



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for State Registered Dietitians

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

For Immediate Release

Date: 7 January 2002

Let's forget about dieting!

Have you ever wanted to stay slim and fit for life? It's not as daunting as you think! The British Dietetic Association (BDA) is calling for us all to take stock of our diet and lifestyle and to make our New Year's Resolution to make just a few simple, practical changes to our food choice and physical activity levels. In doing so they say it could help us *stay in shape for life*.

You don't need to give up all your favourite foods when trying to maintain or lose weight. What is important is to limit excessively high fat and sugar foods – have them a little less often and keep an eye on portion sizes. This will allow you to satisfy your taste for an indulgence now and again.

'Dieting' is seen by many as a short-term activity but **successful weight loss** (losing weight and keeping it off for at least five years) is accomplished by making positive, sustainable changes to long-term eating habits and physical activity patterns. 'We need to discourage the use of nutritionally unsound diets that promise a quick fix. Instead, make a commitment to eating a better range of foods and becoming more active. It may take a little longer to get there but you are much more likely to stay fit long-term and to keep excess weight off' says Dymrna Pearson, chair of the BDA's interest group, Dietitians in Obesity Management.

Focus on what you want for yourself in 6 months' or a year's time, not where you want to be four weeks from now. Make your personal goals better health, feeling fitter and increased self-esteem. The benefits of healthy eating and increased activity levels are so far reaching, do you need an excuse to get started?

The British Dietetic Association serves the public by promoting nutrition, health and well-being. In a Gallup poll of over 2000 people in 2001*, 80% of the public regarded dietitians as a trusted source of nutrition information.

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For more information contact:

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Notes to Editors

The British Dietetic Association, founded in 1936, is the professional association for State Registered Dietitians (SRDs) in Great Britain and Northern Ireland. Members of the Association hold a degree or recognised post-graduate diploma in nutrition and/or dietetics.

The British Dietetic Association is the nation's largest organization of food and nutrition professionals. It has over 5,000 members of whom around half are employed in the National Health Service. The remaining dietitians work in education, industry and research settings or as freelance consultants.

State Registered Dietitians interpret and translate the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems.

State Registration is awarded by the Dietitians Board of the Council for Professions Supplementary to Medicine (CPSM), under the Professions Supplementary to Medicine Act 1960, and is an indication that a Dietitian is competent to practise, and must work within the Statement of Conduct issued by the Dietitians Board.

The general terms 'nutritional therapist', 'dietary therapist', 'nutritionist' or 'nutrition consultant' do not indicate eligibility for State Registration.

- This research was conducted by The Gallup Organization from the 2nd to 8th May (wave 1) and from the 3rd to the 11th July 2001 (wave 2). The results are based on telephone interviews with a randomly selected sample of the general population of Great Britain. 1030 and 1034 adults aged 16 and over were interviewed respectively for both waves. For results based on a sample of 1030 and 1034, one can say with 95 percent confidence that the maximum error attributable to sampling and other random effects is plus or minus 3.1 percentage points. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

To access this press release and other details about the British Dietetic Association, please visit our **Website: <http://www.bda.uk.com>**