

# bellinstitute NEWS

e-Newsletter for Health Professionals · Issue No. 4



**Exciting News!** We are unwrapping our new and improved [bellinstitute.com](http://bellinstitute.com) website just in time for the new year! With easier navigation you can discover new **free** resources and tools! We've also added new ways to connect with your colleagues and share your insights. We look forward to supporting your professional goals in 2010 and beyond!



## News & Resources at [bellinstitute.com](http://bellinstitute.com)

### Updated! Go with the Whole Grain Resources

Messages about whole grain seem to be everywhere, but what exactly is whole grain? What makes it special?



And why should whole grain be included in your diet? Check out our updated **free** educational resources and discover all the benefits of whole grain!

[www.bellinstitute.com/gowholegrain](http://www.bellinstitute.com/gowholegrain)

### The Road to a Healthy Heart and Healthy Family (Spanish edition)

Download a brand new **free** Hispanic heart health resource that will support you in helping your Hispanic clients set positive goals for heart health. This resource has been adapted from our original heart health resource,



*Destination! Heart Healthy Eating*, to be culturally

appropriate through focus testing with Hispanic clients and health professionals.

[www.bellinstitute.com/hearthealth](http://www.bellinstitute.com/hearthealth)

### LiveGlutenFreely.com

LiveGlutenFreely.com is a fantastic consumer destination for gluten-free product news, recipes and a list of gluten-free offerings from General Mills. This website can be used to help your patients and clients navigate the challenges of gluten free diets. Check it out at



[www.liveglutenfreely.com](http://www.liveglutenfreely.com).

## Keeping You Informed

### Latest Research

#### Study Examines Association of Whole Grain and Cereal Fiber Intake with Body Composition

Research in the October 2009 Journal of Nutrition looked at the association between grain intake (whole and refined), dietary fiber and fiber sources and body fat distribution among older adults. The study found that higher whole grain intake and higher cereal fiber intake, especially from whole grain foods, is associated with lower BMI, lower percent body fat and abdominal fat in older adults. This study adds to the evidence supporting the health benefits of whole grain foods. [Click here](#) to access the abstract and journal article.

### Health Professional Conference News

#### ADA--FNCE 2009

Take a look at all the nutrition action in Denver! Check out photos from the Gluten Free Celebration event sponsored by Betty Crocker and Chex and hosted by Food Network's Keegan Gerhard! [View photos](#)



**Join the Challenge!**

**Coming Soon!** See videos from conference participants discussing their professional passions and challenges.

## Product Spotlight

**New Total Sampling Program** allows you to order a **free** case of samples to hand out to your clients who are looking for a delicious way to get 100% of the Daily Value of at least 11 vitamins and minerals. To learn more visit

[www.bellinstitute.com/totalhealth](http://www.bellinstitute.com/totalhealth).



**Green Giant Healthy Heart Blend** will make it easier for your clients to achieve their daily soluble fiber needs.

With pearled barley, sugar snap peas, and julienne carrots in an herb infused extra virgin olive oil sauce, it's a tasty way to contribute to a diet rich in soluble-fiber containing grain, fruit and vegetable products to help naturally lower cholesterol and promote heart health! For more information visit [www.greengiant.com](http://www.greengiant.com).