

NUTRITION
HANDBOOK



THE BASICS

HEALTH HABITS & PERFORMANCE

BY ROB MURRAY

HEALTH HUB

EST - 2017

IT DOESN'T HAVE TO BE COMPLICATED!



↳ IT'S A COMMON MISCONCEPTION THAT A NUTRITION PLAN HAS TO BE REALLY COMPLICATED. MOST NUTRITION PLANS ARE BASED ON A FEW VERY SIMPLE PRINCIPLES WHICH ARE MOSTLY JUST ABOUT MAKING A FEW BETTER CHOICES.

BASIC NUTRITION PRINCIPLES



- REGULAR MEALS
- EAT MORE VEGETABLES
- EAT ADEQUATE PROTEIN
- REDUCE JUNK/PROCESSED FOODS
- DRINK LESS ALCOHOL
- MONITOR YOUR CALORIE INTAKE

NOT EXACTLY ANYTHING CUTTING EDGE OR GROUND BREAKING BUT ITS TRUE, FOR THE MAJORITY OF PEOPLE BY JUST EMBRACING THESE SIX PRINCIPLES AND COMMITTING TO THEM, IT WILL PUT IN SOLID FOUNDATIONS TO ALLOW YOU TO REACH YOUR GOALS!

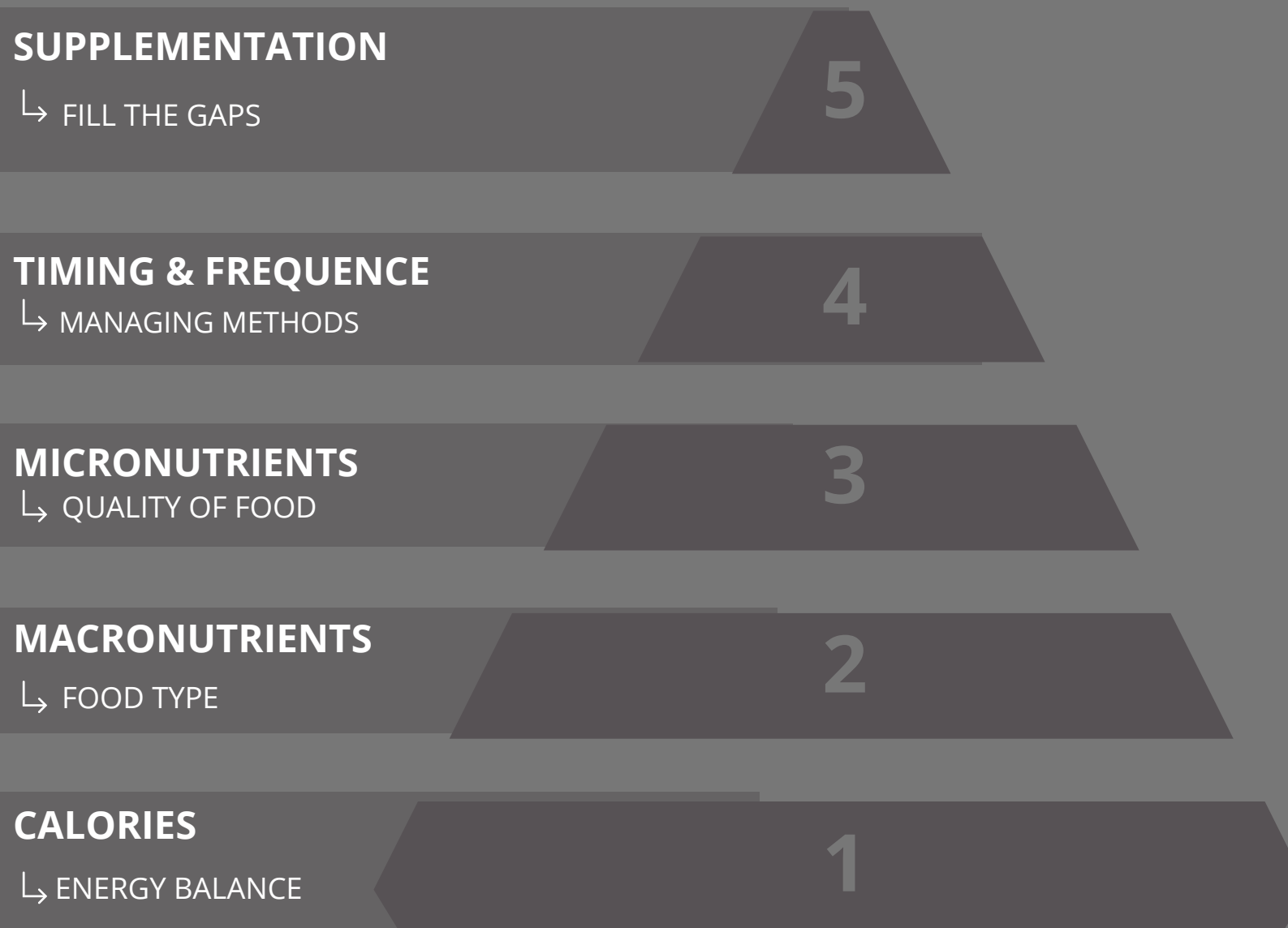
CREATING HABITS



→ THE CHALLENGE OF COURSE IS TO MAKE THESE MINOR LIFESTYLE CHANGES INTO SUSTAINABLE HABITS. REACHING YOUR GOALS OFTEN TAKES TIME, PATIENCE AND MOST OF ALL DEDICATION, WE BELIEVE A SUPPORT NETWORK IS VITAL FOR SUSTAINABLE RESULTS. SOMETHING WE PRIDE OURSELVES WITH AT DRIFFIELD HEALTH HUB!

THE HEALTH HUB NUTRITION PYRAMID

HIERARCHY OF IMPORTANT FACTORS WHEN BUILDING A HEALTHY DIET.
THE BOTTOM IS MOST IMPORTANT IN ASCENDING ORDER



HEALTH HUB

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THE BEST DIET IS THE ONE YOU CAN DO!



↳ **NOW WE UNDERSTAND THAT EVERYTHING STARTS WITH ENERGY BALANCE, THIS IS THE UPMOST IMPORTANT CONSIDERATION FOR NUTRITION WHEN CREATING A PLAN. FOLLOWED BY THE TYPE OF FOOD THAT ENERGY COMES FROM, THE QUALITY OF THAT FOODS COMPOSITION, HOW AND WHEN THAT FOOD IS CONSUMED AND THEN FINALLY WHETHER OUR NUTRITION NEEDS A TOP UP THROUGH SUPPLEMENTATION. EASY TO UNDERSTAND RIGHT? - AND FOR THE MAJORITY THIS AMOUNT OF DETAIL WILL BE MORE THAN EFFICIENT.**

ALTHOUGH A MAJOR DETAIL WHICH WILL BE THE MAKING OR THE BREAKING OF YOUR DIETING OR REACHING YOUR GOALS IS...

ADHERANCE!

↳ **YOU CAN HAVE THE MOST DETAILED AND ACCURATE DIET PLAN ON THE PLANET BUT IF YOU'RE UNABLE TO STICK TO IT...IT WONT WORK FOR YOU! - FIND A WAY WHICH WORKS FOR YOU**

THE 3 RINGS OF SUCCESSFUL DIETING


NUTRITION MUST BE RELATIVE TO YOUR GOALS

LIFE LONG DIETARY HABITS WILL LEAD TO LIFE LONG GOALS. THIS IS A MARATHON NOT A SPRINT




HAS TO FIT YOUR LIFESTYLE, A DIET YOU RESENT IS DESTINED TO FAIL OVER A LONG TERM PERIOD

THERE IS NO “ONE SIZE FITS ALL”

- 
- ALTHOUGH THE PRACTICALLY DIETING IS VERY SIMPLE, ENERGY IN VS ENERGY OUT ETC IS RELEVANT FROM PERSON TO PERSON. EVERYONES SITUATION IS DIFFERENT, AND THIS IS WHERE DIETING NEEDS TO BE INDIVIDUALISED; WORK SCHEDULE, SOCIAL CALENDARS, FAMILY COMMITMENTS, APPETITE, ENERGY EXPENDITURE, WORKOUT TYPE AND TRAINING FREQUENCIES ARE JUST A FEW REASONS WHY DIETING NEEDS TO BE MALLEABLE. THERE IS NO ONE SIZE FITS ALL!

DO IT YOUR WAY!

- 
- HAVE A REALISTIC LOOK AT HABITS YOU CAN ADOPT, WHAT PARTS OF YOUR LIFE CAN YOU REALISTICALLY CONTROL AND ASSESS WHETHER THESE CHANGES ARE SOMETHING YOU CAN COMMIT TO.

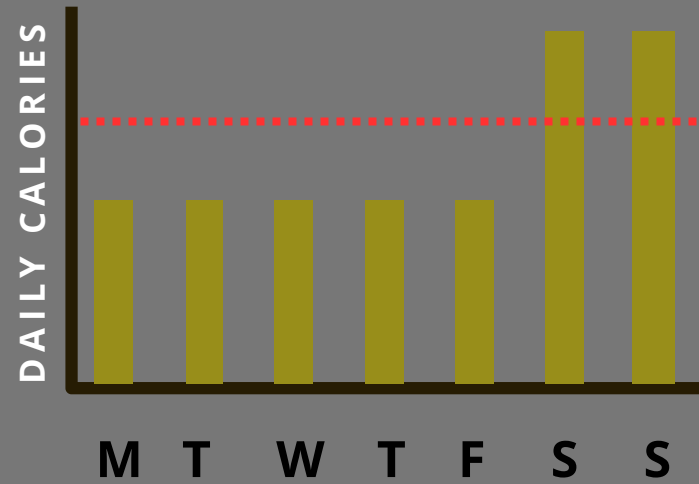
REMEMBER...

“IF YOU’RE UNABLE TO STICK TO IT, IT WON’T WORK”

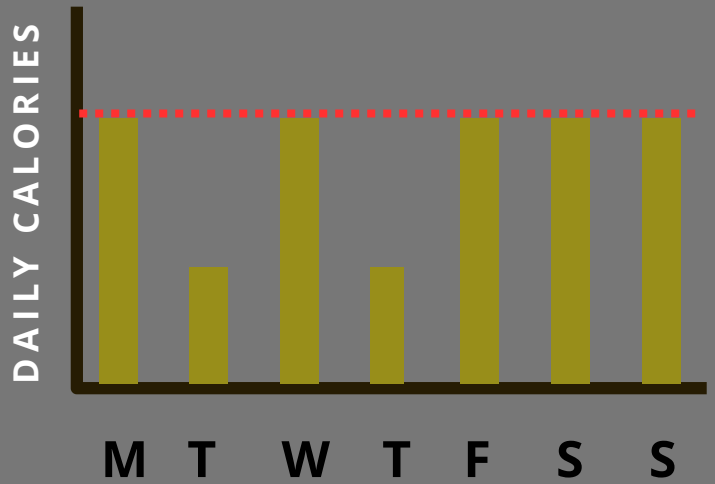
SOME EXAMPLES OF CALORIE BALANCE TO ACHIEVE FATLOSS



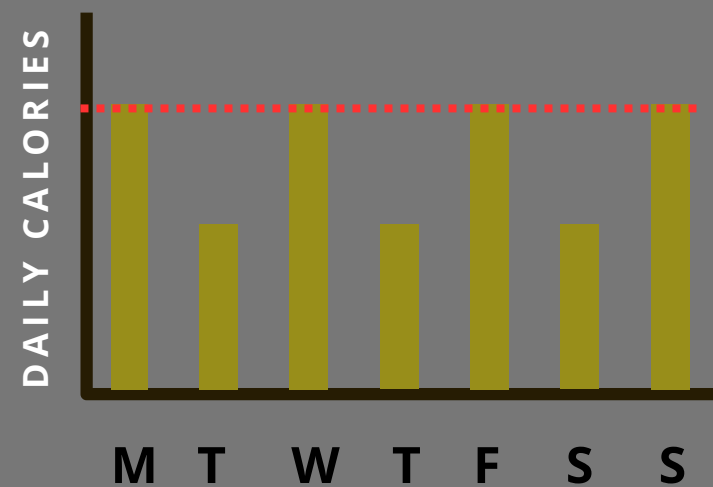
PREFERS HIGH KCAL WEEKENDS



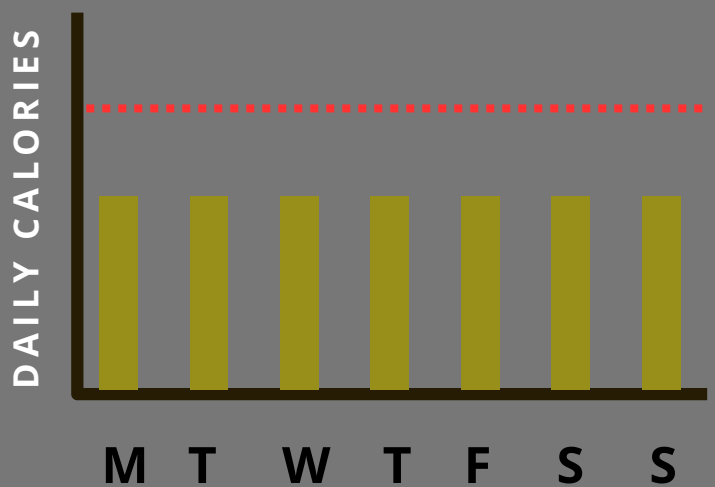
5:2 METHOD



UNDULATING HIGH AND LOW DAYS



DAILY CONSISTENCY



..... TOTAL DAILY ENERGY EXPENDITURE

WHAT ARE CALORIES? (KCAL)

→ CALORIES ARE A UNIT OF MEASUREMENT USED TO QUANTIFY THE AMOUNT OF ENERGY PROVIDED BY FOOD AND DRINKS. WHEN WE CONSUME FOOD, OUR BODIES BREAK DOWN THE NUTRIENTS AND CONVERT THEM INTO ENERGY, WHICH IS MEASURED IN CALORIES. CONSUMING MORE CALORIES THAN OUR BODIES NEED LEADS TO WEIGHT GAIN, WHILE CONSUMING FEWER CALORIES CAN RESULT IN WEIGHT LOSS.

IMPORTANT NUMBERS

BMR BASAL METABOLIC RATE

THE AMOUNT OF ENERGY EXPENDED BY THE BODY AT REST. THIS IS YOUR BASE LINE OF YOUR BODIES ENERGY NEEDS, NOT INCLUDING ANY ACTIVITY.

PRESCRIBED CALORIES

THE SPECIFIC AMOUNT OF CALORIES RECOMMENDED NECESSARY BASED ON AN INDIVIDUAL'S NEEDS, WANTS AND GOALS.

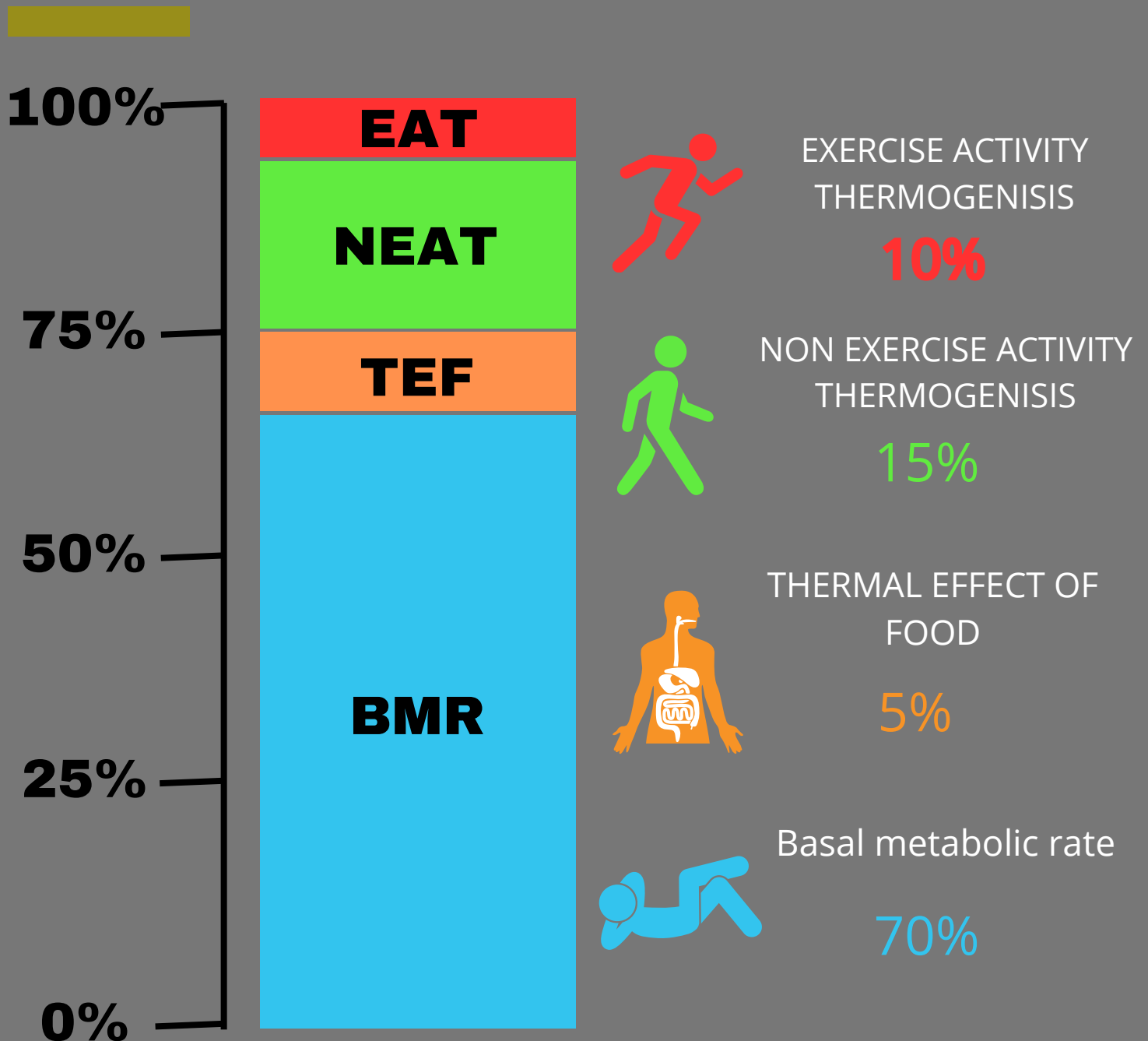
TDEE TOTAL DAILY ENERGY EXPENDITURE

THE TOTAL AMOUNT OF CALORIES BURNED IN A DAY, TAKING INTO ACCOUNT THEIR BASAL METABOLIC RATE AND INCLUDING ANY EXERCISED BASED AND NON-EXERCISED BASED PHYSICAL ACTIVITY.

DEFICIT/ SURPLUS

THE AMOUNT OF CALORIES SUBTRACTED FROM (DEFICIT) OR ADDED (SURPLUS) TO AN INDIVIDUALS TOTAL DAILY ENERGY EXPENDITURE .

WHERE YOUR CALORIES ARE USED



*REPRESENTATION OF HOW YOUR TOTAL DAILY CALORIES ARE (ROUGHLY) SPLIT BY YOUR BODY PER DAY

WHAT ARE MACRONUTRIENTS? (MACROS)

MACRONUTRIENTS ARE THE ESSENTIAL NUTRIENTS THAT PROVIDE THE BODY WITH ENERGY. EACH HAVE IMPORTANT ROLES AND RESPONSIBILITIES FOR THE BODY TO EFFICIENTLY FUNCTION. THE THREE MAIN MACRONUTRIENTS ARE CARBOHYDRATES, PROTEINS, AND FATS

PROTEIN

4 KCALS PER GRAM

PROTEIN IS RESPONSIBLE FOR REPAIRING, MAINTAINING AND GROWING LEAN MUSCLE TISSUE.

FATS

9 KCALS PER GRAM

RESPONSIBLE FOR ENERGY STORAGE, HELP ABSORPTION OF VITAMINS AND MINERALS AND AID HORMONE PRODUCTION. ALTHOUGH VERY GOOD FOR HEALTH, THEY ARE THE MOST KCALS PER GRAM

CARBOHYDRATES

4 KCALS PER GRAM

CARBOHYDRATES ARE THE BODIES PREFERRED ENERGY SOURCE. IT IS EASILY BROKEN DOWN INTO ENERGY AND THE BEST FUEL FOR ACTIVITY



EXAMPLE MACROS

PROTEIN 40%

CARBOHYDRATES 40%

FATS 20%

HOW TO GUESS PORTION SIZES

TRACKING ISN'T FOR EVERYONE!

IN AN IDEAL WORLD, WEIGHING OUT YOUR FOOD, MEASURING HOW MANY CALORIES AND WHAT TYPE OF MACRONUTRITENTS YOUR MEALS ARE MADE OUT OF IS ALWAYS GOING TO BE OPTIMAL. BUT ITS NOT ALWAYS PRACTICAL. PULLING OUT DIGITAL SCALES WHEN YOUR AT A FRIENDS FOR DINNER MAY BE A LITTLE OBSESSIVE, OR ASKING A WAITER HOW MANY GRAMS OF QUINOA HE USED IN HIS DISH MAY BE INAPPROPRIATE !

SO BELOW WE HAVE ADDED A PORTION CONTROL CHEAT SHEET, TO GIVE YOU A BETTER 'RULE OF THUMB' (PUN INTENDED) TO CONTROL YOUR PORTIONS A LITTLE MORE ACCURATELY.

EAT WITH YOUR HANDS!

THIS EASY HAND MEASURING METHOD IS A SIMPLE WAY TO GAUGE PORTION SIZE. ITS CONVENIENT BECAUSE YOUR HAND TENDS TO BE PROPORTIONATE TO YOUR BODY, AND IT TENDS TO ALWAYS BE... TO HAND.



1 PALM

↳ 1 PORTION OF PROTEIN



1 FIST

↳ 1 PORTION OF VEGETABLES



1 CUPPED HAND

↳ 1 PORTION OF CARBOHYDRATES



1 THUMB

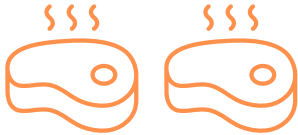
↳ 1 PORTION OF FATS

MEN

WOMEN

STEP 1

PROTEIN



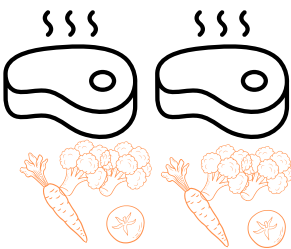
2 PALM-SIZED PORTIONS
[~40-60G PROTEIN]



1 PALM-SIZED PORTION
[~20-30G PROTEIN]

STEP 2

VEGGIES



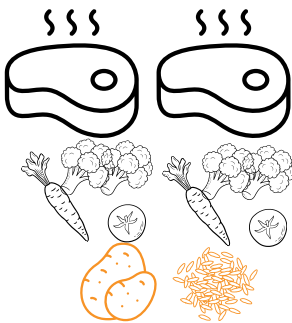
2 FIST-SIZED PORTIONS



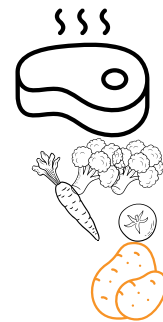
1 FIST-SIZED PORTION

STEP 3

CARBS



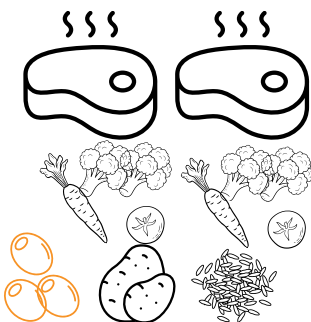
2 CUPPED-HAND-SIZED PORTIONS
[~40-60G CARBS]



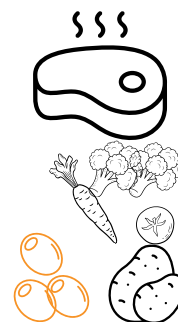
1 CUPPED-HAND-SIZED PORTION
[~20-30G CARBS]

STEP 4

FATS



2 THUMB-SIZED PORTIONS
[~15-25G FAT]



1 THUMB-SIZED PORTION
[~7-12G FAT]

NUTRITION HANDBOOK- THE BASICS

HOW TO PLAN A MEAL - A MORE ACCURATE APPROACH

AGAIN, KEEP IT SIMPLE!

↳ STEP 1 WORK OUT YOUR TOTAL CALORIES PER DAY YOU NEED TO REACH YOUR GOALS	EXAMPLE STEP 1 -2500 KCAL
↳ STEP 2 FIGURE OUT HOW MANY TIMES YOU'RE LIKELY TO EAT PER DAY (INCLUDE SNACKS) AND DIVIDE TOTAL BY THIS NUMBER	STEP 2 - 2500KCAL DIVIDED BY 4 (3 MAIN MEALS AND A SNACK) = 625KCAL
↳ STEP 3 TAKE YOUR TOTAL DAILY PROTEIN GOAL AND DIVIDE IT BY YOUR NUMBER OF DAILY FEEDS	STEP 3 - 150G PROTEIN. 150G DIVIDED BY 4 = 37.25G PER MEAL
↳ STEP 4 BUILD YOUR MEALS WITHIN YOUR CALORIE ALLOWANCE AND PRIORITISE YOUR PROTEIN TARGET FIRST, THEN BUILD YOUR MEAL AROUND YOUR PROTEIN SOURCE.	STEP 4 - 4 MEALS AT 625 KCALS ENSURING 37.25G OF PROTEIN IS MET .
↳ STEP 5 BUILD INTO A SUSTAINABLE DAILY ROUTINE AND WHERE EATING WITHIN YOUR CALORIE AND PROTEIN GOALS ARE CONSISTENTLY MET	STEP 5 FAST TRACK TO MEETING YOUR GOALS!



MEAL 1
BREAKFAST



MEAL 2
LUNCH



MEAL 3
POST
WORKOUT



MEAL 3
DINNER

BALANCE YOUR LIFESTYLE TO YOUR GOALS- TO STAY MOTIVATED



↳ IT'S IMPORTANT TO ALIGN YOUR LIFESTYLE WITH YOUR GOALS, IF YOU WANT TO BE HAPPY WITH YOUR PROGRESS.

HAVING A GOALS WHICH ARE DIFFICULT TO SUSTAIN BECAUSE YOU AREN'T WILLING TO MAKE SOME SACRIFICES WHEN IT COMES TO YOUR LIFESTYLE WILL LEAD TO FRUSTRATION AND LOSS OF MOTIVATION.

WE UNDERSTAND FOR SOME, THERE ARE CERTAIN THINGS IN LIFE YOU MAY NOT WANT TO GIVE UP IN THE PURSUIT OF REACHING YOUR GOALS, THAT IS OKAY! BUT IT NEEDS TO BE NEED TO UNDERSTOOD THE DETRIMENT THESE CHOICES MAY AFFECT GOING FORWARD.

ANSWER THE QUESTIONS BELOW AND DECIDE WHETHER YOUR GOALS AND LIFESTYLE WILL COINCIDE WITH ONE ANOTHER. THIS WILL GIVE YOU A BETTER PERSPECTIVE WHETHER YOUR GOALS ARE REALISTICLY ACHIEVABLE.

1

WHERE ARE YOU NOW WITH YOUR LIFE STYLE AND TRAINING?

2

WHAT ARE YOU PREPARED TO CHANGE?

3

HOW IMPORTANT TO YOU IS YOUR GOAL?

WHERE ARE YOU CURRENTLY, WHERE DO YOU WANT TO BE ?

SLIPPING OUT OF SHAPE

TRAINING
LITTLE TO NONE

LIFESTYLE
BIT OF A PARTY ANIMAL

DIET
EAT WHATEVER YOU WANT



REMAIN THE SAME, HAPPY BALANCE LIFESTYLE + HEALTH

TRAINING
AVERAGE 2X WEEKLY CONSISTENTLY

LIFESTYLE
DRINK ALCOHOL MODERATELY MOST WEEKENDS

DIET
CONSCIOUS EFFORT TO EAT A WELL BALANCED DIET

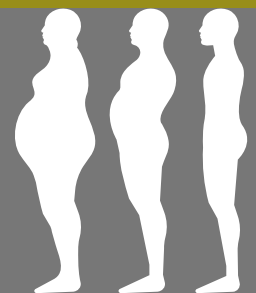


MAKE OBVIOUS CHANGES TO YOUR PHYSIQUE + HEALTH

TRAINING
MINIMUM OF 3X WEEKLY CONSISTENTLY

LIFESTYLE
LIMIT ALCOHOL, DRINK IN MODERATION

DIET
GOAL ORIENTED EATING 80% OF THE TIME

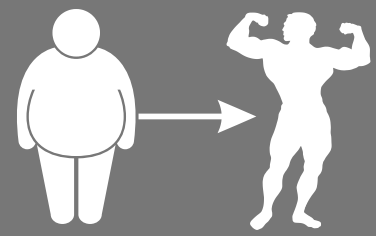


MAKE DRASTIC CHANGES TO YOUR PHYSIQUE + HEALTH

TRAINING
MINIMUM OF 4X WEEKLY CONSISTENTLY

LIFESTYLE
AVOID ALCOHOL

DIET
GOAL ORIENTED EATING 90% OF THE TIME

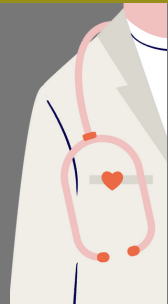


TO MAKE COMPLETE CHANGES TO YOUR LIFESTYLE. - HEALTH BEING A SERIOUS PRIORITY

TRAINING
MINIMUM OF 4X WEEKLY CONSISTENTLY

LIFESTYLE
NO ALCOHOL

DIET
EVERY MEAL GOAL ORIENTED NO DAYS OFF



FIND OUT HOW THE HEALTH HUB CAN HELP YOU!

WE KNOW ITS HARD TO DO IT ON YOUR OWN!

WHERE TO START?

HOW SHOULD I TRAIN?

AM I MAKING PROGRESS?

HOW MANY CALORIES SHOULD I EAT?

AM I DOING TOO MUCH/ TOO LITTLE?

ARE SOME COMMON QUESTIONS...

WE ARE EXPERTS!

AT THE HEALTH HUB WE HAVE HIRED THE BEST COACHES LOCALLY TO ANSWER THESE QUESTIONS AND COME UP WITH THE SOLUTIONS .

OUR TEAM WORKS TIRELESSLY TO ENSURE OUR CLIENTS STAY ON TRACK AND RECEIVE THE BEST SUPPORT AVAILABLE. WE HAVE DELIVERED RESULTS TO HUNDREDS OF CLIENTS AND WE TAKE PRIDE IN CHANGING PEOPLES LIFESTYLES AND THIER PERCEPTIONS OF HEALTH AND FITNESS.

NUTRITION HANDBOOK- THE BASICS

FOR ALL NUTRITION AND FITNESS COACHING ENQUIRIES



[CLICK HERE](#)

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