



# Nutrition for Family Living

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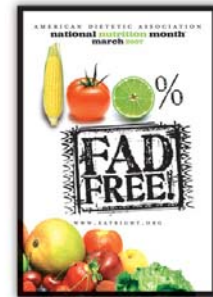
## February, 2007 Topics

March is National Nutrition Month® - - 100% Fad Free

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## March is National Nutrition Month® - - 100% Fad Free

National Nutrition Month® is a nutrition education and information campaign sponsored annually by the American Dietetic Association (ADA). The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. Key messages for this year's 100% Fad Free National Nutrition month campaign are:



- Develop an eating plan for lifelong health. Too often people adopt the latest food fad rather than focusing on overall health. Get back to basics and use the Dietary Guidelines 2005 and MyPyramid as your guide to healthy eating.
- Choose foods sensibly by looking at the big picture. A single food or meal doesn't make or break a healthful diet. When consumed in moderation in the appropriate portion size, all foods can fit into a healthful diet.
- Learn how to spot a food fad. Unreasonable or exaggerated claims that eating (or not eating) specific foods, nutrient supplements or combinations of foods may cure disease or offer quick weight loss are key features of fad diets.
- Find your balance between food and physical activity. Regular physical activity is important for your overall health and fitness plus it helps control body weight, promotes a feeling of well-being and reduces the risk of chronic diseases.
- Food and nutrition misinformation can have harmful effects on your health and well-being, as well as your wallet. Registered dietitians are uniquely qualified to communicate current and emerging science-based nutrition information and are an instrumental part of developing a diet plan that is unique to your particular needs.

As implied by the last bulleted message above, one of the purposes of National Nutrition Month® is to promote ADA and its members to the public and the media as the most valuable and credible source of timely, scientifically-based food and nutrition information, so there are restrictions on the use of the campaign materials. Use of National Nutrition Month® is encouraged by ADA, but only in accordance with their guidelines that are published at <http://www.eatright.org>.

Although most of the nutrition month materials are specific to the campaign and probably not useful for our nutrition education programs, measuring spoons, pencils with apple designs, and MyPyramid magnets are three examples of items from their catalog that may be useful reminders of nutrition messages in your Extension programs. See <http://jimcolemanltd.com/nmm/>.

Implication for Extension Educators: The 100% Fad Free theme and key messages of this year's campaign are consistent with priorities of the Eating Well and Being Active Team and WNEP. This is a good time to coordinate your nutrition education activities for March with those of local dietitians, media outlets, and partner agencies that are promoting the 100% Fad Free theme.