

**Dr George Blair-West**

MEDICAL DOCTOR  
& PSYCHIATRIST

# STARTING YOUNG

**Giving Children the Gift of Healthy Eating**

## One Day Workshops 2010

**By the Author  
of the  
Food Loving Kids  
Book Series  
VISIT  
foodlovingkids.com**

**This Workshop is  
for Health  
professionals &  
educated, thinking  
parents**

**When & Where**  
**BRISBANE**  
**20 March (Sat)**  
**SYDNEY\***  
**25 April (Sun)**

**PRICING**  
Earlybird \$345  
Group 4+ \$295  
Full price \$395  
Your Registration  
includes the first book  
in the series  
**'Taste with your face:  
Adventures in  
healthy eating'**

**Dr Blair-West has now  
trained Doctors,  
Dietitians,  
Psychologists & other  
practitioners in Australia,  
NZ & the UK**

\*The rate of \$295 also  
applies if you attend Dr  
B-W's Sydney workshop  
on the preceding 2 days  
see website for details

For adults, undoing lifelong eating habits is so hard that 80% fail when it comes to losing weight. We need to start much, much earlier!

Perhaps the greatest gift we can give children is a healthy eating habit

Through 20,000 ads and product placements a year, children are told they're cool if they drink sugar-laden drinks and energy-dense foods, then they're teased if they're fat, while they're cool if they're slim—it's a tough time to be a kid. They need as much help as they can get.

40 years ago less than 5% of kids aged 6 to 11 were overweight. Now, as adults, 2/3s of that generation are overweight. If 25% of children are now overweight, how many will be overweight as adults?! On this basis, the current generation of young children are the first in the history of humankind predicted to have a shorter lifespan than their parents.

Dr Blair-West's approach is based on the Family Systems Model that highlights the need for the whole family to work together to instill lifelong healthy eating habits in the pre-teenage child.

His approach does not involve denying any food groups (as this gives the food 'seductive power'), but talking to the child's innate desire for healthy food and 'creatively competing' against junk food with appealing, healthy foods.

### THIS WORKSHOP WILL COVER

- The five basic principles of building healthy eating habits
- The 'After Rule'
- Defining 'Love' and how it fits with nurturing healthy eating habits
- Which family factors prevent children from changing behaviour?
- What qualifies as overweight?
- Helping children eat their vegetables
- The danger of parents modeling concern for their own body image
- The power of the family meeting
- The benefits and the dangers of cooking for and with children
- How to celebrate with food and avoid the dangers of rewarding with it
- Understanding how advertisers sell
- Empowering children to resist being sold junk food

**TO BOOK or ENQUIRE Call 02 9692 0533 or  
VISIT [www.changechampions.com.au](http://www.changechampions.com.au)**

### ABOUT THE PRESENTER

Dr Blair-West is a psychiatrist in private practice in Brisbane. While previously a Senior Clinical Lecturer with the University of Queensland, Dr Blair-West's interest as a clinician is in translating research findings into hands-on clinical skills in managing the complex psychology of weight management.

As of 2009 he is the President of the Obesity Prevention & Treatment Society while in 2006 he was invited to present on the clinical application of his research at the International Congress on Obesity.

Since then he has presented regularly within and without Australia, most recently giving the keynote addresses at the 2009 Diabetes NZ Annual Conference.

His first book *Weight Loss for Food Lovers: Understanding our minds and why we sabotage our weight loss*, has been published in the UK, Europe and NZ. His presentations are renowned for his comprehensive command of his subject which is paralleled by his engaging, energetic & often humorous delivery.