Dieting Craze

Nutrition Fact vs. Dieting Fiction

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“Four foods that sabotage your weight loss”

“10 Foods you should never eat!”
Emotion Grabbers...
Fad Diets

High Protein / Low Carbohydrate Diets
(Atkins New Diet Revolution, The South Beach Diet, The Paleo Diet, The Zone Diet, Calories Don’t Count Diet, Protein Power, Life Without Bread, Dukan Diet, Abs Diet, Belly Fat Diet)

MYTH - Carbohydrates or certain carbohydrates are bad! Eating Carbohydrates will make you fat!

TRUTH - Our body must have carbohydrates. There is no such thing as “good” or “bad” carbohydrates.
MYTH - To lose weight I have to cut out carbs.

DEFINE “Carbohydrate” - the main macronutrient in: grains, beans, legumes, fruit, vegetables, dairy, and sugar products (molasses, sugar cane, agave). Do not lump all carbohydrates in one category.

TRUTH – Weight loss is about caloric net loss. The key is finding a healthful and sustainable weight loss.
Fad Diets

Fat Free Dieting

**MYTH**- Fats or *certain* fats are bad!
Eating fat will make you fat!

**TRUTH**- Our body must have fat:
- Makes up our brains and vital tissues
- Is key to the absorption of vitamins A, D, E, K.
- Contributes to feeling of satiety (or fullness)
- Makes up our hormones
Myth: If you eat protein, you will … build muscle, lean out, lose weight…

Fact: Exercise, particularly weight bearing exercises (i.e. weight lifting) and enough calories will build muscle. The average adult in the US consumes 2x their needed protein in grams/day through diet alone.
“...a gluten-free lifestyle can help countless others as well. People suffering from a wide range of diseases—from autism to osteoporosis, from diabetes to rheumatoid arthritis—can often benefit from this change in diet. Even people with no health issues have a great deal to gain by giving up gluten. The G-free diet can help with weight management. It can elevate your energy levels, improve your attention span, and speed up your digestion.”
Fad Diets

Gluten Free Dieting

**MYTH-** Gluten is bad! Eating gluten will make you fat!

**TRUTH-** Unless you are intolerant or allergic to gluten, there is no reason to avoid it.
Myth: Fasting flushes out impurities and toxins.

Fact: No evidence supports this claim. Your body was designed to process food. This includes removal of naturally occurring toxins such as ammonia that result from the breakdown of protein. Fasting threatens your health. Risks include dehydration, dangerously low blood pressure, muscle and organ tissue breakdown, and irregularity of your heartbeat.
Myth: The only way to lose weight is to eat less.

Fact: One of the best ways to lose weight is to eat enough food! Deprivation signals “starvation” to the brain, and binging is likely. Metabolism slows down as a response to starvation signals.
Myth

Myth: Green tea speeds up metabolism.

Fact: No food or drink can speed up metabolism. Depriving yourself of food will help decrease your metabolic rate. Building muscle will help increase your metabolism.
Myth: Food eaten after 7pm turns into body fat as you sleep.

Fact: A calorie is a calorie is a calorie – no matter when you eat it.
Watch out for:

a. Claims that seem too good to be true
b. Scare tactics:
   o Certain foods will make you fat
   o Carbohydrates are bad and cause...xyz
c. Recommendations to:
   o Only eat certain foods
   o Never eat certain foods or entire food groups
   o Eat strange food combinations
   o Eat too much or too little of certain foods or food groups
d. Foods labeled as “good” or “bad”
e. Testimonials that look miraculous (i.e. before and after pictures)
Have you ever considered?

If the diet industry worked, it would cease to exist!

What is the purpose of any industry?

Diet Stats:
- Americans spend >$60 Billion per year on dieting & related products
- In 1 - 5 years, 95-98% of dieters have regained their weight & MORE

Diet Industry:
Purpose ➔ Make money ➔ Quick weight loss ➔ Customer “Satisfaction”

NOT: Lasting weight loss & Peace with food and body
The Dieting Cycle

1. Last Supper
2. Honeymoon
3. Weight gain & New Diet
4. “Weekend Cheat”
5. Failure & Self Loathing
6. Cravings & Frustration
7. Increased Resolve
8. Plateau

The cycle begins with the "Last Supper," followed by a "Honeymoon" period. During this time, there is often a weight gain and a need for a new diet. After this, there is a "Weekend Cheat" that leads to failure and self-loathing. This, in turn, results in cravings and frustration, which can lead to a plateau. The cycle then repeats.
ALL diets fail.
Therefore, it is not an issue of will-power or the lack thereof.

So, what is recommended?

• Balance, Variety, and Moderation
• Mindful Eating / Intuitive Eating
• Listening Hunger & Fullness Cues
• Enjoyable and life-long physical activity
• Healthy sleep patterns and stress management
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