

# Ironwill

FOUNDATION

Wellness Program

**IRONWILL FOUNDATION  
WELLNESS PROGRAM**

**Second Edition**

**Written by  
Mark Scherzer**

## TABLE OF CONTENTS

Introduction.....	3
The Science of Food.....	5
From the Kitchen to the Restaurant.....	32
Women Rock.....	49
My Kid Won't Eat That!.....	68
Let's Get Physical.....	85
Organic, Free Range & Grass Fed.....	94
How to Grow an Urban Garden.....	101

# **SAMPLE PAGES**

## **INTRODUCTION**

Welcome to the “Ironwill Wellness” program and congratulations on taking one big step toward good nutrition and good health. We’re glad you’ve joined us and we think you’ll find the next eight weeks to be informative as well as fun. Our program is based on one simple premise, and that is everyone deserves good health regardless of who you are or where you live. We also believe that good health starts with what we put into our bodies, and that begins in the home. But it goes even further than that. You see, our choices impact not only our own health but the health of our communities and the environment as well. So we’re glad you’ve decided to make a positive difference in your world and the world around you.

Now how do we decide what to eat? There are a number of factors that come into play. Among other things, our decisions are based on our culture and the foods we’ve grown up with. It’s also based on our beliefs and values. Budgets come into play which often results in choosing meals that are both inexpensive and unhealthy. Fast food restaurants come to mind. To complicate matters, we’re bombarded by marketing campaigns that encourage us to eat these foods, then we’re bombarded with the latest scientific research that tells us which foods to avoid. There’s a lot of information out there and much of it is conflicting. Is organic really better for you? Should we avoid eggs to limit cholesterol? Is healthy eating even possible when you’re on a fixed income? Over the next eight weeks we’ll clear things up and show you how making healthy choices is within everyone’s reach.

We’ve assembled a great team to make that happen. Liz Carlin is a pediatrician and Associate Director of the NICU at Englewood Hospital. Katy Roberts is a Professor at Columbia University in the health education field. Together, they’ll provide useful information about nutrition and the role it plays in preventing and managing disease.

We’ve also got a bunch of new and exciting recipes for you to try out. Through cooking demonstrations, we’ll introduce you to some brand new dishes your whole family will enjoy. We’ll even show you a trick or two to get your kids to eat more vegetables. And because we believe you really only learn by doing, in week eight you’ll roll up your sleeves and do some cooking of your own. We’ll take a few of your favorite recipes, put a healthier twist on them, and create more nutritious versions of the dishes you and your family love.

Exercise and fitness is another key ingredient to healthy living, so we’ve invited a fitness expert to show you the different ways to get into shape with some easy at home exercises. Don’t worry, he’s not going to make you run a

marathon. But he will give you some simple, everyday ideas for getting fit and staying healthy. And in week seven we'll break out the popcorn for "movie night." We'll screen the film "Supersize Me" which is an eye-opening documentary about the fast food industry.

Sounds like fun, right? So what are we waiting for? The sooner we get started, the sooner you can start making healthier choices. Once again, welcome to the program. We promise to make this a rewarding experience and one that will put you and your family on the path to good health for years to come!

Gary Salmirs  
CEO & Founder, Ironwill Foundation

# SAMPLE PAGES

## CHAPTER 1

### The Science of Food

I remember my high school chemistry teacher. He was a tall, skinny middle-aged guy with a heavy accent and pants that were too short. He also had a particular fondness for navy blue socks. How do I know this? Well, it's easy to see the color of your teacher's socks when his pants stop just above the ankles. So that's what I remember about chemistry class – my skinny teacher who wore dark blue socks five days out of the week. Don't ask me about lab experiments or math formulas I may have learned, because I've blocked it all out. You see, I hated chemistry class. Science was nothing but a big mystery to me. Furthermore, I didn't see the point in having my head filled with that stuff because I was never going to become a doctor or a scientist. In short, science just wasn't important.

It was only much later that I discovered how wrong I was. Science is important. It's part of our lives. Without science there'd be no cures for disease, no vaccines, no advances in technology.

But Science has complicated things where food is concerned. You don't have to look any further than the corner store to see what I mean. So much of what's on grocery store shelves has been modified or manipulated from its natural state. Men and women in lab coats have come up with ways of making these foods stay fresh longer by adding things like hydrogenated oil and other preservatives. They've invented processed food, which we'll discuss later, and have even come up with ways of making food taste better. Science has also been used as the basis for fad diets. Every year a new diet book comes out trumpeting the latest scientific research. Over time, however, most of these diets fail.

It wasn't always this way. Take our ancestors, for example. They didn't need scales or calorie counters or point systems to prepare healthy meals for their families. They ate whole foods, stopped eating when they were full and didn't snack all day long. They used common sense. We need to go back to that way of thinking. In short, we need to go back to the basics. That's what this chapter and this program is all about.

So let's start off with something very basic -- a big steaming plate of chicken enchiladas, with a side of rice and beans, topped off with some fresh guacamole. Now what does this have to do with science, you may ask? A lot, actually when we break this dinner down into something a bit more scientific: *Proteins, carbohydrates and fats.*

## ***What is a Protein?***

There are probably a few different recipes out there for chicken enchiladas, and I'm sure everyone thinks that theirs is the best, right? But even though they may differ in taste, they all have some things in common. For one, chicken enchiladas are made with chicken, that goes without saying. Of course they can also be made with beef or pork, but we're sticking with chicken for the purposes of this explanation. So far so good, right? Now, let's get a bit more scientific. All chickens have one thing in common. They're good sources of protein. So what exactly is protein? Well, first of all, you should probably know that protein is in each and every one of us. It makes up our hair, our muscles, our skin and our tissue. In fact, it makes up roughly twenty percent of our total weight. That's a pretty significant number, don't you think?



Proteins are made from something called amino acids. Because our bodies can't produce all the amino acids we need, we must turn to foods rich in protein to make this happen. Why is this so important? Well, it turns out that our bodies use protein for lots of different reasons, everything from carrying oxygen in our blood to digesting food to even seeing and hearing. And that flu bug you don't want to catch this season? Well, protein plays an important role in helping the immune system fight that off. I bet you've got some new respect for our friend the chicken, now don't you?

Moving along -- protein also stimulates metabolism. What's metabolism, you ask? Well, it's the way that food gets turned into fuel in order to give us energy. Every time we eat, the body has to burn a certain number of calories just to digest that food. Whenever we eat protein some of those calories are used for digestion of the food.



Now, let's get back to our enchiladas. Senorita Chicken isn't the only one on our plate giving us protein. The cheese that she's covered in also provides this nutrient. But let's not forget about her friends hanging out on the side, the

family of red pinto bean. They also fall into this category. This tells us something else about protein, can you guess what that is? Time's up. I'll give you the answer. Protein not only comes from animals, but from plants as well. In fact, plant protein is considered healthier than its animal cousin. It's also considered healthier for the environment, as meat production contributes to air and water pollution and uses more energy than vegetable production. It's estimated that the meat industry contributes to 51% of all emissions of greenhouse gasses. So protein is part of a balanced diet and should be included in all meals and snacks. It'll fill you up which will help resist the urge to snack on foods like chips or cookies throughout the day.

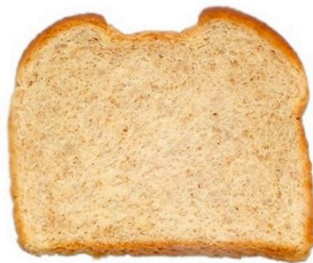
Okay, so we've given you a lot of information to digest, no pun intended. We thought you might like a list of some other high protein foods. Here you go:

*Beef, pork, ham, Chicken, Turkey, Fish*  
*Eggs, cheese, milk, butter, yogurt*  
*Beans, including soy (black, pinto, lentils, garbanzo, kidney, lima, navy, mung, cannellini, split peas, refried beans,)*  
*Tofu, tempeh, quinoa*  
*Nuts and seeds (peanuts, almonds, cashews, pecans, sunflower seeds, sesame seeds, hazelnuts, walnuts, pecans, pistachio nuts, pumpkin seeds, flax seeds)*

Now that we know what a protein is, what next? Exactly how much protein do we need in our diets? Well, that depends on a few things like our age, our weight and how much exercise we get, but a good range is roughly ten to twenty percent. Too much protein over time is not good for our kidneys and liver. This leads us to our next "scientific" question...

## ***What is a Carbohydrate?***

Carbohydrates, or "carbs" as they're known to their close friends provide the body with fuel to perform pretty much everything. In other words, that delicious dinner you just prepared? Carbohydrates provided the energy for your brain, your muscles and your entire nervous system to get the meal cooked and onto everyone's plates. But don't worry, we'll let you take all the credit.



So how does a carbohydrate get converted into energy? It's really pretty simple, actually. See, the body takes the carbohydrate you've just eaten, let's

say in this case the tortilla in our enchiladas, and turns it into something called *glucose*, which our cells then use as fuel. We're made up of tiny cells. Trillions and trillions of them actually and each cell has something important to do. But much like a car engine needs gas to function properly, so too a cell needs fuel to get the job done.

There are three different types of carbohydrates. Not one, not two, but three. The first of these is called ***simple carbohydrates***. They contain little, if any nutrients. A nutrient is a food that provides nourishment. These carbohydrates are broken down and absorbed into the bloodstream very quickly. They're said to cause an extreme rise in blood glucose, also known as blood sugar, which increases the release of insulin. Insulin is created by the pancreas to help the cells take in that glucose. So we need to limit these carbohydrates from our diet. Here's a list of them:

*Sugar, honey, jam, jelly, molasses, corn syrup, fruit juice, candy, cake, bread made with white flour, pasta made with white flour, soda, baked goods (cookies, pastries, pies, cakes, donuts) most cereal, milk products.*

***Complex carbohydrates*** are a very different story. They're also known as starches and function differently than their cousin, the simple carbohydrate. These guys aren't in a rush. They get broken down and absorbed into the bloodstream at a much slower pace. As a result, they cause a moderate rise in blood sugar since they enter the bloodstream more gradually. That means insulin is released at a more moderate pace and it stabilizes the appetite and fat storage. Of the two, complex carbohydrates are better for you. They can be found in the following foods:

*Vegetables (spinach, broccoli, lettuce, asparagus, artichoke, cabbage, zucchini, celery cucumbers, onion, tomatoes, brussel sprouts, carrots, yams, ) whole barley, brown rice, wild rice, oatmeal, multi-grain bread, Legumes (pinto beans, kidney beans, soybeans, garbanzo beans) Fruit (grapefruit, apples, prunes, apricots, pears, plums, strawberries, oranges)*

***Indigestible carbohydrates*** is just a fancy way to say fiber. This is the third type of carbohydrate. The body's unable to digest or break down fiber into glucose so it doesn't get absorbed into the bloodstream. Since it's not absorbed it isn't an energy source for the body, and it doesn't have any calories. However, fiber does have many health benefits.

A healthy, well balanced diet should be made up of 50-60% carbohydrates. So we've covered protein, we've covered carbohydrates, just one more nutrient left.