



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians
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For immediate release

Check your hunger and be a catwalk star

With Clothes Show Live taking place later this week at the NEC, there'll be plenty of fashionistas admiring the models on the catwalk. Unfortunately, not all will be checking out the latest trends, but do we really want to be enticed by skinny models on the catwalk?

According to the British Dietetic Association the answer is a definite no! There is a way of looking good yet staying healthy, with a healthy body shape that gives more than zero.

The BDA has teamed up with top dietitian Azmina Govindji to provide some hot tips on looking good and managing those moments when willpower weakens and you get tempted by the treats.

Three key checks need to be considered in order to manage those hunger pangs:

- Check your hunger - How hungry are you right now? Is it emotional hunger? Are you eating just because you see food, or because you're bored? Try rating your hunger on a scale of starving to overdone it, and use this to help you tune in to your own appetite and fullness (satiety) cues. As you become more aware of how hungry or full you are, you will be better able to resist temptation when something is in front of you.
- Check if food is what you really crave - Is it just a substitute for something else? Think about the bigger picture and ask yourself if the food is going to get you closer to your goals? What do you need to be thinking right now to help you make the best choice? If you go for it, how will you feel soon after? Perhaps, it's not food that you actually need.
- Check if you're full – It is okay to leave something on your plate - in fact, getting into the habit of leaving even a few peas on your plate will help you to be more conscious of your eating.

Azmina Govindji, dietitian and British Dietetic Association spokesperson, said: "The problem with dieting is that it usually focuses solely on the body and ignores the most important part of you – the mind! For many people the word diet conjures up images of food deprivation, hard work and an end to pleasurable eating. As soon as you say you need to avoid a certain food then that food becomes even more desirable.

"The key is to train the most powerful tool in the body – the brain - to recognise when, how much, and what to eat. And, coupled with the right motivation and simple exercising, you can achieve the body you crave."

ITV's This Morning's resident dietitian, Azmina Govindji will be signing copies of her new book – The Hot Body Plan - at the BDA stand on Saturday 8 December, from 1.00pm onwards.

The BDA's Glow Zone can be found at WB5 in Hall 18/19 at the NEC.

Taken from The Hot Body Plan by Azmina Govindji RD and Nina Puddefoot, Vermilion, £6.99.

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Notes to Editors

1. For further information or interviews, please contact Sanjay Mistry, PR Officer, on 07957 355 416.
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.
2. 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.
3. 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.
4. For further details about the British Dietetic Association, please visit our website: www.bda.uk.com.