

New Educational Campaign Promotes African-American Health

Get FiberWise Educates Consumers on Daily Fiber Therapy

(NAPS)—According to recent statistics, approximately 40 percent of African Americans suffer from cardiovascular disease.* It's the leading cause of death for African Americans, so it's important to lower your risk factors for this life-threatening disease by eating a healthy diet, exercising regularly and paying special attention to the amount of fiber consumed each day.

A new health campaign called Get FiberWise is helping to educate African Americans about the many benefits of fiber. Sponsored by Metamucil, Get FiberWise features an informational brochure and an interactive Web site (www.GetFiberWise.com), providing helpful information on the many ways fiber can help to improve health.

Diets low in saturated fat and cholesterol that include seven grams of soluble fiber per day from psyllium husk, as in Metamucil, may reduce the risk of heart disease by lowering cholesterol. (Consult your doctor if you are using Metamucil as part of a cholesterol-lowering program.) Unfortunately, many Americans fall short of the suggested daily amount of dietary fiber.

"The Institute of Medicine recommends 38 grams of fiber per day for men and 25 grams for women," says Maggie Smith, registered dietitian. "But on average,



American men and women only consume between 14 and 18 grams, far short of what they should be getting each day."

Get FiberWise highlights all the "whys" of fiber, and with the help of Smith, teaches people how easy it is to add fiber to their daily diets. Some tips found in the Get FiberWise brochure and Web site for increasing fiber in the diet include:

- Eating more whole fruits instead of drinking fruit juices
- Substituting whole wheat bread for white bread and brown rice for white rice
- Eating bean-based dishes at least two or three times per week
- When food isn't enough, take natural fiber in a dietary supplement, such as Metamucil.

To get a free copy of Get FiberWise, send a self-addressed, stamped business envelope to: Get FiberWise, 303 E. Wacker Drive, Suite 418, Chicago, IL 60601. For more information, visit www.GetFiberWise.com.