

# WEIGHT-CONTROL INFORMATION NETWORK

## MEDIA KIT

The collage features several key materials:

- Changing Your Habits: Steps to Better Health**: A white document with text about eating healthier and becoming more active.
- WIN Getting on Track**: A brochure with a checkered racing flag and a stopwatch, titled "Physical Activity and Healthy Eating for Men".
- SISTERS TOGETHER Program Guide**: A red and white document featuring photos of women.
- Move More, Eat Better**: A green document with the subtitle "Help your community take steps toward better health".
- Para los jóvenes de espíritu**: A blue document titled "SU LISTA DE PASOS A SEGUIR PARA MEJORAR LA SALUD".
- CONSEJOS PARA EL ADULTO MAYOR**: A small document with a yellow background.
- Caminar... UN PASO EN LA DIRECCIÓN CORRECTA**: A document with a photo of a family walking in a park.
- TAKE CHARGE OF YOUR HEALTH**: A colorful brochure titled "A GUIDE FOR TEENAGERS" featuring photos of teens and healthy food.
- Young at Heart**: A brochure titled "TIPS FOR OLDER ADULTS" with a photo of people gardening.
- Better Health and You**: A brochure titled "TIPS FOR ADULTS" with a photo of a man and woman walking.
- Helping Your Child**: A brochure titled "TIPS FOR PARENTS" with a photo of a man and child playing.



NIH...Turning Discovery Into Health®

## Getting the Most from Your *WIN Media Kit*



This media kit includes tools that your organization can use to help educate individuals on the importance of healthy eating and regular physical activity. The Weight-control Information Network (WIN) has a wealth of free information that can be used to spread the word about the health risks of overweight and obesity!

Here are a few tips to help you get started:

- Post WIN flyers on your website using the PDFs in the zip file we have provided ([http://www.win.niddk.nih.gov/publications/zip\\_files/HCK.zip](http://www.win.niddk.nih.gov/publications/zip_files/HCK.zip)).
- Post the WIN website link (<http://www.win.niddk.nih.gov>) on your organization's website.
- Contact WIN to obtain current statistical information to use when addressing the public regarding physical activity, weight control, and obesity issues.
- Use information found in the publications when developing articles or speaking to the public. WIN publications are not copyrighted; however, you need to cite WIN as the source of the information.
- Inform your community of the services provided by WIN.
- Contact WIN for expert interviews.
- Air our radio public service announcements (PSAs) during times of high listenership on your favorite radio shows, or post them as tips on your website.
- Post or feature a different WIN publication on your website each month.
- “Like” WIN on Facebook and comment on our posts (<http://www.facebook.com/win.niddk.nih.gov>).

Let's work together to improve the health status of this country and set an example for future generations!



National Institute of  
Diabetes and Digestive  
and Kidney Diseases

**WIN** Weight-control  
Information Network

NIH...Turning Discovery Into Health®

### Contact WIN

1 WIN Way, Bethesda, MD 20892-3665 | Phone: 202-828-1025 | Toll-free number: 1-877-946-4627 | Fax: 202-828-1028  
Email: [win@info.niddk.nih.gov](mailto:win@info.niddk.nih.gov) | Internet: <http://www.win.niddk.nih.gov> |  <http://www.facebook.com/win.niddk.nih.gov>

## Changing Your Habits: Steps to Better Health

### Changing Your Habits: Steps to Better Health

U.S. Department of Health  
and Human Services

**NIH** National Institute of  
Diabetes and Digestive  
and Kidney Diseases

---

**WIN** Weight-control Information Network

**Introduction**

*Are you thinking about being more active?*

*Have you been trying to cut back on fattening foods?*

*Are you starting to eat better and be more active but having a hard time sticking with these changes?*

Old habits die hard. Changing your habits is a process involving several stages. Sometimes it takes a while before changes turn into new habits. You may face challenges along the way.

But adopting new, healthier habits may protect you from serious health problems, such as diabetes. New habits may also help you look better and feel more energetic. After a while, if you stick with these changes, they may become a part of your daily routine.

This fact sheet offers strategies to help you improve your eating and physical activity habits and outlines four stages people may experience when changing a health behavior which include:

- Contemplation
- Preparation
- Action
- Maintenance

Whether you feel like change is a world away or just around the corner, this fact sheet can help you move closer to your healthy eating and physical activity goals.

**Step up to healthy habits.**

Get 150 to 300 minutes of moderately intense or vigorous physical activity each week.

- Brisk walks, tennis, swimming, soccer, basketball, hikes, hula hoops—do whatever you enjoy best.

Strengthen your muscles at least twice a week.

- Do push-ups or pull-ups, lift weights, do heavy gardening, or work with rubber resistance bands.

Eat more of these foods:

- fruits and vegetables
- whole-grain breads and cereals
- fat-free or low-fat dairy
- seafood, lean meats, and eggs
- beans, nuts, and seeds

Limit these foods and drinks:

- sugar-sweetened drinks and desserts
- foods made with butter or other fats that are solid at room temperature
- refined grains (bread, chips, and crackers)

For more ideas, see the links to federal dietary and physical activity guidelines in the Resources section of this fact sheet.

*Changing Your Habits: Steps to Better Health* is a fact sheet that encourages readers to make realistic and gradual changes toward a healthier lifestyle. The publication emphasizes how making these changes is an individual process: “It is important to think about what motivates you, what trips you up, and what you enjoy when it comes to eating and activity habits. There is no such thing as a ‘one-size-fits-all’ approach.” In fact, readers are taken through steps to determine what “stage” they are in—how ready they are—to make healthy lifestyle changes. Once that stage is determined, strategies specific to each stage are offered on how to make changes.

In addition, *Changing Your Habits: Steps to Better Health* lists sources for further reading and information, such as the American Heart Association and the National Diabetes Education Program.

All WIN publications are available online free of charge. Visit the WIN website to

- download a PDF of *Changing Your Habits: Steps to Better Health* ([http://www.win.niddk.nih.gov/publications/PDFs/Changing\\_Your\\_Habits.pdf](http://www.win.niddk.nih.gov/publications/PDFs/Changing_Your_Habits.pdf))
- view a complete list of WIN materials and read or download any WIN publication (<http://win.niddk.nih.gov/publications>)

To order a limited number of free copies of *Changing Your Habits: Steps to Better Health*, call WIN toll-free at 1-877-946-4627.



National Institute of  
Diabetes and Digestive  
and Kidney Diseases

**WIN** Weight-control  
Information Network

NIH...Turning Discovery Into Health®

### Contact WIN

1 WIN Way, Bethesda, MD 20892-3665 | Phone: 202-828-1025 | Toll-free number: 1-877-946-4627 | Fax: 202-828-1028  
Email: [win@info.niddk.nih.gov](mailto:win@info.niddk.nih.gov) | Internet: <http://www.win.niddk.nih.gov> | <http://www.facebook.com/win.niddk.nih.gov>

## Winter

### RADIO (10 Seconds)

Are you having trouble eating healthy meals during the holidays? Call the Weight-control Information Network at 1-877-946-4627 for FREE materials.

### RADIO (15 Seconds)

Do you think that the holiday season is a tough time to improve or change your eating habits? To receive a FREE copy of *Changing Your Habits: Steps to Better Health*, call the Weight-control Information Network at 1-877-946-4627.

### RADIO (30 Seconds)

Are you having trouble maintaining your weight-loss goals during the holidays? If you're finding it hard to keep up with your workouts, find ways to "squeeze in" physical activity. Try walking around the mall a few times before starting your holiday shopping. If you're tempted to eat fast food at the mall, eat healthy food before you go. You can also try packing a healthy snack like trail mix, granola bars, and a bottle of water. For more FREE materials, contact the Weight-control Information Network at 1-877-946-4627.

## Spring

### RADIO (10 Seconds)

Is it time for you to spring into healthier habits? The Weight-control Information Network has a FREE brochure called *Changing Your Habits: Steps to Better Health*. Call 1-877-946-4627.

### RADIO (15 Seconds)

Are you having trouble maintaining your New Year's resolution to live a healthier lifestyle? If so, the Weight-control Information Network can help. Call 1-877-946-4627 to request a FREE copy of *Changing Your Habits: Steps to Better Health*.

### RADIO (30 Seconds)

Are you having trouble maintaining your New Year's resolution to eat healthier and be more physically active? If so, consider starting with small changes to improve your health, one step at a time. Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes. Contact the Weight-control Information Network at 1-877-946-4627 to request a FREE copy of *Changing Your Habits: Steps to Better Health*.



National Institute of  
Diabetes and Digestive  
and Kidney Diseases

WIN Weight-control  
Information Network

NIH...Turning Discovery Into Health®

### Contact WIN

1 WIN Way, Bethesda, MD 20892-3665 | Phone: 202-828-1025 | Toll-free number: 1-877-946-4627 | Fax: 202-828-1028

Email: [win@info.niddk.nih.gov](mailto:win@info.niddk.nih.gov) | Internet: <http://www.win.niddk.nih.gov> |  <http://www.facebook.com/win.niddk.nih.gov>

## Summer

### RADIO (10 Seconds)

Are you looking for tips to help you maintain your weight loss during the summer months? Call the Weight-control Information Network at 1-877-946-4627 to request FREE copies of materials.

### RADIO (15 Seconds)

Eating healthy doesn't mean having to eliminate all your favorite foods from your diet. The Weight-control Information Network has FREE information to help you have fun and be healthy during the summer months! Call 1-877-946-4627.

### RADIO (30 Seconds)

Exercise does more than just help you lose weight and keep it off. Regular physical activity can also help increase your energy levels, elevate your mood, and lower your risk for developing diseases like heart disease, diabetes, and some cancers. Call the Weight-control Information Network at 1-877-946-4627 to find out more.

## Fall

### RADIO (10 Seconds)

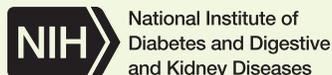
Are you bored with your weight-loss program because you can't drink soda? Contact the Weight-control Information Network for FREE materials. Call 1-877-946-4627.

### RADIO (15 Seconds)

Celebrate the arrival of fall by eating vegetables like beets, brussels sprouts, and sweet potatoes. Instead of high-calorie snacks, try apples, pears, or grapes. For more FREE information on *Changing Your Habits*—as well as physical activity tips—call the Weight-control Information Network at 1-877-946-4627.

### RADIO (30 Seconds)

Eating seasonal fruits and vegetables is a great way to add variety to your meals and maintain healthy eating habits. Celebrate the arrival of fall by eating vegetables like beets, brussels sprouts, and sweet potatoes. Instead of reaching for cookies or potato chips, grab an apple, a pear, or a handful of grapes. Don't forget to include regular physical activity in your routine on most days of the week. To receive FREE materials, call the Weight-control Information Network at 1-877-946-4627.



NIH...Turning Discovery Into Health®

### Contact WIN

1 WIN Way, Bethesda, MD 20892-3665 | Phone: 202-828-1025 | Toll-free number: 1-877-946-4627 | Fax: 202-828-1028

Email: [win@info.niddk.nih.gov](mailto:win@info.niddk.nih.gov) | Internet: <http://www.win.niddk.nih.gov> |  <http://www.facebook.com/win.niddk.nih.gov>

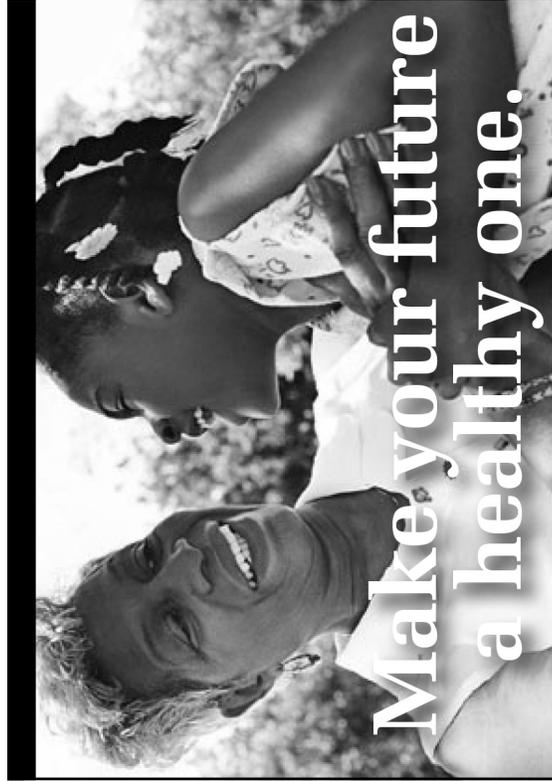


National Institute of  
Diabetes and Digestive  
and Kidney Diseases

**WIN** Weight-control  
Information Network

NIH...Turning Discovery Into Health®

**NOTE:** These files are not suitable for professional print publications. Download high-resolution files of all PSAs from the WIN website at [http://www.win.niddk.nih.gov/publications/zip\\_files/PSA.zip](http://www.win.niddk.nih.gov/publications/zip_files/PSA.zip).



# Make your future a healthy one.

Most Americans have tried to eat healthier or be more physically active at some point in their lives. Yet many of us eat high-fat and high-calorie foods and have trouble fitting in exercise. You may be wondering: is it even possible to change one's habits?

The answer is yes! Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes. The Weight-control Information Network (WIN) has free information to help you on your path to better health. Contact WIN at 1-877-946-4657 to request your **FREE** copy of **Changing Your Habits: Steps to Better Health**.

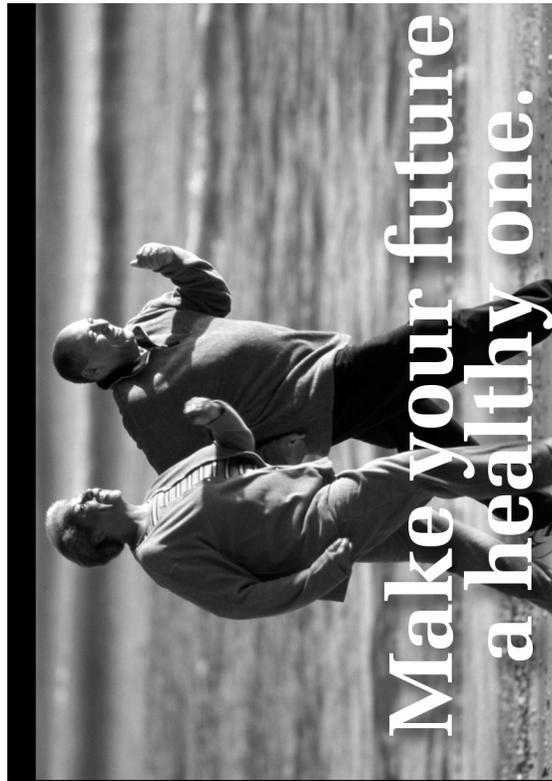
Weight-control Information Network

<http://win.niddk.nih.gov>



National Institute of  
Diabetes and Digestive  
and Kidney Diseases

NIH...Turning Discovery Into Health®



# Make your future a healthy one.

Most Americans have tried to eat healthier or be more physically active at some point in their lives. Changing your eating and physical activity habits are lifelong behaviors, not one-time events. Try making realistic and gradual changes one step at a time and at your own pace.

Always keep an eye on your efforts and make adjustments to deal with planned and unplanned changes in your life. The Weight-control Information Network (WIN) has free information to help you on your path to better health. Contact WIN at 1-877-946-4657 to request your **FREE** copy of **Changing Your Habits: Steps to Better Health**.

Weight-control Information Network

<http://win.niddk.nih.gov>



National Institute of  
Diabetes and Digestive  
and Kidney Diseases

NIH...Turning Discovery Into Health®

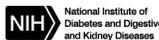
**NOTE:** These files are not suitable for professional print publications. Download high-resolution files of all PSAs from the WIN website at [http://www.win.niddk.nih.gov/publications/zip\\_files/PSA.zip](http://www.win.niddk.nih.gov/publications/zip_files/PSA.zip).



## Make your future a healthy one.

Change is always possible, and a person is never too out-of-shape, overweight, or old to make healthy changes. Contact the Weight-control Information Network at 1-877-946-4627 for more **FREE** information on *Changing Your Habits: Steps to Better Health*.

Weight-control Information Network  
<http://win.niddk.nih.gov>



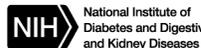
NIH...Turning Discovery Into Health®



## Make your future a healthy one.

Have you tried to eat healthier or be more physically active at some point in your life? If so, then you probably have realized that old habits die hard and that there is no such thing as a “one-size-fits-all” approach. When changing your habits, you may find it helpful to make realistic and gradual changes one step at a time and at your own pace. Call the Weight-control Information Network at 1-877-946-4627 for *Changing Your Habits: Steps to Better Health* — a **FREE** brochure to help you on your path to better health.

Weight-control Information Network  
<http://win.niddk.nih.gov>



NIH...Turning Discovery Into Health®



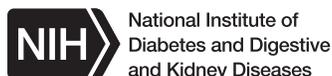
## Make your future a healthy one.

Old habits die hard. If you want to change your habits, you may find it helpful to make realistic and gradual changes one step at a time and at your own pace. Contact the Weight-control Information Network at 1-877-946-4627 to request **FREE** information on eating healthier and incorporating physical activity into your daily routine.

Weight-control Information Network  
<http://win.niddk.nih.gov>



NIH...Turning Discovery Into Health®



**WIN** Weight-control Information Network

NIH...Turning Discovery Into Health®