

Psychology of Food and Weight Loss By Leo Fischer

Lists are easier to follow, easy to go back to, and straight to the point. Proudly created for your digest, Leo's rules and tips relating to hunger, satiety and thirst for the consequence of losing weight.

1. Don't have food or drinks in the home that you want to reduce consumption of.

- a. If you know you shouldn't be eating or drinking something, a good general rule is to keep it further out of reach. Research has shown that foods that are harder to get are eaten less and people feel less hungry for them when they are out of sight. Do you know what is better than having the candy bowl two arm lengths away or out of sight? Not having candy there in the first place.
 - i. Wansink, Brian & Painter, James & Lee, Y-K. (2006). The office candy dish: Proximity's influence on estimated and actual consumption. *International journal of obesity* (2005). 30. 871-5. 10.1038/sj.ijo.0803217.

2. Try to not eat alone and change your relationship with food.

- a. If we are more aware of our food and take more thought and enjoyment from our meals, research has shown we eat more slowly and less. This is also true if share leisurely meals at a table with family or with other people. This might be true because there is more going on at the table, you take your time to talk and give your body a chance to realize how full it is.
 - i. Pollan M. *In defence of food: an eaters manifesto*. London: Penguin; 2009.

3. Leave yourself proof of how much you have eaten or leaving something on the plate

- a. Act like certain long living European countries, leaving something on the plate, it helps build self-control apparently. Having the bones of all the chicken wings you have eaten in front of you, or all the plates you have gone through at a buffet left on the table increases your satiety making you feel fuller and means you will eat less. This works because your body suppressing its own appetite from environmental cues of how full it is. It might also work because the proof of how much you have eaten is available for everyone to see and makes you embarrassed. This also works with thirst as well. If you are at a party, using a new glass, each time you get a new cup of wine also reduces your consumption if those glasses are left out for you to notice.
 - i. Wansink, Brian & Payne, Collin. (2007). Counting bones: Environmental cues that decrease food intake. *Perceptual and motor skills*. 104. 273-6. 10.2466/PMS.104.1.273-276.

4. Cook, food tastes better when it's your own creation.

- a. People who cook their own meals are more likely to enjoy a meal, or ingredients they might otherwise not like. It means you will satisfy your hunger better and feel more satiated with smaller portions than at restaurants. It also means you are in control, so you can prepare meals exactly to your specifications. In fact, cooking for yourself is the only way to know for sure you are following your own lifestyle and take back control

from food processors. Otherwise when you eat at a restaurant or have someone else cook for you, unless it's a private chef, you will not know if they added sugar or oils with trans-fat into the dish. People who cook their own food, just live a healthier and more longer life. Get creative in the kitchen, use your imagination and most of all have fun.

- i. Julia A Wolfson, Sara N Bleich. Is cooking at home associated with better diet quality or weight-loss intention? *Public Health Nutrition*, 2014; 1 DOI: 10.1017/S1368980014001943

5. Be neophilic not neophobic.

- a. If you wish to live a long healthy and good quality of life, you know you'd probably be healthier if you didn't eat only pizza, hamburgers and drink coke every meal. It's important to eat a variety of foods. To start, try to enjoy or learn to enjoy a variety of foods. Being neophilic means you enjoy trying new things and not saying no for no reason, which is a prerequisite to eating new things and having variety in your life. People who eat a variety of different foods are healthier and more successful in life. It might seem like supermarkets have a lot of different food, most have around 15,000 products but more than 70% of it is made from only 4 ingredients, wheat, soy, added sugar, and corn.

- i. National Research Council (US) Food and Nutrition Board. What Is America Eating? Proceedings of a Symposium. Washington (DC): National Academies Press (US); 1986. Variety in Foods. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK217508/>

6. Use smaller plates and glasses

- a. The bigger the plate the more food can fit on there and the more we will eat. This is true for cup size and utensils. In fact, research has shown we will eat 30% more just by using bigger dinning-ware. It has been proven that reducing the size of your plate by two inches in diameter reduces your consumption by 22%.
 - i. Whether Smaller Plates Reduce Consumption Depends on Who's Serving and Who's Looking: A Meta-Analysis Stephen S. Holden, Natalina Zlatevska, and Chris Dubelaar *Journal of the Association for Consumer Research* 2016 1:1, 134-146

7. Do not be convinced by advertisements and reduce your exposure.

- a. Commercials and advertisements for food are everywhere and they are trying to get you to buy food products you know you shouldn't. Those food products are almost always, unhealthy processed food you should rarely, once in a blue moon consume. If you are trying to lose weight, don't let yourself be subconsciously convinced to buy food that ruins your progress towards your weight goal. Many people probably do not think they are one to be influenced by advertisements but we all are all influenced, as research has shown. Otherwise, why would food companies keep making and paying for advertising time in the \$billions? The best way to make sure you are not influenced is to make sure you are least exposed to things with advertisements. Instead of TV, watch only what you want to watch with alternative entertainment like Netflix and Amazon Prime.

- i. C. Radnitz, S Byrne, R. Goldman, M. Sparks, M. Gantshar, and K. Tung, “ Food Cues in Children’s Television Programs,” *Appetite* 52(2009): 230-233.

8. Special occasion foods, cultural dinners, and food traditions.

- a. Some of the foods we know we should not be eating are also some of the best pleasures of life. It is rare that we need to completely deprive ourselves of them, but it should be a rare special occasion. Where we get into trouble is when we allow corporations to make these special occasion foods incredibly easy and accessible, with only a flick of a wrist with a credit card. If you have to make your own food special occasion foods, like doughnuts, you will less likely eat them. Frying and baking treats is an incredible amount of trouble and most people would never make it for themselves unless, unless they are trying to impress someone else.
 - i. “The Pursuit of Optimal Diets: A Progress Report,” *Nutritional Genomics: Discovering the Path to Personalized Nutrition*, eds. Jim Kaput and Raymond L. Rodriguez (New York: John Wiley & Sons, 2006).

9. It is a team effort and you can’t do it alone.

- a. Research has shown it is extremely unlikely you will succeed in losing weight, or stop eating weight-gaining-unhealthy food, if your partner keeps eating that same food around you or they keep it in the house. Studies have also shown when you see someone else eating something, you instinctively want it more too. This is true for children as well, so if you are trying to set a good example remember to do as you preach. Your partner in life should support you in your goals and be compromising if necessary. If they do not, it will be much harder to make changes in your eating habits. If necessary, try encouraging compromises like buying only one pack of coke a month instead of asking them to go cold turkey.
 - i. J.O. Fisher and L. L. Birch, “Restricting Access to Palatable Foods Affects Children’s Behavioral Response, Food Selection, and Intake,” *American Journal of Clinical Nutrition* 69(1999): 1264 – 1272

10. Still don’t like salad or a certain veggie? Don’t give up!

- a. Keep making different salads with variations of ingredients or maybe you don’t like broccoli yet, but have you tried it fried, steamed, baked, blanched or covered in cheese? Research has shown the more times you expose yourself to a food the more your preference for that food will increase. Don’t feel like you must force it down your throat! However, you should try making it fun, creative, and different each time.
 - i. L. L. Birch, L. Mcphee, B.C. Shoba, E. Pirok, and L. Steinberg, “What kind of Exposure Reduces Childrens Food Neophobia” *Appetite* 9(1987): 171-178.

11. Are you about to get sick?

- a. It is in our genetics to learn to dislike food we have eaten right before feeling sick. This is a very important mechanism anthropologically for our survival, it helps to learn which mushrooms and plants are poisonous. Therefore, if you are about to take a pill that will make you sick, eat a food you want to learn to stop eating right before getting sick. Have you been sick all day and can’t hold anything down? Now is the time to eat those dark

chocolate peanut butter cups to help you cut back on future consumption! This is also true when you see someone else eat something and then get sick. If you see someone eat pizza and then puke it everywhere, you are less likely to ever want to eat pizza again. It sounds funny, but it is very well supported by research. This also works in the opposite direction. So if you are just getting over a stomach flu, start eating healthy food again, not milkshakes, so you correlate feeling healed with the healthy food, not junk food.

- i. Birch, Leann, Jennifer S. Savage, and Alison Ventura. "Influences on the Development of Children's Eating Behaviours: From Infancy to Adolescence." *Canadian journal of dietetic practice and research : a publication of Dietitians of Canada = Revue canadienne de la pratique et de la recherche en dietetique : une publication des Dietetistes du Canada* 68.1 (2007): s1–s56. Print

12. Think twice before going back for seconds, unless its whole fruit or vegetables.

- a. Usually our first serving of food is enough to satiate us and give us all the nutrients we need. However, food is made with such unnaturally high energy dense foods, it sometimes takes a while for your body to register how full it is. If you wait a little bit, talk, socialize or do something else for a while before grabbing seconds you might discover you do not need seconds or you will at least not take as much as the second time.
 - i. Moss M. *Salt, sugar, fat: how the food giants hooked us*. New York: Random House; 2014.