

ANH Editing Exercise

Below are three examples of draft article titles and teasers and a draft full-length article. For the titles and teasers, please offer some alternative suggestions for catchy, compelling alternatives. For the article, please copy edit, and if you see anything substantive missing that should have more explanation or research, please make a note.

Titles and Teasers

Chemicals Making Us Sterile?

A [recent opinion piece in the New York Times](#) drew attention to an important issue: endocrine disrupting chemicals in common consumer products are killing sperm and making men sterile.

Deep Collusion Between EPA Crony and Monsanto

Recently [unsealed court documents](#) show whom the EPA really works for.

Sugar Linked to Alzheimer's Disease

...according to [a new study](#). But cronyism will likely keep many Americans at risk. Action Alert!

Article

More FDA Censorship

Will the agency let us know about the benefits of cranberries? **Action Alert!**

The FDA is [currently considering](#) a petition from Ocean Spray, the juice company, to allow a qualified health claim that cranberries can reduce the risk of recurrent urinary tract infections (UTI) in healthy women. Given the agencies demonstrated antipathy towards food and supplements—especially in gagging free speech about the health benefits of these products—consumers must speak up so that justice—and health—are served.

Ocean Spray's petition points to randomized clinical trials (RCTs)—what the FDA considers the “gold standard” of scientific evidence—that support their claim that cranberry products can help with UTIs. Remember that the FTC—we think at the behest of the FDA—tried to stop POM Wonderful from making claims about its pomegranate juice unless it had two RCTs to back them up. Ocean Spray indicates three RCTs that support their claim.

The FDA has already signaled their reluctance to grant Ocean Spray's petition, having already rejected the company's request for an authorized health claim, which requires “significant scientific agreement” that the claim is truthful and not misleading. The bar for a qualified health claim is lower, since such a claim is “qualified”—for example, “Vitamin C may reduce the risk of gastric cancer.” With not one, not two, but *three* RCTs behind their claim, you would think that Ocean Spray would have no trouble meeting the evidentiary bar for a qualified health claim.

We've seen how this scenario plays out. The FDA [previously blocked](#) walnut and cherry growers from telling consumers about the health benefits of those foods, because only FDA-approved drugs can claim to prevent, treat, cure, or mitigate a disease.

Qualified health claims were established by the landmark decision of *Pearson v. Shalala*, of which ANH was a co-plaintiff. Qualified health claims are a critical means toward communicating important health benefits of natural foods and dietary supplements otherwise forbidden by the FDA. Unfortunately, the FDA has consistently limited the information available to consumers about the real health benefits of food and supplements and routinely rejects qualified health claims.

Even if there is some disagreement about the strength of the evidence supporting Ocean Spray's claim, the very nature of a qualified health claim is that it is "qualified" to communicate to consumers that the product is not a drug, but that there is strong evidence that it can help with a particular condition. Denying consumers this knowledge serves no one but the drug industry.