



January 1, 2003

Dear Nutrition Communicator:

With this issue, **Eat Right Montana** begins the fifth year of our award-winning Healthy Families campaign – through which we have passionately promoted healthful eating and physical activity for forty-eight issues. All previous monthly packets (January 1999 through December 2002) are available online and can be downloaded as PDF files from [www.montanadieticassociation.org/promo.html](http://www.montanadieticassociation.org/promo.html).

After four years, we are still enthusiastic and still dedicated to creating innovative, effective nutrition and fitness materials. We still strive, every month, to provide messages that make a difference in the everyday lives – and health – of Montanans. (For those outside the state, we thank you for understanding that our target audience is busy Big Sky families – which may differ significantly from your clients.)

Since the beginning of the Healthy Families campaign, our goal has been to provide science-based information about food, physical activity and health. This year, we'll continue the tradition – with a few new “twists” to keep our materials creative and interesting. Reflecting our 2003 theme, **Fit and Healthy, Anytime, Anywhere: Taking charge of your eating and your life**, there will be a stronger emphasis on the emotional content of our messages. If we hope to influence health behaviors, we must do more than educate – we must find ways to inspire and motivate.

As in previous years, the monthly 2003 packets will include a press release and two handouts – one on food/nutrition and one on physical activity/fitness. There will also be at least one page on a motivational topic – this month, it is “**The Seven C's of Successful Change**.” We hope that all of these will be useful in your practice.

In a continuing effort to practice what we “preach,” all ERM materials are based on the same three principles outlined in this month's press release:

1. Keep it **SIMPLE**
2. It's all about **BALANCE**.
3. Maximize the **POSITIVE**, minimize the negative.

**We welcome feedback (of all varieties) ~ please let us know what you think.**

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**Fit and Healthy, Anytime, Anywhere: Taking charge of your life  
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**Healthy Families 2003: Taking a new approach to fitness (1<sup>st</sup> in a series of 12)**

When Americans think about losing weight or improving their health, they usually think about making big changes in their lifestyle – like joining a health club or going on a serious diet. Then they get frustrated or feel like failures when they are unable to maintain their new habits over the long haul.

“There is a better way to get fit and healthy – and your body is counting on you to take it,” says Lynn Paul, EdD, RD, registered dietitian with the MSU Extension Service in Bozeman. “The secret is to keep it simple. Small changes are easier to maintain, and they can make a big difference over a lifetime. Simple changes, like eating breakfast or taking a ten-minute walk, can energize your life.”

A healthy lifestyle is all about balance. Making small, lasting changes can help anyone reach their health goals. If your goal is a healthy weight, you need simple ways to balance food with activity. If your goal is stress reduction, you need simple ways to balance family, work and other expectations. If your goal is more energy, you need simple ways to balance sleep, rest and responsibilities.

According to Paul, black and white thinking is often what gets us into trouble. “People think that they have to eat perfectly or spend an hour at the gym in order to get fit,” she says. “Health is not an all-or-nothing proposition; it’s about maximizing the positive and minimizing the negative.” Moving toward your health goals means maximizing the time you spending walking – and minimizing the time you spend sitting. It means drinking more water and milk – and drinking less soda and coffee.

Eat Right Montana (ERM), a statewide coalition promoting healthful eating and active lifestyles, urges all Montanans to take charge of their health in 2003. A few simple changes in eating habits and activity patterns can make all the difference in the world.

“Our bodies deserve the best care possible,” says Paul. “Fortunately, it’s easy to give your body the nutrition and physical activity it craves – anytime, anywhere. From early morning to late at night, all it takes are small, simple changes in your everyday food and fitness choices.”

**ATTACHED: *Eating Well ~ ANYTIME* and *Being Active ~ ANYWHERE***

# Eating Well~ ANYTIME!!

Making healthful food choices is much easier than you thought possible. There's no need to follow a complicated diet, to count every calorie or to avoid your favorite foods. Even better, it's easy to eat healthfully **ANYTIME** of day – **ANYWHERE** you decide to eat.

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## WHY make healthier food choices every day?

- 🍷 **ENJOY** great taste and good health in every bite you take.
- 🍷 **BOOST** your brainpower for learning, working and playing.
- 🍷 **ENERGIZE** your body and mind for all the things you want to do.
- 🍷 **ENHANCE** your health from head to toe, on the inside and the outside.
- 🍷 **PROTECT** your whole body – heart, bones, muscles, eyes, skin and more!

## WHAT foods are the healthiest choices?

For high-energy health, choose minimally processed, whole foods. These are the best sources of the 70+ nutrients your body needs every day. Whole foods are cheaper than supplements – and the nutrients in them are usually better absorbed. Your **best bets** are:

- 🍷 **Fruits & vegetables** (fresh, frozen, canned and dried) ~ **5 to 9 servings a day**
- 🍷 **Whole grains** (breads, cereals, rice, pasta and snacks) ~ **3 or more servings a day**
- 🍷 **Low-fat dairy foods** (1% or less milk, yogurt and cheese) ~ **2 to 3 servings a day**
- 🍷 **Legumes & plant proteins** (beans, peas, nuts and seeds) ~ **1 to 2 servings a day**
- 🍷 **Lean animal proteins** (Meat, poultry, fish and eggs) ~ **2 to 3 servings a day**

## HOW can I make these foods part of my day?

With a few simple guidelines, you can enjoy power foods from morning 'til night. Look for tasty choices everywhere – at home, in restaurants and at the supermarket.

- 🍷 **Eat early:** Start every day with a protein, a whole grain and a piece of fruit.
  - 🍷 **Snack regularly:** Include a protein for maximum satisfaction and lasting energy.
  - 🍷 **Select bright colors:** Pick colorful fruits and vegetables to fill half your plate.
  - 🍷 **Go for lean:** Choose lean meats and skinless poultry to minimize your saturated fat.
  - 🍷 **Choose crunchy:** Go for grains, nuts, seeds and veggies to pump up your fiber.
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**Celebrating  
Healthy  
Families 2003**

# Being Active ~ ANYWHERE !!

Being physically active is much easier than you thought possible. There's no need to join an expensive health club or to spend hours doing exercises you hate. You don't even have to change your clothes!! Best of all, you can get fit **ANYWHERE** – **ANYTIME** of day!

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## WHY make physical activity part of your day?

- ✓ **ENJOY** the pleasure that comes from getting stronger and healthier.
- ✓ **BOOST** your brainpower and your energy levels – all day long.
- ✓ **IMPROVE** your strength and endurance (both physical and mental).
- ✓ **ENHANCE** your natural good looks from the inside out.
- ✓ **PROTECT** yourself from the pain of heart disease, cancer and osteoporosis.

## WHAT activities are the healthiest choices?

For overall health, your best bet is to enjoy a wide variety of physical activities. Just follow the 30-10-5 rule: at least 30 minutes of physical activity a day; at least 10 minutes at a time; at least 5 days a week. For best results, give your body what it deserves:

- ✓ **Fun activities** ~ because they are the ones that you'll stick with!
- ✓ **Aerobic activities** ~ that get your heart pumping, like brisk walking or dancing
- ✓ **Body-shaping activities** ~ to maintain muscles, like lifting weights or groceries
- ✓ **Stretching activities** ~ for flexibility and tone, like water aerobics or gardening
- ✓ **Balance activities** ~ to strengthen bones and prevent falls, like yoga or bike riding

## HOW can I make activity part of every day?

With a few simple guidelines, you can make physical activity an integral part of your day – even with a hectic schedule. Look for all the easy ways to fit fitness into your life:

- ✓ **Play more:** Feel like a kid again by skating, swinging, playing ball or flying a kite.
  - ✓ **Use leg power:** Walk the dog; walk to the store; walk around the mall; just walk.
  - ✓ **Hide the remote:** Change the channels the old-fashioned way – by getting up!
  - ✓ **Practice inefficiency:** Make multiple trips on the stairs or to the car for groceries.
  - ✓ **Pick up the pace:** Use a longer stride when you walk – everywhere, all the time.
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Healthy  
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# The Seven C's of Successful Change

## Taking charge of your health and your life

Many of us want to make changes in our habits. Sometimes it's a New Year's resolution; sometimes it's advice from the doctor. Sometimes it's just a desire to be stronger or have more energy. We want to eat better and be more active, but we don't always know how to make the necessary changes. Taking some time to consider these seven "C's" of change may help you understand how to get from where you are now – to where you want to be.

### 1. **Caring** enough to treat your body really well.

Caring about yourself is essential for making any behavior change. Self-care is not selfish – it is what we have to do in order to stop doing one thing and start doing another. Taking good care of yourself also helps you be in better shape to take care of those around you.

### 2. **Choice** to take small steps in a new direction.

Change is all about making choices. It is making the choice to do one thing (like taking a walk) rather than another (like watching TV). It doesn't mean that you have to give up all television programs – it just means that sometimes you make the choice to be more active.

### 3. **Creativity** to find a variety of food and fitness options.

The world is filled with stressful situations that can get in the way of our plans to eat well or to be active. The key is to stay calm and to brainstorm a variety of possible solutions. If you are out of fresh produce, you can still enjoy some canned fruit or frozen veggies.

### 4. **Courage** for new adventures and everyday challenges.

There is no way around it. It takes courage to make a change. There are many ways to find the courage you need. You can discuss your struggles with friends or family; read inspiring stories about people who have made difficult changes; or find strength in faith and prayer.

### 5. **Comfort** through tough times with relaxation (or even pampering).

Change is hard work and can be stressful – even when it is a positive change. When you are trying to do things differently, you need to rest and recharge your internal batteries. Take time to read a book, to take a nap, to play with the kids or just to do nothing for a while.

### 6. **Confidence** to take risks and to make normal mistakes.

Optimistic people are generally healthier than pessimistic people. Being confident that you can make positive changes is at least half the battle. Sometimes it helps to make a list of all the changes you have already made – like eating more whole grains or drinking less soda.

### 7. **Celebration** of the progress toward a strong and healthy you.

Rewards and celebrations are an important part of successful change (think about why we celebrate graduations or job promotions). Give yourself plenty of pats on the back – just for moving a step closer to your goal. Gold stars on the calendar aren't just for kids anymore!

Provided by Eat Right Montana

# Healthy Families 2003

## Fit and Healthy, Anytime, Anywhere: Taking charge of your eating and your life

January 2003

- Nutrition and Physical Activity, ANYTIME, ANYWHERE!!

February 2003

- Healthy options in the morning

March 2003

- Healthy options at noon

April 2003

- Healthy options in the evening

May 2003

- Healthy options between meals

June 2003

- Healthy options at work

July 2003

- Healthy options on the road

August 2003

- Healthy options while camping

September 2003

- Healthy options at school

October 2003

- Healthy options for hunting

November 2003

- Healthy options in restaurants

December 2003

- Healthy options at celebrations



**EAT RIGHT MONTANA**

*A coalition promoting healthy eating and active lifestyles*