



Lesson 7 — Leader's Guide

The Real Deal

Armed with the right knowledge, you can identify fads and be confident in your choice to leave them behind.

Educational goals

After this program, participants will be able to:

- identify a fad diet,
- evaluate a new product or recommendation,
- identify sensationalism in the media,
- use reputable websites, and
- compare sources of information.

Suggested program preparation

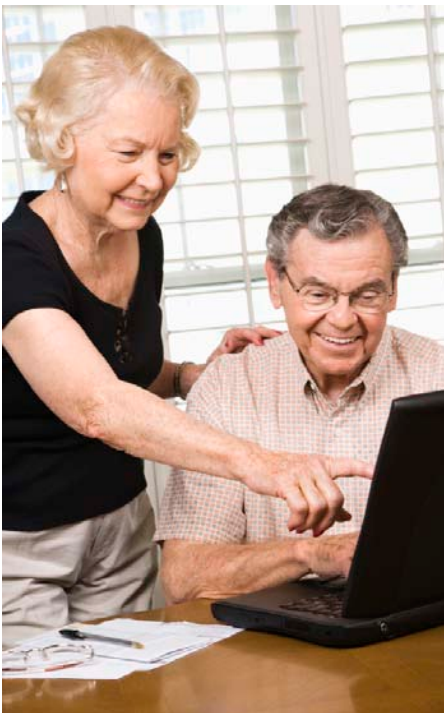
- Review this leader's guide, fact sheet (MF2970), article about fad diets at www.eatright.org/Public/content.aspx?id=6851, take-home assignment, and information about popular fad diets, including Atkins and South Beach.
- For each participant, have a copy of the fact sheet and take-home assignment.

Materials needed

- Copies of the fact sheet (MF2970) for self and participants.
- Evaluation for distribution at the end of session. Contact Tanda Kidd (martan@k-state.edu) for the evaluation form.
- Pens or pencils for participants to borrow.
- If available, bring in samples of sensational advertisements, examples of "quick fix" products, additional names of reputable websites, or lists of local pools. Consider other appropriate displays.

Suggested program presentation guide

- Give each participant a pen or pencil and copy of fact sheet, which includes the take-home assignment.
- Allow at least 30 minutes to teach the lesson. If possible, answer relevant audience questions as they arise rather than holding all questions for the end of the program.
- Discuss the previous lesson and menu-makeover activity. Did any of the participants dine out in the past week? Were they successful in implementing any of the strategies identified?
- Begin by initiating a group discussion on fad diets and the media's role in promoting unhealthy, unsafe ways to lose weight. Are they easily influenced? Why or why not?
- Review tips for evaluating a product or recommendation. Provide real-life examples when possible.



References

"Staying away from fad diets," The Academy of Nutrition and Dietetics
www.eatright.org/Public/content.aspx?id=6851

"Fad diets, fast easy weight loss — dieter beware," Medicinenet
www.medicinenet.com/script/main/art.asp?articlekey=18264

"Fitness basics: Swimming is for everyone," WebMD
www.webmd.com/fitness-exercise/guide/fitness-basics-swimming-is-for-everyone?page=2

- Explain that temporary weight loss is often seen with the extreme calorie restriction of fad diets. Promote the benefits of a balanced diet and its long-term sustainability.
- Discuss the sensational advertisements seen in the back of magazines. Ask the participants what makes them seem believable. Allow them to realize that before/after photos are often digitally retouched and offer unrealistic expectations of a particular product.
- Review the words to watch when sorting through these advertisements.
- Discuss sources of credible information and encourage them to be utilized for answers to nutrition and activity-related questions. Provide others that you may think of.
- Introduce the take-home assignment. Explain its purpose and procedures.
- Ask the participants to reflect on last week's action plan. How successful were they? Have them create another one for this week, encouraging them to build on their prior action plans. They should try to incorporate all preceding behaviors in the upcoming week.
- Ask the participants to fill out an evaluation for the program.
- Thank the audience for their participation.



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Kansas State University Agricultural Experiment Station and Cooperative Extension Service

MF2971

March 2012

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