

# Ditch Your Diet and Keep the Weight Off For Good

*Health and wellness coach Kathryn Scoblick uses positive psychology practices to change how we approach weight-loss and develop healthy habits in our families*

## Ditch the Diets by Kathryn Scoblick

Talking about nutrition is a lot like talking about religion or politics—just ask the 45 million Americans who diet each year about their feelings surrounding food and diets. The spectrum of scientific studies, anecdotal evidence and old wives' tales about weight-loss "solutions" can confuse and frustrate anyone trying to lose weight and keep it off. In a new book, health and wellness coach Kathryn Scoblick reveals the indisputable key to achieving long-term weight loss: *what you feed your mind is just as important as what you feed your stomach.*

In *Ditch the Diets: It's Not ALL About the Food*, Scoblick, the owner of Health Inspires in Austin, Texas, debunks dieting myths and the marketing gimmicks of the food industry, while offering scientifically backed nutrition advice. She draws lessons from positive psychology, clinical researchers and spiritual leaders to show how practices of mindfulness and gratitude are just as important to your wellbeing as diet, exercise and sleep.

*Ditch the Diets* eschews restrictive food lists, and emphasizes an individual, moderate approach to nutrition. In Scoblick's coaching practice, she explains to her clients that the fundamentals for health and wellness stay the same; but the approach, the prescription, the goals and the achievements for each individual will be different. Her goal is to lead her clients to sustainable behavior change.

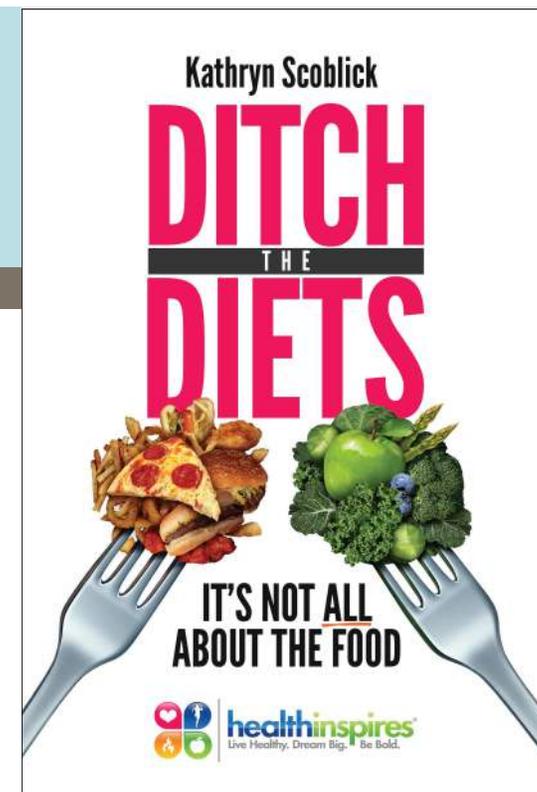
*Ditch the Diets* is divided into three parts:

- Part 1: Change your belief system, and your habitual thought patterns, feelings, emotions and behaviors will follow.
- Part 2: Create your vision, goals and strategies for your healthy weight.
- Part 3: All the facts on food, nutrition, portion control, how to enjoy your favorites, the food industry, diets, government policies and guidelines and clinical studies. Scoblick also shares practical tips on how to realize your plan within the busy-ness of life.

Scoblick is the mother of teenage twin boys, and has always managed to get healthy food on the table—despite working full-time and not being someone who enjoys spending time in the kitchen. Teaching children to make healthy choices is one of the reasons she's devoted her life's work to teaching self-care and wellness.

"All parents want to teach their children healthy habits. Our own relationship with food sets the example for them. There are right ways to talk about food so they'll grow to have a healthy relationship with food," Scoblick says. "The food industry cares about their bottom line—we need to care about our children's health."

*Ditch the Diets* provides step-by-step instructions for making changes today that lead to a healthier future for you and your family. Readers will learn how and what people do to lose weight and keep it off; how to reframe your story and vision; and how wellbeing extends to the quality of our relationships and life's meaning and purpose.



## BOOK DETAILS

*Ditch the Diets*

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Self-help / Health & Wellness

PR BY THE BOOK

## News tie-ins & core messages:

- Why You Should Ditch Your Paleo/Gluten-Free/Sugar-Free Diet
- How Health and Wellness Extends Far Beyond What's on Your Fork
- The Self-Limiting Thoughts That Are Holding You Back from Weight Loss
- Practicing Mindfulness in Eating: Top 7 things you need to know before you start your diet
- Teaching Your Kids Mindfulness in Eating
- Speed Cooking for Families: How busy moms get healthy dinner on the table 5 nights a week

## About the Author

**Kathryn Scoblick** is the owner of Health Inspires, LLC, where she works as a trained and certified health and wellness coach, helping people master their wellbeing. Kathryn also serves as Director of Employer Health and Wellness for a large Central Texas healthcare conglomerate in Austin, Texas, working with employers on wellness strategies and employee engagement. She is a lifelong health advocate, who co-created nutrition education tools for Baylor College of Medicine and interned at the Dell Center at The University of Texas School of Public Health. She holds a bachelor's and master's degree in agriculture from Texas A&M University. Kathryn volunteers on the board of directors for the Austin Mayor's Health and Fitness Council, serves as vice chair for the Austin Metropolitan YMCA Board of Directors, is on the School Health Advisory Council (SHAC) for her children's school district and is a proud graduate of the 2015 Leadership Austin Essential Class. She is wife to John Scoblick for 22 years and mother of 16-year-old twin boys, Luke and Dayne.

## Praise

"Health and wellness guru Kathryn Scoblick attacks conventional wisdom about diets. In *Ditch the Diets*, she makes it clear that there is so much more people can do to master their wellbeing. Anyone who has worried about diets, or the obesity problem in our society, or simply health in general will find value in this engaging book."

—Elizabeth F. Loftus, Ph.D., Distinguished Professor, University of California - Irvine



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