

Weighty Issues

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Tuesday, 6 July 2004

New research has revealed that millions of Brits pile on the pounds when they're dieting instead of losing the weight.

A third of people quizzed admitted that they end up heavier than their original weight only weeks after dieting.

And a shocking 20 per cent of people who admitted to putting the weight back on revealed that they ended up being up to a STONE heavier than their initial weight.

The study of 4,000 men and women was conducted on behalf of The British Dietetic Association to launch a new website - www.bdaweightwise.com - to help people manage their weight. The survey found that over a quarter of the population are constantly fighting the bulge.

Battle of the Bulge

One in five Brits diet for up to a month at a time, while a hardy 10 per cent last as long as eight weeks.

But over 40 per cent admit that the battle with the waistline gets the better of them and they end up giving in to temptation.

A quarter of those quizzed said that they get fed up and bored with dieting, whereas only 18 per cent of dieters ever reach their target weight.

Jill Scott, a registered dietician from The British Dietetic Association said: "Our research comes at a time when obesity in the UK is at an all time high. In many ways we're not shocked by the failure rate of faddy diets found in our research. We know that most overweight people really want to do something to change their lifestyle or their shape, but often end up being worse off after taking desperate measures or undertaking a quick fix."

Over two thirds of Brits put all the weight back on again and a hefty one in five put more back on than they lost.

Four out of ten Brit dieters admit that it only takes them a month to pile the weight back on.

Excess baggage

Asked how much excess baggage Brits add to their pre-diet weight after they have stopped slimming the research revealed that:

* 36% of Brits just return to their original weight

* 14.5% put on between 1-2lbs

- * 10% put on 2-4lbs
- * 8% put on 4-6lbs
- * 10% put on half a stone
- * 9% put on a stone
- * 4% put on one and a half stone

The research also revealed that 65 per cent of men and 78 per cent of woman are constantly unhappy with their body weight.

It appears that it is the men who need to shift the most weight as nearly 20 per cent say that they need to lose between one and one and a half stone.

Whereas the majority of women quizzed would be happy to budge between half a stone and a stone.

But nearly twice as many women than men are guilty of piling on the excess pounds post diet, with nearly 40 per cent revealing that they end up being heavier than before as opposed to 20 per cent of men.

Jill Scott, said: "People find it difficult to manage their weight partly because the environment makes it easy for them to overeat or be less active. It's a big problem for men and women, young and old and it's not going to get any better if carry on as we are. Millions of people are embarrassed about their size and shape, which puts them off going to seek help from professionals or even starting an easy excise programme.

The new Weightwise website is available for everyone and is packed with practical advice and support - from a body mass index calculator to top tips on getting started on an easy at-home exercise programme"

Although the majority of Brits are currently slimming an overwhelming 97 per cent realise that constant dieting, where weight fluctuates from one extreme to another is bad for their health.

Notes to Editors:

1. www.bdaweightwise.com is a new interactive website on weight management, designed for people of all ages. The site includes loads of information and practical advice for anyone wanting to lose weight. The site has been set up with support from The Department of Health and was created and is managed by The British Dietetic Association (BDA).

2. The BDA, established in 1936, is the professional body for UK registered dietitians. A registered dietitian is qualified to translate scientific information about food into practical dietary advice. They provide impartial advice about health and nutrition and advise about food related problems and treat disease and ill health.

3. More press information is available from The British Dietetic Association, including the following fact sheets:

- Why being healthy is important

- How to eat sensibly
- Be active
- Read your labels
- How do you shape up

4. Further information on the Weight Wise website is available from Louisa or Jayne on 0117 973 1173 or 07811 320037. If you would like an interview with Jill Scott, Registered Dietitian - The British Dietetic Association, please arrange with Louisa or Jayne.