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Vegetarianism Inside & Out

By Paul Chek

Today we have many people becoming vegetarians for one or more of the following reasons:

- The greatest occurrence of cancer cases and other chronic diseases in history.
- A growing concern over the health of our ecosystem.
- A significant number of people are seeking spiritual grounding in response to a rising fear of Armageddon stimulated by an almost constant, worldwide coverage of war and conflict.

I decided to share my opinions on vegetarianism because in my career I have worked with many unhealthy vegetarians. Often my vegetarian patients were in need of animal nutrition yet, for one or more of the above reasons were initially resistant to my suggested inclusion of animal foods for regaining their health. As you can imagine, it is very challenging as a Holistic Health Practitioner when the patient resists coaching yet wants help at the same time! As a health coach, I applaud questions for they are often legitimate attempts to learn and grow. But it is just as important to see that dogmatic resistance retards education and growth.

If we are to make a legitimate attempt to overcome the challenges of disease, environmental destruction, and the fear of Armageddon, you can rest assured we will need to be healthy. This is because health is the foundation for rational thinking and thus crucial to reasoning our way through these issues. To best manage such a significant and emotionally charged topic, I will address several of the common questions asked of me by those wishing to rationalize vegetarianism.

Q: I read and hear in the news all the time that eating red meat is bad for you and that a vegetarian lifestyle is better for your heart and your health in general. Why are you telling me the opposite of what many experts are saying?

PC: Consider that Weston A. Price traveled the globe studying the diets of native societies in the 1930's while there were still natives untouched by white man and his processed foods (Nutrition & Physical Degeneration by W.A. Price). The primary result of his studies was to show that wherever natives were exposed to processed foods,

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Editor: James Phelps



Healthy Grilling

By Andy Cowing

For many of us, grilling is an enjoyable form of preparing a meal and with the heat of summer increasing, so too does our use of the grill. While grilling is a fun way to prepare your meals, it also boasts a number of benefits. Clean-up becomes much quicker not having to scrub as many pots and pans, and you will save money and energy keeping the cooking heat out of the house, since you're not taxing the air conditioner. In this article I will share some healthy and safe grilling practices, grilling tips, as well as a few of my favorite recipes.

In the last decade you may have been picking up sound bites of information telling us that flame cooked foods may cause cancer. "NO don't tell me this!" we cry. The first time I read this disturbing news was in 1993. At that time, the sound bite took the form of "There is a possibility barbecuing may cause health problems." Today the most common sound bite heard is "the research shows flame cooked meats may cause breast cancer."

Here's a brief summary of the science behind the sound bites. There are two substances formed when high heat is applied to meat that scientists are primarily occupied with: Polycyclic Aromatic Hydrocarbon (PAH's) and Heterocyclic Amine (HCA's).

- PAH is a group of over a 100 chemicals that form by the incomplete burning of substances like coal, charbroiled meats, garbage, gas, and tobacco. There are many concerns about the effects of PAHs on the atmosphere, soil, lakes, streams, reservoirs, and our food supply. The areas of greatest concern from a culinary standpoint are exposure to PAH's from eating charred or grilled meats, from drinking PAH contaminated water or goat and cow's milk, and from food producing plants. Just as important are the effects on babies from nursing mothers who are ingesting or breathing these contaminants, especially for those that live near hazardous waste sites.
- HCA's are chemical substances that are formed from a reac-

tion when high heat is applied to the amino acids and creatine in the muscles of meats and fish.

After months of researching the studies done on these contaminants, I have found that the results show a small effect on the impact to the incidence of cancer. There is, however, enough evidence to use precaution when over-cooking meats with direct heat. In a few studies comparing people who consumed well done meat to those who did not, two of the well done consuming groups showed elevated numbers of cancer cases. This suggests eating well done meat may play a role in the risk of contracting the disease. Unfortunately the studies did not report on the cooking temperature. These higher risk groups include women, particularly with regard to the incidence of breast cancer, and people who already have cancer.

That said, I am left with a few lingering thoughts about these studies:

- None of these studies used different cooking temperatures in groups for comparison.
- Nowhere in these studies did I see the use of free range, chemical free meats or wild fish. Some noted the use of commercial store bought meat, while the rest did not mention anything about the type of meats used at all. I assume they were all using commercially raised meats. I hope one day a study comparing chemical free meat versus commercially raised meats will be done.
- Nowhere did I read that people were separated by genetic type or acetylation status. The authors of some of the studies strongly suggested that the effects of HCA's may be modified by the acetylation status. In laymen's terms, the human population consists of slow and fast acetylators. Essentially, depending upon your acetylation type, one is more or less susceptible to certain forms of cancer.
- It seems to me that because well done meat has its beneficial components of enzymes destroyed, it must tax the digestive system and compromise the immune system. In the end this means an increase in the risk of cancer. This leaves open the source of the increased cancer risk. Is it the loss of enzymes or the presence of the HCA's and PAH's?
- Certain plant foods have been suggested to limit the detrimental effect of HCA's. The Dept. of Applied Nutrition and

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Food Chemistry at Lund University in Sweden reported that plant foods may be able to protect people against the effects of HCA's. A separate study found that extracts from blackberries, blueberries, green tea, kiwi, parsley, spinach, red grapes, red wine, and watermelon reduced the toxic effects of HCA's. How many of the human subjects used in these tests were eating these beneficial plants? Could this be the reason the incidence of the risks of cancer were so low?

In conclusion it is clear that in the limited comparison studies reported, there is evidence that meats and fish cooked at high temperatures and for long periods of time may have a detrimental effect on our bodies. Research has also shown that of the plant types tested many fruits and vegetables reduce or work to balance these detrimental effects. Women with a family history of breast cancer and people with cancer or with poor health should be first in line to embrace a plan of healthy practices. Healthy individuals who live a healthy life style most likely will handle the stress on their bodies caused by occasionally ingesting these contaminants. Adhering to common-sense grilling practices and healthy lifestyle choices reduces the need to be overly fearful of these alarming sound bites. Applying high heat and cooking many foods too long reduces the quality of the nutritional building blocks to our bodies in all cooking methods.

Many of the worries raised by PAH's and HCA's can be avoided by applying some very simple rules. Those of us who are CHEK NLC's know that eating free-range, naturally fed, chemical-free meats cooked rare or raw prevents the enzymes and beneficial components from being destroyed by heat. Prepared this way, these meats have a myriad of benefits to the health and performance of our bodies. In addition, the more I study, the more obvious it becomes to me that eating many different types of minimally processed, whole foods compatible with our metabolic type benefits us and our clients. The rotational diet provides a system of ensuring an adequate variety of nutrition along with aiding our immune system as part of our roadmap to quality health, performance, and well-being.

A common-sense approach to healthy grilling in reference to PAH's and HCA's is to keep your grill clean and don't stand down wind of the smoke. Clean off those parts of your grill that are subject to high heat (the burners and all parts above the burners) by scraping off any residue before and after grilling. Prior to lighting the grill inspect for any residue left on parts and remove. When you light the grill, close the cover to the grill and allow it to heat up to temperature. When all smoke has cleared from the burning of any remaining residue, you may then proceed with the cooking process.

Basic tips to reduce the amount of PAH's and HCA's:

1. Trim excess fat off meats to prevent dripping onto hot grill parts that creates flare-ups. I like to render it down slowly in a heavy bottom pot, then freeze it in ice cube trays, when I want it to make gravies and sauces I can use just what I need.
2. Marinate meats in oil free or reduced-oil marinades prior to grilling
3. Keep a spray bottle filled with water close by to spray on unwanted flames from flare-ups.
4. Cook meats closer to the rare side or at least to the rarer side of your preferred range of doneness.
5. Cut off and discard any charred bits if they are present on your meat.
6. If using charcoals buy those that are free of additives.
7. If using lighter fluid allow the fluid to soak in for a minute or two before lighting. Do not start cooking until all the charcoal has turned grey. The best charcoal cooking results are obtained after the coals peak and begin burning down.
8. To prevent meat from sticking use a minimum amount of olive oil to coat the meat. Many professional chefs use a spray bottle filled with oil to lightly mist cuts of meat just prior to placing on the grill. Fold a paper towel until it is a square 2"x 2", moisten one side with olive oil, pick up the oiled paper towel with a pair of tongs and coat the hot grill rack.

More tips for grilling:

1. Allowing meat to sit out at room temperature for an hour before grilling shortens cooking time and produces

a more desirable result.

2. Steaks and chops like NY sirloin strip and pork chops that have a rind of fat on one side need cuts through the rind just at the edge of the meat every 3 inches to prevent cuts from curling.
3. To test the level of heat intensity, after the grill and grill rack have been pre-heated, hold your hand 5 inches above the grill rack. If you have to pull your hand away in less than 2 seconds the grill is very hot, 4 seconds medium-high, 6 seconds medium, 7-8 seconds medium-low. The more you grill the better you will become at selecting grill temperatures.
4. The slower the barbecuing process is, the more preferred the flavor, juiciness, and tenderer the meat will be to most. Once the meat is seared, turn the heat down and be patient. Many recipes are written to cook for the shortest time possible at the highest heat to satisfy the time sensitive public. Starting the cooking process 30-45 minutes earlier than a recipe calls for, and turning down the temperature for the final $\frac{3}{4}$'s of time called for is a good rule of thumb to improve the taste of the recipe. I realize that this contradicts the theory that cooking meat too long kills enzymes, however until a more complete study is performed, I remain in the belief that cooking slower at a reduced temperature, finished in a covered pan to cook in its own juices, is healthier than a piece of meat that is cooked in a shorter amount of time with higher heat. Higher temperatures increase the movement of the molecules of the natural juices in a violent manner. This may destroy the nutritional benefit of the meat due to the increased damage caused by the friction of the speeded up molecular movement. If one prefers meat cooked more than rare or medium-rare, I believe caution should be used with heat intensity over time. Finally, cooking longer at low temperatures does not condemn you to eating medium or medium well meat. It is my opinion that rarer meat is better for you than more thoroughly cooked meats. The point is just that cooked at lower temperatures, it will simply take you longer to reach your preferred degree of preparedness.

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GRILLED BARBEQUE LAMB-WET RUB

Yield: for 5 pounds meat

INGREDIENTS

Garlic cloves, peeled	9 each	9 each
Fresh thyme leaves	3 tablespoons	45 milliliters
Fresh basil leaves, chopped	3 tablespoons	45 milliliters
Fresh rosemary, chopped	3 tablespoons	45 milliliters
Jalapeño peppers, halved and seeded	2 medium	2 medium
Cayenne pepper, ground	¼ teaspoon	1 ¼ milliliters
Olive oil	2 tablespoon	30 milliliters
Lemon, halved and seeded	1 each	1 each

DIRECTIONS

1. Peel garlic cloves.
2. Remove thyme, basil, and rosemary from stems.
3. Add all ingredients except lemon to a food processor, process until a paste
4. Rub paste on all sides of meat.
5. Refrigerate meat in an air-tight container for 4-24 hours
6. Allow meat to sit at room temperature for 1 hour before grilling.
7. Grill to cooking preference.
8. Squeeze juice from lemon on lamb after removing from grill and allow meat to rest covered for 20 minutes in a warm place to allow the juices to settle before cutting.
9. Remove and discard any charred pieces of meat before serving.

NOTES

1. The size of the lamb pieces should be taken into consideration to determine marinating time. The average marinade time for thin lamb chops less than 1 inch thick, would be 1-4 hours and cooking temperature would be medium to med-high.
2. When grilling thicker cuts reduce the heat and raise the grill rack. A boneless butterflied leg of lamb with a thickness of 3 inches would taste best marinated at the full 24 hours and started at a medium to medium-high heat for 3 minutes on each side then reduced to medium-low.
3. If using dried herbs in place of fresh cut the amount in half.
4. After your first attempt at this recipe, if you enjoy the added flavor and would like to increase the intensity, marinade longer. I prefer a 24 hour marinade time for this recipe.

JERK MARINADE

Yield: 1 ½ cups (360 milliliters)

INGREDIENTS

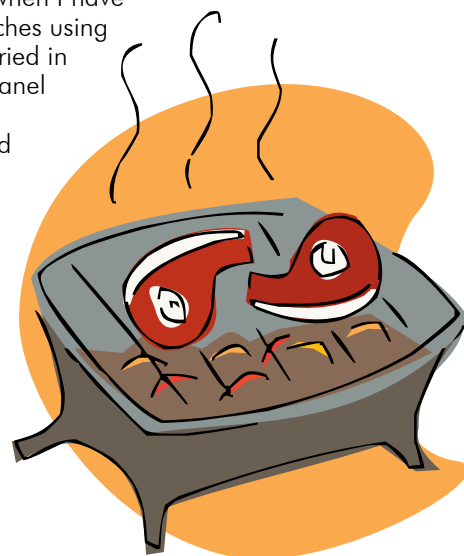
Scallions, chopped	4 each	4 each
Scotch bonnet peppers, halved and seeded	4 each	4 each
Garlic cloves, peeled and chopped	4 each	4 each
Ginger, fresh grated	2 tablespoons	30 milliliters
Onion, chopped	½ cup	120 milliliters
Thyme leaves, fresh	1 tablespoon	15 milliliters
Allspice berries, ground	1 tablespoon	15 milliliters
Nutmeg, fresh grated	½ teaspoon	8 milliliters
Cinnamon, ground	½ teaspoon	8 milliliters
Lime juice, fresh squeezed	¼ cup	120 milliliters
Sea salt	4 teaspoons	20 milliliters

DIRECTIONS

1. Place all ingredients in a food processor and process until smooth.

NOTES

1. You may substitute 2 tablespoons (30 milliliters) dried thyme in place of fresh.
2. Grind allspice berries in a coffee mill.
3. Substitute 2 teaspoons of dried allspice in place of fresh allspice berries. There is quite a flavor difference and pungency between the two; when I have presented two batches using fresh in one and dried in another to a test panel of 18 people, 10 chose the fresh and 8 chose the dried. I prefer the taste resulting from using half and half when making larger batches.
4. Marinade will keep 3-4 weeks refrigerated in an air-tight container.
5. Use Jerk Marinade for all your favorite meats.



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JAMAICAN JERK CHICKEN

Yield: 4 servings

INGREDIENTS

Chicken, 2 ½ to 3 pound 1 each 1 each

DIRECTIONS

1. Prepare jerk marinade recipe above.
2. Cut chicken into eight pieces or have butcher cut it up for you.
3. Rinse chicken pieces in cold water and pat dry.
4. Reserve and refrigerate ½ cup of the marinade. Combine chicken and the rest of the marinade and mix well, spreading the marinade evenly and thoroughly over the chicken.
5. Refrigerate overnight in an air-tight container, up to 24 hours
6. Prior to grilling allow chicken to sit at room temperature for an hour.
7. Prepare and preheat grill. When temperature reaches med-hot, place chicken on grill skin side down for 3 minutes enough to score marks, turn and repeat. Then:
 - When using a gas grill: Turn heat down to low and place chicken on higher grate, close cover and cook slowly until done. (1 to 1 ½ hours depending on temperature)
 - When using a charcoal grill: Bank coals to one-side, and place chicken on cooler side where temperature is low to med-low, cover and turn occasionally until done.
8. Heat reserve marinade and baste chicken before serving.

NOTES

1. I prefer another method: after scoring chicken on the grill, place chicken in a stainless steel 4 inch deep pan and cover with lid (a Dutch oven also works if it will fit on the grill). Place pan on the grill on medium-low heat and allow chicken to cook in its own juices. Turning chicken every 15 minutes until done. You can buy this pan at a restaurant supply company or on the net. It is called a 4 inch deep stainless steel ½ pan with solid lid (it's called a half-pan because it is half the size of a standard hotel pan also called a steam table pan).
2. Many of my Jamaican Chef friends Marinade the chicken for 3 days which carries the seasoning through to the bone. I prefer 48 hours. Experiment on successive attempts by increasing the marinade time until you find your own favorite. It is important to use fresh chicken when marinating for longer periods of time. To test for freshness press your thumb into the breast of the chicken, a fresh chicken will immediately spring back without leaving an indentation. The longer it takes for the imprint to go away the older the chicken is. In today's markets, it is rare to find a chicken that is fresh

enough for the imprint to spring right back. I ask the meat manager or butcher for delivery dates (usually twice a week) and shop for chicken on those days. So as not to get the old chicken that is placed in front of the new, I pleasantly ask for the freshest, explaining I will be marinating it for a number of days.

-End



new staff
member at the
c.h.e.k institute

Jorge Cubas, Paul's Personal Assistant

I was born in Lima, Peru and moved to California in pursuit of my academic goals. After moving to California, I decided to join the US Navy where I worked as an engineer and as the fitness readiness representative for my organization. After having served in the Navy, I started my studies as a mechanical engineer at Grossmont College and San Diego State University. My professional and academic background in mechanics and studies of the human anatomy allowed me to learn proper techniques for exercising and human movement. This provided me with the foundation to work as a personal trainer and Assistant Manager for a fitness center of the National Fitness Organization. In addition to my studies in engineering, I also attended the University of Maryland to pursue a Business Degree. I recently completed those studies, graduating with a Bachelors of Science in Business with a minor in Human Resources.

Apart from my professional interest in athletics and fitness, I played soccer as a high school student for the school team as well as for a minor league team. As an adult I became a fan of fitness, making it a regular part of my life and competing in a bodybuilding contest in Italy while living in Spain in June 2004.



such as white flour and sugar, degeneration and disease soon followed. But he also discovered that there were no healthy vegetarian societies or tribes. While he did find some vegetarians, there were always healthier tribes nearby eating meat or animal products. In fact, if you study cultural anthropology one of the things you will find is that the amount of meat eaten by any society was determined not by religious beliefs or health fads, but rather by availability alone. A clear example of this can be seen by looking at the diets of traditional Aboriginals in Australia. The inland Aboriginals eat a diet of approximately 75-90% vegetable and 10-25% animal foods. The coastal Aboriginals, who have access to fish and larger animals like Kangaroo eat about 75% animal and 25% vegetable foods (1).

The whole concept of vegetarianism being safer for your heart is an unfounded, scare tactic fostered by the processed food industry. Before 1920 coronary heart disease was rare (2). Hydrogenation of vegetable oils began about 1910 and between 1910 and 1970, consumption of vegetable oils rose some 400%, while saturated animal fat consumption decreased on the whole. In short, we've had a reduction of animal fat consumption,

an increase in hydrogenated vegetable oils and an increase in heart disease since 1920. It's hard to see how consuming less animal fats has made for healthy hearts. Moreover, statistical analysis of chronic disease shows that we are far worse off with today's dietary recommendations when looked at from a disease perspective (see table 1).

If viewed from a purely historical perspective, the current dogma over eating meat and heart health is suspect as well. Humans have been eating animal foods as a primary food staple in every part of the world with a winter. This includes the fish eaten in every region near lakes and the ocean. More generally, humans have eaten meat and saturated animal fats throughout an evolutionary history spanning hundreds of thousands of years. If eating meat were as unhealthy as suggested, we'd never have lasted so long.

Q: Won't eating meat make me too acidic and disrupt the pH of my blood, encouraging disease?

PC: The whole issue of diet is very misleading and misrepresented by MANY that favor vegetarian diets. First of all, our biochemistry is dramatically influenced by our environment, particularly over thousands of years due to the rate of genetic modification. For example, Eskimos maintain optimal pH balance on a diet of 90% animal foods, while some Hindus and inland Aboriginals maintain optimal pH balance on 90% plant foods!

Many authors falsely attribute high acidity levels to

meat eating. This is really a lot of bunk for the following reasons:

1. pH is specific to body compartment and body fluid. Therefore, making any reference to pH without making clear as to where the measurement is taking place (urine, venous blood, arterial blood, saliva, and even specific organs) is misleading. The stomach, small intestine and large intestine for example, all have different optimal pH levels!

2. It has been argued by Rowkowski and others (including very possibly William Wolcott) that sprinting around the block once will produce a far greater shift in pH towards acidity than eating nothing but meat all day long! I have personally tested my own urine and saliva every hour for days on end and let me assure you, if you were to do the same, you would quickly find that what you do with exercise and how close you are to your needs for water consumption will influence your pH FAR more than what you eat. I've knocked my urine pH down from 7 to 5 in 10 minutes of squatting with sets of 10 on a one minute rest in just a few sets!

3. Any time someone is eating too much animal food or protein from any source, the tell-tale signs are as follows:

- Urine begins to smell and often gets thick and dark.
- Sweat begins to become pungent
- If this is not checked within a relatively short period (one to seven days in my experience), fatigue sets in followed closely by aching joints.
- Continued abuse of optimal balance in nutrient

intake and water intake will result, most likely, in disease!

Q: Won't eating animal foods, particularly red meat encourage inflammation in my body?

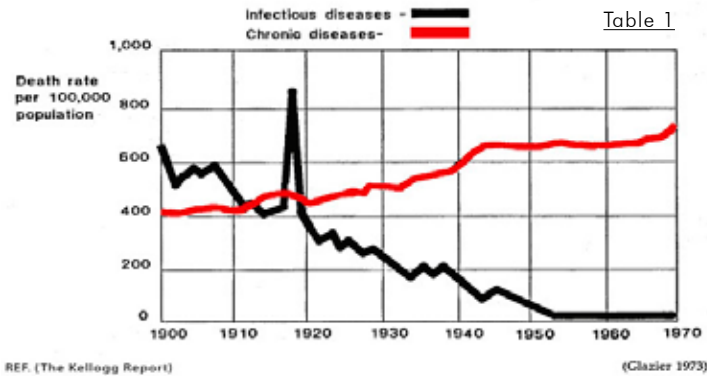
PC: You can get increased inflammation from omega 6 rich vegetable oils just as rapidly as you can with animal foods. Vegetable oils in general are high in omega 6 fatty acids which stimulate the arachadonic acid cascade, producing inflammation. I deal with this in chronic pain management all the time. The reasons why so many do well initially on vegan diets include the following:

- Often they are eating real food for the first time! They often cook fresh for the first time and eat much more raw food for the first time! Finally, they have stopped eating so much packaged crap. This all acts to increase vitality and mental clarity just like using clean water will clean your windows much better than dirty water.
- These diets are very effective detoxification diets across the board, greatly reducing body burden from those falling into category #1 above.
- Often, people going on vegan diets are being directed by holistic health professionals who also



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The Rise of Chronic Disease



encourage the use of organic foods. Those eating organic meats will NOT have the body burden and the burden is great. Since fat stores toxins and commercial farmers make their income by the pound, these farmers stand to benefit from feeding their livestock harmful foods. The benefit from going vegan was to avoid those toxic commercial meats and nothing inherent to being a vegan per se.

Q: When I got cancer, I was told that living a vegetarian lifestyle would be necessary to reduce the burden on my body and would support my immune system. It worked, so why should I quit now when it obviously eliminated my disease?

PC: Frequently, disease is caused by:

- Eating too much processed food which contains potentially toxic and even carcinogenic additives, preservatives, colorings, emulsifiers, solvents and many such related chemicals. In fact, Americans today consume an average of 150 pounds of such chemicals yearly (3)!
- Consuming commercially grown produce is routinely sprayed with dangerous farming chemicals, such as herbicides, pesticides, fungicides and rodenticides. In fact, some 2,000,000,000 (that's 2 Billion!) pounds of such chemicals are used annually in the US alone (4).
- Eating commercially farmed animals that are raised on steroids, antibiotics, foodstuffs laden with mycotoxins (very poisonous toxins from mold and fungus), and other toxic additives. For example, the use of plastic chips, cement dust, sewage and dead animal parts are but a few of the items approved or used for commercially farmed animals (5)!

Typically, many doctors and holistic health practitioners that recommend vegan or vegetarian type diets also recommend organic or biodynamic produce. These foodstuffs are grown without toxic agents and generally have far greater nutritional value than commercial produce. The inclusion of organic foods, be they animal or produce, results in dramatically reduced incoming toxicity, supporting the immune and detoxification systems of the body. Where people often make a mistake with the philosophy that *vegetarianism* cured their disease is in not realizing that:

- Frequently, this is the first time most such people have eaten high quality food. Sadly they had to look death in the eyes to start!

- Their diet was often previously limited in living produce and was excessive in processed foods, trans fatty acids, synthetic additives, colorings, preservatives and processed grain products that disrupt blood sugar levels.
- The commercial animal foods they ate up until the point of creating their disease were at least as toxic as they themselves were, thus creating sizable burden on their body.

In reality, what has happened in most cases that I've seen where vegetarian diets were used as part of a cancer or disease treatment protocol is that for the first time, patients:

- Ate high quality nutritious foods
- Eliminated multiple sources of toxins and non-foods. This is particularly the case in light of how toxic the animal foods previously eaten were!
- Ate much higher quantities of raw, or living foods

Organic animal products such as eggs, organ meats and bones provide a wide variety of essential and supportive nutrients such as sulphur containing molecules, vitamin B12, calcium, trace minerals, fat soluble vitamins, and more. Not to mention that the fatty acid profile of grass fed, organic raised and organic free-range meats is notably more favorable than their commercial counterparts. Quality animal nutrition not only provides nutritional value that can't be obtained from vegetarian diets, but supports liver function, detoxification and general tissue healing. In this same vein, conventional thinking on nutrition fails to recognize the fact that animals and fish of all types offer concentrated forms of both life-force and consciousness when properly handled, prepared and eaten. These subtle energies and the consciousness afforded by our anthropogenic ancestors frequently support our animal subsystems. This knowledge has been with us for some time, as St. Hildegard demonstrated long ago the nutrients offered by various animals and their use in healing (6).

Q: I don't want to eat meat because to do so would retard my spiritual development.

PC: This is a common misconception. First of all, if one reads about the life of Chief Joseph of the Nez Perce Indians or Chief Seattle of the Suquamish Tribe, you will find clear evidence of the deep spirituality lived and practiced by many Native American tribes all of whom consumed meat as part of their diet (7). The same can be said of Eskimos and most native peoples, particularly before being influenced by Christian missionaries, who typically brought with them both processed foods and the fear of God. If you want further proof of the rich spiritual development of the many meat eating native peoples, I suggest you read *Wisdom of the Elders* by David Suzuki (8).

I know from personal experience with a number of vegetarians who have gotten on a spiritual path (such as Hinduism or Buddhism) where the chosen guru was of East Indian origin or from a country where meat is naturally scarce, such as some regions in central America, the student adopted the diet of the guru in hopes of experiencing enlightenment. While studying under a guru may be helpful for accelerated spiritual devel-

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opment, ignoring one's genetic, racial or ethnic needs for fat and protein only diminishes health and vitality. This is obviously antagonistic to spiritual development. This becomes clear when you consider the fact that all hormones are protein based. Steroid hormones are derived from both protein and cholesterol, of which animal foods are not only the best source, but the most bioavailable as well. This is very important because hormones are molecules of emotion and any disruption of hormonal health/balance impacts our quantity and quality of consciousness. Since spiritual development is optimal and/or expanded consciousness (9) and our consciousness is dependent upon our bodily health, we need to be sure that we eat appropriately.

Q: Why would I want to eat meat when killing an animal is an extreme act of cruelty?

PC: Many vegetarians avoid eating animals because they are sentient creatures. But if you look at the research of Cleve Backster (See the books *Secret Life Of Plants* and *Secret Life Of The Cell*), you will find that plants, while less mobile, may be just as sentient as many animals! If so, then we can hardly avoid consuming sentient creatures for food. People should not be worrying about whether to eat meat. Rather, they should be more concerned about what they can contribute to society with what they've eaten.

Moreover, we can provide these animals with a better life than they might have otherwise had. Everywhere you look in nature, you will see that life eats life. If you've ever seen a wolf, lion, alligator, large snake or carnivorous fish kill their prey, you would be well aware that the experience of running and fighting for

your life while being gashed, bitten and bleeding to death is far more brutal than any method used by a skilled meat packer!

Q: Do you really think the 7 billion people on our planet can be sustained as carnivores without mass agro-industry and mass thoughtlessness of what this does to land and creatures?

PC: We can easily feed our population ethically and effectively with organic farming. China fed a MASSIVE population on a TINY land mass (only 14% of China's land is arable) for a very long time while importing little foods just by farming organically! In his *Farmers of Forty Centuries*, Professor King shows clearly that we could feed the world effectively through organic farming by following the lead of the Chinese farmers. The way to feed people in the future and not end up in wars caused by radical blood sugar and hormonal fluctuations is to husband plants and animals ethically and allow them evolve through love, respect and human consumption.

In addition, if you trust in Divine Law, if you trust in Mother Nature, you have to come to the conclusion that all native societies that were healthy ate meat so they could be healthy and maintain ecological balance. What would happen if we were to ignore the divine law of Mother Nature? If we were to stop eating the sheep in New Zealand, where the animals naturally proliferate, the consequences could be disastrous. Project mentally and you will surely come to the realization that what is now co-habitation of plant, animal and man would soon become an imbalance with sheep damaging the ecology by excessive eating, tramping and secretion of toxic body waste. Sadly, this is very much what man himself does most everywhere he goes these days!

Walter Russell said it beautifully in his description of the *Love Principle* (10). The microorganisms eat each other for the benefits of the grass (and plants), the zebra eats the grass, which serves him out of love, the lion eats the zebra, who serves him out of Love, the lion dies and feeds the microorganisms, serving them out of love and the whole cycle

continues. The plant evolves through the zebra, the zebra evolves through the lion, and the lion evolves through the experience of its group soul.

Conclusion

The most important thing any of us can do is eat organic foods and eat according to our metabolic type. By loving and respecting all we eat, we are fostering spiritual evolution of all. Mankind has proven beyond a shadow of a doubt that when he is unhealthy, he is less conscious, less rational and certainly more prone to violence. Studies such as those of Sir Robert McCarrison have also shown this to be true for animals. When we eat right, drink right and move right, we think right. Only when we think right/rationally, can we ever expect to improve the condition of the world and society as a whole!

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-End

Ask Paul

Paul frequently receives questions about the relationship between money, success and stress. In response, we thought it might be helpful to have Paul write out a sketch of how he balances these three aspects of life.

Many of you have heard me say that spiritual progression always moves through three distinct phases. The first is mastering the self, the 'I', or ego-self. The second phase is mastery of the 'WE' or relationships with another. The final phase is mastery of the 'ALL' or relationships with multiple people at any given time, such as being a parent, teacher, pastor, military officer, etc. In this framework of spiritual progression, I think it best to view money not simply as something to buy cars and groceries with, but as energy.

The first form of success is to accumulate enough energy to meet your personal needs. We must all care for, feed, and maintain the animal that carries our soul around in this domain. Therefore, your first success target is to determine how much money/energy it takes to eat right, drink right, and have adequate space or shelter to support your physical, emotional and mental needs. Only when you meet this requirement, can you effectively move forward into successful WE relationships. Sadly, many health and exercise professionals, who by design of their profession are in WE relationships, are working to accumulate money/energy in WE relationships while not having learned to effectively manage their own basic survival needs. What must be clear to all of you is that living and working this way, by Universal Law, only attracts the same kind of energy toward you. Your clients and the people around you will typically mirror your own progression with the exception of occasional offerings from the Universe to give you an option to "upgrade" your model. This means that those of you who are chasing money without having first gotten clear on what it is

to be healthy and vital are only passing this on to your family, friends, co-workers, employees and clients.

Those of you that have gotten clear on the importance of taking care of yourself, and managing and valuing your time will naturally begin attracting the same to yourself. Moreover, this means that the more balanced and healthy you are, the more successful you are at managing your own 'I', ego, or individuality, the more successful you will be at managing and guiding those around you. At the same time, the more successful you are in this regard, the greater the number of lost souls that will find you, requiring even more of your vitality and compassion, and challenging your self-limits still further. In short order, as any of my Level IV's can tell you from experience, you can be overrun by these lost souls and find yourself burned out, needing only to spend all your money/energy on yourself. You end up standing in a clinic or wherever you work saying to yourself, "I don't want to do this anymore!" Now, hear this from a man with lots of experience with and without money. No amount of money will matter until you get very clear on what it means to be successful and what you will do to achieve it. Ask yourself:

- How much time to I need each day to grow into the person I choose to be/become?
- How much money/energy do I need to do the things I need to grow into the person I want to be? How much will it cost me in energy to take the courses and buy the educational materials I need to develop into the person I choose to be/become?
- How much money/energy do I need to meet my individual needs as a growing soul who wishes to live in such and such a house, drive such and such vehicle, eat properly and so forth?
- What is realistic for the stage of development I am currently at? What is a



logical sequence of events when plotting my physical, emotional, mental, spiritual educational/developmental needs? Should I be someone that talks all day about finding water, but drills a six foot hole and then pulls his drill rod to run over to the next camp and drill another six feet while everyone in the region has an average well depth of 800 ft?

Once you've answered these questions, you determine how many hours you can effectively work in a day and still keep yourself healthy so that you actually represent your craft. Then, take your yearly money/energy needs and divide it by the number of hours you choose to work in a year. This will give you a number that for most people is 30-60% higher than you currently make per hour. Now you can remodel your goals and go more slowly. Or, you can simply increase your service to match your fee and, according to the great masters of making money such as Napoleon Hill, Earl Nightingale, Brian Tracy, Tony Robbins, you will get it. No, it won't just jump into your wallet, and for those of you with your own business you will still have to market yourself effectively. The benefit though is that you work in a fashion that is capable of supporting your health and wellbeing.

Now, you are ready to be more effective in your WE relationships. For CHEK Practitioners, this is for one simple

(Continued on page 20)

CHEK REPORT QUIZ

To earn CHEK points, good toward renewing your CHEK Certification(s), you must read the entire content of this issue and complete the quiz, answering at least 75% of the quiz questions correctly. Select the best answer and write in the corresponding letter on the answer sheet (page 11). Return a copy of the answer sheet to the C.H.E.K Institute via fax (760.477.2630), e-mail (educate@chekinstitute.com) or post (Sycamore Business Center, 2105 Industrial Court, Vista, CA 92081). You may also create your own answer sheet as long as you include your name, address, phone number and e-mail, along with the answers and quiz number. Always save a copy of your answers.

You will earn 1 point with a passing mark on this quiz. You will need to save your returned certificate to submit when you renew your certification. The C.H.E.K Institute will not automatically apply the credits toward your renewal. You must submit your answer sheet before **October 31, 2005** to receive points.

1) The two main substances formed during grilling that scientists believe may be carcinogenic are _____ and _____.

- a) Polycyclic Aromatic Hydrocarbons and Sodium Nitrite
- b) Heterocyclic Amines and Polycyclic Aromatic Hydrocarbons
- c) Polycyclic Aromatic Amines and Heterocyclic Hydrocarbons
- d) Heterocyclic Amines and Sodium Nitrite

2) In addition to forming in grilled meats, Polycyclic Aromatic Hydrocarbons can appear in:

- a) goat and cow's milk
- b) blueberries, green tea and red wine
- c) allspice, nutmeg and cinnamon
- d) any food treated with a fungicide or pesticide

3) To reduce the amount of HCA's in your food when you grill you can:

- a) trim excess fat off meats to prevent dripping onto hot grill parts
- b) cook meats closer to the rare side of your preferred range of doneness
- c) marinate meats in oil free or reduced-oil marinades prior to grilling
- d) all of the above

4) Cooking at higher heats may destroy some of the nutritional value of meats because:

- a) higher temperatures decrease the speed of the atoms in the meat, breaking molecular bonds of enzymes
- b) higher temperatures increase the speed of the atoms in the meat, damaging the healthy enzymes contained in the meat
- c) the prions that cause mad cow disease are more likely to form at high temperatures
- d) most essential vitamins degrade

quickly even at low temperatures

5) Weston A. Price discovered that:

- a) pH is specific to body compartment
- b) plants are just as sentient as animals
- c) sprinting around the block once will produce a greater shift in pH than eating nothing but meat all day
- d) there were no healthy vegetarian societies or tribes. Where there were vegetarian societies, there were always more healthy tribes nearby that consumed meat

6) Since 1908, the amount of vegetable oils consumed has _____, the amount of animal fats consumed has _____, while the incidence of heart disease has _____.

- a) increased, increased, decreased
- b) decreased, increased, decreased
- c) increased, decreased, increased
- d) decreased, decreased, increased

7) True or False: You can get increased inflammation from omega 6 rich vegetable oils just as rapidly as you can with animal foods.

- a) True
- b) False

8) The U.S. uses roughly _____ pounds of chemicals such as pesticides, fungicides, herbicides and rodenticides annually.

- a) 2,000,000
- b) 20,000,000
- c) 200,000,000
- d) 2,000,000,000

9) Since spiritual development is optimal and/or expanded consciousness, vegetarianism inhibits spiritual development because:

- a) it balances our hormonal system and

- spiritual development can only arise from a hormonal system in flux
- b) vegetarianism precludes animal foods that contain the most bioavailable sources of certain proteins and cholesterols necessary for a balanced hormonal system which in turn is necessary for optimal consciousness
- c) vegetarians cannot make use of animal consciousness that meat eaters gain by consuming animal foods
- d) chlorophyll has been shown to inhibit neural function

10) The benefits of going vegan are not inherent solely to being a vegan per se, rather

- a) by adopting a vegan lifestyle they avoid toxic substances that are in commercial, processed products
- b) the vegan avoids nitrites which are carcinogenic
- c) they have increased their consumption of trans fatty acids and in turn are more healthy
- d) they are more likely to have replicated the diet of ancestral humans and so are eating healthier

11) The research of Cleve Baxter shows that plants:

- a) are carnivorous
- b) have eaten by humans as a primary food staple in all parts of the world that have a winter
- c) are sentient creatures
- d) were the most important food consumed by native American spiritualists

12) Only _____ percent of China's land is arable, yet they managed to feed their population effectively through organic farming while importing _____.

- a) 25%... only wheat

- b) 14%... very little
- c) 10%... beef
- d) 4%... chicken

13) Excessive amounts of milk can cause _____ because _____.

- a) osteoporosis... the bacteria that cause tuberculosis also can bone degeneration
- b) scurvy... large amounts of calcium inhibit the absorption of vitamin C
- c) osteoporosis... dairy products can actually inhibit the absorption of calcium
- d) anemia... people who drink that much milk are less likely to consume foods higher in iron

14) Select the letter below that orders the foods correctly from highest estimated absorbable calcium to lowest estimated absorbable calcium.

- a) Spinach, Pinto Beans, Almonds, Kohlrabi
- b) Sesame seeds, Kale, Spinach, Brussels sprouts
- c) Turnip Greens, Milk, Broccoli, Sesame seeds
- d) Oranges, Spinach, Cranberries, Cabbage

15) Hunt and Hillsdon describe four stages of learning. They are:

- a) Unconscious incompetence, Conscious incompetence, Conscious competence, Unconscious competence
- b) Precontemplation, Contemplation, Preparation, Action
- c) Spiritual, Identity, Behavioural, Environmental
- d) Accepting advice, Accepting coaching, Accepting responsibility, Accepting belief

16) The SCORE model is:

- a) a model of coaching that focuses on developing the spirituality, identity and beliefs of the subject
- b) useful to understand when someone is not carrying out a behavior
- c) is a coaching model focused on three main areas – the desired situation, the present situation, and the future solutions
- d) helps to understand the formation of habits

17) Change occurs in a person's behavior only when:

- a) When the person finally moves into the maintenance stage of change
- b) the person is motivated by pain
- c) the person is conditioned through rewards
- d) the desire to change is greater than the resistance to change

18) Engaging in ALL relations without having mastered the I level of development is likely to be problematic because:

- a) you are likely to absorb the deficits of others
- b) you are likely to copy your own deficits into those with whom you have the relationships
- c) you will spread your energy inefficiently
- d) you won't be able to plot a reasonable sequence of events in your development

19) Your first success target should be to:

- a) realize that success is an ongoing process
- b) suspend your all relations until you have mastered earlier levels of development
- c) master your WE relations
- d) determine how much money/energy it takes to eat right, drink right and have adequate shelter to support your physical, emotional and mental needs

20) Someone may be said to have a habit when they:

- a) know how to do, what to do, and wants to do
- b) have moved through the behavior stage of the Alignment Model
- c) When they are at the stage of unconscious incompetence in learning
- d) When they have achieved the action stage of change



Quiz Answer Sheet (Quiz #9)

Name: _____

E-mail*: _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

19. _____

20. _____

* If you do not have an e-mail address, we will mail you your results. Please include your mailing address with your answer sheet.

3rd Quarter 2005

Facilitating Client Behavior Change through Lifestyle Coaching

By: Leigh Brandon, CHEK III, NLC I, MTIL[®], Golf Biomechanic

Introduction

“Knowledge is NOT Power, Only Applied Knowledge is Power”, Paul Chek.

For our clients and patients to be successful they need to change their lifestyle or behaviors to put our great programs into practice. This article outlines some of the theory behind behavior change and also provides an introduction to one technique to use with your clients to help them make the necessary lifestyle changes.

Contents:

1. Why do CHEK Practitioners need to focus on Behavior Change?
2. What is Coaching?
3. Stages of Change
4. Stages of Learning
5. The Alignment Model
6. The SCORE Model.

1. Why do CHEK Practitioners need to Focus on Behavior Change?

Put it this way, if you gave a client the best corrective exercise, nutrition and lifestyle program in the world, how effective would it be if they didn't follow it? It would be about as much use as a chocolate teapot! Furthermore, who do you think your clients will blame when they don't achieve their goals? If they are unsuccessful, they are likely to blame YOU, and your program. The last person they are likely to blame is themselves. Therefore, it is essential we help our clients take responsibility for their own health and vitality. By coaching, we can help them to do this.

2. So What is Coaching?

- Coaching is asking the right questions to allow the client to come up with their own solutions.
- Coaching is NOT giving advice. Giving advice only builds resistance to change (1, 2).
- Coaching is always believing there is a solution to every problem.
- If you lose that belief, being a successful coach will be unlikely.
- Coaching is emphasizing there is no such thing as failure, only feedback.
- Feedback can be from within or from another person.
- The meaning of your communication is the response you get.
- If you ask someone to do something and they do something different, this might mean there was something incorrect about your communication. You must take responsibility for your communication and the meaning other people put on that communication.
- If something isn't working, do something else.
- Someone once said, “If you do what you've always done, you'll get what you've always got”. I've also heard Paul Chek say, “The definition of stupidity is attempting to do the same thing over and over expecting to get a different result”. Common sense I know, but people often need to be reminded of this.

To be a good Coach, you must believe your client has the perfect solution inside of them. Once you lose that belief, you stop coaching and start advising and as I've pointed out, advice leads to resistance. We want to teach our clients to fish for themselves, not give them a fish, right? This means that coaching is helping your clients take responsibility for their own actions. If you do not help your clients take responsibility for their own health and wellbeing you are reducing their likelihood of success.

Stephen Covey suggests that, “responsibility = the ability to respond” (3). People have the ability to respond in any way they

(Continued on page 14)



CHEK Travel Journal

by Penthea Crozier



AS CHEK Report readers will know, Paul and I do travel a great deal! Generally, we fly to our destinations; quicker and definitely easier when traveling overseas! However on our most recent trip, I decided to drive. I had the time and more importantly for Paul, I could bring a large quantity of exercise equipment with me! Bearing in mind that United baggage handlers tend to look at you a little strangely when you attempt to carry an entire gym in your luggage, a car was definitely an important item for this trip.

I would be driving from San Diego to Denver to pick up Paul from the airport. He had been teaching Level 2 of the Nutrition and Lifestyle Coaching program in Brisbane, Australia, and was flying in to Denver so he could attend a course in Crestone, Colorado, a small town nestled at the foot of the Sangre de Cristos mountains. I loaded up my car with the essentials: Swiss balls, mats, clubbells, kettlebells, espresso machine and accoutrements, plus a few items of clothing and a case of books for me, and set out. My little Ford Escape (Hybrid version, of course!) and I headed north on I-15, through Las Vegas and into Utah where we were brought up short by a large wildfire spreading across the freeway. Deciding not to risk finding my way around it in the dark, I camped up overnight and pushed on to Denver the next day. It was spectacular driving across the Rockies – a must-do trip for the amazing scenery. All the weight in the car meant that I was reduced to a bit of a crawl up the steepest sections of I-70, but when you are surrounded by mountains and beautiful countryside, it really doesn't matter.

Rendezvous-ing with Paul in Denver, we spent the night there and after an obligatory visit to one of the best bookstores in the world, The Tattered Cover Bookstore, we drove down to Crestone. The Crestone area is considered to be a center of unique spiritual energy, with many different spiritual communities located there. It is also a center for alternative building, permaculture and sustainable living. Many homes are "off the grid" and completely self-sufficient for power and water. Each house was different, unlike the identical tract-housing that covers much of San Diego, with spirals and domes as common shapes, straw-bale construction, earth-ships, lots of adobe and solar panels. Paul and I were inspired, as we both would like an environmentally-friendly and unusually-styled home.

Paul attended a course with Rowena Kryder, an amazing person who works with archetypes, symbolism, art and sacred science. She has created the most wonderful art, which you can see at www.creative-harmonics.org. I spent my time reading and studying some programs I have been wanting to get to for a while, hiking and catching up on some projects. Both of us enjoyed working out with the clubbells and kettle bells on the balcony of the little wood cabin we had rented for the week. You really don't need a fully-equipped gym when you have those and a Swiss ball. The mosquitoes also enjoyed Paul, although I obviously was not as tasty!

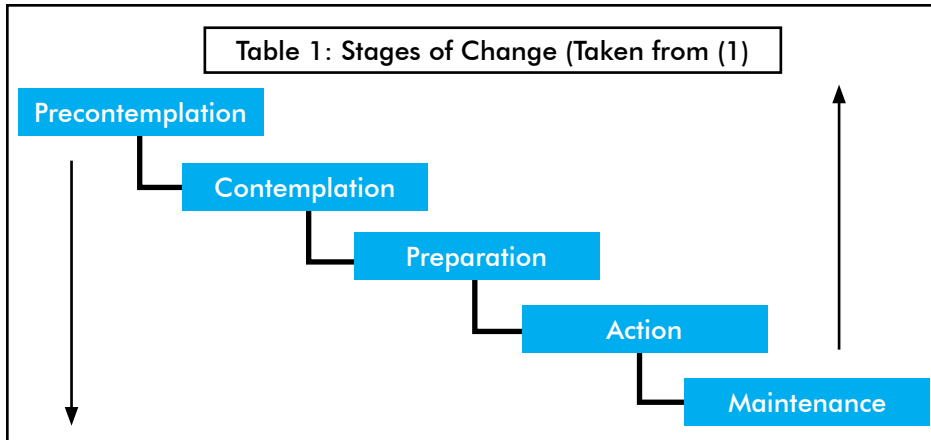
After a week in peaceful Crestone, we drove back together via Durango, Mesa Verde National Park, Four Corners and Sedona, taking our time and making the trip in six days. Paul continued his kettle and clubbell workouts in the parking lots of the hotels, generating plenty of comments from bemused guests who wondered what this crazy guy was doing swinging what looked like a large baseball bat around his head! I think next time I'll make up a leaflet to hand out – it'll save time explaining!



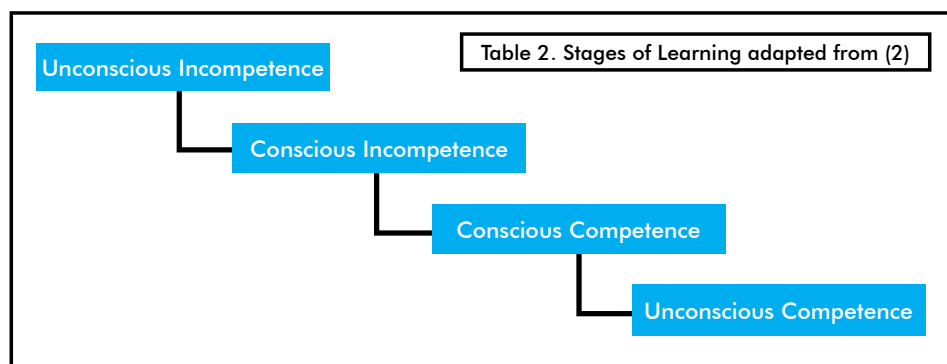
choose to any situation. For instance, people can choose to be depressed and make poor dietary choices because they are overweight. Alternatively, they can choose to be positive and happy and do something about it. It is a choice we humans have.

3. Stages of Change

It is worth noting here that people go through stages of change. These changes are shown in the table 1 below:



An example of Precontemplation might be someone whose weight has crept up slowly over a number of years and they haven't really noticed. Therefore, they have no intention of trying to lose weight. Then they may begin to notice their clothes no longer fit them and climbing the stairs at work leaves them out of breathe, but they do not have any motivation to do something about it. They have now moved forwards to the stage of Contemplation. As time moves on, they may decide that they need to do something about it. They may look up health clubs or slimming clubs, but not call or visit them. This is the stage of Preparation. Then they may move forwards to the Action stage where they may visit and begin with a slimming club, health club or hopefully CHEK Practitioners and NLCs. Once they have continued to follow the regime for approximately 6 months or longer, they are into the Maintenance stage. It is important to understand that people can slip very quickly from the Maintenance Stage back into their old bad habits. It is especially likely during times of high stress. This is why I recommend my clients have at least 1 dedicated Coaching session per month.



What Motivates People to Change?

People are motivated to move away from pain and towards pleasure. During coaching sessions, clients are asked to focus on their goals and how life will be different when they have achieved them (towards pleasure). In the Coaching Model I will explain later, there is more focus on pleasure to excite clients emotionally and culti-

vate confidence in success. Dwelling too long in the pain of how they are now can put them into a 'doom and gloom' frame of mind.

Being out of their comfort zone.

For many, working outside their comfort zones is the biggest stumbling block to success. Change is uncomfortable. Many people perceive the changes they have to do in their lifestyle to be greater than the current pain they are in. For instance, a client may have to 'clean up' their lifestyle, but having to prepare meals to take to work with them each day may be a bigger perceived pain than the health problem they have. Change will only occur when the desire to change is greater than the resistance to change. Your job as a Coach is to manage your client through that uncomfortable period and help reduce the resistance to change.

4. Stages of learning

According to Hunt and Hillsdon, there are the four stages of learning (Table 2).

When beginning to help a client, you will need to give them some advice. Giving advice is 'the what to do', whilst Coaching is the 'how to do'. For many, they will not realize they do not know how to do certain exercises correctly or think they eat a healthy diet. These people will be Unconsciously Incompetent. They will not realize they don't know the correct way. When you do begin to give them the advice, they will realize they don't know the correct way. Then they become Consciously Incompetent. This is often when they will be out of their comfort zone and will need coaching and positive feedback the most to get them through this period of change. After some time, they will be able to for instance perform a front squat correctly, but they will have to think about it. They will then become Consciously Competent. Once they have performed enough repetitions (perfect of course), they will not have to think about technique. They have then become Unconsciously Competent. Each stage of learning can benefit from coaching. When your clients improve, they will have new things to learn and the cycle will recommence.

(Continued on page 18)



Understanding our Milk Industry

By Jennifer Sharpe

Nature in its raw form is the best. You can prove this by eating a plastic flower petal and a real flower petal. Not the same is it? So why have we changed the milk we consume? What are the ramifications of changing what nature made for our health? How do you know if you are one of those who are consuming milk and feeling side effects that are never talked or written about? Why are the countries with the highest intake of dairy products invariably the countries with the most osteoporosis?

Let me try to answer some of these questions. Why do we drink so much milk? For the most part, it is because we are told that we need it to avoid diseases such as osteoporosis. However, excessive amounts of dairy products actually interfere with calcium absorption. The excess protein that the milk provides is one major cause of the osteoporosis problem. So if you drink less milk, where do you get your calcium? Dr Hegsted in England says the answer is "from exactly the same place the cow gets the calcium, from green things that grow in the ground," mainly from leafy vegetables. After all, elephants and rhinos develop their huge bones (after being weaned) by eating green leafy plants, so do horses. It seems that all of earth's mammals do well if they live in harmony with their genetic programming and natural food. Only humans living an affluent lifestyle have rampant osteoporosis.

Pasteurized milk is especially unhealthy. Experimental animals deteriorate rapidly on pasteurized milk. Calves fed pasteurized milk die within 60 days. In general, milk comes in a raw form or a pasteurized and homogenized form. Pasteurization has been around since Louis Pasteur discovered the process in the mid-1800s. The major rationale behind pasteurization is that it eliminates the risk of contracting TB (tuberculosis), but the statistics have never shown that pasteurized milk is any safer than certified raw milk. Pasteurizing milk destroys enzymes and reduces the vitamin content by over 50 percent. Pasteurization does not lower the bacteria count of the milk, for germs grow faster in pasteurized milk than in raw. In fact,

raw milk contains beneficial bacteria such as lactobacillus acidophilus which holds the putrefactive bacteria in check. So you're more likely to find harmful bacteria in your pasteurized milk.

The list of problems that have been associated with the consumption of milk and dairy products includes iron deficiency anemia, allergies, diarrhea, heart disease, colic, cramps, gastrointestinal bleeding, sinusitis, skin rashes, acne, arthritis, diabetes, ear infections, osteoporosis, asthma, autoimmune diseases and possibly even lung cancer, multiple sclerosis and non-Hodgkin's lymphoma. Milk and dairy products are acid-forming and mucus-producing substances that provide the ideal bodily environment for many children and adults to experience increased frequency of colds and flues.

Many studies have researched milk and its side effects. In fact, Robert Cohen argues in his book *Milk – The Deadly Poison*, that:

- Milk is the reason that one out of six American women will develop cancer of the breast.
- Twenty-five million American women over the age of forty have been diagnosed with bone crippling arthritis and osteoporosis. These females have been drinking in excess of two pounds of milk per day for their entire adult lives. Why are their doctors blind to the fact that drinking milk does not prevent osteoporosis?
- Calcium in milk is not adequately absorbed and milk consumption is the probable cause of osteoporosis.
- Milk is responsible for allergies, colic, colitis, earaches, colds and congestion in young children. Research indicates that one bovine protein in milk destroys the insulin-producing beta cells of the pancreas, causing diabetes.
- The Food and Drug Administration (FDA) used to allow a small amount of antibiotics in milk. FDA scientists recognized that consumers should not be drinking a fluid containing antibiotics. In 1990, the one part per hundred-million antibiotic

(Continued on page 16)

residue in milk standard was increased by one-hundred times to one part per million. As a result, new strains of bacteria developed, immune to the 52 different antibiotics found in milk. Antibiotics no longer work because Americans have been drinking milk and eating dairy products containing increased hormones.

Finally, if milk were not pasteurized, it would have to be produced under far more sanitary conditions. Pasteurization hides the low quality of commercial milk, just as flour bleach hides the musty state of poor wheat. Homogenization is another trick. It permits the mixing of stale milk with fresh, which without homogenizing would exhibit the tell-tale curdling of staleness, so we are drinking stale milk we just can't tell.

My recommendation is that if you have any questions about whether milk is causing your health problems, stop consuming dairy for 1-3 months and if your health problems 'disappear' then yes dairy was the source.

For alternatives to processed dairy products, I have found raw milk and milk products at www.organicpastures.com or (559) 846-9732. Prices range from a gallon of raw, full fat milk at \$8.00, to raw, low fat milk at \$7.00, and butter at \$7.50/lbs. All of their products are shipped by UPS and take 1 day to arrive.

So avoid processed milk and you'll lead a happier, healthier life. The choice is with you.

Sources of Calcium developed by Brenda Davis, R.D.

The chart gives a summary of calcium rich plant foods, calcium content, absorption rate and total estimated absorption.

Food	Serving Size	Calcium Content (mg.)	Fractional Absorption (%)	Estimated absorbable
Raw cow's milk	1 cup	300	32	96
Almonds, dry roasted	1 oz.	80	21	17
Beans, pinto, red, or cranberry	1 cup	82-89	17	14-15
Broccoli, boiled	1 cup	178	53	94
Brussel sprouts, boiled	1 cup	56	64	36
Cabbage, green, boiled	1 cup	50	65	33
Kale, boiled	1 cup	94	59	55
Kohlrabi, boiled	1 cup	40	67	27
Mustard greens, boiled	1 cup	104	58	60
Oranges, navel	1 medium	56	n/a	n/a
Sesame seeds, unhulled	1 oz.	381	21	58
Spinach, boiled	1 cup	244	5.1	12
Turnip greens, boiled	1 cup	198	52	103

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Correspondences:

Paul Chek
Dr Mel Stiff
Dr. Royal Lee

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NLC level 3
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(510) 523-4833

-End



2005 SCHEDULE

USA

Nutrition & Lifestyle Coaching Level 1
Aug 5-7, Vista, CA
Instructor: Dr. Oliver

Fitness Resources NY
Aug 6, New York, NY
Presenters include: Paul Chek

Fitness Resources
Aug 7, Tampa FL
Presenters include: Paul Chek

CHEK Exercise Coach
Aug 16-20, Dallas, TX
Instructor: Suzi Nevell

Dallas Mania SCW Fitness
Education Convention
Aug 26-28, Dallas TX
Trade Show: Paul Chek

Nutrition & Lifestyle Coaching Level 1
Sept 9-11, Miami, FL
Instructors: Emma Lane

CHEK Exercise Coach
Sept 13-17, Miami, FL
Instructor: Suzi Nevell

CHEK Exercise Coach
Sept 14-18, Vista, CA
Instructor: Janet Alexander, Chris
Maund w/ Robert Yang

Nutrition & Lifestyle Coaching Level 1
Sept 30-Oct 2, Vista CA
Instructor: Dr. Oliver

C.H.E.K Certification Level 2
Oct 4-8, Vista CA
Instructor: Janet Alexander and Chris
Maund

Midwest Mania
SCW Mania Conventions
Oct 7-9, Chicago IL
Trade Show: Paul Chek

CANADA

Can Fit Pro Convention
Aug 19-21, Toronto
Trade Show: Paul Chek

EUROPE

CHEK Exercise Coach
Aug 16-20, Eastbourne UK
Instructor: Mark Buckley w/ Emma Lane
Contact: Paul Chek Seminars

CHEK Exercise Coach
Aug 24-28, Halmstead, Sweden
Instructor: Jon Bowskill
Contact: Eleiko Sports AB

Fitness Forum Multi Trax
Sept 2-4, London Heathrow, UK
Trade Show: Paul Chek
Contact: Paul Chek Seminars

Nutrition & Lifestyle Coaching Level 1
Sept 9-11, Eastbourne, UK
Instructor: Emma Lane
Contact: Paul Chek Seminars

Nike Convention
Sept 10-11, Denmark
Trade Show: Paul Chek
Contact: O2 ApS

Nutrition & Lifestyle Coaching Level 2
Sept 14-18, Eastbourne UK
Instructor: Paul Chek and Dr. Oliver
Contact: Paul Chek Seminars

Seminars in Denmark
Sept 23-25, Copenhagen, Denmark
Presenter: Paul Chek
Contact: O2 ApS

Seminars in Sweden
Sept 30-Oct 2, Halmstead, Sweden
Presenter: Paul Chek
Contact: Eleiko Sport AB

C.H.E.K Certification Level 1
Oct 31-Nov 4, Eastbourne, UK
Instructor: Janet Alexander
Contact: Paul Chek Seminars

SOUTH PACIFIC

C.H.E.K Certification Level 1
Aug 2-6, Melbourne, Australia
Instructor: Mark Buckley
Contact: HQH

Golf Biomechanic
Aug 22-28, Auckland, NZ
Instructor: Janet Alexander
Contact: HQH

Nutrition & Lifestyle Coaching Level 1
Oct 21-23, Wellington, NZ
Instructor: Emma Lane
Contact: HQH

Nutrition & Lifestyle Coaching Level 1
Oct 28-30, Melbourne, Australia
Instructor: Emma Lane
Contact: HQH

C.H.E.K Certification Level 1
Nov 8-12, Sydney, Australia
Instructor: Mark Buckley
Contact: HQH

Contacts:

Please contact the C.H.E.K Institute for all events unless otherwise noted. Always verify that dates have not changed prior to booking flights. Please check the web site for the most up-to-date locations and dates.

Fitness Resources
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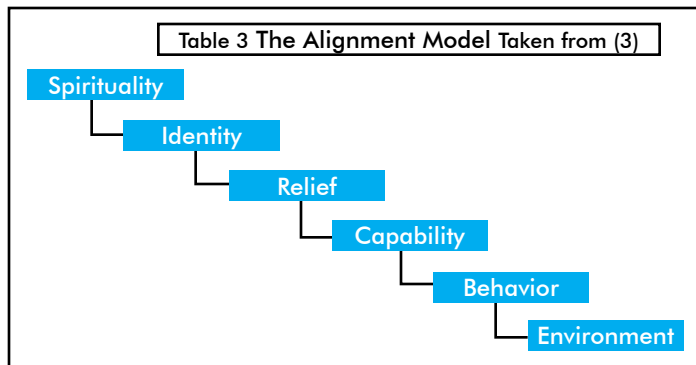
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When a client reaches the Unconscious Competence Stage, they can then begin to form a habit. As Covey states, "A habit is when someone knows 'how to do', 'what to do' and 'wants to do'" (3). For our clients to be successful, our programs have to become habitual. Therefore, they have to know what to, they have to know how to do it and they have to want to do it. This can only be achieved with an intelligent mix of advice and coaching.

5. The Alignment Model

The Alignment Model is useful to understand when someone is not carrying out a behavior that would help them towards their goals. Ultimately, every action (or behavior) has a positive intention. So when someone is behaving in a way that doesn't appear positive or effective it may be worth referring to the Alignment Model to try to understand why. The Alignment Model works in a similar manner to The Survival Reflex Totem Pole. It has a hierarchical order and you need to focus on the highest first area which is out of alignment. Each section is affected by those above.



Spirituality:
At the top of the Alignment Model is Spirituality. In this sense, Spirituality is your Life's Mission or purpose. For most, Spirituality is often subconscious thoughts. For instance, you may have someone training to be a Doctor and they desperately want to help people. However, when they discover how medications are tested on animals, they decide to leave the medical profession because hurting animals doesn't sit comfortably with them.

Identity:
People identify themselves as being a certain way. Overweight people may identify themselves as overweight and therefore live a lifestyle in line with that identity. After completing my CHEK Level III course, I didn't identify myself as being a personal trainer anymore. I then felt very uncomfortable in a Health Club environment and soon left.

Belief:
Belief has a huge bearing on behavior. If someone believes that a particular task will not be successful or worthwhile, they are far less likely to do the task. Alternatively, they may do the task, but not as well as if they believed it would be successful. This is why major records or barriers often appear to be insurmountable until they are broken. Just look at what happened

after Roger Bannister broke the 4-minute mile for the first time. Many others broke the barrier soon after. If a client believes your corrective exercise program will help them to achieve results, they are much more likely to do it and do it successfully than if they didn't believe it would. It is therefore important to fill your clients with belief that your programs work. Testimonials can be very useful to build belief.

Capability:
If someone does not have the capability to do something, they will require training before they can do it. When I became a Fitness Manager of a Health Club, I first could not understand why the trainers did not talk to and service the members. After a few days it was clear that the majority of them did not have the capability to do so. After intense training, this was soon turned around.

Behavior:
Behavior is what people do. If all the above factors are in alignment, the correct behavior normally happens. If someone's Spirituality, Identity, Beliefs and Capability are all in alignment with a specific task, there is no obvious reason why a particular behavior should not take place. If a client is not changing their lifestyle as required it is usually one of the factors above Behavior that is out of alignment. Address the area or areas that are out of alignment and the lifestyle change should follow.

Environment:
It is rarely the case that environment will stop someone from performing positive behaviors. Even someone who lives in a remote place with little financial resources can still lead a healthy, happy life. For instance, if someone lived far from my place of work and only had £100 to spend on my services, I would suggest they purchased *How to Eat Move and Be Healthy* and *You are What You Eat* and follow the guidelines provided.

6. The SCORE Model:

There are many Coaching Models used. However, the one that I have found effective and easy to use is the SCORE Model which was taught to me by Nic Jarvis of The Alignment Partnership.

- It has three main areas:**
- 1)The Desired situation, the outcomes and the effects of the outcomes.
 - 2)Present situation, the symptoms and causes of the symptoms.
 - 3)Future solution and resources required.

Beware, before using the SCORE Model, you must gain good rapport with your client. Attempting to use the SCORE Model without good rapport will normally result in your client becoming defensive and non-cooperative.

The Desired Situation:

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The Desired Situation allows you to fully understand your client's desired outcomes and goals. It also allows you to understand why they want to go there and their reasons for pursuing that goal. Finally you and your clients will gain some insight into how attaining those goals will affect the client's life. This helps to build motivation by making them more aware of the rewards if successful. Without finding out the underlying reason for wanting to change it is very difficult to motivate them in the future.

When finding out their Desired Situation, you can use questions like:

- Where do you want to go?
- What do you want to do?
- What will be the results of that?
- Why is that important to you?
- What will you gain from achieving the goal?
- What impact will achieving the goal have?
- How will your life be different?

It is essential to paraphrase and use active listening skills. Asking a list of questions will not get you very far. For many, listening, I mean really listening is a challenge. It is also tempting to start giving solutions at this stage because you have a solution. However, just remember that advice builds resistance to change.

Present Situation:

The Present Situation establishes where they are now. What are the symptoms? What is currently going on? It is also an opportunity to ask the client what they believe are the causes or reasons for their current condition. What has stopped them from getting to where they want to be? Again, it is important not to dwell too long on the Present Situation so they do not become stuck in a mood of doom and gloom.

What is important at this stage is to ensure your client is focussed at cause and not at effect. What do I mean by this? Well, when an action takes place it causes an effect. When a boxer punches his opponent in the head, there are a number of effects that might occur. One might be a split lip. In this instance the cause was the punch and the effect was a split lip. Clients that do not take responsibility for their own actions live in effect. You might hear them say,

- "I'm overweight because my parents are overweight."
- "I was late for work because the train was late."
- "I'm too busy to go to the gym."

Sound familiar?

However, clients who get to cause take responsibility for their own actions.

- Despite their parents being overweight, they eat right and go to the gym.
- They take an earlier train to ensure they get to work on time.
- They arrange their life so they have time to go to the gym.

People who allow external factors to affect them are normally the people you hear complaining about everything.

When asking your clients about their Present Situation, you can use questions such as:

- Where are you now?
- How's this happened?
- What's stopped you getting where you want to be?
- What's stopping YOU achieving your outcome? (to get them to cause)

Future Solution

Establishing future solutions includes asking the client about:

- The best plan of action for them to be successful, the solution.
- The resources will they need to get there.
- The challenges will they face.
- Setting SMART goals.

You can use questions like:

- What would you consider a perfect solution?
- How will you know when you are ready to change?
- How will you go about deciding on the best way to achieve the best solution?
- What can you do in the next 7 days to move towards your goal?

Also, you can get them to set just 3 goals. This stimulates action and prevents procrastination. Regular follow-ups are required to obtain feedback, monitor progress and help facilitate further action towards the goal. Weekly follow-ups are optimal, especially initially.

A Regular Review may include questions such as:

- What were your goals (for the week)?
- Remind me, why they are important to you.
- How did you get on?
- What challenges did you face?
- How will you overcome those challenges moving forwards?
- What can you do in the next 7 days to move towards your goal?

Putting SCORE into a CHEK Situation

In the initial consultation discuss your client's HAQ results to help build rapport. Asking questions about your clients will help to put them at ease and build rapport. Once you have built enough rapport (you should be able to sense it), begin with the Desired Situation. After you have exhausted all the reasons why they want their results, you can move onto the Present Situation. When you have completed the Present Situation, you can explain to them the options open to them in terms of CHEK assessment, NLC assessments, programs and coaching. This is the time to give advice.

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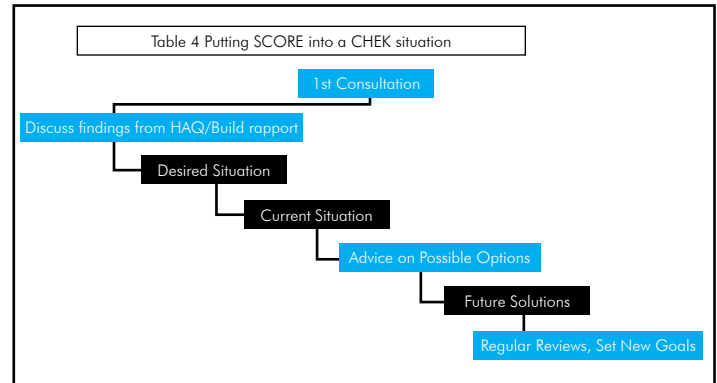
Then, you ask your client to tell you the perfect solution. If they come up with the solution, they will not have any objections. You can also cover any potential barriers to behavior change at this point and ask your client to come up with solutions in advance of the barriers happening. Many people do not think ahead to possible obstacles. Then, when they hit an obstacle they feel overwhelmed and normally give up. If they were expecting the obstacle and have a 'Plan B', chances are they will overcome it.

Summary

- We need to focus on Behavior Change to ensure our knowledge is applied by our clients.
- Coaching is asking the right questions to allow our clients to take responsibility for their own actions and come up with the best solutions.
- We must manage our clients carefully through the periods of 'Action' and 'Conscious Incompetence' when the clients will be out of their comfort zone.
- Using the SCORE Model is a powerful tool to facilitate behavior change.

References

1. Rollnick, S. et al. *Health Behavior Change - A Guide for Practitioners*, Churchill Livingstone, 1999.
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3. Covey, S. *Seven Habits of Highly Effective People*, Audio CD, Simon & Schuster Audio, 1999.
4. Jarvis, N. and J. Patrick. *NLP for Fitness Professionals - Course Manual*, Coach 4 Life, 2002.

Further Reading

1. Flaherty, J. *Coaching, Evoking Excellence in Others*, Butterworth-Heinemann, 1999.
2. Landsberg, M. *The Tao of Coaching*, Harper Collins, 1997
3. Landsberg, M. *The Tao of Motivation*, Harper Collins, 2000.
4. O'Connor, J. & I. McDermott. *Principles of NLP*, Thorsons, 1996.
5. Lundin, S. et al. *Fish*, Hodder & Stoughton, 2001.

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reason. Many of our clients are broken and ill because they are responding to the stress of not doing exactly what I've described. Moreover all of the rubbing and poking by traditional medical practitioners won't fix someone who doesn't know when they are successful. Even if you aren't a C.H.E.K Practitioner, if you have mastered the I phase, then your own life will be healthy enough that those you engage in WE relationships won't suffer the overflow of your personal stresses and deficits.

When you can consistently get good results when working one on one, you will be able to graduate to the point of having effective ALL relationships. Be warned that whatever mistakes or unfinished business you have as an I person, you bring to WE and ALL relationships, thus you can only harvest what you are in others. In my opinion, it is big mistake to put yourself in an ALL role (parent, coach, teacher) before you have gone through this process. All you can do is copy your deficits into more people. In the end, this just perpetuates what you see coming from most university settings today. Most professors either never practiced in the real world, or they got a teaching job because they couldn't make it in the real world. So what we get is millions of people graduating with a degree in how to be ineffective in the world. Sound familiar?

In summary then, each of us is the foundation of what we do for a living. Therefore, your first step to success is get-

ting clear as to whether your current work is the line of work you should be in or not. Regardless of how you use/grow your money, be it multiple income streaming, property investments, stocks and bonds, you can only find happiness when you are living true to your dream and your idea of success both of which begin inwardly first. Money is not an indicator of success. How you use money relative to your own idea or model of success is the only way you can gauge success. This doesn't mean, however, that you can ignore your money. If your expenses exceed our income for too long, the stress it creates will erode any joy of success you may acquire because you are eating away at your animal existence, which is by necessity the foundation of spiritual growth and existence in this energy domain. Next, when you know what it is that you want to offer yourself, others and the world, don't feel like you must do it all yourself. I tried that and lost everything in 1995! It was a great lesson and taught me to do what I do best and hire others to complete your team (or marry them)! Finally, know that success is an ongoing process because, by your very nature as a human being, every time you climb to the top of a mountain, you will always want to know what's on top of the next mountain in the range, or in another range. So you may as well get the process right as soon as you can so you don't kill yourself climbing mountains that are too steep for beginners!

Paul Chek

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