

what's in 100

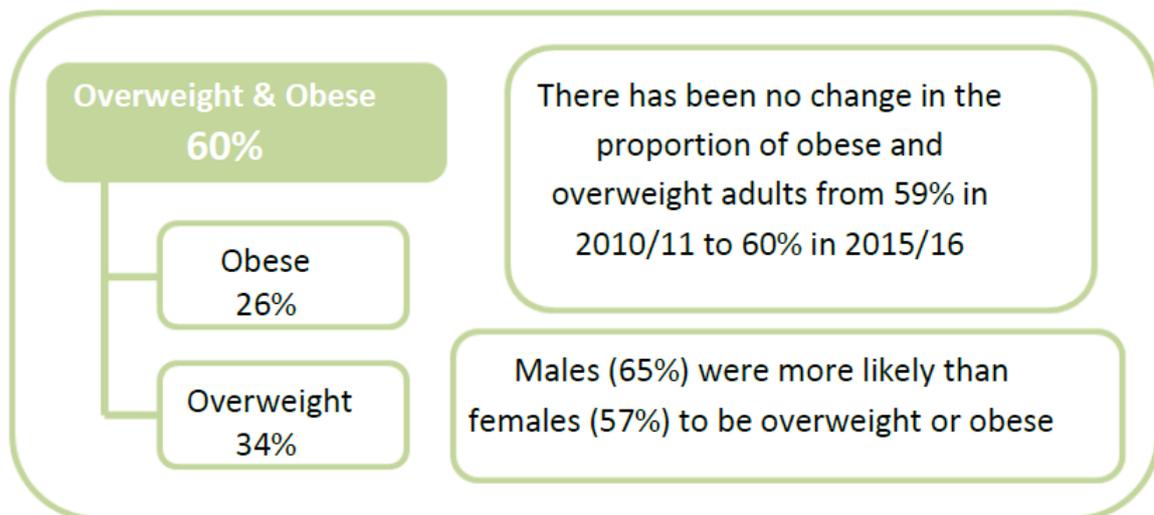
Obesity Prevention Campaign

CHOOSE
TO
LIVE
BETTER

Introduction

Obesity continues to be one of the most important public health challenges facing Northern Ireland. Its impact is wide-ranging throughout society and across all life courses. Obesity can increase the risk of life threatening diseases such as cardiovascular disease, diabetes, hypertension, stroke and some cancers.

ADULT OBESITY



(Health Survey NI 2014-2015)

The biggest challenge we face, concerning obesity, is to change attitudes and behaviours. We must encourage people to choose to eat healthier food and to become more active. The Obesity prevention campaign is the perfect opportunity to do that. We want to get as many people involved in our campaign and ensure we are all promoting the same messages.

3 Key Messages

The best way to lose weight (and keep it off) is to make small, long-term changes. This involves setting realistic and achievable targets for healthier eating, drinking and being more active every day.

By highlighting the following key messages it should make these targets more achievable.

Stop eating and drinking those extra calories

By stopping eating and drinking extra calories weight gain can be stopped immediately.

It's easy not to notice the 'extras' – the second helpings, the nibbles, the snacks or leftovers.

Increase activity

Becoming more active will help when losing weight but it will also help make you feel better and has other physical benefits to our health too.

Portion control

Our plates, bowls and glasses have increased in size over the years, this means the amount we serve on or in them has also increased. All these extras add up.

It's easy to put on unwanted weight

Did you know that if you eat an extra 100 Calories each day more than your body needs, by the end of a year you'll have put on an extra 10lbs in weight?

All these extras add up to putting on weight. The extra weight means your body will need to work harder just to carry that weight around – your heart needs to work harder, and you're more likely to get breathless. An extra 10lbs is like carrying around 10 big blocks of butter as you go about your everyday life!

What's in 100 calories?

When you see what 100 calories look like you may be surprised at just how small that amount really is.

1 ½ custard cream biscuits	1 medium latte
13 peanuts	1 thick slice white bread
2 tablespoons cooked rice	3 sweets
1 tablespoon mayonnaise	20g of crisps
1/8 of a 10 inch thin base pizza	3 ½ grilled cocktail sausages
1 serving spoon of chicken curry (70g)	¼ of a pain au chocolat
6 ¼ marshmallows	2 Jaffa cake biscuits
7 fruit pastille sweets	½ Pint of beer or larger
1 standard pub measure of spirits with diet soft drink	1 small glass wine 125ml
½ bottle of alcopop	

100-calorie snack ideas

8 tbsp. of salsa and carrot sticks

3 tbsp. reduced-fat hummus and celery sticks

5 tbsp. tzatziki and cucumber sticks

3 cups air-popped plain popcorn

1 thin slice wholemeal toast with 1 teaspoon of peanut butter

1 cup of low-calorie instant hot chocolate

1 small pot of low-fat yoghurt and 2 handfuls of blueberries

3 rye crispbreads with 1 tablespoon of reduced-fat soft cheese

2 Pieces of fruit

2 cream crackers with low fat cheese spread

2 Oatcakes with a thin spread of low fat cheese spread/ low fat cottage cheese

Have a go at preventing Obesity!

Have a look at the tips below on what you can do to become involved in this campaign

Health Promotion Stand

Set up a stand in a busy area in your organisation. Use food models to raise awareness of portion sizes and ideas of snacks which are 100 calories. Have a look below to see how you can set up your own stand.

How to set up a Promotion Stand

- Make the group aware that their weight can increase by 4-5kg (8-11lb) in a year by consuming 100kcal extra a day than the body burns off in energy and vice versa if energy was decreased by 100kcal.
- Use a variety of different food models to base your stand around. Look at portion sizes of the foods, some food models can be heavy in weight but are not an average size portion of the food.
- Ensure that the food models used are representative of the average or small portion sizes of the food rather than by weights.
- Set on the table in front of the group the portions of food, all of which contain 100kcal.
- Ask the group to talk amongst themselves and put the foods in order on the table starting with the food containing the most calories at one end and moving along to the food containing the least calories.

Examples of the types of foods to use:

Food comprising of approximately 100kcal	How the food portion was prepared using food models
150 g raw Potato	3 small potatoes
28g of dry rice	28g of dry Rice
28g of dry Pasta	28g of dry Pasta
Curly wurly bar	Curly wurly 26g bar
12g Oil	12g Oil
12g Fat	2 portions of butter
70g of Cooked Chicken	2 slices of chicken
230g of Vegetables	2 small portions of peas/carrots 40g each Small portion of sweet corn 30g Cucumber average in salad 23g 2 slices of peppers 20g 4 lettuce leaves 20g 4 broccoli florets 60g
300mls Lager or a small glass of White Wine	125ml wine (6 glasses (125mls) in an average bottle 1 bottle of wine = 600kcal)

Once the group have agreed on the placing of all the foods, the facilitator can inform the group that all the foods contain an equal amount of 100kcal.

Try getting the group to consider a meal, e.g. chicken fried in the oil, with potatoes with added butter, with the vegetables and glass wine = 600kcal. Think of ways to reduce this by 100kcal.

For example; grilling the chicken, not adding butter or half amount butter/oil used. If it is suggested to remove the vegetables remind group regarding the large volume to fill up on/fibre/vitamin content. Remind group alcohol has nearly as many calories as fat.

Don't forget to have information leaflets and posters nearby so people can take the information around the campaign home with them.

Leaflets are available from the WHSCT Health Improvement Department: email us on: health.improvement@westerntrust.hscni.net or telephone: (028) 7186 5127

Display Posters and Information

Display posters on the Obesity Prevention Campaign in your area and link some of the activities already happening in your organisation to the main messages of the campaign.

Emails

Sending the campaign information or digital poster to staff/ colleagues is a great method of promoting the work you are doing around the campaign.

Use Social Media

Compared to traditional methods of communication, social media is great for sharing information with lots of people very quickly. It allows people to not only receive information but to share it on and make comments about it and has the ability to reach new audiences across the world in the click of a button. Here are a few tips to use social media successfully to promote the campaign:

- The easiest way to participate is to share articles, videos or resources through your own or your organisation's social media accounts, tagging as many of your contacts as possible
- Plan ahead and post a message a day throughout the campaign. You could ask people to get involved by posting photos or videos of themselves participating in the challenge and maybe consider a prize for the most innovative post.
- Ask people to like, comment and share posts during the campaign week to make as many people aware of the 100 calories message as possible.
- You might want to post a link to a survey to collect information about what people are doing and publish results at the end of the campaign to highlight what happened in your area.
- NHS Choices has a good selection of evidence based apps that you might want to make people aware of, such as Couch to 5K. [Click here to go to the web page](#)

- You may want to share video clips and infographics as these are really effective and quick rather than loads of text.
- Don't rule out traditional ways of promoting what you're doing. If you are issuing press releases to local media, include information about your social media campaign – links to your Facebook page or your hashtag for Twitter so that people can look it up as well.

The hashtag for this campaign is **#whatsin100**

- Finally, encourage people to comment and to have conversations about what you post. However, do be aware that you will need to administrate these and take down any comments that could be considered abusive.

Portion sizes

Watching your portion sizes is a great way to prevent extra calories. Whether you are eating in or eating out we have tips and advice to help you get your portion sizes right.

Eating in

- Eat slowly
- Use a smaller plate
- Fill a third of your dinner plate with vegetables or salad
- Instead of eating from a large packet, serve a single portion into a bowl.
- Serve food on individual plates to avoid second helpings
- Freeze or chill left-overs right away so you are not tempted to go back for more
- Avoid eating while watching TV as it's easy to overeat when you are distracted.
- If you enjoy a high calorie snack, have the on-pack serving size (e.g. one scoop of ice cream)
- Alcohol contributes to calorie intake. If you enjoy an occasional glass of wine or beer have a small one rather than a large one, and be careful with your measures at home.

Eating out

- If you order a high calorie food such as pizza or chips, order a small size
- Order a half portion, have a starter as your main meal or split a dessert with a friend
- Forget what your mother said. You don't have to finish your plate. Ask for a "doggy bag" and take your leftovers home

Portion Size Illustrations

(Safefood 2016)

RICE / PASTA



OR

1 portion = 1 disposable cup of cooked pasta/rice or tennis ball size

BREAD



1 portion = 2 slices of regular bread

POTATO



1 portion = 2 small potatoes or 1 medium

PORRIDGE



1 portion = 1/3 cup of uncooked oats

CEREAL FLAKES



1 portion = 1 1/2 cups cereal

SMALL FRUITS



1 portion = 2 mandarins, 2 kiwis, 2 plums or similar size fruit

MEDIUM FRUITS



1 portion = 1 apple, 1 orange, 1 banana, 1 pear or similar size fruit

LARGE FRUITS



1 portion = 1/2 grapefruit, 1 slice of melon, 1 slice of pineapple or 2 slices of mango

BERRIES



1 portion = 10-12 berries, grapes or cherries

DRIED FRUIT



1 portion = 1 heaped dessertspoon, 2 figs, three prunes or 1 handful of dried banana chips

CHOPPED & COOKED FRUIT



1 portion = 4 dessertspoons or 3 tablespoons of cooked fresh fruit, fruit salad, fruit flamed in own juice or frozen fruit

JUICES & SMOOTHIES



1 portion = A small glass of unsweetened 100% fruit or vegetable juice. But only one glass counts, further glasses of juice don't count toward your total 5 A DAY portions

COOKED VEGETABLES



1 portion = 4 dessertspoons, 3 tablespoons of cooked vegetables, fresh, frozen or flamed

SALAD VEGETABLES



1 portion = A bowl of mixed salad, 1 medium tomato or 5cm of cucumber

SOUP



1 portion = 1 bowl of homemade vegetable soup

MEAT / FISH



1 portion = your palm size

BEANS, PEAS, LENTILS



1 portion = 3/4 - 1 cup (cooked)
or 6 dessertspoons

EGGS



1 portion = 2 eggs

MILK



1 portion = a 200ml glass

CHEESE



1 portion = 1 match-box sized piece

YOGHURT



1 portion = 1 small pot

OIL / BUTTER



1 portion = 1 level teaspoon

Step Challenge programme

Try getting your organisation or service users involved in the Public Health Agency Step Challenge. Use the information on burning 100 calories through physical activity to build up to the challenge of 10,000 steps per day.

The programme can be done in a group setting to help keep members motivated to be more active and also to encourage socialising. Moving more during your normal daily activities and going for a walk each day can help build up to 10,000 steps.

Why not have some of our 100 calories snack options available when you are finished to continuing promoting the messages of the campaign.

Physical activity that can use up 100kcal

<i>9 mins skipping with rope</i>
<i>23 mins casual cycling</i>
<i>15 mins swimming</i>
<i>11 mins walking stairs</i>
<i>20 mins yoga</i>
<i>11 mins Zumba</i>
<i>9 mins running at 6mph pace</i>
<i>20 mins of Dancing round living room</i>
<i>15 mins of Golfing while carrying clubs</i>
<i>13 mins of Playing football</i>

There are so many ways you can get involved in the campaign and many do not cost money, only time and imagination. It can make a difference to your health and that of your families, colleagues and service users.

Evaluating your event

It is important to learn from the things we do to promote obesity awareness and to see how well the campaign has gone.

This can simply be;

- *Recording the number of people who attended*
- *Getting feedback on how people found the events*
- *Recording the event in a letter*
- *Taking pictures of the event*
- *Or using a simple evaluation questionnaire (please see back of back)*

Please send us back your evaluations and pictures. We would love to see how your events went during campaign week

Resources to support the Campaign

Western Health and Social Care Trust Health Improvement Department

<http://www.westeritrust.hscni.net/HealthyLiving.htm>

Choose to Live Better

<http://www.choosetolivebetter.com/>

100 Calorie Less Leaflet

http://www.publichealthagency.org/sites/default/files/Just%20100%20Calories%20leaflet_0.pdf

100 calorie extra video

<https://www.youtube.com/watch?v=CNo6UDiiEHM>

Public Health Agency Step Challenge

<http://www.publichealth.hscni.net/publications/step-challenge-toolkit-leaders-guide-poster-certificate-etc>

What does 100 calories look like – NHS choices

<http://www.nhs.uk/Livewell/Goodfood/Pages/What-does-100-calories-look-like.aspx>

Safefood guide on Portion Sizes

<http://www.safefood.eu/Healthy-Eating/Food-Diet/Eating-In/Portion-sizes.aspx>

Change for Life Sugar Smart App

<https://www.nhs.uk/sugar-smart/home>

Drinkaware Calorie Counter

<https://www.drinkaware.co.uk/tools/app/>

Calorie guide to alcoholic drinks - Safefood

[http://www.safefood.eu/SafeFood/media/SafeFoodLibrary/Images/Consumer/Healthy%20Living/L9135-SAFEFOOD Alcohol-Calories-infographic A4L ROI AW.pdf](http://www.safefood.eu/SafeFood/media/SafeFoodLibrary/Images/Consumer/Healthy%20Living/L9135-SAFEFOOD%20Alcohol-Calories-infographic_A4L_ROI_AW.pdf)