



# NEWSLETTER

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## INDIVIDUAL RESULTS MAY VARY

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### CAVEAT EMPTOR

The Latin phrase "Caveat emptor" translates to "Buyer beware." This is a warning intended to remind us that we are responsible determining whether the goods we purchase suit our needs. As we approach the holidays again, we can anticipate being barraged with advertisements on television, the internet, the radio, magazines, etc. that promise fast and easy ways to solve all of our problems, or threaten us with dire consequences if we don't purchase the "solution." A variety of old and new health and fitness products are advertised ad nauseum (to the point of disgust) from October through January. This includes dietary supplements and fitness products.

Dietary supplements are available for improved health and weight loss. The best advice is to remain very skeptical. In many cases, nobody is evaluating the claims of the manufacturer. In many other cases, the benefits are inconclusive. Consumers need to understand that the Food and Drug Administration (FDA) has limited control over the "dietary supplement" industry. The FDA is limited to waiting until people experienced an injury or die before the law permits it to inspect or ban a dietary supplement product. Last May, the FDA moved to ban the diet product Hydroxycut after receiving 23 reports of serious health problems related to the product, including one death due to liver failure.

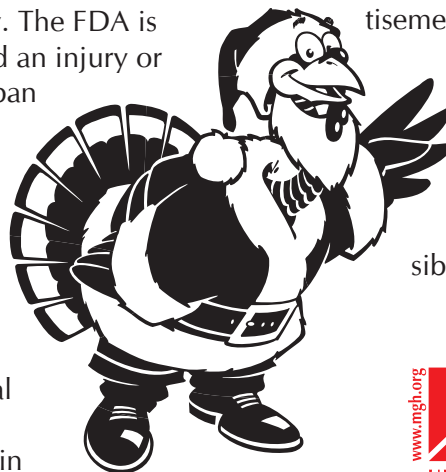
If you want to see an example of deceptive advertising, watch an infomercial for any piece of exercise equipment. The Federal Trade Commission (FTC) is the main

federal agency that enforces advertising laws and regulations. The law states that advertising must be truthful and non-deceptive and that advertisers must have evidence to back up their claims. This doesn't frequently carry into actual practice. Advertisements routinely make exaggerated or unrealistic promises such as "Lose inches from your waist in a few weeks." This is not possible under normal circumstances. For this reason, you will see "Results not typical" at the bottom of the screen. Similarly, Abdominal exercisers commonly claim that you will "Get the abs you always wanted;" however, spot reduction is not possible. Working only your abdominal muscles will not result in weight-loss, and weight-loss is generally necessary for increased definition of the abdominal muscles. In this case, the fine print will inform you that you must combine use of the product with a "Diet and aerobic exercise program." And finally, one product claims that you will "Burn twice as many calories as a treadmill." The number of calories burned corresponds to the intensity of the activity. The bottom line is that if a product seems too good to be true, it usually is.

### CUI BONO

The Latin phrase "Cui bono" translates to "Who benefits." This adage suggests that we find the perpetrator of an action by considering who would benefit from it. Effective marketing goes beyond selling products. Advertisements sell us a complex set of ideas that are intended to manipulate our values and our long-term behaviors. One of these behaviors is the annual overindulgence on festive food and drink. The cultural expectation creates peer-pressure to partake. Treats are everywhere and impossible to avoid, and the companies that make

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the treats (or the ingredients) want you to buy theirs. The problem is deeper, though, and plays itself out like a conspiracy theory.

A retailer may put out samples of a treat, but their motivation probably goes beyond trying to sell that particular treat. An article in the Journal of Consumer research (Juliano Laran and Chris Janiszewski. **Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict.** *Journal of Consumer Research*, April 2009) suggests that small acts of indulgence can lead to larger ones. Consuming a single chocolate truffle can trigger cravings for other calorie dense treats. Interestingly, it's suggested that indulgence in a single chocolate truffle could trigger an increased desire for items such as clothing or a computer.

To deal with holiday pressure, plan ahead. Here are some suggestions:

- **Don't** try to resist or overcome your desire for treats. However, it's a good idea to avoid the foods that you find trigger overindulgence or binge eating.
- **Don't** try to diet. Dieting during the holidays generally sets you up for failure.
- **Don't** skip meals. Periods of under-eating are likely to lead to over-eating later.
- **Don't** try to "Make up" for over-eating with increased exercise.
- **Do** practice moderation, predetermine which treats you'll have. Try to stop when you feel satisfied.
- **Do** continue to get enough physical activity, be as consistent as possible.
- **Do** remember to enjoy yourself.

**Carpe Diem! Seize the Day!**

## Cranberry-Oatmeal Bars

\*\*Be sure to zest the orange before you squeeze the juice.

### Crust:

- 1 cup all-purpose flour
- ½ cup packed brown sugar
- ¼ tsp baking soda
- 4 Tablespoons butter, melted
- 1 cup quick-cooking oats
- 1/8 tsp salt
- ¼ tsp ground cinnamon
- \*\*5 Tablespoons fresh-squeezed orange juice

### Filling:

- 1 1/3 cups dried cranberries
- ½ cup white sugar
- 1 tsp vanilla extract
- \*\*½ tsp grated orange rind (orange zest)
- 1 large egg white, lightly beaten
- ¾ cup fat free sour cream
- 2 Tablespoons all-purpose flour

1. Preheat oven to 325 degrees.
2. To prepare crust, lightly spoon flour into a 1-cup size dry measuring cup; level with a knife. Combine flour, oats, brown sugar, salt, baking soda and cinnamon in a medium bowl, stirring well. Drizzle the melted butter and juice over the flour mixture, stirring until moistened (mixture may be crumbly).
3. Reserve ½ cup of the oat mixture. Press the remaining oat mixture into the bottom of a 9 x 13 inch pan coated liberally with cooking spray.
4. To prepare the filling, combine all the remaining ingredients in a medium bowl, stirring well. Spread the cranberry mixture over the crust; break up the remaining oat mixture evenly over the top of the filling.
5. Bake at 325 degrees for 40 minutes or until edges are golden. Cut into 12 even-sized pieces. They are good eaten warm. Store in the refrigerator.

**Substitutions:** For cherry-oatmeal bars, substitute dried cherries for the cranberries and lemon rind for the orange rind in filling.

**For maple-date-oatmeal bars,** substitute chopped pitted dates for the cranberries. Omit granulated sugar from the filling, add 2 T real maple syrup and 2 T brown sugar.

**Per serving (1 bar):** 230 calories, 5g total fat, 2.5g saturated fat, 3g protein, 45g carbohydrate, 2g fiber, 10mg cholesterol, 100mg sodium, 27g sugars.

***Even when Christmas goodies are homemade, using fat-free products and/or sugar substitutes, the calories can still be quite high. It is important to try to limit the amount that you eat. The extra calories can add up quickly causing unwanted weight gain.***