



How to make a *FatManSlim*

By Dr Ian Campbell

As a doctor specialising in weight management I had become very frustrated. Despite the fact that as many men as women were overweight or obese, only one in three of my hospital and primary care weight loss clinic patients were men.

Commercial weight loss groups cited only one per cent of their members as male. It was apparent that men needed a very different approach to weight loss. The other difference I'd noticed was that once men made a decision to lose weight, thanks to a lack of oestrogen and a more single-minded approach to life, they often lost more weight, more rapidly than women. There had to be a way of making weight loss advice more accessible to men.

When I asked men directly their response was consistent - if they were going to join any weight loss programme it had to be private, they had to make the decisions, and set the pace. So that formed the basis for fatmanslim.com, the nation's first men-only weight loss programme. The principle was simple. The focus was on health, not dieting; providing

straightforward lifestyle change advice, incorporating neurolinguistic programming techniques; tailor it to the male psyche and allow greater flexibility; men making their own decisions and in their own time. In other words, the man is always the boss - at least we allowed him to think he was!

There was increasing evidence that abdominal fat was key to reducing disease risk. A waistline of more than 40 inches (102cm) in a man carries the same four-fold risk of heart disease as a BMI of 30. I had also identified that the part of their body men most wanted to change was their waistline. Every 1kg of weight loss resulted in a 1cm reduction in waist. Fatmanslim.com is a "waist-loss" programme, and that got men much more excited.

Lifestyle change has to be embraced by the individual, not enforced. Awareness about being ready to change, and a food and activity diary created much greater awareness of why an individual was overweight. The guiding principle was that if you keep on doing what you'd always done, you'll keep on getting what you've always got. To bring about change, changes have to be made.

There's
something
about
Dairy



Sharing smiles



A detailed self-analysis of regular habits is often enough to spark change. For example, the salesman who fills his car up with petrol on the way home in the evening and, without thought, picks up a chocolate bar at the counter. A regular trip to the pub with five friends needn't result in six rounds and six pints of beer (and did he realise it was 160 calories per pint?). Getting in there to buy the first round, then asking for half-pint top-ups, or switching to single measure spirits and diet mixers works. It's all about being prepared, and having the confidence to do things differently.



Ultimately, fatmanslim.com provides the tools for men to regain control over their lives and their weight; reduce their risk of disease; and feel better about themselves. The results have always been encouraging and we continue to receive very positive feedback from users who are reducing their weight, decreasing their waist, and raising their self-esteem. Just what the doctor ordered.

For more information visit
www.fatmanslim.com

SUPER SNACKS *for all the family*

Fresh fruit – chop into bite-sized pieces for young children to make it easier to eat, or buy packs of ready-prepared fresh fruit slices or chunks

Wholemeal crackers or crispbreads with individual portions of cheese eg Mini Babybel® Light or The Laughing Cow® Light

Mini boxes of dried fruit such as raisins or small packs of apricots or mixed fruit

Chopped up vegetables such as carrot, celery and pepper sticks and cherry tomatoes with a favourite dip

Fresh popcorn made without salt or sugar

Wholemeal toast with peanut butter and banana or low-fat cream cheese and tomato

Fruit smoothies a great way to get 5-a-day

Unsweetened yogurt drinks or a pot of low-fat fruit yogurt or fromage frais

High-fibre cereal with semi-skimmed milk

Wholemeal sandwiches filled with lean meat, chicken, tuna in water, slice of Leerdammer® Light cheese or egg and salad





Mealtimes: A family affair

By guest nutritionist, Juliette Kellow

With hectic lifestyles that leave little time for preparing nutritious meals or eating together, just how can we ensure everyone in the family enjoys a healthy, balanced diet? Leading dietician Juliette Kellow investigates...

There's not a day that goes by without a newspaper or magazine reporting on the latest thing we should or shouldn't be eating to stay healthy. It's no wonder then that many of us feel baffled and bemused about what to feed our families.

There's no doubt that what we eat can affect our health and wellbeing in the long term. Most of the major diseases we suffer from within the UK – such as heart disease, cancer, osteoporosis, high blood pressure, type 2 diabetes and, of course, obesity – are linked to our diet. In fact, according to the Cabinet Office report *Food Matters*, approximately 70,000 premature deaths could be avoided each year if we met healthy eating targets by eating more fruit and veg, and less salt, saturated fat and added sugar.

But encouraging individuals to change their eating habits in isolation is doomed for failure and this is why it's so much better to encourage families to make healthier changes to their eating habits.

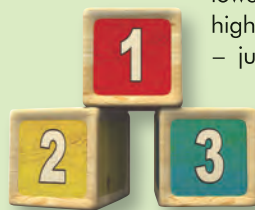
Crucially, it is important to start installing healthy eating habits from a young age. The foundations for eating well throughout life are laid in childhood so parents should be encouraged to help their kids eat well by providing nutritionally balanced meals and

FOOD FOR THE UNDER 5s

Healthy eating guidelines are inappropriate for most children under the age of five

Young children need plenty of calories and nutrients to grow properly, but they only have small tummies and so all their nutritional needs must be provided in a small amount of food. In particular, under fives need diets that contain good amounts of fat, preferably from foods that are rich in other nutrients too, like meat, oil-rich fish, cheese, full-fat yogurt and full-fat milk. These foods also provide essential fatty acids and fat-soluble vitamins A and D. As a rule semi-skimmed milk is unsuitable for under two's, and skimmed unsuitable for under fives. Young children shouldn't eat too many fibre-rich foods either, as these may fill them up so much they can't eat enough to provide them with adequate calories and nutrients. As children approach school age they should gradually move towards a diet that's

lower in fat and
higher in fibre
– just like adults.



snacks. But it's also essential that parents practice what they preach. Quite simply, if we want our kids to eat well we need to set a good example – children will never eat five portions of fruit and veg a day if we don't do it ourselves. Better still, as healthy eating guidelines apply from the age of five through to old age, everyone can enjoy the same healthy meals.

So just what does a healthy diet involve?

The Food Standards Agency's Eatwell Plate (www.eatwell.gov.uk) recommends eating a variety of foods from four main food groups:

- Bread, other cereals and potatoes – these foods, which also include pasta, rice, couscous and other grains, provide energy, fibre, vitamins and minerals. It's best to choose high-fibre varieties.
- Fruit and vegetables – these provide fibre, vitamins, minerals and antioxidants.
- Milk and dairy foods – these foods, which include cheese and yogurt, provide calcium for healthy bones and teeth, protein for growth, plus vitamins and other minerals.
- Meat, fish and alternatives – these foods, which include eggs and pulses, provide protein and vitamins and minerals, especially iron. Pulses also contain fibre.

Foods from a fifth food group that includes fatty and sugary foods like biscuits, cakes, fizzy drinks, chocolate, sweets, crisps and pastries, should be limited.

Eating together

Research also shows that both children's and parents' diets improve when everyone eats together. So encourage families to enjoy mealtimes together, ideally sitting around a table. There's even evidence that family meals help to prevent children and teenagers from smoking, drinking and

taking drugs. According to the latest statistics from the National Centre on Addiction and Substance Abuse at Columbia University, teenagers who eat dinner with their families at least five times a week are half as likely to use tobacco or marijuana and are less likely to try alcohol, compared to those who rarely share family meals. So share these tips for getting everyone involved in family meals:

- Keep the table clear – sitting around the table won't happen if you constantly have to clear it of clutter.
- Switch off the TV – make food and conversation the focus of mealtimes.
- Avoid distractions – keep young children focused on their food by removing toys and favourite foods like crisps and chocolates from eye sight.
- Discourage nibbles and sweets before the meal - children are more likely to try new food if they are hungry.
- Get everyone involved – family members will be more likely to sit down at the table if they've had a hand in helping to prepare meals.
- Let everyone help themselves at the table – young children are quick to copy their parents in an effort to feel grown up and so are more likely to try new foods.
- Don't turn mealtimes into a battlefield – children quickly learn they can disrupt mealtimes by refusing to eat or try new foods, so don't make a fuss. Simply remove the food and try it again another time.
- Make mealtime conversations enjoyable so everyone looks forward to them – leave serious discussions or punishments for another time.

Q&A *Point of view*

Schools are becoming increasingly important in educating children about diet and nutrition. We speak to **Mrs Nicola Stotter, Healthy Schools Co-ordinator in Essex**, to get her point of view.

What initiatives are in place to ensure children are exercising in, as well as out of school?

As well as our regular PE lessons, which include swimming lessons, we offer a wide range of after school clubs (country dancing, gym, games and basketball).

How does the school encourage exercise?

We are part of the Schools Sports Partnership and take part in competitive games and matches with other local schools. We also have specialist teachers come in to teach basketball and football and take groups of children to the local outdoor centre for various activities.

Do you allow packed lunches in school? If yes, do you have a school food policy and is it complied with?

We have recently written a *Packed Lunch Policy* in consultation with staff, parents, governors, children and our school nurse. We did a survey of the food contained in lunch boxes before writing the policy and will be doing a follow up survey in the future to see if the new policy has had an impact on the type of food the children bring to school.

Are children educated on food nutrition?

Yes, we teach about nutrition and healthy eating through our PSHE (Personal, Social and Health Education) and science curriculum.

Do you think children are getting the right guidance at home? Should there be more workshops to educate parents?

We intend to send out leaflets (provided by the School Food Trust and the Change for Life initiatives) as guidance to our parents alongside our new *Packed Lunch Policy*. A member of staff has recently attended a MEND course about preventing and treating childhood obesity, which is aimed at supporting parents through schools and pre-schools with nutrition issues.

If you would like more information on school nutrition and healthy schemes, visit audit.healthyschools.gov.uk



What did you think of our 'There's something about Dairy' booklet?

Did you find it useful? What would you like to read about? We would love your feedback and suggestions. Please email us: BelUK@goodrelations.co.uk with your thoughts and views.



Recipe

Red Pepper, Tomato and Leerdammer® Soup

Serves 4

PREPARATION 15 MINUTES

COOKING 40 MINUTES

INGREDIENTS:

150g Leerdammer®, finely grated
2 red peppers, stalk and seeds removed
5ml olive oil
2 onions, chopped
2 cloves of garlic, crushed
500g tinned tomatoes
100ml vegetable stock
Seasoning



METHOD:

- 1 Halve the peppers, press flat and place under a hot grill until skin is blackened. Place in a bowl, cover in cling film and leave to cool.
- 2 Heat the oil in a large pan and add the onions and garlic. Cook for 3-4 minutes or until soft.
- 3 When the peppers have cooled, remove and discard blackened skin and roughly chop the flesh.
- 4 Add the peppers and tinned tomatoes to the pan.
- 5 Stir in the stock, cover and simmer for 30 minutes.
- 6 Purée the soup and pour back into a clean saucepan and gently heat through.
- 7 Pour the soup into warmed bowls and divide the Leerdammer between the 4 bowls, sprinkling it on top in a small pile.

Case Study:

The Walking Bus Scheme at St Andrews School, Kent

The 'Walking Bus' is an organised walk to school, coordinated by volunteer parents and school representatives. We investigate the benefits it has had at St Andrews School in Kent.

The walking bus at St Andrews School has been operating for eight years now and every year it goes from strength to strength.

The organiser, Mrs Sandra Mumford, has an army of 45 parent volunteers, without whom the scheme would not be able to operate.

With the vast majority of primary school children living under a 20 minute walk away from their school and being dropped at school by car, it is vital that schools and local authorities, who have the power to reverse this downward trend, commit to becoming active in their support of promoting walking.

This scheme is a great way to get parents and the community involved while ensuring the children get the best start to the morning.

"We are extremely fortunate to have such a team of dedicated and committed parents that are co-ordinated efficiently and tirelessly by Sandra Mumford" explains Principal Joan Jabbour, "We are very grateful for all their hard work and the sponsors of the Walking Bus Charity for giving children the opportunity of having a healthy start to their day. The exercise and fresh air makes them invigorated and ready for their day at school".

Children from pre-school age to year six take part in the scheme, giving the older children encouragement to help with the younger ones. Road Safety Tests also take place with all the walking bus children. "Only years five and six are allowed to take the gold test" explains Sandra Mumford. "This enables them to wear the Blue Crew tabards and gives them extra responsibilities on the bus which they relish."

For more information on this scheme in Kent, visit www.kmwalktoschool.co.uk