



Health & Fitness Newsletter

PREMIUM PERFORMANCE TRAINING INC.

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PREFACE

This is a bi-monthly publication of Premium Performance Training Inc. aimed at providing general information regarding current health and fitness trends.

Quote to Remember:

If you have health, you probably will be happy, and if you have health and happiness, you have all the wealth you need, even if it is not all you want

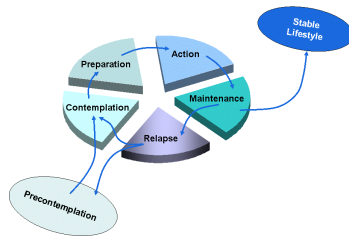
Elbert Hubbard

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Be An Effective Supporter of Change:

The Stages of Change Model & Weight Management



With the advent of 2014 rapidly approaching, many of us are planning life changes to ensure a healthy and wealthy new year. In several instances, an old favourite, a commitment to lose weight, is once again on the resolutions list and, for the family and friends who have heard this story for what seems like a million times, it is difficult to know how exactly to respond. **What can you do to help your loved ones achieve their desired weight loss goal?**

The stages of change model, also referred to as the “transtheoretical model”, is a general theory of behaviour change that describes change as a progression through six main stages: (1) pre-contemplation; (2) contemplation; (3) preparation; (4) action; (5) maintenance; and, (6) termination. By applying this theory to weight management you can understand how an individual is feeling at each stage of the change that they are considering or undertaking and, you can develop an appropriate response to be an effective supporter of change at each stage. Keep reading for a description of each stage of change and for an outline of strategies to support your loved ones as they move towards a healthier and happier existence.

Pre-contemplation Stage

1. Persons in this stage are not ready to change and do not intend to change their behavior during the next 6 months. As a result persons in this stage generally; (a) spend considerable time denying a problem exists even if they partially believe it does, (b) do not think that the problem is one they can actually control, or (c) lack information about the need for the change. Such persons may have attempted to change in the past but failed and now lack confidence in their ability to make a successful change. Persons in the pre-contemplation stage make up a large percentage of drop outs in weight loss or health programs as in many cases they are pressured into changing their behavior by a friend or family member, however since they are not truly devoted to making a change they generally immediately resort to their old habits once the external pressure is off.

Strategies for Persons In The Pre-contemplation Stage

For persons in the pre-contemplation stage weight-management strategies will not help. The aim will be to increase the individual's perceived benefits of change, therefore allowing them to come to the determination that change is necessary or beneficial to them. This should be done by:

- (a) determining the individual's perception to the problem;
- (b) providing information and feedback about the advantages of changing; and,
- (c) conveying acceptance if change does not occur.

Contemplation Stage

2. Persons in this stage are examining the pros and cons of changing their behavior more critically than they did as pre-contemplators and they are preparing for change within the next 6 months. Such persons may have tried to make a change on their own encouragement, however the attempt was in a half-hearted manner and resulted in failure. As a result it is common for persons to get stuck in the contemplation stage for a long time before being able to move onto the subsequent preparation stage.

Continues on Page 4

PAGE 2 CDB CEO Challenge 5K Team at The Run Barbados Series



From Left to Right: Carl Howell, Nicole Hobbs, Dave Waithe, Michael Morris, Shawn Niles,, Lisa Harding, Jamil Jones, June Boyce, Selwin Hart, Niaz Dokrat, Nigel Romano, Warren Smith, Darrell Theobalds



Warm up time



Earphones in; Music check



The President & Niaz rearing to go



Team Support



Congrats on a job well done

THE CDB Team would like to thank all staff who came out and supported them during the Run Barbados Series

Above photos are compliments photographer **Mr. Patrick Quankep**

Increased Protein Intake Important During Weight Loss

A study from Maastricht University in the Netherlands found that protein intake was critical during weight loss for maintaining normal metabolism since when a low-calorie diet is followed to attain weight loss the participant's metabolic rate and muscle mass also decreases. The study analyzed overweight adults who consumed a low-calorie diet for six months, whereby half the persons in the study consumed a normal protein intake (0.8 grams of protein per kilogram body weight per day) and the other half consumed a high protein intake (1.2 grams of protein per kilogram body weight per day). After the six month study the high protein group not only had the higher lean mass and metabolic rate compared to the normal protein group, but also had a lower diastolic blood pressure. Therefore to prevent, or decrease, the loss of metabolic rate and muscle mass during weight loss on low-calorie diets an increase in protein intake is necessary.



(Journal of Nutrition, 143: 591-596, 2013)

Seated Presses Activate Shoulder Muscles Better Than Standing Presses

People can press more weight standing compared to sitting, however a study from University College in Norway used electromyography to measure the electrical activity of muscles during seated and standing presses with barbells and dumbbells and they found that deltoid activation was approximately 7—15 % more during seated exercises. The study also showed that standing presses produced better activation results for core and lower body muscles compared to seated presses. It should also be noted that dumbbell and barbell activation varied with equipment and exercises tested therefore also showing the importance of using both methods in shoulder training.

(Journal Strength Conditioning Research, 27: 1824-1831, 2013)

Sugar Addiction More Powerful Than Cocaine



People consume approximately 300 more calories per day today than they did 30 years ago. Part of this is due to food manufacturers increasing the sweetness of foods by using additives such as high-fructose corn syrup. However, along with this added increase in food sweetness, consuming sugar and sweet foods stimulate the rewards centers in the brain and creates a craving for more sweet items in your diet and can result in a highly addictive and dangerous cycle. In fact, according to a literature review by researchers from the University of Bordeaux in France this craving created can be so great that it is equal or greater than the craving associated with an addictive drug like cocaine.

(Current Opinion Clinical Nutrition Metabolic Care, 16: 434-439, 2013)

Physical Fitness Reduces Chronic Inflammation



Inflammation is the body's response to tissue and cell damage and can be classified as acute (occurs over seconds, minutes, hours, and days) or chronic (occurs over an extended, prolonged period of time). Acute inflammation is a natural occurrence during and shortly after a workout, while chronic inflammation is a prolonged, abnormal process that causes tissue breakdown and diseases such as atherosclerosis, cancer and rheumatoid arthritis. A study from Appalachian State University in North Carolina found that markers of inflammation and oxidative stress were lower in people with increased levels of physical activity and physical fitness, therefore although physical activity and exercise increases acute inflammation and levels of physical activity it reduces chronic levels of inflammation.

(Scandinavian Journal of Medicine & Science in Sports, 23: 215-223, 2013)

TIPS CORNER

Weight loss tip: *Dine out Correctly*

Dining out does not have to be a thorn in your healthy lifestyle as many restaurants have specific "healthier/low calorie options" to choose from. Focus on ordering items from these lists as these options are generally lower in overall calories and fats, and will help you maintain your eating/calorie goals even though you are not preparing the food personally.

TIPS CORNER

Muscle Building tip: *Take your Supplements*

Supplements such as creatine and whey protein are highly advertised in the fitness world as supplements to assist in helping persons build muscle. While it is true you do not need supplements to help you gain weight and build muscle once a healthy balanced diet is maintained, the inclusion of the right supplements into your diet regime can help you see the muscle building results faster.

Preparation Stage

Persons in this stage have engaged in serious planning about making a change and are preparing for change within the next month. The individual creates time or space in their schedule or environment to dedicate to creating the change and in some cases they may have made a small behavior change already.

Strategies for Persons In The Contemplation & Preparation Stages

Persons in the contemplation & preparation stages of change have overcome denial and defensiveness and will benefit from weight-management strategies which would prepare them for action. The approach to persons in these stages would be to:

- (a) allow them to self-reevaluate themselves by further clarify their feelings, values, attitudes and commitment towards making a behavior change
- (b) build a support system for the behavioral change they are planning to undertake. This support system usually involves working with family members or close friends who can create an environment which complements the changes the individual is attempting to undertake, while also providing forms of physical (e.g. food preparation) or emotional support when necessary. Persons who are in the action or maintenance stages of change model are also good candidates to be a part of the support system for persons in the contemplation or preparation stage as they would be able to relate to the person aiming to make the change on a more personal level
- (c) counteract barriers to change which may arise with the reaffirmation of the benefits to be gained by making the behavior change

Action Stage

Persons in this stage are actively adopting behaviors which facilitate change in their diet and/or activity. This stage begins the day that the goal behavior is adopted and usually lasts for three to six months. Some goal behaviors are more difficult to adopt than others and therefore may require more self-monitoring and or support to achieve (e.g. changing from ice-cream to low-fat yogurt is a one step process and will be generally easier to attain compared to a goal which has greater complexity such as aiming to reduce the dietary sodium content in all your meals).

Strategies for Persons In The Action Stage

For new behaviors to be adopted persons must feel confident about adopting the new behavior. They must acknowledge that the change will be beneficial to them, and that it can be maintained. The strategies for persons in the action stage focus on these facts by:

- (a) setting reasonable and attainable goals for change related to behaviors that are under their control (e.g. diet and activity level)
- (b) setting rewards for attaining or maintaining specific behaviors over a period of time
- (c) allowing them to self-monitor their diet, activity and other behaviors
- (d) identifying and controlling environmental stimuli that promote unhealthy eating and inactivity
- (e) modifying eating styles that promote unhealthy eating
- (f) replacing negative self-statements with positive self-statements

Maintenance and Termination Stage

Persons in the maintenance stage have continued to practice the goal behavior for at least 6 months, with advancement into the termination stage occurring when the individual is considered to have successfully terminated the undesirable behavior, have fully adopted the new behavior, and is at no risk of relapse. In some weight-management behaviors there is no clearly defined termination stage unlike in other general behaviors (e.g. a person who has not smoked in 5 years is considered to have reached termination). However in weight-management, since so many different behaviors are involved, persons can reach the termination stage in specific behaviors which make up aspects of their overall weight management goal (e.g. eat one serving of fruit a day).

Persons in the maintenance stage are at risk of a lapse (a temporary setback during the process of change) or a relapse (a complete breakdown in behavior and return to old behavior). A lapse or relapse can result in the individual returning to any of the previous stages within the stages of change model with the stage returned to in many cases depending on various factors (e.g. the severity of the lapse, the volume of lapses, the attitude of the individual)

Strategies for Persons In The Maintenance Stage

The strategies for persons in the maintenance stage are similar for persons in the action stage, however they also involve strategies focusing on coping with lapses in behavior and preventing relapses. These additional strategies are:

- (a) developing problem solving skills to cope with situations that promote relapse
- (b) identifying support systems and groups to assist with continued behavioral change success
- (c) promoting the restructuring of their social environment
- (d) planning for a relapse



CDB Fitness Centre Staff at The 2013 Darcy Beckles Bodybuilding Invitational Classic Bikini & Figure Championships



Jeanna Johnson
3rd
Ladies Bikini Fitness



Melissa Burrowes
1st
Ladies Bikini Fitness

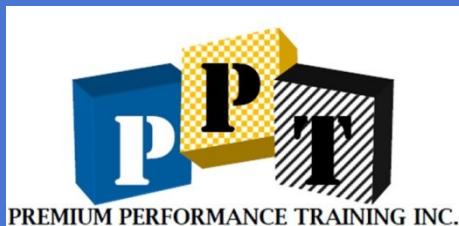


Jamil Jones
4th
Mens Physique

Jeanna, Melissa & Jamil would like to thank all CDB Staff who came out and supported them

Above photos are compliments photographer **Mr. Wayne Lewis**
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Writer: Jamil Jones
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Let Us Know What You Thought Of This Issue

Read something that you disagreed with, that you did not understand or that was really helpful? Send your feedback to jamiljones@premiumperformancetraining.com

Thank You

Dear Members,

We hope that you have enjoyed the fourth installation of the PPT Health and Fitness Newsletter and that you have continued to find it informative and insightful. We want to take this opportunity to thank you for your encouragement, suggestions, comments and input over the past year, and we look forward to working with you to help improve your fitness experience over the coming year. On behalf of the staff at The Fitness Centre we want to wish all members of staff a *Merry Christmas* and a blessed and prosperous New Year.

Sincerely

Jamil & Janielle Jones



**Merry Christmas & A Blessed And Prosperous New Year
From The Staff at The Fitness Centre**