

# Recomposition For Health

Jesse O'Brien



CENTRAL HEALTH

# About Me



- Moved to Austin in 1993 from New York
- Competitive youth tennis and lacrosse player
- Worked since 13 years old, worked as a stock boy at Breed and Co.
- Graduated from the Neeley School of Business at Texas Christian University in 2009
- Certified Strength and Conditioning Specialist, OPEX Level 2, Biological Medicine Practitioner
- Father of River, Finn and Brooke
- Founded Central Athlete in 2015, Central Health in 2023, HealthPatrol in 2023
- Father of 3 kiddos - River (4), Finn (2.5), Brooke (9 months)

# Education

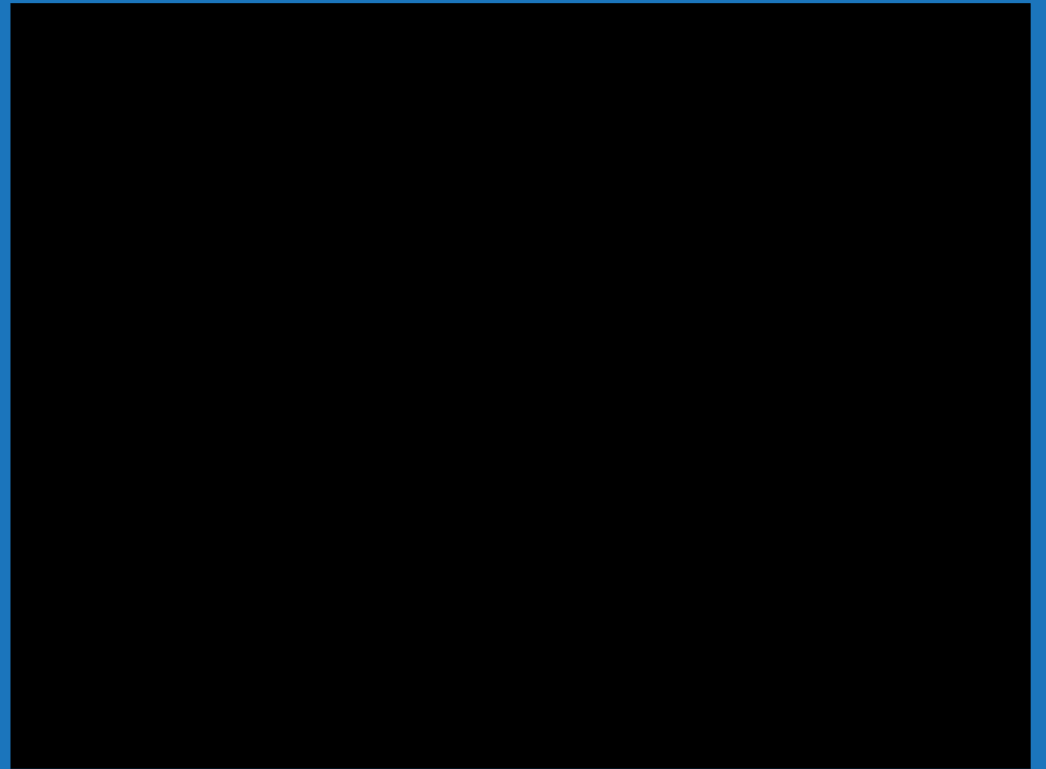
- Certified Strength and Conditioning Specialist
  - Technical background, University applications
- OPEX Level 2 Coach
  - Assessment
  - Program Design
  - Nutrition
  - Consulting
  - Business
- Biological Medicine Practitioner
  - Supporting the body's natural processes and physiology



Scottsdale, 2017

# Achievements

- One Arm Pull-up
- Competed in the Texas Water Safari
- Inman's Mile
- The Beer Mile
- Marathon x 2
- Ultramarathon x 1
- Using principles of holistic health
  - Halted progression of CMT
  - Cured GERD
  - Improved skin
  - Shifted away from transgenerational angst



# The Dilemma

- 69% of American are overweight or obese
- Only 12% of Americans are “metabolically healthy”
- We live in an obesogenic environment
  - Foods ill suited for our genetics
  - Environment that encourage sedentarism
  - Out of 62.5 million gym members, only 18% consistently went to the gym





# The Dilemma

- In 2021, US diabetes deaths topped 100K for the second year in a row.
- By 2030, diabetes-related medical costs and productivity loss will exceed \$600B.
- 6 in 10 Americans have some sort of chronic disease.
- We live in a world where vegetable oils make up 20% of our caloric intakes and 60% from ultra-processed foods.
- A product of poor nutrition and sedentary habits, we're in the midst of a metabolic health crisis.
- Over 128M Americans have prediabetes or diabetes.
- 88% of Americans display some level of metabolic dysfunction.
- By 2030, 50% of US adults will be obese, adding to \$1.72T in related healthcare spending.
- Up to 37% of Americans suffer from clinically diagnosed metabolic syndrome, meaning they exhibit three of the five co-contributing traits: high triglycerides, low HDL cholesterol, elevated fasting blood sugar, increased blood pressure, and/or a large waist.



# The Dilemma

- 25% of US adults are completely inactive.
- 35% of US adults don't get enough sleep.
- With most Americans lacking these essentials, the average lifespan has decreased to 76.4 years, the shortest in two decades.
- As of this year, ~12% of US adults report having zero close friendships.
- Americans average <5K steps per day, with 25% sitting >8 hours daily.
- In 2015, the nearest supermarket for most Americans was over two miles, and ~90% of citizens don't eat enough vegetables.
- *Opportunity for lifestyle coaching to support proactive healthcare???*

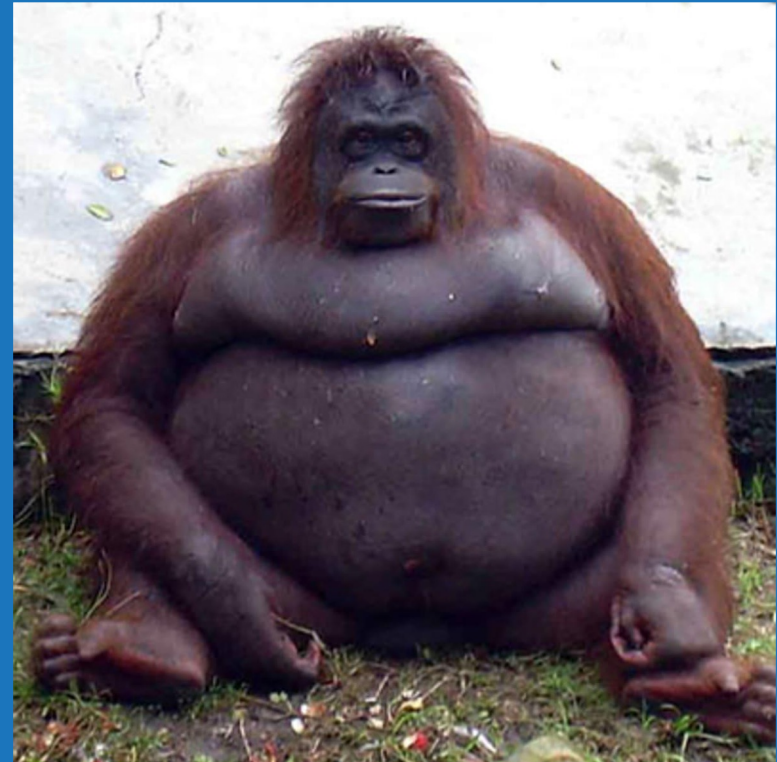


# Why Decreasing Adiposity is Crucial

Adipose tissue is now considered as a key organ regarding the fate of excess dietary lipids, which may determine whether or not body homeostasis will be maintained (metabolically healthy obesity) or a state of inflammation/insulin resistance will be produced, with deleterious CV consequences. Obesity, particularly visceral obesity, also induces a variety of structural adaptations/alterations in CV structure/function. Adipose tissue can now be considered as an endocrine organ orchestrating crucial interactions with vital organs and tissues such as the brain, the liver, the skeletal muscle, the heart and blood vessels themselves. This suggests that adipose tissue quality/function is as important, if not more so, than its amount in determining the overall health and CV risks of overweight/obesity.

Males - 10-20% BF% (<15% is ideal)

Females - 18-28% (<23% is ideal)





# We're Looking at This Wrong - A Paradigm Shift

Obesity is not the issue. It is a lack of sufficient healthy muscle tissue that is the problem. Focusing only on fixing the obesity issue and all the health conditions that ride along with it misses the foundational step: building skeletal muscle.

Muscle is the organ of longevity. If we shift our paradigm of thinking to focus on muscle, we can change the way that we age and optimize our health and wellness in a way that not just creates physical strength, but creates mental strength as well.

Muscle is the currency of longevity that can't be bought or bargained for or traded for. But in order to develop strength, you have to become a certain kind of person. As you are building and improving your nutrition and doing resistance training, you're not just changing the physiology of your body. You are becoming someone who is even more capable and more courageous and stronger. This is what longevity means.

# Benefits of Increased Muscle Mass

- Increased metabolism
- Helps us age gracefully and offset sarcopenia
- Muscle is the largest blood glucose disposal site
- Prevents weight gain and obesity



# The Solution - 3 “Levers”

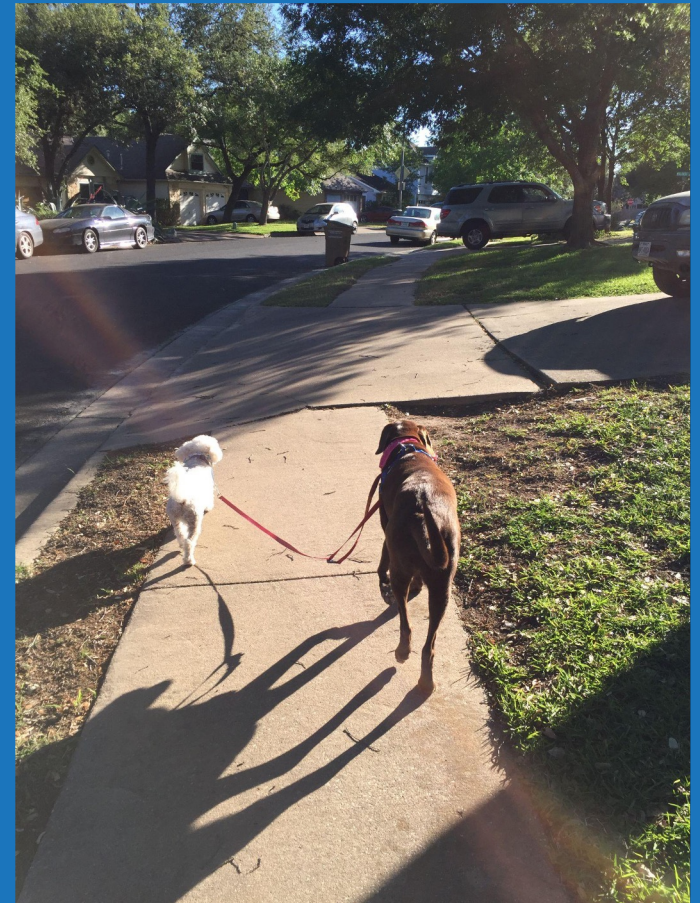
- **Movement** - Many people go to the gym and are sedentary for the rest of their day. One hour in the gym a few days weekly will not offset a sedentary lifestyle.
- **Nourishment** - Eat like your great-great-grandparents ate. Whole foods that are minimally processed and home-cooked as often as your lifestyle can handle with sufficient protein. Individualize from there.
- **Resistance** - Resistance training is the fountain of youth and one of the most essential tools to impact your body's composition of muscle and fat positively. This can be side planks and step-ups for one person and heavy back squats for another. There is a level of bio-individuality that will dictate what is appropriate for the individual.

# Why Walking Matters

- Just 2500 steps, or about a mile, are enough to begin reducing your risk of dying of cardiovascular disease.
- For every extra 500 steps — or one lap around a standard track — you lower that risk by another 7%.
- Roughly 4000 steps helps reduce the risk for early death from any cause.
- At 6000 steps, you may lower your risk for type 2 diabetes, particularly if you're an older woman.
- And 500 more, for 6500 steps, may lower your blood pressure.
- Pass 8000 steps to lower your risk for obesity, sleep apnea, and depression.
- At 9800 steps, you may reduce your risk of developing dementia by 50%.
- Now you've made it to 10,000 steps. But what happens if you keep going?
- At 10,500 steps, your risk of dying of cardiovascular disease may be 77% lower than it was at 2500 steps.
- At 11,000 steps, you've lowered your risk for hypertension, diabetes, depression, obesity, and sleep apnea by 25%-50% more than at 6000 steps.
- And at 11,500 steps, the risk for early death may be 67% lower than it was at 4000 steps.
- The average American takes 4800 steps a day. I dare you to do better. Because every step counts.

# Movement Prescription

- Record your steps and increase your moving amount by 10-20%. Hold this for about four weeks, and if you have established consistency and feel confident you can handle a bit more, repeat this cycle. The best outcomes are in the range of 7,000 - 15,000 steps per day. A step goal creates awareness around your daily movement outside of normal exercise. This can help avoid weight loss plateaus.





# Nourishment Prescription

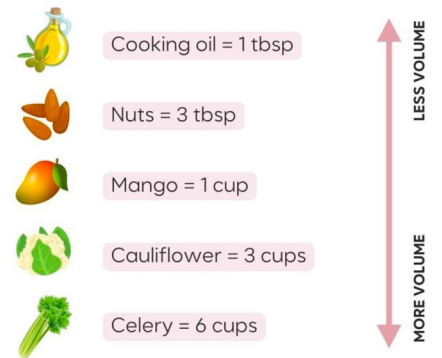
- Focus on your overall intake and protein consumption. Calories drive weight loss/weight gain, while adequate protein intake helps to build and sustain muscle. To lose fat, you must control your portions while consuming adequate protein.



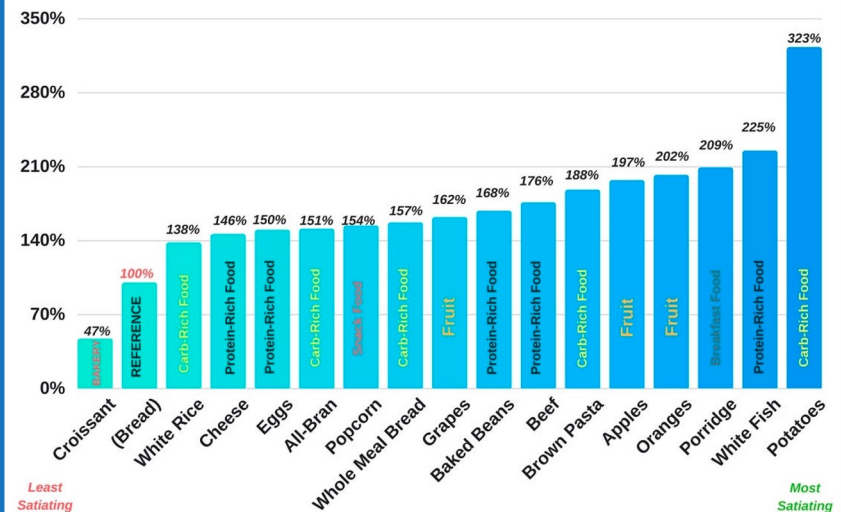
# Portion Control Strategies

- Eat large volume foods, that are calorically sparse
- Eat satiating foods
- Consume ample protein
- Chew your food 31 times
- Set your utensil down between bites
- Use a smaller plate
- Eat seated without distractions

## How much is... 100 calories?



Satiety Index of Common Foods



# Are We Eating Too Much Protein?

First, let's define "too little" protein. The media tells us we're getting plenty of protein. But the question becomes, "Plenty in relationship to what?" The current recommended daily allowance (RDA) is set at 0.8 grams per kilogram of body mass. For someone who weighs 150 pounds, this equates to just about 54 grams of protein per day. The RDA is put in place as the minimum to prevent a deficiency. So when we hear in this narrative that we're getting too much protein, we are getting plenty to prevent a deficiency. But when we're thinking about how we want to age, how women need to support body composition changes through menopause and beyond? The RDA is not adequate. A more optimal range, based on scientific evidence, is having between 1.2 to 1.6 grams of protein per kilogram of your body weight every day. For most adults, that's about 100 grams of protein daily, give or take. I often push people close to 1 gram per pound of bodyweight.

# Protein Strategies

- Prepare your protein in advance
- Keep protein options that won't expire quickly - chicken sausages, smoked salmon, pre-boiled hard-boiled eggs, protein powder, and jerky.
- Always have a survival kit in your car, pantry, purse, etc. - beef jerky and protein powder.
- Consume about 1 fist-sized portion of protein at each meal (females), 2 for males



# Resistance Training Strategies

- Incorporate resistance training into your training plan 3-5 days per week
- Training needs to follow the concept of progressive overload - small incremental increases in volume/intensity over time. You may follow the same plan for 4-12 weeks with minor adjustments.
- Track your training progress





# Adherence

Understand that you must compromise your diet sometimes, but every weekend can't be a special occasion. Being consistent with your nutrition is how you will have long-term fat loss. This means choosing times to focus on your nutrition to allow for your most significant adherence (avoid holidays and vacations).



# Discipline

Discipline is having clarity on what you desire and value. This means choosing what you truly want most over what you kind of want right now.

This is not:

- Self-denial
- Restriction
- Control
- Punishment

Through discipline, you will get more of what you want in life, not less.



# Sustainability

While we discussed some strategies to lose weight, the primary challenge is sustaining these changes long-term and avoiding weight regain. The ultimate theme of long-term weight loss is how you can create the most sustainable plan. To determine what is appropriate, we need to delve into behavior change.

- Humans have an 85% long-term adherence when making one change at a time.
- With two changes, this drops to 30%
- Three or more changes, < 10% chance of long-term adherence.

So what does that mean?

That means adopting one habit at a time. Master it for MONTHS before you add the next habit. While this may feel painfully slow at the moment, it is the fastest way to your objective.

# Is Your Environment Aligned with the Outcomes You Desire?

If you are a drug addict and you keep hanging out with your drug-addict friends, the chances of long-term sobriety are nil. The same goes for losing weight. If you spend time with people who do not value their health and fitness, your chances of success are minimal. The hardest thing you may have to do to lose weight is to distance yourself from some friends in the process.

# Identity Change

The hardest part to fathom is that losing weight isn't about a pill you're not taking or the diet you couldn't follow through with. Your body's composition reflects your values and more generally your identity. If you want to lose weight for long periods, you must become different.

- The person who walks 365 days per year, rain or shine.
- The person who eats predominantly plants and animals.
- The person who consistently does some form of resistance training several days weekly.

FOR YEARS!!!

Progress isn't measured in days, weeks, months, or even years. The ultimate scorecard is decades!

You could lose your job, home, money, reputation, and loved ones. But your body is with you to the end. Nothing compares to the confidence that comes with developing your body and mastering your own physiology. It is the ultimate flex in life.



# Energy

Everyone has an energy about him or her that will attract similar energies into his or her life and this energy can manifest as a person, disease or event. The event or thing that occurs continuously in one's' life is most assuredly coming from the energetic level of a person. This patterning determines one's life events. The patterning can be changed with major lifestyle or mindset change as well as proper therapies such as flower essences, single remedies, oligotherapies, gemmotherapies, UNDA numbers, nosodes, energy work, acupuncture etc..

-Dr. Thom, UNDA Numbers

# Cognitive Distortions

Here are some typical thinking errors, or cognitive distortions, and their definitions. These are important in the consultation to make effective behavior changes

1. All-or-Nothing Thinking - You see things only in two categories. Things are black or white, with no shades of gray. "I have to do a great job on everything."
2. Fortune Telling - You make negative predictions about what will happen when other outcomes are more likely. "Changing my nutrition won't help me lose weight."
3. Labeling - You put a globally negative label on yourself. "I'm a failure for making a mistake."
4. Emotional Reasoning - You believe something must be true because it "feels" true. "I must be incompetent."
5. Selective Abstraction - You pay attention only to the negative aspects of situations instead of considering the entire experience. "I made so many mistakes."

# Cognitive Distortions

6. Overgeneralization - You draw a general conclusion on the basis of a small amount of evidence. "I do everything wrong."
7. Mind reading - You are sure you know what others are thinking. "They probably think I'm foolish."
8. Personalization and Blame - You take others' actions personally when they actually have other intentions. "They did that to me on purpose." Or you blame yourself for something you weren't entirely responsible for.
9. Should statements/Imperatives - You have an unreasonably rigid idea about how you or others should or must behave. "I should always do my absolute best".
10. Magnification and minimization - You magnify the negatives (seeing things as more important than they are) or minimize the positives. "I'm no good at figuring out what to do. " "It doesn't matter than I have good common sense."

# Cognitive Distortions Exercise

**Situation** - When, where, what?

**Automatic Thoughts** - Record thoughts or images. Rate belief for each automatic thought 0-100

**Emotion(s)** - Record which emotions and how intense 0-100

**Alternative Response** - Use questions, and list of cognitive distortions to generate an accurate, effective response

**Outcome** - Rate your belief in the original automatic thoughts, and belief in the new alternative response. Rate emotions after new response. Record what would be most helpful or effective for you to do now.

# Alternative Response

## Questions to help compose an alternative response:

1. What is the evidence that the automatic thought is true?
2. What is the evidence the automatic is NOT true?
3. Is there an alternative explanation?
4. What's the worst that could happen, and how would I cope?
5. What's the best that could happen?
6. What's the most realistic outcome?
7. What's the effort of my believing the automatic thought?
8. What could be the effect of changing my thinking if (friends name) was in the situation and had this thought, what would I tell him/her?
9. **What should I do next?**



# Nutrition on the Go

- For people who frequently travel
- Survival Kit
- Strategies, tips and “clinical pearls”
- Email [jesse@centralathlete.com](mailto:jesse@centralathlete.com)



## NUTRITION ON-THE-GO

### WHO IS THIS FOR

This is for the working professional who values and benefits from sustained energy, mental acuity and overall productivity.

### WHAT YOU CAN EXPECT TO GAIN

This document provides strategies to help you stay consistent with your food choices and habits while on the road. You will gain confidence that you can hold true to your goals and values while on the road, regardless of where you travel.

### WHY WAS THIS DEVELOPED?

The majority of people are compliant with nutritional choices while they are home but lose discipline and compliance while traveling. This document is meant to be a guide and resource to provide the structure and accountability that people seek while on the road.

### TRAINING ON-THE-GO

If you struggle to maintain consistency and compliance with training while you travel, then please email: [info@centralathlete.com](mailto:info@centralathlete.com) for your FREE copy of our Training On-the-Go pamphlet.

### SURVIVAL KIT

#### Survival Kit Items

- Revive RX - bag and single packets
- Epic Bars
- Perfect Bars
- Rx Bars
- HailMerries (GF Snacks)
- Steve's Paleo - Paleo Crunch
- Tom-Tom's Jerky Sticks
- Justin's Nut Butters
- Pearls (pre-packed on the go olives)
- Canned salmon, sardines, and mackerel

#### Survival Kit Items (convenience store)

- Low-carb gluten free bars (ex. Quest Bars)
- Beef jerky
- Cashews - raw or lightly salted
- Almonds - raw or lightly salted
- Pecans - raw or lightly salted

#### Survival Kit Items (local store)

- Deli meat - Applegate Farms
- Justin's Nut Butter pouches
- Pearls (pre-packed on the go olives)
- Bag of raw nuts - mixed
- Macadamias
- Wholly Guacamole/avocados
- Case of bottled water (glass bottles if available)
- Non-preservative dried meats (salami, etc)
- Fruits (eat sparingly to help keep focus and mental acuity high mental acuity)
- Vegetables (chopped cucumber, baby bell peppers, carrots, celery)

#### Hotel Microwavable Meals

- Microwaved scrambled eggs
- Chicken fajitas
- Steamed vegetables
- Steamed sweet potatoes
- Microwaved stuffed bell peppers



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# Questions?

[Jesse@centralathlete.com](mailto:Jesse@centralathlete.com)

[www.centralathlete.com](http://www.centralathlete.com)

[www.centralhealth.co](http://www.centralhealth.co)



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