

# SAGE ADVICE



*It is not in the thinking but in the doing!*

The population has never been more educated about fitness and nutrition than today. The majority of people know that we should be exercising and eating well. In fact healthier food choices are more accessible than they have ever been. Even in fast food operations.

We are on average about eight pounds heavier than the last decade. Obesity is on the rise. The average male gains approximately 22 pounds of fat over a 20 year period. That is a one pound gain each year.

We all know the diseases associated with obesity. The impact of unhealthy weight doesn't stop at the physical however. Psychological effects on our self-esteem and confidence can be devastating.

## Get Active

Healthier people, plain and simple, have more fun! They can be more active. That means from gardening to softball they have the physical opportunity to be a participant in their own life. Active people are less likely to be smokers therefore reducing their risk for cancer. As well they tend to carry less body fat. As a result they suffer fewer heart attacks than those who are unfit. Expending energy during exercise helps burn off anger and frustration, reducing our levels of stress. You get the picture.

## Keeping weight off is the challenge

The challenge in weight loss is not in losing the weight. It is in keeping the weight off. Studies show that seven out of 10 people who begin an exercise program quit within the first three months. The reason; they have not seen the results they were expecting.

A fat loss program is a more complex process than most people think. What makes it complex is not the physical aspect but rather the psychological and behavioral change components. Initiating and maintaining weight loss changes require a strong foundation for success.

## Build a foundation

Building a foundation requires a plan, time, education, patience, the right support structure, commitment and realistic expectations. When your commitment to the plan is in line with your expectations, levels of frustration are low, while self control is high. Success then is imminent.

## Expectations

If you expect to lose more than one or two pounds of fat per week you are setting yourself up for failure. The reason being is it takes a huge commitment to meet this expectation. You will have to exercise for more than one hour every day of the week and deprive yourself of some serious calories to meet your expectations. It is extremely challenging psychologically as well as physically to maintain this type of commitment. A one to two pound loss each week is attainable for the average person. Accept this and you will begin to achieve it. Success will come to you every week. That is what we call 'results momentum'. Each week of success gives you the momentum to go into the next week with motivation and commitment resulting in further fat loss.

## Healthy living is as easy as building a house

Lay the proper foundation and then build the house one brick at a time. Even the strongest of storms will have a difficult time bringing it down. Remember to start with the right blueprint, recruit the best tradesmen, ensure the support team is in place and build from the ground floor up.

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