



Find your fit

er, grocer or advertiser with crowbar in hand prying someone's mouth open cramming a Big Gulp down their throat. And who's to say those 2 for 1 candy bars aren't split with someone else or that the second bar isn't put away for another time?

I ran across an article online at MSN recently entitled, "Portion Distortion: How much are you eating?" Naturally, it caught my eye and I clicked on it immediately. The opening paragraph began like this: "One of the primary reasons so many people are overweight is lack of portion control. Food advertising is the biggest culprit. You can Supersize for only one additional dollar. Buy two candy bars for the price of one. And don't even bother trying to find a "small" serving of most foods; they've morphed into ever-expanding sizes."

What I find so amazing about the scads and scads of articles in print and floating around in cyberspace is the fact that everyone loves to blame the food industry for their weight problems...*Food advertising is the biggest culprit?* I have yet to see any restaurateur, food manufactur-

If you look up the definition of consumer in the dictionary, you'll find a short concise explanation: one who consumes – one who uses economic goods or services. That pretty much sums it up; we are the one consuming. Not our moms, grandmas or B.K. execs, just us, little ol' us. You can go with "the devil made me do it" or chalk it up to a whole lot of pressure from diet deficient friends, but the bottom line is the same: what goes into our mouths is the direct result of an individual choice that was made. Many of us would like to think it's a matter of circumstances beyond our control, but try as they may, ad campaigns and triple thick shakes just can't do it alone. Food choice and consumption comes down to one thing and one thing only: responsibility. We are responsible for what we eat and what trough we chose to go to.

Some people are really

great at making food choices most of the time. Some people do pretty good with it a lot of the time and then go nuts at other times, (that would be me), and some people just don't care about it a lot of the time. I've asked many a healthy eater how they go about making food choices and they always comment about some food that gives them trouble. The really interesting thing is they always include their remedies for dealing with the foods that give them trouble too. My theory on this is that people who habitually eat healthy do so because it's at the forefront of their minds. You can credit awareness, calorie consciousness or self discipline, but people who manage food well, think about doing so all the time.

We all have our own food nemesis; some of us just have more to choose from than others. 'Portion Distortion' is something we can easily control, if we choose to. And if you're trying to find a place where the servings haven't 'morphed into ever-expanding sizes', try IHOP, they routinely serve scantily clad plates there.

**Wellness is everything,
JJ Rusch, Publisher**

In this issue

Andrea Metcalf begins penning, Mind Body Connection, an informative and inspirational column devoted to a wide variety of wellness issues. We've also added Consuming News, a section dedicated to consumer trends and on all those goods and services we like to buy, make and use.

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Cover Photo by Inge Johnson

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CWM Out 'n About

"Food Cop" Keep your eye out for CWM publisher, Joanne Rusch – she'll be doing monthly consumer food segments on Tuesday mornings at NBC5.

3 A Day.Org Check out Michael Sena's 3 Week Healthy Lifestyle Start-Up Plan on the National Dairy Council's website at: www.3aday.org

Back to School Cathi Volante, will be doing Back to School segments as the "Gadget Diva" on local and national TV throughout the month of August.

Wednesday Workouts Watch Andrea Metcalf's fitness segments Wednesday mornings on NBC5 at 6:15 a.m.

Photo Ops The next time you're at Midway Airport, go see Lee Balgemann's photo profile of Humboldt Park on exhibition by baggage claim #6. Lee's talent will also be on display this August at the Oak Park Library.

Mind Body Connection Minute Tune in to Andrea Metcalf, every Friday morning on the Kiki Vale Show at 11:20 on WJGG, 1530 AM radio, for help and advice on creating healthier lifestyles.

Sunday Papers Look for Michael Sena's articles in the Sunday Sun Times' Elite Magazine section.