

BE STRONG

Eat. Move. Live

THE KNOWLEDGE

GET ACCURATE AND GET RESULTS

This week's focus: Why being accurate with our nutrition can give us huge wins

Why is it important?: The majority of people are with Be Strong to lose weight. Whilst we promote simple lifestyle changes to get us moving in the right direction for the long term, we acknowledge that this isn't always appealing. We know that people want to lose weight, and lose it as quickly and safely as possible. When we lose weight week on week, we feel more confident and it boosts our motivation, and ultimately keeps us in the game.

What will we tell you?: Why we shouldn't guess at the calorie content of our food, and how to be as accurate as possible.

- 1 We are not good at guessing how many calories are in things, or guessing the right portion sizes. A 2018 study by the Office of National Statistics found that, on the whole, the UK population under-reports calorie consumption. The study found that we take in 50% more calories than we report. So if we report 1500 we are more likely to be eating 2250 calories! That's our deficit eradicated right there! Women were the worst culprits over men, and those who were overweight or obese, underestimated by a greater proportion than those who were a healthy weight. So it's time to stop guessing and time to start measuring.
- 2 We quite often misjudge how much 'extra' we can eat based on the exercise we have participated in. A 5k run gets you the equivalent of a tin of soup and a slice of bread and butter, not a Starbucks caramel macchiato and a chocolate brownie. A 30 minute HIIT session gets you a 1/3 of a 9" Dominos Margarita, not a 12" Meat Feast. So, it's important to separate exercise and nutrition- we give you calorie allowances that already account for your activity levels, so it's important to stick to what we give you.
- 3 We forget!! How often do we think that we haven't had any treats in a day, only to realise after snaffling the last few brownie mini bites that we actually **did** have a treat earlier in the day. That is why it is so important to record what we are eating at the time that we are eating it. Another option is to put all your food in your meal tracker at the start of the day, to give you a framework to work to – you may find it stops you from picking and nibbling on those little extras.
- 4 Portion sizes are so easy to get wrong, which is why we should measure out our foods. Whether that's with cups, spoons or weighing scales; using a proper measuring tool guarantees that you are eating the right portion size for you. And it only has to be this way for as long as you need until you get used to what your portion size looks like.

KEY MESSAGES

Get really accurate for just a week, and just see what the effects are. You will probably find you are getting bigger losses on the scales than previously. Measure and record every single thing that passes your lips.

Find ways to make being accurate easier – removing tempting snacks or foods to pick and nibble at, techniques to make measuring quicker, use pre-portioned foods that are already calorie counted.

Remember we recommend this technique to GUARANTEE the results on the scales, if you are happy to take things more slowly and make simple changes this is also great too.