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Critical Missing Link in the Management and Prevention of Diabetes Reduces and Controls Glucose Levels

Lifestyle Fitness Expert Addresses Top Five Reasons Why Millions of Diabetics Struggle with Disease and How to Regain Control

Boston, MA, April 10, 2006 –. “Type II diabetes will remain out of control until programs are put into place that combine medical treatment with lifestyle behavioral change modification,” notes Alice Greene, president and founder of Fit Beyond 40® (“Fit Beyond 40”) – a lifestyle fitness coaching expert based in Newburyport, Ma. “What most pre- and diagnosed diabetics need is a positive approach to make healthy lifestyle choices coupled with their drugs in order to get blood sugar levels under control.”

Greene’s statement comes on the heels of a recent study by the National Institute of Diabetes and Digestive Disorder and Kidney Diseases (NIDDK) which found in a clinical trial that 58% of participants who received lifestyle intervention (namely diet and exercise) had a dramatically reduced risk – by 58% - of developing Type II diabetes.

Greene points out that people resist change and struggle to manage or prevent diabetes for 5 primary reasons including: 1) ingrained unhealthy lifestyle habits; 2) inconsistent blood sugar levels; 3) feelings of helplessness and resignation to high blood sugar levels; 4) lack of urgency due to lack of symptoms; and 5) a reliance on physicians, nurses and drugs to manage the disease. The latter reason, notes Greene seems to be the largest misconception on how to successfully manage or prevent the disease. “Though the medical community is vital to the patient’s success, they lack the behavioral change skills to help patients create healthy lifestyle habits or to stick to a healthy diet and exercise regimen,” notes Greene.

“Telling a diabetic to exercise, eat better and reduce sugar without behavioral change intervention is like telling a teenager to just say no. It isn’t that simple. The reasons people become insulin resistant in the first place are linked to behavioral, emotional and physical issues that need to be addressed in order to make lifestyle changes. We now know that telling diabetics to go do what it takes to control their disease isn’t working. A better method is needed and lifestyle fitness coaching – that specifically facilitates healthy lifestyle behavioral change – is that method,” concludes Greene.

Lifestyle Fitness Coaching tackles the key reasons why people struggle. Lifestyle Fitness Coaching techniques provide the means to break through behavioral change resistance and to facilitate self-enablement and self-paced progress. This coaching method helps patients change their perspective and their beliefs in order to establish a desire and commitment to make healthier choices. It also provides a judgment-free environment to instill accountability and address the physical, emotional and behavior-related issues common to those with or at risk for diabetes. During the coaching relationship, they will develop healthy lifestyle practices and incorporate them into their daily routines for permanent change.

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About Alice Greene

Greene is a co-developer of ***Living Free: simple and easy steps to managing and preventing diabetes***, a recently released TAKE ACTION home-based CD audio program. Visit www.livingfreediabetes.com. She also hosts the *Diabetes Lifestyle "Open Forum"* every weekday from 12:30-1:00pm EST on www.fitbeyond40.com. Pre- and diagnosed diabetics are welcome to join the call to ask questions and participate in discussions about making and keeping healthy lifestyle changes.

Diabetes-specific Lifestyle Fitness Coaching groups, run by Alice Greene at Fit Beyond 40, provides cost-effective guidance, instruction, support and motivation to diabetics in making healthy lifestyle changes. ***Get Your Life Back and on Track*** is a 16 week coaching program. Participants call in weekly to a group tele-conference call to check in on their successes and struggles, get coaching around the challenges, receive education and instruction on exercise, balanced eating, stress reduction, and healthy habits, and helped to make new goals and positive steps to reach the goals. The group structure helps participants stay motivated, empowered and supported.

About Fit Beyond 40

Fit Beyond 40 is a leading company in lifestyle fitness coaching, a new approach to helping people create healthy fit lifestyles. The company was founded in 2003 by Alice Greene, a fitness enthusiast over 40, who struggled with exercise consistency, weight fluctuations, and joint pain. After years of working with personal trainers, going to gyms, and suffering from exercise-related injuries, she determined that there had to be a better way. The company's mission is to help people change their relationship with food and exercise, so they have a positive experience and easily incorporate regular exercise and better eating into their daily lives. Greene is a certified fitness coach trained in behavioral change techniques and certified as a personal trainer. She also is a certified eating behavior coach, with training in emotional eating. For more information visit: www.fitbeyond40.com or call 978-465-3555. Fit Beyond 40® is pending a registered trademark.

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