



FOOD FIGHTER: Doctor Maurice Larocque

Obesity is 'linked to emotions, not food'

Weight loss expert warns dieters to stay clear of

WHETHER it's surviving on just maple sugar and warm water for two weeks or only eating cabbage soup, many ordinary Irish women buy into crazy diets promoted by skinny celebrities in order to shift a few pounds.

By Lynda McCarthy

Dr Larocque's revolutionary new idea asks people to concentrate on their "mental weight" and he argues that behaviours and attitudes can cause emotional triggers which result in overeating.

"Obesity is caused by an emotional trigger," the weight guru explains. "These are often from someone's childhood and they have to go through the process of relearning everything about themselves and their attitude to food."

"Sometimes the trigger can be something traumatic but sometimes it can be lack of confidence — bigger people can face discrimination and this can be part of the problem."

There are now 18 Motivation Weight Management clinics around Ireland and each of them holds success stories from people who swear by the doctor's ideas.

Each client fills out a questionnaire that enables the staff consultants to build a personal weight loss programme.

The quiz identifies their key problem areas and helps clients to work on ways to solve them.

Dr Larocque explains: "The questionnaire doesn't take long to fill out — it's about 70 questions and it tests peoples stresses, depressions and attitudes to food."

"We figure out the cause of their problems and then we learn how to treat the individual through a variety of steps."

Many people who grow frustrated with yo-yo dieting take the extreme step of opting for surgery.

However, the doctor criticises surgeries such as gastric bypass surgery and claims that simply treating the body will not fix the problem.

"I don't think that gastric surgery is effective," he argues. "If you don't address the reasons that people want to over-eat then you can't solve the issue."

However, the latest trend in the dieting world — Motivation Weight Management — is anything but a craze.

The programme can be backed up by years of medical research and thousands of testimonials.

It was developed by Dr Maurice Larocque when he noticed that even when patients were shedding the pounds they were unable to sustain their weight loss and inevitably ended up putting it all back on again.

He explains: "The theory started about 30 years ago. Even then there was the beginning of an obesity epidemic in Canada, where I'm from."

"We had limited resources at the time to handle the problem but I've always been interested in human behaviour so I incorporated that into the research."

"I was absolutely overwhelmed when I discovered the strength of the programme."

"I wasn't expecting it to be so successful but then I had people coming up to me every day telling me how it had worked for them. The programme gave them hope and helped them change their lives."

The Motivation Weight Management programme works on the premise that overeating is caused by unresolved emotional issues and therefore these issues must be addressed before any weight loss takes place.

Dr Larocque insists: "Food is not the problem. If food was the problem, diets would be the answer."

"Following a diet without a good behaviour modification programme is pointless and a total waste of time and money."

The terrifying truth is that more than one third of Irish people are now overweight with a massive 18 per cent falling into the obese category.



WEIGHTY MATTERS: Many of us end up regaining the weight we've lost