

Linda Cornish



Executive Director, Seafood Nutrition Partnership United States

Linda Cornish is Executive Director for the Seafood Nutrition Partnership, an organization focused on inspiring a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood.

Linda has held leadership and management positions with Arthur Andersen, Hitachi Business Consulting, Harrah's Entertainment, Greater Memphis Chamber of Commerce, and Bill of Rights Institute.

She is co-founder and past chairman for the Memphis Farmers Market, has served on the board of Greening Greater Memphis, and taught as an Adjunct Professor at the University of the District of Columbia's School of Business and Public Administration.





Health & Nutrition

Linda Cornish

Executive Director
Seafood Nutrition Partnership

Executive Summary

Seafood Nutrition Partnership is a nonprofit 501 (c)(3) organization in the US

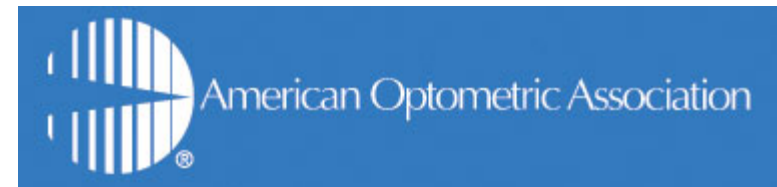
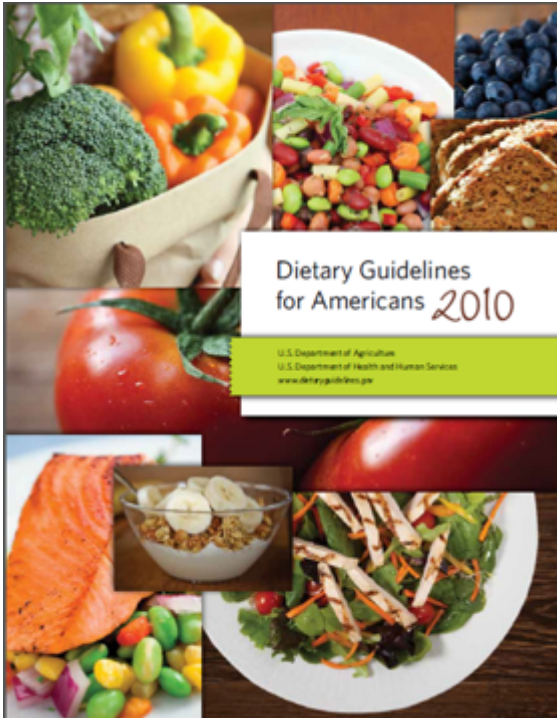
- **Mission:** To inspire a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood.

- **Member of:**  CLINTON GLOBAL INITIATIVE

- **Health Partners:**



Prominent Organizations Recommend Seafood for Optimum Health



Seafood is Essential Nutrition Solution



Eating 8 oz. of seafood a week reduces the risk of dying from heart disease by

36%

Source: [JAMA](#)



Moms-to-be that eat 8 to 12 oz. of seafood a week have

**better outcome
for baby brain and
eye health**

Source: [JAND](#)

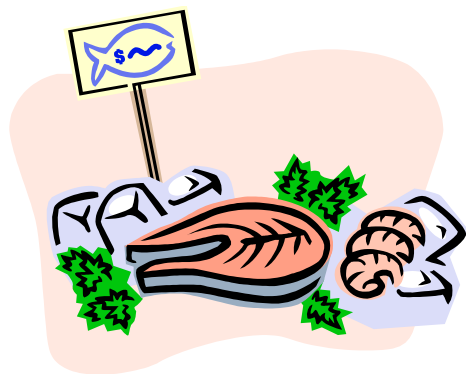
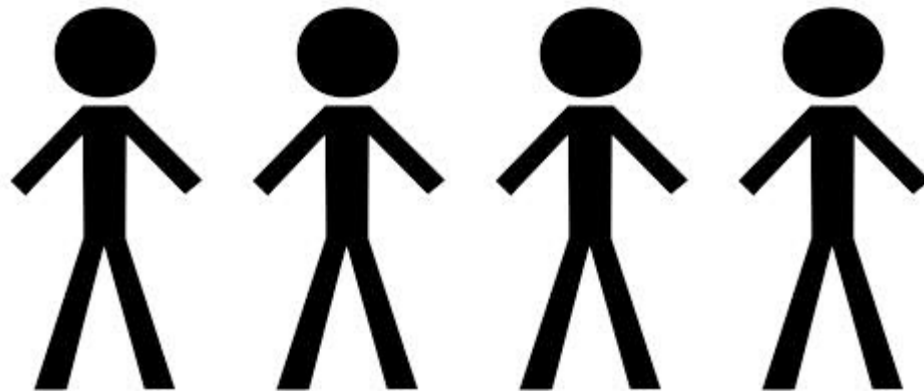


Older adults who had the highest blood levels of the fatty acids found in fish lived, on average

**2.2 years
longer**

Source: [Annals of Internal Medicine](#)

1 in 5 Americans Follow USDA DGA: Eat Seafood 2X Week

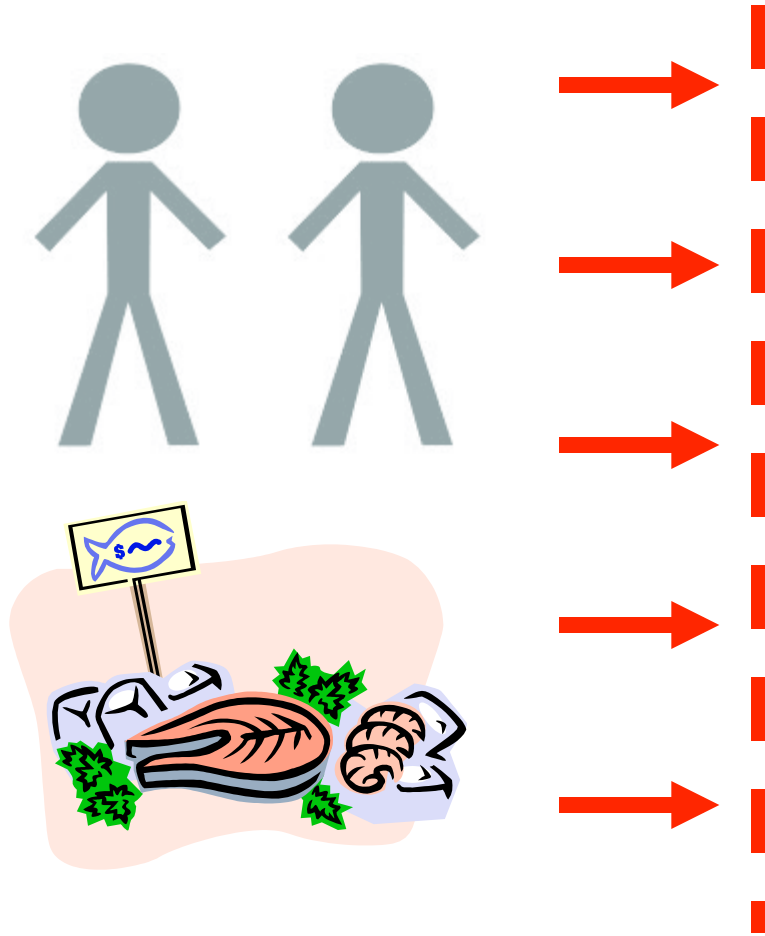


Biggest Barrier to Eating Seafood

Lack of **confidence** in knowing:
how to: select, buy, and eat
seafood.

Source: [Harvard](#)

As We Increase Consumption We Need Aquaculture to Meet Demand

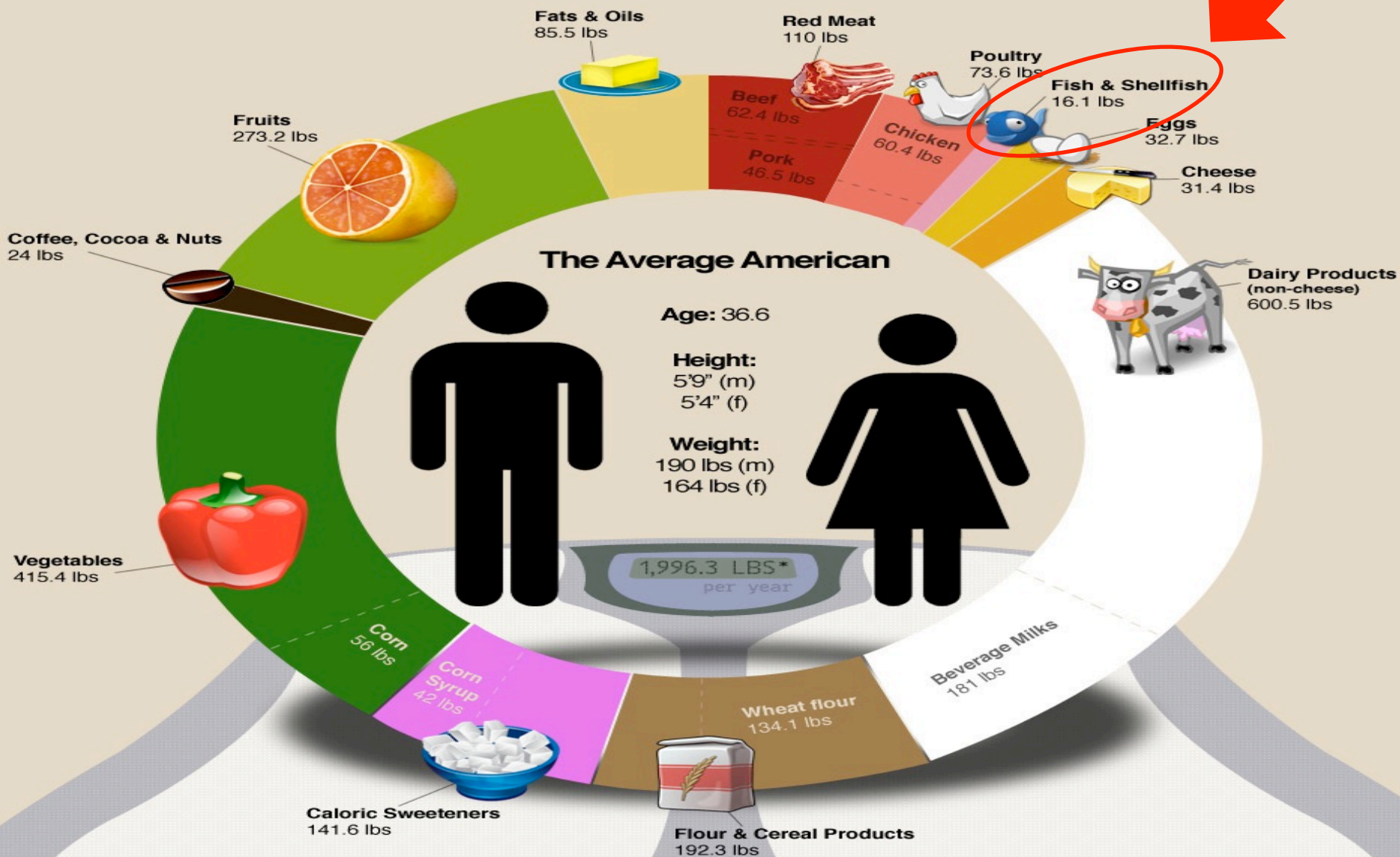


Join Journey to Health

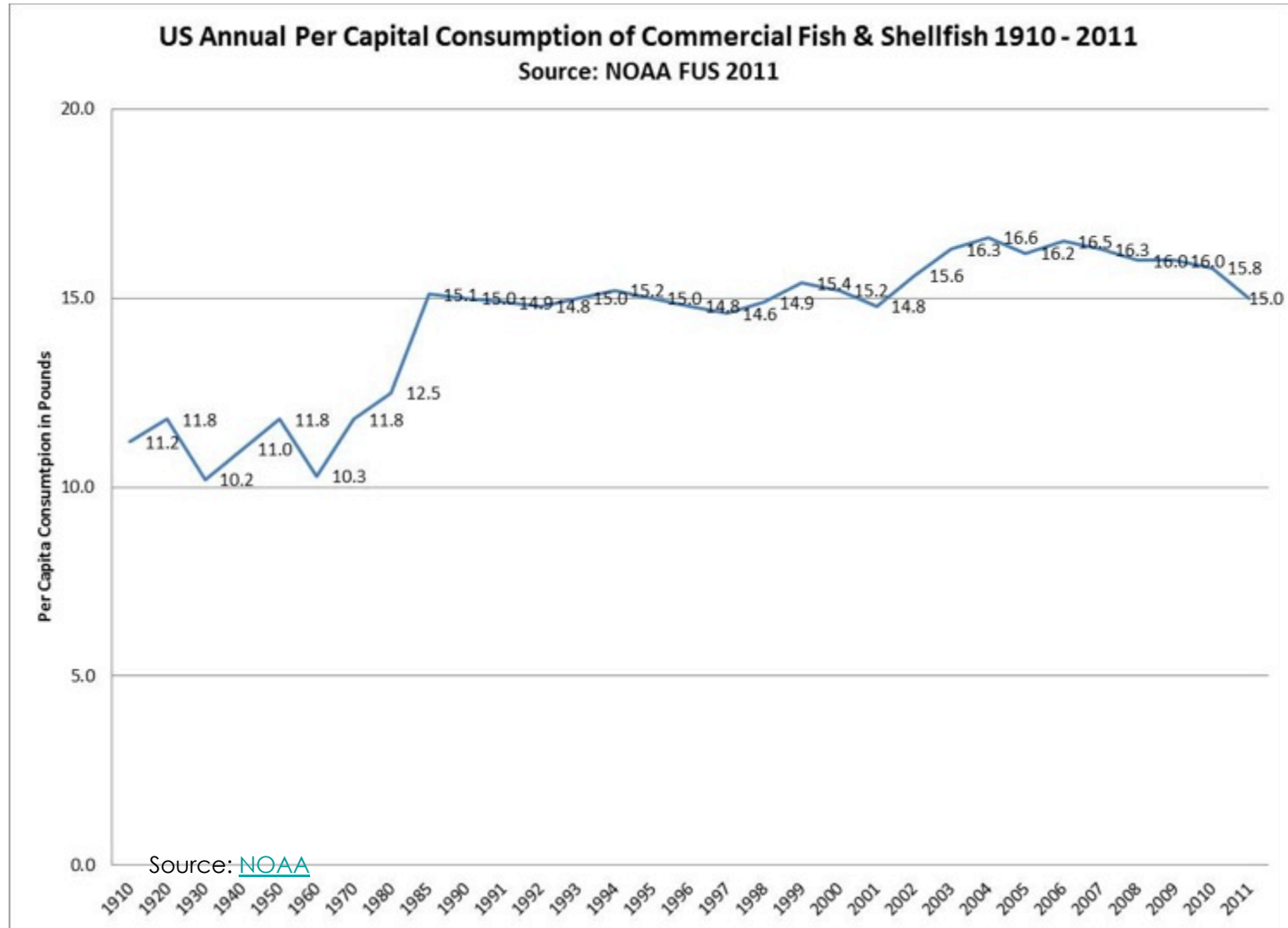
Health organizations around the world are now at tipping point to address public health crisis with focus on diet

WHAT ARE WE EATING?

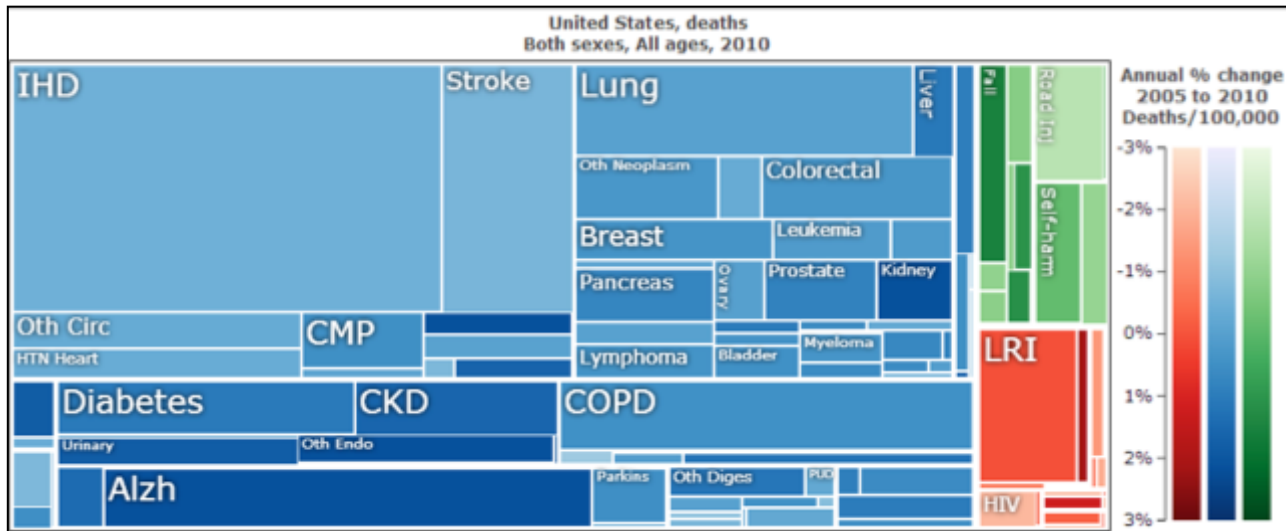
What the Average American Consumes in a Year



US Seafood Consumption is Flat & Declining



Global Burden of Disease Causes of Deaths - 2010

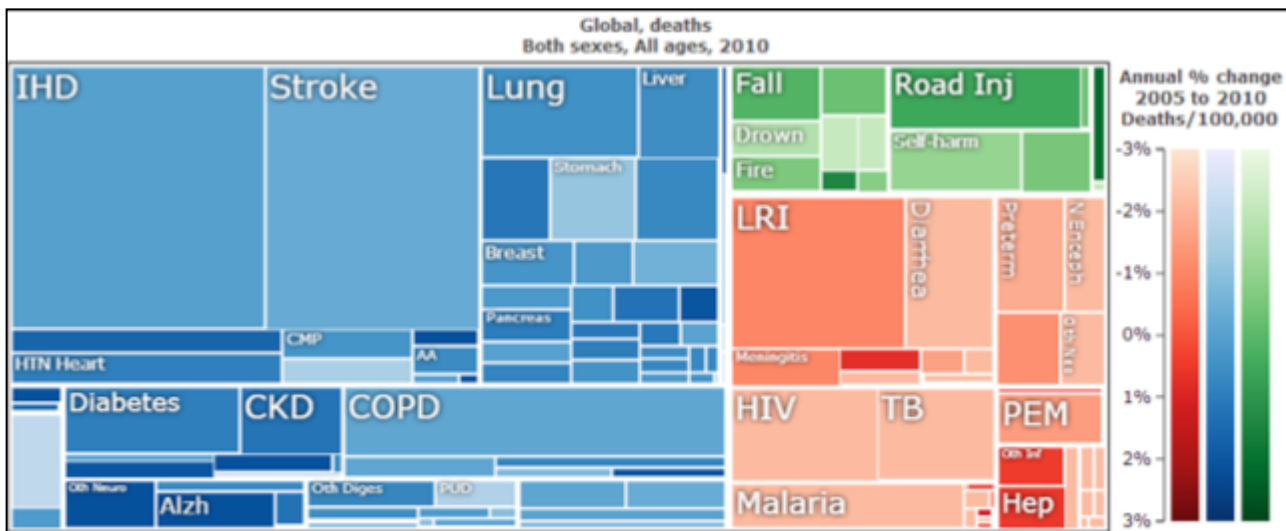


Blue:
Preventable
Diseases

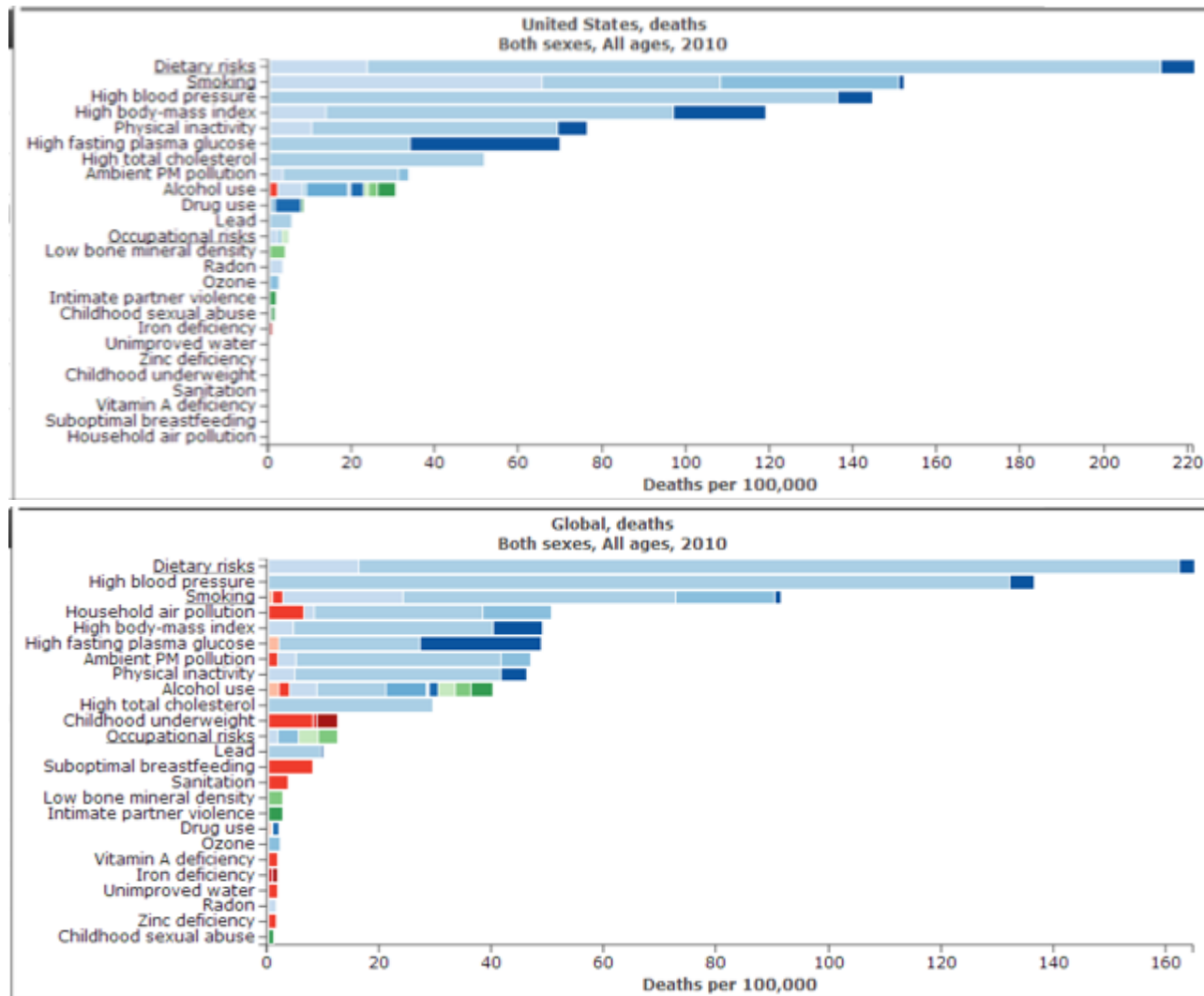
Red: Infectious
Diseases

Green:
Accidents

**#1 Killer in US &
World is Heart
Disease**



Global Burden of Disease Risk Factors for Deaths - 2010



**Diet & Lifestyle
Risks are Top
Factors
Attributable to
Leading Causes
of Deaths in US
and World**

**Globally, 22%
of the Burden of
Heart Disease is
Attributable
to Low Seafood
Consumption**



Leading Causes of Death in US

Per CDC

1. Heart disease: 597,689
2. Cancer: 574,743
3. Chronic lower respiratory diseases: 138,080
4. Stroke: 129,476
5. Accidents: 120,859
6. Alzheimer's disease: 83,494
7. Diabetes: 69,071

Source: [CDC](#)

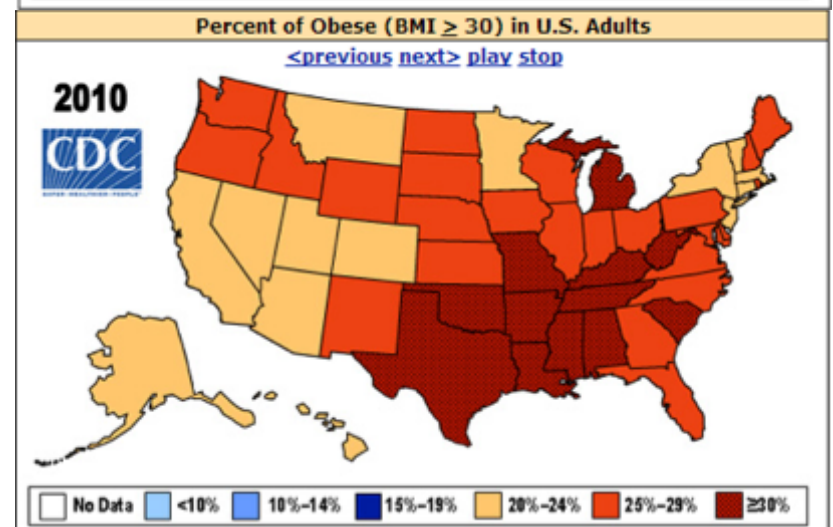
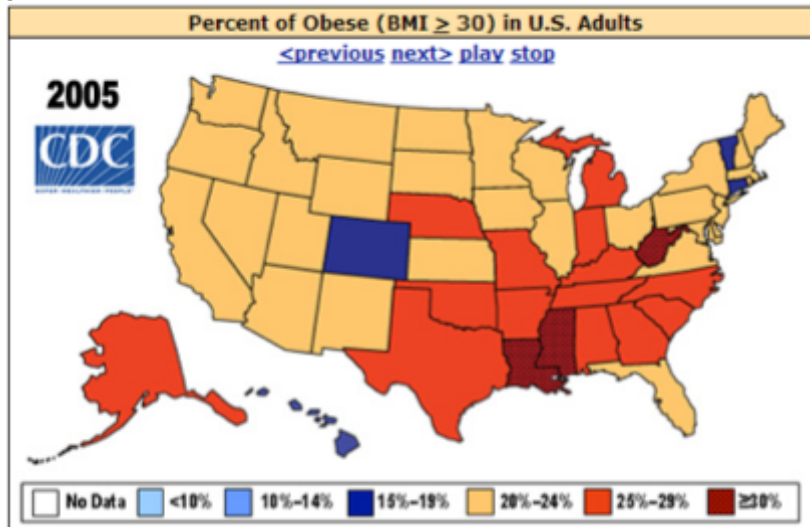
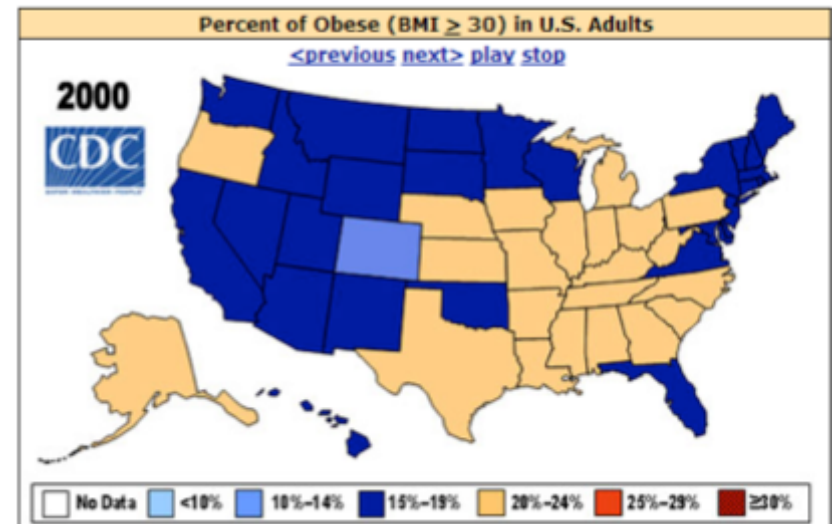
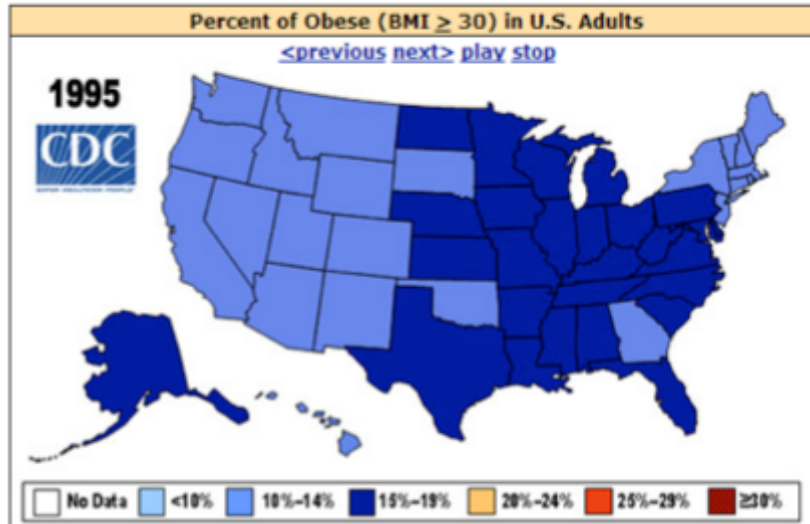
Deaths Attributed to Diet & Lifestyle Risks

1. Tobacco Use: 467,000
2. Physical Inactivity: 191,000
3. High Salt Intake: 102,000
4. Low Seafood Consumption: 84,000
5. Low Intake of Fruits & Vegetables: 58,000

Source: [US National Library of Medicine](#)

2/3 of US Adults Overweight/Obese

BMI: Normal (18.5-25); Overweight (25-30); Obese (>30)



Cost to Treat Heart Disease in US

\$273B

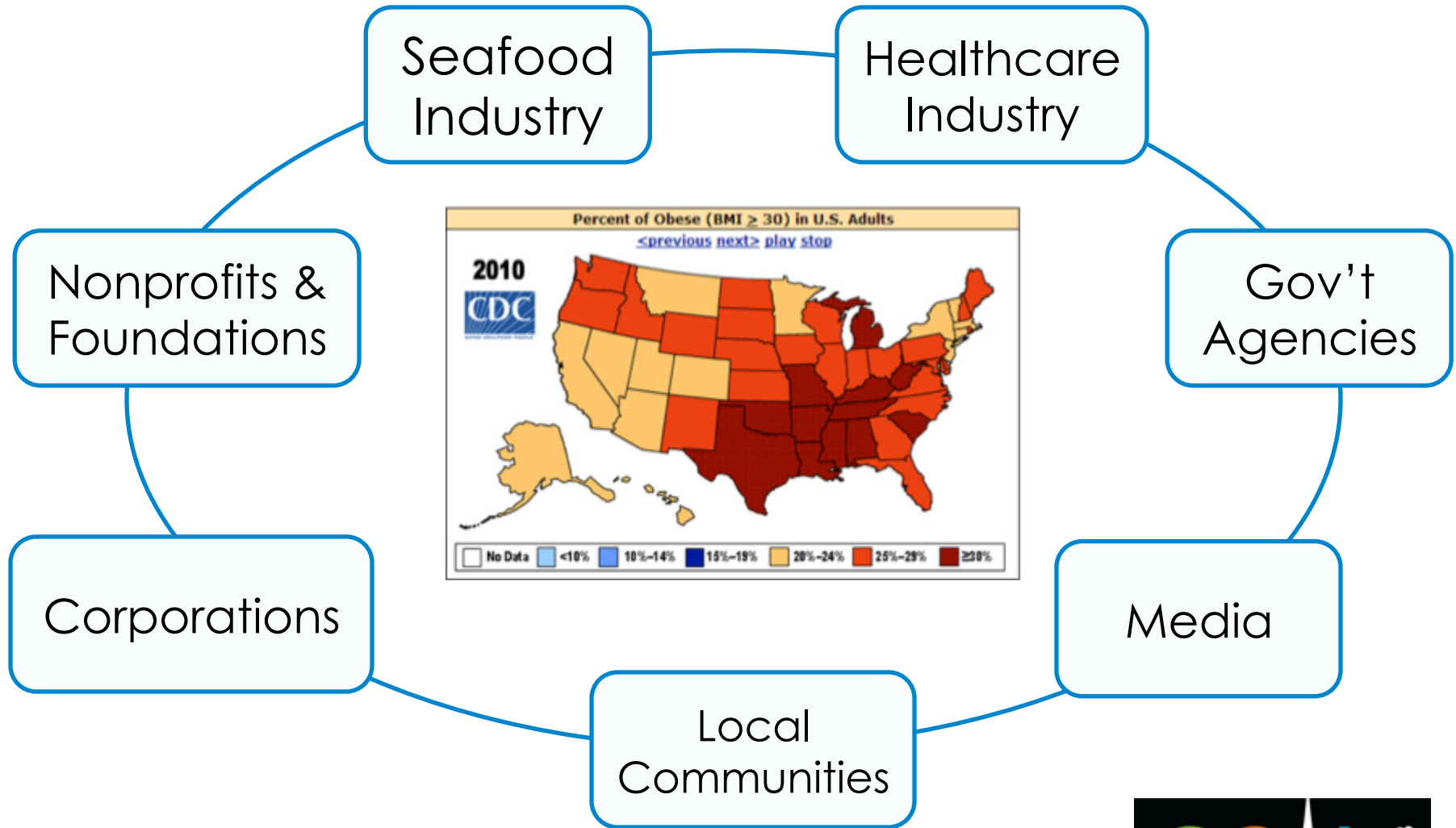
Today

\$818B

2030

**Cost to Treat Heart Disease will
triple by 2030 in US ([AHA](#))**

Addressing Public Health Crisis through Public Private Partnerships



Proposed Campaign

Year 1



Feb. Heart
Health Month

Year 2



Feb. Heart
Health Month

Year 3



Feb. Heart
Health Month

A. Provide Seafood Nutrition Education. Strategy: Partner w/ Health Influencers



B. Shape the American Palate. Strategy: Partner w/ Tastemakers



C. Inspire a Healthier America



Be the Change You Want to See

Create Tiny Habits to Good Health

- At your next meal have some seafood
- And then say, “I AM AWESOME!”



Thank You!