



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians
5th Floor, Charles House, 148/9 Great Charles Street Queensway, Birmingham B3 3HT
Tel: 0121 200 8080 Fax: 0121 200 8081



Media Release

29 December 2006

For immediate release

Dietitians help to save pounds as well as shed pounds

New Year traditionally turns our thoughts to dieting and losing the excesses of an indulgent Christmas. New Year diets can cost a fortune and don't always deliver, so this year, consult the nutrition experts – The British Dietetic Association (BDA) can help you save £s as you shed the pounds!

Figures from the BDA suggest that people gain, on average about 5 pounds (lbs) in weight (or 2.3kg) over Christmas. New Year sees a plethora of new diet books (estimated to be worth around £20million) and expensive detox plans to help shed the pounds, but if you're serious about getting back in shape then dietitians advise that quick fix diet promises simply don't deliver and can do more harm than good.

Anna Suckling, spokesperson for the BDA's Dietitians in Obesity Management specialist group, says: "It's astonishing how many nutritionally inaccurate diet books there are on the market and with magazines printing their own promises of painless and quick ways to lose weight people are bombarded with completely inappropriate weight loss plans. Diets which ban a significant food group, such as wheat or dairy, might help you lose weight if you're cutting back on the calories, but you can also be at risk of serious nutrient deficiencies. For example, Detox diets often suggest avoiding dairy products: these foods are the major providers of calcium in our diet, therefore cutting them out could increase the risk of osteoporosis and brittle bones. Weight loss aids which are available in high street shop shelves including L- Carnitine, CLA and Chromium picolinate are also not recommended, as the evidence to support their effectiveness is poor – they are often very expensive too."

m/f

Spokesperson for the BDA and dietitian Dr Frankie Phillips says: “The slimming industry is worth millions of pounds as people, desperate to improve their chances of reaching a target weight, buy into the latest fads. But the BDA has the best advice available for free. Our Weight Wise website, written by qualified dietitians, is based on proper science rather than myths. It is completely free and includes eating plans, motivational tips and hints, and a body mass index (BMI) calculator to help you work out a healthy but realistic weight.”

For New Year dieters the BDA recommends following these 3 top tips:

1. Set a realistic target for yourself: even 5-10% weight lost can lead to significant improvements in your health.
2. Make some SMART goals (Specific, Measurable, Achievable, Realistic and Timed) to help you towards your target.
3. Visit the BDA weight wise websites: www.bdaweightwise.com and the newly-launched www.teenweightwise.com

- Ends -

Notes to Editors

1. Media enquiries to The British Dietetic Association should be directed to Dr Frankie Phillips (0870 580 2517) email pr@bda.uk.com; interviews with Anna Suckling may also be arranged by calling this number.
2. The British Dietetic Association, founded in 1936, is the professional association for registered dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with nearly 6,000 members. About two-thirds of members are employed in the National Health Service. The remaining members work in education, industry, research, sport settings or freelance.
3. Registered dietitians hold the only legally-recognisable graduate qualification in nutrition and dietetics. They are experts in interpreting and translating the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems. Their advice is sound and based on current scientific evidence.
4. Registration, awarded by the Health Professionals Council, is an indication that a dietitian is fit to practise and is working within an agreed statement of conduct.

For further details about The British Dietetic Association, please visit our websites: www.bda.uk.com
www.bdaweightwise.com www.teenweightwise.com