

The little book of big health tips #2

Staying well begins by eating well



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You know yourself better than anyone. And when it comes to your body, naturally, you want to do the right things to stay healthy—in terms of exercise, diet and lifestyle.

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People are taking a much more active interest in learning how to take care of themselves from all kinds of sources: magazines, books, TV and the Internet.

It's actually a hopeful trend, because by learning, you're empowering yourself. And when you do go to see your doctor, or any medical professional, you'll be able to tell him or her more precisely how you are feeling.

At Pfizer, our goal is to discover and develop medicines to improve the quality of people's lives. But we believe that's just part of the story. We believe that in order to be truly healthy, it takes more than medication.

That's what this series is all about. It's designed to help you take charge of your health. It will cover such topics as helping you work as a team with your healthcare professionals, as well as eating healthier, and body & mind health.

This brochure focuses on ways to eat better. You will find information on simple ways to start eating healthier, how to watch what you eat, the benefits of eating organic and more.

We hope it will help guide your journey on the road to better health.



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Watch what you eat: Everyday portion control

Even too much of a good thing can be downright bad for you. Short of keeping measuring cups and a food scale within reach, it's hard to know how much to eat—even of the healthy stuff.

Looking for an easy way to get the right amount? Then follow *Canada's Food Guide* to help ensure you get the right amount of each of the four main food groups.

Start by finding out how many servings of each of the four food groups you need to eat each day. *Canada's Food Guide* recommends the following number of servings for adults:

	Women 19-50	Women 51+	Men 19-50	Men 51+
Vegetables and Fruit	7-8	7	8-10	7
Grain Products	6-7	6	8	7
Milk and Alternatives	2	3	2	3
Meat and Alternatives	2	2	3	3

Most of your food should come from the categories “vegetables and fruit” and “grain products”. If you're concerned about how to eat enough vegetables and fruit, or about how much work it will be to count servings, don't worry. Here's an easy way to make sure you eat the right balance of foods at mealtime.

Imagine your plate divided up like this:

Fill one half with foods from the vegetables and fruit category.

Fill one quarter with grain products.

Fill one quarter with meat or alternatives.



Remember: Beverages and dessert count towards your daily servings, so make the most of them. Enjoy a glass of low-fat milk, vegetable or fruit juice with your meal, and have a fruit-based or low-fat dairy dessert.

Easy guide to serving sizes

Trying to keep count of your *Canada's Food Guide* servings? Here's an easy way to size up your food, wherever you happen to be.

Food	Portion size	Looks like
Meat and Alternatives		
Cooked meat, poultry or fish	75 g (2½ oz) or 125 mL (½ cup)	Deck of cards or computer mouse
Peanut butter	30 mL (2 Tbsp)	Ping-pong ball
Milk and Alternatives		
Cheese	50 g (1½ oz)	Two thumbs, two nine-volt batteries or two processed cheese slices
Grain Products		
Cooked pasta, rice, bulgur or quinoa	125 mL (½ cup)	Light bulb
Vegetables and Fruit		
Whole fruit or vegetable	1 medium	Tennis ball
Raw greens or salad	250 mL (1 cup)	Cupped hands or a baseball
100% juice	125 mL (½ cup)	Old-fashioned juice glass (or 8 oz glass filled up halfway)

Do your food portions match up with *Canada's Food Guide* guidelines? Use the interactive tool to find out at www.morethanmedication.ca/portiondistortion



Eating better: 10 simple ways starting right now

Deciding to eat better is one thing — doing it is another! What you should know is that eating more healthily isn't that hard to do. Start with these 10 simple steps to eating better right now.

- 1 Eat **breakfast** every morning since it may help control your hunger throughout the day. Try cereal and milk, whole grain bread and peanut butter, fruit and low-fat yogurt or a homemade smoothie.
- 2 Enjoy **low-fat yogurt, milk and cheese**. Bonus points if it's fortified with vitamin D.
- 3 At the supermarket, reach for **whole grain** versions of bread, rolls, cereals, rice and pasta rather than your usual white.
- 4 Snack on a small handful of unsalted **nuts or seeds** instead of chips.
- 5 Enjoy **raw vegetables or fresh fruit** for one snack each day.
- 6 Include one **dark green vegetable** (spinach, chard, broccoli, romaine lettuce, bok choi) and one **orange vegetable** (carrots, sweet potato, winter squash) each day.
- 7 Add a **side salad** with leafy greens to lunch or dinner.
- 8 Try a **meatless meal** featuring beans, legumes or tofu once a week.
- 9 At least twice each week, make **fish** the star of your dinner instead of meat or poultry.
- 10 Order a **vegetarian pizza** instead of the meat-lover's version with pepperoni sausage and double cheese.

Learn how to put a stop to emotional eating with our journal. Download it at www.morethanmedication.ca/emotionaleating



Smart snacking made easy

Choosing between a nutritious or less nutritious snack is easier than you think. The key to smarter snacks is not to think of them as a mini-break from good eating habits, but as mini-meals.

Follow the Food Guide

Smart snacks will keep you energized and satisfied throughout the day. And if you follow the principles in *Eating Well with Canada's Food Guide*, your snacks will contribute to your daily nutritional requirements.

- Try to build each snack from at least **two of the four food groups**: vegetables and fruit; grain products; milk and alternatives; meat and alternatives.
- Choose foods that are **lower in fat, sugar or salt** (sodium).
- Select snacks that **are a source of fibre** (like beans, whole grain breads and nuts) to help you feel full longer.
- **Watch the portion size.** Take the time to measure your food portions rather than rely on sight alone. Once you get familiar with what a ½ cup of salsa looks like, for example, you can then dish out your serving with more confidence. If buying a pre-packaged snack (like a bag of mixed dried fruit), read the nutrition label. It will tell you what makes up a serving size, the nutritional information per serving and possibly how many servings the package contains.
- Enjoy a wide variety of foods.

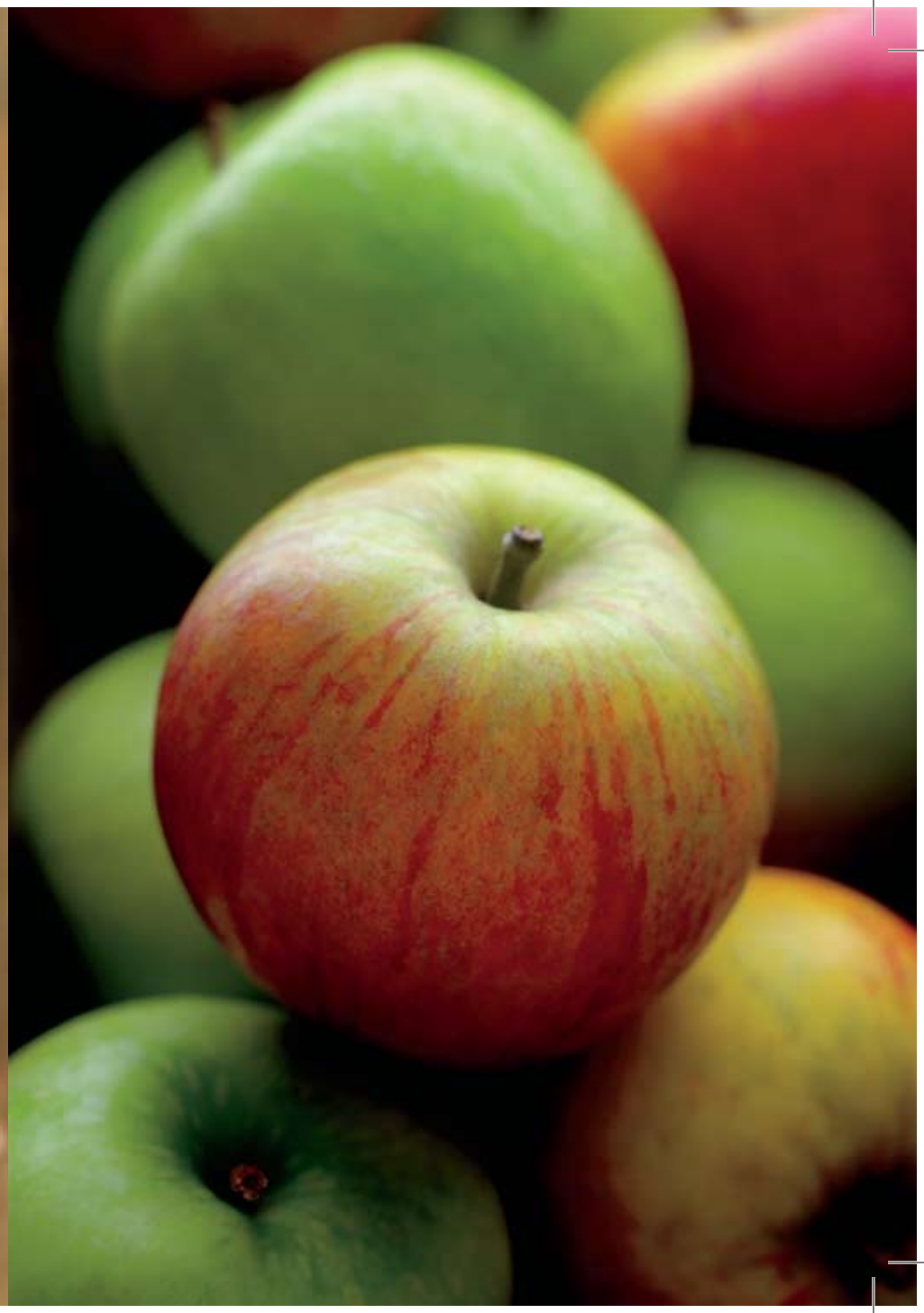
Remember, high-fat, high-calorie snacks that are low in nutrients are the ones to limit. So take a pass on the following:

buttered popcorn	doughnuts
candies	french fries
chips	some types of granola bars
cakes	ice cream
cookies	chocolate
sugary beverages (fruit-flavoured drinks, soft drinks, sports and energy drinks)	pastries

Pre-packaged snack smarts

Be cautious when buying pre-packaged snacks since some that are labelled “healthy” (like some energy bars) could actually be high in fat, sugar or salt. Here are some words to watch out for the next time you read a product’s list of ingredients:

Ingredient	What it is
Baking powder or soda	Salt
Brine	
Disodium phosphate	
Monosodium glutamate	
Sodium (alginate, benoate, bisulfate, hydroxide)	
Corn syrup (or corn syrup solids)	Sugar or sugar alcohol
Dextrose	MTM Quick Tip:
Fructose	<i>Watch out for words that</i>
Galactose	<i>end in “ose”—generally,</i>
Honey	<i>that’s a sugar.</i>
Isomalt	
Lactitol	
Maltose	
Mannitol	
Molasses	
Sorbitol	
Sucrose	
Esters	Fat
Glycerol (or glycerides)	
Oil	
Shortening	
Hydrogenated fats and oils	Trans fat
Butter	Saturated fat
Coconut oil	
Lard	
Palm (or palm kernel) oil	
Powdered whole milk solids	
Suet	
Tallow	



Great everyday snacks

Here are some ideas to get you started on the road to smart, healthy and satisfying snacking.

Salty/savoury snacks

If you frequently find yourself craving salty snack foods, consider simple substitutions that replace salt with other flavour enhancers.

- 1-2 hard-boiled eggs, sprinkled with salt-free seasoning (1 meat/alternative)
- ½ whole grain bagel with 50 g low-fat cheese (1 grain + 1 milk/alternative)
- 250 mL (1 cup) low-fat cottage cheese with ½ apple, diced, and a sprinkle of cinnamon (1 milk/alternative + ½ fruit)
- 1 whole wheat pita and 175 mL (¾ cup) hummus (2 grain products + 1 meat/alternative)
- 1 slice rye bread with 125 mL (½ cup) canned tuna or salmon (1 grain product + 1 meat/alternative)
- 1 ear of corn with pepper or other seasoning (1 vegetable/fruit)

Sweet treats

If you have a sweet tooth, fruit makes a fantastic snack, as do low-fat dairy products. Try to keep a couple of options in the house or at work.

- 1 medium apple, banana, pear or a small bunch (20) of grapes (1 fruit/vegetable)
- 125 mL (½ cup) chopped fruit such as cantaloupe, pineapple, mango, cherries or watermelon (1 fruit/vegetable)
- 175 g (¾ cup) yogurt (1 dairy)
- 125 mL (½ cup) pudding or custard (1 milk/alternative)

- 250 mL (1 cup) fortified soy beverage (1 milk/alternative)
- 2 medium fresh figs (1 vegetable/fruit)
- 60 mL (¼ cup) dried fruit such as apricots, raisins or mango (1 vegetable/fruit)
- 125 mL (½ cup) unsweetened/no salt added fruit juice (1 vegetable/fruit)
- 200 mL drinkable low-fat yogurt (1 milk/alternative)

Crunchy cravings

When you really need to sink your teeth into something, reach for crunchy veggies, fruit or whole grain foods.

- 500 mL (2 cups) plain popcorn (1 grain product)
- 125 mL (½ cup) raw, cut-up veggies such as baby carrots, peppers, zucchini or cherry tomatoes (1 vegetable/fruit)
- 30 g baked tortilla chips with 125 mL (½ cup) tomato salsa (1 grain + 1 vegetable/fruit)
- 60 mL (¼ cup) plain almonds (1 meat/alternative)
- 60 mL (¼ cup) pumpkin or sunflower seeds, unsalted
- 3 graham crackers (1 grain product)
- 1 Tbsp (15 mL) peanut or almond butter or sesame tahini on a slice of whole grain toast (½ meat/alternative + 1 grain product)

Our Cheat Chaser will tell you how many minutes it will take to burn off those calories. Visit www.morethanmedication.ca/cheat-chaser







Water. Are you getting enough?

We've heard it all before: drink eight glasses of water a day to stay healthy. For some of us, especially those with busy schedules, that's a difficult thing to do. Not anymore. Here's how to sneak more of the good stuff (namely H₂O) into your daily routine.

While experts have varying opinions on exactly how much fluid you should get each day, the general consensus is as follows:

Gender/age	Recommended cups per day (1 cup = 250 mL)
Children (up to 8 years old)	5-7
Girls (9-18 years old)	8-9
Boys (9-18 years old)	10-13
Women (19 and older)	6-15
Men (19 and older)	12-15

What you do need to consider is that this includes other beverages and foods you eat that contain water (like fruits and vegetables). And that can lead to a lot of confusion. The best way to know if you're getting enough? Listen to your body.

QUICK TIP

According to the *Dietitians of Canada* website, caffeine (a stimulant) does not deplete your body of hydration. You can count coffee and tea as a fluid source, when used in moderation. Health Canada recommends that adults limit their caffeine intake to no more than 400-450 mg/day. This is about the amount found in three 8-ounce cups of regular coffee. But do note that non-caffeinated drinks are recommended since they don't include the stimulant.

How to know if you're hydrated—or not

Guidelines and measuring cups aside, your body does send you signals about your hydration. Ask yourself these three questions:

- 1 How thirsty are you?** If you're properly hydrated, you should never feel thirsty. A dry mouth or throat could be the first sign that you're not drinking enough.
- 2 How often do you urinate?** If you find that you rarely make a "pit stop" during the day, or if you only produce a small amount of urine, chances are you're not drinking enough.
- 3 What colour is your urine?** If you're drinking enough water, your urine should be almost clear or light yellow in colour (like lemonade). Dark-coloured urine means you need more fluids.

Quick tips to stay hydrated

Having hydration problems? Join the club! Most of us can use a little more water. Here's how to get more of the good stuff:

- Drink a glass or two of water as soon as you get up in the morning.
- Enjoy a glass of H₂O with each meal.
- At a party or club, drink a glass of water in between whatever else you may be drinking.
- Add a splash of flavour (for example, lemon, lime or cucumber slices) to a pitcher of water.
- Try to finish a cup on your way home from work.
- Drink a glass when you've completed a chapter of a book or read a magazine article—like this one.

Knowing when to say “When”

For all of water's health perks, too much of a good thing can be downright dangerous. After all, certain health conditions such as heart failure and some types of kidney and liver disease impact water retention rates and may even require that you limit fluid intake.

So, when it comes to determining your water intake needs, quench your thirst for knowledge with the right information—and an equal serving of common sense.

Canada's Food Guide recommends that water should be your beverage of choice but milk, fortified soy beverages and 100% juice are good secondary options.





If you enjoyed the tips and information in this pamphlet, visit morethanmedication.ca. You'll discover additional articles and tips added on a weekly basis. You can also sign up for our newsletter.

References: 1. Health Canada, "Eating Well with Canada's Food Guide", http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/order-commander/eating_well_bien_manger_e.html 2. Health Canada, "Eating Well with Canada's Food Guide: A Resource for Educators and Communicators", http://www.hc-sc.gc.ca/fn-an/alt_formats/hpfb-dgpsa/pdf/pubs/res-educat_e.pdf 3. Dietitians of Canada, "Step Right up to Healthy Eating: Colour your choices with Vegetables and Fruit", <http://www.dietitians.ca/resources/resourcesearch.asp?fn=view&contentid=5766> 4. BCHealthFiles, Health File #68i, October 2007, "Healthy Snacks for Adults", <http://www.healthlinkbc.ca/healthfiles/hfile68i.stm> 5. Health Canada, Canada's Food Guide, "Smart Snacking", <http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/using-utiliser/snacks-collations-eng.php> 6. MayoClinic.com, "20 ways to revive your healthy-eating plan", <http://www.mayoclinic.com/health/healthy-eating/NU00641> 7. Health Canada, Canada's Food Guide, "Food Guide Basics: Choosing Foods", http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/choose-choix/index_e.html 8. Health Check (Heart & Stroke Foundation), <http://www.healthcheck.org/en/nutritional-information/nutrition-labeling.html> 9. Heart and Stroke Foundation, "Healthy Snacks", <http://www.heartandstroke.com/att/ct/99452D8B-E7F1-4BD6-A57D-B136CE6C95BF/HealthySnacks.pdf> 10. <http://www.mayoclinic.com/health/water/NU00283> 11. Eat Right Ontario (Ministry of Health Promotion, Government of Ontario), <http://www.eatrightontario.ca/en/ViewDocument.aspx?id=38> 12. Dietitians of Canada, <http://www.dietitians.ca/resources/resourcesearch.asp?fn=view&contentid=6898#> 13. Health Canada, "Caffeine", <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/caffeine-eng.php> 14. Canada's Food Guide, http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/choose-choix/beverage-boisson/index_e.html 15. Canada's Food Guide, "Foods to limit", <http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/maintain-adopt/limit-eng.php>

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