WINS NEEDS YOUR SUPPORT

We need more than kind thoughts to exist. Please donate to and join WINS so that we can continue to produce this newsletter, provide education about body image and health to youth and adults, and work to prevent eating disorders of all kinds.

WINSIST ON NATURAL SHAPES

HELP SPREAD THE WORD ABOUT THE ELEMENTARY SCHOOL CURRICULUM!

We now have a publicity release available for the elementary school curriculum. If you have a contact with any form of media, please let us know. We can send you the packet so you can get your contact to print or air the information.

Because of our low budget, we can't afford to do paid advertising. We are hoping that media will see it as a newsworthy item, so we can spread the word about the curriculum. Contact us at the WINS phone number or email: 1-800-600-WINS or <u>winsnews@aol.com</u>.

WE ARE CONSUMING MORE FOOD — AND THE FOOD INDUSTRY HELPS US

Ann Gerhardt, MD

Most people think they are eating the same as they did 10 or more years ago. That's what I'm told all day by my patients. But are they? Are they subconsciously influenced by the food and restaurant industry? Are they delusional?

The facts that belie their perception are #1 — We are eating in restaurants and fast food joints more — and #2 — We are eating larger portions of the foods we normally eat.

The Data: In a study by investigators at the University of North Carolina, nationally representative food consumption data from a sample of 63,380 individuals aged two and older were analyzed. These data were compiled by the Nationwide Food Consumption Survey (1977-1978) and the Continuing Survey of Food Intake by Individuals (1989-1991, 1994-1996, and 1998). What they found was that between 1977 and 1996, food portion sizes increased both inside and outside the home for all categories except pizza. The largest portions were consumed at fast food establishments.

Portion sizes of salty snacks increased by 93 Calories,

soft drinks increased by 49 Calories, hamburgers increased by 97 Calories, fruit drinks increased by 50 Calories, french fries increased by 68 Calories and Mexican food increased by 133 Calories.

The only thing that decreased was the amount of our own home cookin'. The proportion of food consumed at home declined from 77% to 64.5% of the total food, but the number of easy-to-eat-at-home snacks increased.

People seem to buy into the one-size-fits-all mold that the restaurant industry imposes on us — the one that helps them to compete for "share of stomach." By serving bigger portions, they make you think you are getting a better value for your money.

Studies show that, if a large portion is put in front of us, we'll eat more than if we were served a smaller portion. More food, more obesity and more health problems. Sounds like a lousy value to me.

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LET ME GET YOUR WEIGHT

Sabrina Matoff

For anyone who thinks recovery from an eating disorder can be easily defined...

Winter 2003 has been

a rough cold/flu season. I made it through without an ache or cough until last week. When my flu bug came to call, it came with suitcases for a long stay. But as any driven Type-A person knows, one must continue to push through. Staying home is but a mere afterthought.

My co-workers finally convinced me to make an appointment to see my doctor. I thought I'd have to wait at least two weeks to be seen. But a late afternoon appointment opened up the same morning I called. And before I even put the phone down, I heard the little voice in my head say, "when you go to the doctor, you will be weighed." For most people, this is just standard procedure for a medical visit. Still, my anxiety rose.

As a result of anorexia, I loved and hated the scale from years of having doctors look at this instrument in judgment of my poor health. Loved it for showing my skill at pushing the numbers to new fallen numbers, and hated it for inching upwards when liquid food was infused into my stomach. Some ten years later now, with my weight in a medically healthy range, (and my mind having the ability to understand this fact), my relationship with the scale can be summed up in one word: avoidance. Seeing the weight bar stop on three digits rather than two brings up too much... and not all of it makes intellectual sense. As entrenched as I was in anorexic thinking, perhaps it never will.

My late afternoon appointment time comes. I have the flu. The nurse calls me in to the office. Let me get your weight, she says. I then realize, as though time has stood still, that in preparation for this moment, I haven't eaten all day.

(Editor's note: Why not just refuse to be weighed? After all, weight has nothing to do with a cold, and we all have a right to refuse any medical procedure.)



-WINS' MISSION STATEMENT-

WINS is dedicated to:

1) Changing standards of beauty to those that do not define us by our weight and do not promote eating disorders, including anorexia, bulimia, binge eating disorder, and compulsive overeating that may lead to obesity;

2) Educating children and adults to recognize that the shape of one's body is determined by one's genes. Genetic makeup determines healthy weight, whether it be thin or heavy, and a moderate amount of balanced food, with a moderate amount of exercise will allow one to achieve her/ his natural, healthy shape.

3) Changing body images in the media and advertising to those that are natural and attainable with healthy life-styles.

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PLEASE JOIN US

We exist only to carry out our mission and for our members. Donations are used entirely to get the message out. See back page for Membership Application.

BOARD MEETINGS are held the second Wednesday of each month. Everyone is invited to attend. See **WINS MEETING TIME & PLACE** in this issue for details.

<u>WINS NEWS</u> is published quarterly for members and friends. News items, community events, press releases, letters to the editor, commentaries, poetry, and/or other information which might be of interest to our members are welcomed and encouraged.

CONSUMING MORE FOOD

continued from page 1

Food Companies Influence Us: Food companies feed our demand for products that take no preparation and that we can eat while driving in the car, watching TV or surfing the net. They tripled the products that a typical supermarket carries since 1980, more than two-thirds of which were condiments, candy and snacks, baked goods, soft drinks, cheese products, and ice cream novelties.

Placement of foods on the supermarket shelves has an enormous impact on buying. Products at eye-level and at the end of aisles sell more, because shoppers spend more time looking at them. That's why supermarkets charge food companies to get their products into the store and it costs even more to be displayed on the desirable shelf space.

The food industry spends a staggering \$30 billion a year on advertising. Compare that to the measly \$2 million that the National Cancer Institute and the produce industry had for promoting the 5-a-Day campaign. Young and old alike can probably quote food ads and sing jingles for soft drinks, but how many even saw an ad or remember that someone was urging them to eat five fruits and vegetables a day?

Our Choices: We are eating more in fast food places and restaurants and less at home, and the portion sizes are soaring more in the former. That means that, unless we leave some on our plates (yeah, right), we eat more.

There are only two ways to keep food portions in line with our physiological needs under these conditions. The most desirable, satisfying and physiological way is to eat slowly enough to let our *stomach* control the food portions, and stop eating when we are no longer hungry (or at least when we are comfortably full). Then we take doggy bags home, put home leftovers in the frig and get to enjoy it again the next meal or day.

Not many people do this. The other ploy people use is to let their *head* establish rigid rules about how much of which foods one will allow oneself to eat. This leads to eatingdisordered behavior, lost chances to eat out with friends, forgoing favorite foods, being left hungry, and denying the pleasurable aspect of eating. It also leads to failure. Keeping meal-time food control in the head, rather than the stomach, generally leads to yo-yo dieting, bingeing later on, or just plain misery.

The time to use our heads when it comes to food is *before* meal time. Choose to eat a stirfry at home rather than go to HomeTown Buffet. Take advantage of the large portions and choose to take leftovers home from a restaurant and carry them to work for lunch the next day instead of getting a Whopper or Taco Bell grande burrito. Choose to fill the grocery cart with nutrition-packed foods rather than calorie-packed snack foods. Look for the healthier convenience foods, such as Skillet Sensations, rather than Swanson's.

Patterns and Trends in Food Portion Sizes, 1977-1998. Nielsen SJ and BM Popkin. Journal of the American Medical Association, 2003. 289:4;450-453.

Marion Nestle. *Food Politics: How the Food Industry Influences Nutrition and Health.* University of CA Press, 2002.

Life is not measured by the breaths we take but by the moments that take our breath away. Submitted by Jim Fisher

KIDS, THE MEDIA AND THE AMA

Even the American Medical Association recognizes the impact that the media have on kids' health. The time children spend viewing TV each day has more than doubled between 1970 and 1990. The AMA sees danger in the amount of time spent watching TV rather than engaging in physical activity.

There is also alarm arising from kids' exposure to alcohol ads. One study found that characters in 68% of animated films released since 1937 used tobacco or alcohol. Web sites with "sticky features" get kids to stay for a long time and to come back again. The sites for Jose Cuervo and Southern Comfort offer interactive games and cartoon character stories.

The AMA president is urging the AMA to work with the media in order to link negative images with smoking, alcohol, poor diets and inactivity (think Cruella De Vil carrying a long cigarette holder in "101 Dalmations"), and positive images with healthy behavior.

LETTERS TO STORES HAVE IMPACT!

Dear Fleet Feet Sports,

I received the Fleet Feet Sports Spring promo postcard in the mail. I am really disappointed in your choice of model to represent female athletes. Come on, get with it! She looks anorexic and emaciated, not healthy and fit. Even if she is a super-athlete, say, maybe a part of the Portland Project where we're using high-altitude science to enhance performance in marathoners, this is not a healthy body image to be promoting in our communities. You must admit that most of your shoes/gear are sold to athletes with more typical bodies. They do not look like this. They do not WANT to look like this. Let's get some REAL body images out there. I'm placing a self-imposed 30-day boycott on Fleet Feet purchases as a penalty for promoting this type of body image. This will reduce your sales by one pair of shoes, one container of Cytomax, and two dozen gels. Not to mention anything else I would have bought while there for the staples.

Nicolle Goldman, Sacramento, CA

Here's the Good Response-

Nicolle.

It was interesting to read your email because our very first comment when we received the post card from our design group was that she looks too thin and too elite. We agree with you. Your next question would therefore be why? We approached some designers to come up with a quick postcard mailer to celebrate spring since it had stayed cold so long. We had a very quick turnaround time requirement. My husband and I, the J St. owners, and Will, the Fair Oaks and Roseville owner, did not even know the design would feature a live model (thought maybe it would be a graphic design) until the design group stopped by on the way to the photo shoot to pick up some clothes for the model. She's not even a runner, to be truthful. So the long and short of it is that they did the shoot, developed the card around it and sent us the final to review. We liked the idea and thought it was beautifully shot, with the flowers in background at a local park. But we all agreed that if we'd known they were doing a live model, we would have picked someone else.

I would like to make clear that if you are in our store, you will see every age and body type from our staff. We hire people with a passion for running but have never in the 7 years of ownership encouraged an elite runner image. As a matter of fact, the first 5 years we owned a store, we held a women's beginner runner clinic taught by an avid runner (customer) who was a size 12. When we promoted our racing team this year, we solicited passionate runners of all abilities (existing customers) who were community-oriented, not elite, prominent racers to wear our logo.

We respect your position. This was a business learning experience, and clearly a lack of communication with our design group. We didn't think it was something we'd have to apologize for, otherwise we wouldn't have sent it. What we do every day in our business practices—commitment to great customer service—and our philosophy—to have a family-oriented running store—has never wavered. Thank you for your email, your time, and consideration.

Respectfully, Jan and Pat Sweeney

REALITY OVERBOARD

Denice Martin

In this day and age of reality television, does anyone else feel it has gone overboard? We have Extreme Make-Over, the Swan, Big Brother, Survivor, the Apprentice, the Bachelor/Bachelorette, Extreme Makeover Home Edition, and the list goes on. We, the television viewing audience, watch these shows without fail from week to week, both amazed and appalled by what we see.

Maybe it's me, but I feel we have hit the wall with Extreme Make-Over and the Swan. Enough is enough. I started out accepting and felt that three of the participants benefited from some light to moderate cosmetic surgery. Did we stop there? Of course not.

There was a gentleman who had lost weight too quickly. As a result he had loose skin hanging all over his body. Taking care of this I could understand and even agreed with. But, then they gave him laser eye surgery and a whole set of veneers — a face lift and a hair transplant. Was it needed? No. Did it add greatly to his overall appearance? No!

The nose job on the 20 to 30-something woman who had a humongous nose helped. But then they added a tuck here and an implant there. Was all that necessary? I think not.

WHAT IS A NATURAL SHAPE?

A natural shape is whatever, shape your body assumes when you eat nutritionally balanced food per the Food



Guide Pyramid (with a modest amount of fun foods) and physical activity is a regular, daily part of your life. A natural shape is very much determined by your genes.

It is not the wasted look of forever-dieting, nor is it obesity resulting from overeating and under exercising.

TRAIN TRACKS

Sabrina Matoff

A day forward or a day back, and the lurch of the train

carries you and your world to destinations underground,

otherwise known as the past.

The same messages spark from the silver wheels

and the same voices remind you of the wishes

that fell on the tracks,

some ran off, but some ran over.

Times when the world revolved around a wish

and a prayer,

kneeling in dirt and waiting to be loved, and waiting to be loved,

but prayers don't work

because love doesn't kneel.

WINS NEEDS **YOUR SUPPORT**

WINS especially thanks the following WINnerS CIRCLE members who joined or renewed with a donation of \$50 or more:

William & Jean	 Lesley Schroeder
Barnaby	 Wendy Slater
 Lisa Dobak 	Sandi Sidebottom

- Lisa Dobak
- · Fred Hiestand
- Kenneth & Bea Maffia
- James & Susan Mohler
- Terry Murchison
- Mr. & Mrs. James Ray

Names of people who made a donation of

\$500.00 or more:

• Ann Gerhardt

Many companies will match your donations to qualified nonprofit corporations, such as WINS. Contact your company's benefits office for their requirements and paperwork. Forward it all to WINS, with your donation/renewal, and we will take care of the rest.

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2003 FINANCIAL REPORT

INCOME

Anniversary event — 1,572 Member Donations — 6,778 Fund-raisers — 685 Interest income — 169 Refund — 740 Sales of video & curriculum — 422 Transfer from Grant — 13,000 **TOTAL INCOME — 23,371**

EXPENSES

Anniversary event — 576 Bank fees - 144 Conference displays - 244 Elementary school curriculum: Production - 12,005 Insurance - 1,169 Legal compliance review — 20 Newsletter production — 2,218 PO Box — 76 Postage - 727 Sales tax — 46 Supplies - 191 Telephone - 726 Employee wages & related expense - 5,007 Website — 195 TOTAL EXPENSES - 23.344

MONEY SPENT ON PROGRAM as a percentage of overall expenses = 87%, which is far higher than most other non-profit organizations. We are able to achieve this by having only one employee who is extremely competent and productive and by having the Board and volunteers do much of the work.

We also spend very little money on fundraising — unfortunately this causes us to have a small income. The money that is donated comes from very committed members and donors who care about the WINS message.

The WINS Board wants you to know that we appreciate your support. We make sure that your donations are put to very good use — creating educational curricula and producing a fine newsletter and website that educate all who read them.

PERSONAL CORNER

BODY BEAUTIFUL

Marlena Gutierrez

I felt devastated. "The woman in the mirror *can't be me*. It's *not* me! I've never seen this stranger before!"

2

Because of osteoporosis, I had changed from a woman of 5'6" to 5'2" almost overnight. My stomach was swollen like a pregnant woman's and no diet or exercise would ever change that. It was pushed out because there was no longer room for it in my torso. My waist rested on my hips and because of the hump on my spine, one hip and shoulder was higher than the other. None of my clothes fit and I discovered that clothes were not made for my shape. So I wore overly large clothes to hide my body and I hated the deformed, ugly woman I had become.

Slowly, and with the help of WINS, I began to accept that my body would never look the same again, but now it was OK with me.

Several years later, I had abdominal surgery. The wounds became infected and they were opened up again. Years before, I had an abdominal hysterectomy. The scar had formed into a keloid, but it had faded somewhat by this time. As a result of this second surgery, it again took on an angry, red appearance. My abdomen was full of scars that had healed in such a way that left it totally disfigured and protruding even more. I would have to wear an abdominal binder for support and for the ugly hernia that developed in place of a belly button.

I became depressed, then angry and avoided looking at my self. I finally realized I was experiencing the stages of grief. I was stuck in anger and needed to move on to acceptance before I could be at peace with myself again.

Today I am happy to be alive. I have accepted these rope-like scars as part of my history, recorded on my body, not unlike the wounds inflicted in some tribes to indicate a warrior, a badge of courage, a coming of age.

It wasn't easy getting to this stage. I had to work at it. First, I cried. I needed to do that before I could accept the reality of what had happened to me. Praying, meditating, writing, using affirmations, reading inspirational literature, and talking to a close friend also helped me.

One of the most powerful exercises I practiced, and one of the most difficult, was standing naked in front of a full-length mirror until I became familiar with my "new" body. I looked for what was right with it. I had spent too long looking at what was wrong. I began to massage my abdomen and send it love and light. I asked my body's forgiveness for not taking care of it when I was younger and not appreciating all it did for me.

I find it helps me to focus on others instead of myself. I am more compassionate and because I am able to love myself just as I am, I find it easier to love others just as they are. As I nurture my body, I nurture my spirit and my beauty becomes that inner light that shines within me. It is Beauty that I see around me. It is Beauty that I see in you. And today, I realize Beauty is not a certain look or body shape. It is an *attitude*. Today I *know that* I AM BEAUTIFUL!

THINGS THAT IT TOOK OVER 50 YEARS TO LEARN

Dave Barry

Nobody cares if you can't dance well. Just get up and dance. <> You should never say anything to a woman that even remotely suggests that you think she's pregnant unless you can see an actual baby emerging from her at that moment. <> You should not confuse your career with your life. <> A person who is nice to you, but is rude to the waiter, is not a nice person. This is very important. Pay attention. It never fails. <> Your friends love you anyway. <> Everyone seems normal until you get to know them. <> And finally; Be really nice to your family and friends. You never know when you are going to need them to empty your bedpan.

EATING DISORDERS AND INFLAMMATION

Ann Gerhardt, MD

Fat is not inert. And starvation is not as inactive as we thought.

Scientists thought fat was metabolically quiet. We thought the fat cells just sat there until some stimulus outside the fat cell decided to use some of the fat for energy.

Now we know that fat cells make quite a few substances called mediators. Some of these mediators, like adiponectin and interleukins, cause inflammation, and others, like leptin, influence whether we are hungry or not.

Excess body fat is associated with high CRP (c-reactive protein) levels, which in turn are associated with heart disease. CRP is one of a whole cascade of mediators involved in inflammation that cause damage to the blood vessels. This leads to clogged arteries.

At the opposite end of the eating disorder spectrum, we thought that starvation slowed everything down. That is true, but not without a whole system of hormones and sub-stances circulating in the blood to tell the body to do so.

Anorexia nervosa patients have high ghrelin and neuropeptide Y levels. They both tell the body to eat more. They go up in anyone who loses weight — and may have a lot to do with the rapid weight re-gain seen in obese people who lose weight by any type of diet. They contribute to the intense hunger that anorexics battle every day — at least until starvation is so bad that they lose their appetite.

Starvation is also associated with higher levels of inflammatory substances. It is not clear why. They may just be necessary to help clear out the dead cells that are not being replaced. It may be the reason that 'old' anorexics all seem to get arthritis in their forties.

The notion that fat and losing it are merely matters of energy balance and numbers on a scale going up and down is gone forever. There are reasons that extremely underweight and overweight people have higher mortality rates. Perhaps those reasons relate to the inflammation that accompanies them.

MALE STARS DO THE ANOREXIC THING TOO

US Magazine did a spread on male actors' and rock stars' weight in the April 12, 2004 issue. They showed some particularly unattractive pictures of Ethan Hawke, Billy Bob Thornton and Kevin Bacon, who evidently lost weight on their own, and Mick Jagger and Steven Tyler who have always been emaciated, probably from their lifestyle. Then there are the ones like Tobey Maguire, Tom Hanks, Matt Damon and Christian Bale, who lost weight to play specific, gaunt characters in movies. At least they regained their weight, again intentionally.

The magazine definitely put a negative slant on the stars' starvation. They quote the actors as saying that their weight loss was associated with "the worst period in (his) life" and "a little anorexic problem."

Visit the WINS WEBSITE at <u>www.winsnews.com</u> and send any suggestions to us at <u>winsnews@aol.org</u>

REALITY OVERBOARD

continued from page 3

Then there was the poor woman with the worst mouth and teeth I have ever seen. Did correcting the mouth and teeth help her self esteem? Without question. Was the rest needed for her to feel good about her self? I hope not.

Too many of the individuals on the Swan had no need for the major make-over surgeries they received just to be beauty-contestant pretty. They risked the possible complications of general anesthesia and surgery for a contest?? And the money! - The money would have been much better spent on in-depth counseling for quite of few of the ducklings.

It was like these individuals had become houses or buildings having major restoration or remodeling done. Where does it end? When is it enough?

What happens five or ten years down the road when they start to sag - when their bodies are back at the stages of needing a tuck here and a tuck there, implants here and there?

What ever happened to accepting your body the way it is and being content with it? Is this really true of how most of us feel or has reality gone overboard?

WINS MEETING TIME & PLACE

We meet on the second Wednesday each month, 6:30 to 8:30 PM. All are invited. The Shriner's Hospital graciously provides a meeting room for our monthly meeting. We meet in the fifth floor conference room at 2425 Stockton Blvd., Sacramento.



To learn about upcoming meetings, speakers & events, call 1-800-600-WINS.

EDUCATIONAL VIDEO AND MIDDLE/HIGH SCHOOL CURRICULUM HAPPY, HEALTHY SHAPES

ITS NOT HOW YOU LOOK, ITS HOW YOU FEEL

This educational video and curriculum deals with issues of societal pressure to be thin, psychological problems of adolescence that lead to disordered eating, medical consequences of eating disorders, healthy nutrition and exercise. To receive a copy, please send your request to WINS (address on back page) along with \$50 for both curriculum & video or \$15 for the

video alone; include your name and address. Allow a few weeks for delivery. The intended audience is teens, but it is a good message for people of all ages.



Try to get the video shown at your local schools and organizations.

READING LIST AVAILABLE ON REQUEST

Please send a self-addressed, stamped envelope to: WINS, P.O. Box 19938, Sacramento, CA 95819

Also, *Gurze Eating Disorders Resource Catalog* has a huge number of valuable books, many are on the WINS reading list. Request a free catalog: P.O. Box 2238, Carlsbad, CA 92018; (800) 756-7533; www.gurze.com.



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> WINS is proud of our quarterly newsletter. However, WINS cannot survive without your support. We urge you to join our organization by sending your donation today.

WINS MEMBERSHIP APPLICATION & NEWSLETTER SUBSCRIPTION

Send with your check or money order to WINS, PO Box 19938, Sacramento, CA 95819

We are truly a "grass roots" organization. Please help us keep track of what is happening in the "shape industry." Send us names of companies that use natural shapes and those that have forgotten what real people look like.

Comments: