

~ Robert Rose Publicity Update, Spring 2012 ~  
**Diabetes Meals for Good Health, 2<sup>nd</sup> Ed.**  
**Karen Graham**

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**CONFIRMED MEDIA**

NATIONAL MEDIA

Print:

- **INTERVIEW with Canadian Press** confirmed for Friday, June 15, 2012 at 11:00am ET – from Toronto hotel room
  - Circ: More than 100 Canadian newspapers. In addition to enabling news-sharing between these publications, the agency serves more than 500 radio and television broadcasters, as well as a growing number of online publishers, and is a leading supplier of news and information to commercial and government clients
  
- **Metro News** featuring Canadian Press piece June 21, 2012
  - Metro is available in print, online and mobile in Halifax, Montreal, Ottawa, Toronto, London, Winnipeg, Saskatoon, Regina, Calgary, Edmonton and Vancouver. In addition, Metro is available online and on mobile devices in Hamilton, Kitchener, Windsor and Victoria.
  - Circ: over 1.5 million readers daily and approx 3.4 million readers over the course of a week
  - <http://metronews.ca/health/272243/book-on-managing-diabetes-fits-well-into-any-lifestyle/>

Online:

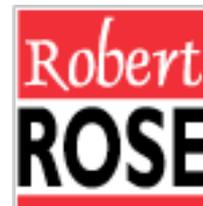
- **Gothic Epicures** By Dean Tudor, Gothic Epicures Writing, [dtudor@ryerson.ca](mailto:dtudor@ryerson.ca)  
Creator of Canada's leading wine satire site at <http://fauxvoixvincuisine.blogspot.com>  
Always available at [www.deantudor.com](http://www.deantudor.com) and <http://gothicepicures.blogspot.com>  
FOOD AND DRINK BOOKS IN REVIEW FOR APRIL 2012 (sent to all April 26, 2012)  
28. CANADA'S DIABETES MEALS FOR GOOD HEALTH. 2d ed. (Robert Rose, 2008, 2012, 320 pages, ISBN 978-0-788-0402-4, \$29.95 CAN paper covers) is by Karen Graham, RD and a Certified Diabetes Educator. Some of the content here had been previously published as "meals For Good Health" in various editions going back to 1998. This current edition features a new 32-page chapter "Food Choices for Good Health" that rates food choices from healthy to unhealthy. There are about 100 new photos and



some updated nutritional analyses, as well as colour-coding for ease of use. Graham also includes notes on meal planning for 70 complete meals (both large and small), over 100 snacks, and 100 recipes. Her first edition sold about 100,000 copies. It is pretty good basic stuff from a tried and true producer of cookbooks: liver and onions, pork chop casserole, Chinese stir-fry, French onion soup, and Western sandwich (but usually made with just ham not bacon). Preparations have their ingredients listed in both metric and avoirdupois measurements, but there is no table of metric equivalents. Quality/price rating: 87.

<http://gothicepures.blogspot.ca/2012/06/reissues-reprints-and-newer-editions.html>

- **Today's Diet & Nutrition Magazine** featuring book in July 2012 issue – sent cover image May 31, 2012 <http://www.todaysdietandnutrition.com/>
  - Circ: 84,223
- **Cookstr.com** featured Chinese Stir Fry recipe from Canadian Press piece July 5, 2012 <http://www.cookstr.com/recipes/chinese-stir-fry>
- **Food & Nutrition Magazine** featuring book review March 15, 2012  
*Carefully planned, nutritious meals and sensible portion sizes are an essential part of diabetes management. The recipes in the first edition made meal planning easy and straightforward so it's no wonder that the first edition has nearly 100,000 copies in print. All the great features of the first edition are still here: delicious recipes and balanced meal options for all the meals of the day, suggestions for healthy snack and life-size photographs for every meal provide an easy way to identify appropriate portion sizes. There are 70 complete meals, 100 recipes and over 100 snacks to choose from and each section is color coded for ease of use. The new edition will feature many new photographs plus an all-new 32 page section which will provide -- through photographs and nutritional analysis -- an excellent, easy-to-follow guide for making the right food or beverage choice. These meal plans are so sumptuous, they can be enjoyed not only by those managing diabetes but by anyone who loves great food:*
  - <http://foodandnutritionmagazine.com/diabetes-meals-for-good-health-complete-meal-plans-and-100-recipes-->
- **Canada.com** featuring Canadian Press piece June 27, 2012 with recipe image for Chinese Stir Fry  
<http://www.canada.com/health/Topic/Type+2+Diabetes/Healthy+eating+fast+paced+world/6850163/story.html>
  - Circ 1,300,000



## REGIONAL MEDIA

Print:

- **Bismarck Tribune** – ND – featuring recipes for Prairie Quiche and French Onion Soup with images – featured April 17, 2012  
*Diabetes has become a high-profile health risk for many Americans. Nutrition experts and medical professionals point to a number of factors that play into the increase in type 2, commonly called adult-onset, diabetes. Many of the factors are related to lifestyle, with poor nutrition and obesity among them. Eating healthy meals by controlling fats, salt and sugar is one of the essential things that people with type 2 diabetes can do to cope with their diabetes. Eating healthy doesn't mean settling for boring or tasteless food; in fact, the dishes that are healthiest also can taste the best. The second edition of "Diabetes Meals for Good Health" (Robert Rose, 2012) by registered dietician and certified diabetes educator Karen Graham offers 100 recipes, meal plans and practical tips and guidelines for managing meals to help manage your diabetes.*
  - [http://bismarcktribune.com/lifestyles/food-and-cooking/recipes/diabetics-can-still-eat-great-meals/article\\_a2afb772-87d7-11e1-a4fa-0019bb2963f4.html](http://bismarcktribune.com/lifestyles/food-and-cooking/recipes/diabetics-can-still-eat-great-meals/article_a2afb772-87d7-11e1-a4fa-0019bb2963f4.html)
  - Circ: 129,140 hardcopy / 245,860 online
- **Brandon Sun** featured Canadian Press piece June 19, 2012  
<http://www.brandonsun.com/lifestyles/breaking-news/book-on-managing-diabetes-fits-well-into-any-lifestyle-as-it-promotes-healthy-eating-159557835.html?thx=y>
  - Circ: 23,375 hardcopy / 63,000
- **Hamilton Spectator** featured Canadian Press piece June 20, 2012  
<http://www.thespec.com/living/healthfitness/article/746034--diabetes-cookbook-promotes-healthy-eating-for-everyone>
  - Circ: 107,026 hardcopy / 220,000 unique visitors/month
- **Winnipeg Free Press** featured Canadian Press piece June 19, 2012  
<http://www.winnipegfreepress.com/arts-and-life/food/book-on-managing-diabetes-fits-well-into-any-lifestyle-as-it-promotes-healthy-eating-159557835.html>
  - Circ: 145,228 hardcopy / 520,000 online
- **Chronicle Herald** featured Canadian Press piece June 22, 2012  
<http://thechronicleherald.ca/artslife/109754-book-on-food-to-help-manage-diabetes-offers-healthy-fare-for-everyone>
  - Circ: 112,306 hardcopy / 390,000 online
- **The Province** featuring Canadian Press piece along with recipe for Chinese Stir Fry, author headshot, and cover image – ran feature June 27, 2012  
<http://www.theprovince.com/life/Healthy+eating+fast+paced+world/6850163/story.html>
  - 157,525 hardcopy / 350,000 online
- **The Guardian** – PEI – featured book review July 4, 2012  
*Karen Graham wrote Canada's Diabetes Meals for Good Health (Robert Rose Inc., Toronto, 2012) to help people with diabetes. Graham, a registered dietitian and certified diabetes educator, has had 30 years of experience as a nutrition counsellor specializing in helping*

people lose weight and in preventing and treating diabetes. One of the big challenges many people face, when diagnosed with diabetes, is planning meals. After a lifetime of eating what they want, when they want to eat it, people are told that they must be careful to choose the right type of foods in appropriate amounts and eat them at regular mealtimes. I think Graham wrote this book to make it easier for people learn a new way of eating after being diagnosed with diabetes. This book is more about meal planning than cooking. The focus is on making it easy for people to select meals to meet their personal needs, especially with regard to energy (calorie) consumption. Care was taken to minimize the amount of fat in meals, and manage carbohydrate and fibre intakes. Many people diagnosed with Type 2 diabetes are advised to lose some weight. Graham has provided tools for those who have trouble picturing how to eat for weight loss. Although some are good at keeping track of every calorie consumed, many people are not prepared to do so. For those people, Graham has planned a number of meals to mix and match. Readers will find 15 breakfast meals, 15 lunch meals, 40 dinner meals and plenty of snacks. She presents larger and smaller versions of the breakfast, lunch and dinner meals, each with a standard number of calories. For example, large dinners have 730 calories, and small ones have 550 calories. There is information about how to easily combine the meals and snacks for the desired total daily calories. Diabetic food choices are listed for each meal, large and small, as well as carbohydrate and fibre counts. Beside each recipe, there is a nutrition panel listing the amounts of major nutrients, similar to the panel that is found on packaged foods. Graham provides context with a write-up about each meal, including facts about foods that some readers may be unfamiliar with, such as plantains, notes about preparation, information about safe food handling and advice about selecting ingredients. The reader can see, in detail, what the meals look like, as there is a full-size photograph of each large meal, with an inset showing the smaller version on the same page. The meals are displayed well to look attractive and tempting. This provides a model for serving the food with care, and is a helpful feature for people who fear that they will have to eat bland and unappealing food for the rest of their lives. It must be challenging to choose menus for such a book, because people with diabetes are a heterogeneous group with a wide range of tastes, cooking skills and resources. Graham has selected meals representing some of the diversity in Canadian culture, by including, for example meals based on tacos, perogies and roti, in addition to beef stew and pork chop casserole. She also meets people half way when it comes to cooking skills. Some of the meals, such as the sandwich lunches, require no cooking, and others rely on prepared foods such as frozen waffles. As someone who prefers to use mainly whole foods, I would be more inclined to make something like the meatless sun burgers than the recipes that include ingredients such as light instant pudding mix or canned soups. Recognizing, too, that people may not be prepared to give up fast food and packaged foods after learning that they have diabetes, Graham shows how to incorporate boxed macaroni and cheese into a lunchtime menu and how to select a meal of fast food once in awhile. This book's strength lies in the amount of research that has been done, and the clear presentation of information, making it possible for the reader who wants lots of guidance to follow along and prepare diabetes-friendly meals.

- <http://www.theguardian.pe.ca/Arts/Entertainment/2012-07-04/article-3022632/Cookbook-good-choice-for-good-health/1>
- Circ: 120,701 hardcopy
- **HealthTips** featured Guardian piece July 4, 2012  
[http://healthtipsblogspot.com/cookbook-good-choice-for-good-health/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=cookbook-good-choice-for-good-health](http://healthtipsblogspot.com/cookbook-good-choice-for-good-health/?utm_source=rss&utm_medium=rss&utm_campaign=cookbook-good-choice-for-good-health)



Online:

- **Skippy Mom Blog** – OH – featured book review May 24, 2012  
*According to the American Diabetes Association, over 25 million people in the United States have diabetes and almost 80 million have been diagnosed with prediabetes. This is a disease that requires people to seriously change the way they live. Some will have to take oral medications or even insulin. Others may be able to control theirs with lifestyle changes. All will have to watch their food intake and diet. Diabetes Meals for Good Health aims to help them do just that. As someone who has to watch their blood sugar very carefully, I really appreciated this book. It has easy to follow suggestions for anyone who wants a healthier diet. It also explains food groups, serving sizes, etc. for those that may be having to watch what they eat for the first time. The recipes are divided in Breakfast, Lunch and Dinner. It is extremely nice that the author put them together as 'meals.' It does not just show the entrée that there is a recipe for. It shows how to turn that into a nutritious balanced meal. This is a must buy for anyone that has been diagnosed with diabetes or prediabetes. The best place to [purchase this book](#) is at Amazon.*
  - <http://skinnymom.com/2012/05/24/skinny-mom-approved-diabetes-meals-for-good-health-review-and-giveaway/>
- **One Cook Two Kitchens** featuring book review and recipes for Prairie Quiche and Irish Currant Cake – featured Monday May 28, 2012  
*If you have been following One Cook, Two Kitchens, it may strike you as odd that I am promoting a book about diabetes, as this site is definitely not about diabetes or any other health concern for that matter. But unknown to many people, diabetes has played an important role in my life, and an earlier version of Meals for Good Health was a godsend, so I encourage to to read my story, and if you, or someone you love, has diabetes, please trust me and seriously consider purchasing this book. When Paula Deen was outed a few months back for having diabetes, it really ticked a lot of people off. Outrage seems to range from 'how could she promote such unhealthy food and get diabetes' to 'how could she keep her diagnosis quiet and still promote diabetes-causing food on television'? Paula Deen's diagnoses, or even how she handled it, did not cause that kind of reaction from me. I wasn't surprised by the diagnosis, because here's the bottom line: that kind of diet can be a factor in developing Type II Diabetes. And going forward, Paula Deen has a real opportunity to dust herself off and act as a role model, turning her diagnosis into something positive. The bottom line is that there is a great information out there – it's just a matter of staying out of the weeds of denial and managing it. Now, I am no expert on the subject. I am not a dietician. But diabetes became a part of my reality a few years ago when my mother-in-law moved near us so that she could be near family in her later years. She had diabetes Type 2 Diabetes. To her credit, she took the diagnosis seriously, and managed her blood sugar very well. But when she started to get to the point that she didn't really want to cook for herself any more, yet wanted to remain independent, she started to run into a series of health issues. After I-don't-know-how-many trips to the hospital, where it was evident that she just couldn't look after her own diet, but still wanted to live independently, I stepped in and started cooking her meals. I would make meals for my husband and myself, and then pack away a well balanced care package for her. This interest in her diet would wind up being a bond that I would have with her until her final days. Like me, she appreciated a good meal, and I loved cooking for her. Somehow it made me feel like I was making her feel better. I read up on everything I could get my hands on regarding diabetes. There are quite a few books on diabetes, but the best one by far was one called Meals for Good Health. I would put together meal plans, and ultimately, I am proud to say that we did decrease her hospital visits for some time. So when I heard that Robert Rose was publishing Diabetes for Good Health in cooperation with the Canadian Diabetes Association, which brings back elements of Meals for Good Health, I told them that I wanted to review the book. I recall*

*being at a loss as to what a responsible diet should look like for someone with Type 2 Diabetes, while dealing with a person who naturally didn't want to be bored with her food.*

*So part of the challenge was not only providing a balanced meal, but also ensuring that every part of it – side vegetables included – were good enough to eat. Canada's Diabetes Meals for Good Health by author Karen Graham is chucked full of great nutritional information plus 40 complete meal plans (including a large meal or small meal option, and the calories for each option), lots of snack options, along with their calories, and lots of recipes. The purpose of this book is not to be a gourmet cookbook, but it does manage to offer a varied selection of options for breakfast, lunch, and dinner, plus desserts. And the recipes are good. From this book, I made roti, prairie quiche, and shrimp linguini, all of which are dishes that we are happy to have at home, as you don't have to be a diabetic to appreciate the nutritional information and the healthier recipes. There is a detailed, colour-rich appendix of snack ideas, and information on eating out that is invaluable. And in my case, most of the recipes can be made ahead and frozen for later. I am not reviewing this book entirely on the recipes, but more on making the overall task of making diabetes management easier, especially for the person who knows nothing about it. I have never met a person with diabetes who did not love food, so it's important to have variety. I found that many of the recipes were adaptable, which can be done with common sense, and by carefully following the guidelines in the book. If there is someone in your life with diabetes, either buy it for them, or buy it for yourself if you look after them. If you are one of my loved ones with diabetes, the cat is out of the bag: you're getting this book for Christmas. And by the way, Robert Rose publishes other excellent books on this subject.*

- <http://www.onecooktwokitchens.com/canadas-diabetes-meals-for-good-health/>

## **PENDING MEDIA**

- The Alvin Sun – TX
- Parade Magazine
- Health Monitor Network
- Chicago Sun-Times, Swap Shop
- TopCookBooks.com
- Scholastic Parent & Child Magazine
- Pittsburgh Parent Magazine
- Country Gardens Magazine – IA
- Life After DX Blog, William Dubois – NM
- InDpendence Diabetes website – MA
- Aliza with Diabetes Blog
- Fort Bend Publishing Group
- Edmonton Journal, Health giveaway
- Big Mountain Media – Elise Oberliesen
- Living Without Magazine
- Beyond Black & White – CA
- MiscFindsForU.com
- San Antonio Express-News – TX
- Journal Press Syndicate – NY
- WSGW Radio Listen to the Mrs



- Seattle Healthy Food Examiner
- DLife.com – CT
- Diana Page Jordan.com
- Loretta H Campbell – freelance writer – NY
- Abbotsford Mission Times
- Ilona Biro
- CTV – Avis Favaro
- CTV.ca – Health
- Montreal Gazette – Health
- Healthcastle.com
- Maclean's – Health
- National Post – Health
- Vancouver Sun – Health
- O, The Oprah Magazine – Health
- US News & World Report – Health
- Here and There Blog
- Living in the Kitchen
- Jonny Bowden, Health Writer
- Redbook
- Woman's World – Health
- Wall Street Journal – Health
- Whole Living
- Family Circle
- AARP
- The Atlantic
- Best Self
- Consumer Reports on Health
- Experience Life
- First for Women
- Fresh Juice
- Health Magazine
- Wellbella
- Best Ever You Media