



FOR IMMEDIATE RELEASE

Weight Loss Experts Offer Advice for Achieving Long-term Success During the New Year

Top residential weight loss facility provides tips, suggestions for getting and staying healthy in 2009

DURHAM, N.C. (December 18, 2008) — Each year, 28 percent of Americans make a New Year's resolution to lose weight¹, however just 25 percent actually achieve their goal and keep the weight off. Approaching weight loss from a fad diet "mindset" is the underlying reason for failure, according to weight loss and nutrition experts at Structure House, an internationally recognized residential weight loss center in Durham, N.C., who stress that this cycle can be dangerous and damaging to your self-esteem.

"The problem with fad diets is they are simplistic and don't work well long-term," said Dr. Gerard J. Musante, clinical psychologist and founder of Structure House. "While certain diets, pills or surgical procedures may result in immediate weight loss, they won't resolve the problem long-term because they don't address the emotions and behaviors that lead people to overeat in the first place."

The survey found that 25 percent of individuals didn't have enough time or discipline to follow through on their resolutions, while another seven percent set unrealistic goals and six percent found it too hard to break old habits. Nearly 20 percent admitted that they didn't know why it's too difficult to keep their resolution. Of those who didn't make resolutions, 13 percent said it was because they've never been successful in the past, didn't want to set themselves up for failure or didn't believe they could change.

Structure House has helped thousands of people reach their weight loss goals and achieve long-term success with its program that combines principles of nutrition, psychology and exercise. Unlike fad diets, Structure House provides the tools for immediate weight loss and the ability to maintain long-term success by teaching the skills necessary to make lifestyle changes.

According to Dr. Musante, the first step in preparing for long-term weight loss success is to take a closer look at your attitudes and opinions about weight loss. Dr. Musante outlines some of the most common misconceptions and offers strategies to overcome these beliefs below.

"Food has too many calories and too much fat" or **"The portions are too large."** Research shows that many people are unable to recognize portion sizes and underestimate the amount of calories they eat. To ensure you're getting the right balance of nutrients, visualize a healthy plate where one half consists of vegetables and the remaining half is split between one quarter of meat protein and one quarter of starch. Another tip: track and monitor everything you eat in a food diary. You can download a sample diary page online at <http://www.structurehouse.com/pdf/diary.pdf>.

"I don't have time to eat properly." By preplanning your meals, you will save more time and effort in the long run. Planning meals may sound like a lot of work, but by looking at a day, week, or even several weeks in advance, you can save the trouble of making extra trips to the supermarket and help make healthy eating a priority. Other timesavers: buy pre-prepped items, prepare and freeze meals for later, and use computer software or Internet resources to analyze nutritional values of recipes and plan your menus. Software programs such as Calorie King, Dine Healthy and Balance Log, as well as Web sites like CaloriesCount.com and WebMD are helpful for menu-planning purposes. You can download a week's worth of healthy recipes at <http://www.structurehouse.com/pdf/A Week of Structured Eating.pdf>.

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“I don’t have the time or energy to exercise.” If you don’t have time for a full exercise program, you can still find a little time to exercise each day, even if it’s only five or ten minutes. Try these quick and simple activities: walk the dog, park farther away from your destination and walk the extra distance, ditch the remote and get off the sofa to adjust the TV, take a flight of stairs instead of riding the elevator.

“I’ve never been successful at losing weight before, so why should this time be any different?” Because your relationship with food is so powerful and deeply intertwined with your life, diets alone will not solve your weight problems. Rather than pointing fingers or blaming yourself for past failures, try to understand why past diets didn’t work. Following the recommendations outlined above will help you achieve your weight loss goals and maintain long-term success.

Dr. Musante provides additional tips and strategies in his book, [The Structure House Weight Loss Plan](#). Published last year, the book provides positive ways to understand dysfunctional eating patterns and offers resources and coping strategies for tackling each one. It also outlines a proactive plan that can be used in any environment (home, workplace and restaurants) and provides corrective actions for each emotion, enabling readers to regain a sense of balance and develop a positive relationship with food, resulting in an all-encompassing lifestyle change for weight loss and healthy living.

About Structure House

Structure House[®], an internationally recognized residential weight loss center in Durham, N.C., offers a unique, behavioral approach to weight loss and healthy lifestyle change. The facility, which celebrated its 30th anniversary in March 2007, integrates principles of nutrition and exercise with psychology in a treatment approach designed to transform the eating habits and lifestyles of overweight individuals. Since 1977, Structure House has helped more than 30,000 people from all 50 states and 35 nations battling obesity. The name Structure House underscores the critical role structure plays in achieving long-term weight loss.

Gerard J. Musante, Ph.D., one of the nation’s leading experts on obesity and weight loss, is the founder and director of Structure House. A renowned clinical psychologist, Dr. Musante was the first person to adapt the principles of behavior modification to the eating habits of significantly overweight people and food abusers. Dr. Musante is the author of [The Structure House Weight Loss Plan](#). For more information, visit www.structurehouse.com.

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ⁱ *Resolving to Stay Healthy in the New Year. Cigna, 2008.*
http://www.cigna.com/SuccessfulChange_survey.html