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A Study of Resistance to Change in Dietary Habits:

A “Practical Vegan” Health Campaign of Person-Centered Care

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Summary

Practical Vegan (PV) Campaign Theme: Increasing the plant to meat ratio may result in less illness and lower medical costs

Logos Radio: Cardiologist Dr. Noah Chelliah delivers the vegan campaign message on his Logos Radio 88.3FM station in Grand Forks, North Dakota; he establishes his credibility as a board certified cardiologist with no commercial interests at the start of each radio broadcast

Audience resistance to his message that must be overcome: fanatical vegan scare, backlash from corporate interests, backlash from other physicians, omnivore eating habits, complexity of nutritional information, false beliefs about meat being necessary for protein, lack of vegan culinary options, negative semantic association with the word “vegan,” and replacing an either/or reaction to all or nothing veganism to a multivalued approach to veganism: omnivore ratios – e.g., 80:20 is better than 60:40

Campaign themes: omnivore & carnivore eating habits make us sick, vegan lifestyle may result in up to 85% fewer illnesses, public & personal health care costs will continue to increase on non-vegan diet but will continue to decrease on vegan lifestyle, & a person-centered ethic of caring operates as the basis for a PV diet

Recommendations from the study: Publicize “Vegan Heroes” (e.g., Carl Lewis and Edwin Moses from track, Charlene Wong from figure-skating, Ronda Rousey from mixed martial arts, & Hannah Teter from snowboarding), form a

non-profit certification for practical veganism, distinguish vegan diets in general from vegan weight loss/gain diets, broadcast updates on scientific findings on PV lifestyle, use a KISS (Keep it simple, Surgeon) principle in broadcasting complicated PV information, focus interviews of Dr. Chelliah on serious issues that need clarification and support (not on simplistic objections), create a radio focus group from people who have become PVs through Dr. Chelliah's methods & broadcast what they have to say, maintain humor through the broadcasts, & never depart from a person-centered ethic of caring.

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Introduction

The poet Robert Bly says, "I am aware of the consciousness I have, and I mourn the consciousness I do not have" (Bly, 1988, p. 17).The study reported here addresses at an academic level and a public communication arena Bly's idea of consciousness applied to health. The qualitative study addresses a health campaign of person-centered care (Brera, 1996; Erdmann, 2014) that involves people becoming aware of vegan options. A follow-up study will be quantitative. The current research constitutes a critical case study that has healthcare and financial implications at state and federal levels in the USA. Food serves as the grounds grounding of this study (Morgan, 2014).

Background of the Study

Veganism has been traced to Ancient Greece and India. In modern times, "World Vegan Day" has been honored every 1 November since 1994. Veganism maintains a limited yet loyal following in the contemporary US: perhaps 2 percent of the American population as reported by a 2012 Gallup Poll. The vegan diet seems to have become more mainstream since 2010. To increase veganism to but 5 percent of the American population would be sizeable in a country with 330 million people and would yield impressive modifications in

and consequence to the market economy and medical care.

In 2007 two percent identified as vegan in a British government survey. The Netherlands Association for Veganism estimated that there were 16,000 vegans in the Netherlands as of 2007, around 0.1 percent of the population. The German Vegetarian Society said in 2013 that there were 800,000 vegans in Germany (out of a population of nearly 82 million). According to a survey in Israel in 2014, nearly five percent are vegan in Israel. The first known vegan butcher shop, De Vegetarische Slager (selling mock meats), opened in the Netherlands in 2010. In 2011, Europe's first vegan supermarkets appeared in Germany. Vegilicious opened in Dortmund while the first chain, Veganz, opened in Berlin and several other cities. In 2013 the Oktoberfest in Munich, traditionally a meat-heavy affair, offered vegan dishes for the first time in its 200-year history. Some celebrities, athletes, and politicians adopt and promote in degree vegan diets. A noteworthy celebrity is former President Bill Clinton who adopted a vegan lifestyle with positive results after enduring heart problems for years.

Since the late 1970s, a group of scientists in the United States – physicians John A. McDougall, Caldwell Esselstyn, Neal D. Barnard, Dean Ornish, Michael Klaper and Michael Greger, and biochemist T. Colin Campbell – began to argue that diets based on animal fat and animal protein, such as the Standard American Diet or SAD, were detrimental to health. They proposed that a low-fat, plant-based diet would prevent, and might reverse, certain chronic diseases, such as coronary heart disease, diabetes and certain cancers. Published in 2005 by T. Colin Campbell and Thomas M. Campbell II, The China Study may have changed globally the way people eat or at least changed their attitudes toward the way they eat. In their study, the authors conclude that people who eat a whole-food, plant-based/vegan diet—avoiding all animal products, including beef, pork, poultry, fish, eggs, cheese and milk, and reducing their intake of processed foods and refined carbohydrates—will escape, reduce or reverse the development of numerous diseases: from health conditions ranging from erectile dysfunction to breast cancer. They discourage eating foods that contain any cholesterol.

Veganism has its critics as well. The opponents of veganism offer research findings to support their platform that meat and dairy are necessary for all people to develop healthy and strong bodies. For total vegans, Dr. Chelliah advocates Vitamin B-12 supplements to compensate the body for not deriving B-12 from meats. For communication and promotional purposes, media effects come into play (Sparks, 2002). Some argue that extremist vegans produce boomerang results with their negative postures on omnivores. Some do not oppose vegans but express discontent with the behavior of vegans toward non-vegans. Some argue that the exclusivist communicative behavior of aggressive vegans toward non-vegans turns non-vegans away from veganism. Instead of advancing

veganism, extremists delay or discourage non-vegans from trying vegan diets.

On this position, Dr. Chelliah weighs in with his practical veganism. Some attack the notion of veganism since alcohol and "junk foods" are vegan. Dr. Chelliah argues optimally in favor of a whole plant only basis for veganism. Practical veganism endorses whole plant based veganism as a supreme ideal. Practical veganism takes "vegan holidays" though into account: that is, occasional eating of foods not vegan and not healthy vegan. The ratio of natural plant based to non-plant based or processed foods should be weighted toward the natural plant based as much as possible: for example, ratios of 60-40, 80-20, or 99-1. Practical veganism, of course, takes kaisen (improvement) into account. Hypothetically, if one operates on a ratio of 0-100 non-vegan to vegan but develops a ratio of 10-90 plant to meats, there has been improvement.

Calculations on medical costs have given Dr. Chelliah grounds to assert with modesty that healthcare costs might drop remarkably if the entire population converted to a totally vegan diet and lifestyle. Of course, he is well aware that a totally vegan lifestyle, one free of all meats and dairy products, is not likely to be embraced by the entire population. His projected saving of money from state and federal healthcare plans is computed on the basis of a radical change. What is clear to Dr. Chelliah is that costs would be reduced sizably even if the entire population adopted a practical vegan lifestyle. A PV lifestyle would be one that is an improvement over an omnivore lifestyle or carnivore lifestyle. In workable terms, if a person or population consumes 90 percent meat foods but only 10 percent plant foods, to shift to 60 percent meat foods and 40 percent plant foods would be a healthy step. What would be far more significant of course would be if perhaps an 80:20 ratio of meats to plants became an 80:20 ratio of plants to meats. The wellbeing and productivity of a community shifting from 80:20 meat to plant meals to 80:20 plant to meat meals would be a fundamentally, according to Dr. Chelliah, healthy shift that would lower healthcare costs.

The Heart Institute aims at optimal eating habits. Optimal eating habits are those that prolong life, provide us with functional lives, allow us to live with less pain, and allow us to live more intelligently through research findings on nutrition that offer scientifically based evidence. In the case of the Heart Institute, optimal eating habits become degrees of veganism leading toward an ideal, in most cases, of total veganism. Some people medically cannot live on plants alone.

To add value to the PV diet, Dr. Chelliah suggests moderate daily exercise, B-12 supplements, and a mix of inflammation and cholesterol reducing natural products. For those who require sweeteners, he advises erythritol, a sugar alcohol approved in the US and much of the world. Thus, along with the PV diet, Dr. Chelliah endorses moderate exercise daily. One exercise he suggests is simply walking 30 minutes twice a day. Exercise adds value to the vegan or PV lifestyle. He urges and even prescribes specific vitamins for people who choose

total veganism: for example, alpha-3 from plant sources like flaxseed powder and vitamin B-12. Erythritol sweetens foods like sweet potatoes or lefse, but it also adds nutritional value as an antioxidant. Another item worthy noting that adds value to the vegan diet is a prescription for blending natural products that are anti-inflammatory, cholesterol reducing, and the like. For example, he supports the daily consumption of a measured blend of turmeric, amla (Indian gooseberry) powder, black pepper, yeast flakes, lemon, flaxseed, and water.

Overview

The potential for veganism to reduce health care costs is sizable. Currently, approximately 600,000 heart attacks occur in the USA every year. Of the 600,000, approximately and conservatively 100,000 will need extensive care. With the global per patient being about $30,000, the total for the modestly estimated 100,000 heart attack survivors is 3 billion. If merely 1,000 heart attack survivors can have prevent a heart attack through a change of diet, health care at the national level is reduced by $30,000,000 – an undeniably significant amount that would be better spent in improving medical facilities, medical education, or any number of altruistic national endeavors.

The Heart Institute of North Dakota was founded by Dr. Noah N. Chelliah in Grand Forks, North Dakota. He is also a Clinical Professor of Medicine at UND. He holds the following board certifications: Board Certified in Internal Medicine in 1990, Board Certified in Cardiology in 1991, and Board Recertified in Cardiology in 2002 and 2013. Due to his publications and medical accomplishments, he has been elected as a fellow of several national and international professional organizations: namely, Fellow of the American College of Cardiology, Fellow of the American College of Physicians, and Fellow of the American College of Chest Physicians.

Dr. Noah Chelliah provided information and data from his cardiovascular and nutrition expertise from his Heart Institute of North Dakota (from now on the "Heart Institute) and Logos Radio station – information and data relevant to the promotion of a "Practical Vegan" (PV) lifestyle through Logos Radio 88.3 FM in Grand Forks, North Dakota. Logos Radio encompasses health and religious broadcasting. We limit this study to the health broadcasts. The PV campaign that Dr. Noah Chelliah advances as the founder of the Heart Institute of North Dakota may save the lives of people from fatal and debilitating diseases, improve the lives of people by controlling the diseases, restore productivity to the lives people suffering from many diet related illnesses, and save the state and federal government enormous amounts of healthcare money and resources.

The campaign is Dr. Chelliah's caring initiative to encourage people in general and patients in particular to adopt a PV or total vegan lifestyle. For purposes of radio broadcasting, the study attempts to: clarify what Dr. Chelliah means by

practical veganism, uncover the existing factors that cause resistance to his evidence based scientific prescription of practical veganism, and identify communication and broadcast strategies for overcoming resistance and encouraging the acceptance of his sensible vegan diet.

The establishment of Dr. Chelliah's credibility is paramount to the public promotion through his Logos Radio program of his practical veganism. Bioethics serves as the basis he uses to offer advice that is broadcast through Logos Radio on the ingestion of healthy foods (Furrow et al, 1997).Establishing his credibility includes: his independence from commercial interests, his profound ethic of caring for people and patients (Gross, 1995), his patient-oriented health message, his healthcare costs benefit from implementing his dietary suggestions, his motivation to help others (why people should adapt, at least in degree his dietary advice), how he can instill confidence in those who doubt the dietary truth of his health claims (about his intentions and credentials), how his open scientific attitude guides him toward updating and more precision in his dietary prescriptions, how his PV approach benefits from errors and updates (his openness to new research findings), how he might help people to clear their minds of biases so that his health message can get through to them for their benefit, and how those in opposition need to offer scientific evidence for their opposition and not merely declare "I don't agree."

Please note that the resolution of medical and nutritional information and controversies are beyond the reach of this study. Controversy surrounds the question of whether diet favorably influences health in the general population. Mass media sources report varying sides on this complex issue. Popular shows, like Dr. Oz, offer advice to viewers on the value of diverse diets, even when the advice conflicts with scientific findings or lacks scientific credibility. Rigorous scientific critiques of mass media's promotion of health foods and products concludes that much of the research on food being correlated with health benefits has gross limitations. The studies frequently confound such relevant factors as diet and exercise. With some confidence, food may benefit people more than two standard deviations from the mean: those emaciated and morbidly obese. The question has not yet been decisively answered through rigorous scientific standards for the general population within two standard deviations from the mean (Violato, 2015, personal email).

Also, while significant scientific agreement may be a useful tool for necessary decision making, it can fall short on scientific advances. Since significant scientific agreement basically involves consensus building or prevailing opinion, historically there have been catastrophic occasions in science resulting from this perspective being faulty. Several examples should suffice: 1) Before Kepler and Galileo, the "scientific consensus was that the Earth was the center of the universe"; 2) Prior to Darwin, "the scientific consensus was that the Earth was

only a few thousand (maybe hundred thousand) years old"; 3) Pre-Einstein physicists thought that almost "everything had been worked out in physics"; and, 4) Before "Barry Marshal the scientific consensus was that stress…caused ulcers." (Violato, 2015, personal email).

Objectives of the Study

The study investigates Dr. Chelliah's PV campaign through the health and nutrition broadcasts of Logos Radio (KEQQ-LPFM) in Grand Forks. What appears to be highly significant in this effort to promote vegetarianism is the pragmatism driving the initiative. As a cardiologist, Dr. Chelliah's research has determined that surgical and pharmaceutical interventions must oftentimes be implemented to save the lives of heart patients. He has concluded from extensive studies of foods and nutrition that sufficient scientific evidence now has been accumulated to establish cardiovascular confidence that 85 percent of human diseases can be helped or hurt by what humans consume. He has also found that a PV diet can prevent and repair a number of human ailments.

The worthy goals of the study of the Heart Institute's campaign are examined and critiqued to determine how implementable they are under the circumstances. Where Institute goals have not been articulated yet are pursued, an attempt is made to articulate the goals. The broad and optimal goals of this case study of the Heart Institute pertain to determining matters of life and death, functionality and disability, health and productivity, costs and savings.

In this critical case study, the primary questions stemming from the ongoing campaign of care of the Heart Institute encompass: 1) How does the Heart Institute use the term practical veganism? 2) How successful in terms of clarity and comprehension is the Heart Institute's current campaign advancing practical veganism? 3) How can the Heart Institute's notion of practical veganism be optimally communicated to the public? 4) What recommendations can be given to the Heart Institute for campaign success?

Method and Findings

In this study, we use qualitative content analysis to critically assess the rhetorical discourse that unfolds during each broadcast. Each broadcast occurs in the context of an interview. The interviewer interviews Dr. Chelliah as the health expert. Reach and saturation will be covered later in a quantitative study. Criteria in the qualitative study are set forth for the critical assessment of campaign's rhetorical discourse. Problematic and unproblematic critical reactions to message resistance are reported. In the end, critical responses to content cover 32 campaign broadcasts from 2015: that is, content that seems to add or subject value from advancing practical veganism. The study focuses on resistance to the PV content of the broadcast. Although the lectures, pamphlets,

and websites the campaign uses have been examined, they will not be detailed in this study that limits itself to a critique of the broadcasts. Recommendations for how the broadcasts can be sharpened and improved to promote practical veganism are offered.

We report on the discourse analysis of content and delivery of Dr. Chelliah's Logos Radio health broadcasts: each broadcast being 57 minutes in length. Of the health broadcasts, 80 survive with another 21 or more being lost. Thirty-two of the health broadcasts were selected from those heard throughout 2015. Recent broadcasts are significant. Since scientific information can progress on some details even over the period of a year, updates are needed. For example, if research on coffee shows that a measured amount of coffee consumption has some benefit, Dr. Chelliah would update the report over earlier studies that showed no redeeming value in coffee. The 32 were selected for vetting on the basis of them being broadcast at least twice over the year.

One focus group was used for interpretative purposes. The content analysis looks critically for what does and does not add value to the practical vegan campaign. We examine rhetorical and argumentative devices that may reinforce or stop listeners: for example, the productive versus counterproductive use of language and figures of speech, signal-to-noise ratios, rate of speech, articulation, and the suitability and understandability of the English utilized (DeVito, 1999 & 2009). The appropriateness of the radio medium is considered. Given the resources, we assess whether available means of promoting the PV message are being exploited.

Audience analysis applies to the resistance expressed from the focus group and this researcher. The following audience resistance to the PV health message surfaced:

1) Backlash from other medical and nutritional professionals

2) Backlash from those with commercial interests in meats and meat products

3) Personal omnivore eating habits

4) Cultural and commercial omnivore eating endorsements

5) Economic support of omnivore eating habits

6) Communication media used to transact the message (included hardware for broadcast towers)

7) Limited knowledge of numerous cuisine vegan options.

8) Insufficient dissonance being stimulated in listeners through the

broadcasts.

The themes of the primary message sender, Dr. Noah Chelliah, are assessed in light of which should be stressed. The following have emerged:

1) We are making ourselves sick from what we eat.

2) Eat vegan and have fewer health problems, as many as 85 percent fewer illnesses.

3) Eating everything will likely result in more health problems.

4) Our personal and public healthcare costs will continue to soar with omnivore eating habits.

5) Our personal and public healthcare costs will drop with vegan or PV eating habits.

6) An ethic of person centered caring serves as the foundation for the PV diet: that is, an ethic of caring.

The understandability and memorability of Dr. Chelliah's broadcasts on 88.3 FM orient this critique. The content and structure of his message is analyzed and assessed. This paper grounds itself in the following research strategies: content analysis of the campaign, resistance identification and assessment, message acceptance and comprehension assessment, organizational total quality management and continuous quality improvement (or kaizen), focus group responses.

Content analysis of the PV campaign message relates directly to what Dr. Chelliah is trying to accomplish in the Grand Forks, North Dakota area. Because much of Dr. Chelliah's alternative health and medical message must be presented in an environment that is considerably indifferent or hostile toward embracing a healthy diet free of all meats and meat products, dairy and dairy products, headway must be attempted in a context of resistance and controversy (Knowles & Linn, 2004; Courtright & Smudde, 2007; Fiordo, 2014; 2015; 2012; 1998; 1988a; 1988b; 1985). Many of Dr. Chelliah's Logos Radio broadcasts take audience opposition into account. A content analysis of argumentation allows insights into dealing with the conflicts and misunderstandings that will surface when the PV campaign is advanced (Fiordo, 2011; 2008; 2002).

Discussion of the Results and Recommendations

This critical study reveals outcomes that serve formative and summative purposes in improving the PV campaign. The resistance to the campaign become

visible from the critical analysis. The advancement of practical veganism is the guiding principle. Critical responses indicate increases in awareness and comprehension of practical veganism resulting from the campaign. The campaign seems to be working in terms of increasing comprehension among listeners. Using Masaaki's kaizen (1986) (or improvement) as a litmus test to practical veganism being understood and accepted, the discourse analysis of the rhetoric of the broadcasts reveals that PV campaign is understood in degree to the listening audience.

Results

Based on the broadcasts this researcher heard and critiqued, content communicated through Logos Radio follows. Explained in a suitably clear manner is Dr. Chelliah's PV philosophical orientation. The practical adjective includes these meanings: vegan-like, non-fanatical, non-perfectionistic, reasonable, predominant, compromised, perseverant, workable, sane, socially acceptable, and improvement-oriented. While extremist veganism may work well for a tiny portion of the population, practical veganism has the potential to work well for a supermajority of the population – if not for everyone. Violations of veganism are acceptable because they seldom threaten life. A 24 ounce steak can be consumed by a hungry human at one meal, yet the probability of that person dying as a result of that hefty steak is nearly zero – assuming the steak is not contaminated.

The practical vegan lifestyle Dr. Chelliah promotes is evidence based medicine. The pragmatic and utilitarian standard is that of significant scientific agreement as noted earlier in this study. The caution implied in Dr. Chelliah's evidence based medicine pertains to its use as a necessary tool for making decisions and offering advice. Yet, he remains open to emerging scientific research that slightly modifies or even radically reforms the currently accepted research findings. Since any position can be criticized, as Aristotle noted long ago, Dr. Chelliah invites differences of opinion. However, he challenges the challenger to provide counterevidence. A statement of disagreement will not suffice. A child can disagree. In effect, Dr. Chelliah asks the challenger to show him the data supporting a counterclaim to what says is healthy.

Falsehoods and ignorance about PV lifestyles abound. Leaning can change the consciousness of the uninformed. Alternatives exist, but must sometimes be learned, for the omnivore trying to change to a PV. A salad and a vege-burger are options to meat. However, numerous cooked and spicy dishes from India, Africa, China, the Mediterranean, and elsewhere are possible. Once learned, these dishes remove serious resistance to a PV diet. The falsehood that protein is found only in meat overcomes another resistance factor. Instead of having pasta with a meat sauce, an omnivore en route to becoming a PV may have marinara sauce only. Garbanzo and moong beans can be blended in a rice

and quinoa dish with a spicy sauce. Many vegan options to the traditional, though limited, salad and vege-burger can be generated. Encouraging super-chefs, like Bobby Flay, to develop delicious vegan dishes is part of Dr. Chelliah's rhetoric. Since tasty meals can be healthy, a PV diet can be readily improved from a plant to meat ratio of 20-80 to one of 80-20. Practical veganism is advanced in terms of degrees, not either/or opposites. One is not either a vegan or an omnivore. As a PV, one can be 20 percent plant based, 60 percent plant based, 90 percent plant based, and so on. Health improves, generally speaking, with the dietary increase in the ratio of plant to meat.

Much resistance to even practical veganism remains. Several conspicuous barriers follow. Many listeners have a semantic dismissal reaction. Any use of the word vegan causes a rejection of the message and the messenger. Some have an illusion of omniscience. They believe they have all the relevant information on veganism when they do not. The Zen "empty cup" story illustrates the stubbornness of the barrier. The master pours the tea into the student's cup until it spills over. The moral is that the student must empty the cup before becoming receptive to new ideas. The student has to have faith in the master and does this by putting aside biases. Audience members have trouble listening with openness and without defensiveness. Dissonance can block listeners understanding the PV orientation.

A power-distance principle is at work with resistance as well. A vegan diet that is truly practical is seen as tasty as well. The lack of knowledge on how to prepare tasty vegan dishes is seen as too far off. Subsequently, veganism is rejected. The vegan hopeful gives up on the ignorant grounds that it is too difficult, or even impossible, to make vegan dishes that would satisfy hunger and taste.

Rationalized objections surface as well. The PV diet is misperceived as being too extreme. Since an increase in veganism well short of 100 percent veganism is seen as healthy and beneficial, the listeners block the complete message from Dr. Chelliah. Rather, some discredit what he says. Instead of saying, "I like meat and do not want to live without eating it," this barrier involves people rejecting the message. Yet, calling unhealthy foods (for example, according to Dr. Chelliah, poultry and eggs) healthy does not make them healthy.

Ignoring comparative disadvantages in foods causes another barrier. Using comparative disadvantages (or damages, sickness, contraindications) over comparative advantages, consumers can see that all food has some risk. Foods are seen as being comparatively disadvantageous in a way that parallels the use of medicine, medical treatments, or surgeries. Vegan foods, generally speaking, have far fewer risks. The delusion that foods present no risks to health is removed by thinking semantically in terms of comparative disadvantages rather than comparative advantages. Dr. Chelliah ranks meats from least to most

dangerous in this order: lamb, wild meats (deer, elk, and moose), beef, port, fish, and poultry.

Since Dr. Chelliah's PV message is complex and has much detailed information about foods, to comprehend the full message, synthesize the content, and integrate the content into a new way of eating becomes a cognitive challenge. Even if his audience members were fully open to receiving his message, comprehending it would be difficult due to the morass of details that are broadcast. The simple message is to become a PV. The complex message is what constitutes the PV way of eating and how to be successful in making it a tasty and workable eating lifestyle. In the normal North American life, mass media sources promote a tsunami of corporate sponsored nutritional nonsense and falsehoods. Dr. Chelliah's pragmatic advice is to try the PV lifestyle as he advances it with tasty food options. The preponderance of evidence or balance of probabilities standard may be relied upon to try the PV lifestyle for a month. The evidence indicates that your likelihood of being hurt by a vegan or PV diet is nearly zero. Dr. Chelliah reminds us that Olympian Carl Lewis competed as a vegan. Also, numerous other endurance and strength athletes are vegans or PVs. Summary updates on the content Dr. Chelliah broadcasts would increase audience comprehension of the complex message.

Furthermore, scientific information updates are important. What was accepted yesterday is not today. Updates must be a part of broadcasts. New and significant information should cause a broadcaster to correct an earlier message. The PV campaign offers occasional modifications in content delivered. An early broadcast announced that coffee had no redeeming virtues while a later broadcast reported some benefits from coffee. The Chelliah Magic Formula, as some lightheartedly call a liquid and powder concoction Dr. Chelliah created for health, has been updated in later broadcasts. The addition of a tablespoon of flaxseed to a mix of amla powder, fenugreek powder, and other sandy items makes the magic formula easy to swallow. Before the flaxseed powder was added, the mixture was still healthy but tasted like "sawdust and sand" in Dr. Chelliah's words. Now, the formula is less resistible.

Practical veganism allows for the consumption of non-vegan items. PV is commonsensical, sensible, primary, preponderant, compromised, and imperfect veganism. "Vegan holidays" where on eats other than vegan foods for a day or meal are acceptable to the PV menu. The general tendency encourage is to stay on the vegan highway as much as possible. Detours onto the byways are acceptable yet the norm of eating should strive to remain on the vegan highway. Some practical vegans might ritualistically take a specified day or meal off from the vegan diet. Other practical vegans might take a meal or day or week off of vegan only foods as nature and circumstance demand. Many listeners do not grasp this simple truth and give up veganism altogether when they go rogue. The

PV just goes right back to the 60-40, 80-20, or 90-10 plant to meat diet after taking a holiday from it. When we get off the PV trail, Dr. Chelliah urges us to get back on the trail as soon as we can. Like a figure skater who falls yet gets back up and skates again, we should go back to the vegan plan after leaving it for a time. Generally, the body is not so frail that it cannot depart from healthy vegan foods without returning to reclaim the benefits of a vegan eating habits.

A stressful source of resistance to practical veganism is fanatical veganism. Fanatical or extremist veganism is practiced by fanatical vegans. Fanatical vegans proceed with extreme views of what our resilient bodies can tolerate and recover from. The tiniest amount of animal products provokes tirades from fanatical vegans. When Logos Radio broadcasts its PV message, care must be exercised to distinguish the sensible and workable form of practical veganism from the scientifically unsound and socially annoying forms of fanatical or extremist veganism. Some listeners may simply hear the word vegan in PV and shudder at the prospect of dealing with fanatical vegan extremists. The result can be one of dismissal of the entire message and messenger.

One resistant response to Dr. Chelliah's PV campaign occurs when a listener declares: "I don't agree." Dr. Chelliah endorses disagreement. However, he asks for the evidence and data. He shows how evidence based medicine is more reliable and valid, despite any current limitations, than non-vegan eating selections that lack scientific support and rely on hard-to-change habits, customs, and other scientific groundlessness. To overcome resistance, Dr. Chelliah challenges those who disagree with his PV posture to check their cholesterol and triglyceride levels before going on a PV diet and recheck the levels after a month or two. He predicts improved levels.

The last resistance we will note pertains to those hedonistic listeners who say they would rather die than live a week without bacon (or eggs, fish port, or whatever). Tasty alternatives can help them overcome their hedonistic reactions to vegan foods. Dr. Chelliah provides a variety of cuisine food options to them: basmati rice and quinoa with tasty and spicy vegan sauces, whole wheat pasta with marinara sauce, vegetable fried rice, and so on. Once the omnivorous hedonists sample tasty vegan meals, not mere salads, they have the chance of seeing the possibility of a healthy vegan lifestyle.

Recommendations

Although on a sound path currently, the PV campaign can grow. Several recommendations that might contribute to promotional force of the campaign. They include the following:

1. Extend the PV campaign to have "Vegan Heroes." Some Vegan Heroes

who might serve to extend the PV campaign are Olympic heroes who follow vegan lifestyles. They include: Carl Lewis from track, Charlene Wong from figure-skating, Ronda Rousey from mixed martial arts, Surya Bonaly from figure skating, Chris Campbell from wrestling, Hannah Teter from snowboarding, Bode Miller from skiing, Edwin Moses from track, Debbie Lawrence from 5K race-walking, and Murray Rose from swimming. Of course, there are numerous other champion athletes who might serve as vegan heroes who are from other sports. Vegan Heroes can also be from dance, music, politics, film, and other arts.

2. Consider the formation of a non-profit certification for practical veganism as designed by Dr. Chelliah.

3. Distinguish vegan diets in general from vegan weight loss and vegan weight gain diets.

4. Provide broadcasts that update scientific research on PV lifestyles.

5. Use a KISS principle in broadcasting complicated or difficult PV information. KISS would stand politely for: Keep it simple, Surgeon!

6. Focus the interviews on clarifying medical and nutritional content first from the perspective of Dr. Chelliah. Then, the interviewer should raise serious objection for Dr. Chelliah to address: that is, only serious objections, not trivial ones. Avoid giving airtime to trivial objections: a preference for addressing the vegan extremist rather than someone saying merely "I disagree."

7. Argue and take issue with Dr. Chelliah only after what he has said is estimated to be sufficiently comprehended.

8. Create a radio focus group from people who have heard Dr. Chelliah' broadcasts on practical veganism and have incorporated it into their optimal eating habits lifestyle. In a 57 minute broadcast, ask 3 to 5 people enough questions to allow them to explain how they shifted to a highly vegan diet. Those who have tried the PV lifestyle and have achieved a ratio of at least a 70-30 or 80-20 ratio of plant to meat foods should share their story. The broadcast can be live or edited for a 57 minute broadcast drawing the content from the 3 to 5 practical vegans.

9. Maintain humor and an ethic of caring.

Conclusion and Future Research

In light of the information gathered, a tentative conclusion has been reached about the value of the campaign as it operates currently and how it may be reconfigured to improve its effectiveness. The PV audience in the area of the broadcast seems to have increased over the past year. The campaign seems to have modest success and optimistic potential. More people are hearing,

considering, and implementing their vegan eating habits. More people have heard the vegan broadcasts. The station and its supporters are planning on increasing the power of the broadcast tower to cover a wide circumference. Currently, the circumference of the broadcast is about 25 kilometers (approximately 15 miles). The future quantitative study will attempt to measure how effective the campaign is with reference to increases in practical veganism. The actual degree to which the vegan message has been accepted is scheduled to be measured in the quantitative study. Since the PV campaign wants more listeners to increase their plant to meat ratios, the quantitative study of the PV campaign may result in data relevant to deciding whether to continue the Heart Institute's campaign.

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L'intervento si è reso necessario perché i genitori, alla comunicazione della sindrome di cui era aGetto il figlio, avevano reagito abbandonandolo.

I punti di forza su cui si è basati nel successivo intervento medico sono stati:

- la sua propedeutica meticolosa preparazione
- con la ricerca e l'ottenimento di un incarico formale,
- la stesura di un programma,
- il coinvolgimento del personale medico e paramedico.
- la sua rigida strutturazione spazio temporale,
- la applicazione rigorosa della metodologia del counselling con
- l'accoglienza, il superamento del senso di colpa, la promozione delle risorse, la crea- zione di possibilità e spazi nuovi, la ricerca dell'empatizzazione, la premessa basilare della dignità della persona.
- la responsabilizzazione personale dei genitori e del medico con il suo giocarsi in prima persona ed il suo coinvolgersi direttamente con l'evocazione delle sue soGerenze in sue esperienze di genitore.

La ripresa in carico del figlio ha sicuramente costituito un risultato positivo. Non calco-

labile invece il senso di gratitudine poi manifestato dai genitori con il

loro sorriso. Parole chiave: Medicina Centrata sulla Persona, Sindrome di

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R,V,R,WC,S

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