



MEDIA RELEASE

September 2009

Australians urged to 'Take 10' small steps to weight loss success in 2010

Forget the fads and 'Take 10 in 2010' – that's the message from Australia's leading nutrition organisation, the Dietitians Association of Australia (DAA), as they launch the third annual Australia's Healthy Weight Week.

DAA CEO Claire Hewat said the week is a wake-up call for the many dieters who adopt radical and unproven weight loss programs – only to gain more weight. And the call comes on the back of the Federal Government's Preventative Health Taskforce report which has called for better regulation of the multi-million dollar diet industry.

DAA commissioned research reveals that of those Australians trying to lose weight, more than one in five 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).

'Making small changes that fit with your lifestyle offers the best chance of losing weight and keeping it off,' according to DAA Spokesperson, Associate Professor Clare Collins, who supports tightening up of the 'Weight Management Industry Code of Practice' and making it mandatory.

She said that people who lose weight using drastic short-term measures are at a high risk of weight regain, unless they follow through with some permanent lifestyle changes, that they can live with.

'Seeking professional advice from an APD who has the skills and expertise to take a person's past weight loss experience, both successes and failures, into account and develop a personalised lifestyle plan that works for the long-term will give people their best chance of success,' said Associate Professor Collins.

To get people started this Australia's Healthy Weight Week, Associate Professor Collins has selected her top 10 tips for weight loss success:

- 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 beverages 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

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

Note to Editors: 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.

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Background information

About 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 January 24-31, 2010. For more information, visit 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 changes for life. To contact your local APD, call 1800 812 942 (toll free) or visit 'Find an APD' at www.daa.asn.au

About the 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.