



Appetite Right  
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## Media Release

### **A new approach countering the close links between obesity and modern lifestyle illnesses**

Over eating, physical inactivity and other lifestyle risk factors are contributing to the well published national obesity epidemic in Australia. Rates of both adult and childhood obesity continue to climb despite much community concern.

A release by the Australian Institute of Health and Welfare (AIHW) late last year highlighted that being overweight or obese contributes greatly to the likelihood of suffering from one of many chronic illnesses. Chronic illnesses such as coronary heart disease, stroke, type 2 diabetes, depression, kidney disease, some cancers and hypertension (high blood pressure) currently affect around 15 million Australians.

The report highlighted that Australians are not doing enough to counter some of the lifestyle risk factors linked with chronic illness:

- Approximately 54% of Australian adults are either overweight or obese
- Greater than 85% of Australian adults do not eat enough vegetables
- Nearly 50% of adults are not eating adequate amounts of fruit

Traditional weight loss industry methods of energy restriction, or dieting, have failed to deliver the community vitally important health improvements. Most dieters usually change the way they eat only for a limited time without actually ever learning to improve their understanding of eating behaviours, food and appetite urges. It is known that 95% of dieters return, within a year, to their original weight or even worse a higher weight.

“Given the close association between lifestyle risk factors and chronic illnesses in Australia, there is an immediate need for people to begin learning about eating behaviours and how to control their appetite”, says nutritionist and director of Appetite Right, Nicholas Arthur.

“Only an appropriate and permanent change of lifestyle can help control peoples ever-expanding waist lines and deliver improved health.”

“Today, there are some simple and effective tools available for people to quickly interpret their risk of developing a future chronic illness. For a limited time, Appetite Right is offering any one who calls a free healthy weight guide to assess their current weight condition.”

Dimitra Arthur, a director of Appetite Right says, “To lose weight, you must change your thinking. Weight management is about making a lifestyle change. It’s not going to happen if you rely on diet after diet to lose weight.”

“To achieve success, you need to become aware of the role eating plays in your life, and to learn how to use positive thinking and behavioural coping strategies to manage your eating and your weight.”

“At Appetite Right we have created a unique approach, which gives people the opportunity to participate in a proven program that will deliver them a better chance at a healthy future.”

### **For further comment, or information on the Appetite Right™ program please contact:**

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