

## “Making Healthy Choices—it is all about You”

Today there is the disparity between what consumers **believe** about the value of good nutrition and physical activity, and what they are actually **doing** about it. Consider these “consumer conundrums”:

79% of consumers believe nutrition affects their health

Only 39% are doing all they can to eat healthy

81% believe exercise and physical activity are important to good health

Only 40% of adults get recommended amounts of regular physical activity, and one in four are not active at all. (A report of the Surgeon General).

To narrow the gap between what consumers say and what they do, my goal today is to provide you with positive, simple and consistent messages to help you achieve healthy, active lifestyles in line with the Dietary Guidelines for Americans.

Life is funny sometimes, isn't it? Did you ever stop to think about how many products that you own that come with an owner's manual? There is your car, the microwave, the DVD player, the cell phone, even the toaster. But you have never gotten an owner's manual for the most important, complex, and valuable piece of machinery you will ever own and operate--- you body!

Until now, that is! The “Owner's Manual for Your Body” contains five easy steps to help **you** make healthy choices for fueling and moving your body. However, not just any healthy choices, but choices that fit **your** lifestyle so you can do the things you want to do. You won't find the tiny print and confusing diagrams so typical of many owners' manuals. No wonder they often end up crammed in a drawer---unused and forgotten. Instead this is one owner's manual you will want to keep handy. Why? Because as wonderfully intricate and individual as your body is, this owner's manual provides, simple, easy-to-understand directions for operating it in top form.

### **It is all about you! Basic maintenance for your body in five easy steps!!**

Your body is a complex piece of machinery, but running it in peak condition doesn't require a complicated and time-consuming maintenance routine. These five easy steps will help you eat healthy and be more physically active so you can enjoy many years of trouble-free good health. It is an investment worth making. After all, replacement parts for you are hard to come by.

The video to follow will depict these five easy steps:

**Be Realistic:** Make small changes over time in what you eat and the level of activity; you do. After all small steps work better than giant leaps.

**Be Adventurous:** Expand your tastes to enjoy a variety of foods.

**Be Flexible:** Go ahead and balance what you eat and the physical activity you do over several days. No need to worry about just one meal or one day.

**Be Sensible:** Enjoy all foods, just don't overdo it.

**Be Active:** Walk the dog; don't just watch the dog walk.

### Basic Maintenance Check Points:

Problem: Your “burn-out” light flashes constantly.

Possible Reason: You may have attempted a complete lifestyle overhaul.

Do this to Correct: **Be Realistic.** When it comes to making healthy changes in your life, the road to success is paved with small changes made a step or two at a time. But the payoffs are huge! Forming new healthy habits helps you look good and feel good now, and keeps you running strong for years to come. So start slow. Remember, small steps add up to long-lasting results. The *Food Guide Pyramid* is your roadmap to eating well. Built on nutrition science, the Pyramid helps you choose foods so you get all the vitamins, and fiber you need, but not too much fat, saturated fat or cholesterol.

Problem: Your taste buds are dull from eating the same foods day after day.

Possible Reason: Your taste buds need a tune-up.

Do this to correct: **Be Adventurous.** Expand you're a variety of foods. Grocery stores, on average, carry 30,000 different items. Yet, for many people, the same eight or 10 “core” foods make up the majority of their purchases when they shop. Being adventurous with food adds variety, which helps you get the 40-plus different nutrients you need for good health.

(Page 5)

Problem: You think today's super-size fast food lunch has jammed up your internal mechanism.

Possible Reason: You may be missing the food and fitness “big picture”.

Do this to Correct: **Be Flexible.** Go ahead and balance what you eat and the physical activity you do over several days. No need to worry about just one meal or one day. Is your body equipped with a “guilt gauge” that screams “HIGH” when you eat a thick, juicy cheeseburger or a jumbo hot fudge sundae, or skips your workout for a few days? Is so, send that guilt packing and give yourself an attitude adjustment. Fact is, when it comes to a smooth-running body, it is what you do over time that counts. Every healthy body gets overfed or becomes idle now and then. Don't fret!! Just balance out these times by eating a bit less or being a bit more active for a while.

Problem: You view many of your favorite foods as optional accessories.

Possible Reason: Your eating plan may be missing parts that make it fun, interesting, and enjoyable.

Do this to correct. **Be Sensible.** Enjoy all foods, just don't overdo it. A healthy eating plan can---and should---include all foods you like. After all, food is more than just fuel---it is one of life's greatest pleasures! Here is the secret: just don't overfill your body with any one food. It is okay to eat a larger or smaller portion. Just remember: it is your total diet balanced over time that counts. Again utilize the *Food Guide Pyramid* for how many daily servings you need from each food group.

Problem: Some of your parts are creaking from under use.

Possible Reason. Your body may have been parked on the couch for extended periods.

Do this to correct. **Be Active.** For starters, being active helps boost your energy level so you feel great and accomplish more each day. It can also give you a sleeker body style that slips right into your favorite jeans, and sounder sleep. Being active also is an insurance policy. It can help you stave off health problems such as heart disease, high blood pressure, diabetes, osteoporosis, and some cancers. Think of it as long-term maintenance for a healthy body and healthy weight.

