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Weight Loss Goals –Real Struggle - Present Trends And Strategies

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Every person in the society whether a politician, or a businessman, or any other professional needs nutritious food and good health. The ultimate goal of weight loss should always be wellness but not sickness. From the past few decades, many developments have been made in the wellness industry starting from basic therapies to surgical procedures.

Undoubtedly, obesity is a serious concern facing the society today. There are multiple causes for obesity. However, it is difficult to specify any single cause. There is no magic pill or quick fix to manage obesity. But there are only few are very effective treatments. Saddest part is that people who lose weight do not maintain it and regain the same within no time. Ideally, the goal of losing weight should not only be the physical wellbeing, but also be overall wellness of the individual. Ironically, most of the times obesity treatments are taken up by family members, friends, acquaintances and persons who are not authorised. Fake promises, fake treatments, fad diets that are commercially popular in the market have shadowed the scientific, data backed and proven treatment approaches.

Weight loss – Is there a Strategy?

It is not a single formula or strategy but a holistic approach. First step in this direction is self-discipline, self – determination and having a realistic weight loss goal. Most of the times, people do not realize the importance of maintaining the weight until the damage is done. Usually, people start with surfing the net, or discussing with friends or peer groups before selecting a strategy that is very comfortable to them. This very approach or mindset needs to change.

The first step or the strategy in weight loss should be identification of the underlying cause. The root cause for modern diseases like obesity, diabetes, anxiety, depression, auto immune disorders, cancer, fatty liver and many more are related to gut functioning. It's a major factor contributing to wellness. Globally, the weight loss and weight management markets are estimated to reach USD 303.81 billion by 2027 from USD 175.94 billion in 2017. The growth of this market is mainly attributed to the growing rate of obesity.

Steps to consider before planning weight loss regime: One need to self-analysis before starting to lose weight. From past how many years experiencing overweight and obesity, Rate of increase /month/year. Suffering with any associated problem hypothyroid, PCOS, Family history, dietary habits, stress handling ability.

Goal Setting: One need to assess the excess weight according to the BMI range. Accordingly, they have to plan the excess weight that has to be shed. It is always important to keep realistic and achievable weight loss goals.

Expert Interaction: Instead of following a diet plan suggested by a friend, colleague, family members, etc it is better to seek the advice of a wellness coach, doctor, nutritionist, fitness expert, etc. Sometimes, one may even need to see a psychologist to address few psychological and emotional imbalances which directly or indirectly leads to poor dietary habits leading to overweight and obesity related issues. One should never be hesitant to discuss the issues or problems or get bogged down by hardships that may come in the journey of weight loss. The challenges can be in the form of adopting a new diet plan, hectic physical activity, time management, cooking issues, affordability of certain food items or supplements suggested by a nutritionist or a doctor, etc. The initial 4 weeks of the plan should be devoted to self-actualization and having a clear weight loss in the mind and approaching the journey with a positive frame of mind. Weight loss should never be construed as a struggle but as an achievement. A majority of the failures can be attributed to poor gut and brain coordination. There is only a thin line between wellness and weight loss. Many want to lose weight but don't know how to start and where to start. People no need to experiment or try different methods or programs unless they have a clear plan for achieving the desired goals.

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Present weight – target weight /Duration = realistic goal

Factors for consideration: Initial enthusiasm and focus may be lost after 2 weeks for many weight loss aspirants. The reasons being that they are not able to accept the new diet, having no time to prepare food, lack of family support, external and uncontrollable factors, feeling deprived of not eating desired food, etc. So, one need to list out the issues expected during the journey and plans to counter or face them.

Wellness Tips:

Many go to the grocery mart and end up purchasing high calorie stuff. Instead of that, one needs to choose only necessary, healthy and nutritious foods like fruits and vegetables.

Follow a regular physical activity schedule.

1. Joining the wellness community or mingling with people who are in the same journey
2. Maintaining an individual diet journal
3. Self-motivation on each achievement
4. Planning a menu at least before a week
5. Avoid taking any excuses
6. Writing down the wellness goals and reading it daily
7. Regularly interaction with your wellness coach
8. Adopting a mindful eating
9. Adopt the principle of What to eat, when to eat, how much to eat.
10. Following MY Plate principle

Conclusion: For many people, food is an obsession. Many still think that healthy food is not delicious, or palatable. Eating Junk food or fast food or visiting restaurants is perceived to be a sign of wealth and social status in the society today. Health is an individual priority but one has to choose between uncontrolled, short and unhealthy life or a long and healthy life with mindful eating.

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