Where We Are, Where We’d Like To Be

Have you noticed our new look? We’ve given WHiSe Choices a fresh style to go with an exciting year ahead. Read on to find out what’s new and different for our Dietary Change participants!

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WHiSe Choices

Women’s Health Initiative Dietary Change Group News

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Where We Are Today!

5

30

25

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5 a.m.

10 a.m.

12 noon

2 p.m.

4 p.m.

6 p.m.

8 p.m.

10 p.m.

12 midnight

What We’re Eating

Fruit

Vegetables

Grain Servings

What We Need

Fruit

Vegetables

Grain Servings

Why Study Goals are Important

“As a breast cancer survivor and researcher, women often ask me what they can do to prevent breast cancer. I tell them, ‘We don’t know yet. The women in WHI will give us the answers.’” explains Cheryl Ritenbaugh, Principal Investigator at the Portland Clinical Center. “The problem for all of us is that breast cancer develops over a long period of time and therefore, to get the answers, the participants in WHI need to maintain their eating changes for 8-12 years. It will take that long to really learn if this eating plan makes a difference. We’re all counting on the participants in WHI!”

We are with you at every step!
Building on WHI Strengths!

Of the three WHI Dietary Change goals, what’s the goal we’re doing really well on? Fruit and vegetables! We’re at an average of 5 servings per day, up 1-1/2 servings from where we started at the beginning of the study.

As you know, the best way to make progress is to build on your existing strengths. That’s why we’re starting where we’re strong—with a focus on fruit and vegetables. Turn to page 4 for a fun look at fruit and vegetables!

How can eating even more fruit and vegetables help you with fat and grain goals? Consider what you’ve already learned:

* **BUILD ON WHAT’S WORKING**
  - What made it easy to add more fruit or vegetables to your eating plan?
  - Can you apply any of these ideas to fats or grains?

* **MAKE SUBSTITUTIONS**
  - How have you used fruit/vegetables to replace something higher in fat?

* **USE COMBINATIONS**
  - How have you combined fruit or vegetables with grains, like adding fruit to cereal or vegetables to a sandwich?

The best way to make progress is to build on your existing strengths!

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“Ears” To WHI

Members of the “Borough Bunnies,” a Dietary Change group from the Oakland Clinical Center, surprised their group nutritionist by dressing up as rabbits for their group meeting! They came armed with extra costumes—and carrots—for their leader and a guest could join in the fun.

*Focus row, left to right: Carol Hoffner, Virginia Contrel, MS, RD (Group Nutritionist), Barbara Adams, Sarah Dewier, and Anna Guinn (guest). Middle row, left to right: Carrie Madrid, Esther Pea, and Dorothy Wing. Back row, left to right: Donna Improv, Shirley Jonso, Jeannette Fitzgerald, Marianne Thompson, and Jacqueline Strouseux.*
NO MATTER WHAT SHAPE YOUR MOTIVATION IS IN, most women find there are a few basic keys to making and maintaining food-related changes.

Our new campaign, It's Gotta Be You...Strength from WHItH-in, is designed to help you rediscover what works for you. Of course, each of us defines good taste, ease, success, progress, and support in our own personal way. Which of these matters most to you?

★ "TASTE IS EVERYTHING"
No one wants to sacrifice flavor and overall appeal of food in the search for health, and there is no need to do so! Great chefs and WHI participants alike are discovering that great tasting food can be healthy, and healthy food can taste great.

★ "IT'S GOT TO BE EASY"
Everyone has demands on time and energy. That's why we eat out or grab what's easy, right?

★ "FEEL THE DIFFERENCE"
We all need a few quick results to keep us going. Feeling good, managing our weight, and having more energy are often the things that keep us hungry.

★ "LOOK AT YOURSELF"
Being aware is an important step to getting where we're going. Knowing where we are helps us better track our triumphs and stumbles.

★ "FAMILY AND FRIENDS COUNT"
We do best when we join forces with those around us. Our families and friends can provide support as we change and also benefit from the health changes we make.

You are the key to your success and the success of WHI. The only way to achieve success is to do it YOUR way. But that doesn't mean you have to go it alone—far from it. Thousands of other WHI women are in this with you.

Getting Ready for
"It's Gotta Be You"

Take a few minutes, think about your needs, and check off all that apply.

Would you like:
- A little boost to keep your WHI spirits high?
- A chance to be part of a WHI-wide challenge to meet Dietary Change goals?
- Tips about what's worked for others in making the WHI eating plan master?
- A lot of support from your nutritionist?
- Something new and different?
- The opportunity to choose what suits you?
- A little help from your friends?
- An easier way to keep track of what you eat?

If you answered "yes" to any of these questions, our new campaign, "It's Gotta Be You," will sing to your needs!

Starting in early 2001, all WHI Clinical Centers will join together and find "Strength from WHItH-in" to meet the WHI challenge.
Fruit and Vegetable Dreams

We asked WHI Dietary Change participants and nutritionists across the U.S. to play with their food—in their imagination, that is! Here's how some of our clever participants and staff responded when asked, "If you could be any fruit or vegetable, what would you be, and why?"

"I would like to be a peach, so if anyone asked me how I was, I would say, 'I am very peachy, thank you!'"
-Rita Hay, Jacksonville Clinical Center

"I would be a star fruit, as I love stars and the fruit is tasty and pretty."
-Evelyn Shelton, Detroit Clinical Center

"I would be a pea in a pod, always having my friends nearby."
-Christel Haynes, Memphis Clinical Center

"I would be a grape because I'd get to hang around in a bunch with my friends..."
-Pat Anderson, Davenport Clinical Center

"I am a tomato because I'm popular, I get around, and I'm quite a dish."
-Doris Irvin, Jacksonville Clinical Center

"I'd like to be a tomato because they can fit in with any group—that's what I would like to do."
-Betty Marchant, Memphis Clinical Center

"I want to be a carrot—tall and colorful, with a sassy hairdo!"
-Sarah Josef, Oakland Clinical Center

"I would be a banana because I am a people person and like companionship, and I would grow as part of a bunch. I would enjoy sunshine and grow in a warm climate. I would be a fruit for all seasons, bringing nourishment year-round..."
-Pat Gasbarre, Detroit Clinical Center

"If I were a prune, my wrinkles would be considered beautiful!"
-Judith Spencer, Evanston Clinical Center

"As a blackberry, I would grow wild beside a fence in a sunny thicket, waiting patiently for a small hand to pluck me from my vine..."
-Bobbie Holden, Gainesville Clinical Center

"I'd be an artichoke—prickly, exotic, takes getting used to!"
-Ethel Williams, Seattle Clinical Center
"I want to be long and lean and cool as a cucumber!"
- Erna Column, Evanston Clinical Center

"I'd be a ruby red grapefruit—sweet with just a little bite!"
- Barbara Lissig, Memphis Clinical Center

"I'd like to be a hot pepper—spicy and no fat."
- Margaret Warren, Atlanta Clinical Center

"I would love to be a passion fruit. I think there is nothing greater than to love and be loved in return."
- Beverly London, Detroit Clinical Center

"I'd like to be an apple. I'd stay firm and crisp for a long time and have rosy cheeks."
- Luree Fraser, Chicago Clinical Center

"I would like to be a green bean so I could wear small dress sizes and because green is my favorite color for spring."
- Bernice Blount, Birmingham Clinical Center

"I'd like to be a kiwi—exotic, brightly colored, surprising with its sweet interior after its most formidable exterior!"
- Gerry Macsol, Evanston Clinical Center

"I would be a pumpkin because they are round and beautiful..."
- Ruth Ann Attwell, Jacksonville Clinical Center

"Some days I'm plum crazy, some days I'm plum full. Some days I'm plum wore-out, and some days I'm plum happy."
- Merilee Morris, Atlanta Clinical Center

"I am like a banana. You don't know the real me until you go beneath the surface. Then you'll find a lot of sweetness inside!"
- Mary Eberwein, Chapel Hill Clinical Center

"I'd be asparagus because then I'd be tall and skinny."
- Margaret Moss, Honolulu Clinical Center

"I would be a potato because I could be so versatile and be different things at different times, satisfying different tastes and needs."
- Lana Rinaman, Jacksonville Clinical Center
The Power of Awareness

It's no secret that most people find it difficult to keep track of what they eat. But we also know that writing down what you eat is an important key to success. Tracking builds awareness and awareness builds success. WHI participants who track what they eat are much more likely to meet study goals—almost 5 times more likely!

For those of you who already have a habit of regularly tracking what you eat, keep up the great work! It is helping you maintain your success. For those of you who would like to start again, there are many tracking choices available. Do any of the choices listed below sound appealing? If so, ask your nutritionist for more information.

- MINI FAT COUNTER
  A purse-size version of the Fat Counter.

- QUICK SCAN
  A fast way to track the foods you eat.

- E-SCAN
  A computer version of the Quick Scan. If you have a computer with Excel, ask your nutritionist about this new tool.

- KEEPING TRACK OF GOALS
  A time-saving tool for women who routinely jot down the foods they eat, but don't want to retype the information into their food diary.

- FAT SCAN
  A food list that helps you quickly see the fat, fruit/vegetable and grain servings in the foods you eat.

- FOOD DIARY
  A booklet with space to write down and track your meals and snacks.

For a fun and easy way to show how keeping track can have a HUGE effect in WHI, consider joining other WHI participants in the “Eat and Tell” challenge described on the next page.
Eat and Tell Challenge

To launch the “It’s Gotta Be You” campaign, we’re asking all WHI women to join together and focus on their fruit and vegetable intake for one day. We know that we are better together and that we can accomplish amazing things!

Our challenge: 85,000 fruit and vegetables!

Here’s how you can join other WHI women to take our fruit and vegetable intake over the top. Look at the “Eat and Tell” postcard on the next page. Select one day this week—any day you choose—to record the number of fruit and vegetable servings you eat. Share your results with us, whether it’s one serving or 15, by completing and mailing the card at the right. No postage needed (we’ve done that for you). The important thing is that we hear from each of you and that you know we are in this together. We need your card back as soon as possible. We can’t succeed without you!

We’ll tally your servings and share the results in an upcoming newsletter. Recognition will also be given to the Clinical Center(s) with the greatest percentage of participants who return their cards and to the Clinical Center(s) making the largest total contribution of fruit and vegetable servings.

Don’t forget to “Eat and Tell.” Let us hear from you as soon as possible. Everyone counts!

This is just the beginning—what other amazing things we can do together!
Eat and Tell

I ate [ ] servings of fruit and vegetables today!

Your WHI Clinical Center:

Our Goal: 85,000 fruit and vegetable servings

Eat and Tell

Give WHI a couple minutes of your time and we'll make history together! It's as easy as 1-2-3:

1. Count the number of fruit and vegetable servings that you ate one day this week—any day you choose. Write that number in the box to the left.

2. Write the name of your Clinical Center in the space provided.

3. Detach and drop this card in the mailbox this week.

We've already paid the postage!

Thanks for your participation! Stay tuned to hear the results.