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**March 1, 2005**

Dear Colleagues:

Welcome to the first issue of **Eat Right Montana's** 2005 campaign, based on the new Dietary Guidelines for Americans: **A Healthier YOU: Three steps for success**. In this issue, we introduce the basic concepts of the new guidelines - and challenge readers to think about what they want to do to improve their personal nutrition and fitness. Both handouts have a goal-setting section - with spaces to check off suggested behavior changes or to write in an individual goal.

In the subsequent ten issues, monthly during 2005, we will explore specific recommendations for different foods groups - from fruit to fish. We will also include a monthly handout about various options for physical activity - **each with three steps for success**. Our goal is to breakdown the Dietary Guidelines into manageable "bites" - and offer specific suggestions for how to meet the nutrition and activity goals. We plan to incorporate information about the new "pyramid" (Food Guidance System) as soon as USDA releases it this spring. For this reason, the list of 2005 Healthy Families topics (see page 5) is tentative and may change.

If you need some additional help communicating messages about the 2005 Dietary Guidelines, here are a couple of resources to help you.

➤ **Dietary Guidelines for Americans 2005**

<http://www.healthierus.gov/dietaryguidelines/>

The official website offers PDFs of the complete DGs report, the executive summary, and consumer brochure, as well as many links.

➤ **National Dairy Council**

<http://www.nationaldairycouncil.org/>

Several brand-new resources, including comparison chart of old and new guidelines, a DG meal plan, and a super foods checklist.

Thank you for your past and future support of Eat Right Montana. Feedback is always important to us; please let us know what you think.

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**Debi Miller, Chair: 406-994-5641**



**A Healthier YOU #1: Straightforward guidelines for everyday health**  
**FOR IMMEDIATE RELEASE      CONTACT: Crystelle Fogle, MBA, RD**  
**MT Department of Public Health and Human Services – 406/947-2344**

**Healthy Families 2005: New Dietary Guidelines for Americans (1<sup>st</sup> in a series of 10)**

In January, the government released the 2005 Dietary Guidelines for Americans. Based on mountains of scientific evidence and expert testimony, the official report runs over 70 pages. However, its conclusions can be summed up in three simple concepts: **Eat smarter. Eat less. Move more.**

“Do you want to look better? Do you want to feel better?” asks Debi Miller, RD (registered dietitian), co-chair of the Eat Right Montana coalition. “Do you want to lose a few pounds – and reduce your risk of getting diabetes or having a heart attack? Do you want to have more energy and enthusiasm for daily life? If you want any, or all, of these things, the new Dietary Guidelines are for you.”

For anyone who wants to improve their health and maintain a healthy weight, this gold standard of nutrition advice focuses on three steps for success:

- 1. Make smart choices from every food group:** Your body needs the right fuel for your hectic, stressed-filled schedule. The best way to get what you need is to enjoy a wide variety of naturally nutrient-rich foods – packed with energy, protein, vitamins, and minerals – from all food groups.
- 2. Get the most nutrition from your calories:** Our basic problem is that we consume too many empty calorie foods and beverages – high in sugar and/or fat, but low in nutrition. The key is to moderate, not eliminate. Watching portion sizes is an easy way to cut back, without cutting out.
- 3. Find your balance between food and physical activity:** Most of us take in more calories than we spend on daily physical activities. The new report recommends a minimum of 30 minutes physical activity per day, but notes that 60 minutes may be necessary for weight management.

Eat Right Montana, a statewide coalition promoting healthful eating and active lifestyles, urges Montanans to use the new Dietary Guidelines in setting nutrition and fitness goals. The straightforward, science-based advice will be more successful than any fad diet or miracle weight loss supplement.

“This dietary advice isn’t complicated,” says Miller, “but it is effective. You don’t have to meet all of the guidelines right away. If you gradually start eating smarter and moving more, you’ll be healthier, happier, and better able to do all the things you want to do.”

**ATTACHED: A Healthier YOU and Physical Activity: Three steps for success**

# A Healthier YOU: 3 steps for success

## 1. Make smart choices from every food group.

The permanent way to a healthy weight is to make smart choices from every food group. Where are these smart choices? Where can you find naturally, nutrient-rich foods and drinks – power-packed with energy, protein, vitamins, and minerals?

Just look on the outside edges of your supermarket – fruits and veggies from the produce aisles, whole grains from the bakery, low-fat milk products from the dairy case, and lean proteins from the meat/fish/poultry department.

## 2. Get the most nutrition from your calories.

Let's be honest: The biggest nutrition problems for most Americans are high-fat, high sugar foods and drinks, like many snack foods, candies, and soft drinks. This does not mean that you have to immediately go sugar-free and fat-free forever.

You can make a big difference in your calorie intake by eating and drinking smaller portions – and by having empty calorie items less often. Want to cut back on sugar? Limit your soft drink intake to one can a day and switch to water the rest of the time.

## 3. Find your balance between food and physical activity.

What you eat is just one part of the healthy weight equation. The other half is the physical activity you do. Most of us take in too many calories for our daily activities. Our lives combine too much TV and computer with too many chips and candy bars.

Finding a healthier balance means fitting more activity into your day. The minimum for good health is about 30 minutes of moderate activity per day. For a healthy body weight, you may need a longer time, like 60 minutes a day, or more intense activities.

## What will you do for a healthier YOU?

- I will eat at least one fruit and one vegetable for my snacks every day.
- I will drink 12-ounces (one can) or less of regular soft drinks per day.
- I will walk at least 30 minutes on most days of the week.
- I will \_\_\_\_\_



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**Celebrating  
Healthy  
Families 2005**

# Physical Activity: 3 steps for success

## 1. Make a commitment to regular physical activity.

There is no way around it. An active lifestyle is essential for good health and a healthy weight. However, there's NO need for painful exercise or long, boring workouts. All it takes is a commitment to regular, enjoyable physical activity.

Most people identify TIME as the biggest obstacle to exercise. The secret is to fit fitness into your normal, everyday routines. Set a simple activity goal: **at least 10 minutes at a time; at least 30 to 60 minutes per day; at least 5 days a week.**

## 2. Aim for 30 to 60 minutes total, 10 minutes at a time.

If you have an hour to go to the fitness center, that's great. If you don't, you can still get the activity you need for health and weight control. All it takes is ten minutes of activity at a time – like walking around the block or around the mall before you shop.

You can do it all at once, or you can do 10-minute “sparks” of activity. You can do it inside, or you can do it outside. You can do it alone, or you can do it with friends. All you have to do is a total of 30 to 60 minutes of fun, physical activity on most days.

## 3. Aim to be active at least 5 days a week.

Some people like the routine of going to a class at the gym, while others get bored doing the same thing day after day. Fitness classes, dancing with friends, playing with the kids, walking the dog, shoveling snow, biking to work – it all counts!

Change the “E” word from exercise to ENJOYMENT. Dance with a loved one, walk with your faithful pet, or play with children at the park. If you love what you are doing, you will keep doing it – and you will keep moving toward a healthier YOU.

## What will you do for a healthier YOU?

- I will take a 20-minute walk with co-workers at least four days a week.
- I will go swimming at least one day a week at the pool.
- I will play ball with my kids for half an hour after dinner.
- I will \_\_\_\_\_



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**Celebrating  
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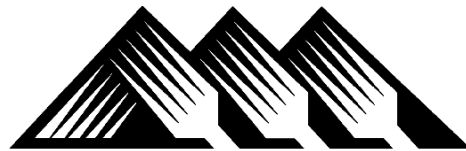
# Healthy Families 2005: A Healthier YOU: Three steps for success!

## Tentative Topics:

### NOTE:

The order and timing of this list may change depending on the release of USDA's new Food Guidance System this spring.

- Simple Guidelines ... for a Healthier YOU
- Reading Food Labels ... for a Healthier YOU
- The “New Pyramid” ... for a Healthier YOU
- Fruits ... for a Healthier YOU
- Vegetables ... for a Healthier YOU
- Nuts, Seeds, and Beans ... for a Healthier YOU
- Grains ... for a Healthier YOU
- Dairy Foods ... for a Healthier YOU
- Meats ... for a Healthier YOU
- Poultry and Seafood ... for a Healthier YOU



**EAT RIGHT MONTANA**

*A coalition promoting healthy eating and active lifestyles*

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