



Module 4

Emotional Eating



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Mindless and Emotional Eating



*Write down 3 reasons why people
choose to eat the foods they do*



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Reasons Why People Eat



- ***Energy***
- ***Hunger***
- ***Ethnicity***
- ***Religion***
- ***Gender***
- ***Values***
- ***Income level***
- ***Cost***
- ***Health benefit***
- ***Habits***
- ***Food advertising***
- ***Taste***
- ***Palatability***
- ***Environmental factors***
- ***Emotions***
- ***Convenience factors***



Emotional Eating



- ***Do you eat when you're happy or sad?***
- ***Do you eat to celebrate?***
- ***Do you eat when you're bored?***
- ***Do you eat when you're tired?***
- ***Do you overeat when you're alone?***

Physical
Hunger

vs.

Emotional
Hunger

Comes on gradually &
can be postponed

Comes on suddenly &
feels urgent

Can be satisfied with any
type of food

Causes specific cravings,
Pizza, chocolate, ice-cream...

Once you're full you can
stop eating

Eat more than you normally
would. Feel uncomfortably full.

Causes satisfaction,
doesn't cause guilt.

Leaves you feeling guilty
& cross with yourself.

www.thelondoner.me

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Hunger Scale



Am I Hungry?

Hunger Scale Chart

1	FEELING FAINT WITH HUNGER		
2	ABSOLUTLY STARVING		
3	FAIRLY HUNGRY		
4			
5	WHERE YOU WANT TO BE		
6			
7	FULL		
8	EXTREMELY FULL		
9	BLOATED		
10	NOT HUNGRY AT ALL		

If you score 1 or 2 you exhibit extreme hunger. When you eat at this level, take it slowly.

If you register 4, 5 or 6, you're probably quite hungry so its time to eat.

If you register 7 or above, you are more than likely not hungry. What do you really want?



4 Unhealthy Food-Tool Extremes



- **Food as reward**
 - “If you get an A on your test, we will go out for ice-cream.”
- **Food as guilt**
 - “Clean your plate; children are starving in China.”
- **Food as comfort**
 - “Eat this pudding; it’ll make you feel good.”
- **Food as punishment**
 - “Finish your vegetables or you can’t watch TV.”

Dr. Brian Wansink, Mindless Eating. Bantam books. 2006.



3 Types of Eating Cycles



Instinctive: Don't struggle with their weight but eat what they want

1. Usually a healthy weight
2. In charge

Overeating: Driven by triggers such as stress, celebrations, etc.

1. Usually overweight
2. Out of control

Restrictive: Driven by rules defined in the latest diet books

1. Always on a diet
2. In control until they lose control

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Instinctive Eaters



- **Understand hunger and satiety**
 - **Eat when they are hungry**
 - **Stop eating when they are satiated**
 - **Eat what they want**
 - ***Enjoy gourmet foods or desserts***
 - **Pass up delicious food because they are not hungry**
 - **Effortlessly maintain a healthy weight**

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Overeater



- **Not aware of own hunger and satiety**
 - Think and talk about food all the time
 - Eat according to the clock
 - “Buffet’s lose money when I arrive”
 - Experiment with fad diets
 - Exercise is punishment for overeating
 - Think slim people have better metabolisms

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Restrictive Eaters



- **Knows hunger and satiety, but disconnects because they can only eat certain foods at certain times**
 - **Always looking to lose 5-10 pounds**
 - **Maintain a healthy weight**
 - **Preoccupied with food thoughts**
 - **Mood adjusts to weight on the scale**
 - ***Weighs self daily, sometimes more***
 - **Secretly eats a “bad” food, often binges**
 - ***Often over-exercises or avoids eating after eating a “forbidden” food***

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Coping With Emotions



- **People need to identify personal and meaningful motivations**
 - **Failure to change leads to feeling bad about themselves**
 - **“Two steps forward, three steps back”**

**“IF YOU KEEP
GOOD FOOD
IN YOUR FRIDGE,
YOU WILL EAT
GOOD FOOD”**

-ERRICK McADAMS

Junk Mood
comes from
JUNK FOOD



**TAKE CARE OF
YOUR BODY.
IT'S THE ONLY
PLACE YOU HAVE
TO LIVE IN.**

**ITS NOT A
SHORT TERM
DIET. ITS A
LONG TERM
LIFESTYLE CHANGE.**



Ask Yourself



- **Do you think your behavior is a problem?**
- **How distressed are you about your behavior?**
- **Are you interested in doing anything to change this behavior?**
- **Are you ready to take action?**

PLAN
PLAN
PLAN
PLAN
ACTION



What To Do?



- **Eat instinctively and mindfully**
 - Eat with intention and attention
 - Are you thinking of the food as you eat it?
- **Listen to hunger and fullness**
 - Before you eat, ask yourself... Am I hungry?
 - Listen to your fullness cues or lack of hunger cues
- **4 R's**
 - Do I really really, really, really want _____?
 - If you really do want it, don't feel guilty about it!



Research Nuggets



- “We eat how much we eat because of what’s around us not necessarily because of hunger”
- We make 200 food choices each day
 - Family & friends
 - Packages & plates
 - Names & numbers
 - Labels, lights, colors, & candles
 - Shapes & smells
 - Cupboards and containers

Dr. Brian Wansink, Mindless Eating. Bantam books. 2006.

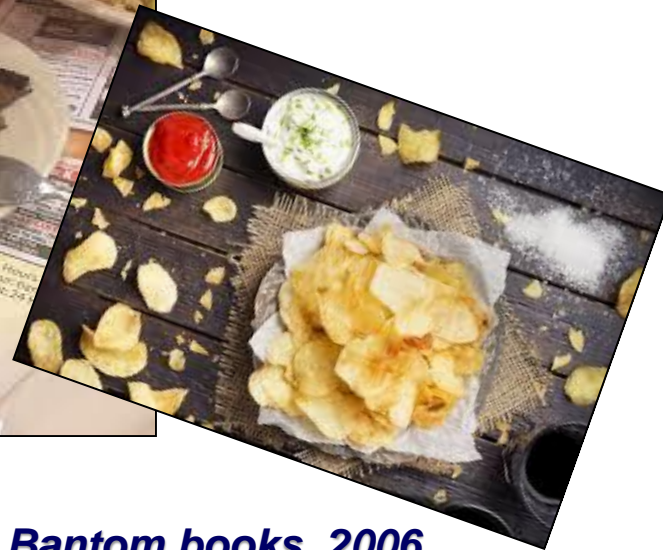
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Research Nuggets



- **Why do we overeat food that doesn't taste good?**
 - Cold, limp and soggy French fries
 - Stale chocolate cake
 - Stale potato chips



Dr. Brian Wansink, Mindless Eating. Bantam books. 2006



Research Nuggets



- **Movie goers were given stale popcorn in large or medium tubs.**
 - **When asked if they ate more most responders replied:**
 - *"Things like that don't trick me."*
 - *"I'm pretty good at knowing when I'm full."*
 - *"That wouldn't happen to me."*
 - **Large tub folks ate 173 more calories**
 - *21 more dips into the bucket*



Dr. Brian Wansink, Mindless Eating. Bantam books. 2006



Research Nuggets



- Graduate students were given unlimited free buffalo wings for a viewing of the Super Bowl
- 1/2 the room had their wing bones removed and half the room's wing bones were ignored
- People at the ignored table ate 28% fewer wings
 - Most wings are about 100 calories
 - *280 fewer calories were eaten by ignored table*



Dr. Brian Wansink, Mindless Eating. Bantam books. 2006

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Research Nuggets



- **30 people were asked to estimate how many calories were in their meal**
 - **Meals ranged from 445-1,780 calories to**
- **The smaller the meal the closer people estimated**
 - **Most underestimated**
- **1,780 calorie meals estimated their meal at about 1,000 calories**
 - **Results were alike regardless of weight**

Dr. Brian Wansink, Mindless Eating. Bantom books. 2006

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- **Review handouts:**

- **Emotions and Your Weight**
- **Irrational Ideas About Eating**
- **Take Control of your Thoughts, Feelings and Behavior**
- **Motivate**
- **Additional articles on emotional eating are available to read**
- **There are also more articles on <http://www.amihungry.com/> and www.militaryonesource.mil**



Discussion