



M e d i a R e l e a s e

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For immediate release

Dietitians Offer World Cup Hope!

Football's World Cup is well and truly here and if there's been a weekend of excess, dietitians at The British Dietetic Association (BDA) have a few words of wisdom to see you through the next few weeks to get to the final in good shape.

As little as ONE PINT of lager and ONE PACKET of crisps consumed for each of the 64 games being played throughout the tournament could add up to a massive 20,718 calories and 192 units of alcohol, enough to put on nearly half a stone in weight.

The British Dietetic Association has come up with 5 top tips to help people keep in shape during June and July and has also launched a new fact sheet about alcohol to give the lowdown on its effects on health and wellbeing.

Registered dietitian Dr Frankie Phillips of the British Dietetic Association said: "Playing football, especially at a competitive level, burns off calories at a high rate as footballers keep on the move for 90 minutes or more. Unfortunately many more people are going to be sitting down watching football on TV this summer than playing it, and the temptations of drinks and snacks whilst glued to the screen can mean that health is at risk."

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“Of course, occasionally including some alcoholic drinks and snacks while watching football on TV isn’t such a big problem, but the constant month-long habits of drinking and snacking on high-fat and high-salt foods can have a disastrous effect on health, so we’re suggesting that people simply try some healthier habits, such as alternating between alcoholic and non-alcoholic drinks, making healthy snack choices and moving more. _Try to have a satisfying meal before the game starts; not only will this help to counter some of the effects of drinking alcohol but you’ll be less tempted to fill up on snacks.

“Most of the games are played in the late afternoon or early evening so why not counter some of the effects of the time spent watching TV, not to mention the stress of worrying about penalty shoot outs, by being more active during the day? _Try walking some of the journey to work (or the pub), arrange a lunchtime kickabout, get together with mates to arrange a 5-a-side tournament in between matches or get a pedometer and do a lap of victory after each game (one pitch perimeter is over 500 steps).”

If you’d rather spend 90 minutes doing anything but watch football, shopping can burn 280 calories, golf 580 calories and ironing 430 calories, whereas watching TV only burns around 140 calories in 90 minutes.

- ENDS -

Notes to Editors

The British Dietetic Association's 5 top tips for keeping in shape during the World Cup are:

- Have a satisfying meal before kick off to prevent filling up on snacks
- Try healthy snacks such as unsalted nuts and dried fruit
- Get an antioxidant boost by having a half-time cup of tea
- Alternate between alcoholic and non-alcoholic drinks
- Do a lap of victory after every game: walking 500 steps briskly is equivalent to walking around a football pitch

The BDA's latest food fact sheet *The Truth about Alcohol* is available at <http://www.bda.uk.com/latest-food-facts.php>

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 over 5,000 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.

Registered dietitians hold the only legally-recognised, 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.

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 information about the British Dietetic Association, please visit our Website: www.bda.uk.com

A media hotline is manned by Registered Dietitians for the BDA from 9am – 5pm Monday to Friday. Any enquiries about the hot topics, or requests for interviews with a dietitian, call 0870 850 2517.

Email enquiries can be sent to pr@bda.uk.com

Also, see our Weight Wise websites with some great information produced by registered dietitians specifically for consumers at: www.bdaweightwise.com and www.teenweightwise.com