

RECAP OF DR. BEN FEINGOLD'S PRESENTATION

Great strides have been taken since Dr. Feingold first wrote his book and was criticized for saying that additives had anything to do with hyperactivity. Only this year, the awards for the Nobel Prize are going to scientists in the area of Brain Research. We are at the threshold of a new era, a convergence on the biological aspects of the human body. Traditionally, clinical medicine and psychology have been the commonly-accepted ways to deal with most conditions and problems. But physiological and biological areas are not fragments or separate sciences. They are integrated and, indeed, a whole and, as such, make up the entire body.

We, as Feingold members and volunteers, are pioneers. We are the Vanguard of the future. If the Feingold program will continue to be successful, we have to break away from traditional medicines and psychologies. Our goal should be Nutrition Toxicology; that is, to tell others about the tremendous number of toxins that are foreign to the human body and the harm it's doing to us. If we do not continue as pioneers, we will, after awhile, go back to accepting the traditional ideas that it's the parents' harsh discipline that's at fault; or just take a pill and it will cure everything; or nutrition has nothing to do with the way you feel or with your condition.

Dr. Feingold has spent eight or better years in the United States and around the world with media coverage and criticism, presenting the Feingold Diet. Dr. Feingold has gone through years of public criticism that nutrition isn't connected with any ailments. He and the Feingold Association worked hard to get the professionals to accept the Feingold Diet as a revolutionary and safe method of treating hyperkinetic/learning disabled children. Our determination sometimes gets the better of us, and our belief in the Diet overwhelms our rationality!

There are 20 million behavioral/learning disabled children. Simply giving out the Feingold Diet and the Food List is not enough. We must educate the whole community to the problem and engage their support. What about the fact that now 55% of the parents are both working? Dr. Feingold asks, "How can nutrition be implemented when the majority of children aren't supervised at either breakfast or dinner?" And there are far too many (and growing) numbers of criminals. Biological (nutritional) factors, not psychological or rehabilitation, need to change the public attitude. Nutrition is the way to logical treatment. And what about expensive testing, at least \$400-\$500 or better, that parents get talked into for testing their children, thinking it's a cure-all.

The Feingold Association's goal must be to prevent the future occurrence of the hyperkinetic/learning disability syndrome and to support the prevention of macro and micro contaminants and air pollutants. Present day psychology is not ignorant, but it will completely change in the next fifteen years.

NOTE TO REGION 5: This report will be submitted to the FAUS Board and will be in the next Quarterly Report. These are additional notes to the FAUS Regional Director's Conference Minutes and FAUS Objectives which will also be in the next QR.

ADDITIONAL EXCERPTS OF DR. FEINGOLD'S TALK

Dr. Feingold opened his talk on Sunday with a little story. He drove to the Conference both days, 1 hour every way, all the way from San Francisco to Millbrae! So he told us that "the State reissued his driver's license and gave him 3 more years. They're more optimistic than I am!"

Well, FAUS is optimistic, too, and we were grateful that the Feingold Foundation of Child Development had sponsored this long-needed Conference, and that Dr. Feingold told of the things that FAUS needs to be doing in order to launch this Feingold Program into a bonafide national organization.

Dr. Feingold then addressed the Regional Directors and executive officers on subjects closer to home. Throughout the 2 day session, Dr. Feingold reiterated the importance of FAUS setting up their objectives; that FAUS doesn't have any.

One of the hardest things we have to fight is the \$300 billion food industry. (It is the biggest industry in the world, takes in more dollars than the U.S. Defense Department, and is bigger than the automobile industry. This industry is motivated by two things: greed and profit.) How can we be effective if the food industry and the Nutrition Foundation follows right behind or in front of us with negative studies. He mentioned Dr. Frederick Stare of Harvard University making blatant statements about additive benefits and sugar's wholesomeness, and Dr. James O'Shea who claims that washing fruits and vegetables in, of all things, chlorox bleach removes the preservatives! These statements are nonsense.

When researchers conduct double blind studies, they abuse our children for their gain and our dismay. The effect is not seen rapidly enough in the laboratory, thus, they report negative results, and the parents then put up with hyperactive children days later. Or, indeed, they don't administer high enough doses for an observable effect. (Many children take in 150 mg of additives daily. Yet the researchers give them only 30-35 mg of additives in an experiment.

There are 20 million behavioral/learning disabled children in the U.S., (a statistic that is higher in the U.S. than in any other country in the world. The U.S. also leads the world in the number of food additives allowed in food; over 4000 to be exact.) Dr. Feingold says giving out the Diet and food list is a beginning but it's not enough. You, FAUS and Locals, must SET YOUR OBJECTIVES, both immediate and long term. We can no longer simply volunteer. In order to grow, a program and professional staff must be set up. It's a business. You, FAUS, have little or no money for a business. Each Local should not operate alone, duplicating the work of every other Local (in their Diet instructions and newsletters, etc.). They must respond to FAUS and FAUS must give them something in return. FAUS must get organized.

As of right now, FAUS is the operating organization. The Feingold Foundation is a fiduciary structure for tax purposes. There has to be structure and a professional (paid) staff. The Foundation, has been and will continue to be, structurally, a financial agent for the Feingold movement. The Foundation is not separate from FAUS as some have believed in the past.

One of the main objectives that everyone talked about was Raising Funds in order to educate the Community. We must have fundraisers, like other organizations, in order to start funds toward a paid executive director. Dr. Feingold said he was misunderstood in his plea for funds for the Foundation to accomplish just that. We desperately need seed money to begin the professionalism. FAUS would like any suggestions for major fundraisers, including any professional fundraising agencies to plan a successful campaign. Dr. and Mrs. Feingold are looking into agencies for ideas. As an outcome of this Conference, FAUS has launched a fundraiser involving Locals and private citizens to join Telesaver in order to save on their long distance phone bills. Funds will go both to FAUS and to the Local. Look for details soon.

Dr. Feingold also said that one of the disappointments of my life was the misunderstanding of the Foundation. There needs to be a Licensing agreement between FAUS and Dr. Feingold to use Feingold in FAUS's name. He said the problem now is that the word, Feingold, has become public domain.

Mrs. Helene Feingold stated that "if you're using the name "Feingold, then you should only promote the Feingold Diet." Let's simplify the things we say. The Diet is a simple and basic modality that can get dramatic results.

Dr. Feingold several times stated that we should be proud of ourselves for all of our work, and to remember that we are the vanguards of the future.

He feels that he and FAUS can work with the honest mistake-making Locals, who print erroneous and, therefore, detrimental articles, not relating at all to the Feingold Diet (ie, kinesiology, psychology, non-factual material, etc.). He has had to explain and defend his position and theory in front of large audiences who have read such strange articles. This is the very reason why standardizing materials is so important! Members and professionals who travel or transfer from state to state, criticize us on the fact that each Local says something different about the Feingold Diet Program! What really is the Feingold Diet? This is the exact reason why Dr. and Mrs. Feingold's cookbook should be read first when starting the Diet. For the groups who are far-fetched and who do not adhere to the FAUS Guidelines, Dr. Feingold will pursue legal action.

Dr. Feingold said, also, that two long term objectives should be to 1) Prevent the occurrence of the Hyperkinetic/Learning Disability Syndrome, and 2) Prevent ecological contaminants and air pollutants.

One other note he added is that a "high protein" diet is not good for children. The Locals should not be suggesting this to parents. A high protein diet only stimulates a craving for carbohydrates since children must have a certain amount of necessary carbohydrates to synthesize with other nutrients in order to grow properly. Please suggest, rather, a gradual lowering of simple (high sugar and high starch) carbohydrates.

RECAP OF FAUS' REGIONAL DIRECTOR'S SESSIONS

As a result of Dr. Feingold's inspirational and thought-provoking concepts, the directors proceeded to have a seven-hour brainstorming session on what are the main objectives of the Feingold Association. Dr. Feingold asked us to reflect on "where are we now"; "where are we going"; "what do we plan to accomplish"?

Besides the objectives, the Locals' Guidelines were then discussed and revised, as well as Guidelines for Regional Directors and FAUS.

Also discussed was some national publicity to be on Newsweek TV show (This goes by another name in the Midwest), featuring Dr. Feingold on Video tape. Also the Feingold Diet will be shown on the Hour Magazine TV show, possibly sometime in January, with film clips from Ann Borchers. She is the Region Director and also co-hostessed the R.D. Conference. PSA's (public service announcements that are being worked on are a Leonard Nimoy audio tape and one done by Johnny Rutherford.

A very basic question also discussed was Why do Locals join FAUS? First, all inquiries, from Dr. Feingold's books and national and regional publicity, can be directed to FAUS at Drawer AG, New York; which, in turn, is sent back to the Locals. Secondly, the Quarterly Report provides a quantity of information necessary for Locals to function. And we all know of the frequent requests to FAUS for the, now officially registered and published, Collective Mark (ie, the Feingold Family Logo) as well as requests for periodic national publicity (this is well known to produce hundreds and thousands of new members). As more and more publicity is shown, FAUS is asked, and needs to know, the exact numbers of the members throughout the nation and the world. In the past FAUS simply fudged an answer. Locals can respond to this national embarrassment by sending FAUS a copy of their membership list or an extra set of their address labels. This list would, under law, remain strictly confidential and would only be used to count heads. Details for updating this list are being worked out.

Check further the FAUS Regional Directors' Conference Minutes in the next Quarterly Report for the FAUS Objectives, as well as other discussions and and decisions made.

JoAnne Perrington