

Dear Friend,

What does *food* have to do with *addiction*?

More than we thought.

Here at CMHC, we know a lot about addiction. Every day at our world-class Substance Abuse Treatment Unit, people are conquering their deadly addictions to drugs and alcohol. Many of our clinicians specialize in the treatment of individuals with both mental illness and addictions.

But when we learned that for years, **U.S. food corporations have been engineering our collective addiction to salt, sugar, and fat**, even we were taken by surprise.

We learned this from Michael Moss's great new book *Salt Sugar Fat: How the Food Giants Hooked Us*. In this galvanizing work, Moss, a New York Times investigative reporter, details how our country got into its dire health and obesity crisis. In short, giant food companies—motivated by profit and other market forces—have deliberately created addictive foods that are more than just “bad” for us. They're killing us.

Michael Moss spoke at CMHC on May 15, 2013, as a Poynter Fellow in Journalism at Yale. If you would like more detailed information about his visit, please contact Sharon DeGenaro in our office at 203-974-7082 or sharon.degenaro@yale.edu.

According to Moss:

- Yoplait yogurt contains twice as much sugar per serving as Lucky Charms cereal.
- Half a cup of Prego Traditional spaghetti sauce has as much sugar as three Oreo cookies and one-third of the daily salt intake recommended for most Americans.

As responsible healthcare providers, we must fight back and we need your help. While all of us are affected in some way by “salt sugar fat,” the people we serve—all of them poor—are among the most vulnerable in our nation to this growing epidemic. They die 25 years earlier than the average person and their health is seriously compromised by obesity, diabetes, hypertension, and cardiovascular problems.

The Hill Farmers' Market at CMHC is a centerpiece in our fight for good health. Launched with CitySeed in 2010, the Hill Market is the first of its kind located on the campus of a community mental health center. Through it we are making sure that the people we serve along with our staff and Hill neighbors have access to fresh, affordable fruits and vegetables so they can combat the deadly effects of poor diet and processed food.

Now in its fourth season, the Hill Farmers' Market depends on generous donors like you so we can provide essential market coupons and subsidies to even more of our clients who count on CMHC to stay healthy and strong.

We can't win this fight without you.

Please make your contribution to the CMHC Foundation by June 30th so we can reach the greatest number of people with fresh Connecticut produce.

- \$20 provides an individual with a \$5 market coupon every week for a month
- \$100 provides an individual with a \$5 market coupon every week for the season
- \$250 provides an individual with a weekly bag of assorted seasonal fruits and vegetables
- \$500 provides a family with a weekly bag of assorted seasonal fruits and vegetables

Thank you in advance for your generous support. A contribution envelope has been enclosed for your convenience, or you can donate online at our website: www.cmhcfoundation.org. The Hill Farmers' Market at CMHC. It's more than a market. It's a victory.

Sincerely,


Kyle Pedersen, MAR
Director


Selby Jacobs, MD, MPH
President

P.S. We hope you can join us for **Opening Day at the Hill Farmers' Market** on July 12, from 11am–2pm, or any Friday through October 25. Please see the reverse side for more detailed information about the Hill Farmers' Market and other important initiatives that are improving the lives of the people we serve at CMHC.

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A 501(c)(3) supporting organization for the Connecticut Mental Health Center helping people in recovery sustain healthy and meaningful lives in the community.