June 23, 2016

Dan Lindblade, CAE
President & CEO
Greater Fort Lauderdale Chamber of Commerce
512 NE 3rd Avenue
Fort Lauderdale, FL 33301

Dear Dan,

I’m writing to suggest adding important information about Fort Lauderdale in Chamber promotions. Fort Lauderdale is at latitude 26.1224° N which is a perfect location for safely generating Vitamin D from the sun.

Michael F. Holick, M.D., director of the General Clinical Research Unit and professor of medicine, physiology, and biophysics at Boston University Medical Center, has written two books that explain the importance of Vitamin D:

- The Vitamin D Solution: A 3-Step Strategy to Cure Our Most Common Health Problem (2010)
- UV Advantage (2005)

Dr. Holick divides the world into four main climate regions:

- Tropics (0 degrees to 23 degrees)
- Subtropics (23 degrees to 35 degrees)
- Mid latitudes (35 degrees to 50 degrees)
- High latitudes (50 degrees to 70 degrees)

We need sunlight with ultraviolet radiation (photons) to generate Vitamin D that requires skin exposure. As a result, it is impossible for people in the mid and high latitudes to make Vitamin D in the winter months. Here’s what takes place:

Four Ultraviolet B photons combine with one molecule of cholesterol in the skin to make Vitamin D3 (cholecalciferol). However, Vitamin D3 is not a biologically active hormone. It is a prehormone. It needs to be converted to 25 hydroxy Vitamin D3 in the liver and finally converted to biologically active 1,25 dihydroxy Vitamin D3 in the kidneys.

Traditionally, the most well-known Vitamin D deficiencies are rickets and osteomalacia from defective bone development. We need Vitamin D to absorb calcium and build strong bones.

Over the last 10 years, the latest medical science indicates Vitamin D deficiency has also been associated with an increased incidence of cancer, autoimmune diseases such as multiple sclerosis and rheumatoid arthritis, inflammatory bowel disease, and Type I diabetes. It is also associated with hypertension, chronic pain, obesity, influenza (flu), tuberculosis, heart disease, and accelerated aging.

Recent scientific research indicates that the incidence and severity of many types of cancer inversely correlates with Vitamin D status in the body (“Cellular and Molecular effects of Vitamin D on Carcinogenesis,” JoEllen Welsh, Arch Biochem Biophys. 2012 Jul 1; 523(1): 107–114).

For the last 50 years, there have been strong recommendations to avoid sun exposure and increase the use of sun block lotions to prevent skin cancer and damage to the skin. It became medical heresy to recommend sun tanning in any form. During that time period, there has been a dramatic increase in the incidence of every form of chronic illness from cancer to autoimmune diseases. In his books, Dr. Holick recommends getting sunlight, but not sunburn. People with very fair skin may need to limit their exposure to 10 minutes each day, while those with darker skin may be able to withstand longer periods.
The implications for promoting Fort Lauderdale’s healthy location in the Subtropics are enormous. The fashion industry can help sun-shy consumer’s understand the need for short sleeves and a minimal daily requirement for sunshine helps promote outdoor attractions such as the Water Taxi, Hugh Taylor Birch State Park and Las Olas Shops.

Sincerely,

Mary Jo Fahey

Audrey Hepburn’s short sleeve blouse and dirndl skirt designed by Edith Head for her role in *Roman Holiday*. 