

# The Doughnut Diet

How to lose one pound in weight



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Co-founder of Earn Your Health Community Interest Company

## Definitions:

- Doughnut (1)** A type of leavened fried dough often prepared as a sweet snack.
- Doughnut (2)** An individual who is extremely stupid and lacks common sense.

### *Comment on draft of this booklet from an Australian friend:*

Having a psychologist add to how we deal with the concept of losing weight is invaluable – and certainly needs to be there. My view has long been that it doesn't matter how much health info is out there, we all do indeed know when we're carrying too much weight. The thing that seems to make the most difference is when people decide for themselves for their own individual reason to do something, that that's when the motivation kicks in and carries to success. Rather like how some people can quit smoking 'cold turkey', whereas others have to make several attempts. However, for them it's the deep-seated desire on their own part for their own reasons which keeps them 'trying' to give up and then reaching success.

## My thanks

to my five gifted colleagues (see inside back cover) who have, and are, driving forward Earn Your Health Community Interest Company offering motivation for a healthier lifestyle.

(see [www.earnyourhealth.org](http://www.earnyourhealth.org))

This booklet has been produced by Earn Your Health Community Interest Company. Although every care has been taken to ensure that the contents are accurate, nobody reading this booklet should rely on any reference to medical conditions and/or potential treatments and remedies, without seeking the advice of a General Practitioner and/or healthcare professional.

## Taster

Heck, I don't mean that you, the reader, are a doughnut! You might be but that's your problem. I'm the doughnut (definition 2) because I am proposing to try to help you lose one pound which is similar in weight to a doughnut (definition 1) depending on how much flour, shortening, milk, salt, yeast, eggs and sugar it contains. If you are one of the sixty percent of the British public who are either overweight or obese then it is likely that your stomach is covered in what, ten, thirteen, seventeen doughnuts?!

Psychologists talk about self-esteem. Let's think how that works.

You read a review of the latest best-seller designed to help you lose weight. The book arrives, you skim read it and turn to the diet pages. You start eating Mediterranean salads and lose two or even three doughnuts (you have more likely drained your liver of water) and some of you are on your way to achieving an improved physique. But, on the third afternoon, after a rotten day and the kids wanting burger, chips and knickerbocker explosions, you give in and indulge yourself on cheese, bread, biscuits and doughnuts. You get on the scales the next morning and your self-respect collapses. You resort to comfort eating and put on more weight.

This can be expressed in psychological, medical terms but, put another way, you've been stuffed. The book you read, despite its merits, has not helped you. But worse is to follow because you are heavier and there are even more doughnuts swirling around your stomach. Your vision of being slimmer and healthier has metamorphosed into you looking more like a sumo wrestler.

This is where it begins to get serious. Your self-esteem collapses, you buy larger sized clothes from a charity shop, your health deteriorates and other manifestations, such as depression and mental anguish, can affect you.

## So, let's do something about it

Let's lose a doughnut (one pound) in weight.

*I am going to show you how to do it*

## But first, an apology!

### The Apology

On behalf of all guilty parties, Prime Ministers, Government Ministers, Members of Parliament, Civil Servants, doctors, surgeons, nurses, hospital managers, paramedics, nutritional experts, gym club owners, slimming club proprietors, health shop managers, proponents of 'slimming' medicines/drugs and media health experts:



### I apologise (on their behalf)

for treating you like a doughnut.

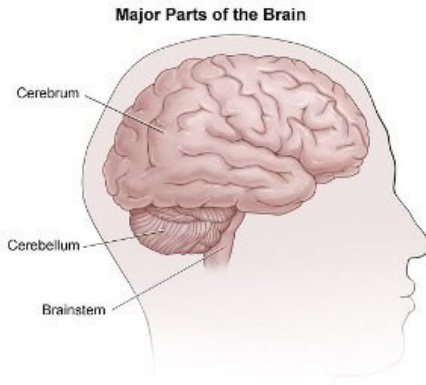
Wow! The tsunami of verbiage on a daily basis telling you (note: telling you) that you are overweight, obese, unfit, shop badly, eat unhealthily, you're a poor parent, and the rest (it really is too painful to go on) and it's your responsibility.

### ***YOU KNOW THAT!***

*You know your own body better than anyone, you've been together a long time. No-one is more frustrated than you that the scales keep telling the wrong story. You know about the health issues, Type 2 Diabetes and the rest. You would give the world to lose some weight but it's just not happening.*

That was until you started the doughnut diet...the start of a better life for you.

## The Doughnut Diet Rationale (Part One)



This is you. Your brain is a large organ weighing perhaps three pounds and uses some of the energy that you generate. The part that controls body weight is a small area called the hypothalamus which is situated just behind your eyes. The science of hunger signals, hormones, BMI (body mass index), BMR (basal metabolic rate), epigenetics and the rest is beyond the scope of the doughnut diet. It is incredibly complicated and is covered by a number of truly wonderful publications. I mention four titles at the end of this booklet but there are many more.

Please read about obesity and dieting but remember that the doughnut diet depends upon you being in charge. Membership is voluntary. The over-riding theme is logic: your logic. There are no pseudo-medical explanations, no long words and no frighteners (Type 2 Diabetes can lead to amputations). As you are now in charge of your body so you are controlling your greatest desire. To lose a pound in weight. Let's answer some of your growing list of questions:

***My doctor says my BMI is 28 and I need to lose at least fourteen pounds in weight***

You must always listen carefully to your doctor's advice. There are about 28,000 General Practitioners (GPs) in England who have

received phenomenal training at university and medical school and who are the backbone of our healthcare system. Let's not forget the nurses, managers, paramedics and the rest who came together to help (and, hopefully, win) the fight against Covid-19.

*My doctor says the best way to lose weight is to reduce the number of calories I eat, buy better (avoiding ultra-processed foods), take more exercise, sleep longer and join a slimming club.*

This sounds like excellent advice in respect of which your doctor will have given careful thought.

*Is being overweight and/or obese putting my health at risk?*

"There is no one size fits all when it comes to a person's ideal weight but don't be fooled by the "fat and fit" concept. The latest science is quite clear that excess weight can carry considerable health risks, including a higher risk for heart attack and stroke."

*Source: <https://www.health.harvard.edu/staying-healthy/can-you-be-overweight-and-still-be-fit>.*

*I have spoken to my doctor, the nurses, read the media articles, looked at several books, tried to walk two miles every day, shop better and I am putting weight on.*

You are not alone. The Department of Health and Social Care say that two-thirds of the adult population are either overweight and/or obese.

*Is it my doctor's fault in not helping me enough?*

NO. The fight against Covid-19 showed the NHS at its very best. Sadly, it has left doctors, surgeons, nurses, paramedic (and many more) exhausted and now overwhelmed as the backlog of patient needs is threatening to become the next pandemic.

*So why is overweight/obesity described as the next pandemic?*

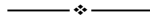
Please wait for the publication of my colleague Kathryn Bullock's book 'Obesity Uncovered' which will become available later this year.

*Am I an overweight/obese doughnut?*

Possibly overweight and/or obese but a doughnut? DEFINITELY NOT. You are a human being, with great insight and instinct but this diet conundrum is making you feel a bit frustrated.

*What's the answer to my weight challenge?*

Send a message to your hypothalamus. Say to it, "brain, do your worst with your hunger hormones but I'm in charge. I'm starting the doughnut diet. Get it, brain? I'm in charge. I'm the boss. It's my body and I'm going to lose a pound in weight."



Did the Doughnut Diet work for the Author? (see page 7)

## The Doughnut Diet Rationale (Part Two)

The human being needs between 2,000 and 2,500 calories a day to survive. Depending on the circumstances you can go for about thirty days without food and four/five days without water (please don't try it). Assuming you're not reading this in the middle of the Sahara Desert, food and drink are an integral part of our existence so we must work within the parameters given to us.

We need to set out the rules (your rules) of the doughnut diet.

1. We accept that to lose weight, unless you are rich and can afford a personal trainer or even bariatric surgery, we need to reduce the number of calories we eat and drink and shop a little more street-wise.
2. We will set a starting date: perhaps a week ahead because we need seven days to mentally prepare for the challenges ahead.
3. You are puzzled that the weight loss target is only a pound: the doctor says you need to lose rather more. Most diets collapse in frustration which is tragic because the individual can experience a sense of failure and worse still, mental anguish.
4. If you lose a pound, you have also achieved another milestone: you've not put any more weight on (message to hypothalamus; "told you brain, I'm in charge").
5. What we most want to do is not to fail: you are a success in life with your schooling, careers, hobbies and the rest: as important, you know what life is about and you don't need medical books to tell you about your body and its workings. It's just this wretched weight problem that needs to be sorted out. Let's agree on some achievements:
  - You are now in charge: you are making the decisions: what a fantastic start.
  - Your brain knows its place (about bloody time): you are making the decisions: do your worst, Angel Slayer ghrelin, (the hunger hormone).



- The first target is not to put on any weight: that's similar to climbing Everest because you are scaling the heights. Weight readings can vary (your body is the most complex and mysterious computer). Never react (or over-react) to a single reading. An investment in speaking scales can help because the voice removes any doubts ("your weight is ten stone, two pounds").
- Try to weigh yourself at the same time each week (daily is not a good idea). Many people weigh themselves undressed but if you are being helped try to wear the same clothing each time. Some doctors/nutritionists/psychologists reason that the approach being suggested is too intense and weight control is better addressed over the longer term. This must be taken seriously.

The doughnut diet depends on you being in charge of events and this needs to be endorsed by achievement milestones. Sports fans want to support winners: good losers are not loved on social media and I am determined that you are going to be a winner because you are going to lose a pound in weight.

You have a setback and put on a pound in weight.

*That's life, sorry. Winning isn't easy. Find a field with some fat, plodding cows munching away and emit loud screams.*

But you are still in charge and even more determined not to put on any more pounds – promise. You are not going to stop trying!

## **Is the Author a Doughnut?**

Sure. But what I have done is to lose twenty-two pounds in weight in twenty months. Three years ago, I started reading, researching and living weight loss. I created 'The Healthy Future Programme' (see [www.earnyourhealth.org](http://www.earnyourhealth.org)) and the use of financial incentives to help people find the willpower to lose weight. But it became personal

because Judy, my wife, told me I was overweight and lacked credibility. Time for action.

How did I do it? On reflection it was a combination of fear (Judy's use of the 'credibility'), will-power and rationality. What a great word: 'rationality'. I'm like you, sensible (occasionally) and intelligent (not bright but ok).

It was as I reflected on the barrage of information coming out on 'the Obesity Crisis' that I realised that I had followed 'the Doughnut Diet'. Pound by pound by bloody pound. It can work – promise, and my guess is that you are brighter, stronger mentally and more determined than me.

This short publication is about you and your journey to a better, healthier life (that's the aim). But briefly a bit about me which I hope you might find helpful. I have given up three things in life: smoking, drinking alcohol and eating to excess.

I was twenty-seven years of age when I stopped smoking. Even now, forty-seven years later, I can remember the withdrawal pains that went on for about three months.

Alcohol went when I turned sixty years of age. I was drinking too much (not an alcoholic but too much). For weeks I suffered (self-imposed, of course) but I've never regretted the decision.

Finally, I lost twenty-two pounds in weight through dieting.

Here's a question for you. Which did I find the most challenging?

- giving up smoking
- stopping drinking alcohol
- losing twenty-two pounds in weight through dieting.

The answer is dieting for one simple reason which goes to the heart of the challenges you face. With both smoking and alcohol, the decision is finite. One puff of a cigarette and you will, almost certainly, start smoking again. One sip of alcohol and you'll convince yourself that a pint of lager, just one, won't matter. But it will and you'll probably go back to where you were. With smoking and not drinking alcohol, you have no choice: you must stop altogether.

Dieting is more complicated because you have to eat food. There are those who practice quasi-starvation techniques but they still need food at some stage. What we'll be discussing below is that to lose a pound you will have to change your eating habits. This is where that brain of yours may not, initially, be your friend. After a long day at work, followed by domestic duties, you sit down with a glass of water and a plate of fresh salad and cold salmon which you eat with great enjoyment. But you are still hungry. You imagine eating a plate of chips. That is the moment when your self-imposed diet puts you under enormous pressure because you might get away with a 'sin', as the slimming clubs call it, but equally you might shatter your good intentions.

At the start of my self-imposed diet, the hunger pains took their toll and at three in the morning, I went downstairs and made myself a cheese sandwich which I put on a plate and stared at for about half an hour. I resisted but it was mighty close.

That is one of the challenges you face if you want to lose a pound in weight. But you are already in discussion with your hypothalamus because you are in charge of your body. Here goes.

## **The Doughnut Diet Explained**

It is essential that you are in charge of your own diet. It's your body, you know it best and you are brow beating your brain into submission. I want to hear it again:

*I am losing a pound in weight*

Louder

*I am losing a pound in weight*

This is the psychologist's territory but please note that we are using the present tense. Future goal setting ("I'm going to") can empower excuses. By setting present tense goals ("I am losing a pound in weight") the psychologists suggest it can help you rationalise the process.

Now I want you to follow your instinct by eating what you intuitively know are healthier foods. No cabbage diet (that's a crazy way to go). Just sensible and enjoyable foods and let's find out what triggers a weight loss. It's your body, your instinct. No calorie counting, no weight-control app. Think about carbs, protein and fats. You need them all.

But that costs money?! Yes, but not as much as you might think. Use the discount stores, visit the local farm. You do not buy 'health foods.' That's just food manufacturers making even more money out of you. You purchase sensible products, read the labels on food and, where possible, check the percentage of sugar and calories. You might be surprised by your discoveries.

Let's take a break (if you are hungry how about raw carrot and a tasty dip – better than biscuits?)

**Here's a wonderful first-person story to make you happy**



Kevin Gendreau, US MD, aged 31, was 306 pounds at his heaviest:

*"I was diagnosed with high blood pressure, hypertension, high cholesterol, fatty liver disease, and sleep apnea, among other things," Gendreau told US magazine Best Life in October.*

*"I knew they were all because of my eating habits, but I just couldn't stop"*

*But when his sister was diagnosed with terminal cancer in 2016, it became a wake-up call for him to make his physical health a priority. "What she was going through wasn't her choice," he said. "What I was doing to myself was."*

*By cutting out all the junk food and replacing it with a diet rich in fruits, vegetables, nuts, and protein, Gendreau lost 125 pounds in 18 months.*

*"The best advice that I can give is to find a motivation to change," he said. "For me, it was my sister getting sick and needing to be there for her kids, but it could be anything."*

*Once you find that reason and commit to it, you're good to go."*

Dr Gendreau followed the Doughnut diet. He took charge of the situation, changed his diet and started to lose weight. One pound and then another pound. It took him a year and a half to achieve the physical condition he desired. The picture on the right (above) suggests that he has regained his self-esteem.

The doughnut diet is based on you being in charge of your own body. Here is how it works:

- take charge of your situation (remember to tell your brain)
- plan for a week
- weigh in
- change your diet and eat sensibly
- try not to put on any weight (an achievement)
- keep to the weight you are (another achievement)
- lose a pound in weight (FANTASTIC)
- keep reviewing your diet to find out what works for you
- repeat the process and lose another pound
- be happier, healthier and enjoy the feeling of self-esteem.

## **YOU CAN BE A WINNER**

**"Told you brain – I make the decisions!"**

## Recommended Reading

**'Be Fit! Or Be Damned'** by Percy Cerutti (1967: PMA Books)

An Australian Olympic Coach, who set up a training camp at Portsea on the Victoria Coast, dedicates his life to a revolutionary approach to the science of living healthily.

**'Why We Eat (Too Much): The New Science of Appetite'** by Dr Andrew Jenkinson (2021: Penguin Life)

A weight-loss surgeon offers a radical approach to dieting by explaining how the body approaches nutrition.

**'Life Without Diabetes: The definitive guide to understanding and reversing type 2 diabetes'** by Professor Roy Taylor (2020: Short Books)

A leading expert in type 2 diabetes explains how it can be a reversible condition.

**'The Ketogenic Key: unlock the secrets to weight loss'** by Dr Lori Shemek and Steve Walsh (2020: published in the United States of America)

A detailed explanation of how to achieve ketosis which is where the body has a therapeutic level of ketones (molecules that the brain and body use for energy) circulating in the bloodstream.

*Care: the Keto diet is followed globally and has many adherents. It is, however, controversial and should not be considered without first discussing it with your doctor.*

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