

# UVRA Nutrition Series

## Session 2 – Fads & Facts: *What are effective diets?*



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Greg Mulligan

mulligan@uvic.ca

<https://onlineacademiccommunity.uvic.ca/elderacademy>

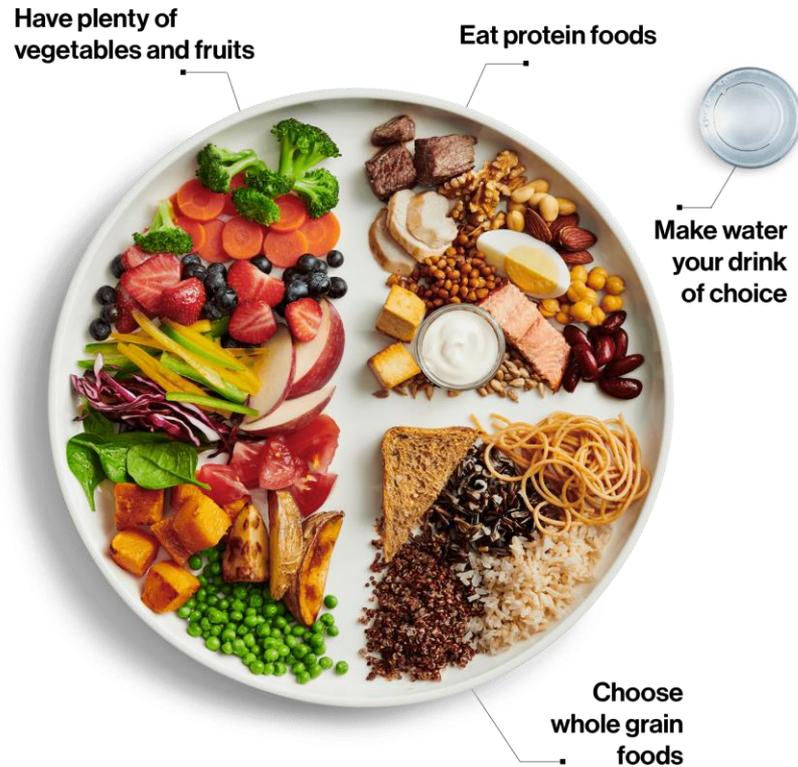
# Topics for Today

What is a diet?

What are fad diets?

What does a healthful diet look like?

How do you optimize your diet for health?



# What is a diet?

In nutrition, a *diet*, is simply  
“*the foods you eat*”



# What is a diet?

*The foods you eat.*

In the study of nutrition the word *diet* along does not include any restrictions.

That said, you can have other types of diets...

- *calorie-restricted diets*
- *high-protein diets*
- *low-carbohydrate diets*
- *gluten-free diets*
- *etc ...*

# What is a fad diet?

- Short term popularity (usually or may resurge)
- Based on a marketing gimmick that appeals to public desires or fears
- Goal is to lose weight *quickly*



As Seen On  
NBC CNN abc

## Lose 90lbs eating pizza all day!

Results Not Typical

### Scientists Discover Rare Weight-Loss “Wonder Herb”

- ✓ May make you sick
- ✓ Will not work
- ✓ Will cost you money



For Men & Women!

# Fad Diets

Atkins  
Beverly Hills  
Blood Type  
Cabbage soup  
Dietsmart  
Dietwatch  
Ediets  
Exchange plans  
Fat flush plan  
Fit for Life  
Food combining  
Grapefruit  
Herbal life  
High protein  
Jenny Craig  
Juice Fasts  
Keto  
Low fat  
May clinic

Nutrisystem  
Perricone Diet  
Pritikin  
Ready to Eat  
Revival soy  
Richard Simmons  
Shakes  
Slimfast  
Somersizing  
South Beach  
Special k  
Subway  
Sugar busters  
Thin for Life  
Weight watchers  
Zone  
90/10 plan  
Power of 10  
5-2  
Etc, etc, etc ...

# *Why are fad diets successful in attracting consumers?*

## Appeal to concerns of people

- Being overweight
- Not being muscular enough
- Reduce the effects of aging
- Eat anything you want & still be able to lose weight



USA consumers spends more than \$60 billion/yr on supplements

- Also the highest obesity rates on the planet
  - USA = 35% of population 15 years and older
  - Canada = 25%
  - Global average = 18%

One diet is never exactly right for everyone, but food habits have been studied for disease risk ...

*Have you heard of the Mediterranean diet?*

# Why the Name ‘Mediterranean Diet’

Inspired by research into the eating habits of Greece, Southern Italy, and Spain in the 1940s and 1950s



# The Mediterranean Diet



UNESCO *Representative List of the Intangible Cultural Heritage of Humanity* of Italy, Spain, Portugal, Morocco, Greece, Cyprus, and Croatia.

*"The Mediterranean diet involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food."*

# *Recall: Any diet is only as good as its context*

All diets, including a Mediterranean diet are only effective in the context of a *healthful lifestyle* ...

... in order to be healthful, your lifestyle must be:

- 1. Physically active: walking ~150 minutes per week.*
- 2. Restful: subjectively you must 'get enough rest'.*
- 3. Inclusive: sharing meals with family and friends.*



# The Mediterranean Diet

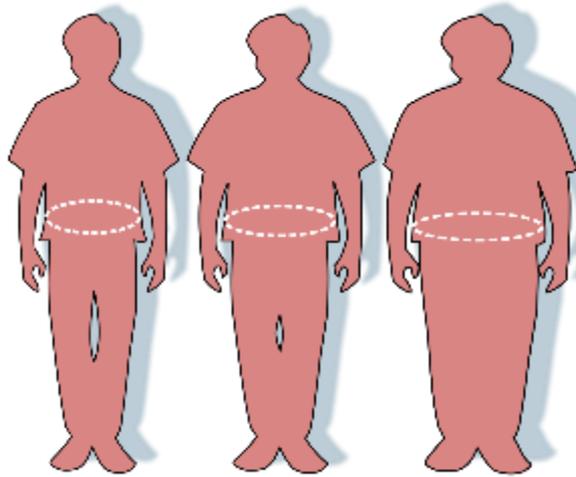


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# Eat Where You Live

Between the ages of 20 yr and 40 yr the average Canadian gains about 22 lbs ... and it's not muscle!



*Eating at home or meals prepared at home is one of the biggest **behavioural factors** preventing weight-gain for adults and teaches your family and friends positive health behaviours.*

# Why might you choose a Mediterranean diet?

One diet is never exactly right for everyone, but food habits have been studied for disease risk ...

*and*

*Looking back at the lives of large groups of (usually) older adults*



Med Diet, in retrospective cohort studies shows:

- Reduced all-cause mortality risk by 8%
- Reduced cardiovascular disease risk by 10%
  - 48% reduced risk in young men with diet high in *brassicas*
- Decreased risk of death from cancer by 6%
- Reduced risk of depression by 32%
- Decreased risk of type 2 diabetes
- Better cognitive performance/slower cognitive decline
- Reduced risk of Alzheimer's disease

# The Mediterranean Diet

Definition in nutrition research is:



*At least two* of the following;

1. *High* monounsaturated/saturated fat ratio
2. *High* consumption of vegetables & fruits
3. *High* consumption of legumes
4. *High* consumption of grains and cereals
5. *Moderate* consumption of milk and dairy products
6. *Low to moderate* red wine consumption
7. *Low* consumption of meat and meat products and increased consumption of fish.

*Must be in the context of a healthful lifestyle.*

# The Mediterranean Diet

What does it look/taste like?

*High* intake (daily) of:

- Olive oil – principle source of fat
  - Animal fats (saturated) only ~ ¼ of fat calories
- Vegetables – green leafy and brassicas
- Fresh fruits – consumed as desserts and snacks
- Nuts & seeds – e.g. 10-12 almonds, 1 tbsp pumpkin seeds
- Legumes – e.g. chick peas, lentils, beans, tofu
- Whole grains – e.g. brown rice, oats, barley, quinoa



# The Mediterranean Diet

What does it look/taste like?

*Moderate* intake (1-4 per week) of:

- Fish & seafood
- Poultry
- Dairy products – mostly cheese & yogurt
- Red wine with meals
  - ~1 glass for women, ~2 for men on some but not all days
  - [BC low-risk drinking guidelines](#)



# The Mediterranean Diet

What does it look/taste like?

*Low* intake (0-3 per week) of:

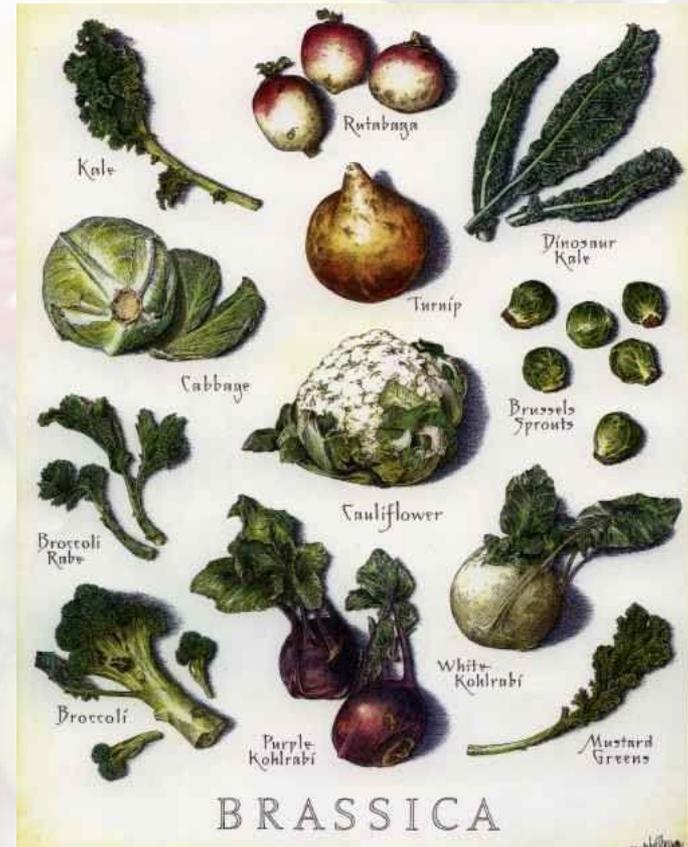
- Eggs
- Red meat
- Processed meat
- Sweets – pastries, candy, cookies, etc.



# Brassicas or Cruciferous Vegetables

Cruciferous vegetables such as:

- Broccoli
- Cauliflower
- Cabbage
- Brussel sprouts
- Arugula
- Bok choy
- Radishes
- Kale



Contain the bioactive phytochemical family *glucosinolates* (Webb, 2018)

The [2020-2025 Dietary Guidelines for Americans](#) recommend that adults consume 1.5-2.5 cups of dark green vegetables a week.

# The Mediterranean Diet

## Olive Oil (especially EVOO)

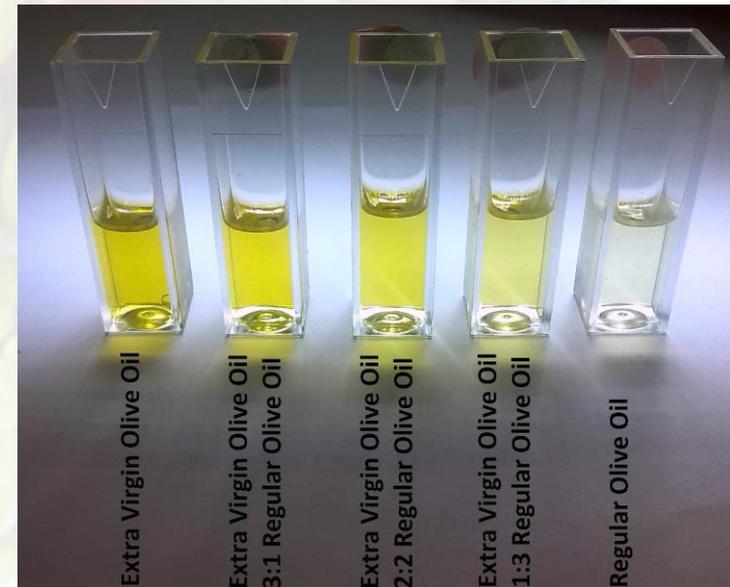
- Regular consumption may:
  - Lower risk of all-cause mortality
  - Lower risk of cardiovascular disease
  - Lower risk of cancer
  - Lower risk of neurodegenerative disorders
  - Lower risk of several/most chronic diseases
- The only monounsaturated fat to show this effect
  - Why aren't avocados a substitute?
  - Olives contain:
    1. Oleic acid – a specific type of monounsaturated fat
    2. Polyphenols – a family of *phytochemicals*



# The Mediterranean Diet

## Olive Oil

- Problem with authenticity & extraction
  - Look for “cold-pressed” or “cold-extracted”
  - Look for production dates
  - Look for “Extra Virgin” olive oil (EVOO)
    - While not a guarantee it *should* mean it wasn't heat or chemical extracted.
- It should smell and taste ‘fresh’ and some combination of:
  - Green
  - Peppery
  - Earthy
  - Grassy



**The *Mediterranean diet* is just one example, but consider the key characteristics;**

- 1. Low sugar*
- 2. Low fat*
- 3. Low animal protein & fat*
- 4. High plant protein*
- 5. High fiber*
- 6. High variety*

**+ a *healthful lifestyle***

- 1. Active**
- 2. Restful**
- 3. Social**

# How does the Med Diet compare to the current Canada's Food Guide?

Canada's food guide

## Eat well. Live well.

Eat a variety of healthy foods each day



Have plenty of vegetables and fruits

Eat protein foods

Make water your drink of choice

Choose whole grain foods

Healthy eating is more than the foods you eat



Be mindful of your eating habits

Cook more often

Enjoy your food

Eat meals with others

Use food labels

Limit foods high in sodium, sugars or saturated fat

Be aware of food marketing

Discover your food guide at [Canada.ca/FoodGuide](https://Canada.ca/FoodGuide)

Canada

*The plate is mostly plants.  
Half vegetables & fruits.  
Mostly plant-based protein  
Limited meat & fish.  
Large variety of foods.*

*Be mindful of eating habits.  
Cook more often.  
Enjoy your food.  
Eat meals with others.*

# A Take Home Message, Not Take Out Food



## 1. Eat where you live

- *Eat at home or food prepared at home*

## 2. Cultivate a healthful lifestyle

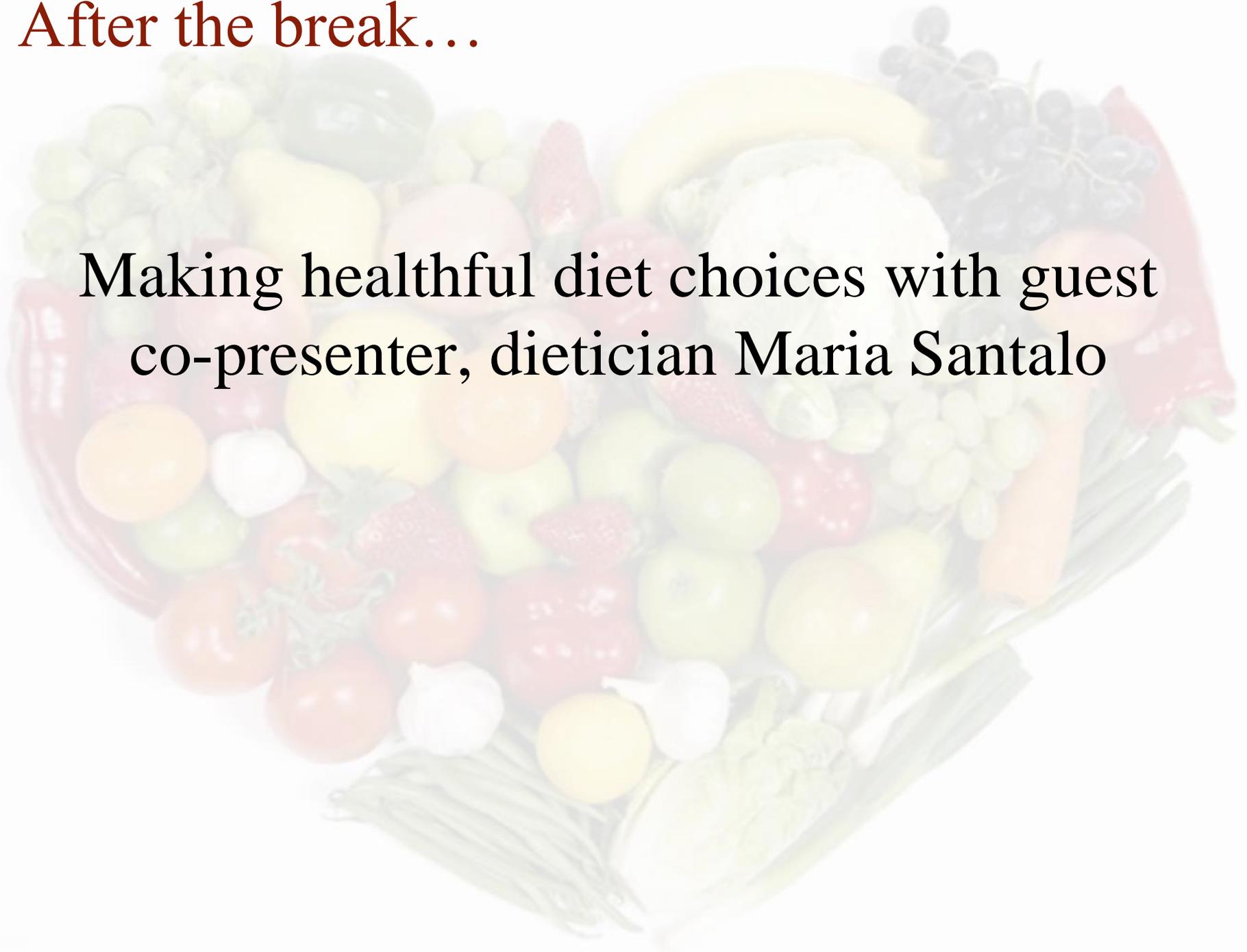
- *Go for a walk*
- *Find 'enough' rest*
- *Eat meals with friends or family*

## 3. Eat more plants

- *Choose fruits & nuts/seeds for snacks*
- *Eat vegetables with each meal*
- *Choose plant based protein more often*

After the break...

Making healthful diet choices with guest  
co-presenter, dietician Maria Santalo



# Johns Friday diet

This chart shows all the food and beverages (and amounts) that John consumed yesterday.

Please help John figure out how much free sugar he consumed:

- ✎ Write in the fourth column the free sugar content in teaspoons for each food
- ✎ Note that:
  - ✎ You might have to adapt sugar content on table
  - ✎ Some foods/beverages that he consumes do not
- ✎ Add all teaspoons of added sugar in the third column to know the total amount

How much free sugar is John consuming? Is he consuming more free sugar than he is supposed to?

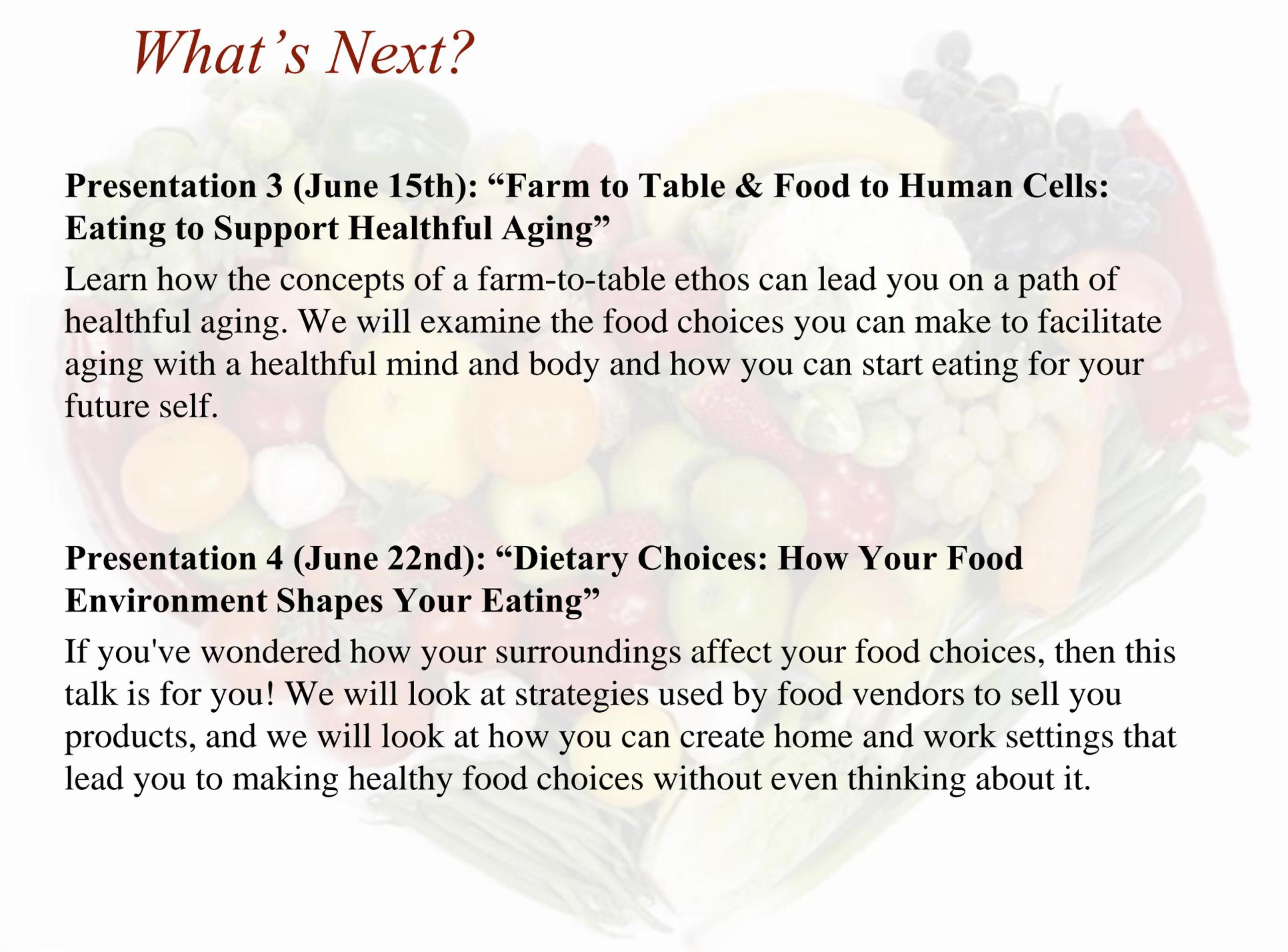
|                          | Food                | Amount                  | Teaspoons of free sugar |
|--------------------------|---------------------|-------------------------|-------------------------|
| Breakfast                | Milk                | 1 cup                   |                         |
|                          | Miniwheats          | 1 cup                   |                         |
|                          | 100% apple juice    | 1 cup                   |                         |
|                          | Strawberrys         | 1/2 cup                 |                         |
| Snack                    | Doughnut            | 1 piece                 |                         |
|                          | Frappuchino         | Venti (700 ml)          |                         |
|                          | Pear                | 1 piece                 |                         |
| lunch                    | Tuna salad sandwich | 1                       |                         |
|                          | Iced tea            | 1 cup                   |                         |
|                          | Pickles             |                         |                         |
|                          |                     |                         |                         |
|                          | Sports drink        | 1 bottle (500 ml)       |                         |
| Dinner                   | Fish                | 1 fillet                |                         |
|                          | French fries        | 1 serving               |                         |
|                          | Ketchup             | 1/4 cup (4 tablespoons) |                         |
|                          | Cooked veggies      | 1 cup                   |                         |
|                          | Water               |                         |                         |
| <b>Total free sugar:</b> |                     |                         | <b>0</b>                |



Free sugar content in foods and beverages

| Food/Beverage          | Amount                 | Free sugar (teaspoons) |
|------------------------|------------------------|------------------------|
| Apple juice            | 1 cup (250 ml)         | 7                      |
| Brownie                | 1 piece (28 g)         | 3                      |
| Chocolate chip cookies | 3 cookies              | 2                      |
| Chocolate milk         | 1 cup (250 ml)         | 2                      |
| Doughnut, glazed       | 1 medium               | 4                      |
| Frappuchino            | 1 tall (350 ml)        | 9                      |
| Granola bar            | 1 piece (1/2 pack)     | 1                      |
| Gummies                | 4 pieces               | 2                      |
| Ice cream              | medium scoop (1/2 cup) | 3                      |
| Ketchup                | 2 tablespoons          | 1                      |
| Miniwheats             | 1 cup                  | 2                      |
| Muffin                 | 1 medium               | 7                      |
| Soda                   | 1 cup (250 ml)         | 5                      |
| Sports drink           | 1 cup (250 ml)         | 3                      |
| Iced tea sweetened     | 1 cup (250 ml)         | 4                      |

# *What's Next?*



## **Presentation 3 (June 15th): “Farm to Table & Food to Human Cells: Eating to Support Healthful Aging”**

Learn how the concepts of a farm-to-table ethos can lead you on a path of healthful aging. We will examine the food choices you can make to facilitate aging with a healthful mind and body and how you can start eating for your future self.

## **Presentation 4 (June 22nd): “Dietary Choices: How Your Food Environment Shapes Your Eating”**

If you've wondered how your surroundings affect your food choices, then this talk is for you! We will look at strategies used by food vendors to sell you products, and we will look at how you can create home and work settings that lead you to making healthy food choices without even thinking about it.