Professional Diploma in Nutrition

Module 1

Lesson 5:
Helping Yourself

EQF Level 5
Professional Diploma

European Qualifications Framework

Fast Food

"Food that can be prepared
quickly and easily and
is sold in restaurants and snack
bars
as a quick meal or to be taken
out" (WHO)

Fast Food Facts

➢ >500,000 fast food places worldwide

➢ 96% of kids can recognise Ronald McDonald with only Santa being more recognisable

➢ $100billion is the amount Americans spend on fast food every year

➢ You can eat your entire day's calorie allowance in one fast food meal

➢ $4.2 billion spent on advertising in US in 2010

➢ There was a 54% increase in the number of possible kids' meal combinations available in 2013 compared with 2010

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Why Do People Choose Fast Food?

➢ Instantly gratifying and pleasurable

➢ Fast at satisfying hunger

➢ Busy lifestyles

➢ Lack of time to cook from scratch

➢ Fussy eaters

➢ Low cost

➢ Efficient Services

➢ Casual Atmosphere

➢ Less hassle

➢ Clever marketing makes it attractive

Fast Food Presentation

Clever
Marketing
Presents
Fast Food In an
Attractive Light

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Fast Food is high in:

Calories
Fat
Sugar
Salt
Additives

War on Fast Food

Fast Food Experiment:
30 days- ate only from McDonalds
Results: Gained 25lbs, experienced headaches, fatigue, indigestion, increased cholesterol levels, increased levels of uric acid and a mild chemical hepatitis

Victory for Jamie Oliver in the U.S. as McDonald's is forced to stop using 'pink slime' in its burger recipe

UK Chef Jamie Oliver won a battle against Mc Donald's after showing how Mc Donald's hamburgers were made- the franchise changed it's recipe. Previously the fatty parts of beef were "washed" in ammonium hydroxide and used in the filling of the burger.
http://www.youtube.com/watch?v=twOj0XNCyaY

Calories in Junk Food

Ben & Jerry's Cookie Dough Ice Cream

500g tub - 1,350 calories

100g serving - 270 calories

1,360 CALORIES

LASAGNA

1,138 CALORIES

TWO SLICES OF SAUSAGE AND CHEESE PIZZA

2,345 CALORIES

CHINESE FOOD PLATE

280 calories

900 calories

SIX-INCH Turkey Breast & Black Forest Ham on nine-grain wheat bread: 280 calories, 4 grams of fat, and 820 milligrams of sodium.

FOOTLONG Italian B.M.T. on nine-grain wheat bread: 900 calories, 40 grams of fat, and 3,000 milligrams of sodium.

Calories in Junk Food

HOW UNHEALTHY ARE YOUR SUPERSIZE SNACKS?

cineworld	No. of calories	Sugar (teaspoons)	ODEON	No. of calories	Sugar (teaspoons)
Toffee Popcorn (200g)	840	30.2	Pepsi (Extra Large)	382	25
Mars Galaxy Minstrels (170g)	855	29.3	Sweet Popcorn (Large)	1,005	9
Large Coke (32oz)	407	25.3	Phish Food ice cream	230	6.5
Large Sweet Popcorn (279g)	1,255	10	vue		
Blueberry Muffin (108g)	401	6	Coca Cola (44oz)	525	33
			Toffee Popcorn (200g)	830	35
Chunky Monkey Ice cream (85g)	246	5.75	Candy Floss (100g)	403	25
			Peanut Butter Cup ice cream (3 scoops)	841	14.7

Calories in Junk Food

Calories in Junk Food

THE HIDDEN DANGERS

	Calories	Fat	Sugar
Starbucks venti eggnog latte (left)	579	24g	74g
Costa Black Forest hot chocolate	548	26g	60g
Caffe Nero cinnamon hot chocolate	487	20g	65g
McDonald's After Eight McFlurry ice cream	400	16g	51g
Burger King Jaffa Cake fusion ice cream	261	10g	36g
EAT Christmas Full Works sandwich	789	18g	14g
McDonald's Double Cheeseburger (right)	440	23g	8g
Pret Christmas brie & cranberry sandwich	567	33g	3g

Calorie Awareness

NUTRITION INFORMATION			GUIDELINE DAILY AMOUNTS		
Typical values	per 100g	per 350g serving	Women	Men	Children (5-10 years)
Energy – kj	480kj	1680kj			
– kcal (Calories)	115kcal	405kcal	2000	2500	1800
Protein	9.5g	33.3g	45g	55g	24g
Carbohydrate	8.6g	30.1g	230g	300g	220g
of which sugars	2.0g	7.0g	90g	120g	85g
Fat	4.6g	16.1g	70g	95g	70g
of which saturates	3.0g	10.0g	20g	30g	20g
Fibre	1.5g	5.3g	24g	24g	15g
Sodium*	0.3g	1.1g	2.4g	2.4g	1.4g
*Equivalent as salt	0.8g	2.8g	6g	6g	4g

Calorie Awareness

NUTRITION INFORMATION
SERVINGS PER PACKAGE: 2
SERVING SIZE: 35g (half a bar)

	AVG. QTY PER SERVE	% DAILY INTAKE* PER SERVE	AVG. QTY PER 100g
ENERGY	753kJ	9%	2150kJ
PROTEIN	2.3g	5%	6.5g
FAT - TOTAL	9.2g	13%	26.3g
- SATURATED	5.7g	24%	16.3g
CARBOHYDRATE	21.9g	7%	62.6g
- SUGARS	20.8g	23%	59.4g
SODIUM	23mg	1%	66mg

*Percentage Daily Intakes are based on an average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

To learn more visit www.betreatwise.info

Introduction to Calories

➢ Reduce by 500kcal per day
➢ Should result in weight loss of 0.5kg or 1lb per week
➢ This equals 3500kclas/week

1 Pound of Fat

1 Pound of Muscle

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Introduction to Calories

➢ All food has calories but not all offer you the same nutritional benefits
➢ Some will fill you more than others!
➢ Track calories: My Fitness Pal/ Calorie Counter/ Diet Tracker

200 Calories
VS
200 Calories

Hidden Calories

➢ Café bought coffees

➢ Processed food

➢ Oil when cooking

➢ Spreads and salad dressings

➢ Jarred sauces

➢ Nuts

➢ Dried fruit

➢ Soft drinks

➢ Soups

Hidden fats, sugar and calories.

Read the label!

Healthy Cooking Methods

➢ Baking

➢ Braising

➢ Boiling

➢ Grilling

➢ Poaching

➢ Roasting

➢ Sautéing

➢ Steaming

➢ Stir-fry

➢ Pressure Cooking

• Remember 1tbsp oil= 120kcals

No Time to Cook?

➢ Use pre-prepared frozen vegetables

➢ Buy ready chopped fresh veg (without sauce)

➢ Allocate a few hours one day to cooking

➢ Make food in bulk, separate into individual containers and freeze for use during the week (Remember to thaw thoroughly before cooking!!)

➢ Busy with kids? Include them in the cooking process
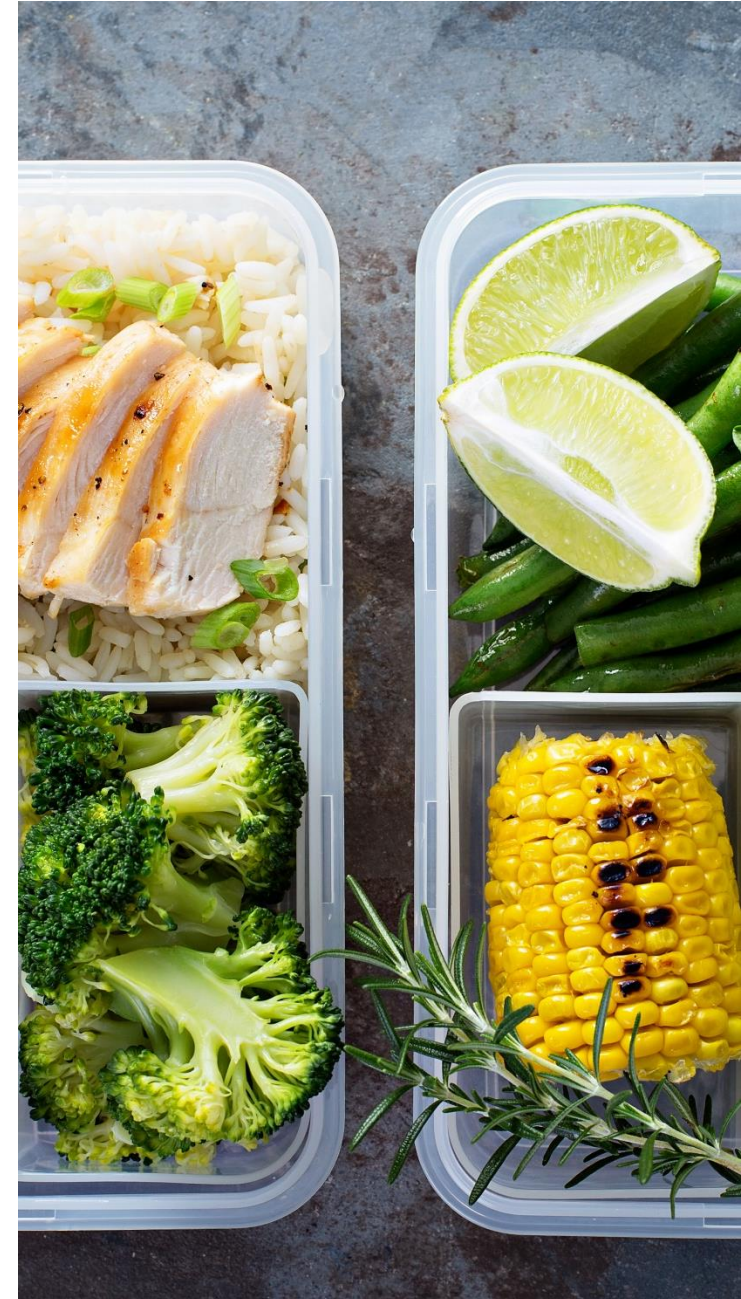
Eating Healthy on a Budget

➤ Plan meals and make a list

➤ Search the cupboards to see what you have in stock

➤ Don't go shopping while hungry

➤ Limit shopping to once or twice a week

➤ Stick to the list- avoid special offers, all add up!

➤ Choose supermarket own brands

➤ Buy canned and non-perishable foods in bulk

➤ Remember special offers are only good value if you need the products

➤ Bring a packed lunch to work

➤ Save eating out for special occasions

Guide to portion control
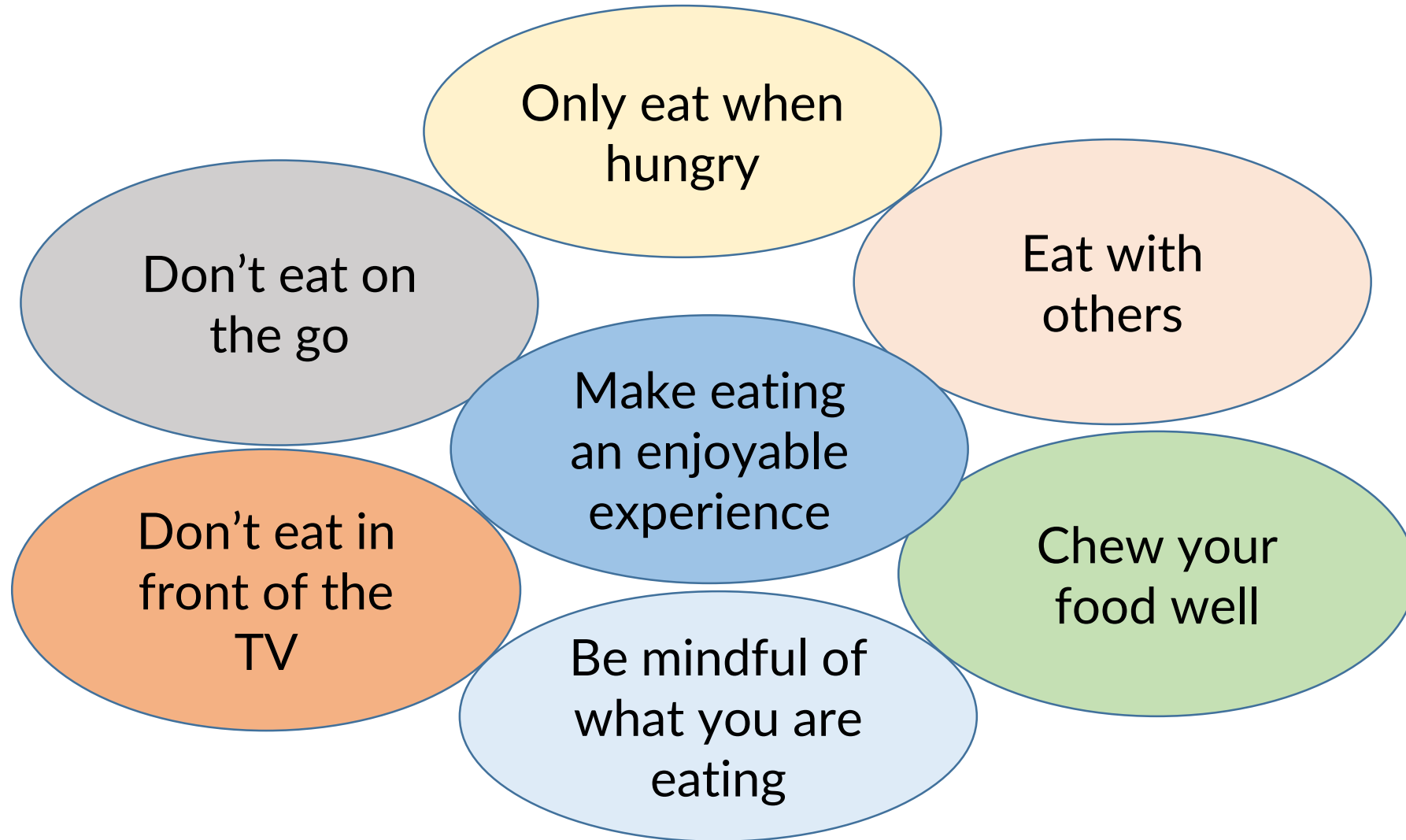

3 oz meat   1 cup cherries   8 oz liquid   1 oz nuts

Adopt Healthy Eating Behaviours

Only eat when hungry

Don't eat on the go

Eat with others

Make eating an enjoyable experience

Don't eat in front of the TV

Chew your food well

Be mindful of what you are eating

Overweight and Obesity

Amount of weight you gain since your mid-20s can have

serious health implications:

➢ CVD- heart attack, stroke

➢ Diabetes

➢ Cancer

➢ Arthritis

➢ Gallstones

➢ Asthma

➢ Cataracts

➢ Infertility

➢ Snoring

➢ Sleep Apnoea
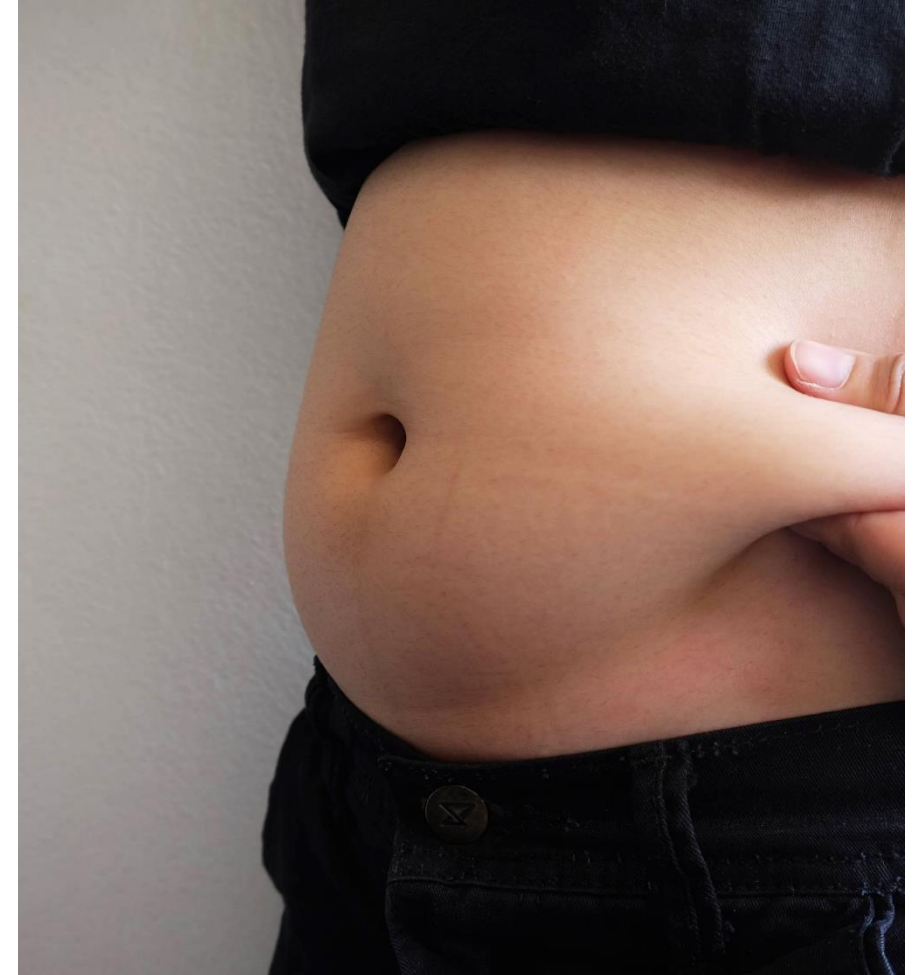
Causes of Fat Gain

➢ Emotional issues

➢ Menopause

➢ Portion sizes

➢ Quitting smoking

➢ Genes

➢ Physical inactivity

➢ Environment

➢ Medication

➢ Eating disorders

➢ Diet

➢ Sleep

Calculating Macronutrients

Guidelines for daily CHO intake

Training intensity/duration		Carbohydrate Targets	
Light	Low-intensity Skill-based activities	3–5g per kg BW	1.36-2.27g per lb BW
Moderate	Moderate intensity 1 hr/day	5-7g per kg BW	2.27-3.18g per lb BW
High	Endurance programme Moderate to high intensity 1-3 hr / day	7-12g per kg BW	3.18- 5.45g per lb BW
Very high	Extreme commitment Moderate to high intensity >4-5 hr/day	10-12g per kg BW	4.54-5.45g per lb BW

Burke, 2014

Protein Requirements

Group	Protein intake (g/kg/day)	Protein intake (g/lb/day)
Sedentary Individual	0.80	0.36
Elite endurance athletes	1.2-2.0	0.54 – 0.90
Moderate-intensity endurance athletes (a)	1.2	0.54
Recreational endurance athletes (b)	0.8-1.0	0.36-0.45
Team sports/power sports	1.4-1.7	0.63-0.77
Strength/resistance athlete	1.5-2.0	0.68-0.90
Athlete on fat-loss programme	1.6-2.0	0.72-0.90
Athlete on weight-gain programme	1.8-2.0	0.81-0.90

(a) Exercising approximately four to five times per week for 45-60 min
(b) Exercising four to five times per week for 30 min at a moderate intensity

Adapted from Burke & Deakin, Clinical Sports Nutrition, 3rd Edition, McGraw-Hill Australia Pty Ltd, 2006,
Fink & Mikesly, Practical Applications of Sports Nutrition 4th ed. 2015

Example

Peter – 21 years old, 78 kg and does endurance activities.

78 x 2.2 = 172 lbs

BMR x PAL
15.1 x 78 + 692 = 1,870
1,870 x 1.8 = 3,366

He works out for 1-2 hours per day. He is an endurance runner.

He wants to maintain his weight.

He has a sedentary job.

Carbs
high (7-12g per kg)
7 x 78 = 546g x 4 calories
= 2,184 calories from CHO

PRO
Recreational endurance athlete (1,2-1.4g per kg)

1.2 x 78 = 94g x 4
= 376 calories

Fat
Remainder of calories.
2,186 + 376 = 2,562 calories
3,366 – 2,562 = 804 calories.
804/ 9 (fat calories per gram) = 89g

Eating Healthy on a Budget

- Easy to use

- Highlights Eating patterns

- Portions

- Identify problem areas

- Track calories