

Stop Forking Around! Straight Answers on Eating for Performance, Nutrition, and Health

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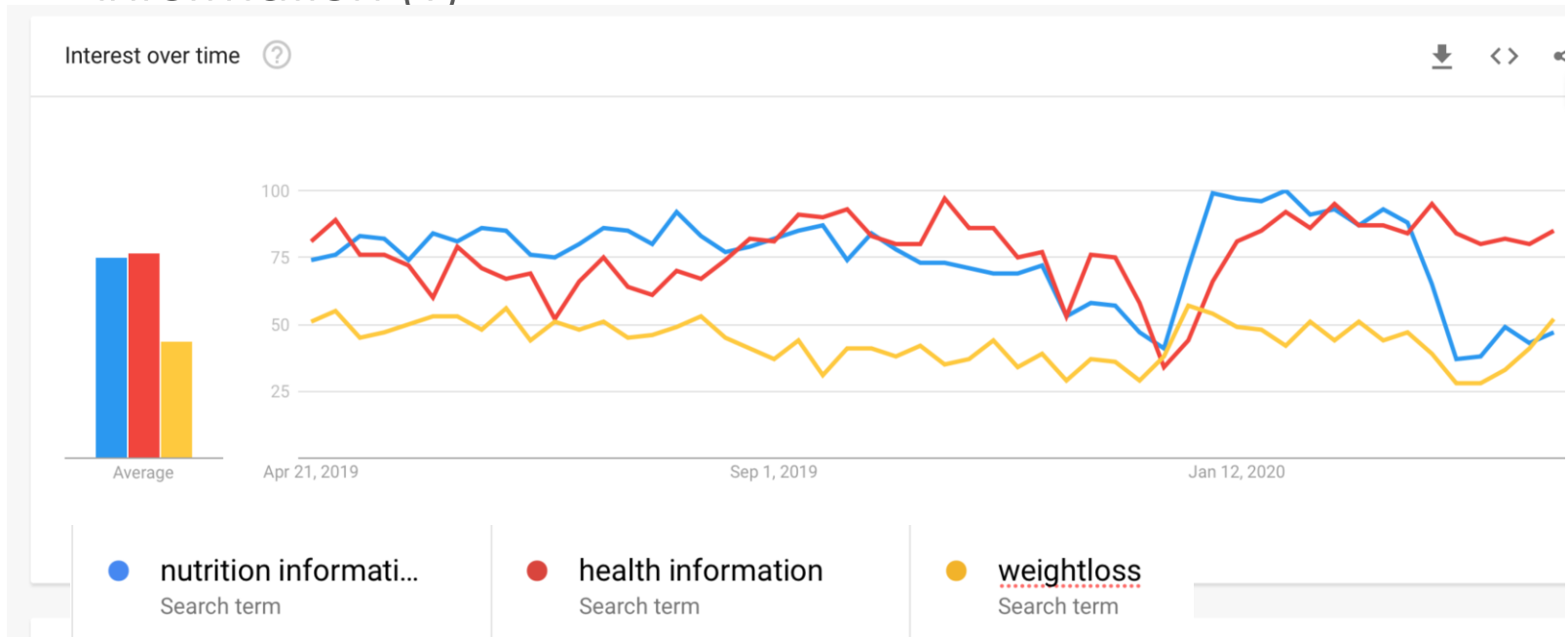
US Masters Swim Coach

Objectives

- Be able to describe how RDNs are viewed by consumers compared with other sources of nutrition information
- Explain how diets and “eating patterns” may be contributing to misinformation about nutrition
- Be able to assess the effects of popular diets on athletes and how this can be damaging to performance
- Describe how (and why) its important to find ways to continuously create messages and information that people can trust and use.

The Rise of Dr. Google

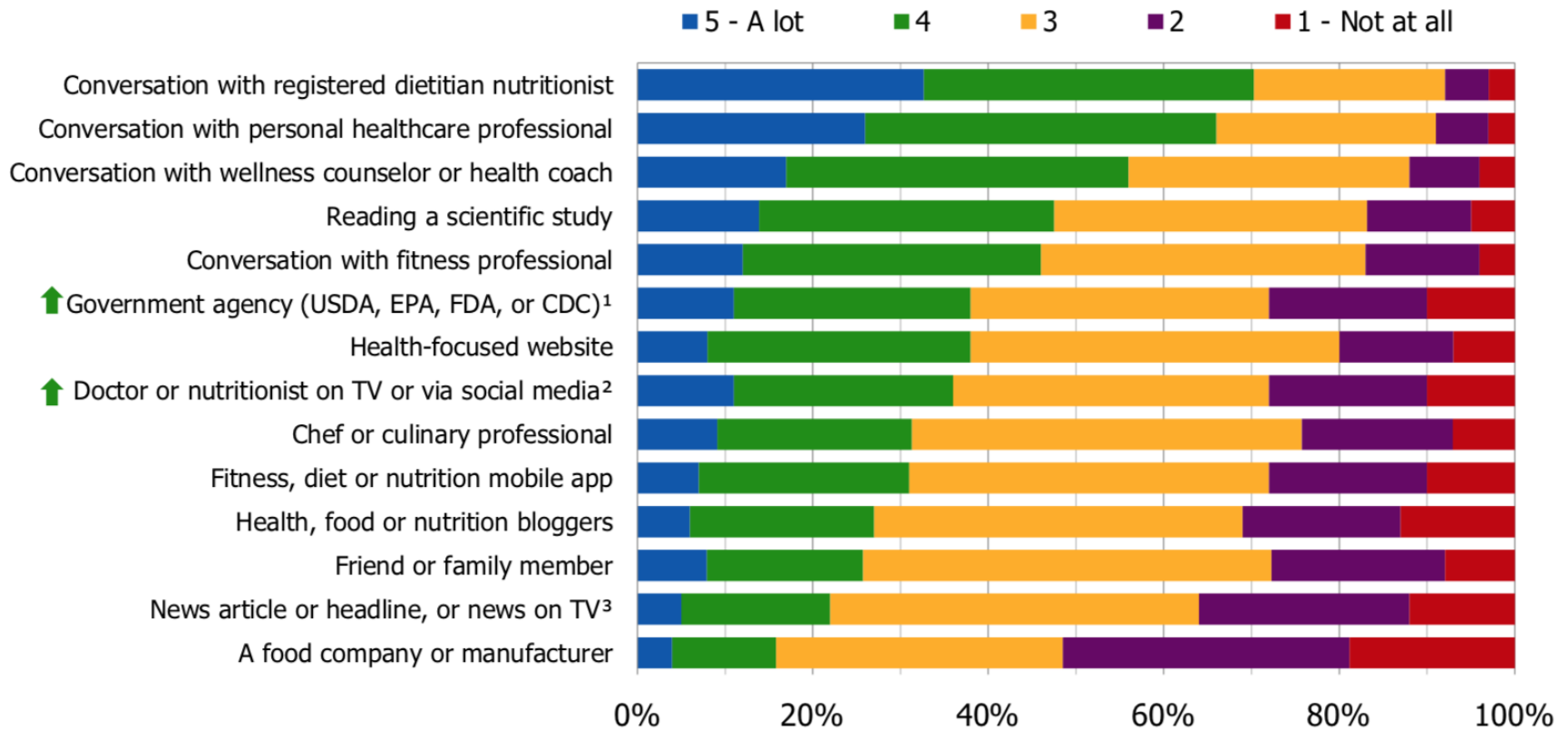
- 70% of people use the internet to search for health information (1)



Source: Google Trends, Accessed 4/20/20

Sources of Nutrition Information

Trusted Sources About Which Foods to Eat/Avoid



Source: IFIC, 2018 Food and Health Survey, www.foodinsight.org

Who is Credible (and Why)

Credible = Worthy of Being Believed; Trustworthy



- Credentials?
- Reputation?
- Too Good to Be True?
- Scientific References
- Agreement Among Experts
- Consistency Over Time

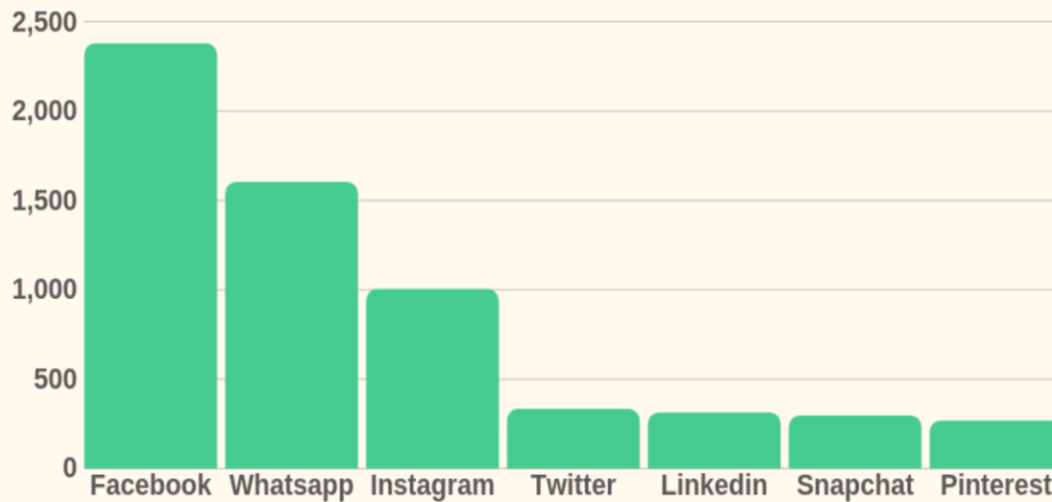
Credibility of Online Information

- Author Identification, Credentials
- Date Stamp
- Contact Information
- Absence of Advertising
- Certifications from Trusted Third Parties
- Professional, Attractive Page Design
- Download Speed



Social Media: Influencers Require Followers

of Top Social Platform Active Users (in millions)



Source: Taher, A. Instagram: Key Global Statistics 2019, Digimind.com

Who's Following You?

- The more merrier
- Followers can be “bought”
- People tend to follow the “herd”



People (Will Always) Want to Believe in Magic, Not Science

- ❑ Diet and Exercise is NOT exciting
- ❑ Melting Fat in 30 Days is VERY exciting
- ❑ Blaming one food type or group is EASIER than Moderation



It's All About Me!!

- It's got to be PERSONAL
- Cater to Unique and Special
- Perfect is better than GOOD ENOUGH
- "I'll be HAPPY when I'm PERFECT"

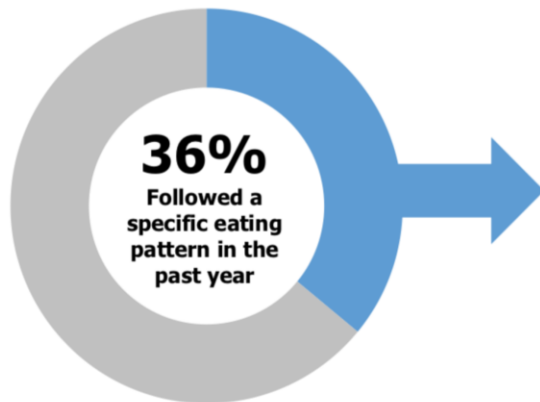


Why People Fork Around

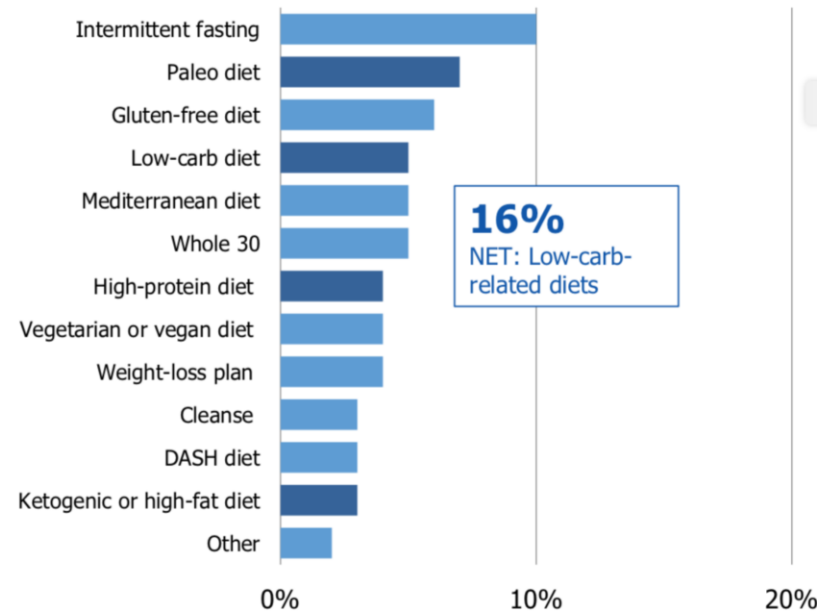


One-Third of People “Diet”

Following Specific Eating Pattern

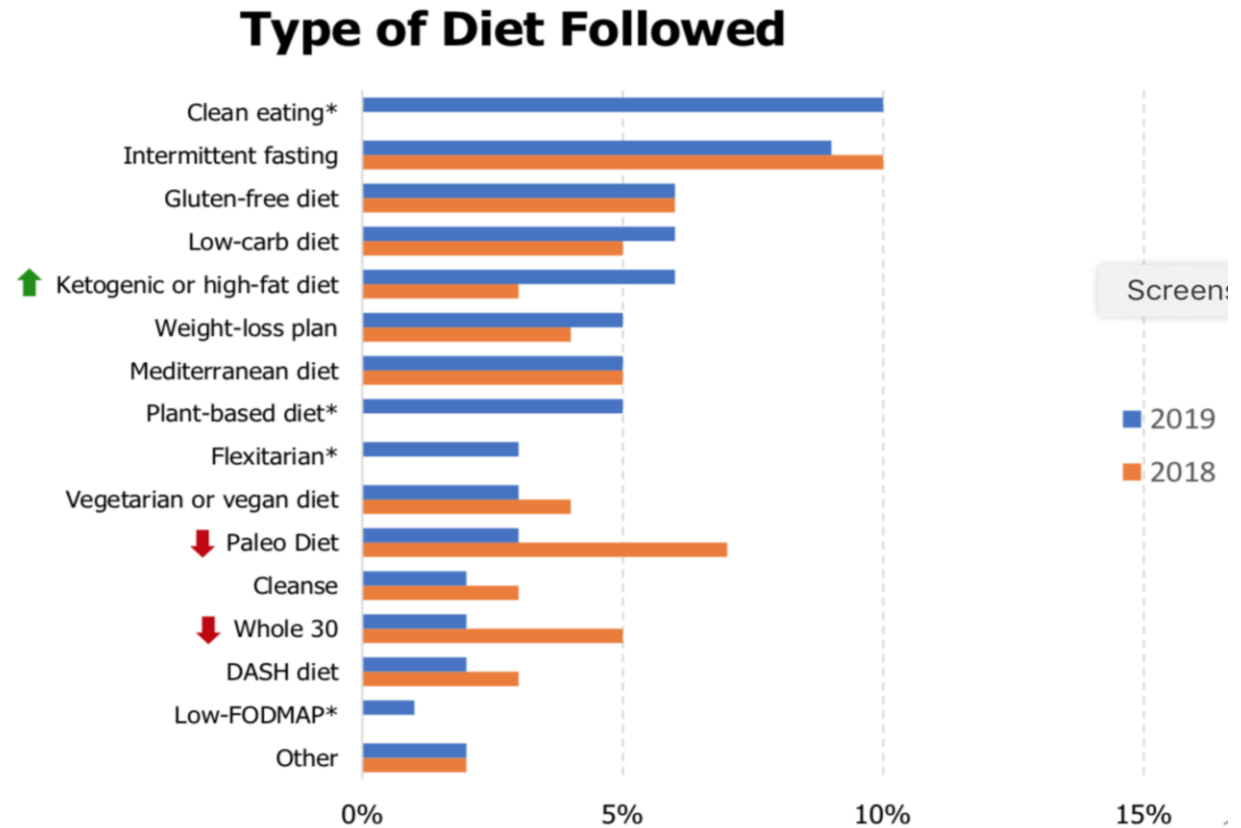


Type of Eating Pattern Followed



Diets Don't Work But We Seem to Ignore the Evidence

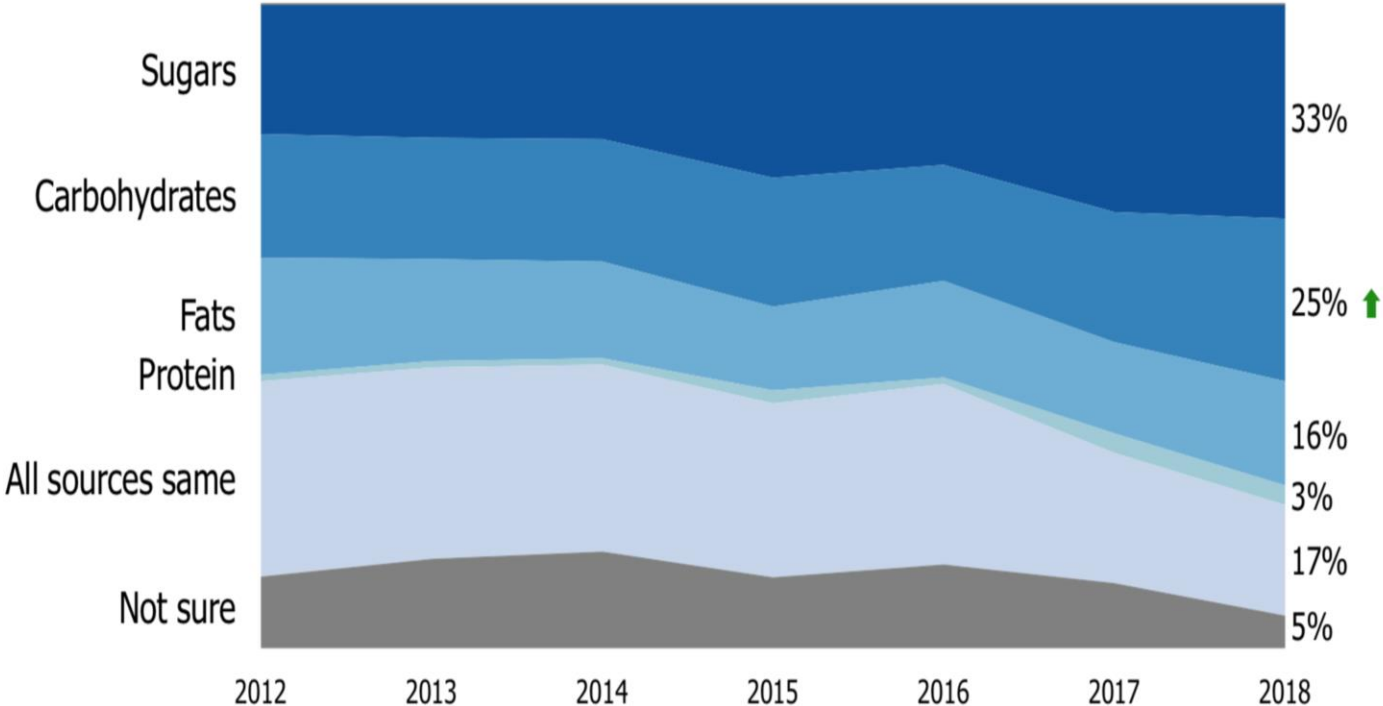
Most “Eating Patterns” are DIETS



Carbohydrates Increasingly Believed to Cause Weight Gain

Sugars believed to be most likely to cause weight gain; only 17% believe calories from all sources impact weight the same

Source of Calories Most Likely to Cause Weight Gain



32%
Of those following a low-carb-related diet say that carbohydrates are most likely to cause weight gain

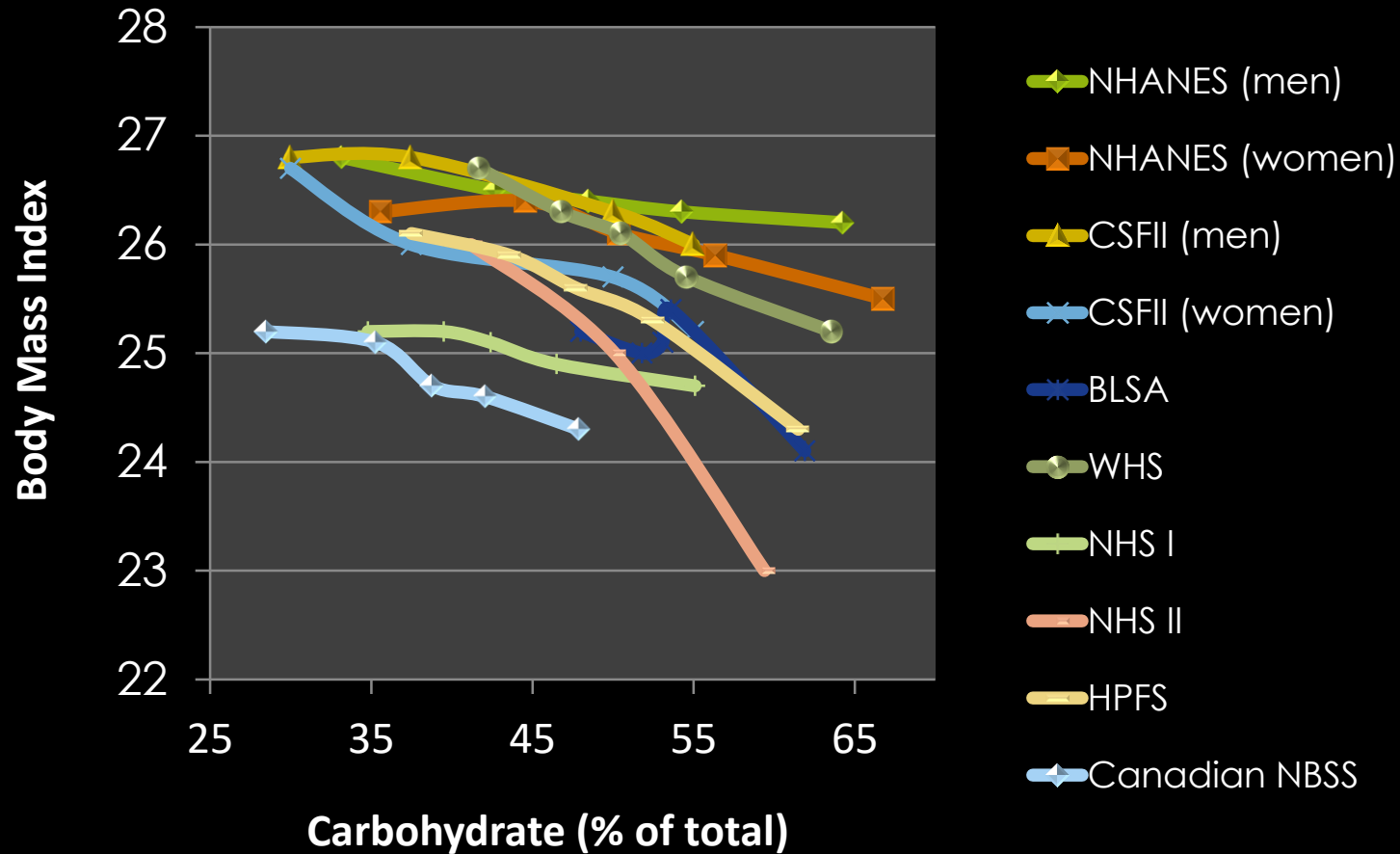
Screenshot

22%
Of those with a college degree indicate all sources of calories equally influence weight gain

21%
Of those in excellent/very good health state all sources of calories cause weight gain

Source: FoodInsight.org, 2018 Food & Health Survey

Relationship Between Carbohydrate Intake and Body Mass Index – Cohort Studies



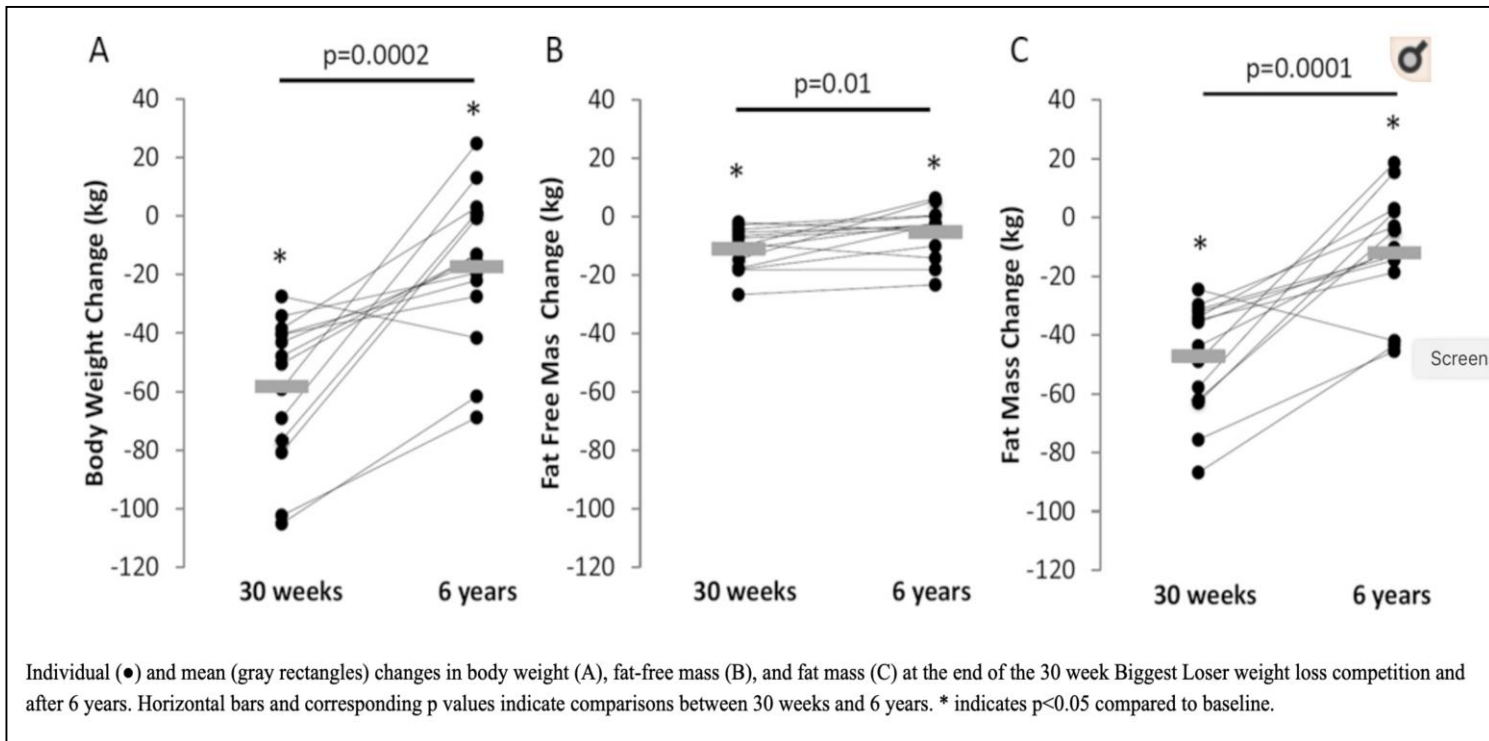
Gaesser. *JADA* 2007; 107:1768-1780

Virtually all prospective cohort studies show an inverse relationship between carbohydrate intake and body mass index

Body weight difference between high- and low-carbohydrate intake groups is approximately 5-7 pounds

The Hazards of Weight Cycling

- Metabolic Damage
- Long Term Health Risks



Fothergill E, Guo J, Howard L, et al. Persistent metabolic adaptation 6 years after "The Biggest Loser" competition. *Obesity (Silver Spring)*. 2016;24(8):1612–1619. doi:10.1002/oby.21538

Why Athletes Fork Around

- ▣ Perceived Performance Benefit
- ▣ Avoidance of GI Distress
- ▣ Weight Management: Gain Muscle, Lose Fat or Meet Weight standards



Performance Nutrition

- Position Statement from AND, ACSM & DC
- What we KNOW works:
 - Hydration
 - Carbohydrate
 - Sodium
 - Caffeine
 - Beta-Alanine
 - Beet Root Juice
 - Bicarbonate
 - Creatine



Source: J Acad Nutr Diet. 2016;116:501-528

Who Athletes Listen To

Related search

Best foods for athletes performance

[View 3+ more](#)



Salmon



Quinoa



Banana



Berry



Pasta



Chicken



Sweet potato

Related search

Foods athletes should not eat



Diet drink



Rice cake



Sugar



White bread



Sports drink



Pasta



Bacon

Gluten and Athletes

- 30-50% of athletes have GI distress (90% in ultra endurance events)
- No performance benefits of a GFD
- Gut Sensitivity: low FODMAP diet may help
- For athlete's with Celiac or NCGS, proper diagnosis is KEY



Source: Lis DM. Exit Gluten-Free and Enter Low FODMAPs: A Novel Dietary Strategy to Reduce Gastrointestinal Symptoms in Athletes. *Sports Med.* 2019;49(Suppl 1):87–97. doi:10.1007/s40279-018-01034-0

Keto, Low Carb, Paleo and Athletes

- ❑ What's old is new
- ❑ It's not about health
- ❑ It is about WEIGHT
- ❑ Research doesn't support



Origins of “low-carb” strategy



Why all the hype?

- **Anecdotal testimonials**
- **Popularity of the Paleo Diet**
- **Recent scientific evidence**
- **“Classic” study by Phinney et al (1983)**

Closer Examination of the Study by Phinney et al

The Human Metabolic Response to Chronic Ketosis Without Caloric Restriction: Preservation of Submaximal Exercise Capability with Reduced Carbohydrate Oxidation

S. D. Phinney, B. R. Bistrian, W. J. Evans, E. Gervino, and G. L. Blackburn

Metabolism, 1983, 32: 769-776

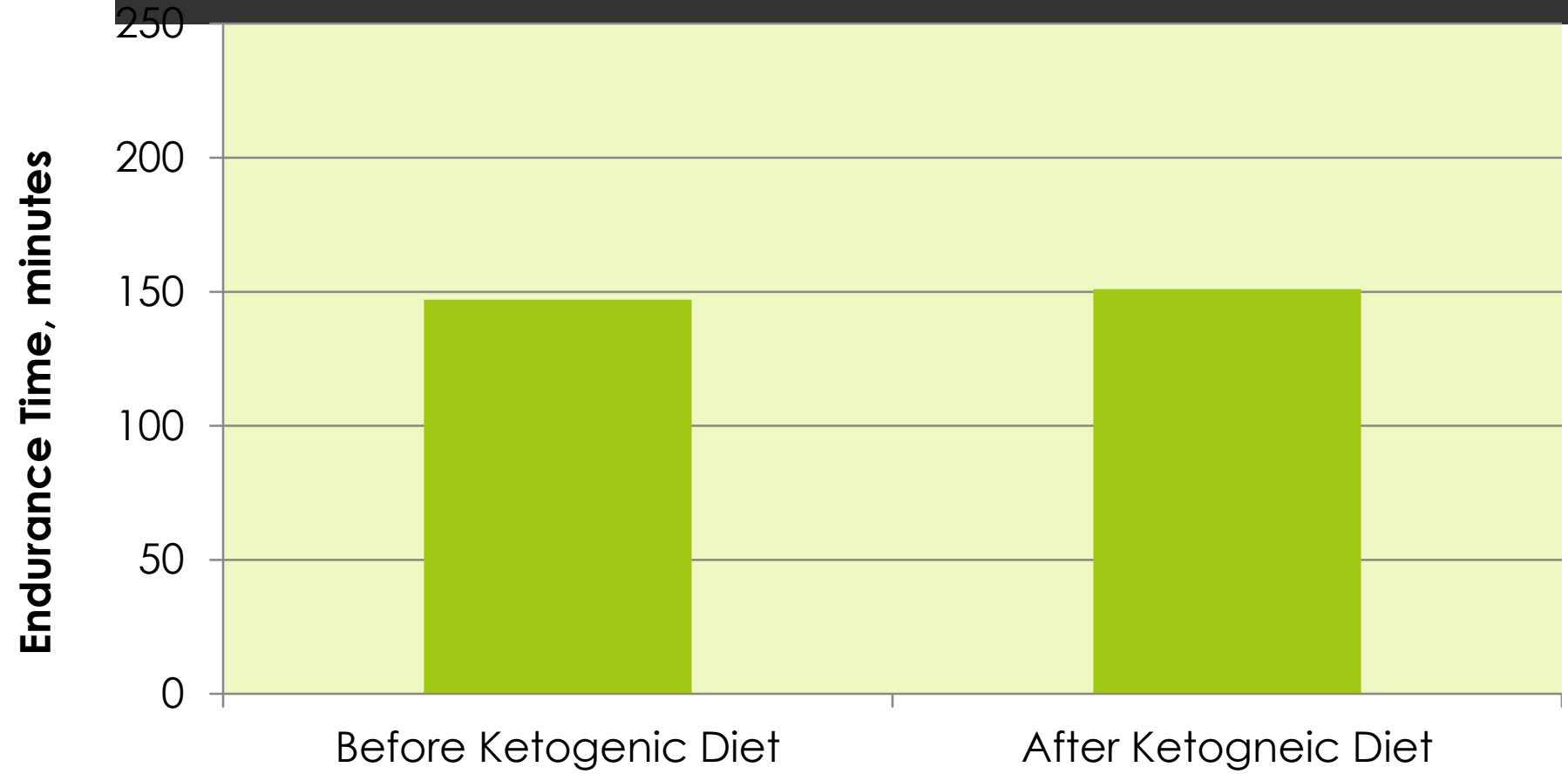
Five well-trained male cyclists consumed a ketogenic diet (very low-carb) for four weeks

Authors' conclusion:

“These results indicate that aerobic endurance exercise by well-trained cyclists was not compromised by four weeks of ketosis”

Low-Carbohydrate Did Not Improve Endurance Time

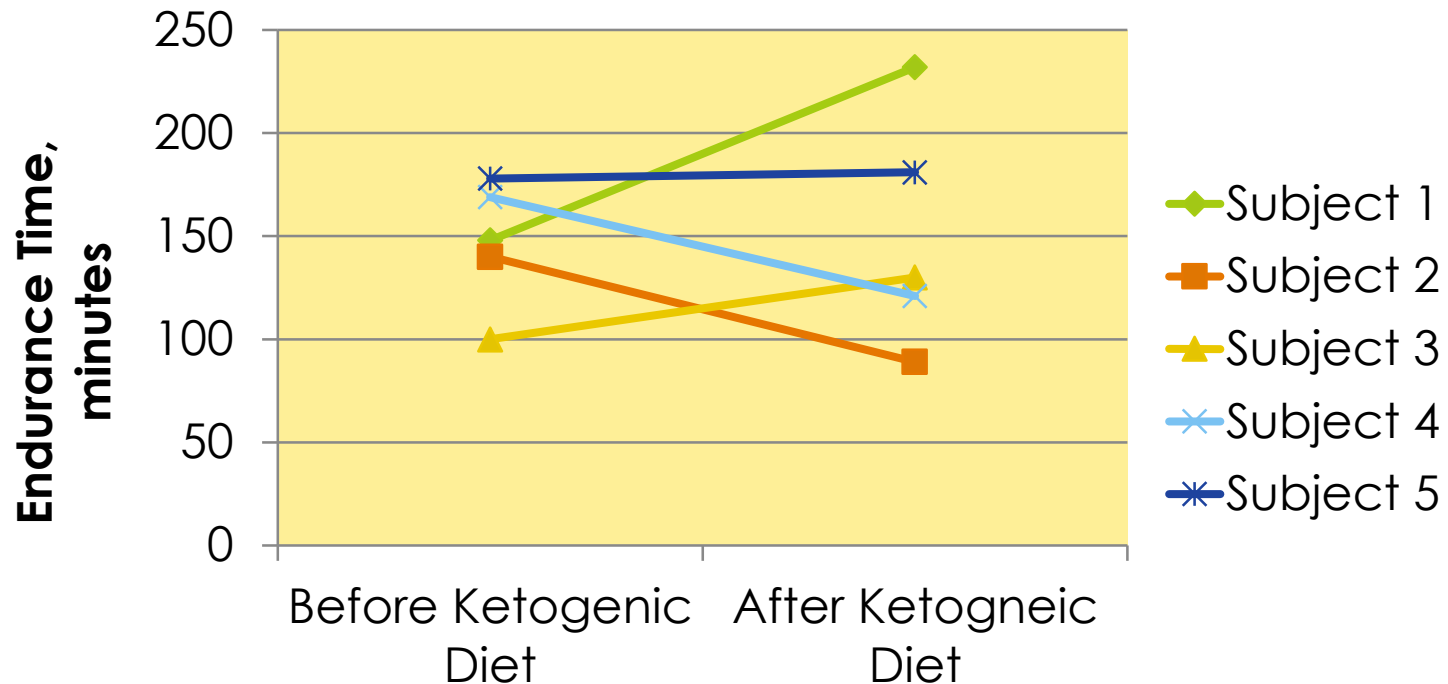
Endurance Time At 62-64% $\dot{V}O_{2max}$
Before And After 4 Weeks Of A Ketogenic Diet



Phinney et al, *Metabolism*, 1983, 32: 769-776

Endurance Time at 62-64% $\text{VO}_{2\text{max}}$ Before and After 4 Weeks of a Ketogenic Diet

Individual Data



Phinney et al, *Metabolism*, 1983, 32: 769-776

The Most Cited Study for Athletics and Ketogenic Diet had 4 Athletes....

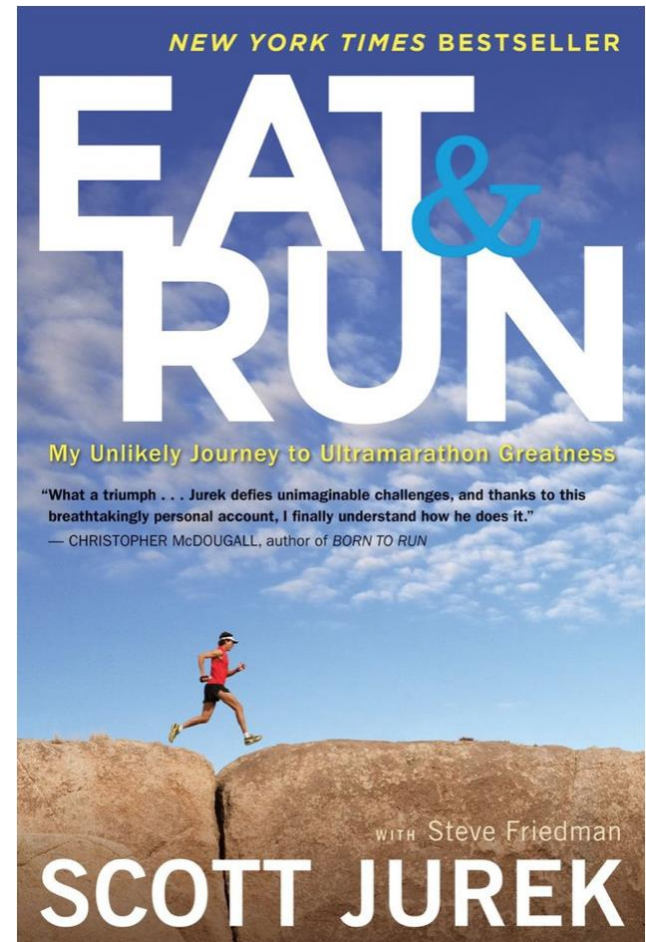


- Yes, two subjects performed **better**
- But two subjects performed **worse****
- And one subject performed **the same**

Phinney et al, *Metabolism*, 1983, 32: 769-776

Veganism and Athletes

- ▣ Research
- ▣ Nutritional Adequacy
- ▣ Is it really about health?



Recommendations for Vegan Athletes

Rogerson *Journal of the International Society of Sports Nutrition* (2017) 14:36
DOI 10.1186/s12970-017-0192-9

Journal of the International
Society of Sports Nutrition

REVIEW

Open Access

Vegan diets: practical advice for athletes and exercisers



David Rogerson 

- ▣ **Supplement Recommendations:** protein, fat, iron, DHA/EPA, B12, zinc, D3, possibly Iodine, calcium

Unintended Consequences of Eating “Healthy”



How to Break Through the Noise



More Platforms Than Ever

- ▣ Traditional “media”
- ▣ Books (still a thing!!)
- ▣ Websites (CREATE ONE!!)
- ▣ Social Media
- ▣ Presentations/Speaking



Consistency, Consistency, Consistency

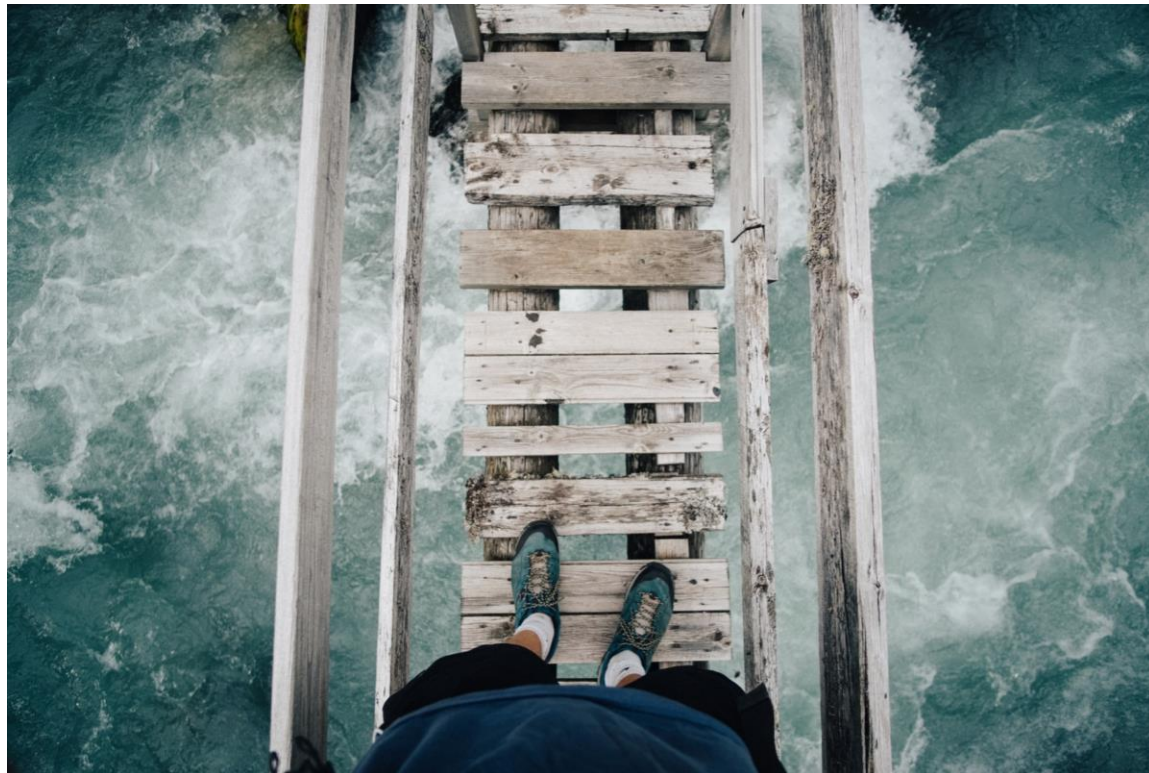
- Know what you want to say
- SAY IT
- SAY IT AGAIN
- KEEP SAYING IT!!!
- SAY IT IN A LOT OF PLACES!!



Find Your Voice



Say “NO” to Fear



Source: Benjamin Davies @Bendavisuals, Via Unsplash.com

Believe in What You Know



Source: Jasmine Coro @Jasminecoro via Unsplash.com

Keep Learning



Source: Claudia Wolff @Kaimanta via Unsplash.com

Find Mentors



Hone Your Skills



Never, Ever Give Up

