Council on Nutrition, Physical Activity and Metabolism

Chair’s Message
Barbara Howard, PhD, FAHA, Chair

The Council on Nutrition, Physical Activity and Metabolism (NPAM) is the newest of the AHA councils, but we believe its activities — which focus on lifestyle and prevention — are important for all researchers and clinicians concerned with cardiovascular diseases. Our mission is to promote the expansion and exchange of knowledge of nutrition, physical activity and metabolism as it relates to CHD and stroke, and also to assist the AHA in promoting healthy lifestyles and behaviors (including, physical activity and weight control) in the prevention of CHD and stroke and their associated risk factors.

The Council has several active committees, including:

• The Nutrition Committee, which focuses on expanding the knowledge base on nutritional issues and producing advisories and educational materials to promote healthy eating.

• The Physical Activity Committee, which promotes research on the effects of physical activity on the cardiovascular system and develops guidelines for physical activity in persons with and without CVD.

• The Obesity Committee, which focuses on expanding research in obesity and its effects on CVD, and planning advisories and conferences in this area.

• The Diabetes Committee, which covers the impact of diabetes on all facets of CVD. It currently is focusing on the role of PPARs in diabetic vascular disease, and on defining strategies for prevention of CVD in diabetic patients.

• The Clinical Affairs Committee, which is focused on producing prevention materials that can be applied in busy clinical settings.

• The Membership/PR Committee, which is working to expand our membership and promote the inclusion of early-career members and members from outside the U.S.

NPAM also works with other groups to further the overall mission of AHA through advocacy activities and participation in community based prevention and education initiatives.

We are actively seeking and welcome input from all AHA Council members. Please feel free to contact me or any of the members of the Leadership Committee.

Face the Fats

The American Heart Association launched the “Face the Fats” national consumer education campaign in April 2007 to raise consumers’ awareness and understanding of trans fats and other fats in the context of an overall healthy diet. The key campaign messages to consumers are:

• Both saturated fats and trans fats are bad.

• Replace saturated fats and trans fats with mono- or polyunsaturated fats.

• “Trans fat-free” does not necessarily mean “healthy.”

A top campaign priority is to highlight the need to avoid the unintended consequence of increasing saturated fat consumption as the nation moves to minimize trans fats. This is reported in the proceedings of a trans fat conference convened by the AHA to better understand the complexity of trans fat reduction in the American diet (http://circ.ahajournals.org/cgi/reprint/CIRCULATIONAHA.106.181947).

The campaign’s main Web site (www.americanheart.org/FaceTheFats) helps consumers learn about fats and eating sensibly. It includes My Fats Translator, an interactive calculator that provides personalized daily calorie and fat limits based on the user’s age, gender, height, weight and physical activity level.

Face the Fats also introduces two cartoon characters — the Bad Fats Brothers, named Sat and Trans. These two heartbreakers come to life in their debut Webisode within their own virtual “edutainment” center, at www.BadFatsBrothers.com. This Web site also includes “meet me” profiles of each brother.

The “Face the Fats” campaign launch received extensive media coverage, including articles in the Washington Post and the Associated Press, which were printed in newspapers nationwide; coverage on CBS Early Show and CNN Headline News; and more than 80 broadcasts of media segments with past AHA President Dr. Bob Eckel and celebrity chef Alton Brown. The “Face the Fats” Web section received more visitors than any other Association Web section during the two-week launch period.

The AHA Council on Cardiovascular Disease Epidemiology and Prevention and the Council on Nutrition, Physical Activity, and Metabolism will present joint conferences.

48th Cardiovascular Disease Epidemiology and Prevention — March 13-15, 2008
The Broadmoor Hotel, Colorado Springs, Colorado

Abstract Submission Deadline — Oct 1, 2007
Advance Registration Deadline — Feb 18, 2008

General Information
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