



Lesson 7

The Real Deal

Armed with the right knowledge, you can identify fads and be confident in your choice to leave them behind.

The focus of the Kansans Move into Health program is to learn how to achieve health and fitness goals healthfully. But sometimes, the media tries to convince consumers that there is a better way. Alternative solutions such as fast-acting weight loss pills, liquid diets, and the controversy surrounding carbohydrates have been at the forefront of health news for years. Armed with the right knowledge, you can identify these fads and be confident in your choice to leave them behind.

Use these tips when evaluating a new product or recommendation:

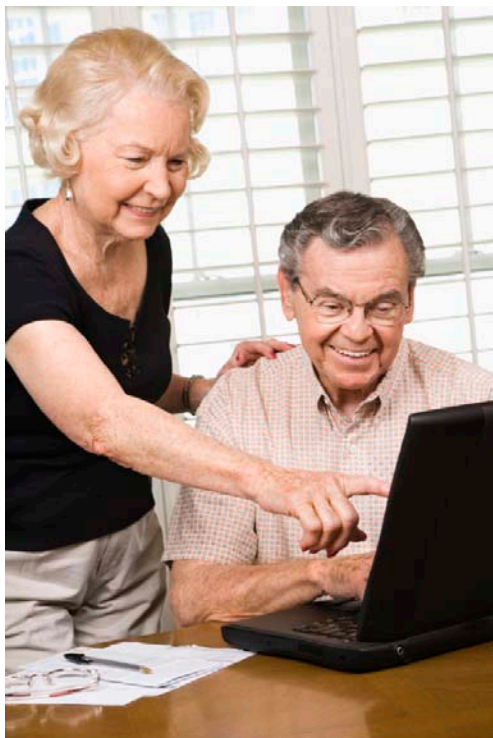
- There is no such thing as a “quick fix.” If it sounds too good to be true, it probably is.
- There are no “good” or “bad” foods. Everything in moderation can fit into a well-balanced diet.
- Always check out the credentials of your source. Many claim to hold degrees from institutions that don’t even exist. Take an even closer look if the source of nutrition information is trying to sell you something such as supplements.
- Be aware of diets that force you to give up whole food groups or only eat one type of food.

These gimmicks may lead to temporary weight loss because of the extreme limitations on calorie intake. However, they do not teach practical tips for handling real-life situations and thus are not sustainable long term.

Identifying sensationalism

Have you ever noticed those ads in the back of magazines? Do the before and after photos draw you in? Here are some claims that may signal your money would be better-spent elsewhere.

- Does it offer a money-back guarantee?
- Does it use nonscientific terms such as “detoxify” and “revitalize”?
- Does it use testimonials as proof that it works as opposed to scientific evidence?
- Does it claim to “treat” or “prevent” a wide range of nonrelated health issues?
- Does it make unrealistic claims such as “reverse the aging process” or “quick, easy approach”?
- Does it discredit the advice of healthcare professionals or complain that credible organizations (such as the American Heart Association) and the government are against them?
- Does it mention a “secret formula”?



Reputable websites

American College of Sports Medicine
(www.acsm.org)

Academy of Nutrition and Dietetics
(www.eatright.org)

American Heart Association
(www.americanheart.org)

Centers for Disease Control and
Prevention (www.cdc.gov)

National Institutes of Health
(www.nih.gov)

United States Dept. of Agriculture
(www.usda.gov)

(www.choosemyplate.gov)

Take-Home Assignment

Search through a few magazines to find an advertisement for a weight loss or nutrition-related product/service. Please answer the following questions and bring it to the next meeting for discussion.

Who is writing the advertisement or article? What are the writer's qualifications?

Identify some of the key words to watch in this advertisement.

Now, read an article relating to any topic found on one of the reputable websites listed.

Who is writing the article? What are the writer's qualifications?

How does this article differ in the way the material is presented?

Which source would you trust and why?



Additional information from K-State Research and Extension Human Nutrition can be found at www.ksre.ksu.edu/humannutrition

For more information on this and other programs offered through K-State Research and Extension, contact your local office. Local contact information is available at www.ksre.ksu.edu/Map.aspx



Get in the water

Don't know where to start exercising? Try swimming! It's a low-impact activity using all major muscles in the body. Swimming is for everyone and is an especially good option for those that are:

- Pregnant
- Extremely overweight
- Elderly
- Disabled
- Recovering from an injury
- Suffering from arthritis

The all-in-one workout

Water has 12 times the resistance as air in all directions. It is great for building or rebuilding strength and toning. Not only is swimming great for strength training, it is also a highly cardiovascular activity.

Sign me up!

Swimming is not just a summertime activity or something only kids can enjoy. It is a great way to get moving for all ages and activity levels at any time of the year.

- Sign up for a water aerobics class at your local community center.
- Many places, such as the YMCA, offer indoor pools. Take advantage of the opportunity to swim laps during the winter.
- Instead of sitting out while your children play games in the pool, join them! Try Marco Polo or other versions of tag.
- Check with your local fitness center and ask if they have a pool. Pick up a class schedule and vow to try at least one or use open swim time.
- Try to walk or run in shallow water from one end of the pool to the other.
- Be creative. Try squatting, leg lifts, and other exercises with the added water resistance.
- Grab a partner and race each other. Set a goal and try to beat your best time.

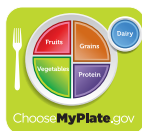
My Move Into Health action plan

Just the Facts!

Myth: The Miracle Pill, Super Elixir, burn fat while you sleep, newly discovered, ancient herbal, all natural, scientifically proven, revolutionary, no need to exercise, eat as much as you want and still lose weight diet works.

Fact: Fad diets may appear to work because rapid weight loss is seen in the beginning because of restricted calories or limited food choices. However, these diets can be unhealthy because they may lack nutrients needed by the body. Also, rapid weight loss (more than 3 pounds a week after the first few weeks) can increase one's risk for gallstones or irregular heartbeat.

Tip: Eating a balanced diet combined with regular physical activity is the safest way to lose weight ($\frac{1}{2}$ to 2 pounds a week). When thinking about adopting an eating plan, make sure the plan includes:



A variety of foods such as vegetables, fruits, whole grains, fat-free or low-fat milk and milk products, and lean meats, poultry, fish, beans, eggs, nuts, and soy products. Stay away from plans that omit complete food groups.



Foods easily found at the grocery store. If you cannot find some foods or you have to order them, you will not stick to the plan.



Some of your favorite foods. If you cannot have your favorites occasionally, you will not stick to the plan.



Foods that fit your budget. If the foods are too expensive you will not stick to the plan.



Foods that you would enjoy eating. If you do not like the food, you will not stick to the plan.



Regular physical activity. It will improve overall health and reduce the risk of some diseases.



Brand names appearing in this publication are for product identification purposes only. No endorsement is intended, nor is criticism implied of similar products not mentioned.

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