

The psychology of staying motivated is key to staying fit and losing weight.

#### Different Making 2

## Staying motivated key to losing weight

BY ERIC TEGETHOFF

The most popular New Year's resolutions involve staying fit and losing weight, and chances something bigger. are good that many people are setting the same goals again.

psychology at the University of a reinforcement for it." Oregon.

small, and to make sure to rein- all around. force each little step."

loss program the year before, so own words." hadn't developed the healthy habits necessary for success.

Berkman said this can be the hardest problem. A person's ha- with Oregon News Service.

bitual behavior, which may not involve regular visits to the gym, is the easiest to fall back on. Following through on a New Year's resolution means rewiring the brain for a new habit - literally. Berkman said people are better off doing something they like and connecting the habit to

"Maybe it's connecting it to your family or your work, or The psychology of motivation earning money," he said. "Whatmay hold the answer to how peo- ever is the thing that you really ple can keep their resolutions in care about, find the way that that 2017, according to Elliot Berk- new goal is connected to that, man, an associate professor of and that's going to also serve as

Technology also can be used Berkman says it's important to keep people motivated. At to start with a goal that is less the University of Oregon's Soabstract and more actionable cial and Affective Neuroscience than just "staying healthy" - and Lab, where he works, Berkman to start on it as soon as possible. and other researchers are using "What you want to do is to text messaging to remind peoget those immediate reinforce- ple of their goals. He said abments as early as you can," he stract goals can be hard to keep said. "So, it's kind of classic ad- in mind day to day, especially vice and it's good advice to start when concrete temptations exist

"It helps combat fire with fire, According to a Nielsen study, a little bit, to get those texts in 43 percent of people said they your daily life," he said. "And planned to lose weight at the so, you don't need to go out of beginning of this year by eating your way to remember why you healthier. But more than 75 per- care about losing weight or exercent who had that goal had not cising more. We're going to refollowed a healthy diet or weight- mind you, and we'll do it in your

> The Nielsen study is online at nielsen.com.

> Eric Tegethoff is a reporter

## RETIREMENT LIVING

# SUMMER RUN APARTMENTS



7810 SE Foster Road

Portland, OR 97206 503•774•8885

- STUDIO & ONE-BEDROOM APARTMENTS
- AFFORDABLE RENT
- No Buy-Ins or Application Fees
- FEDERAL RENT SUBSIDIES AVAILABLE
- IDEAL URBAN LOCATION NEAR SHOPPING, BUS LINES, RESTAURANTS, AND MORE!
- Enjoy our small community ATMOSPHERE THAT'S RELAXED AND FRIENDLY!

# The Law Offices of Patrick John Sweeney, P.C.

Patrick John Sweeney

Attorney at Law

1549 SE Ladd, Portland, Oregon

Portland: (503) 244-2080 Hillsoboro: (503) 244-2081

Facsimile: (503) 244-2084

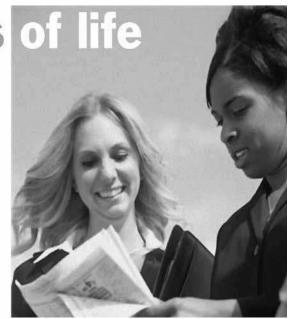
Email: Sweeney@PDXLawyer.com

# Readers of all ages

# and all walks of life

**Enjoy** Advertise and Subscribe to:

The Fortland Observer 503-288-0033



## Portland's Premier Weekly Diversity Publication.

on the web at www.portlandobserver.com



