Module 4

Emotional Eating
Mindless and Emotional Eating

Write down 3 reasons why people choose to eat the foods they do
## Reasons Why People Eat

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td>Energy</td>
<td>Energy benefit</td>
</tr>
<tr>
<td>Hunger</td>
<td>Habits</td>
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<tr>
<td>Ethnicity</td>
<td>Food advertising</td>
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<tr>
<td>Religion</td>
<td>Taste</td>
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<tr>
<td>Gender</td>
<td>Palatability</td>
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<tr>
<td>Values</td>
<td>Environmental factors</td>
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<tr>
<td>Income level</td>
<td>Emotions</td>
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<tr>
<td>Cost</td>
<td>Convenience factors</td>
</tr>
</tbody>
</table>
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?
Hunger Scale

Am I Hungry?

Hunger Scale Chart

1. FEELING FAINT WITH HUNGER
2. ABSOLUTELY STARVING
3. FAIRLY HUNGRY
4. WHERE YOU WANT TO BE
5. FULL
6. EXTREMELY FULL
7. BLOATED
8. 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 it’s 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.”

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

[www.AmIHungry.com](http://www.AmIHungry.com) What to do when diets don’t work

UNCLASSIFIED
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

www.AmIHungry.com What to do when diets don’t work
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

www.AmIHungry.com What to do when diets don’t work
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”
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?
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, really want ________?
  ➢ If you really do want it, don’t feel guilty about it!
“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

• 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. Bantom books. 2006
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
Graduate students were given unlimited free buffalo wings for a viewing of the Super Bowl.

½ 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
• 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*
• 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