



## **MEDIA RELEASE**

### **January 2010**

### **Take 10 steps to weight loss success in 2010**

Forget the fads and 'Take 10' small steps to weight loss success – that's the message from dietitians to the thousands of Australians who will make losing weight their goal in 2010.

Launching the third annual Australia's Healthy Weight Week (January 24 to 31), Dietitians Association of Australia (DAA) CEO Claire Hewat said: 'Fad and quick-fix weight loss programs often promise easy, no-effort weight loss. The reality is these programs can set people up to fail and damage their self esteem in the process.'

According to research commissioned by DAA, more than one in five Australians who are trying to lose weight are following a potentially dangerous diet from a book or magazine. And only 16 per cent are seeking professional advice from a qualified Accredited Practising Dietitian (APD).

DAA Spokesperson Associate Professor Clare Collins said: 'A range of approaches can help you lose weight in the short term, but making small, permanent changes that fit with your lifestyle will give you the best chance of keeping weight off in the long term.'

'An Accredited Practising Dietitian can work out the best approach to achieve your weight loss goals and help keep you motivated, especially if you hit a plateau, by helping to fine tune your approach.'

Like many people battling excess weight, Sydney-based nurse Nicole Simpson has tried many exercise and diet regimens, losing a few kilos only to regain them soon afterwards. But with the guidance of an Accredited Practising Dietitian, Nicole is now watching her portion sizes and making better food choices.

'With the help of a dietitian you know you always have support there, and if you have a bad day, week or month they will help you get back on track and not make you feel bad for being human! I now find I have so much more energy and can walk into a shop to buy clothes – and feel great in them,' said Nicole.

Associate Professor Collins' 'Take 10 in 2010' tips for achieving or maintaining a healthy weight:

1. Eat breakfast
2. Include vegetables or salad with lunch and dinner
3. Choose fruit as a snack
4. Replace full-fat food and drinks with reduced-fat alternatives
5. Choose wholegrain foods instead of more refined foods
6. Eat smaller serving sizes by using smaller plates and cups
7. Eat slowly and stop when you are satisfied, not stuffed full
8. Eat when you genuinely feel hungry, rather than for emotional or other reasons
9. Swap sweetened drinks such as cordial, soft drink and juice with water
10. Eat your evening meals at a dinner table with the TV turned off.

For more information about Australia's Healthy Weight Week including more ways to 'Take 10 in 2010' visit [www.healthyweightweek.com.au](http://www.healthyweightweek.com.au)

**ENDS**

**For further information or to organise an interview with Associate Professor Clare Collins, contact Maree Garside, Dietitians Association of Australia, on 0408 482 581.**

## Background information

### Australia's Healthy Weight Week

- Australia's Healthy Weight Week (AHWW) is a time for all Australians to eat better, feel better and move more NOW! It is an initiative of the Dietitians Association of Australia (DAA) and will run from 24-31 January 2010. For more information, visit [www.healthyweightweek.com.au](http://www.healthyweightweek.com.au)
- Sixty two per cent or more than 13 million Australian adults are overweight or obese, with 68 per cent of adult men and 55 per cent of adult women overweight or obese.
- Twenty five per cent of Australian children are overweight or obese.
- AHWW encourages Australians to seek expert nutrition and weight loss advice from an Accredited Practising Dietitian (APD). APDs work with people to develop personalised eating plans and support and motivate people to make diet and lifestyle changes for life. To contact a local APD, call 1800 812 942 (toll free) or visit 'Find an APD' at [www.daa.asn.au](http://www.daa.asn.au)

### 'Take 10 in 2010'

- The Dietitians Association of Australia has developed a series of 'Take 10 in 2010' fact sheets each containing 10 tips to help people eat better, feel better and move more. Topics include:
  - Breakfast, lunch and dinner
  - Healthy family eating
  - Food 'swaps'
  - Supermarket survival

The fact sheets can be accessed at [www.healthyweightweek.com.au](http://www.healthyweightweek.com.au) under 'Take 10 in 2010'.

### About the DAA-commissioned research

- The DAA commissioned research was conducted by Newspoll market research nationally among 1,201 respondents aged 18 years and over. Interviews were conducted by telephone from 14-16 November 2008.
- It found that 45.5 per cent people had actively tried to lose weight during the 12 months prior to the survey, with 21.8 per cent of these people following a diet from a book or magazine and 16.4 per cent seeking advice from a dietitian.

### About the Dietitians Association of Australia

- The Dietitians Association of Australia (DAA) is the professional body representing dietitians nationally. Accredited Practising Dietitian (APD) is the only national credential recognised by the Australian Government, Medicare, the Department of Veterans Affairs and most private health funds as the quality standard for nutrition and dietetics services in Australia. For more information visit [www.daa.asn.au](http://www.daa.asn.au).