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# Media Release

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## Measure Up For Weight Wise

This June, The British Dietetic Association will be asking the UK to measure up to the challenge of being Weight Wise. This brand new initiative aims to increase awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight. A focus of this month long campaign will involve asking men and women to establish whether they are overweight, under weight or just the wrong shape for their health.

Dr Helen Lloyd, a spokesperson for the British Dietetic Association is calling all adults to wise up to their waist measurement. "Simply placing a tape measure around your waist can help to determine whether any extra weight you may be carrying around your middle is going to present a risk to your health" she says. "Having a waist circumference of more than 37 inches if you are a man and 32 inches if you are a woman, means you could be increasing your risk of developing heart disease or diabetes".

The incidence of overweight and obesity is increasing within the UK. Forty four percent of men and 33% of women are now overweight, with around 1 in 5 of all adults being obese.

The British Dietetic Association's campaign 'Weight Wise', which forms part of its annual Food First initiative includes a comprehensive set of ideas and materials to assist adults in achieving and maintaining a healthy weight. Weight Wise is a pragmatic, no frills approach to support individuals and families when selecting a balanced and varied diet and stepping up levels of activity.

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## Notes to Editors

### 1. Further Information on Weight Wise is available from:

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- The British Dietetic Association's website [www.bda.uk.com](http://www.bda.uk.com) – click on the Weight Wise sign on the home page. A Weight Wise Fact Sheet will be available to download from the British Dietetic Association's website [www.bda.uk.com](http://www.bda.uk.com) during June.

### 2. Key messages for Weight Wise

#### Let's get Weight Wise

- Being a healthy weight will help to keep you in good health.
- Avoid having excess body fat around your middle – to help keep your heart healthy.
- Include starchy foods such as bread, potatoes and cereals: Eat plenty of fruit and vegetables: go easy on foods and drinks high in fat or sugar and watch your alcohol intake.
- Using food guides such as the Balance of Good Health and reading the nutrition panel on food labels may help you to make wise food choices.
- Being physically active or taking regular exercise is good for your health and can help you to lose weight or maintain weight loss.

Consumers requiring more information, help and advice on how to be Weight Wise may find this available through a State Registered Dietitian or the British Dietetic Association at [www.bda.uk.com](http://www.bda.uk.com)

### 3. Obesity is becoming the most serious public health problem in the UK and tackling it is now a government health priority. Local health authorities are required to have strategies to address this health issue in line with the NHS Plan and The National Service Framework for Coronary Heart Disease. A weight loss of just 5-10% for someone who is obese can lead to health benefits including lowering blood pressure, improving blood sugar levels among people with diabetes and lowering blood cholesterol levels.

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 organisation of food and nutrition professionals. It has approximately 5,000 members of which 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 a practical way 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. Food First is a registered trademark of the British Dietetic Association. Weight Wise is a trademark pending application.