



January 1, 2002

Dear EAT RIGHT MONTANA Friend:

Happy New Year! Welcome to year four of **EAT RIGHT MONTANA'S** award-winning series, **Celebrating Healthy Families**. During 2002, we will focus on the challenge of America's dramatic weight gain with the theme: **Moving Montana Toward a Fit Future: Start today for a healthy weight.**

The weight issue was recently brought to the forefront of US public health with the release of "*The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*" on December 13, 2001 (complete report @ www.surgeongeneral.gov/topics/obesity/). Secretary Thompson and Surgeon General Satcher outlined numerous community-based strategies under the categories of communication, action, research and evaluation (CARE). Their first two vision statements will guide all our 2002 materials:

- **The Nation must take an informed, sensitive approach to communicate with and educate the American people about health issues related to overweight and obesity.**
- **The Nation must take action to assist Americans in balancing healthful eating with regular physical activity.**

Each month we will focus on the unique issues related to healthy weights for different groups - like men, pregnant women, children and people with diabetes (see monthly list of topics on page 6). Each packet will include the following materials - with **ERM's** simple, sensitive and creative approach:

- Press release and page of facts, statistics or resources
- Handout on "Eating for a Healthy Weight" based on Food Pyramid groups
- Handout on fitness featuring a wide variety of physical activities
- Updated materials from previous issues (as appropriate)

As always, we appreciate your support and welcome your suggestions.

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Motivation Boosters:

Ten easy ways make your New Year's resolutions stick for good

1. Get started today.

Waiting for next Monday, next week or any time in the future delays the time that you will start to feel better. Commit to your health right now – and for the rest of your life.

2. Do it for yourself.

Trying to change for someone else usually ends in no change at all. The strongest reasons are ones that are important to you – not to a parent, spouse, child or friend.

3. Make health a priority.

No time to eat right or be active? All of us have time; it's a question of how we spend it. Move health up on your priority list, and you'll have more energy for everything else too!

4. Set realistic goals.

Getting a model-perfect body isn't realistic for most of us (despite what the ads say). Set yourself up for success with achievable goals – and you'll stick with the program longer.

5. Make small changes.

Small changes work better than giant leaps and, over time, they make a big difference. Break behaviors down into smaller “bites” – and work on them one at a time.

6. Expect to be successful.

Plan for success rather than failure. Positive self-talk and an enthusiastic approach are often self-fulfilling prophecies. Reviewing past failures is a recipe for disaster.

7. Ask for support.

Supportive people can help you stay with your plan. You can take a class, join a group, or just hook up with a good friend (or family member) who also wants to make a change.

8. Consult an expert.

The right “coach” can make all the difference in your attitude and progress. Go to an RD (registered dietitian) for nutrition help and a certified trainer or instructor for fitness help.

9. Track your progress.

Research shows that tracking changes is a real motivator. Pick a convenient place to write down how you're doing, like notes on a calendar or in your computer scheduler.

10. Celebrate every success.

Rewards and positive feedback work for kids – and adults too! Choose several ways to give yourself pats on the back, like saving for a massage or spending time with a friend.

Provided by Eat Right Montana



Moving Montana Toward a Fit Future: ABCs of a healthy weight
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Healthy Families 2002: Start today for a healthy weight (1st in a series of 12)

Believe it or not, it's that time again. It's a new year – time again for those resolutions to really, no really, get in shape, eat right, and lose a few pounds.

“Americans use the same old resolutions from year to year,” says Dayle Hayes, MS, Registered Dietitian (RD) and spokesperson for the Montana Dietetic Association. “As national statistics clearly show, these recycled resolutions aren't helping us lose weight or get fit. More of us (61 percent) are overweight than ever before and 40 percent of Americans do not get any leisure time physical activity.”

According to US Surgeon General David Satcher, it's time to get out of the resolution rut and take a new approach to achieving a healthy weight. Health experts across Montana applauded "*The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*," released in December 2001 (complete report available at www.surgeongeneral.gov/topics/obesity/).

“The Surgeon General emphasized that ‘quick-fix’ diets don't work,” says Hayes. “And, he promoted exactly the same approach that Eat Right Montana recommends. Moving toward a healthy weight really is as simple as **ABC**: **A**im for fitness with fun physical activity; **B**uild a healthy base with the Food Guide Pyramid; and, **C**hoose foods sensibly.”

Eat Right Montana (ERM), a statewide coalition promoting healthful eating and active lifestyles, wants to help all Montanans take a sensible, successful approach to weight management in 2002. As part of the fourth year of its **Healthy Families** campaign, ERM will offer free nutrition and fitness tips at the Montana Dietetic Association website (www.montanadieticassociation.org/promo.html).

“Make a New Year's resolution to forget the diet fads and miracle cures,” suggests Hayes. “They are expensive, temporary solutions that lead to frustration and failure. Help your family move toward a healthy weight with delicious nutrition and fun fitness.”

ATTACHED: "Eating for a Healthy Weight" and "Moving the Healthy Weigh"

EATING FOR A HEALTHY WEIGHT

Want to lose weight and keep it off? Confused by all the conflicting claims, testimonials, and hype by so-called experts? These six simple steps can help you and your family move toward a healthy weight – and a fit future.

1. Forget the fads and skip the silly stuff.

Fad diets and miracle products are a waste of your time and money. There are no foods or pills that magically burn fat. There is nothing that will melt fat while you sleep. Some supplements and herbal products can be dangerous – and even deadly – for some people.

2. Build a healthy base with the Food Guide Pyramid.

Eating for a healthy weight is not difficult. You don't have to count grams of this or weigh portions of that. Let the Food Pyramid be your guide to eating right. Eat more from the base (whole grains, fruits and vegetables) and less from the tip (fats, sweets and oils).

3. Downsize your portion sizes.

The portions in fast food and sit-down restaurants are ridiculous. Just say NO to super-size, biggie-size and combo meals (save your extra \$.49 for a piece of fruit). Eat half of your restaurant meals – and take the rest home for an easy lunch or dinner tomorrow.

4. Listen to your stomach (and your brain).

Return to childhood eating patterns: Eat when you are hungry and stop when you are full. Learn to tell the difference between hunger and the things that food cannot fix, like boredom, loneliness, fear, anxiety and pain. Deal with feelings directly, not with food.

5. Snack smart and drink plenty of fluids.

Snacks and drinks can fill your body with extra, empty calories. Make between-meal foods and beverages count with high-energy choices. Skip the pop and candy machines – and refuel and rehydrate with yogurt, string cheese, nuts, veggies, fruit, juice and water!

6. Enjoy all foods, just don't overdo it.

Who wants a restrictive diet that takes away your favorite foods? How long will you be able to avoid all the things you love to eat? Eating for a healthy weight means a realistic, flexible eating style – that allows you to enjoy a lifetime of delicious nutrition.



**Celebrating
Healthy
Families 2002**

MOVING THE HEALTHY WEIGH

Want to lose weight and keep it off? Regular, enjoyable physical activity is an essential part of any successful weight management plan. These six simple steps can help you and your family move toward a healthy weight – and a fit future.

1. Make a commitment to physical activity.

There is no way around it. An active lifestyle is essential to maintain a healthy weight. However, there's **NO need for painful exercise or boring workouts**. All it takes is a commitment to regular, enjoyable physical activity – for the rest of your life.

2. Make physical activity part of your daily routine.

Most people identify **TIME** as the biggest obstacle to exercise. The secret is to fit fitness into your normal routine. The good news is that every step counts. Set a simple activity goal: **at least 10 minutes at a time; at least 30 minutes total; at least 5 days a week**.

3. Be active at least 10 minutes at a time.

If you have an hour to go to the fitness center, that's great. If you don't, it's still possible to get the activity you need for weight management and overall health. All it takes is **TEN minutes of activity at a time** – like walking around the block or around the mall.

4. Be active at least 30 to 45 minutes a day.

You can do it all at once; you can do 10-minute “sparks” of activity. You can do it inside; you can do it outside. You can do it alone; you can do it with friends. All you have to do is get a **TOTAL of 30 to 45 minutes** of fun physical activity on most days of the week.

5. Be active at least 5 days a week.

Some people like the routine of going to a class at the gym, while others get bored doing the same thing day after day. Fitness classes, dancing with friends, playing with the kids, walking the dog, shoveling snow, **it all counts** – just do something every day (or almost).

6. Choose activities you enjoy.

Change the “E” word from exercise to **ENJOYMENT**. Dance with a loved one, walk the dog, or fly a kite. Put on some music, and rock around the house. If you love what you are doing, you'll keep doing it – and you'll keep moving toward a healthy weight.



**Celebrating
Healthy
Families 2002**

Healthy Families 2002:

Moving Montana Toward a Fit Future:

Start today for a healthy weight

January 2002

- **The ABCs of a Healthy Weight**

February 2002

- **Moving toward a Healthy Weight for Men**

March 2002

- **Moving toward a Healthy Weight for Women**

April 2002

- **Moving toward a Healthy Weight for Children**

May 2002

- **Moving toward a Healthy Weight for Pregnant Women**

June 2002

- **Moving toward a Healthy Weight After Having a Baby**

July 2002

- **Moving toward a Healthy Weight for Babies and Toddlers**

August 2002

- **Moving toward a Healthy Weight for Teens**

September 2002

- **Moving toward a Healthy Weight for Seniors**

October 2002

- **Moving toward a Healthy Weight during Menopause**

November 2002

- **Moving toward a Healthy Weight for People with Diabetes**

December 2002

- **Moving toward a Healthy Weight Forever**



EAT RIGHT MONTANA

A coalition promoting healthy eating and active lifestyles