

# WINS NEWS

WE INSIST ON NATURAL SHAPES

**WINS NEEDS YOUR SUPPORT**  
We need more than kind thoughts to exist. Please donate to and join WINS so that we can continue to produce this newsletter, provide education about body image and health to youth and adults, and work to prevent eating disorders of all kinds.

Volume 11 • Issue 3

## NEW MEETING PLACE!

Starting in January 2005, the WINS Board will meet at 5025 J Street, Sacramento, in the first floor conference room. We meet on the second Wednesday each month, 6:30 to 8:30 PM. All are invited.

We are grateful that the Shriners Hospital has allowed us to use their facility for monthly meetings all these years. The J Street location is more convenient for current Board members, and it is the location of the WINS office.

To learn about  
upcoming meetings,  
speakers & events —  
call 1-800-600-WINS.

## MEGA-VOLUNTEER AWARD: KATHRYN MAFFIA

### THE END OF AN ERA

*Ann Gerhardt, MD*

Kathryn Maffia, one of WINS' founders and its secretary since WINS' inception, is resigning her position. Through eleven years she has kept Board meeting minutes and, more importantly, maintained the membership list. She sends you your renewal letters and updates addresses. She's the only one on the Board who is truly a computer expert (i.e., competent to do all of the above). She has recently become our webmaster, a role in which she will continue.

Kathryn has a unique sense of humor and frankly practical outlook on people and life. She provides balance and, quite honestly, is the only one who will tell me that I'm full of doo-doo. She keeps us on track. Kathryn has been part of the core that has kept WINS going and she will be sorely missed.

Kathryn HAD an eating disorder. She is one of the few who has truly recovered. She gives most of the credit to her therapist and doctor, but she is the one who kept battling away — enduring feelings when she really wanted to hide under the cloak of an eating disorder. WINS played a small, but consistent role in that recovery. Stumping for WINS reminded her that she needed to walk the walk and talk the talk — espousing the WINS ideals allowed her to practice them in her own life.

Kathryn drew supporters into WINS and we benefited greatly. She did TV and radio interviews, wrote newsletter articles and helped to put on fundraisers, all without keeping score or seeking praise for how much she was helping. Bruce, Kathryn's husband, and her mother, Betty, have contributed a huge amount of time and effort to WINS also.

Many people have come and gone in WINS' history — usually here for a short time. Kathryn has stayed and been a functioning, vital member of the team. THANK YOU KATHRYN!!!

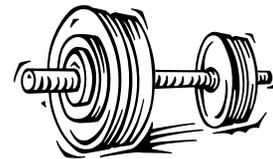


## MAGIC POTION

*Submitted by Marlena Gutierrez*

"If there were a magic potion that could make you feel great and could cut your risk of getting heart disease, cancer, and diabetes in half, people would be willing to spend hundreds, even thousands, of dollars for it. But it's already available and virtually free: regular physical activity," says JoAnn Manson of Brigham and Women's Hospital in Boston.

Case in point — Lifting weights helps to lift depression. That is the conclusion of a study from the Harvard Medical School and the Jean Mayer US Dept of Agriculture Human Nutrition Research Center on Aging at Tufts University in Boston.



Three-quarters of the men and women aged 60 to 84 who followed a 20-week strength training program noted reduced symptoms of depression. Those with more severe depression benefited most. Only a third of those who didn't exercise felt better after the 20 weeks.

The good news is that depression recedes with resistance exercise. The less good, but still good, news is that a third of people have depression that doesn't last more than 20 weeks if they are the placebo group in a study. Think about that while you are in the weight room.

*From Journal of Gerontology: Medical Sciences, 2001;56A:M497.*

**WINS needs a new secretary and Board member.  
Computer literacy and a smiling face are required.**



—WINS' MISSION STATEMENT—

**WINS is dedicated to:**

- 1) Changing standards of beauty to those that do not define us by our weight and do not promote eating disorders, including anorexia, bulimia, binge eating disorder, and compulsive overeating that may lead to obesity;
- 2) Educating children and adults to recognize that the shape of one's body is determined by one's genes. Genetic makeup determines healthy weight, whether it be thin or heavy, and a moderate amount of balanced food, with a moderate amount of exercise will allow one to achieve her/his natural, healthy shape.
- 3) Changing body images in the media and advertising to those that are natural and attainable with healthy life-styles.

**BOARD OF DIRECTORS**

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Board Member: Ann Gerhardt, MD

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June Preston

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Publicity: Mary Jane Ray  
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Education: Ann Gerhardt  
Newsletter: Ann Gerhardt

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**PLEASE JOIN US**

We exist only to carry out our mission and for our members. Donations are used entirely to get the message out. See back page for Membership Application.

**BOARD MEETINGS are held** the second Wednesday of each month. Everyone is invited to attend. See **WINS MEETING TIME & PLACE** in this issue for details.

**WINS NEWS** is published quarterly for members and friends. News items, community events, press releases, letters to the editor, commentaries, poetry, and/or other information which might be of interest to our members are welcomed and encouraged.

## FAT AND FIT

Serena Ryder, RD, CNSD

The book *Big Fat Lies* discusses facts related to weight and health. I found it interesting that the author, Glenn Gaesser, PhD, wrote the following dedication of the book to his mother:

“For my mother, Mary  
thin and hypertensive,  
she may well have benefited  
from a few extra pounds.”



The section titled "Fat and Fit" discusses the Aerobics Center Longitudinal Study started in 1970 by Dr. Blair and his research team. The study was designed to assess the possible role of physical fitness in reducing mortality rates. It was noted and published in medical and scientific journals that weight itself was not as important a risk factor for premature mortality as was physical activity.

The men in the study who lived longer lives were those who had in fact gained the most weight since college, AND who also expended at least 2000 calories a week in physical activities. Exercise, not weight, was the key factor promoting longevity in the study.

The author notes that weight gain with older age is natural, but in our society that is not equated to being healthy. This confirms for me that promoting exercise is far more important for longevity and health than encouraging weight loss. Health is the key. Not weight.

I beg those in the medical field to stress this in their plans and goals for patients. Measures of mood, blood pressure and various laboratory parameters of health are more important than the number on the scale. This is especially true for those in cardiac rehab or diabetic treatment plans. Considerable physiologic gains may not be associated with any weight loss at all.

Muscle is much more dense than fat; it takes up one-third the space of an equivalent weight of fat. Thus a person in an exercise program can replace fat with muscle but see no change in weight. She will, however, look very different in size and in her clothes, and feel much better ...

## DO YOU NEED A BUTT IMPLANT?

**Fake cheeks, vacuumed guts and Botox grins — plastic surgery: It's the new black!**

Mark Morford, (Wednesday, April 23, 2003 SF Gate);  
Submitted by Judy Gould, MS RD

*Editor's note: This article is phenomenal! Space limitations prevent reproducing it in its entirety, but you could go to his website to see the whole thing...*

“Of course you’ve seen them. The heavily plasticized, awkwardly mobile, perfect-bodied creatures and creaturettes strolling the streets or careening through the gym or the yoga studio or the Bebe store, brushing off gawkers like dandruff, resplendent in their lovely and increasingly ill-fitting pneumatic skins.

Plethoric and unavoidable and glorious they are, showing off their various glistening siliconed Botoxed liposuctioned chem-peeled tucked clipped lifted resculpted assets and avoiding direct sunlight and excessive facial expressions lest their visages collapse and melt on the spot, yet still managing to smile small desperate wrinkle-free muscle-numbered half grins that make children recoil and mannequins swoon. Ah, modern beauty.

This is the new breed of American specimen. This is the new lifestyle choice, sporadic plastic surgery now pretty much a prosaic fashion accessory, a casual

*continued on page 4*



## SCHOOL NUTRITION

The USDA's Food and Nutrition Service has a new program, "Changing the Scene," that addresses all aspects of the school nutrition environment. The guide book discusses ways to put together quality school meals and explores other healthy food options. It urges a commitment to nutrition and physical activity among school districts. It even provides models for pleasant eating experiences.

The program empowers local members of the community to take action on behalf of their children, become educated about healthy eating habits and market their ideas publicly to spread the word. To obtain a free copy, go to [www.fns.usda.gov/tn/resources/changing.html](http://www.fns.usda.gov/tn/resources/changing.html).

## HOW TO FEED A HEALTHY CHILD

*Ann Gerhardt, MD*

There is an association between how a young child is fed and his/her eating patterns later in life. Studies of middle-class white children have consistently shown a pattern that leads to obesity: If parents restrict a child's access to and choices of food, the child is more likely to become an obese teen and adult.

The effect of restrictive feeding practices is particularly clear for young girls. Parental restriction leads girls to be more likely to eat in the absence of hunger, report negative self-evaluation, attempt restrained eating (which often leads to subsequent binges) and end up overweight. Study mothers pressured and monitored their daughters' eating more if they believed the daughter to be overweight, whether the girls were actually overweight or not.

In a study of 140 five-year-old girls in Pennsylvania (Birch L, et al. AJCN 2003,78:215-20), only 41 girls were categorized as normal weight and having mothers who did not restrict eating. That means that 99 were likely to become obese as adults — they were either already overweight or were experiencing maternal food restriction and monitoring that would lead to overweight. Those poor girls!!

Food restriction is only one of the many roles that parents play in their child's food intake. They also determine which foods are purchased, the portion sizes served, meal frequency, and the mood and setting of family meals. Probably equally important is the example they set via their own eating behavior. How many of us eat balanced meals, eat only when we are physically hungry and stop when we are comfortably full, no matter how good the food left on the table looks???

## THE DIFFERENCES BETWEEN MEN & WOMEN

*Submitted by John Davis*

- Men have an easier time buying bathing suits. Women's suits come in two types: depressing and more depressing. Men's two types: nerdy and not nerdy.
- Men are self-confident because they grow up identifying with super-heroes. Women have bad self-images because they grow up identifying with Barbie.
- Male menopause is a lot more fun than female menopause. With female menopause you gain weight and get hot flashes. In male menopause you get to date young girls and drive motorcycles.



## WHAT IS A NATURAL SHAPE?

A natural shape is whatever shape your body assumes when you eat nutritionally balanced food per the Food Guide Pyramid (with a modest amount of fun foods) and physical activity is a regular, daily part of your life. A natural shape is very much determined by your genes.

It is not the wasted look of forever-dieting, nor is it obesity resulting from over-eating and under exercising.

## SAVING PEOPLE FROM OBESITY

### *One Mouth Device At a Time.*

A company called Scientific Intake, Atlanta has introduced a device that reduces food intake. It is custom fitted to the fittee's mouth in such a way that it prevents large bites of food. It is based on the principle that the brain needs 15 - 20 minutes to tell the stomach when it's full so it can stop eating. It costs almost \$500 and must be custom-designed by a dentist. And you thought braces were bad.

*From C & EN (American Chemical Society publication) June 14, 2004. Submitted by George Gerhardt, PhD*

## WINS NEEDS YOUR SUPPORT

Many companies will match your donations to qualified non-profit corporations, such as WINS. Contact your company's benefits office for their requirements and paperwork. Forward it all to WINS, with your donation/renewal, and we will take care of the rest.



## BUTT IMPLANT

*continued from page 2*

complement to the shoes and the sunglasses and the Escalade, much more than any sort of authentic desire for true health and glow and improved body awareness and decent orgasms. Boobs before broccoli, baby. You know how it is.

Just look at the numbers. Boob jobs are up 8 percent over 2001 (roughly 250,000 pair were installed last year), and cheek implants were up 9 percent, according to the American Society of Plastic Surgeons. About 15,000 men got breast reductions. About 15,000 more underwent the torment of penis-enlargement surgery. Liposuction's still on the rise, up 3 percent: Almost 300,000 people had some ostensibly displeasing flabby part of their body sliced open and sucked dry last year.

Painfully injecting some thigh fat directly into your hands to try and smooth wrinkles and hide age? Increasingly popular, apparently, despite the dangers, despite the weeks of ugly purple swollen appendages post-procedure, despite the five to 10 grand every six months. After all, what price false youth?

Butt lifts are up too, so to speak. So are butt implants. That's right, butt implants. It's the latest thing. Still in development. Big slabs of fleshy silicone crammed straight into the glutes. Still not as popular as boobs and cheeks and lipo and noses and eyes due to painful awkward lumpy how-the-hell-do-I-sit-on-these complications."

*His next paragraphs bemoan collagen hands, J.Lo butts and the rabid Botox craze. Then...* "Alas, savage problems persist. You can feel it happening, see it in the streets. In our desperate clamor for image uber alles, we as a culture are accelerating further and further away from anything resembling true luminous health and actual lickable beauty.

The idea now is no longer simply to perk up the human form, augment and enhance and maybe add another layer of lusciousness to what nature provided. Would that it were so elegant.

Nope, the current mad rush to plastic surgery and in-home biotoxin is all about mutating and stripping away and wiping

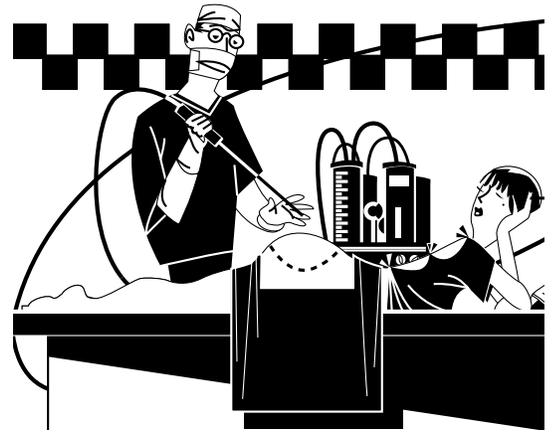
out most vestiges of authentic self and replacing it with this bizarre ultra-smooth facsimile of identity, all while simply ignoring the concept of genuine health altogether.

There are no admonishments from either the cosmetic practitioners or body fanatics about, say, maybe eating healthier and exercising and cutting out refined sugars or dairy or wheat or processed garbage foods or the two packs of Camel menthols or the four cups of coffee or the absurd obsession with looking like the ridiculously airbrushed cover model on "Mademoiselle."

Let us put it another way: Some of the most beautiful and perfect-bodied people in the country right now are some of the most desperately unhealthy. They look amazing and curvy and tight. They also look incredibly ill. And that gap between appearance and true health is getting wider. And creepier. And sadder.

Externals no longer match internals. Faces no longer match spirits. Physical body and energy body are whacked and misshapen and increasingly irreconcilable. Do you see it? It's in the eyes. Between the mimosas and the giggles and the three-hundred-dollar checks. We do plenty to fix the external wrinkles. No one focuses on the internal lumps.

Look. Fashion is here to stay. The beauty myth is here to stay. Plastic surgery is here to stay until it shrivels your nose into a little pulplike raisin-y Michael Jackson-esque thing and you cover it with a Band-Aid and a bandanna and never leave the house. Fine and good. What we don't need right now is new plastic-surgery techniques, more J.Lo butts and more creepy grinless women



and more botulism faces and a wonderful new method to shave 10 years off your wrinkly elbow flesh if you will only dip them in this boiling battery acid and fork over six thousand dollars.

We need new spiritual surgeries. We need more fat suctioned off the id, age spots blasted off the perspective, luscious boob jobs for sagging karmas. Look at it this way: You can either get slabs of silicone pumped into your ass and regular doses of a known deadly poison injected into your face, or you can realize that what actually makes people delicious and beautiful and a true taste sensation in the universe has little to do with scalpels and toxic chemicals, and everything to do with soul and nature and genuine orgasms.... Or is that too un-American?"

*Subscribe to Mark's deeply skewed, mostly legal Morning Fix newsletter. Mark Morford's Notes & Errata column appears every Wednesday and Friday on SF Gate, unless it appears on Tuesdays and Thursdays, which it never does. He also writes the Morning Fix, a deeply skewed thrice-weekly email column and newsletter. Subscribe at [sfgate.com/newsletters](http://sfgate.com/newsletters).*

## GURZE'S NEW ANNOUNCEMENTS

**One of several new offerings is "Meal by Meal: 365 Daily Meditations for Finding Balance through Mindful Eating."**

This new meditational by Donald Altman inspires learning mindfulness and discovering the link between food and how you feel about yourself. These daily messages are on such themes as rituals, choices, community, eating, and more. Contained are generous portions of insight, courage, and loving advice that can be practiced every day.

For more information or to order, go to [www.gurze.net](http://www.gurze.net) and type "Meal by Meal" under search. In addition, you will find other new offerings on the site.

(Gurze Books, 5145-B Avenida Encinas, Carlsbad, CA 92008 (800)756-7533 [www.bulimia.com](http://www.bulimia.com))

**NOW AVAILABLE!!!**

## **POSITIVE BODY IMAGE & HEALTHY BODIES WINS GRADE SCHOOL CURRICULA**

### **— GRADES 1 & 2 —**

- Lesson book
- Teacher background information
- Teacher video
- Two Posters

*Cost: \$60, including shipping and sales tax*

### **— GRADES 3 & 4 —**

- Lesson book
- Two posters
- Teacher video
- Student video
- Teacher background information

*Cost: \$65, including shipping and sales tax*

### **— GRADES 5 & 6 —**

- Lesson book
- Two Posters
- Teacher video
- Student video
- Teacher background information
- Photographically modified picture transparencies

*Cost: \$65, including shipping and sales tax*

**The entire set, with an extra background module for school counselors, is \$180.**

**Mail your request (the order form is on the back page) with payment to: WINS, P.O.Box 19938, Sacramento, CA 95819**



*Five Elementary Curriculum Posters. Two are included with the Curriculum package. They are also available separately for \$15 each.*

Motto to live by:

"Life should NOT be a journey to the grave with the intention of arriving safely in an attractive and well preserved body, but rather to skid in sideways, Champagne in one hand - chocolates in the other, body thoroughly used up, totally worn out and screaming WOO HOO - What a Ride!"

Submitted by Glenn Thorp

## **LIFE CORNERS**

*Sabrina Matoff*

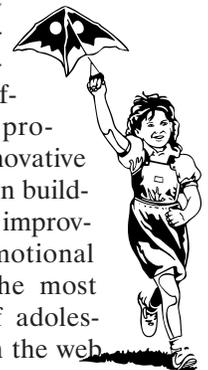
A day and a night move together,  
start at the same beginning, diverge at  
different ends.

I sit at the desk, listening to the brain  
think,  
a chained resource, asking for fuel;  
a kernel of corn, or truth,  
in my hollow house,  
where a piece of the past is gone for  
good,  
the space ready to be filled  
with a familiar sound every morning,  
every evening,  
begging for food.

And does the future also chain my heart,  
or help me wait for the signal that it's  
time to fly,  
touch the corners of the world-  
after all.

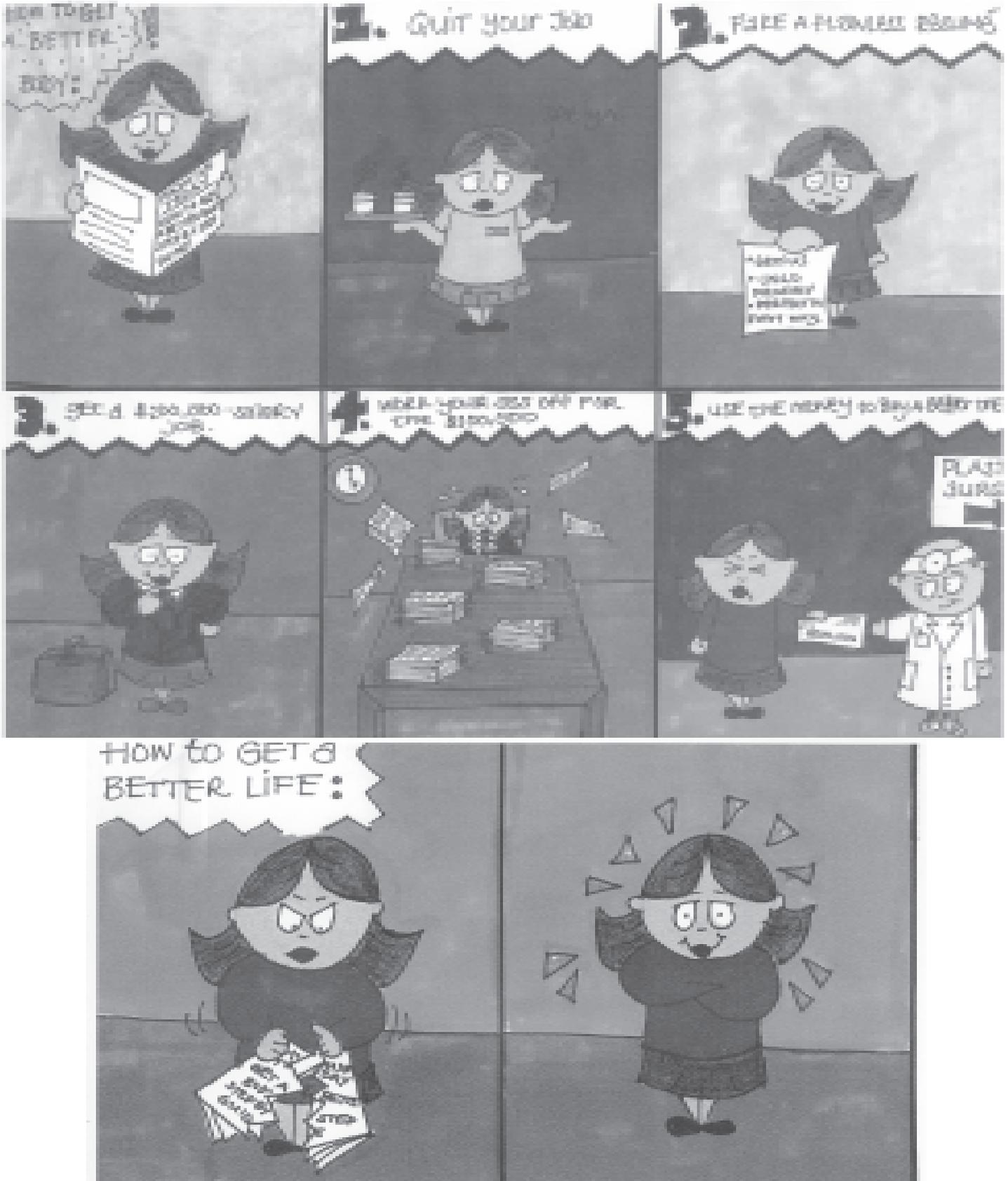
## **GIRLS ON THE RUN**

Check out Girls on the Run, an international organization that is dedicated to helping young girls in the fourth through sixth grades make choices for healthy living and community responsibility. Their after-school running programs utilize an innovative curriculum to focus on building self-esteem and improving physical and emotional well-being during the most challenging years of adolescence. Find them on the web at [www.girlsontherun.org](http://www.girlsontherun.org).



# MARGE IN CHARGE

Julie McCarthy



Julie McCarthy studies full-time, now in her Junior year, at the University of Massachusetts-Amherst. She has pursued her passion of art from an early age, with classes in cartooning, painting and drawing. Julie loves to travel, play tennis, and, of course, make light of life through the eyes of Marge in Charge.

## PERSONAL CORNER

Amanda Ferrell

### **My Enemy, My Friend?**

My body, my enemy  
Your reflection has always been  
An empty shell, one much too large  
And much too awkward  
I hated to feed such an enemy  
In fear you would become a life of your own  
And expand before my desperate eyes  
As I lost all control over you

All the nights I violently purged you  
Of the nutrition you needed to survive,  
I never once recalled the times  
You healed me when I was wounded,  
picked me up when I had fallen,  
or kept my heart beating  
When I no longer cared to live

Today I look deep within you,  
Past all the padding and womanly curves  
And see my soul shining through  
As you are exactly the size you are supposed to be

Today I let you be a part of my whole being  
And I nurture you  
Because you are no longer my body, my enemy  
You are the part of my whole self that guides me  
Through the physical world  
And I hope someday we can be  
Best friends.

## GURZE BOOKS NEEDS ESSAYS!

Are you a parent who has an eating disordered child (of any age)? Gurze Books is requesting short essays (350 to 800 words) from parents whose children are in or have been in the recovery/treatment process. To help you get started, you can answer one or more of the following questions or write about other related topics:

Calling  
**ALL**  
Parents

What is a parent's most important job when they have a child in recovery? How has your role as a parent changed during your child's recovery? Do you have advice or helpful tips for other parents? How do you take care of your own needs when your child needs so much?

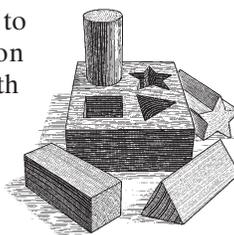
Email your submissions to Leigh Cohn: [gurze@aol.com](mailto:gurze@aol.com). Include contact information, although your name will not be published.

These essays will be edited and be featured together in a special issue of *EATING DISORDERS: The Journal of Treatment and Prevention* edited by Prof. Walter Vandereycken, M.D., Ph.D. that will be devoted to parents' needs. In some cases, we may also ask you if we can use your writing for articles in the *EATING DISORDERS TODAY* newsletter.

## EDUCATIONAL VIDEO AND MIDDLE/HIGH SCHOOL CURRICULUM

**HAPPY, HEALTHY SHAPES  
IT'S NOT HOW YOU LOOK,  
IT'S HOW YOU FEEL**

This educational video and curriculum deals with issues of societal pressure to be thin, psychological problems of adolescence that lead to disordered eating, medical consequences of eating disorders, healthy nutrition and exercise. To receive a copy, please send your request to WINS (address on back page) along with \$50 for both curriculum & video or \$15 for the video alone; include your name and address. Allow a few weeks for delivery. The intended audience is teens, but it is a good message for people of all ages.



**Try to get the video shown at your local schools and organizations.**



**Visit the WINS WEBSITE at  
[www.winsnews.org](http://www.winsnews.org)**

**and send any suggestions**

**to us at**

**[winsnews@aol.com](mailto:winsnews@aol.com)**

## READING LIST

### AVAILABLE ON REQUEST

Please send a self-addressed, stamped envelope to: WINS, P.O. Box 19938, Sacramento, CA 95819

Also, *Gurze Eating Disorders Resource Catalog* has a huge number of valuable books, many are on the WINS reading list. Request a free catalog: P.O. Box 2238, Carlsbad, CA 92018; (800) 756-7533; [www.gurze.com](http://www.gurze.com).



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*If you are not yet a member  
and you wish to continue to  
receive WINS NEWS, please  
see the bottom of this page.*

*WINS is proud of our quarterly newsletter. However, WINS cannot survive without your support.  
We urge you to join our organization by sending your donation today.*

## WINS MEMBERSHIP APPLICATION & NEWSLETTER SUBSCRIPTION

Send with your check or money order to WINS, PO Box 19938, Sacramento, CA 95819

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Telephone (\_\_\_\_) \_\_\_\_\_ Work Telephone (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

Who referred you? \_\_\_\_\_

How can you help?  Telephone  Education  Publicity  Newsletter  Write Grants

Other: \_\_\_\_\_

Enclosed Donation — This is a:  Renewal  First Donation  Gift

- \$35 Regular member
- \$45 Family Membership (List all names above)
- \$45 Member (You will receive a free gray T-shirt that says THIS IS A NATURAL SHAPE in blue.\*)
- \$100 Member (You will receive a free white polo shirt embroidered with WINS logo.\*)
- \$10 Student (Donation over \$10 appreciated)
- Additional Donation \$ \_\_\_\_\_
- Grade School Curricula:
  - Grades 1&2 \$60 \_\_\_ #desired
  - Grades 3&4 \$65 \_\_\_ #desired
  - Grades 5&6 \$65 \_\_\_ #desired
  - Entire Set \$180 \_\_\_ #desired

Amount enclosed: \$ \_\_\_\_\_

- Middle/High School Curriculum & Video @ \$50 for both. Number desired: \_\_\_\_\_ Amount enclosed: \$ \_\_\_\_\_
- Middle/High School Video(s) @ \$15 each. Number desired: \_\_\_\_\_ Amount enclosed: \$ \_\_\_\_\_
- Additional T-shirt (\$15)  Additional polo shirt (\$30) See above for descriptions.
- A Gift from \_\_\_\_\_ (card will be sent).

\* For T-shirt or polo shirt, specify size:  small  medium  large  extra large

We are truly a "grass roots" organization. Please help us keep track of what is happening in the "shape industry." Send us names of companies that use natural shapes and those that have forgotten what real people look like.

Comments: \_\_\_\_\_