



FITNESS & NUTRITION EXPERT PROGRAM

NUTRITION SESSION 1:
Intro to Nutrition



Nutrition Session 1: What we are going to cover



MY NUTRITION BACKGROUND

- Certifications, experience and what we are going to cover
- Look at FIT CHICKS Food Philosophy

WHAT IS GOING ON IN THE WORLD WHEN IT COMES TO HEALTH

- Current state of obesity and disease in World
- What are eating disorders

BUSTING THE MYTHS ABOUT NUTRITION

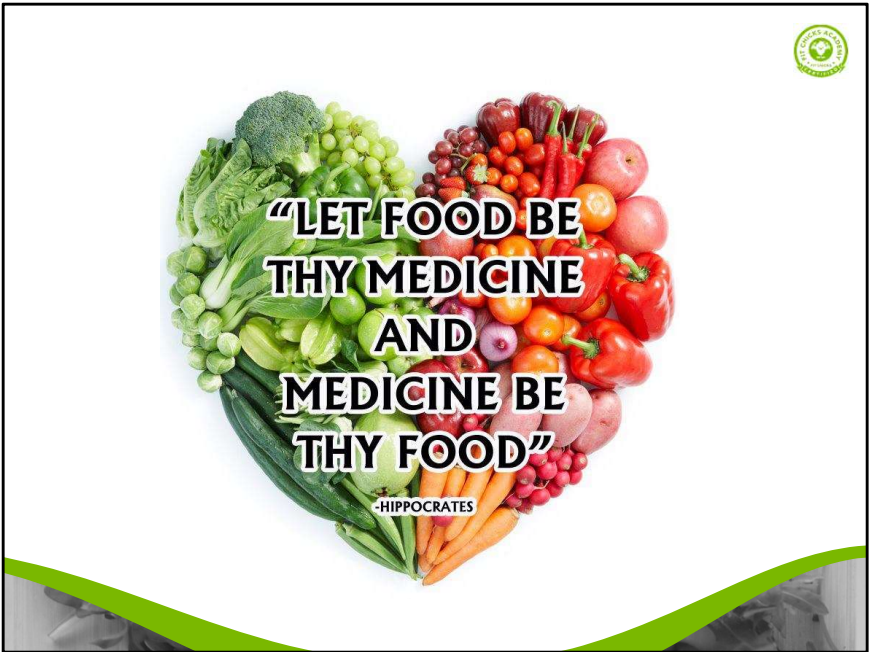
- What the lies we have been told !

NUTRITION LINGO

- Understand the terminology and nutrition 101

WHAT'S COMING UP THIS SESSION!

- Lets review your calendar. nutrition co-op, etc!





**EVERY TIME YOU EAT OR DRINK, YOU ARE
EITHER FEEDING DISEASE OR FIGHTING IT.**

EXERCISE IS KING.
NUTRITION IS QUEEN.
PUT THEM TOGETHER &
YOU'VE GOT A KINGDOM.

- JACK LALANNE -

WAC

What you need before we start:



1. Water
2. Put your finger tips together
3. Take 3 deep breaths



My background in nutrition:



And this is how I came to MY perspective on food, nutrition, lifestyle and more....

- Nutrition Wellness Specialist with Can Fit Pro
- Culinary Nutrition Expert with Academy of Culinary Nutrition
- Registered Holistic Nutritionist
- Recovering from Bulimia Nervosa
- Seasoned Dieter (Low Fat, Paleo, Low Carb, Atkins, Vegetarian, etc)
- Fitness Competitor Prep



The FIT CHICKS food philosophy



WHAT ARE REAL, WHOLE FOODS MADE WITH LOVE?

We like to keep it simple. At FIT CHICKS, our food philosophy is to focus on eating REAL, WHOLE FOODS - made with LOVE.

Real, whole foods are foods that are unprocessed and unrefined. Foods that grow, run, swim or fly. Foods that your great-grandmother would recognize and that your body knows how to process! The more natural foods you eat, the less cravings or hunger for the fake stuff.



Here is a basic list:

- Vegetables and fruits
- Fish, meat and poultry
- Nuts and seeds
- Beans, legumes & Real whole grains (not the packaged "whole grain" products, but in their natural state)
- Oils -- ex. Olive, coconut, coconut (fresh pressed)
- Minimally processed dairy products
- Natural Protein powders (While this is a processed food, it is can be a great supplement / protein source while combined with whole foods)

"Made with love" means the foods you eat should be made by you or by someone who shares your healthy food philosophy (ie other people or restaurants). Plus, all food tastes better when made with love.

Remember, we are all unique and there is not a "one size fits all" way to eat. Each of our bodies respond differently to different foods so even if someone tells you something is good for you, and you are craving and break out, it may not be the best for YOUR body! Listen to your body, take note of how you feel and adjust as needed.




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What is going on in the **WORLD** when it comes to health?

DIABETES:

- In 2016, an estimated 1.6 million deaths were directly caused by diabetes. Another 2.2 million deaths were attributable to high blood glucose in 2012**.
- Almost half of all deaths attributable to high blood glucose occur before the age of 70 years. WHO estimates that diabetes was the seventh leading cause of death in 2016.
- Healthy diet, regular physical activity, maintaining a normal body weight and avoiding tobacco use are ways to prevent or delay the onset of type 2 diabetes.
- Diabetes can be treated and its consequences avoided or delayed with diet, physical activity, medication and regular screening and treatment for complications.



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MORE ON DIABETES

<https://www.who.int/news-room/fact-sheets/detail/diabetes>

MORE ON HEART DISEASE

[https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds))

MORE ON CANCER

<http://www.cancer.ca/en/cancer-information/cancer-101/canadian-cancer-statistics-publication/?region=on&gclid=CONmwu7Bv8UCFQgxaQodOhYABg>



HEART DISEASE:

- CVDs are the number 1 cause of death globally: more people die annually from CVDs than from any other cause.
- An estimated 17.9 million people died from CVDs in 2016, representing 31% of all global deaths. Of these deaths, 85% are due to heart attack and stroke.
- Most cardiovascular diseases can be prevented by addressing behavioural risk factors such as tobacco use, unhealthy diet and obesity, physical inactivity and harmful use of alcohol using population-wide strategies.

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MORE ON DIABETES

<https://www.who.int/news-room/fact-sheets/detail/diabetes>

MORE ON HEART DISEASE

[https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds))

MORE ON CANCER

<http://www.cancer.ca/en/cancer-information/cancer-101/canadian-cancer-statistics-publication/?region=on&gclid=CONmwu7Bv8UCFQgxaQodOhYABg>

A glance at :

CANCER

- Cancer is the second leading cause of death globally, and is responsible for an estimated 9.6 million deaths in 2018. Globally, about 1 in 6 deaths is due to cancer.
- Approximately 70% of deaths from cancer occur in low- and middle-income countries.
- Around one third of deaths from cancer are due to the 5 leading behavioral and dietary risks: high body mass index, low fruit and vegetable intake, lack of physical activity, tobacco use, and alcohol use.



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<https://www.who.int/news-room/fact-sheets/detail/cancer>

A glance at :

OBESITY

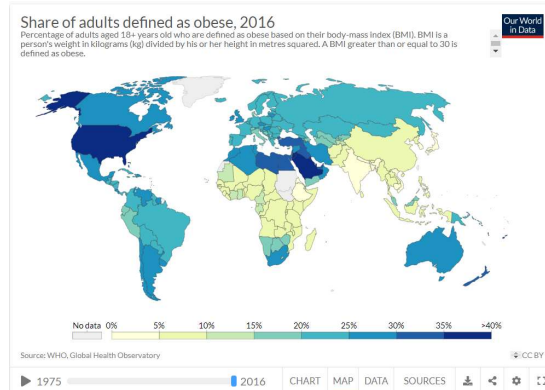
- Worldwide obesity has nearly tripled since 1975.
- In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.
- 39% of adults aged 18 years and over were overweight in 2016, and 13% were obese.
- Most of the world's population live in countries where overweight and obesity kills more people than underweight.
- 41 million children under the age of 5 were overweight or obese in 2016.
- Over 340 million children and adolescents aged 5-19 were overweight or obese in 2016.
- Obesity is preventable.



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<https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

In 2016, 39% of women and 39% of men aged 18 and over were overweight (ie BMI of 25-29.9 , normal weight is BMI of 18.5-24.9)...and rising!:



<http://www.cbc.ca/news/business/canada-s-obesity-rate-higher-since-global-recession-oecd-1.2655646>

- You can compare your BMI to this table to help you determine whether you're at a healthy weight.
 - Underweight = less than 18.5
 - Normal weight = 18.5-24.9
 - Overweight = 25-29.9
 - Obese = 30 or greater

What is causing obesity?

Factors listed by Health Canada:

- consuming more food than your body actually needs
- not being active enough
- genetics
- your metabolism
- social factors
- economic factors
- psychological/emotional factor

And I would add:

- Packaging, processed and refined foods
- Lack of education (there is no nutrition in schools!)
- Food marketers
- Chronic Stress
- Adrenal fatigue, hormone and blood sugar imbalances, insulin resistance
- Low serotonin levels in the brain (huge factor in binge eating!)
- Exposure to endocrine disruptors
- Food addictions
- Prescription drugs

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So, what's all the fuss and concern? The fact is that obesity has health consequences. The complications resulting from obesity can have a considerable negative effect on the quality and length of a person's life. These complications can also have a significant impact on health care costs. People who are obese are at a higher risk of numerous illnesses, including heart attacks, strokes, diabetes, and more

http://bodyandhealth.canada.com/channel_section_details.asp?text_id=3347&channel_id=1055&relation_id=17810

Eating disorders

Anorexia Nervosa

- Restriction and self starvation

Bulimia Nervosa

- Binge / Purge associated with a “forbidden” and “bad” food
- Followed by guilt and they need to “get rid” of what they had
- Purge could be vomiting, laxatives, excessive exercise, diuretics, etc

Compulsive overeating and binge eating disorder

- Eat in response to emotion rather than hunger
- Food addiction is huge in this and not talked about!

Orthorexia

- a term which literally means “fixation on righteous eating.”
- Label foods as “clean”, “healthy”



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http://www.mckinley.illinois.edu/handouts/eating_disorders_disturbances.htm

What are the eating disorders?

Anorexia Nervosa

Anorexia is a disorder that is characterized by self-starvation. Contrary to popular belief, many people with anorexia do eat every day, including “forbidden” foods such as candy, ice cream and cake. They generally eat only small amounts of food or severely restrict the foods that are “safe” to eat. The compulsive need to exercise often accompanies anorexia and can contribute to the dramatic level of weight loss. Most people with anorexia do not see how thin they are becoming. They sometimes see themselves as actually having gained weight! This is a result of their distorted and unrealistic body image.

Depression and anxiety are common in anorexia, as is withdrawal from family and friends. Denial of any changes in weight or weight loss is very common. Death can occur if anorexia goes untreated for extended periods of time. This is typically related to cardiac or kidney failure due to the malnutrition. Suicidal thoughts also occur in anorexia. Professional counseling and treatment is crucial to the survival and recovery of people with anorexia.

Bulimia

People with bulimia are involved in a binge-purge cycle of trying to control their weight and food intake. Bulimia is characterized by eating large amounts in a short period of time; often foods which are “forbidden” or “bad.” This is followed by guilt, which results in an attempt to purge the food and calories from the body. Contrary to popular belief, not all bulimics will vomit as a method of purging. The abuse of laxatives, diuretics and/or enemas is also considered to be purging behaviors. Excessive exercise (most often done daily and for an hour or more) for the purpose of getting rid of calories is also considered to be a method of purging. As with anorexia, depression, anxiety and withdrawal occur in bulimia. Suicidal thoughts may also accompany the depression as well as social phobia and fear of humiliation. Denial of the eating problem or purging is common. Bulimia can also result in death if untreated. Professional counseling and treatment is a must to overcome the behaviors associated with bulimia.

Compulsive Overeating/Binge Eating Disorder

Many people eat in response to emotional rather than physical hunger. Compulsive eaters often feel a void in their lives, which leaves them feeling “empty.” They may eat to attempt to fill this emptiness. Many people will choose “comfort” foods to fill emotional hunger. These are foods that we associate with childhood or other times when we felt emotionally safe and fulfilled. They may be foods that were given by caretakers as rewards or pacifiers. Weight management becomes difficult for the compulsive overeater. This can cause the person to resort to drastic diets or purging methods to compensate for the excessive food intake. Thus, compulsive overeaters can be at risk for developing bulimia.

Many compulsive overeaters suffer from a lack of self-esteem. Behavior modification and other counseling techniques can be used to overcome the food addiction and to deal with the underlying feelings that cause the overeating

What's the common thread?



They are all fitness, nutrition & lifestyle related!! This is why WE need to start with PREVENTION now....and that starts with YOU!

**DON'T EVER
UNDERESTIMATE THE
IMPACT THAT YOU
MAY HAVE ON SOMEONE
ELSE'S LIFE.**

INSTAGRAM - THEGOODQUOTE



FNE Nutrition Myth Busters!



Truth #1: You can't out train a bad diet!



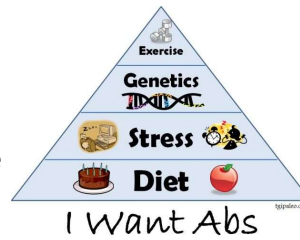
You can work out until the cows come home BUT if you are not eating properly (ie the nutritionally dense foods for YOUR body) you will never reach your goals

90% of your results (weight loss, muscle building, endurance) will come from nutrition...think about the fuel in your tank!

Not to mention your moods, your ability to fight disease and your performance

This will probably be the BIGGEST obstacle you will face with your clients

Not to worry chicks....we are going to set you up for nutritional coaching success! :



Truth #2: There is no one size fits all way to eat!

- Each of our body has different nutritional needs and reactions to foods
- What might work for me, will not work for you
- Most common examples of this lately are things like:
 - “Veganism is the healthiest way to go!”
 - “Paleo makes you lose weight”
 - Gluten Free = yay!
 - Greek Yogurt is a great protein for everybody!



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Truth #3: All calories are NOT created equal!



We have been taught to lose weight, you eat less

- 1lb = 3500 calories
- So to lose you eat 3500 calories less OR burn 3500 calories more
- Not that simple chicks! Example: 400 calories of calories of oats will react in your body completely different than 400 calories of grilled chicken!"
- Each macronutrient (carbs, proteins and fats) respond completely different in the body. Hormones, blood sugar management, and so much more comes into effect!
- This is why programs like Weight Watchers aren't the best in the long. They talk about how much but not what to eat!


Not 100% true!



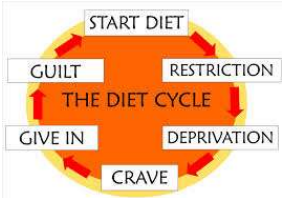
1 pound of fat is
3,500
calories

(If you want to lose one pound a week, just burn 500 calories a day more than you eat. Fitness is a science, not magic.)

Truth #4: Wanna lose weight? Do NOT eat less!



- Dropping your calories quickly can be extremely detrimental to your health and weight over the long term
- You want to burn fat, not muscle...you have to be SMART & SLOW in your methods and approach (ie not quick fix)
- Why? Because of metabolic adaptation!
 - You feed your body less, you metabolism adapts and slows down to the amount you eat
 - The body adapts to survive. The human will always strive for homeostasis. Whatever conditions the body is put in, it will strive to survive within that new norm.
 - Reverse dieting has to take place to build back up the metabolism



Article: Prevent a slowing metabolism:

<https://www.muscleandstrength.com/articles/prevent-slowing-metabolism>

Why A Slowing Metabolism Happens

Let's clear one thing up right now. It is normal for the metabolism to slow down on any diet or calorie restriction. This is all due to metabolic adaptation. For a successful prep you need to understand how the body adapts to survive. The human body is an amazing adaptive machine that will always strive for homeostasis. Whatever conditions the body is put in, it will strive to survive within that new norm.

If you remember our [bodybuilder](#) in the previous example, he was eating 3000 calories a day to maintain his weight but he cut to 1600 to lose fat. As soon as he cuts calories his metabolism will begin to slow. Many people do not realize that the body uses calories just digesting and processing food. This is described as the thermic effect of food. So the simple act of eating less causes less [energy](#) output.

Once the body senses that fat loss is occurring it will begin to lower thyroid levels and diminish nervous system output in an effort to stop the weight loss. Once further calorie cuts are made and cardio is increased fat loss will resume again, but the body will further lower thyroid levels and nervous system output. It will also lower [testosterone](#) levels and raise cortisol levels, which will eventually lead to

muscle loss. Since muscle is metabolically active tissue, meaning it requires calories simply to exist, the metabolism will drop even further.

So why does the body sabotage our effort like this? It is simple...survival. If the body did not make these changes it would be in serious trouble. If our bodybuilder eating 3000 calories a day cut his calories to 2500 per day and his body did not have these adaptive abilities, he would lose weight continually without stopping until he would eventually die. Luckily nobody is starving to death on 2500 calories per day (even though it may feel like it sometimes). So you see, these are normal adaptations that are necessary for survival.

Always remember that as soon as you make a change that will affect calorie intake or expenditure your body will immediately begin taking measures to reach homeostasis.



Nutrition Lingo

...let's start with the basics!

Macronutrients

NUTRIENTS

- Nutrients are substances needed for growth, metabolism, and for other body functions.
- There are 2 types: macronutrients & micronutrients

MACRONUTRIENTS

- Macronutrients are nutrients that provide calories or energy and we need for survival.
- There are three macronutrients:
 1. Carbohydrate
 2. Protein
 3. Fat

Need to remember? Think "macro" means large ie macronutrients are nutrients needed in large amounts.



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WHAT ARE MACRONUTRIENTS?

Macronutrients are nutrients that provide calories or energy. Nutrients are substances needed for growth, metabolism, and for other body functions. Since “macro” means large, macronutrients are nutrients needed in large amounts. There are three macronutrients:

Carbohydrate

Protein

Fat

While each of these macronutrients provides calories, the amount of calories that each one provides varies.

Carbohydrate provides 4 calories per gram.

Protein provides 4 calories per gram.

Fat provides 9 calories per gram.

This means that if you looked at the Nutrition Facts label of a product and it said 12 grams of carbohydrate, 0 grams of fat, and 0 grams of protein per serving, you would know that this food has about 48 calories per serving (12 grams carbohydrate multiplied by 4 calories for each gram of carbohydrate = 48 calories).

Micronutrients

Vitamins and **minerals** are the two types of micronutrients.

While only needed in small amounts, they play important roles in human development and well-being, including the regulation of metabolism, heart beat, cellular pH and bone density.

Vitamins

- 2 forms of vitamins: **water soluble** and **fat soluble**
- **Water soluble: B, C** (lost through bodily fluids must be replaced each day)
- **Fat soluble: A, D, E, K** (tend to accumulate in body so are not needed daily)

Minerals

- two forms: **macrominerals** and **microminerals**.
- Macro: calcium, magnesium, sodium, etc
- Micro: Iron, copper, zinc, etc

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<http://study.com/academy/lesson/what-are-micronutrients-definition-types-foods-importance.html>

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Types of Micronutrients

Vitamins

Vitamins are available in two forms: **water soluble** and **fat soluble**. Water soluble vitamins include the B-complex vitamins and Vitamin C. Vitamins B6 and B12 are two of the most well-known B-complex vitamins. Water soluble vitamins are easily lost through bodily fluids and must be replaced each day. The fat soluble vitamins are A, D, E and K. Since they are not lost as easily as their water soluble counterparts, fat soluble vitamins tend to accumulate within the body and are not needed on a daily basis.

Minerals

Minerals are also available in two forms: **macrominerals** and **microminerals**.

Macrominerals are needed in larger amounts and include the following:

Calcium

Magnesium

Phosphorus

Sodium

Potassium

Microminerals are only needed in trace amounts and include the following:

Iron

Copper

Iodine

Zinc

Fluoride

Calories

the energy needed to raise the temperature of 1 gram of water by 1 °C (now usually defined as 4.1868 joules)

Carbohydrate provides 4 calories per gram.

Protein provides 4 calories per gram.

Fat provides 9 calories per gram.

Example: Look at Nutrition Facts label of a product and it said 12 grams of carbohydrate, 0 grams of fat, and 0 grams of protein per serving, you would know that this food has about 48 calories per serving (12 grams carbohydrate multiplied by 4 calories for each gram of carbohydrate = 48 calories).

Only other substance to provide calories is alcohol with 7 calories per gram. Alcohol is not a macronutrient as we do not need to survive.

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Alcohol is not a macronutrient as we do not need to survive.

Carbohydrates

- Made of carbon & water.
- 4 calories / gram
- The body's main (and preferred) source of fuel and are easily used by the body for energy.
- All of the tissues and cells in our body can use glucose for energy.
- Needed by the central nervous system, the kidneys, the brain, the muscles (including the heart) to function properly.
- Can be stored in the muscles and liver and later used for energy.
- Are important in intestinal health and waste elimination.
- Found in starchy foods (like grain and potatoes), fruits, milk, and yogurt. Other foods like vegetables, beans, nuts, seeds and cottage cheese contain carbohydrates, but in lesser amounts.

2 TYPES:

- Simple Carbs (these end in "ose" like glucose ie sugar and burn fast & first.
- Complex Carbs (these are starches and fibre and are slower to burn for energy)



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<http://www.mckinley.illinois.edu/handouts/macronutrients.htm>

WHY DO WE NEED CARBOHYDRATES?

Carbohydrates are the macronutrient that we need in the largest amounts. According to the Dietary Reference Intakes published by the USDA, 45% - 65% of calories should come from carbohydrate. We need this amount of carbohydrate because:

- Carbohydrates are the body's main source of fuel.
- Carbohydrates are easily used by the body for energy.
- All of the tissues and cells in our body can use glucose for energy.
- Carbohydrates are needed for the central nervous system, the kidneys, the brain, the muscles (including the heart) to function properly.
- Carbohydrates can be stored in the muscles and liver and later used for energy.
- Carbohydrates are important in intestinal health and waste elimination.
- Carbohydrates are mainly found in starchy foods (like grain and potatoes), fruits, milk, and yogurt. Other foods like vegetables, beans, nuts, seeds and cottage cheese contain carbohydrates, but in lesser amounts.

Fiber refers to certain types of carbohydrates that our body cannot digest. These

carbohydrates pass through the intestinal tract intact and help to move waste out of the body. Diets that are low in fiber have been shown to cause problems such as constipation and hemorrhoids and to increase the risk for certain types of cancers such as colon cancer. Diets high in fiber; however, have been shown to decrease risks for heart disease, obesity, and they help lower cholesterol. Foods high in fiber include fruits, vegetables, and whole grain products.

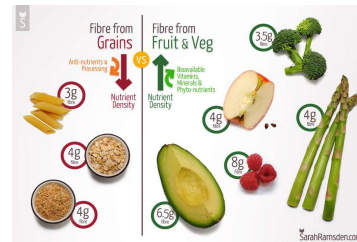
Fibre



- refers to certain types of carbohydrates that our body cannot digest
- These carbohydrates pass through the intestinal tract intact and help to move waste out of the body

2 TYPES of fibre

- Insoluble= increase bulk (like stalks, leaves and seeds)
- Soluble= gel to help you absorb nutrients more slowly (like flax, psyllium husk)
- While they don't provide energy, SUPER important to overall health, digestion, weight loss and more.



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Protein

- Protein is the building blocks of your body and made up of amino acids with 4 calories per gram
- We need protein for:
 - Growth (especially important for children, teens, and pregnant women)
 - Tissue repair
 - Immune function
 - Making essential hormones and enzymes
 - Energy when carbohydrate is not available
 - Preserving lean muscle mass
- There are 22 amino acids
 - 8 "essential" amino acids . Essential means they cannot be made from body and we have to get from food.
- Protein that comes from animal sources contains all of the essential amino acids that we need.
- Plant sources of protein, on the other hand, do not contain all of the essential amino acids.



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WHY DO WE NEED PROTEIN?

According to the Dietary Reference Intakes published by the USDA 10% - 35% of calories should come from protein. Most Americans get plenty of protein, and easily meet this need by consuming a balanced diet. We need protein for:

- Growth (especially important for children, teens, and pregnant women)
- Tissue repair
- Immune function
- Making essential hormones and enzymes
- Energy when carbohydrate is not available
- Preserving lean muscle mass
- Protein is found in meats, poultry, fish, meat substitutes, cheese, milk, nuts, legumes, and in smaller quantities in starchy foods and vegetables.

When we eat these types of foods, our body breaks down the protein that they contain into amino acids (the building blocks of proteins). Some amino acids are essential which means that we need to get them from our diet, and others are nonessential which means that our body can make them. Protein that comes from animal sources contains all of the essential amino acids that we need. Plant sources of protein, on the other hand, do not contain all of the essential amino acids.

Fats

9 calories / gram

We need fat:



- Normal growth and development (esp the brain in kids!)
- Energy (fat is the most concentrated source of energy)
- Absorbing certain vitamins (like vitamins A, D, E, K, and carotenoids)
- Providing cushioning for the organs
- Maintaining cell membranes
- Providing taste, consistency, and stability to foods
- Brain health, hormonal balance, weight loss and so much more!

3 main types of fat:

- Saturated (ie butter, coconut, found in meat)
- Unsaturated (ie olive oil, flax oil, salmon etc)
- Trans fat (processed foods, margarine, etc..BAD!!)

Like proteins "essential" fatty acids can not be made in the body and we have to get from what we eat.

FAT DOES NOT MAKE YOU FAT!!!

WHY DO WE NEED FAT?

Although fats have received a bad reputation for causing weight gain, some fat is essential for survival. According to the Dietary Reference Intakes published by the USDA 20% - 35% of calories should come from fat. We need this amount of fat for:

- Normal growth and development
- Energy (fat is the most concentrated source of energy)
- Absorbing certain vitamins (like vitamins A, D, E, K, and carotenoids)
- Providing cushioning for the organs
- Maintaining cell membranes
- Providing taste, consistency, and stability to foods

Fat is found in meat, poultry, nuts, milk products, butters and margarines, oils, lard, fish, grain products and salad dressings. There are three main types of fat, saturated fat, unsaturated fat, and trans fat. Saturated fat (found in foods like meat, butter, lard, and cream) and trans fat (found in baked goods, snack foods, fried foods, and margarines) have been shown to increase your risk for heart disease. Replacing saturated and trans fat in your diet with unsaturated fat (found in foods like olive oil, avocados, nuts, and canola oil) has been shown decrease the risk of developing heart disease

Nutrition Session 1: Recap



MY NUTRITION BACKGROUND

- Certifications, experience and what we are going to cover
- Look at FIT CHICKS Food Philosophy

WHAT IS GOING ON IN THE WORLD WHEN IT COMES TO HEALTH

- Current state of obesity and disease in World
- What are eating disorders

BUSTING THE MYTHS ABOUT NUTRITION

- What the lies we have been told !

NUTRITION LINGO

- Understand the components of a personal training program

WHAT'S COMING UP THIS SESSION!

- Lets review your calendar. nutrition co-op, etc!



Any questions or inquiries, please
email:

fne@fitchicks.ca

Let's have an amazing journey
ahead!