Brain Jam - Group Session 1

Make it Fun

Make it Fun Health

Two Rules

- Eat more food
- Make it fun

Today we'll talk about

- Making it fun
- Why plants / a whole foods, plant-based lifestyle?
- Fruit
- Your questions and concerns

Today - Lot of slides / play a game
After this week…

- Focus on your challenges
- How can we help?
- Questions?
- Your takeaways from the documentary?

Making it Fun

“Life is either a daring adventure or it is nothing at all.”

- Helen Keller

When I went to boot camp…

- 90 men in company
- 70 graduated
- What was the difference?

We made it a game…

- Took nothing personally
- Remembered why we joined
- Made it a fun adventure
- Kept going / didn’t quit

If you do that in this program…

- Remember why you applied
- Don’t take setbacks personally
- Make it fun
- Keep going

You'll succeed

Make it fun

If it’s fun, you’ll probably…

- Start
- Keep going when you face challenges
- Succeed

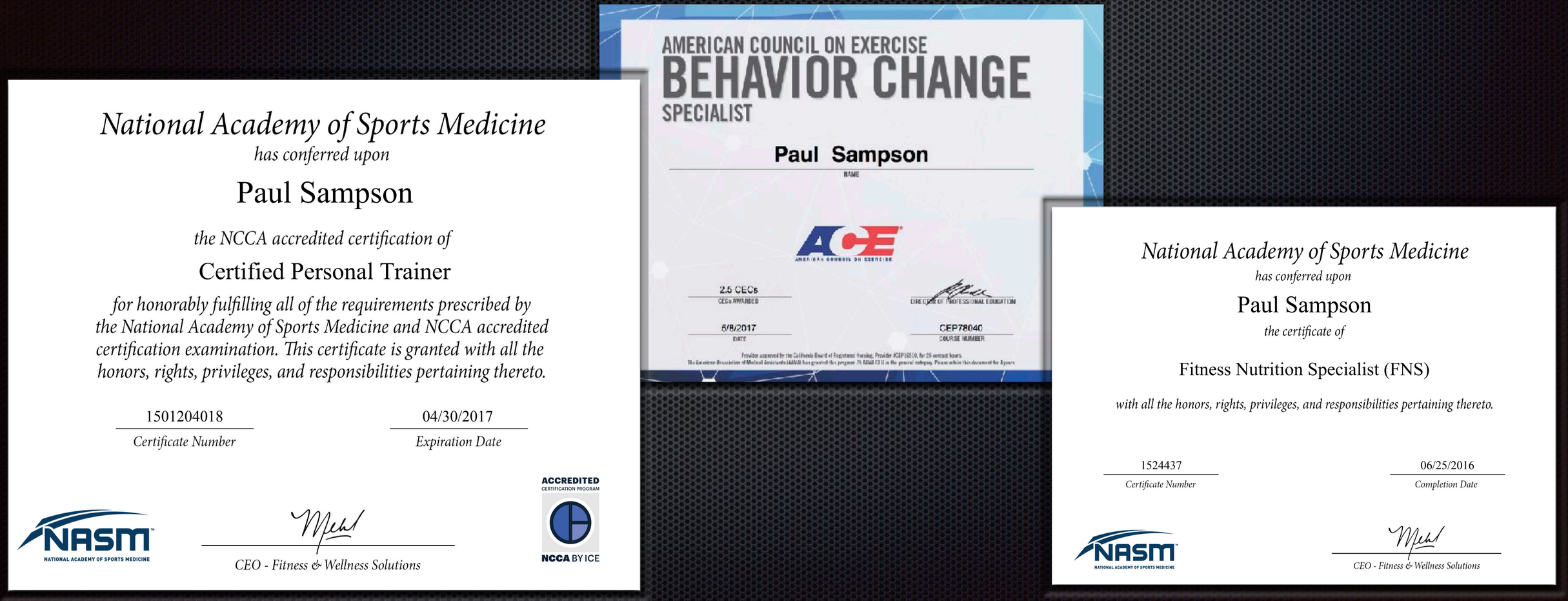
One way to make it fun...

...make it an adventure.

Me - Paul Sampson

- Certified Personal Trainer from National Academy of Sports Medicine / NASM

- Specialist in Nutrition, Weight Loss, and Behavior Change



National Academy of Sports Medicine
has conferred upon
Paul Sampson
the NCCA accredited certification of
Certified Personal Trainer
for honorably fulfilling all of the requirements prescribed by the National Academy of Sports Medicine and NCCA accredited certification examination. This certificate is granted with all the honors, rights, privileges, and responsibilities pertaining thereto.
1501204018 — *Certificate Number*
04/30/2017 — *Expiration Date*
NASM NATIONAL ACADEMY OF SPORTS MEDICINE
CEO - Fitness & Wellness Solutions
ACCREDITED CERTIFICATION PROGRAM NCCA BY ICE

AMERICAN COUNCIL ON EXERCISE
BEHAVIOR CHANGE
SPECIALIST
Paul Sampson
NAME
ACE AMERICAN COUNCIL ON EXERCISE
2.5 CECs
CECs AWARDED
DIRECTOR OF PROFESSIONAL EDUCATION
5/8/2017
DATE
CEP78040
COURSE NUMBER
Provider approved by the California Board of Registered Nursing, Provider #CEP16510, for 25 contact hours.
The American Association of Medical Assistants (AAMA) has granted this program 25 AMA CE II in the general category. Please retain this document for 8 years.

National Academy of Sports Medicine
has conferred upon
Paul Sampson
the certificate of
Fitness Nutrition Specialist (FNS)
with all the honors, rights, privileges, and responsibilities pertaining thereto.
1524437 — *Certificate Number*
06/25/2016 — *Completion Date*
NASM NATIONAL ACADEMY OF SPORTS MEDICINE
CEO - Fitness & Wellness Solutions

- Member of the Physicians Association for Nutrition - An international organization focused on reducing diet-related diseases

Master’s Thesis - University of Colorado

- Exercise Consistency

Today, I focus on food

Because…

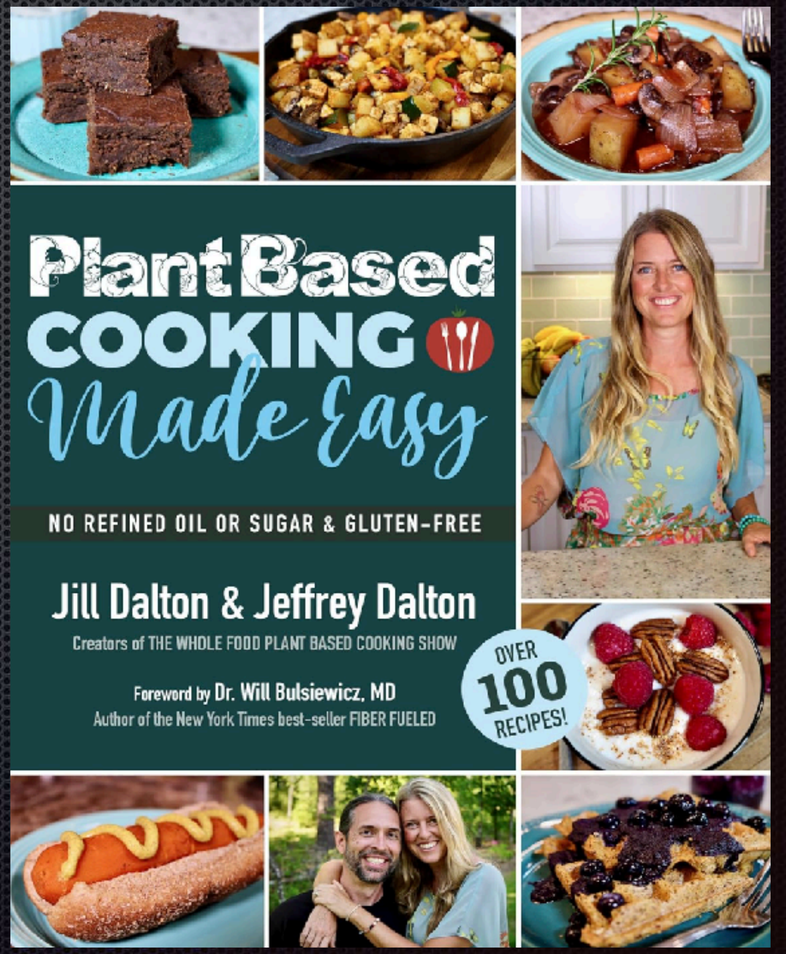
- You can’t out exercise a bad diet
- Food matters most

“Plant Based Cooking Made Easy”

Jill and Jeffrey Dalton

No refined oil or sugar & Gluten-Free

Pictures & video link for all recipes



It’s Game Time

Two Lies and a Truth

Keep your own score

100 points - Every correct answer

1. On the first day of medical school…

The faculty told the class…

A) “Half of what we’re going to teach you in the next four years will be wrong. We just don’t know which half.”
B) “Nutrition is the foundation of all health, so we have dedicated 20 percent of your total classroom hours to studying the impact of foods on disease.”
C) “Our hospital cafeteria and kitchen serve only the healthiest and highest quality foods to ensure our patients and staff are in the best physical health.”

A) True - “Half of what we teach you in the next four years will be wrong.”
B) Most medical students get less than 10 hours of nutrition training in four years. Many get none.
C) Most hospital food is filled with processed food and other junk we were never designed to eat

“It’s not what we don’t know that prevents us from succeeding. It’s what we know that just ain’t so that is our biggest obstacle.”

- Author Josh Billings

Our minds are like parachutes…

They only work when they are open.

The word diet can mean two things

- The type of food you eat
  - Standard American Diet (SAD)
  - Mediterranean Diet
  - Whole foods, plant-based diet

Diet can also mean

- Restricting the amount of food you eat
  - “Going on a diet” to lose weight
  - Temporary solution

This program is a lifestyle change

- Not a short-term “diet” or gimmick
  - Eat all you want
  - No counting calories
  - Eat more good food & crowd out the bad

Two Rules

- Eat more food
- Make it fun

Whole Food, Plant-Based Lifestyle

WFPB - the only way - eat all you want and still…

- Lose weight
- Reverse chronic disease
- Feel better
- Increase energy
- Increase life expectancy

2. Two lies and a truth.

When people were told to eat three extra servings of fruit a day, in addition to everything else, they…

A) Gained weight
B) Lost weight
C) Stayed at the same weight

Answer - B) They lost weight

- Subjects ate three apples or pears as snacks every day on top of what they were already eating.

-They lost weight because they unconsciously compensated for the extra bulk by eating less of everything else.

3. Two lies and a truth

One group in a study avoided all sugar - both added sugar and sugar appearing naturally in fruit. The other ate fruit but no added sugar. Which one lost more weight?

A) No sugar group
B) Only fruit group
C) Tie

Answer - B) The group that ate fruit

What is the Ideal Diet?

- Tastes good
- Satisfies - no hunger or cravings
- Eat all you want - stay at ideal weight
- Makes you feel good
- Good for physical and mental health
- No negative side effects
- You can stick with it

Does such a diet exist?

Let’s explore that…

4. Two lies and a truth. In a study of 90,000 people, the more whole plants they ate…

A) The more energy they lost
B) The more muscle they lost
C) The more weight they lost

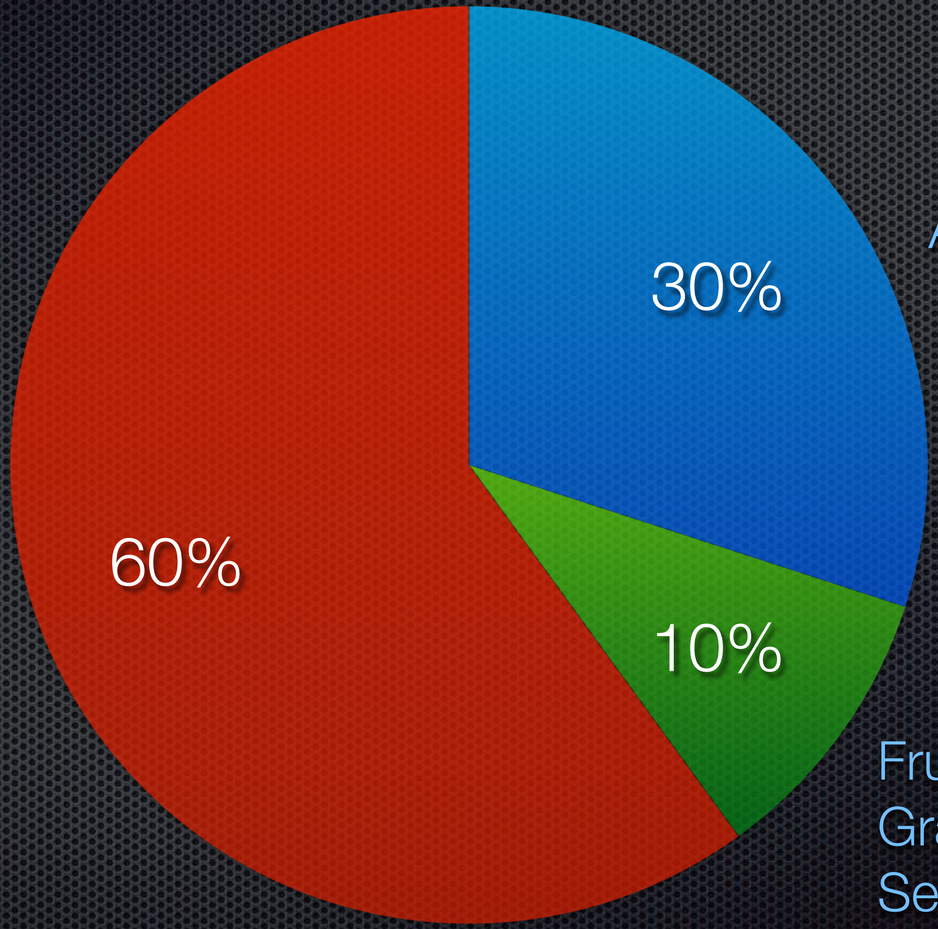
A) Lie - They did not have less energy from eating more plants
B) Lie - Eating more plants did not cause them to lose muscle
C) Truth - The more plants they ate, the more weight they lost

5. Two lies and a truth. The typical Standard American Diet is about…

A) 20% processed, 30% animal products, and 50% plants
B) 40% processed, 30% animal products, and 30% plants
C) 60% processed, 30% animal products, and 10% plants

C) 60% processed, 30% animal products, and 10% plants

The Standard American Diet



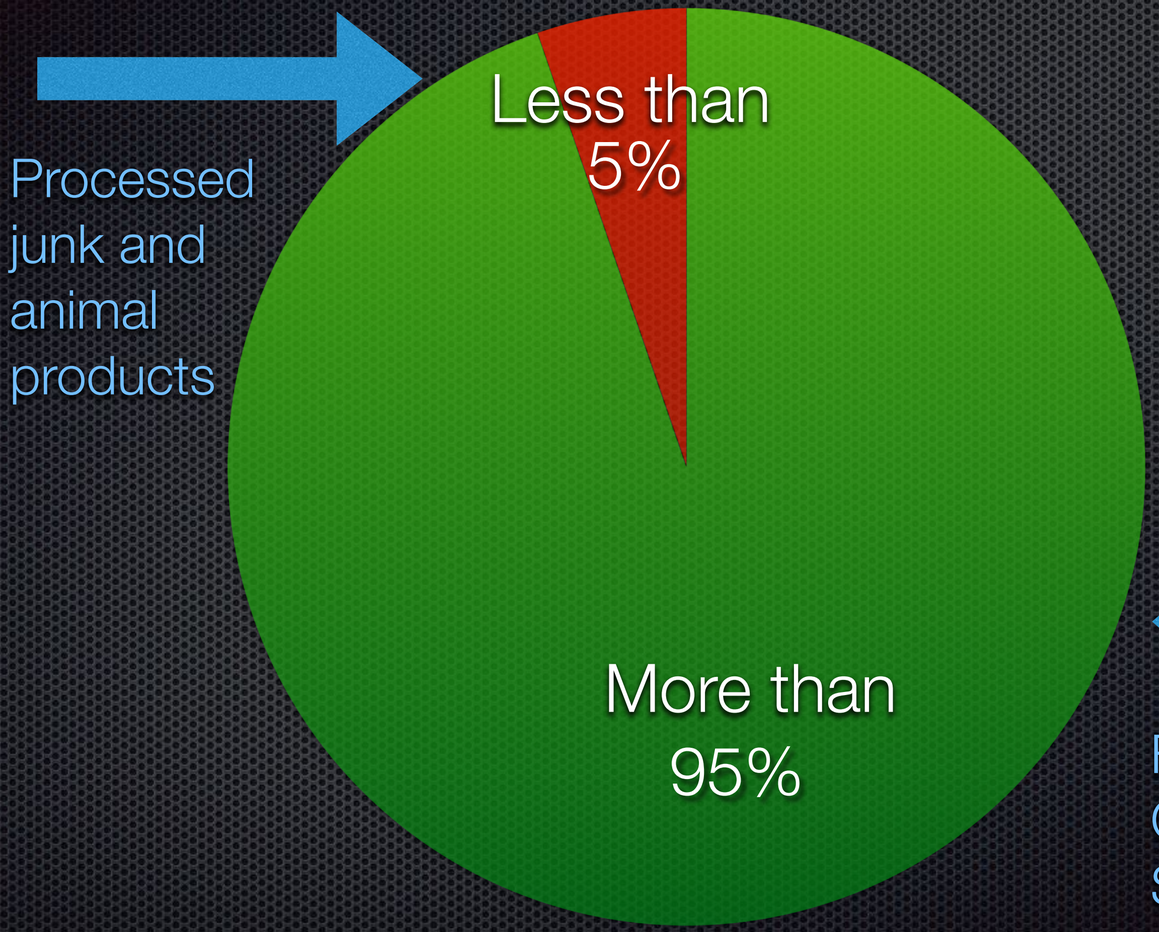
Animal Products

Processed Junk Food

Fruits, Vegetables, Whole Grains, Legumes, Nuts & Seeds, and Herbs & Spices

Percentages are rounded off slightly

Diets of the Healthiest People



Processed junk and animal products

Fruits, Vegetables, Whole Grains, Legumes, Nuts & Seeds, and Herbs and Spices

When you give your body enough of what it was designed to eat…

…that’s usually all you want.

What about taste and satisfaction?

One study…

- Instructed young women to eat a plant-based diet for a few months to see how it would affect their menstrual cycles
- They would then switch back to their normal diet to note the contrast

6. Two lies and a truth - The results?

a) Cycles more painful
b) No change
c) Cycles less painful plus other unexpected benefits

C) Cycles less painful plus other unexpected benefits

The women…

- Lost weight without trying
- Had more energy
- Experienced less painful periods
- Better digestion
- Slept better

They felt so much better…

- Refused to go back to their regular diets
- Study was scrapped

They learned…

Eat the right foods and your tastes change

7) Two lies and a truth - In a yearlong study of MS patients on a WFPB diet…

A) 20% compliance
B) 50% compliance
C) 80% compliance

C) 80% compliance

In Addition…

- Patients felt better and less fatigued - fatigue is a symptom of MS
- WFPB group - lost an average of 19 pounds and maintained it - some were not overweight before
- Control group - gained an average of two pounds

Diabetics were put into one of two groups for six months

- One group - ate diet recommended by diabetes organizations
- Other group - ate whole food, plant-based diet

8) One lie and a truth…

A) The group that ate the diet diabetes organizations recommended felt less constrained, less hungry, and less likely to overeat

B) The group that ate a WFPB diet felt less constrained, less hungry, and were less likely to overeat

B) The group that ate a WFPB diet felt less constrained, less hungry, and were less likely to overeat

The plant-based group also…

- Had much higher mood scores
- Reported a better quality of life

9) One lie and a truth - Researchers encouraged a group of overweight and diabetic employees at a company to eat WFPB. The control group didn't change their diet. After five months…

A) The control group was more satisfied with what they ate
B) The WFPB group was more satisfied with what they ate

DOI: 10.1159/000288281

B) The WFPB group was more satisfied than the group that ate whatever they wanted.

DOI: 10.1159/000288281

The plant eating group also…

- Slept better
- Had more energy
- Improved digestion
- Was more productive at work
- Substantially improved mental and physical health

DOI: 10.1159/000288281

Study - so successful, researchers expanded it to ten locations. They got the same results and subjects…

- Lost weight
- Lowered cholesterol and blood sugar levels
- Had less anxiety and depression

DOI: 4278/ajhp.1302.18-QUAN-72

What about long-term health?

Lifestyle Heart Trial - patients with heart disease - WFPB diet for a year…

- No drugs
- 82% - less artery plaque
- 91% - less chest pain / angina

10. One lie and a truth - The Control group - ate diet recommended by the American Heart Association. Most of them got…

A) Better
B) Worse

B) Worse

Five years later, researchers followed up…

- 71% - on WFPB-diet continued lifestyle - continued to get better
- Majority - on American Heart Association diet - continued to get worse

Only one diet has been scientifically proven to…

- Prevent
- Stop
- Reverse

Heart disease and other chronic diseases

A whole food, plant-base diet

“Too often, physicians ignore the potential benefits of good nutrition and quickly prescribe medications instead of giving patients a chance to correct their disease through healthy eating and active living…

- Kaiser Permanente Medical Journal

"…Physicians should consider recommending a plant-based diet to all of their patients, especially those with high blood pressure, diabetes, cardiovascular disease, or obesity."

- Kaiser Permanente Medical Journal

One Kaiser doctor, Benjamin Ha, tried it gradually on himself first over two months…

- Lost 15 pounds
- Gout disappeared
- Felt better
- Slept better
- More energy

Then he tried it on his patients…

"The results astonished me. Within weeks, many patients were able to reduce or eliminate the hypertension and diabetes medications they had been taking for years…"

- Kaiser Permanente Physician, Dr. Benjamin Ha

"…They told me that if they had known they could stop taking their medications by simply changing their diet, they would have done so long ago. However, many had never been told this was a possibility, so they believed that medication was the only way to control these conditions."

- Kaiser Permanente Physician, Dr. Benjamin Ha

Changes in me from eating this way

- More energy
- Need far fewer naps
- Faster recovery
- No longer bloated, stuffed, or sleepy after meals
- Less soreness
- Better athletic performance
- Lower resting heart rete
- Better sleep
- No more constipation
- Less tinititus
- Skin more clear
- Geographic tongue is better
- Allergies improved
- No illnesses, colds, etc.
- Joint pain is gone
- More satiated at meals
- Controlling weight is effortless
- We spend less money on food
- Desire for unhealthy food is gone
- Eating the right food is no longer hard

Great reasons to eat WFPB

- The least restrictive of any way of eating
- No feeling hungry
- No counting calories
- Eat as much as you want whenever you want
- What you want will change

Great reasons to eat WFPB continued…

- Body finally gets nutrients it wants
- Finally feel satiated
- Cravings stop
- Real food will start to taste like it should
- Naturally return to better weight and health

What is a whole-foods, plant-based diet?

- Eat mostly plants in their whole form or processed as little as possible
- Nothing bad added
- Nothing good taken out

Based on 6 Food Groups

- Fruit
- Vegetables
- Whole Grains
- Legumes
- Nuts and Seeds
- Herbs and Spices

It minimizes or eliminates…

- Animal Products
  - Meat, dairy, and eggs
- Highly processed foods
  - Oil, added sugar, white flour, and salt

Yet, you might discover…

It’s the least restrictive way of eating

Eating the Standard American Diet / SAD diet restricts your…

- Health
- Ability to fit into clothes
- Ability to properly taste food
- Ability to move and enjoy life
- Ability to feel good
- Energy
- Bowels
- Confidence
- Income
- Lifespan

Instead of focusing on eliminating processed junk and animal products…

…we will focus on eating more whole foods

A tomato is a whole food, but tomato ketchup is not…

- Good taken out - fiber, vitamins, minerals
- Bad added - refined sugar / high fructose corn syrup, salt, natural flavors

A potato is a whole food, but french fries are not…

- Good taken out - fiber, vitamins, minerals, and water.
- Bad added - oil and salt

If it’s a plant, eat it.

If it’s made in a plant, don’t.

Halftime

Take 30 seconds, stand up, stretch, smile, jump up and down 3 times, do a little dance, make it fun

What is a Healthy Diet?

"A healthy diet helps protect against malnutrition as well as diseases including diabetes, heart disease, stroke and cancer."

-World Health Organization

“A healthy diet includes the following: fruits, vegetables, legumes, and whole grains.”

- World Health Organization

How healthy and protective is the Standard American Diet? Americans…

- Don’t get enough nutrients / malnourished despite being overfed
- Spend an average of $15,000 per person each year on health care
- Have an 80 percent of dying from chronic disease - not old age

The Journal of the American Medical Association says the leading risk factor for death is…

…diet.

“A plant-based diet is well associated with a lower risk of diabetes, high-blood pressure, heart disease, stroke, and death from any cause.”

- Harvard Health
Nov. 2018

"There are two types of cardiologists. Those eat a whole-foods, plant-based diet and those who haven't read the literature."

Dr. Kim Williams
Former president of the American College of Cardiology

Researchers in Canada conducted meta analysis - peer-reviewed literature and concluded…

…Plant-based diets improve health and reduce the odds of getting chronic conditions.

“Healthy plant-based diets are associated with lower risk of all-cause mortality (death) in US adults.

-Journal of Nutrition
April, 2018

True Health Initiative is a group of experts from more than 50 countries…

…united to combat health misinformation and disinformation.

"Despite strong and consistent research evidence spanning decades…

…the perception prevails among health professionals and the public that there is considerable controversy about the optimal diet and lifestyle for health, and discord among the world's experts.

https://www.truehealthinitiative.org/wp-content/uploads/2024/05/Lifestyle-as-Medicine_Katz.pdf

“There is a resounding global consensus on the fundamentals of healthy eating…

https://www.truehealthinitiative.org/wp-content/uploads/2024/05/Lifestyle-as-Medicine_Katz.pdf

“The overall weight of published evidence supports a dietary pattern…

…that focuses on whole, plant foods”

- True Health Initiative

https://www.truehealthinitiative.org/wp-content/uploads/2024/05/Lifestyle-as-Medicine_Katz.pdf

“Experts agree that a whole food, plant based diet is the healthiest for people and the planet. This style of eating has been proven to reduce the risk of chronic disease.”

Physicians Association for Nutrition

The longest living people on earth eat slightly different variations of a plant-based diet

- Blue Zones authors - studied longest living people on earth.
- Okinawa, Costa Rica, Italy, Greece, and Loma Linda, California
- They all got at least 95 percent of their food from plants. When you do, you discover…

Once you give your body all the nutrients it needs

that’s usually all you want.

There will be a transition period

- Learn new skills
- Replace habits
- Improve environment
- Train taste buds
- Bounce back from setbacks

So let’s enjoy the journey and make it fun!

“Life is either a daring adventure or it is nothing at all.”

What if you don’t like fruits, vegetables, whole grains, or legumes?

Reset your taste buds - learn to like them.

That’s why we’re starting with…

…fruit.

Is fruit good for us? What about all that sugar? Aren't fruits made up of mostly carbohydrates?

- Most of the calories in fruit come from carbs
- Our bodies convert carbs to a sugar called glucose
- Yes, fruits are good for us.

Carbohydrates / Carbs

- One of three macronutrients the body needs along with protein and fat
- There are healthy sources of carbs, protein, and fat and unhealthy sources

Sugar in fruit…

…is only associated with good health and reduced risk of disease

…comes packaged with vitamins, minerals, fiber, antioxidants, and water our bodies need

…does not spike blood sugar - fiber slows absorption

Added sugar…

…is only associated with bad health and increased risk of disease

…does not come packaged with anything our bodies need

…spikes blood sugar because there is no fiber to slow absorption

Added sugar includes…

- Table sugar
- Brown sugar
- Raw sugar
- Powdered sugar
- High fructose corn syrup
- Honey
- Molasses
- Syrup
- Fruit juice
- Many more

One study had people put three tablespoons of sugar in water and drink it…

Their blood sugar shot up quickly in the first hour and then dropped way below where they started.

But when they added whole fruit from berries…

Blood sugar didn’t shoot up or crash as much.

More sugar but less blood-sugar response…

…because the fiber in fruit slows absorption.

A number of studies show that added sugar…

…leads to weight gain…

…but eating sugar from fruit…

…leads to weight loss

Added sugar…

…does not satisfy - leads to cravings…

…but fruit…

…fills you up -
satisfies hunger -
no cravings

Added sugar…

…is linked to type 2 diabetes…

But fruit…

…is linked to a lower risk of type-2 diabetes.

So while fruits have carbohydrates from sugar…

…they are the kind of carbs and sugar your body needs.

“The problems with sugar come when they are added to foods…

…while fruit is beneficial in almost any amount.”

- Harvard Health Letter

In one study, subjects ate 20 servings of fruit per day for six months.

- That’s about 2,000 calories a day of fruit
- As much sugar as eight cans of soda

Yet the subjects…

- Lost weight
- Insulin levels dropped
- Blood pressure improved
- Cholesterol (a type of fat in the bloodstream) got better
- Triglycerides (another kind of fat in the bloodstream) got better

Most Americans don’t eat a single serving of fruit per day.

The CDC says only about 10 percent of Americans get enough.

A massive, five-year study in 50 countries concluded…

… the third worst part of our diet (after eating too much salt and not enough whole grains) is…

Not eating enough fruit

Fruit vs. Added sugar

1. Absorbed slowly / Absorbed fast
2. Does not spike blood sugar / Spikes blood sugar
3. Does not cause cravings or lead to addiction / Can cause cravings and addiction
4. Mostly water - creates volume and fills our stomachs / Neither contains water nor fills our stomachs
5. Loaded with fiber / No fiber
6. Packaged together with vitamins, minerals, phytonutrients, antioxidants, etc. - all things our bodies need for good health / Comes with no nutrients needed for good health

But is there enough protein in fruit?

And are you sure it’s not fattening?

This guy eats almost nothing but fruit.

The same goes for this guy

The guy has never had a burger, steak, or piece of chicken in his life.

Our challenge / daring adventure this week…

…eat - or build up to - three servings of fruit each day. Keep a record.

What Counts as Fruit?

1. Fresh fruit
2. Canned fruit - packed in water only
3. Frozen fruit
4. Dried fruit - nothing added. Use it in small amounts to add flavor a sweetness. Dried fruit will not count towards our three servings a day because it doesn't have water. Dried fruit is healthy, but has about four times the calorie density of fresh fruit.

What Does Not Count as Fruit?

1. Juice
2. Fruit drinks
3. Anything in a bottle, box, can, jar, or plastic container
4. Smoothies you don’t make at home
5. Suppliments
6. Jello
7. Olives
8. Olive Oil

What is a Serving of Fruit?

1. Medium banana, apple, pear, etc.
2. About the size of your fist
3. A cup or small bowl

How can you eat more fruit?

1. Snacks
2. Add to dishes or eat as sides
3. Include in homemade smoothies - We recommend blenders over juicers
4. Have them for desert

When possible, eat the skin

1. Don’t peel apples, pears, nectarines, etc.
2. Edible skin has the most nutrients

Add fruit to…

1. Cereal
2. Sandwiches
3. Sautes
4. Anything you want to sweeten - Salads, breads, pancakes, grain bowls, etc.

Make it Easy

1. Prep - night before.
2. Put it - where you'll see it.
3. Take it - in small cooler, bag, or purse

Suggestions…

- Make a plan
- Anticipate what could go wrong - plan for those things too
- Put on calendar / planner
- Make list - for grocery store or farmer’s market
- Make it a daring adventure
- Don’t beat yourself up if you don’t do everything perfectly.
- Have fun!

Ways to Make it Fun…

- Try a fruit you've never had
- Eat different fruit every day
- Get reacquainted with fruits you haven't eaten in years
- See how many different kinds of fruit you can eat in a week
- Come up with your own way

How to eat 3 servings a day?

- Start with breakfast
- Have them for snacks
- Put them in smoothies
- Include some fruit at most meals
- Your own ideas?

Review

- Make it a daring adventure
- A whole food, plant-based diet - the only one - eat all you want and still lose weight, reverse chronic disease, feel better, have more energy, and live longer
- Added sugar has no nutritional value - leads to weight gain and disease
- Real, whole fruit is healthy - leads to weight loss and helps control diabetes

A few more things

- Take pictures
- Record your weight
- Record your health numbers
- If you’re on medication, have your doctor monitor medication levels

Checklist

1. Three servings of fruit per day - or more than you currently eat / Track progress
2. Take pictures - record starting weight and health numbers
3. Movie Night / Documentary (Ignore the commercials)
4. Make a plan and grocery list
5. We cook together in two days

Make it Fun!

Next Week

1. How to like healthy foods
2. Calorie density
3. Vegetables

This Week's Screen Jam / Film

Warning:
There are a couple
of f-bombs in the film.

Who had the most points from our game?

100 points for every correct question.

Questions?

Concerns?

Shared with participants of Make It Fun Health's
Daring Adventure because you're awesome.
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which we know you won't do, because you're awesome.
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