

For Release March 2005

Dietitians Deliver Successful Tips for Healthy Weight for March Nutrition Month® Campaign

Weight is a top nutrition concern of Canadians. While dieting is a popular remedy for weight loss decades of research have shown that diets are not effective for long term health and weight control. Dietitians of Canada is taking a more positive, solution-based approach to healthy weight for the March 2005 National Nutrition Month® Campaign. Go the Healthy Way!

“Long-term weight management and good health can be achieved by getting off the dieting bandwagon, focusing on enjoyable physical activity, tasty, healthy foods and feeling good about yourself” explains Mary Sue Waisman, RD, National Nutrition Month spokesperson for Dietitians of Canada. “A healthy lifestyle isn’t difficult, painful or time-consuming. To make your efforts successful, the foods you eat and the activities you do must be enjoyable, so it becomes a daily habit. Small gradual steps over time are the key,” she continues.

Dietitians of Canada is launching the “*Healthy Way Challenge*” at www.dietitians.ca/eatwell. Use this fun and effective way to fuel your knowledge about healthy weights during Nutrition Month®. Starting on March 1st, a series of four weekly on-line challenges will be introduced giving participants the chance to win great prizes and learn about healthy living. The challenges include; a *Crossword Puzzle*, finding clues for healthy living “on the go”, a *Scavenger Hunt*, searching credible websites to find answers to popular questions about healthy living, *Tips to “Go the Healthy Way”*, submit tips for healthy living and read the success stories of others and an *Eating + Activity Tracker* to assess your daily food and activity choices.

In preparation for the 2005 National Nutrition Month® Campaign, Dietitians of Canada also conducted an on-line poll with consumers asking them to share their thoughts about healthy eating, active living and weight. A total of 1566 Canadians completed the poll, providing Dietitians of Canada with a strong indication of the issues, attitudes, concerns and information needs that Canadians have regarding healthy weight. Some of the intriguing poll findings are...

- While the majority of respondents are actively “trying to eat in a healthy way”, nearly half of those intending to make change fail to maintain it for an extended period of time.

- Respondents find it easy to make healthy food choices when they are in controlled situations, such as work, school or eating alone, but find it difficult to make healthy choices when they have food cravings or during holidays or special events. Lack of time and incentive to cook also present challenges to eating well.
- An overwhelming percentage of respondents replied that the most important factors helping them decide if they had a healthy weight were “how they felt” and “how their clothes fit”. Of much lower importance were using weight for height charts and monitoring their weight on the scales.
- Half of the respondents said it was “difficult” or “very difficult” for them to be at a weight that was comfortable for them.
- Ninety percent of respondents agreed or strongly agreed with the statement “If I eat well and participate in daily activity, I will be able to have a healthy weight”.

The Nutrition Month® slogan, *Go the Healthy Way...Eat Well, Live Well and Feel Great!* reflects the positive, personal, feel good focus that dietitians are emphasizing to help people achieve their personal goals.

Dietitians of Canada is the national voice for 5,000 dietitians across Canada. Dietitians of Canada’s March 2005 Nutrition Month® campaign is an annual event to profile key nutrition issues and link Canadians to credible information sources. Nutrition Month® is a registered trademark of Dietitians of Canada.

The Nutrition Month campaign is made possible by the sponsorship of Dairy Farmers of Canada; Campbell Company of Canada; Eurest-Chartwells-Morrison of Compass Group Canada; Silhouette from Danone and media partner, Chatelaine.



EAT WELL, LIVE WELL
MANGER MIEUX – C'EST MEILLEUR
T.M. Dietitians of Canada
M.C. Les diététistes du Canada

Media Contact: Leslie DePodesta, Nutrition Innovations, Phone: 905-690-1106 or 1-888-255-8016, email: l.depodesta@sympatico.ca