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Am I Hungry? E-Newsletter, November 2004

Holiday Special! Receive a 25% discount on Am I Hungry? What To Do When Diets Don't Work when you use the special link for E-News Subscribers below!

Dear Friends,

No doubt, the holiday season has arrived with its many opportunities to celebrate, share gifts with family and friends, and enjoy special treats and traditions. This year, make an intentional decision to appreciate and fully engage in whatever you are doing. The lights will seem brighter, the flavors more wonderful, and the significance of each moment more meaningful.

Take a few minutes for yourself every day. Start right now by reading this month's newsletter—full of ideas that you can use to maintain your own health (and sanity)! We have also included a number of great ideas for gifts you can give yourself and those you care about.

For the month of December only, you will receive 25% off the cover price of Am I Hungry? What To Do When Diets Don't Work! Order early to receive your books for holiday gift giving. Simply access the book order page by clicking or pasting this link into your browser <http://www.profcs.com/app/adtrack.asp?AdID=111385> and your discount will appear when you check out. Feel free to share the code with your friends, family, and patients - but hurry! This code is only good until December 31st!

Wishing you optimal health and joy,

Michelle May, M.D.

Decision Point: I'm Not Hungry – What Are My Choices?

Recognizing hunger is an important weight management tool. Whenever you have an urge to eat, remember to ask yourself, "Am I hungry?" But if you are like most people who struggle with their weight, you will quickly realize that there are many times you want to eat when there are no physical signs of hunger. You are in charge of what you do next. Notice how different that is from "being in control." Being in control implies that you do things even when you don't want to or that you don't let yourself do things that you want to do. Control is what you need to follow the rules of a diet. Being in charge means that you get to make choices.

If you want to eat but you aren't hungry, you have three choices: eat anyway, distract yourself, or become aware of what triggered the urge and address that need instead of eating. Each choice is valid and each choice has its advantages and disadvantages.

Option 1: Eat Anyway. This is the easiest choice and may give you temporary pleasure or satisfaction. However, it may also lead to the discomfort of fullness and feeling sluggish and regretful afterward. And of course, one of the primary disadvantages is that when you eat food your body didn't ask for, it has no choice but to store it.

Option 2: Distract Yourself. Finding something else to occupy your attention until the urge passes or until hunger comes is an effective short-term strategy—especially when the urge comes from boredom or a trigger in the environment (like a plate of holiday treats).

Option 3: Become Aware. This is the most challenging option—but it is the most satisfying and can lead to the best long-term results. Choosing to become aware means figuring out where the urge came from and dealing with that trigger instead of eating.

It is not necessary to make a perfect choice every time. It is simply a matter of recognizing that you have choices and taking steps toward meeting your true needs. You won't have to control your eating because you will be in charge of your life!

(This excerpt is from *Am I Hungry? What To Do When Diets Don't Work*,
<http://www.amihungry.com/book.shtml>)

Fitness Essentials: Live a More Active Lifestyle

Modern society has developed ways to do almost everything more efficiently, automatically, and effortlessly. While these conveniences may save time, they also save energy—your energy, which may result in increased weight. Even more significantly, a low level of lifestyle activity results in decreased fitness so you may not have the stamina, strength, or flexibility to live your life to the fullest.

If you have been very inactive, any additional movement is a positive step toward a more active lifestyle. A simple walk to the mailbox or a short stroll during your lunch hour will get you started. You will be amazed at how quickly your body adapts to your new activity level, allowing you to progress to additional activities. If you are already active, even a few added steps here and there and a little extra effort during everyday tasks can add up to big benefits. In fact, many of the people who have conquered their weight challenges have made increased activity a way of life.

(This excerpt is from *Am I Hungry? What To Do When Diets Don't Work*
<http://www.amihungry.com/book.shtml>)

Looking for a great gift? A pedometer is a fun way to measure your activity level throughout the day. It is a small device that is worn on your waist to measure the number of steps you take, making it easy to set small goals for yourself. It is motivating to see those steps add up—and see your energy level rise as your fitness improves. Pedometers are available just about anywhere that you can purchase fitness and sports equipment.

Nutrition Essentials: Fluids

Water is essential for optimal health. It may be your body's single most important nutrient since you couldn't survive for more than about a week without it. Unfortunately, it is often overlooked and under-consumed. Many people are chronically, mildly dehydrated but have mild or no symptoms. If you continually struggle with fatigue and lack of stamina, you may be living in a state of slight dehydration. Imagine being able to boost your energy level just by consuming a sufficient amount of fluid!

However, keep in mind that some fluids contribute calories and can make it harder to lose weight. Sodas, fruit-flavored drinks, popular specialty coffee drinks, and commercial smoothies may have a lot of sugar and/or fat in them. The problem is that drinking calories doesn't completely satisfy hunger for most people because they don't get to chew anything!

If water is handy, you are more likely to drink it. Some easy ideas: keep a 16 or 24 ounce water bottle at your desk, in your car, or with you at home, and set a goal to drink it and refill it every two to three hours; drink an 8-ounce glass of water every hour or so, or before and between each meal; keep a half-gallon jug of water in the refrigerator and commit yourself to finishing it off before the end of the day; make a trip to the water cooler every time you take a break from work and try never pass a water fountain without taking a drink.

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Websighting: Americans on the Move is a national initiative dedicated to helping individuals and communities across our nation make positive changes to improve health and quality of life. When you record your daily steps (from your pedometer - see above) or minutes of activity on this website, you can track your journey on one of several treks across America. <http://www.americaonthemove.org>

Looking for the perfect gift? Give the gift of optimal health!

There is something for everybody—a book, a workshop, - even a cruise vacation!

Am I Hungry? What To Do When Diets Don't Work

By Michelle May, M.D. with Lisa Galper, Psy.D. and Janet Carr, M.S., R.D.
Paperback, 240 pages, \$15.95

Finally, the antidote to ineffective dieting! Am I Hungry? is a rational, comprehensive, step-by-step guide to weight management. This multi-dimensional team has constructed a beautifully simple system using the innovative Eating Cycle, compelling stories to illustrate important concepts, and evidence-based nutrition and fitness advice that anyone can follow. Each chapter includes practical strategies for re-establishing hunger as the primary cue for eating, balancing eating for enjoyment with eating for health, and finding joy in physical activity. This book will inspire those who struggle with food and weight build sustainable healthy attitudes and behaviors, and more satisfying, fulfilling lives.

For the month of December only, you will receive 25% off the cover price of Am I Hungry? What To Do When Diets Don't Work! Order early to receive your books for holiday gift giving. Simply access the book order page by clicking or pasting this link into your browser <http://www.profcs.com/app/adtrack.asp?AdID=111385> and your discount will appear when you check out. Feel free to share the code with your friends, family, and patients - but hurry! This code is only good until December 31st!

You can also order by calling 888-281-5170. For those in the Phoenix area, Am I Hungry? is also available at Changing Hands Bookstore on the SW corner of McClintock and Guadalupe. Come visit us at the Mill Avenue Street Fair Dec. 3-5.

Am I Hungry? Workshops

Join us for an interactive, innovative eight-week workshop.

- Lose weight and gain life-long weight management skills
- Rediscover simple, yet powerful tools for knowing when, what, and how much to eat
- Stop obsessing about food, eating, and your weight—and free yourself to live the fulfilling life you deserve
- Experience the joy of eating the foods you love *without* guilt
- Learn the truth about nutrition—without confusing, arbitrary rules
- Never again exercise to earn food or punish yourself for eating
- Boost your metabolism and increase your energy and fitness painlessly
- Trust your gut instincts to nourish your mind, body, and spirit

For 90 minutes a week, Dr. Michelle May will share this rational, yet life-changing, multidimensional weight management system with you. Read how Am I Hungry? changed the lives of other participants: <http://www.amihungry.com/workshops.php>

You have two options to help you achieve your New Years Resolutions:

In Phoenix, the sessions will be in person at our new beautiful workshop space in Ahwatukee. We will meet on Mondays from 6:30-8:00 p.m., January 10 – February 28, 2005 The total cost of \$440 includes

all eight 90-minute workshops, your copy of Am I Hungry?, and a motivational reminder delivered to your e-mail weekly.

For those outside the Phoenix area or those needing more flexibility due to travel or family responsibilities, participate in our interactive, live Am I Hungry? Teleseminars delivered to you by phone in the comfort of your home, office, or even hotel room. We will meet on Wednesdays from 6:00-7:30 p.m. (Mountain time), February 2 – March 23, 2005. The total cost of \$325 includes all eight 90-minute workshops, Am I Hungry? workshop materials delivered to your e-mail weekly, and a weekly motivational email reminder. (Long distance charges are not included and are paid to your long-distance carrier.)

To reserve your place for either workshop or receive additional information, send an E-mail to Info@AmIHungry.com or call 480 704-7811. (Past participants may register for any of our workshops for half price!)

Am I Hungry? Cruise Aboard Carnival's Ship "The Paradise" to the Mexican Baja, June 2-6, 2005

For four days, you will nourish your body, mind, and spirit while learning to increase your health, energy, and joy—for life!

The Am I Hungry? team will teach you how to completely enjoy your cruise (and your life!) while maintaining a healthy lifestyle. You will learn practical and effective strategies for knowing when, what, and how much to eat—even on an indulgent cruise vacation. You will experience the pleasure of eating the foods you love without guilt and rediscover the joy of physical activity. Treat yourself to a vacation with that will enlighten and inspire you long after your suitcases have been put away.

This four-night vacation includes one night hotel in Long Beach, three-night Mexican Baja cruise (including taxes, port charges, gratuities), and all activities of the Am I Hungry? Seminar.

For more information and to reserve your space, please contact Cyndy at cyndy@sunsationalcruises.com or 1 800 239-6252.

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