



DAVID FAIRLAMB

THE FIT FACTOR

NUTRITION CORNER

If it's not in the house you won't be tempted - the process starts when you make your shopping list, omit much processed and sugary ingredients as possible, then stay focused and stick to it!



Don't miss David's tips every Saturday in your Journal

IN all his TV shows celebrity chef and campaigner Hugh Fearnley-Whittingstall oozes passion and always instills confidence in everything he sets out to achieve. This determination and drive certainly came across when I met Hugh last week. I am helping him with his Newcastle Can initiative.

NewcastleCan

Aim - to the citizens of one city, acting together and supporting each other with the aim to create a new model for making a real impact on the obesity epidemic and improve the health and fitness of Newcastle. The ultimate goal is a collective loss of 100,000lbs by the Newcastle public by the middle of January 2018. So far - 16,700+lbs has been lost.

Why Newcastle? One in three people in Britain are now overweight or obese, and if current trends continue by 2025, Britain is set to become the fattest country in Europe. Along with the rest of the nation, the North East has

alarmingly high rates of obesity, both adults and children.

Who can join? Everyone with a Newcastle, Tyne & Wear based postcode, individuals, groups, businesses etc

How do you join? Head to www.NewcastleCan.com enter your email, postcode and weight, get access to a weight diary, food intake diary and loads of hints, tips and resources on healthy eating and getting active. Connect with others across the area doing the same. Log back in when you lose

some weight and your total will be added to the overall Newcastle weight loss. It's that easy!

Why is there a need for this campaign? This is a bold experiment to see if we can find a new way of tackling the national obesity crisis. This is the single biggest health problem facing not just the UK, but the Western world.

20% of kids going to school at the age of 5-6 are already overweight or obese. When they leave at 11 it has risen to over a third. We have to find a way to help the next generation and turn things around. Unless things improve this obesity epidemic could be catastrophic.

NewcastleCan wants to galvanize the Newcastle public to support each other to make some positive lifestyle changes. These small changes over time can make a huge difference.

If you are living a healthier day to day life, your habits will be passed to your children then we are starting to make progress.

Please sign up at www.NewcastleCan.com

Motivational quote of the day

NewcastleCan teamwork divides the task but multiplies the success



FITNESS TIP

> David with Hugh Fearnley-Whittingstall

Congratulations to the thousands who completed the Great North Run, and any of the smaller Great North events last week, for many this was a real focus. Now is the ideal time to set a new challenge, this will re set your mind and give you another big incentive to keep training and push on with your fitness.