

FOR IMMEDIATE RELEASE

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## Ditch the Diet!

*This New Year start a Healthy Diet-Free Habit that Lasts a Lifetime*

**Eau Claire, WI, January 10, 2018**—At the start of a new year, many people make a resolution to lose weight. As part of *Healthy Weight Week*, we encourage you to stop dieting and focus on small, healthy lifestyle changes!

In Eau Claire County, 31% of adults are obese. About 75% of Eau Claire County adults don't eat the recommended five servings of fruits. In addition, 22% of adults report low physical activity levels. Overweight and obesity is a serious problem. An unhealthy weight can lead to:

- a lower quality of life,
- poor mental health, and
- leading causes of death in the United States, including diabetes, heart disease, stroke, and some types of cancer.



“Health benefits that may result from fad or restrictive diets generally do not last long. However, diet-free, healthy habits can last for life,” says Susan Krahn, Public Health Nutritionist.

### Here are a few ways we *all* can work to be healthier and happier:

#### Find ways to move more

- Encourage kids to safely walk or bike to school.
- Walk to a co-worker's office, rather than sending emails.
- Plan events with your family, school, neighborhood, or church that are active.

#### Eat more fruits and vegetables

- Support community gardens.
- Bring fruits and vegetables to work for meetings and parties.
- Role model healthy eating for children.

#### Have healthy foods and drinks

- Limit foods and drinks that have a lot of sugar in your home.
- Take fruits, vegetables, whole grain foods, and water for snacks at after-school activities.
- Be a role model and bring healthy choices to gatherings.

#### Cut down on screen time

- Limit total screen time to less than 2 hours a day.
- Don't put a television or computer in a bedroom.

#### Support breastfeeding

- Give mothers the support they need to breastfeed their babies. This includes education, time, flexibility and emotional support.

More evidence-based ways our community can support healthy weights for all is found in the Wisconsin Nutrition, Physical Activity & Obesity state plan: <https://www.dhs.wisconsin.gov/physical-activity/stateplan/index.htm>.

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