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# Healthyroads® Newsletter

## Welcome to Healthyroads!

In this monthly newsletter, you’ll find a collection of articles on popular health and wellness topics. If you’d like additional guidance and support in your quest to lose weight, improve nutrition, develop an exercise plan, reduce stress, or quit smoking and haven’t discovered our Weight Management, Tobacco Cessation, and Wellness programs, we encourage you to call us today. **Some or all of these programs may have been purchased for you by your employer.** To take advantage of all that Healthyroads has to offer, call us toll-free at **877.330.2746** or visit us online at [www.healthyroads.com](http://www.healthyroads.com)®.

## Healthyroads Member Testimonial

### “It’s Really Quite Amazing”

With a nursing background, Diane admits that eating well should have been part of her daily routine. But because of her busy career, Diane overlooked the importance of healthy eating and proper exercise. She just didn’t have the motivation to make changes in her life to improve her health. When Diane wanted to lose weight she would diet—but the pounds always came back. She needed a plan to make a lasting change.

As she approached a milestone birthday, Diane knew she needed to make a change. She set a goal for herself to lose weight in a healthy way. And this time she was determined to keep the weight off by changing the *way* she ate and lived. Diane soon

found out that her employer offered Healthyroads as part of her benefits. She signed up, and before she knew it, she was receiving calls from her Healthyroads Coach.

Through a close relationship with her coach, Diane was able to change the way she looked at food and exercise. She used the “gentle support and encouragement” each week to set goals for herself that were achievable. Diane learned the importance of eating whole grains and how to read nutrition labels. She eased into some physical activities that eventually grew into a solid exercise routine. Now she loves the “high” that comes with her activity!

Diane is seeing some real results. In addition to feeling more energetic and less stressed, she has lost 40 pounds so far. Diane has lowered her total cholesterol by 40 points, and she feels healthier overall. In the future, Diane believes she will lose even more weight and feel better about herself. And she doesn’t even count calories! She has simply adopted a way of living that is enjoyable *and* healthy.



# Imagine...

Your own customized, seven-day exercise program created by a certified personal trainer or a registered dietitian analyzing your diet to build you a healthy eating plan meal-by-meal. Healthyroads offers these great services and much, much more!

Call **877.330.2746**  
or visit  
**www.healthyroads.com**  
to enroll today.

## Diet & Exercise

### Healthy Weight Loss: How Much, What Kind, and How Fast?

*I just need to drop ten pounds. I just want to be able to fit into my old jeans. If I look like I did a year ago, I'll be happy.* Have you ever heard—or said—anything like that? Chances are high that you or someone you know wants to lose weight. But how much should you lose, what kind of weight, and how fast? Planning your weight loss ahead of time can ensure that you meet your goals and stay healthy.

#### How Much?

Before you start to lose weight, it's a good idea to assess where you are now. One way to find out where you stand is to check your BMI, or Body Mass Index. Talk to your doctor or go online for simple tools to find your BMI. All you'll need is your weight and height to help figure out if you are at a healthy weight, overweight, or obese. If you are overweight, you may want to lose 10 percent of your weight. Some benefits of losing this 10 percent include:

- Lower blood pressure
- Lower cholesterol
- Lower levels of triglycerides (fats) in the blood

#### What Kind?

If you lose weight, you need to make sure you lose the right kind of weight. You can lose three types of weight:

- **Water weight** includes the fluids all over your body. You lose this weight if you are dehydrated, but you need plenty of water to stay healthy.

- **Muscle weight** is lean mass. Usually, you don't want to lose this weight.
- **Fat weight** is all of the fat in the body. Everyone needs some fat. But if you are overweight, this is the type of weight you want to lose.

#### How Fast?

To lose weight, you must take in fewer calories, burn more calories, or do both. To lose one pound of fat, you must burn 3,500 more calories than you take in. It's not healthy to try to do this in a single day. Sensible weight loss occurs when you lose one to two pounds a week.

**How to Do It:** Exercise more. Eat less.

**Daily Goal:** Cut back the calories you take in by 250–500 each day. Exercise each day to burn 250–500 calories. This way, you cut back your calories by 500–1,000 each day.

**One-Week Result:** In one week, you will:

- Reduce your calories by 3,500–7,000 calories
- Lose one to two pounds

Once you assess your weight, you can come up with a healthy game plan for weight loss. Remember, healthy weight loss doesn't happen overnight. But you *can* slowly work your way back into those old jeans—and stay healthy while doing it.

## Coach Tip:

*Think about it.*

Ask yourself one question: "How will I feel ten minutes after I eat this?"





## Reading Between the Lines: Smoking Ads and Your Health

Do you think that smoking ads affect the way you look at smoking? How about your likelihood of lighting up? Most people like to think that ads have no effect on them. But you may want to take a closer look at what ads are doing to get to you.

Most cigarette makers spend hefty sums of money on ads. Altogether, the industry spends over 26 million dollars a day on advertising. In fact, nicotine is one of the top two most heavily advertised products in the U.S. (Alcohol is the other.)

And smoking ads are working. Almost 90 percent of teen smokers use the three most heavily advertised brands of cigarettes. And Marlboro, the most heavily advertised brand, is the most smoked cigarette for all ages. This is good news for cigarette makers. They need to pull in at least 3,000 new smokers every day to make up for the 2,000 that quit and the 1,000 that die each day.

While TV commercials for cigarettes were banned in the 1970s, companies still find plenty of places to get their name out. Think about all the places cigarette companies promote: magazines, Web sites, promo deals, and events. Not to mention the use of cigarettes in movies. Smoking happens more often in movies than it does in real life.

Take, for example, “A Guide to All Things Camel.” This promotional booklet comes with a free lighter and set of coupons for Camel cigarettes. In this CD-sized packet of 30 pages, the word “Camel” shows up 70 times. There are 38 images of a camel, one of which is hidden in a pattern of smoke rising from a cigarette. This repetition is designed to work like a catchy song: so you can’t get Camel out of your head.

So what can you do to ensure that ads aren’t luring you to start or keep smoking? Think critically every time you see an ad. Ask yourself:

- What kind of person does the ad target? What kind of people appear in the ad?
- Does the ad link smoking to any feelings or actions?
- Does the ad leave out an aspect of smoking? For example, does it “forget” to include a picture of someone in the hospital?
- What is the reality of smoking? How does it compare to the ad?
- Do I want the product? Why or why not?

Keep in mind that cigarette makers spend billions of dollars on ads. While the cost of ads may be high, the cost of smoking is even higher. Smoking can cost you your life. Read between the lines the next time you look at a tobacco ad.



## Serious About Quitting?

We at Healthyroads understand the challenges of quitting smoking. That’s why we offer a comprehensive Tobacco Cessation program that provides you with the best techniques to help you quit—once and for all. From our phone-based coaching program and educational materials to our online resources and discounted nicotine replacement therapy products, we give you every chance to succeed. For anyone considering quitting smoking, take the first step and contact us today at **877.330.2746** or visit [www.healthyroads.com](http://www.healthyroads.com).

## Do I Need Supplements if I am a Vegetarian?

What is the difference between a vegan and vegetarian diet? A vegetarian diet cuts out all animal flesh (meat, poultry, and fish). A vegan diet cuts out all products that come from animals. This includes: meat, poultry, fish, eggs, milk, cheese, butter, and sometimes honey. It also cuts out all foods that are made with these products. Do you need supplements if you choose one of these diets?

Vegetarians can get all of the nutrients they need from their food. It just takes a little planning. Vegans can get all of the nutrients they need as well. But it may take

fortified foods or supplements. If you eat a vegan diet, you will need to pay close attention to these nutrients:

- **Vitamin B<sub>12</sub>.** In nature, this is found only in animal products. However, it is available in fortified grains and yeasts.
- **Protein.** This can be found in soy foods, beans, and nuts. Whole grains provide some protein, too.
- **Calcium.** Outside of dairy products, this can be found in dark leafy greens (like spinach), broccoli, chickpeas, and in fortified foods and drinks.

- **Vitamin D.** This is especially vital if you do not get much sun. It can be found in fortified foods and drinks, and as a supplement.

If you are vegan or vegetarian, you may want to talk to your doctor about your diet if you are pregnant or breast-feeding, or over 50 years old.

With planning, it can be easy for you to eat and enjoy a full and healthy vegetarian or vegan diet. Don't be afraid to give it a try.



## Mind-Body Techniques

### Qi Gong: Channeling Your Way to Better Health

You may have heard of yoga, but have you heard of qi gong? *Qi gong (chee-gong)* is an ancient self-healing practice that comes from China. It may help maintain health, promote healing, and increase energy.

Qi is the Chinese word for vital energy, or life force. Qi gong is used to balance and encourage the flow of the body's qi. To work with qi, people who practice qi gong use:

- Specific postures
- Breathing techniques
- Meditation

Through history, qi gong has been said to help with many health issues. It is only lately that Western scientists have begun to look at whether or not qi gong is effective. Much of this research is positive.

Qi gong has been shown to help with:

- High blood pressure
- Diabetes
- Chronic pain
- Musculoskeletal disorders
- Heart and blood vessel disease
- Stress

Qi gong is not a quick fix, it is not a cure-all, and it is not magic. It helps the body by stimulating normal daily functions. (For instance, qi gong increases blood flow to the whole body). Most experts agree that you benefit most if you practice daily.

Qi gong is easy to learn; almost anyone can do it. See if qi gong can help improve your health and give you more energy.

# Get rewarded for starting today!

Healthyroads has been purchased for you by your employer. Enroll at no cost and we'll send you a Welcome Kit containing products to support you in achieving your healthy living goals.

Members also receive these great features at no cost:

- Telephone coaching sessions with dietitians and personal trainers
- Award-winning materials
- Password-protected Web site for tracking your progress
- Customized meal and exercise plans

For more information, call us toll-free at **877.330.2746** or visit us online at [www.healthyroads.com](http://www.healthyroads.com).