



---

# Media Release

---

Date: 27 May 2002



## **“Wise Up To Your Waist Size” Says The British Dietetic Association**

Around 1 in 5 men and 1 in 3 women are currently trying to lose weight, according to a recent nationwide ICM Research poll commissioned by The British Dietetic Association (BDA). Throughout June, the BDA will be asking the nation to wise up to its waist size as it launches a new national campaign Weight Wise. The campaign, which forms part of its annual Food First programme aims to raise awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight.

“Obesity is one of the most serious public health problems in the UK today. About 1 in 5 adults are heavy enough to be putting their health at risk – increasing the chance of having a heart attack, developing diabetes or having a high blood pressure” said Dr. Helen Lloyd, a spokesperson from The British Dietetic Association. “Having excess body fat around the waist compared with around the hips can be particularly unhealthy” she added.

A waist circumference measurement of more than 32 inches (80cm) for a woman and 37 inches (94cm) for a man increases health risks.

The research poll revealed that only around 6 out of 10 adults were aware that it is more dangerous to your health to carry extra weight around your waist. However, the same survey revealed that most people are fairly knowledgeable when it comes to approaches to losing weight. When asked what they would consider to be a healthy and successful approach to losing weight, 9 out of 10 adults agreed with choosing healthy eating and being more active and two thirds would consult a health professional. Fortunately, just around 1 in 4 considered food combining diets to be a good method, with similar numbers reporting a detox programme to be a healthy and successful approach. When asked which nutrient to cut down on most in the diet to lose or control body weight, just over 6 out of 10 respondents correctly identified fat.

Throughout June (Food First month) State Registered Dietitians will be working with members of the public across the UK to raise awareness of the benefits of being a healthy weight and offering ideas and practical help on safe and effective weight management.

- Ends -

**Website: <http://www.bda.uk.com>**

## Notes to Editors

1. Further Information on Weight Wise is available from:

- 
- 
- 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. The Consumer Poll was undertaken by ICM Research, who interviewed a random selection of 1030 adults aged 18+ in Great Britain and Northern Ireland by telephone between 3-5 May 2002. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

The full results of the Food First Survey for the BDA including age and regional breakdowns can be viewed at [www.icmresearch.co.uk](http://www.icmresearch.co.uk).

3. Key messages for Weight Wise

Let's get Weight Wise

- Being a healthy weight can help to keep you in good health
- Having excess body fat around your middle can be unhealthy for your heart
- Small changes can lead to big benefits
- Base meals around 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; watch your alcohol intake.
- Using food guides such as the Balance of Good Health and reading the nutrition panel on food labels can help you to make wise food choices.
- Be active to achieve or maintain a healthy weight.

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)

4. 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.
5. 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 who work in the National Health Service, 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 registration.