



FOR IMMEDIATE RELEASE

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'Savor the Flavor of Eating Right' during National Nutrition Month

Eau Claire, Wis., March 14th, 2016 – The Eau Claire City-County Health Department is proud to join the Academy of Nutrition and Dietetics during March in celebrating National Nutrition Month®. This year's theme, "**Savor the Flavor of Eating Right**", is about enjoying the sights, sounds, and memories related to food.

"When many people think about *nutrition*, they likely associate the words "diet" and "weight loss", says Susan Krahn, Eau Claire City-County Health Department Public Health Nutritionist. Statistics show that obesity and nutrition are local health concerns. In Eau Claire County, 31% of adults are considered obese, and 30% of children 2 – 5 years old enrolled in the WIC program are considered overweight or obese. In addition, 22% of Eau Claire County adults report no physical activity during their leisure time and three out of four Eau Claire County adults do not eat the recommended five fruits and vegetables per day. This year's National Nutrition Month theme strives to bring the positive features of enjoying healthy food to the public's attention.

"Rather than focusing on a strict diet of foods you may not enjoy to achieve long-term health or weight loss goals, try focusing on a mindful eating pattern that includes healthy and flavorful foods. Taking time to enjoy everything that a healthy and tasty meal brings, like the memories and interactions associated with eating, is essential to sticking with a realistic healthy eating plan" adds Krahn.

Here are some simple tips to get you started with *mindful eating*:

- 1) **Focus on your food.** Sit down at a table or counter to enjoy meals. Turn off media, like televisions, tablets, and cell phones. Eating while doing other things often leads to overeating.
- 2) **Slow down to know when you've had enough to eat.** Quit before you feel full or uncomfortable. It takes about 20 minutes from the time you start eating for your brain to tell your body that your stomach is getting full.
- 3) **Explore new foods and flavors.** Add more nutrition and eating pleasure by expanding your range of food choices. When shopping, make a point of selecting a fruit, vegetable or whole grain that's new to you. Try different versions of familiar foods like purple carrots, Honeycrisp apples, or quinoa.

As part of this public education campaign, the Academy's National Nutrition Month website (www.eatright.org/nnm) includes a variety of helpful tips, games, promotional tools and nutrition education resources, all designed to spread the message of good nutrition based on the "Savor the Flavor of Eating Right" theme.

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NATIONAL NUTRITION MONTH® 2016

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