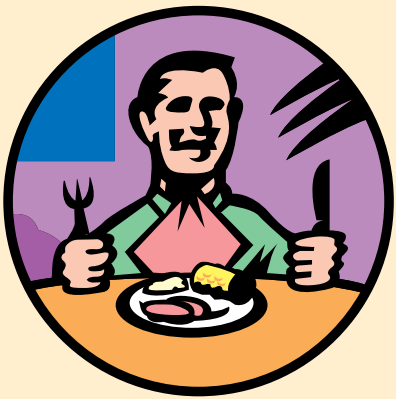


## The Truth Is In the Numbers

America's biggest health problem...



Cause of Death in Which Diet Plays A Role	Percentage of Deaths
Heart Disease	29%
Cancer	26%
Cerebrovascular Disease (stroke)	5%
Diabetes	2%
All causes of death in which diet plays a roll	62%

## Diets... What you should know

**D**espite spending more than \$30 billion in the weight loss industry every year, Americans are now heavier than we've ever been, and we're getting heavier. Why? We're sitting more, we're not getting enough exercise, and oh yeah...we're eating a lot!

Unfortunately, in order to lose the weight, many are turning to the latest and greatest dieting fads. Are you still holding out hope for "the" diet? Consider the following four dieting detriments and kick the dieting frenzy for good.

**The YO-YOs.** In technical terms, this is called weight cycling, and refers to the process of repeatedly gaining and losing pounds. Weight cycling is a product of quick-fix diets, gimmicks, and other risky nutritional strategies. What's most discouraging is that the regained pounds are almost always fat pounds.

**The Quick-Fixes.** Many diets are short-lived—they may last for one month, six weeks, or six months. But inevitably, they end, leaving the dieters alone in their efforts to maintain their slimmer physique.

**The Molotov Cocktails.** Many diets are downright dangerous—just waiting to blow up in the dieter's face. Luckily, these diets are easy to spot—diets that call for special formulas, restrictions, or anything that doesn't stress a well balanced diet is not a healthful strategy.

**The Fat Fad Fabrications.** Plain and simple, people invent diets. And, the inventors are not always the experts—the experts have always recommended a well balanced diet with a limited caloric intake. More often than not, these inventions just don't work—you won't lose weight, and you may even put your health in danger.

***"I went to a restaurant that serves 'breakfast at any time' So I ordered French toast during the Renaissance."***

—Steven Wright



### TOO MANY CALORIES



## A Heavy Issue

How do we shed the pounds?

**L**ow-fat has been the battle cry of the American diet for quite some time. Television ads and grocery store aisles have proclaimed this message boldly—reduced fat = reduced weight. But low-fat isn't the sole answer to America's weight problem. Oh, and by the way, 33% of American adults and 30% of our kids are presently overweight!

**Why the continued struggle with weight?** We're consuming more total calories—close to 250 calories more per day! In this brochure, we'll focus on the importance of calories by attempting to get a handle on the size of portions, and by learning more about the strategies for controlling calories. But first, for those of you who may still believe that "the" diet is out there, we'll explain why diets just don't work.

### For More Information

American Dietetic Association  
www.eatright.org  
1-800-877-1600

US Food and Drug Administration  
www.fda.gov  
1-888-463-6332

The Office of the Surgeon General  
www.surgeongeneral.gov/sgoffice.htm

U.S. Department of Health and Human Services  
200 Independence Avenue, SW.  
Washington, DC 20201

## JUST FOR YOU!

HEALTH INFORMATION BROCHURE SERIES

Wellness Councils of America  
9802 Nicholas St., Suite 315  
Omaha, NE 68114  
Phone (402) 827-3590; Fax (402) 827-3594

E-mail [wellworkplace@welcoa.org](mailto:wellworkplace@welcoa.org) [www.welcoa.org](http://www.welcoa.org)

Executive Editor: David M. Hunnicutt, Ph.D.

Assistant Editors:  
Chad Abresch                      Angie Baldwin  
Beth Hazen                        Craig Johnson  
Brittanie Leffelman              Sarah Lee

Produced by: Slide Arts Graphic Design, Lincoln NE

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## JUST FOR



HEALTH INFORMATION BROCHURE SERIES

A PUBLICATION OF THE  
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THE WELLNESS COUNCILS OF CANADA  
AND AFFILIATED WELLNESS COUNCILS

## Controlling your weight CALORIES COUNT



**Despite spending close to \$270 billion on weight loss products from 1985 to 1993, our average weight increased 10 pounds... What's the solution?**

# In Proportion – Size matters

**W**ithout question, the average portion of food we consume is too large. Here's what the experts recommend for our portion sizes.

**Bread, Cereal, Rice, Pasta Group** (6 to 11 servings per day). A single portion should be 1 slice of enriched bread, or 1/2 a roll, bagel, or muffin. This is also equivalent to 1/2 cup cooked rice or pasta, or one cup of ready-to-eat cereal.

**Vegetable Group** (3 to 5 servings per day). One portion is equivalent to 1/2 cup chopped raw non-leafy vegetables, 1/2 cup cooked vegetables, 3/4 cup vegetable juice, or 1 small baked potato.

**Fruit Group** (2 to 4 servings per day). 1 medium fruit (apple, orange, peach, banana), 3/4 cup fruit juice, 1/2 cup canned, frozen, or cooked fruit all equal one serving.

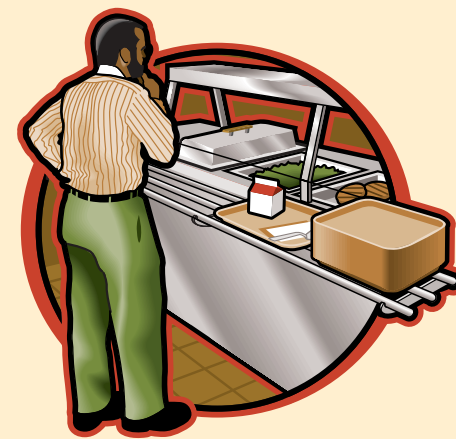


**Milk, Yogurt, Cheese Group** (2 to 3 servings per day). One portion from this food group equals 1 cup of milk, buttermilk, or yogurt. One and a half ounces of natural cheese or 1 cup of frozen yogurt is also considered a single portion.

**Meat, Poultry, Fish, Dry Beans, Eggs, Nuts Group** (2 to 3 servings per day). One portion is only 2 to 3 ounces of cooked lean meat, poultry, or fish—about the size of a deck of cards. The proper portion for legumes is 1/2 cup cooked, and for eggs the portion is just one.

**Fats, Oils, Sweets Group.** You probably won't be surprised to learn that no portion size is specified here. The experts simply recommend we use these foods sparingly.

If you suspect that these guidelines are inappropriate based upon your unique needs—activity level, medical conditions, etc.—consult a registered dietitian.



## Who's Eating What? "All we can eat" buffet

- The average American consumes about 25 pounds of candy per year.
- Americans purchase about 20 million pounds of candy corn every Halloween.
- The average American consumes almost 12 pounds of chocolate each year.
- The average daily caloric intake has increased by approximately 250 calories per day—increasing an individual's average annual food consumption by some 26 pounds per person since 1970.
- On average, each of us eats only a pound and a half of vegetables per week.
- Americans eat 70 fewer eggs per person per year than we did in 1970.
- Americans spend over \$691 billion on food each year.

Source: U.S. Dept of Agriculture

### KNOW-IT-ALL

You may have heard the term kilocalorie before. What you may not have heard is that when we refer to calories, we typically mean kilocalories. Here's the difference:

**1 calorie** = the amount of energy (heat) needed to raise 1 gram of water 1 degree Celsius

**1 kilocalorie** = the amount of energy (heat) needed to raise 1 kilogram of water 1 degree Celsius

### LIGHTEN THE LOAD

## Did you Know? The great calorie burn

**W**hat does it take to burn off those calories? Here are the calorie counts of some of our more common food choices and the lengths of time we would have to engage in certain activities to burn off these calories.

### The Foods We Eat, Calories Consumed What it Takes

- An Arby's Arby-Q has **431 calories**  
43 minutes of shoveling snow will burn off these calories.
- One slice of pepperoni pizza has **230 calories**  
23 minutes of jumping rope will burn off these calories.
- One egg roll has **220 calories**  
67 minutes of playing volleyball will burn off these calories.
- An apple has **81 calories**  
25 to 30 minutes of washing and waxing a car will burn off these calories.
- A Boston Market Chicken Sandwich has **430 calories**  
86 minutes of brisk walking will burn off these calories.
- McDonald's Quarter Pounder with Cheese has **530 calories**  
53 minutes of running will burn off these calories.
- Burger King's Whopper Sandwich with Cheese has **730 calories**  
97 minutes of playing basketball will burn off these calories.
- A regular Dairy Queen Chocolate Malt has **880 calories**  
176 minutes of raking leaves will burn off these calories.

## How many calories is that?



**N**ow that you know how large your portions should be, the question is "how many calories are in those portions?" Here's the problem—the vast majority of us have no idea how many calories we consume.

So what's the solution? Fortunately, we don't need to lug around a nutrition textbook, calculator, and note pad. We just need to make a commitment and conscious effort to "keep score."

### Keeping Score

With a bit of tenacity, keeping score is something we can all do. Here's what it's all about.

**Caloric balance.** This term refers to the ratio of caloric intake to caloric expenditure. In plain language, if you consume more calories than you use, you'll gain weight. On the other hand, if you consume fewer calories than you use, you'll lose weight. If you're struggling with excess weight, you'll need to modify this ratio to your favor. With that said, it's important to remember two things.

■ **Slow and steady.** The extra pounds we carry were put on little by little over time. The extra pounds we choose to shed should also be lost little by little over time—slow and steady wins the race. A hare's pace could lead to serious health risks—weight cycling, malnutrition, and low energy to name a few.

■ **Two is better than one.** The caloric balance ratio provides us with two strategies to control weight—limiting caloric consumption and increasing caloric expenditure. The way to go about losing weight is to cut back modestly on caloric consumption and, at the same time, modestly increase your level of physical activity.

Your weight and health are in the balance. In order to tip the scales in your favor, you'll need to start keeping score.

### CALORIE BASICS

In essence, there are three sources of calories—calories from protein, calories from fat, and calories from carbohydrates. Here's how it all breaks down...

**Protein**—this calorie source has 4 calories for every gram consumed and should make up 5-10% of your daily caloric intake.

**Carbohydrates**—this calorie source also has 4 calories for every gram consumed and should make up 55-60% of your daily caloric intake.

**Fats**—not surprisingly, this calorie source has 9 calories for every gram consumed and should make up 25-30% of your daily caloric intake.