

Healthy Wednesday Club

Newsletter Issue 12



April 23, 2008

The 2020 Summit has come and gone with a degree of controversy, but for my mind it has been a confusing concept to many. I am fascinated by a process that was deliberately *not* looking for answers, solutions, concrete proposals, cures and promises. It seemed to me that the purpose of the 2020 Summit was to think – creatively, productively, uninhibitedly – a rare luxury nowadays.

The one thing I do know is that there are plenty of people prepared and willing to drag us by the nose to wherever they can. To stop for a moment and just think, not about what is possible or probable or necessary or important, but just to see what comes out of our minds, this is something sorely lacking in our world. I wonder what we might think about that?

Our next meeting will be a USANA meeting where Richard Hill will talk about some new and interesting aspects of insulin resistance and Helen Shao will talk about the business of health, nutrition and USANA.

Saturday May 3rd 4.45pm – 6.30pm

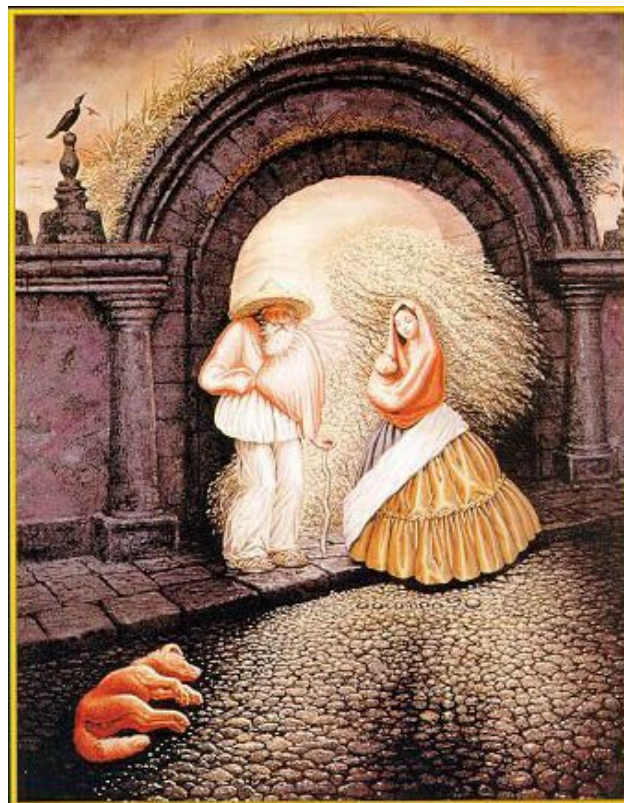
24-28 John Street, Lidcombe

to confirm or make enquiries call Helen on 0419 446 960

Brain Teaser

How many human faces do you see in this image? It is interesting to note that many people find more faces than the artist intended. Sometimes we see what is only real for our own mind!

Answer next week.



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FABULOUS LOW GI FOOD

Seared Tuna and Bean Salad with Olive Oil and Dill Dressing

Dressing:

3 tbsp olive oil
1 tbsp white balsamic vinegar
2 tsp dill, chopped
1 tsp dijon mustard
sea salt and black pepper
3 cups mixed salad leaves, washed and dried
1 can butter beans, drained
¼ cup semi dried tomato
cracked black pepper
500 grams tuna steaks, (or three medium pieces)

Preparation: Combine the dressing ingredients, and toss half through the salad greens.

Method: Mix the butter beans with the semi dried tomatoes and season with pepper. Brush the tuna with oil and sear on a hot grill pan for approx 3 minutes each side.

Serve the greens on a plate with the bean and tomato over the top. Slice the tuna and arrange the slices over the top of the salad.

Serves 4.

HEALTHY WEDNESDAY ACTIVITIES

Try to do just one, if not all, this Wednesday

Body: The exercises in this newsletter are described as ‘incidental’ exercise. The idea that what we really need is to do a ‘proper workout’ is a good idea, but may well be overrated. If you look back over the last dozen newsletters you will find enough ‘incidental’ exercises to fill your day. You might well find that if you follow some of these simple practices of incidental exercise in your daily work experience that what was once a sedentary job may well include quite a lot of activity. In fact it might be enough activity to satisfy many of the ‘number of steps per day’ requirements, resistance exercise and stretching that good physical therapists advise. Think of your daily work life as a part of your whole life and be active throughout the day. Certainly get down to the gym or outside for some sport when you can, but not as your *only* exercise. There’s a host of things you can do everyday, every hour, whenever you want.

Mind: When you are looking through the paper or magazine have a close look at the advertisements (check out the article on page 3). Have a really good look at what the advertisement is trying to achieve. Usually ads show that their product is a cure for a problem. Sometimes the problem is shown and the product curing it. Other times the problem is an assumed subtext. Have a think about what the ad is presenting as a problem and how they present the product as the cure. For example, on the back page of Monday 21st MX newspaper is an ad for Telstra mobile phones. The slogan is ‘It’s your friends that matter, not their network.’ This is accompanied by a picture of people sitting together enjoying a social get together. So, having a phone is similar to actually getting together with people? What is the influence here? What is the truth and what is manipulation? What do you think?

Soul: This week is the time of Jewish Passover. We celebrated Easter a bit early this year, but that is often around this time. We are also having a change of season. What do you feel about these celebrations and especially the one that is important to your culture and upbringing? What does it mean to you?

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Advertising – the subtle art.

We all know that advertising is not so much an information medium as a persuasion mechanism. The whole idea is put your product in the most favourable light. Certainly sex sells. This is made blatantly obvious by the plethora of car and car product ads where a beautiful, scantily clad girl is draped over that important carburettor or enticing can of oil.

Deceptive tricks like this have been dominant in the area of health advertising for many a year. The idea that smoking would attract the ladies and thin waistlines would attract the men is still practiced today. There is, however a long tradition. How about this example:



I'm sure all you ladies are just yearning for a dark swarthy man to blow smoke in your face. Isn't that why she is wearing the low cut dress, fantastic eyelashes and the 'come here blow smoke in my face' makeup.

The trouble is that this type of advertising seemed to work. Not that women would 'follow you anywhere', but, clearly, plenty of men were inspired enough to buy the product. Remember, the purpose of advertising is often just to make sure that people buy the product. Whether they achieve what the advertising promotes is another thing. Cigarettes were a great product to market in this alluring way because by the time guys figured out that women actually hated having smoke blown in their faces they were addicted. Smoking in the bar over a lonely beer became something that made you feel a little better. Wow!

But if you think this is a bit bizarre, you haven't seen anything yet! We all know that being overweight is not good for you, but we want that easy to manage, magic bullet cure:

Yippee! At last, a fast and simple cure. I simply can't understand why this product is not still on the supermarket shelves. Look at the wonderful and reassuring promises –

NO DIET – NO BATHS – NO EXERCISE

Look at the convenience – **EASY TO SWALLOW**

No need to change anything – **EAT! EAT! EAT!**

And, of course, that vitally important piece of information – **NO DANGER**

Maybe this is the best incentive for us to do a lot more thinking about everything, to place our intelligence into the equation of corporate influence and marketing manipulation. Truth might not be a bad marketing idea. - Truth to build trust - What a novel thought!

Looking forward to sharing more thoughts, suggestions, news and making a very Healthy Wednesday connection with you!

Take Care,
The Healthy Wednesday Team

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