

WEIGHT-CONTROL INFORMATION NETWORK

MEDIA KIT



Getting the Most from Your *WIN Media Kit*



This media kit includes numerous tools that your organization can use to help educate individuals on the importance of healthy eating and regular physical activity. The Weight-control Information Network (WIN) has a wealth of free information that can be used to spread the word about the health risks of overweight and obesity!

Here are a few tips to help you get started:


- Post WIN flyers on your website using the PDFs in the zip file we have provided (http://www.win.niddk.nih.gov/publications/zip_files/HCK.zip).
- Post the WIN website link (<http://www.win.niddk.nih.gov>) on your organization's website.
- Contact WIN to obtain current statistical information to use when addressing the public regarding physical activity, weight control, and obesity issues.
- Use information found in the publications when developing articles or speaking to the public. WIN publications are not copyrighted; however, you need to cite WIN as the source of the information.
- Inform your community of the services provided by WIN.
- Contact WIN for expert interviews.
- Air our radio public service announcements (PSAs) during times of high listenership on your favorite radio shows, or post them as tips on your website.
- Post or feature a different WIN publication on your website each month.
- “Like” WIN on Facebook and comment on our posts (<http://www.facebook.com/win.niddk.nih.gov>).

Let's work together to improve the health status of this country and set an example for future generations!



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Contact WIN

1 WIN Way, Bethesda, MD 20892-3665 | Phone: 202-828-1025 | Toll-free number: 1-877-946-4627 | Fax: 202-828-1028
Email: win@info.niddk.nih.gov | Internet: <http://www.win.niddk.nih.gov> |  <http://www.facebook.com/win.niddk.nih.gov>

Changing Your Habits: Steps to Better Health

Changing Your Habits: Steps to Better Health

WIN Weight-control Information Network

Do you want to eat healthier or become more active?

Most Americans have tried to eat healthier or be more physically active at some point in their lives. Why, then, do many of us eat high-fat and high-calorie foods and have such a hard time fitting in exercise? You may be wondering: is it even possible to change your habits?

The answer is **yes!** Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes.

This fact sheet offers strategies to help you improve your eating and physical activity habits. Whether you feel like change is a world away or just around the corner, the information here can help you get started.

One Step at a Time

Old habits die hard. If you want to change your habits, you may find it helpful to make realistic and gradual changes one step at a time and at your own pace. It is important to think about what motivates **you**, what trips **you** up, and what **you** enjoy when it comes to eating and activity habits. There is no such thing as a “one-size-fits-all” approach.

The first step in developing your personal plan for change is to figure out where you stand. Many people who are interested in becoming more active or eating healthier foods fall into one of four “stages” of change. Read on to find the stage that applies to you now.

Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
NATIONAL INSTITUTES OF HEALTH
NIDDK | NATIONAL INSTITUTE OF DIABETES AND DIGESTIVE AND KIDNEY DISEASES

Changing Your Habits: Steps to Better Health is a fact sheet that encourages readers to make realistic and gradual changes toward a healthier lifestyle. The publication emphasizes how making these changes is an individual process: “It is important to think about what motivates you, what trips you up, and what you enjoy when it comes to eating and activity habits. There is no such thing as a ‘one-size-fits-all’ approach.” In fact, readers are taken through steps to determine what “stage” they are in—how ready they are—to make healthy lifestyle changes. Once that stage is determined, strategies specific to each stage are offered on how to make changes.

In addition, *Changing Your Habits: Steps to Better Health* lists sources for further reading and information, such as the American Heart Association and the National Diabetes Education Program.

All WIN publications are available online free of charge. Visit the WIN website to

- download a PDF of *Changing Your Habits: Steps to Better Health* (http://www.win.niddk.nih.gov/publications/PDFs/Changing_Your_Habits.pdf)
- view a complete list of WIN materials and read or download any WIN publication (<http://win.niddk.nih.gov/publications>)

To order up to 25 free printed copies of *Changing Your Habits: Steps to Better Health*, call WIN toll-free at 1-877-946-4627.

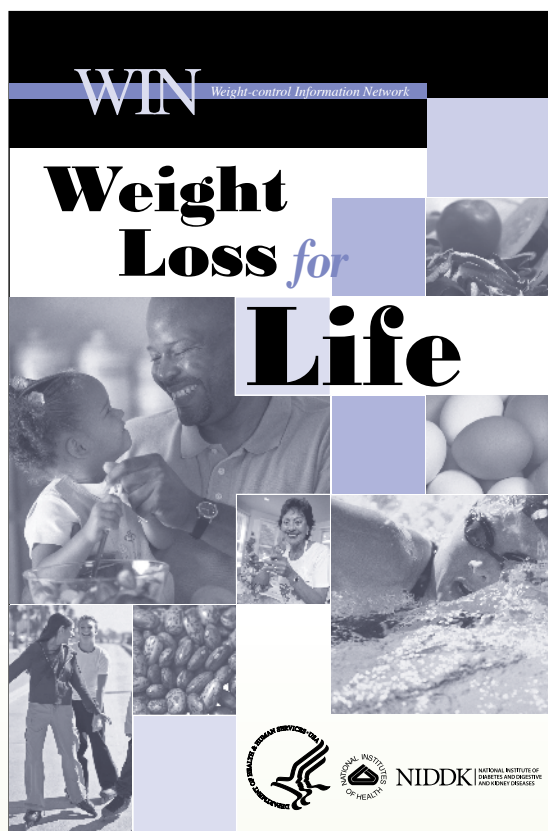


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Weight Loss for Life



Weight Loss for Life is a brochure that encourages readers to make realistic changes in their eating and physical activity habits that may help keep weight off for a lifetime. The publication addresses benefits of weight loss, how to lose weight, and the various types of weight-loss programs available. “Even if you do not need to lose weight, you still should follow healthy eating and physical activity habits to help prevent weight gain and stay healthy as you age.” Included in the brochure is a body mass index (BMI) chart. BMI is one way to tell whether you are at a healthy weight, overweight, or obese. It measures your weight in relation to your height. Once BMI is determined, strategies to create a plan for healthy eating and regular physical activity are discussed.

In addition, *Weight Loss for Life* lists resources for more information, such as the U.S. Department of Agriculture’s ChooseMyPlate website and the U.S. Food and Drug Administration Center for Food Safety and Applied Nutrition.

All WIN publications are available online free of charge. Visit the WIN website to

- download a PDF of *Weight Loss for Life*
(http://www.win.niddk.nih.gov/publications/PDFs/WeightLossforLife_04.pdf)
- view a complete list of WIN materials and read or download any WIN publication
(<http://win.niddk.nih.gov/publications>)

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Winter

RADIO (10 Seconds)

Are you having trouble eating healthy meals during the holidays? Call the Weight-control Information Network at 1-877-946-4627 for FREE information on achieving *Weight Loss for Life*.

RADIO (15 Seconds)

Do you think that the holiday season is a tough time to improve or change your eating habits? To receive a FREE copy of *Changing Your Habits: Steps to Better Health*, call the Weight-control Information Network at 1-877-946-4627.

RADIO (30 Seconds)

Are you having trouble maintaining your weight-loss goals during the holidays? If you're finding it hard to keep up with your workouts, find ways to "squeeze in" physical activity. Try walking around the mall a few times before starting your holiday shopping. If you're tempted to eat fast food at the mall, eat healthy food before you go. You can also try packing a healthy snack like trail mix, granola bars, and a bottle of water. For more FREE information on maintaining your *Weight Loss for Life*, contact the Weight-control Information Network at 1-877-946-4627.

Spring

RADIO (10 Seconds)

Is it time for you to spring into healthier habits? The Weight-control Information Network has a FREE brochure called *Changing Your Habits: Steps to Better Health*. Call 1-877-946-4627.

RADIO (15 Seconds)

Are you having trouble maintaining your New Year's resolution to live a healthier lifestyle? If so, the Weight-control Information Network can help. Call 1-877-946-4627 to request a FREE copy of *Changing Your Habits: Steps to Better Health*.

RADIO (30 Seconds)


Are you having trouble maintaining your New Year's resolution to eat healthier and be more physically active? If so, consider starting with small changes to improve your health, one step at a time. Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes. Contact the Weight-control Information Network at 1-877-946-4627 to request a FREE copy of *Changing Your Habits: Steps to Better Health*.



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Summer

RADIO (10 Seconds)

Are you looking for tips to help you maintain your weight loss during the summer months? Call the Weight-control Information Network at 1-877-946-4627 to request a FREE copy of *Weight Loss for Life*.

RADIO (15 Seconds)

Eating healthy doesn't mean having to eliminate all your favorite foods from your diet. The Weight-control Information Network has FREE information to help you have fun and be healthy during the summer months! Experience *Weight Loss for Life*. Call 1-877-946-4627.

RADIO (30 Seconds)

Exercise does more than just help you lose weight and keep it off. Regular physical activity can also help increase your energy levels, elevate your mood, and lower your risk for developing diseases like heart disease, diabetes, and some cancers. Call the Weight-control Information Network at 1-877-946-4627 to find out how to achieve *Weight Loss for Life*.

Fall

RADIO (10 Seconds)

Are you bored with your weight-loss program because you can't drink soda? Contact the Weight-control Information Network for a FREE copy of *Weight Loss for Life*. Call 1-877-946-4627.

RADIO (15 Seconds)

Celebrate the arrival of fall by eating vegetables like beets, brussels sprouts, and sweet potatoes. Instead of high-calorie snacks, try apples, pears, or grapes. For more FREE information on *Changing Your Habits*—as well as physical activity tips—call the Weight-control Information Network at 1-877-946-4627.

RADIO (30 Seconds)


Eating seasonal fruits and vegetables is a great way to add variety to your meals and maintain healthy eating habits. Celebrate the arrival of fall by eating vegetables like beets, brussels sprouts, and sweet potatoes. Instead of reaching for cookies or potato chips, grab an apple, a pear, or a handful of grapes. Don't forget to include regular physical activity in your routine on most days of the week. To receive a FREE copy of *Weight Loss for Life*, call the Weight-control Information Network at 1-877-946-4627.



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Is obesity affecting your state?

Fortunately, there is a way to reverse the trend. Spread the word that a key to successful weight loss is making changes in your eating and physical activity habits that can be maintained for life. Call 1-877-946-4627 to request the **FREE** publication *Weight Loss for Life* and get the word out!

Weight-control Information Network
<http://www.win.niddk.nih.gov>



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Hard to find a weight-loss program that is right for you?

There are many ways to lose weight, but it is not always easy to keep the weight off.

Knowing what a good program will offer and what to watch out for may help you choose a weight-loss program that will work for you. Call 1-877-946-4627 to request the **FREE** publication *Weight Loss for Life*.

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Too busy to watch your weight?

With all of life's demands, it's easy to let your health and fitness slide. Regain control of your health by making changes in your eating and physical activity habits that you can keep up for the rest of your life. Call 1-877-946-4627 to request the **FREE** publication *Weight Loss for Life*.

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Are you searching for the most effective way to lose weight?

Well, search no more. A key to successful weight loss is making changes in your eating and physical activity habits that you can maintain for the rest of your life. Call 1-877-946-4627 to request the **FREE** publication *Weight Loss for Life*.

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69% of Americans are overweight. ARE YOU ONE OF THEM?

If so, don't despair. You may reach and maintain a healthy weight by making changes in your eating and physical activity habits that you can keep up for the rest of your life. Call 1-877-946-4627 to request the **FREE** publication *Weight Loss for Life*.

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Make your future a healthy one.

Most Americans have tried to eat healthier or be more physically active at some point in their lives. Yet many of us eat high-fat and high-calorie foods and have trouble fitting in exercise. You may be wondering: Is it even possible to change one's habits?

The answer is yes! Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes. The Weight-control Information Network (WIN) has free information to help you on your path to better health. Contact WIN at 1-877-946-4657 to request your **FREE** copy of *Changing Your Habits: Steps to Better Health*.

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Make your future a healthy one.

Most Americans have tried to eat healthier or be more physically active at some point in their lives. New eating and physical activity habits are lifelong behaviors, not one-time events. Try making realistic and gradual changes one step at a time and at your own pace.

Always keep an eye on your efforts and make adjustments to deal with planned and unplanned changes in your life. The Weight-control Information Network (WIN) has free information to help you on your path to better health. Contact WIN at 1-877-946-4657 to request your **FREE** copy of *Changing Your Habits: Steps to Better Health*.

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Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes. Contact the Weight-control Information Network at 1-877-946-4627 for more **FREE** information on *Changing Your Habits: Steps to Better Health*.

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Make your future a healthy one.

Have you tried to eat healthier or be more physically active at some point in your life? If so, then you probably have realized that old habits die hard and that there is no such thing as a “one-size-fits-all” approach. When changing your habits, you may find it helpful to make realistic and gradual changes one step at a time and at your own pace. Call the Weight-control Information Network at 1-877-946-4627 for *Changing Your Habits: Steps to Better Health*—a **FREE** brochure to help you on your path to better health.

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Make your future a healthy one.

Old habits die hard. If you want to change your habits, you may find it helpful to make realistic and gradual changes one step at a time and at your own pace. Contact the Weight-control Information Network at 1-877-946-4627 to request **FREE** information on eating healthier and incorporating physical activity into your daily routine.

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