

THE TRUTH ABOUT DIETS

CAITLIN MCKEE MS, RD, CHWC – COPYRIGHT 2021



INTRODUCTION

- Caitlin Mckee MS, RD, CHWC
 - Living Whole Wellness Program
 - Registered Dietitian
 - Certified Health & Wellness Coach

OBJECTIVES

- Better understand the magnitude of the diet industry
- Recognize promises of fad diets
- Identify popular diets
- Learn what works for short-term and long-term weight loss

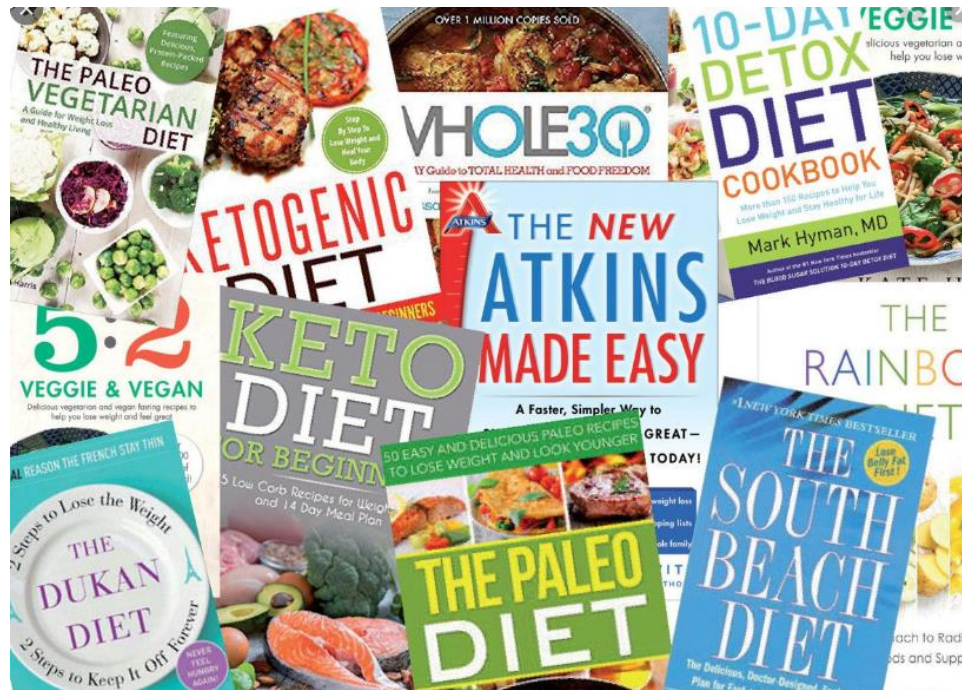
GROWING DIET INDUSTRY

- 108 million American dieters
- Average dieter makes **4-5 attempts** to diet each year
- High rate of relapse leading to chronic dieting
- Diet industry continues to grow- multi-billion dollar industry
- \$147 billion spent **each year** on obesity-related problems
- Diets get recycled

HOW TO SPOT A FAD DIET OR QUICK-FIX

- Overemphasizes one food or food group
 - Atkins, cabbage soup
- Bans a specific food or food group
 - no bananas, “7 foods that cause belly fat”
- Suggests a food or product can enhance body chemistry or increase metabolism
- Guarantees rapid weight loss
- Short-term (10 pounds in 10 days, 30 day etc.)
- Celebrity endorsements

DIET CULTURE CHANGES OVER DECADES



- 1990's Low-fat
- 2000's- Low carbohydrates
- 2010's - High protein, juicing, cleanses

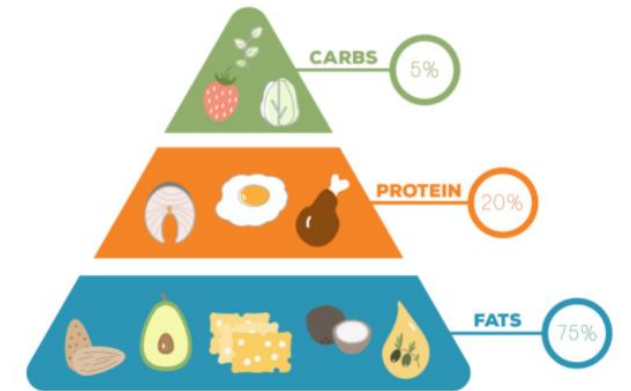
POPULAR DIETS

- Keto (may be a lifestyle for some)
- Intermittent fasting
- Gluten-Free (may be a lifestyle for some)
- Meal Replacements- Optavia, Medifast, Optifast, Herbalife
- Cleanses/ Juicing/ Detoxes
- Low-carb/ high-protein

KETO

Pros	Cons
<ul style="list-style-type: none">• Less hunger & Cravings• Less sugar and refined carbohydrate consumption• Weight loss is fast compared to other approaches• Improved glucose or A1C	<ul style="list-style-type: none">• Very restrictive• Excludes certain foods or food groups such as carbohydrates and whole grains• Whole grains, which are discouraged in the diet, are rich in fiber and B-vitamins• Some vitamins and minerals may be lacking due to lack of variety• May be high in saturated, fat cholesterol and meat.

KETO DIET FOOD PYRAMID



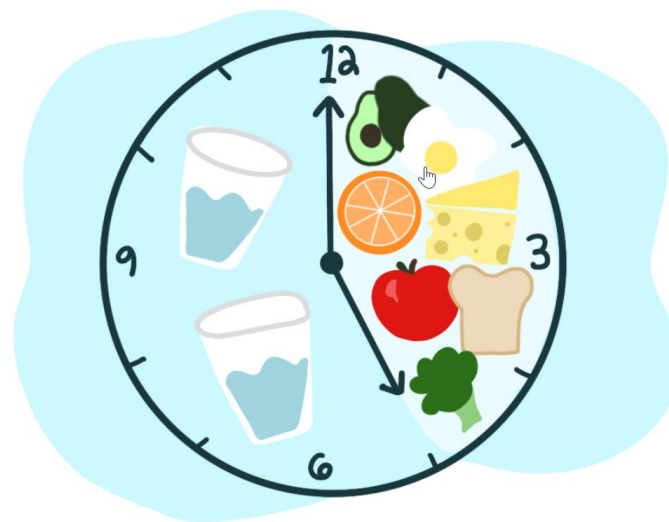
INTERMITTENT FASTING

Pros

- Average -300 calories fewer per day
- Flexibility with food choices, not restrictive
- Can be tailored to your schedule

Cons

- Does not address hunger cues or intuitive eating practices
- May not be appropriate for athletes, breastfeeding, or other conditions.



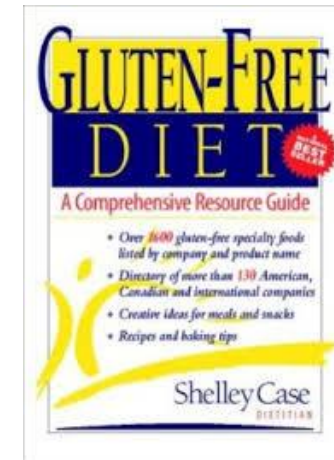
GLUTEN-FREE

Pros

- Individuals diagnosed with Celiac disease (about 1% of population) or those who are sensitive to gluten require a gluten-free diet
- Many products have become available for those who cannot otherwise eat bread, pasta, baked goods or other items containing gluten

Cons

- There are no additional health benefits associated with gluten-free diets for those who have not been diagnosed with Celiac disease or do not have a gluten intolerance
- Gluten-free diets have not been shown to be effective for weight loss.



MEAL REPLACEMENTS

Pros

- May be physician supervised
- Supported by a coach or community
- Rapid, significant weight loss
- Little food preparation, easy to follow

Cons

- May not be sustainable long term
- Restrictive – packaged meals and food
- Expensive



JUICING/ CLEANSES/ DETOXES



Pros

- May lead to a temporary increase in fruit, vegetable, and fiber intake
- Often require individuals to limit sugar, salt, and other processed foods

Cons

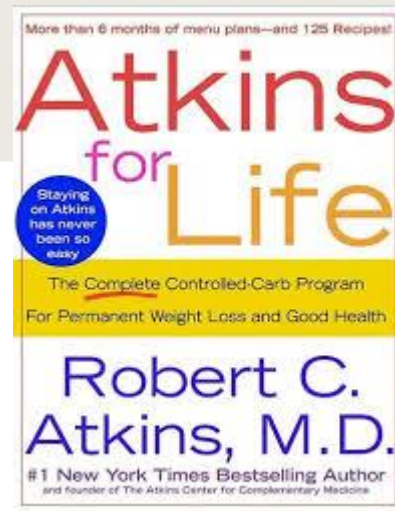
- Very restrictive
- Intended for short-term use
- Doesn't lead to long-term weight loss or improved health
- No evidence to support the claim that these diets help rid the body of toxins



LOW CARBOHYDRATE/ HIGH PROTEIN

Pros

- Weight loss
- Less muscle mass is lost during weight loss
- Less hunger & cravings



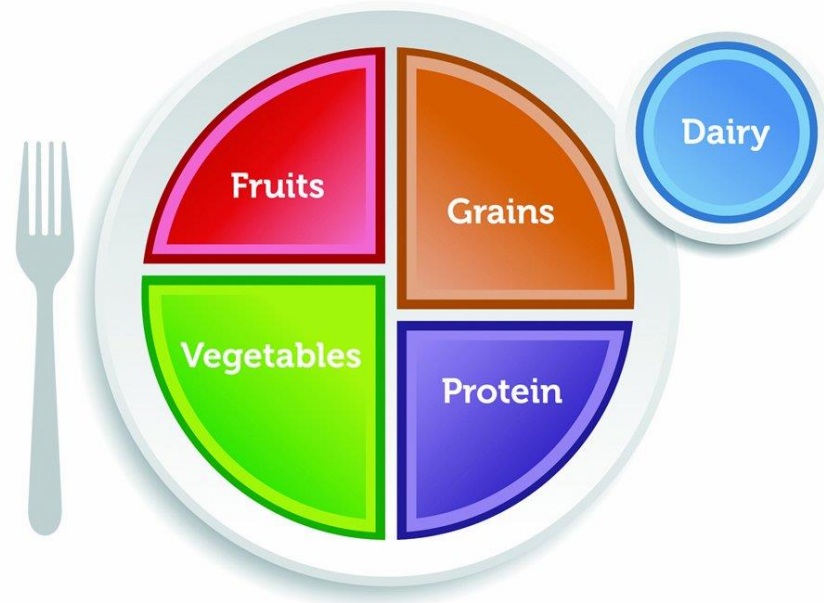
Cons

- Encourages limiting/cutting out food groups: fruit, starchy veggies and grains. Leads to increased consumption of meats and high fat items.
- Diet may be low in B-vitamins
- Decreased mental function, lack of concentration
- Decreased energy due to restricted carbohydrate intake

DIETS ASSOCIATED WITH WEIGHT LOSS

- High protein (25% Pro, 30% fat, 45% cho) with kcal deficit.
- Lacto-ovo-vegetarian with kcal deficit
- Low calorie diet
- Low-carbohydrate (<20g/day initially) with kcal deficit
- Low-fat (20% of total calories from fat) with kcal deficit
- Low- glycemic load with kcal deficit
- Lower fat (<30%), higher dairy (4 servings/ day), increased fiber, low glycemic index/load foods with kcal restriction
- Macronutrient targeted diets with kcal restriction
- Mediterranean-style diet with kcal deficit
- American Heart Association diet with kcal deficit (1500-1800 kcal/day, <30% fat, <10% sat fat)

STRATEGIES FOR HEALTHY EATING



WHAT LEADS TO WEIGHT-LOSS SUCCESS?

- Adherence to diets, not diets themselves makes the difference
- Calorie deficit is needed to produce results
- 95% of people who lose weight regain in less than 5y
- Self monitor using an app, website or tracking device
 - 1200-1500 calories per day- Women
 - 1500-1800 calories per day- Men
- Exercise regularly
 - Count your steps
 - **150-225 minutes per week for moderate weight loss**
 - **225-420 minutes per week for significant weight loss**



NATIONAL WEIGHT CONTROL REGISTRY

- 10,000 people
- Weight loss of 30 pounds or more
- kept it off 1 year or more
 - 78% eat breakfast every day
 - 75% weight themselves at least once per week
 - 62% watch less than 10 hours of TV per week
 - 90% exercise an average of 1 hour per day

WHY IS LOSING WEIGHT SO HARD?

- Unrealistic expectations
 - Set measurable, achievable goals
- Lifestyle change is essential
 - Diets = short-term results because there is lack of emphasis on lifestyle change
 - Short-term change = short-term results

EFFECTIVE LONG-TERM WEIGHT LOSS

- Lifestyle change (regular exercise, proper nutrition)
- Set goals
- Have realistic expectations
- Self-monitor
- Create accountability
- Exercise/ Physical Activity
- Find an approach that works for you



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QUESTIONS

