# Professor Ian Brighthope - World Of Wellness - Business & Community Round - Up - 20 August 2025.mp3

**Barry Green:** That's Ray Cooder and get rhythm on Donnybrook Balingup community radio. Business and community roundup. I'm Barry Greene and my next guest is Professor Ian Breithaupt from the world of wellness. G'day, Ian.

**Professor Ian Brighthope:** G'day Barry. And hello, everybody over there in the West. One of my favorite places to go back in the good old days.

**Barry Green:** We think it's pretty good, too. So Ian's from the World of Wellness https://wowintl.org , Professor Ian Bright Hope. And on the World of Wellness website, it says we're here to transform the way Australia approaches healthcare. That means rejecting chronic disease as a norm and challenging harmful medical policies, and empowering individuals to take control of their wellbeing through interactive, evidence informed medicine. So, Ian, you started your career in agriculture. So I guess in agriculture and Donnybrook is an agricultural community, we're about growing healthy animals. And so that was the basis of your, um, study. And then you moved into medicine. So that's a somewhat different approach to a lot of, uh, medical doctors training.

**Professor Ian Brighthope:** Uh, quite right, Barry. Back in those days, medical doctors basically came out of school, went straight into university and studied medicine. Uh, I went into medicine after having, uh, gained a bachelor of diploma of Agricultural science degree and then went, uh, and worked for a while in animal nutrition research. Uh, and then a couple of other things, including some teaching. And then I went into medicine. And, uh, so I was a mature aged student, and I was called grandpa at the ripe old age of 23. Uh, the, uh, that was back in the 1960s, of course. And, you know, the interesting thing is, I witnessed the young people just out of school, uh, being brainwashed, and you know you couldn't ask the wrong questions. You couldn't ask difficult questions like, um, what's this patient's diet like? You know, it was not what the patient's diet like as the patient's got cancer. What are we going to treat the patient with? Well, you know, with sick animals, we don't do that sort of thing, especially if there are, you know, a $50,000 bull or a $20,000 merino ram. You actually nourish them to keep them alive and and productive.

**Professor Ian Brighthope:** Yeah. And the thing about agriculture is you learn about the nutrients, not just in the animals, but also in the plants and the and where it all comes from. And that is the nutrients in the soil. So my great interest and I did a project on it when I was studying on, on selenium in the soils and the effects of selenium depletion and surprise of surprise, selenium depletion causes a thing called white muscle disease. And white muscle disease is a selenium deficiency and it affects the heart. And it took a long time after I finished medicine to realize, even though I knew about selenium, it's important to realize that those people who are developing what we call cardiomyopathy, or enlarged and failing hearts caused by an unknown cause, is actually related to their selenium intake because of the white muscle disease type problems in in humans as well. We don't see the white muscle disease, we just see Katie Omegalul and those patients, of course, go on to having to have cardiac transplants if the anti failure heart rate regime fail.

**Barry Green:** So the World of Wellness website if you search Google for world of wellness it comes up World of Wellness International. Um and there's some great information there that you can see it. But there's a member, you can get access to a whole heap more information about taking control of your own health and membership is something like eight cups of coffee a year. And and all of this new independent media. We are struggling to figure out the business model. So, you know, we we we do need to have some cash flow to maintain these services. But but tell our listeners a bit about what they will find on the world of wellness.

**Professor Ian Brighthope:** Well, Barry, we set up the world of wellness to compete with the World Health Organization because we should not, as sovereign citizens in this country, in the sovereign nation, have to have a supranational body unelected of bureaucrats who make decisions for what we do here. I find that extremely strange, extremely bewildering. And although the while the W.H.O., the World Health Organization and the Australian bureaucrats and politicians say that we are we obey our we create and follow our own laws and rules and regulations. That that is completely wrong, because all we did during Covid was follow the rules and regulations and the dictates of the World Health Organization. So the W.H.O. instead of the w. Sorry, the w o w um, we actually facetiously say well, now and boo hoo, uh, out with the who and in with the well and and the well. Actually, we are an educational body and we want to educate the public on how to stay healthy, how to look after themselves, and if they get sick, what they can do for themselves and what they must insist their doctors do. And also we're involved in the retraining of doctors. So the doctors are, uh, can hopefully stop prescribing drugs, medicines, vaccines, antibiotics, etc. and keep their population of patients healthy because most of the time I say I'm very conservative. I say 80% of drugs that are prescribed and used are not necessary. One of my academic friends talks about 95%, so somewhere between 80 and 95% of drugs that we prescribe as doctors are not necessary.

**Professor Ian Brighthope:** We can replace them with either exercise, diet, nutritional supplements, herbal medicines Systems and other approaches to health care, right? Including getting. Getting some sunlight, standing on wet grass, going for a swim, getting some exercise, whatever. I mean, there are many ways of preventing disease and treating disease, not necessarily with. You know, the cut, burn and poison therapies that we learn about in surgery. So. What we do with the Barry is we educate, uh, and you can get online, you can see all of our educational stuff. We keep on putting more material up all of the time. And I talk to people like yourself about what we can do, because it's so important to have community radio, being able to disseminate information from people like myself, because there are other very good health care practitioners around the country with approaches that are similar to mine, but in some cases different. And we all have our own special interests. So this is this is the new wave of the future. I'm not talking about the new World order, but it's the new world in a new way. And you mentioned before, uh, Baja could be the, uh, life, the new life, be in it. I think we can imagine something even even more profound here. Barry. We need you. And I need to have a brainstorming session on this.

**Barry Green:** Very good. Well, I did speak at the wow event in in in Melbourne a few weeks ago, and, and in that I talked about I'd been up to Canberra and went to the National Australian National University and they had a thing about, um, about the life unit of the 50 years ago. And one of the things that said that, and it was sort of it came about with concern about smoking, but it said in 1970 the risks of smoking were well known. The Commonwealth wanted to reduce the rate of Australians smoked in order to ease the burden on the economy and the health care system. But it became much more than that. That was all about basically eating good food and getting exercise, which really is what Maha is so bad. And and Robert Kennedy's involvement there and and the link to the whole regenerative agricultural movement with Gaye Brown and Joel Salatin. And I've watched a very inspiring video with Joel in it the other day. Joel is a regenerative farmer. He says, you know, 40 or 50 years ago, Americans spent about 18% of their income on food and about 9% on medications, and now they're spending about 9% on food and 18% on medications.

**Barry Green:** Houston, we have a problem, but we we can change it because we can have these conversations and raise awareness. And you're saying you've been talking to other community radio stations, which is really good because the commercial stations tend not to want to talk about these things. And, um, we're community radio. We operate under the community radio code of practice. Some people have been questioning why I've been talking about these issues on a small community radio station, but the community Radio Code of Practice, three, says that ***we engage in our community to ensure our program decisions best reflect and serve the community interests that we represent. We provide access to media for communities not adequately served by mainstream media***. Now, I'd contend that over the last five years, the well over a million Australians who didn't get the Covid injection and who lost their jobs, their businesses, their careers and their families, as well as those that were injured by the injection, have not been adequately represented by the mainstream media. And so community radio can do that. Now, what's your take on that? Ian.

**Professor Ian Brighthope:** Well, the mainstream media have failed the Australian population because they have hidden away the facts and the data regarding Covid, the vaccines, the adverse effects of vaccines and the unexplained excess mortality, the unexplained excess deaths that occur. Say, for example, in young men playing sport on the field, suddenly dying, suddenly another young man at the age of 20 or 21, having an injection, going to sleep and never waking up. This has happened. And as we talked about before, Barry, people need to join the dots and relate one thing to the other. And that's why you're doing what you're doing, because the mainstream media has been blocked by the government to censor this information, and the censorship is global, and the censorship has been coming from the Almighty and all powerful organisations like the W.H.O., the World Economic Forum and others with vested interests, including the Trusted Media Initiative, which was started in before Covid. But the Trust of Media initiative is that we will all you say state the same things worldwide about Covid, the vaccines, the virus And, uh, and the, the sequelae that is the, uh, the serious adverse effects and deaths. Right. So, uh, your your media is absolutely critical and essential and, uh, must be supported because there are there are 1 million Australians. Um, in fact, there are 1.8 million Australians who are supporting the Airline Council of Australia now. And that is an organization that works hand in hand with well and its member organizations to disseminate information and to act in the interests of um, of Australians going into the future. Because sooner or later, uh, there's going to be another what we call what they call fake, a public health emergency of international concern. Um, and that, uh, is of great concern to me because these people in higher places, uh, in these super natural bodies, like the way you can make these determinations and affect every country in the world. Yeah, as they did with Covid.

**Barry Green:** Okay. And well, community radio like mainstream media, we do have to pay our bills. So I'll run a few sponsor messages and we'll come back and talk some what people can do to take their health into their own hands.

**Sponsor Message:** You're listening to DB Community Radio. This station is made possible by our generous sponsors. Please support them Bridgestone Tires, Donnybrook, Highland View Farm, Baling Up, Progress Association and crazy for Fruit and Veg. Stay listening. You'll enjoy.

**Sponsor Message:** Now there are a few listeners of this station that still haven't downloaded the Community Radio Plus app, which lets you tune in anywhere, even way out here. G'day, Marcos.

**Sponsor Message:** Whoa! Where did you come?

**Sponsor Message:** I'm just here to help you download our app. Pass me your phone. Okay, now you can listen to us wherever you are. Message or call the studio directly and even share the station with your friends. There you go.

**Sponsor Message:** That's right.

**Sponsor Message:** See ya.

**Sponsor Message:** All right.

**Sponsor Message:** Okay. Download the community radio Plus up for yourself. Or I suppose you can just wait for me to do it for you.

**Barry Green:** So the Community Radio Plus app, people can listen to community radio stations all around Australia via the Community Radio Plus app. And community stations have become really important because, especially in the region, the media has been bought by the corporations and largely shut down. So we're providing a local voice. Um, and with the wow is, uh, is helping people look after their own health. But it's really interesting. The next thing, if you all got lined up this morning is with, uh, Ellie Korte, who's the CEO of the soils for life organization. And soils for life was formed in 2017 or suddenly by former Governor General Michael Jeffery. And one of the interviews that Ellie has done is with her doctor, Mary Cole. Now you've also got an interview with Doctor Mary Cole on the. Way out. So these dots are being connected in so many different areas now, and I guess I'd encourage people to look at the world of wellness and tell us more about, you know, how they can use the world of wellness to to look after their own health or to to learn how to look after their own health?

**Professor Ian Brighthope:** Well, very many of the talks that we've done, including Mary's talk, is about health and understanding why we do things and having a knowledge that we should have when we graduate from primary school, but we don't have. There is a major issue with regard to education of our population over the last few generations, if you like, because children are in school, answer questions like this. What? Where does milk come from? Well, it comes from a bottle. Or where where where did potatoes come from? They come from the supermarket. You know. They don't know. I mean, I'm not being funny here. I'm being serious. I consulted for the Jenny Craig weight loss centers when they first came here to to Australia. Over one third of the women who were going to Jenny Craig weight loss centers did not eat vegetables and did not know how to prepare vegetables. I mean, this is unbelievable. And my grandparents would be rolling around in their grave if they knew that this is what's happening in this country now, because they came from Europe, and they knew how important it was to have organic food, food grown at home, if possible, food that's clean and free of pesticide and herbicide residues, food that is fresh, food that looks like food and not something that comes out of a tin package or or cairn that we don't know where it came from.

**Professor Ian Brighthope:** We don't know its provenance, we don't know how it's being treated, and we don't know what the levels of nutrients are in these foods. So it's so important to be educated in this respect. And you mentioned Mary Cole and Soils. I mean she talks about soils and how important they are. I talk about a book I read a long time ago. It was titled From Soil to Psyche, which means what is going on in the soil has an effect on this up here. If we're deficient in nutrients, it has an effect on everything our physical well-being, our mental well-being, our psychological well-being. And that also has an effect on our overall spirituality. So, I mean, we do need to learn more and keep learning every day. And that is what we're trying to achieve at the way our Barry teaching and learning. And, you know, I'm I'm retraining doctors at the moment. I'm retraining nurses on how to give intravenous nutrients, for example, on how to eat properly, how to exercise properly and it's basically lifestyle we don't need, uh, we don't we should not need big hospitals, honestly. I mean, I'm being facetious again, but we should only need hospitals for trauma. Yeah, only need hospitals for emergencies. And and there shouldn't be emergencies. If we lived in an ideal situation, we should be able to stop asthma, stop arthritis, stop the use of drugs for hyper high blood pressure.

**Professor Ian Brighthope:** We should be able to stop the use of drugs for epilepsy, for example, because we know that some most epileptics, uh, their brain is sensitive to foods and chemicals deficient in nutrients. And we have some incredible naturally occurring herbs for all of the conditions that I'm talking about, if they're grown in the right soil. But, you know, Berry, you know, and most people will be aware that we have, say, 5 to 6in of topsoil. Average around the world. Some areas that may be in some countries, like Indonesia, it might be a meet or two. But our soils in Australia are very, very shallow. And by mono cropping, you know, using just wheat or barley or rye or oats in over tilling the soil, we're creating new deserts. And these, these things are soil is a thing that we rely on for food. There's no other part of the planet where we get food apart from the sea. And we do need plenty of sunshine. We need plenty of carbon dioxide. We need plenty of organic fertilisers and manures. That is the way to produce the the food that will keep us alive longest. Make our genes express themselves the healthiest and stop this revolving door of disease. Hospital doctor disease. Hospital Doctor. In and out. In and.

**Barry Green:** Out. In 2018, I put I was mentored to produce a community radio documentary called Healthy Soils Healthy Communities with Charles Massey and others, including Ian Di Haggerty, or this year's West Australian winners, the Australian year of the award. And, you know, the the program I said was called Healthy Soils, Healthy Communities. Whatever people think about technology and I've worked in technology all my life, our health and wellbeing comes from the soil. Always has, always will. And in soils books, I've heard people say that there's been 26 major civilizations throughout time that have collapsed when they've destroyed their soils locally. And when you destroy your soils, you don't suddenly run out of food, but you nutrition declines and you end up with physical and mental problems, and the whole system spirals out of control, which is sort of where we're going to globally, which is a bit depressing. However, I remain optimistic because the internet has democratized information throughout history, information has been controlled by kings and queens, bishops and dictators, and more recently, Rupert Murdoch. But the internet has changed that. So we can have these conversations, we can post it online, you can share our content, we can share your content. That's how we get around the gatekeepers. So we really are in an exciting period in history because we have the science. And at the talk I gave it the wow, I did a misquote the Bill Clinton's it's all about the economy, stupid. And I said it's all about the biology, stupid. We're getting a scientific understanding of the biology. Now, if we get that right, a lot of the problems go away. But that biology and that science isn't owned by a handful of corporations. So we really could be on the verge of a new renaissance then.

**Professor Ian Brighthope:** I agree, Barry. Absolutely. If we can convince everybody that extreme socialism is dangerous, extreme collectivism is dangerous, and those will cause the collapse of our current civilization, then we may have a movement of people back to a productive individuals in the community. And I think it's it behooves us to keep keep doing what we're doing to bring people across that to those who are. I mean, we I've always in the past been, uh, a little outside the establishment because I have seen the establishment doing damage. So we don't want to go in the way the establishment is taking us. And that is towards flying syringes, mosquitoes, genetically programmed. We don't want to be eating bugs, which is what Bill gates, uh, from the Bill and Melinda Gates Foundation want us to do. And that is basically we grow bugs because they're better than growing cattle. And sheep are quicker because the protein in bugs can be toxic and allergic. Um, already they're putting bug protein. They're powdering up bugs, uh, into, um, into chips and cakes and biscuits and so forth. In Europe and the UK. We just don't want that here because we, we, we, um, have a desire to continue eating healthy foods. Um, and not, uh, masses of bugs that have been converted into, uh, food. Like sort of.

**Barry Green:** What Michael Pollan in The Omnivore's Dilemma refers to. It's food like material. And that's a that's a very interesting read some years ago. And that's where I first came across Joel Salatin. And, you know, so it is exciting. Joel Salzman involved with the major movement in America. So there's so much happening. Ian, thanks for taking the time to talk to us today, and I encourage all our listeners to have a look at the world of wellness and maybe sign up and, uh, gain a different insight.

**Professor Ian Brighthope:** Thanks very much, Barry, and good luck to you and your listeners. I really appreciate the opportunity to speak with you.

**Barry Green:** Thanks, Ian. I've been talking to Professor Ian Brighthope from the World of wellness.