

These handouts have been a big hit at our last few International No-Diet Days events. They made a good accompaniment to the scale smashing that we held on the sidewalk in front of the college.

We printed up some Diet Dollars on green paper, cut them apart, and wrapped thirteen of them in each tri-folded flyer, secured with a paperclip. Then we handed out these packets to passers-by, and invited them to toss the dollars on a small fire that we had built in a metal trashcan (a portable barbecue would also work). The idea was to represent the enormous amounts of money wasted on unsuccessful and often harmful weight-loss schemes and gimmicks.

People quickly got into the spirit of it. They would drop a Diet Dollar on the fire and say something like “This is for my ex- who called me Thunder Thighs!” or “This is for my gymnastics coach who locked me in the sauna until I lost two pounds.” It was very attention-getting, and made a powerful point. It was also very empowering and cathartic and a lot of fun for the participants!

The Diet Dollars were designed by Matt Nastasi. The flyer was written by Matt Nastasi and Mary McGhee. Permission is given to reproduce and distribute them freely for non-commercial use.