



**WORLD FITNESS EXPO 25**

## Sneaky Strategies to Manage Weight

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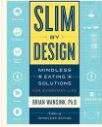
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## Session Description

Discover simple techniques that will help you and/or your clients consciously and subconsciously make better choices to improve weight and health. Striking visuals will have you thinking twice about the plates and glasses you use, as well as how accessible food is at home and work.

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“Each of us makes more than 200 nearly subconscious food choices every day...It’s easier to change your eating environment than to change your mind.”

—Brian Wansink, Behavioral economist and Food Psychologist

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## Today’s Agenda

- Goals
- Manipulating your Eating Environment
- Mindful Eating Exercise



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## Set and Revisit Goals

- Write your goals down
- Set timelines
- Be specific
- Revisit

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## Three Choices for Acquiring New Eating Habits according to Dr. Susan Albers



1. Mindfully Change: Become more mindful and observe your own eating habits
2. Take small steps: Start taking baby steps toward new habits
3. Sweeping Change: Jump right in. Fully start new habit now

Reward Yourself for Making a Choice!



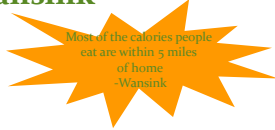
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## Food Radius

### 5 Zones in your “food radius” according to Wansink

- HOME
- RESTAURANTS
- GROCERY STORE
- WORKPLACE
- CHILD’S LUNCHROOM



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## What We Look at in the Kitchen Can Make Us Grow Horizontally!

- Potato chips/Crackers: 10 pounds
  - Breakfast Cereal: 21 pounds
  - Soda: 29 pounds
  - Cookies: 9 pounds
  - Fruit: -7 pounds
- Wansink, “Syracuse Study,” Journal of Health Education and Behavior



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## Comfort Food Not as Comforting, Perhaps Even on Mars!

- Research from the University of Minnesota shows that any food can be comforting, whether it’s comfort food or not.



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## The Kitchen Zone

- Don’t hang out there
- Make tempting foods hard to see and get
- When you open cabinets and the refrigerator, make healthy food the first you see
- Beware of empty kitchens



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## Choose plate colors that contrast with your food



In a study, people served themselves 18% more food when the food was the same color as the plate.

- Journal of Consumer Research, August 2012

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## Additional Kitchen Tips

- People ate 19% less when food served at counter rather than from table  
- Wansink, FASEB Journal 2010
- If kitchen is dark we may stay too long, but if too bright we might eat too fast

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## Portion Control

- Use small plates, bowls spoons and glasses
- Use taller slimmer glasses for beverages you are trying to consume less of
- Just 2-3 bites of a treat may be all you need to be satisfied

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## Avoid Mixing Food and TV

- Makes us overeat
  - Not paying attention to hunger
  - Distracted from how much we are eating
  - We begin and end eating with the show

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## Balance Cardio and Strength with Yoga

- Yoga may have an affect on appetite hormones and through the breathing and poses in yoga you may be better able to tune in to the natural hunger and fullness sensations in your body.

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## Journaling and Logging Your Food

- Journaling can help get your feelings out rather than stuffing them down with food
- Logging food is a success factor noted by the National Weight Control Registry which monitors those who have successfully lost weight and kept it off

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## Restaurant Findings from Cornell Research

- At high tables ate more salads
- Closest to bar ordered more drinks
- Closest to tv ordered more fried food
- In well lit areas near window ordered healthy
- At casual restaurants, darker lighting, ate heavier food and ordered more
- In fast food restaurants, bright lights and fast music encourages people to eat more

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## Buffet Blunders

### Slim Diners

- Scout out buffet 1<sup>st</sup>
- Sat facing away from buffet
- Use chopsticks, smaller plates
- Chew more (avg of 15 times)

### Heavier diners

- Grab plate 1<sup>st</sup>, start filling
- Sat facing toward buffet
- Sat closer to buffet
- Chew 12 times

Source: Slim by Design, Brian Wansink



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## Word Clues

- Avoid: basted, batter-dipped, breaded, buttery, creamy, crispy/crunchy (except when describing fruit/veggies), deep-fried, pan-fried, rich, sautéed, alfredo, tempura
  - Huge Portions: combo, feast, grande, jumbo, king size, supreme, monster
- Choose: steamed, poached, grilled, seasoned, light, stir-fried, baked or roasted, broiled
  - Better sizes: appetizer, kiddie, luncheon, petite, regular, salad size

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## Sleekday and Freak-end Eating

- Overeating on the weekend can lead to weight loss plateaus
- Cheat Days are Defeat Days
- Very difficult to exercise or diet your way out of an extravagant cheat day or Freak-end
  - Small indulgences are key

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## Supermarket Smarts

- Spend quality time in the produce aisles
- Hungry shoppers “don’t buy more, but they buy worse.” – Wansink
- Look for the candy-free checkout aisle
- Check out the pre-cut veggie station for days when you are too busy to shop

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## Supermarket Smarts

- Purchase frozen fruits and veggies to have on hand when you run out of fresh
- Use unit pricing to get the best deal

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## Unit pricing example



## Supermarket Smarts

- Make a planning day, shopping day, easy meal prep days and cooking days
- Make use of the salad bar
- Avoid impulse foods, buy a banana, fruit cup, cheese stick, or yogurt to eat in the car

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## Workplace

“People who had candy in or on their desk reported weighing 15.4 pounds more than those who didn’t.” If the candy dish is clear and on your desk, people tend to eat 9 candies per day.

-Wansink

Example of 9 snack-size candies: 2 Reese’s PB Cups, 3 Hershey Bars, 1 Almond Joy, 3 Kitkat

- 650 calories, 16.75 teaspoons sugar

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## Helpful Resources

- *50 Ways to Soothe Yourself Without Food*, by Susan Albers
  - <http://eatingmindfully.com/>
- *Secrets from the Eating Lab*, by Traci Mann
- *Slim by Design*, by Brian Wansink
  - <http://www.brianwansink.com/>
- *Mindful Eating*, by Jan Chozen Bays
- <http://www.runningformyexistence.com/home.html>

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## Notes

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