



Blog Post or Newspaper Article

(Fad) Diets Don't Work Long Term; Here's What Will

If you're tired of gaining and losing the same ten to twenty pounds or more, maybe you are ready for a "new" approach. Unfortunately, it's not glamorous, sexy or exotic but it will work, and will make you feel a lot better if you stay with it and learn to tune into your inner signals. The new approach? Eat fewer calories at every meal and exercise most if not all days of the week.....and do this for the rest of your life.

If this sounds harsh, it's really not. It's more about finding a style of eating less every day, one that you can do indefinitely (hint: including lots of fruits, vegetables, and whole grains can help), and a form of physical activity that you enjoy enough to do almost every day. Regular monitoring and accountability will also help: conspire to exercise daily (if possible) with a friend or group and write things down in a food and activity journal or calendar. Use your favorite jeans as a guide – if they start to get tight, it's probably time to cut back on your portion sizes or increase your exercise (or both).

There are many ways to lose weight; the hard part comes in trying to maintain the weight loss permanently. Fortunately, researchers at the University of Colorado and Brown University have been studying people who have successfully lost weight (successful maintainers) for nearly 20 years. The National Weight Control Registry (NWCR) (<http://www.nwcr.ws>) is a database that tracks over 10,000 individuals who have lost at least 30 pounds and kept it off for one year or longer. All registrants complete an annual survey to learn more about the behavioral and psychological characteristics of successful maintainers, as well as the strategies they use to maintain their weight losses. Participants in the NWCR "self-report" their success and their methods—which means that there is room for error.

Here are some statistics from the registry on how successful maintainers lost weight:

- 45% lost weight on their own and the other 55% did so with the help of some type of program (e.g., Weight Watchers, Jenny Craig, etc).
- 98% report that they changed their food intake in some way to lose weight.
- 94% increased their physical activity, with the most frequently reported form of activity being walking.



To keep the weight off, most NWCR members report continuing to maintain a low calorie, low fat diet and doing high levels of activity. In addition:

- 78% eat breakfast every day.
- 75% weigh themselves at least once a week.
- 62% watch less than 10 hours of TV per week.
- 90% exercise, on average, about 1 hour per day.

Change is hard but very worthwhile. Just ask the 10,000 members of the NWCR.



Blog Post or Newspaper Article

Portions, Patterns and Plate Size: Simple Changes to Shrink Your Waistline

Most of us have tried a diet or two (or three). We know that diets can be hard to follow and the temptation to “cheat” or go off the diet can be overwhelming. So, what to do? You may need to lose weight but it seems almost impossible. Perhaps it’s time to change HOW MUCH you eat rather than WHAT you eat. And, that may be easier than you think, according to research conducted by Dr. Brian Wansink at Cornell University.

It turns out that the amounts or portions we eat are influenced more by what surrounds us — like the people, packages, plates and cups, colors and shapes, etc. — than by our hunger levels. By observing people in his lab, Wansink studied the many ways we mindlessly eat. Here are some of the things that encourage us to eat more than we should, and some tips for counteracting these effects:

At Home or Away, Large Plates, Bowls, and Packages Equal Large Portions — and More Calories.

- Try using a plate that is no more than 10 inches across and a glass that is skinny and tall rather than short and wide. You will serve yourself less and the food will look more plentiful.
- Eat from a plate, and drink from a glass, not from a bag or a bottle. When you see your portions on a plate or a bowl, it can change how much you eat.
- ALWAYS check serving sizes on packaged foods and drinks. You may be surprised at how many packages look like they have only one serving but may have two or more.
- If food is being served “family style” or in serving dishes on the table, use serving dishes and spoons that are on the smaller side.
- Serve yourself when eating or drinking: take just enough, you can always go back for more.

Most People Follow a “See Food” Diet.

- If it’s in sight, you’ll tend to reach for it regardless of whether you’re hungry — especially if it looks and smells good.



- At home, put foods you want to eat less of away in cupboards and in the back of the refrigerator, and keep the foods you want to eat more of on the counter or at the front of the refrigerator.
- Rather than serving foods on the table “family style,” serve food from the kitchen. We eat more if the food is within reach, and having to walk even a few steps makes it more likely we’ll skip the second helping.
- At restaurants, ask for a take home container when your meal is served. Consider your hunger level, and immediately package what you don’t need to eat for another meal.

For more information about Environmental Influences on Portions (Brian Wansink):
<http://mindlesseating.org/index.php>.



Blog Post or Newspaper Article

How to Spot a Fad Diet in 30 Seconds or Less

Every week there's a new "miracle" diet and every year you can't help but wonder: Is THIS the weight loss diet that will finally work, once and for all? There are weight loss programs that work, but there many more "fads" out there that will temporarily drop your weight (or perhaps make you sick), only to have the pounds return in a few weeks. Fad diets are tempting, but like eating a rich dessert when you already have a full stomach: resist, resist, resist! In the long run, you will be healthier, thinner and less frustrated.

Fad diets can be deceiving. They are usually described in detail by a book that has been written by an expert with a PhD, or a doctor who is an MD. There may be a list of scientific references that seem to back up the claims (that no one ever checks carefully to make sure they are true). And, tons of people (including all of your friends and family) seem to be following the diet and having great results.

Does this sound familiar? Here are some obvious clues that a diet is a "fad" rather than a recommended approach for permanent weight-loss:

1. It sounds too good or easy to be true.
2. Promises rapid weight loss (5-10 pounds in a week) or "miracle cures."
3. Allows only certain foods or food groups (cutting out others).
4. Promotes a product, special herb, vitamin or other compound.
5. Can only be "followed" temporarily but is not supervised by a doctor.
6. It's hard to imagine or difficult to follow the diet forever.
7. It doesn't recommend a form of exercise or says that it's unnecessary.
8. Warns that one food or food group will make you seriously ill or worse.
9. Makes recommendations based on published science that are not endorsed by credible organizations or peer reviewed by other scientists.
10. Cites research that is preliminary, based on animals or has very few subjects.



For more information about fad diets, try these sources:

US News and World Report Ranking of Best Overall Diets: <http://health.usnews.com/best-diet/best-overall-diets>

Worst Fad or Weight Loss Diets: <http://www.webmd.com/diet/features/worst-diets-ever-diets-that-dont-work>

Staying Away From Fad Diets: <http://www.eatright.org/public/content.aspx?id=6851#.UHqqO0JiZ20>

Weight Loss: Choosing a Diet That's Right For You: <http://www.mayoclinic.com/health/weight-loss/NU00616>



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Twenty Tweets About Healthful Diets And Weight Loss

Need some quips to Tweet to your shoppers? Here are twenty comments for your Twitter feed about healthy diets and weight loss.

Healthiest diet: Wide variety of foods, all eaten in moderation. Nothing new, nothing glam, but still the best advice! #WFC

Confused about gluten-free diets? Remember this: Going gluten free is 4 people who can't digest gluten, not a weight loss plan. #WFC

Fad Diets sell books & foods but don't help those who need it most – consumers who want 2 lose weight! See an RD 4 nutrition advice. #WFC

February is Hot Breakfast Month! A warm breakfast starts a cold day off right. #WFC

Biggest danger of Fad Diets? Deprivation of nutrients! Carb-free diets risk insufficient intake of b-complex vitamins, 4 example. #WFC

Anybody else tired of Senseless Science, aka Fad Diet News? If a weight loss plan sounds 2 good 2 B true, it is! #WFC

"Make Half Your Grains Whole" is USDA's mantra to encourage whole grain consumption. Have u eaten whole wheat bread today? #WFC

Did you know that wheat has been part of the human diet for over 10,000 years? And we still love it! #WFC

100 yrs ago, we ate 200 lbs wheat/ year. No obesity problem. Now, wheat consumption at 131 lbs & highest obesity rate in history. #WFC

Low-fat high fiber bread can be best fat-fighting friend in your diet. Use a little olive oil instead of butter for heart health. #WFC

Bread is enriched to replace the thiamin, riboflavin, niacin, folic acid and iron that is lost during the milling process. #WFC

Despite how much you may hear about it, only 1% of Americans have celiac disease & truly can't eat wheat. #WFC

Want to reach a healthy weight and stay there? Out: Dieting. In: An overall healthy lifestyle, including exercise. #WFC

Fad diets R particularly hard on kids & teens. Too many important nutrients are missed in foods that are eliminated. Don't go there! #WFC

Tip: If a diet plan requires u 2 either eliminate a certain food or binge on a certain food, it's a no-win, not healthy "fad" diet! #WFC

A fad diet may cause you to lose muscle, not fat. Not smart! #WFC

Breakfast: Still most important meal of day! 4 Hot Breakfast Month, try protein (eggs) + carbs (toast) 2 start your day off right. #WFC



Besides weight control, look to whole wheat to act against diabetes, heart disease & certain cancers. #WFC

For weight loss, remember portion control. Beats food elimination every time! #WFC

Whole wheat grains are part of weight control: Women who eat them are 49% less likely to gain weight, says Harvard study. #WFC (1)

1) American Journal of Clinical Nutrition. Harvard University Nurse's Study.





Sun-Dried Tomato & Walnuts Tossed with Penne Pasta

8 ounces penne pasta
2 cloves pressed garlic
1/3 cup lightly toasted, chopped walnuts
3/4 cup minced, bottled sun-dried tomatoes, drained and rinsed
2 tablespoons vegetable oil
1 teaspoon basil
8 ounces extra-firm tofu
Salt, to taste



Cook pasta according to package directions.

As the pasta cooks, prepare the sauce. Place the pressed garlic in a large bowl. Add the walnuts, sun-dried tomatoes, oil and basil. Mash in the tofu and mix well with a spoon.

When the pasta is ready, drain, and add to the mixture in large bowl. Toss all ingredients until pasta is well-coated. Pour onto a platter and serve at room temperature or chilled.

Servings: 4
Calories/Serving: 279

Nutrition: One serving provides approximately: 279 calories, 13 g protein, 22 g carbohydrates, 3 g fiber, 17 g fat (2 g saturated), 19 mg cholesterol, 63 mcg folate, 3 mg iron, 135 mg sodium.

Source: Wheat Foods Council





Media Segment Ideas

Fad Diets: Busting the Myths

When talking to your shoppers about the foods they should eat or the weight-loss diets they may be following, you probably encounter a lot of confusion. Today, this food is in; tomorrow it is out. One day something is a “super food;” the next, it is a health risk. How can you, in your role as a dietitian or spokesperson for your grocery chain, help sort the fact from the (potentially harmful) fiction?

Here is a television segment idea to pose to your local television or radio station, to help consumers make smart choices about the foods they select.

How to Know if a Weight Loss Diet is a Fad or (Potentially) Fabulous

Weight loss diets abound, yet Americans continue to put on the pounds. And for every added pound, there is a new “sure cure” diet fix, promising to solve your weight management problems (today!) Here are questions to ask to help determine if today’s hot diet is a smart, healthful way to permanently lose weight... or just another in a long line of fad diets:

- Does the diet promise fast weight-loss, as in more than a pound or two a week?
- Does the diet forbid a certain food or ingredient, or suggest that you eat a lot of one or two things? If so, beware! Total elimination diets won’t help with permanent weight loss; same with diets that focus on one food item.
- Does the diet have you replace meals with a specific product, like powder drinks or energy bars? If so, that’s a diet that is concerned more with selling something, rather than your health!
- Does the diet require you to drastically cut back calories, making you feel like you’re starving yourself? No way that this is a healthy, or helpful, weight-loss diet!
- Is the diet promoted by user stories, or celebrities, rather than based on science? Safe, effective weight loss diets should suggest that you discuss it with your doctor or a dietitian.

Ideas for Visuals:

- Dinner plate with menu suggestions based on “My Plate”
- Display of smart snack ideas
- Selection of magazine covers or tabloid newspapers touting “weight loss” headlines





A Warm Start to a Cold Day

When the weather may be cold and dreary, think “warm-up in the kitchen” with a hot breakfast! Your store and the Wheat Foods Council can encourage shoppers to start their day with a healthy, hearty, hot breakfast during February.

Here is a television segment idea that brings to life some delicious, healthful hot breakfast recipes:

February is Hot Breakfast Month

If you and your kids regularly skip breakfast in the interest of saving time, calories, or getting a few more minutes of sleep, remember that eating a wholesome, nutritious morning meal will probably save you time in the long run. By recharging the brain and body, you'll be more efficient in just about everything you do. Time invested in breakfast is much more valuable than the few extra minutes of sleep you might get by bypassing the morning meal.

And when it's this cold outside, nothing tastes better than a hot breakfast in the morning. Here are some ideas for a quick, warm start to your day:

■ **Breakfast Pita Pizzas** – Open pita bread. Sprinkle with light layer of mozzarella or other favorite cheese. Add diced tomato, chopped fresh spinach, chopped bell peppers and sprinkling of oregano for a savory pizza. Lay pita flat in toaster oven or warm oven until cheese melts. For a sweeter taste, warm pita bread first and then top with a light layer of cottage cheese. Add pineapple chunks and sprinkle with cinnamon.

■ **Grilled Jam and Cheese Sandwiches** – Spread a light layer of cream cheese on four pieces of whole-wheat sandwich bread. Spread a light layer of strawberry jam on top; close bread pieces to make two sandwiches. In large skillet, warm 1 – 2 tablespoons vegetable oil. Place sandwiches in pan and cook until bottoms are golden brown, about 3 minutes. Turn and cook until other side is brown and filling is warmed.

■ **Warm English Muffins with Peanut Butter and Sliced Bananas** – Split English muffin and slice a banana. Place English muffin slices under hot broiler or in toaster oven to warm. Remove and spread with peanut or other nut butter. Top with banana slices and place back under broiler or in toaster oven. Heat until warmed throughout and bananas begin to caramelize, about 3 minutes.

Ideas for Visuals:

Offer an on-air cooking demonstration of one of the above recipes.



Smoked Turkey and Veggie Wrap

2 - 8-inch squares of fresh lavosh, OR 2 - 8-inch chapatis OR
2 - 8-inch wheat tortillas
1/2 cup boursin cheese OR
1/2 cup low fat, herb-flavored cream cheese
8 ounces smoked turkey, thinly sliced
1 cup small bean or alfalfa sprouts
1 medium carrot, peeled and grated
1 cup washed and trimmed watercress or Romaine lettuce

Spread cheese evenly over the bread. Lay the turkey slices on top of the cheese and sprinkle with sprouts, carrots and watercress.

Roll up the bread tightly to create a log shape. Wrap tightly in plastic wrap and refrigerate for up to 12 hours. Just before serving, slice each log in half at a slight diagonal.

Servings: 4

Calories/Serving: 209

Nutrition: One serving provides approximately (using tortillas, cream cheese and lettuce): 209 calories, 16 g protein, 18 g carbohydrate, 1 g fiber, 8 g fat (4 g saturated), 39 mg cholesterol, 30 mcg folate, 2 mg iron, 756 mg sodium.

Source: Wheat Foods Council





Light-as-a-Feather Whole Wheat Pancakes

1 1/3 cups whole wheat flour
1 1/2 teaspoons baking powder
1/4 teaspoon baking soda
1/4 teaspoon salt
1 large egg
1 1/3 cups buttermilk
1 tablespoon brown sugar
1 tablespoon oil

Preheat griddle.

In medium bowl, stir or sift dry ingredients together; beat egg, buttermilk, brown sugar and oil together. Stir into dry ingredients just until moistened; batter should be slightly lumpy.

Pour 1/4 cup batter for each cake onto a well-seasoned hot griddle. Flip the pancake when bubbles appear on surface; turn only once.

Alternatives:

- _ Omit soda, use 2 teaspoons baking powder and omit salt
- _ Substitute 1 and 1/3 cup 1% milk w/1Tbsp. lemon juice or white vinegar added for buttermilk.
- _ Add 1/2 cup fresh or frozen blueberries.
- _ Try hot, chunky, spiced applesauce or thick fruit sauce over cakes in lieu of syrup for extra nutrition and fiber.

Servings: Makes 12 4-inch pancakes

Calories/Serving: 78

Nutrition: Each pancake provides approximately: 78 calories, 3 g protein, 12 g carbohydrate, 2 g fiber, 2 g fat (0 g saturated), 19 mg cholesterol, 9 mcg folate, 1 mg iron, 178 mg sodium.

Source: Wheat Foods Council





Wheat Foods for Weight Loss

If you're trying to lose weight, it's important that you make the most of the foods you eat. The low-calorie, low-fat diet that you follow should be nutrient-dense so that you do not come up short on essential vitamins and minerals, even as you cut back on the amount of food you are consuming.

Recipes and foods made from wheat are a good example of this kind of diet-friendly food. They provide fiber, to make you feel full, iron and also important B-complex vitamins that you need to consume every day.

Low-Calorie, Low-Fat Wheat Foods and Recipes

Here are some ideas to try:

Artichoke Wheat Berry Salad

Ingredient List:

- 1 cup whole wheat berries
- 3 cups chicken broth
- 3 green onions, sliced – tops and all
- 1 small yellow pepper, seeded and diced
- 20 stuffed olives, sliced
- 2 - 6 ounce jars marinated artichoke hearts, drained (reserve marinade)
- 1/2 cup mayonnaise, light
- 1/4 teaspoon curry powder



Directions:

Heat chicken broth and add whole wheat. Simmer ½ hour; refrigerate mixture overnight. In the morning, simmer wheat until soft, approximately ½ to 1 hour; drain excess liquid. Add green onions, pepper, olives and drained artichokes to wheat berries. Blend mayonnaise and curry powder into ¼



cup reserved artichoke marinade until smooth. Add to wheat mixture and mix thoroughly. Chill several hours before serving or overnight.

Note: Use only clean untreated wheat. By soaking the wheat overnight, cooking time is cut in half.

Servings: 12 Calories/Serving: 132

Nutrition: One serving provides approximately: 132 calories, 4 g protein, 16 g carbohydrates, 3 g fiber, 7 g fat (1 g saturated), 4 mg cholesterol, 36 mcg folate, 1 mg iron, 618 mg sodium.

Source: Wheat Foods Council

Bruschetta

Ingredient List:

12 slices, small Italian or French bread, toasted

3 large tomatoes, chopped

1 tablespoon olive oil

3 tablespoons chopped fresh basil

1/4 teaspoon salt

Directions

Combine tomatoes, oil, basil and salt in a covered bowl and let marinate at least 4 hours (Do not refrigerate; tomatoes will lose their flavor).

Use a slotted spoon to layer on to bread.

Serve immediately.

Servings: 6 - 2 slices each Calories/Serving: 213



Nutrition: One serving (2 slices) provides approximately: 213 calories, 6 g protein, 37 g carbohydrates, 3 g fiber, 5 g fat (1 g saturated), 0 mg cholesterol, 61 mcg folate, 2 mg iron, 489 mg sodium.

Source: Wheat Foods Council



Primavera Pasta Salad

Ingredient List:

- 8 ounces whole wheat Rotini
- 1 small red bell pepper, cut into strips
- 1 small green bell pepper, cut into strips
- 1 can black olives, pitted and drained
- 8 ounce jar marinated artichoke hearts, undrained
- 1 cup broccoli, cooked and drained
- 3 cloves garlic, minced
- 1 teaspoon oregano
- 1 teaspoon rosemary
- 1/4 to 1/3 cup balsamic vinegar
- 1/2 cup shredded Parmesan or Asiago cheese

Description: A pasta salad served cold.

Directions:

Cook pasta according to directions on package; drain and rinse under cold water. Put pasta in a large mixing bowl. Mix in all remaining ingredients; toss well. Serve at room temperature or refrigerate for 2 to 3 hours and serve.

Servings: Provides 6 servings.

Calories/Serving: 228 calories/serving

Nutrition: Nutritional analysis: One serving provides approximately: 228 calories, 10 g protein, 38 g carbohydrates, 6 g fiber, 6 g fat (2 g saturated), 8 mg cholesterol, 43 mcg folate, 2 mg iron and 251 mg sodium.

Source: Wheat Foods Council

Ideas for Visuals: Prepare the dishes shown above. Discuss calorie and fat content, in weight loss diet.

