

U.S. News & World Report

DASH Diet Number One

Plan created by MED prof tops magazine's list

WANT THE INSIDE scoop on dieting? Ask BU's Thomas Moore. The Medical Campus associate provost helped create the best diet plan going, according to U.S. News & World Report.

DASH (Dietary Approaches to Stop Hypertension) topped 19 other diet plans in the magazine's "Best Diets Overall" category, beating out such popular plans as Atkins, Jenny Craig, and Slim-Fast. The accolade is notable for two reasons: DASH hasn't been commercially marketed like those other plans—you don't see it at halftime during football games, notes Moore, a School of Medicine professor. And it wasn't even

designed to shrink waistlines. Rather, it's a doctor-devised regimen to help people lower high blood pressure.

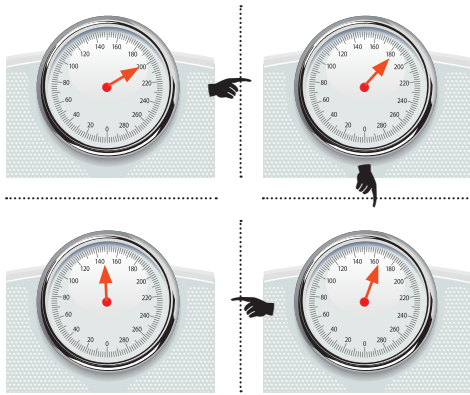
Several studies have confirmed DASH's calorie-cutting potential, including one by Boston Medical Center researchers who looked

at adolescent girls using the diet. The plan was devised in the 1990s in a multi-medical center trial led by Moore, who was a Brigham and Women's Hospital researcher at the time. Since then, it has anchored a BU-developed weight reduction regimen offered free to University employees. Moore says several companies, including CVS, offer DASH to workers.

The benefits of DASH, which is similar to the Mediterranean diet, won't surprise followers of nutrition news. The diet stresses fruits, vegetables, and whole grains and avoids high-fat dairy products and high-sugar foods. Cutting salt intake enhances the diet's potency. DASH's key insight is that a nutritional diet can reduce high blood pressure, just as losing weight and cutting your salt intake can. It also recommends exercise as a complement to the menu.

"DASH is really better known to the medical community," says Moore. "To get it out in the lay press like this is always lots of fun," not to mention great publicity: the day U.S. News announced its rankings, traffic to the DASH website jumped 20-fold, he says. RICH BARLOW

WEB EXTRA Through October, Thomas Moore will answer your questions about the DASH diet at bu.edu/bostonia.



Hall Named VP for Alumni Relations

Seeks to double alum philanthropic support by 2017

Dropping the "associate" from his title, Steven Hall has been promoted to vice president for alumni relations.

As associate VP for alumni relations for the past four years, Hall has been responsible for annual giving, development, and communications with BU's 292,000 alums around the world. In that time, participation at alumni events has gone from a few thousand a year to more

than 41,000. Hall says that by 2017, he'd like to double the current 26,000 alumni who support the institution philanthropically.

"We'd also like to have alumni coming together 1,000 times a year or more under the BU flag," he adds, "and we'd like to have 8,000 alumni volunteering on behalf of BU on an annual basis."

The old notions of alumni supporting their institution strictly out of loyalty aren't enough anymore, Hall says.

"Obviously that will appeal to some," he says, "but



MICHAEL LUTCH

if you're trying to have the aggressive growth that we're talking about, the real challenge is getting as close to one-to-one marketing as we can."

That's where communication tools like Facebook and Twitter come in, according to Hall.

"Social media is an important way to tell the BU story, to communicate when good things happen at the University and get alumni to talk about it," Hall says.

Before joining BU in 2007, Hall was CEO and president of the Houston Alumni Organization of the University of Houston. Previously, he was vice president for major gifts at the Washington State University Foundation. CD