

Fact Sheet

1. Helps people make decisions about how much food to eat. It is a strategy that someone can start using right away with their next meal. The research suggests that portion control is behaviorally easier to begin using than other weight control strategies.
2. Re-trains the mind and increases awareness about proper portion sizes to control unintentional over-eating.
 - The visual cues are easily understood and closely relate to suggested portion sizes
 - The luncheon size plate helps people serve themselves smaller portions
3. Teaches proper proportions or the healthy components of any diet.
4. Reinforces USDA New Food Guide Pyramid healthy eating guidelines with color coding.
5. Links healthy eating with healthy outcomes such as learning better, playing better, doing better and being better. (Kid's plate) Deliberately avoids reference to eating and appearance.

A few interesting studies about Portion Control and Weight Management

- ~ Rolls, Barbara J et al. Portion size of food affects energy intake in normal weight and overweight men and women. *Am. J. Clin Nutrition*, 2002; 76:1207-13
- ~ Americans See Weight Problems Everywhere But In the Mirror. Pew Research Center, April 2006.
- ~ Everett Logue, Karen Sutton, David Jarjoura, William Smucker, Kristin Baughman, and Cynthia Capers Transtheoretical Model-Chronic Disease Care for Obesity in Primary Care: A Randomized Trial *Obes. Res.* 2005 13: 917-927.
- ~ L.R. Young, Dept. of Nutrition and Food Studies, New York University The Supersizing of America: Growing Food Portions Parallels Obesity Epidemic
- ~ Brian Wansink, Jame E. Painter and Jill North Bottomless Bowls: Why Visual Cues of Portion Size May Influence Intake
- ~ References cited in 50 *Nutrition Today*, Volume 38. Number 2 March/April
- ~ *Pediatric Basics*, The Journal of Pediatric Nutrition and Development, Special Edition 2005

For more information or to place an order, please visit www.theportionplate.com or call toll free 1.866.765.0386 8am-8pm, M-F, EST.