



David Fairlamb THE FIT FACTOR

I HAVE been supporting Hugh Fearnley-Whittingstall's, Britain's Fat Fight and if you have been watching the BBC1 programme he has certainly been pushing all the right buttons.

Facing up to a national health crisis isn't easy. The statistics speak for themselves as two thirds of the UK are now overweight and obesity is one of the leading causes of premature death.

Everywhere we go we are being bombarded with offers of food which is tough to resist and we are on the way to being the fattest country in Europe. For a year he has been campaigning to do something about it, he even attended the Tory party conference and was staggered to find it was sponsored by Tate and Lyle sugars!

He wants us all to fight back and choose Newcastle as his focal point to make a difference. He challenged the Newcastle public sign up to his website and keep registering their weight loss to collectively lose 100,000lbs in a year. He called it NewcastleCan.

With one third of children aged

2-15 being overweight or obese the first major topic was, my number one hate, sugar. With many children leaving home in the morning having already consumed more than their daily sugar allowance, what could be done?

Analysing cereals alone, the labelling is confusing, the most well-known brand, Kellogg's, do not even have the traffic light system for you to instantly recognise whether it is healthy or not. Most labels work per 30g portion, however research shows most kids have way more, sometimes even four times that - therefore why is the 30g portion on the pack?

Looking at cereals' labels it is extremely difficult to get the information you want in order to make a

It's not a short-term diet – it's a long-term lifestyle change

Motivational quote of the day

healthy choice. Many parents lead busy lives and do not have time to study every label but are often left feeling they have been deceived because they have no idea which one is best.

This everyday excess of sugar can mean too many calories, leading to weight gain and setting up a pattern of bad eating habits for life.

In the 1950s and 60s our weight was not such an issue as only 2% of the population were obese. This has now risen 10-fold.

Takeaways and fast food have since become the norm in many households, contributing to more fat, salt, sugar and also sheer quantity of food. We are also the biggest snackers in Europe and the UK eat more crisps than the rest of Europe.

These are just a few topics Huge Fearnley-Whittingstall will be challenging over the next few weeks. You can watch Britain's Fat Fight, Wednesday, BBC1, 9pm.

If you would like to join the NewcastleCan campaign, visit www.newcastlecan.com for exercise, food and health tips, some from myself, to help you out.

NUTRITION CORNER

Two take-outs a week add up to 104 a year. Cut it down to one a week – you could save thousands of calories and boast a new, thinner waistline.



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



> Hugh Fearnley-Whittingstall's fighting talk has the nation talking



FITNESS TIP

You can't out-train a bad diet. In order for you to feel good and gain the most benefits after any type of exercise, try to eat refined-sugar free. In other words, healthy fresh food, which our bodies are designed to eat.