Look at Some Underlying Issues
Genius of the “and” not the tyranny of the “or”

“Maintain the core and stimulate progress”

BHAGs
A Transdisciplinary Approach to Chronic Disease Prevention (Health Promotion)

Don’t Allow The Devil’s Advocates to Express Themselves During Your Process of Ideation (Chris Waugh, IDEO)
The Genius of the AND
NOT The Tyranny of the OR

• Beans
• Peas
• Chickpeas
• Lentils

(Divided we fall)

Acres planted, Amount consumed

CELEBRATE THE 2016 INTERNATIONAL YEAR OF PULSES | www.iyop.net
OFFICIAL UN SITE | www.fao.org/pulses-2016/
BHAG: Save A Million Lives

What's the position for whole grains

Agriculture is an Instrument of Public Health
(Core Goal)
Whole Grains Summit 2015

**Whole Grains & Health**: Empowering healthy change together


---

**Question**: What are the most important things to DO as a whole grains community as next steps?

**Outcomes**: Project outlines and initiatives for organizations to move forward

---

**Let’s Look at Some Underlying Issues/Challenges/Opportunities**
How to Change Behaviors

- **Direct the rider** *(Bright spots, script critical moves, point to destination)* Clear set of directions - feasible

- **Motivate the elephant** *(Find the feeling, shrink the change, grow your people)* Excited to try-we can do this

- **Shape the path** *(tweak the environment, build habits, rally the heard)* Get the behavior to be routine-like brushing teeth
IYOP
Cores Messages That Direct the Ryder (Clarity)

Pulses are the Future of Food
(use threes to communicate)

• Pulses are the future of taste.
• Pulses are the future of nutrition.
• Pulses are the future of sustainable food.

CELEBRATE THE 2016 INTERNATIONAL YEAR OF PULSES | WWW.IYOP.NET
OFFICIAL UN SITE | WWW.FAO.ORG/PULSES-2016/
IYOP
BHAGs That Motivate the Elephant

GPC has set several ambitious targets in light of this once-in-a-lifetime opportunity:

- Increase pulse production by 10% by 2020 (2015 baseline)
- Increase pulse consumption by 10% by 2020 (2015 baseline)
- Improve market access to facilitate local, national and international trade
- Engage 30 countries as advocates and investors in the International Year’s targets
- Engage 50 partners as advocates and investors in the International Year
3 factors lead to better performance & personal satisfaction...

Autonomy
Mastery
Purpose
We are working in 4 key areas to promote the global production and consumption of pulses:

a) Increase Food & Nutrition Security & Innovation by partnering with governments and the private sector to increase production and consumption of pulses.
b) Create Awareness by establishing pulses as a globally-recognized food category.
c) Address Market Access and Stability issues so pulses can be marketed, at the local, regional and international level, and add value across the food chain.
d) Contribute to Productivity and Environmental Sustainability by highlighting the important role pulses have to play in soil health and lowering the carbon footprint of food production.

We are building a long-term legacy about the role of pulses in 2016 and the future.

a) The Global Pulse Confederation has partnered with over 20 research organizations, universities, foundations, business associations, corporations and NGOs to encourage improving pulse production and consumption throughout the food chain that would further global production of pulses, better utilize crop rotations, and address challenges in the consumption and trade of pulses.
Why Some Ideas Survive and Others Die
MADE to STICK
Chip Heath & Dan Heath
The Genius of the AND

- Energy Independent
- Environmentally Sustainable
- Food Secure (and Safe)
- Human Well Being Optimized

- Authentic
- Standard kitchen preparation methods (vs processed)
- Clean labels
- Affordable, Delicious, Nutritious (Good deal-value)
Simple, Unexpected, Concrete, Credible, Emotional, Stories
Simple, Unexpected, Concrete, Credible, Emotional, Stories
Pulses are the future of taste.

- Pulses appeal to any taste with variety and versatility.
- They add flavour, texture and colour to almost any dish.
- They’re available globally and affordably.

Pulses are the future of nutrition.

- Pulses provide good nutrition in every bite - including protein, fibre, vitamins and minerals.
- Pulses improve other foods when included as an ingredient to increase protein and fibre.
- Pulses reduce the risk of some chronic diseases and improve human health.

Pulses are the future of sustainable food.

- Pulses have a low carbon footprint.
- Pulses grow with little water and fertilizer.
- Growing pulses preserves the soils in which they grow.

Simple, Unexpected, Concrete, Credible, Emotional, Stories
Switch Principles

What are the health benefits of eating pulses?

1) Every bite of pulses is a source of protein, fiber, vitamins and minerals.
2) Pulses are a low fat source of protein.
3) Pulses can help reduce the risk of chronic diseases.

Why should people eat pulses?

1) Pulses are delicious.
2) Pulses are good for you.
3) Pulses are good for people and the planet.

How do people eat pulses?

1) People can eat pulses almost any way they like.
2) Pulses are at the heart of one or more meals for many people each day.
3) Pulses are increasingly used as an ingredient in other foods.
Transdisciplinary - the whole food system

How are pulses sustainable?

1) Pulses are a low carbon footprint choice for consumers.
2) Pulses use half the non-renewable energy inputs of other crops.
3) Pulse crops can improve soil health and reduce land degradation.

What are the on farm benefits of growing Pulses?

1) Pulse crops add diversity to crop production.
2) Pulses grow with low water and fertilizer requirements
3) Putting pulse crops in your crop rotation improves your farm’s environmental stewardship.
Pixar Story Telling Format
(Sandra Kulli)

• Once upon a time...
• And every year...
• And then one day...
• And because of that...
• And because of that...
• And in the end...
Ancient Solutions for 21st Century Problems
Partners and Metrics

THE PAIRINGS CUISINE

The Genius of the AND
Innovation Capture
Better Food, Every Person, Every Day, The World Round

Healthy food, Healthy living: natural, affordable, delicious, nutritious