

Why Are You Eating?



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Week 1

Diets Don't Work!

Hunger Scale



INTRODUCTION

My name is Vanessa Heaps and I used to be the Queen of fad diets!

Over the last 20 years I recon that I have lost at least 20 stone – how fantastic is that?!

Not at all, when you realise that I was actually heavier than when I started out dieting all those years ago! I was your classic yo-yo dieter. I would lose a stone or so every year for the summer to look good on my holidays, and for the Christmas party at work to fit into that little black dress. However, when I returned to eating 'normally' again, the weight just came back on again, and more.

You name it, I tried it... Calorie counting, reducing fat intake, liquid meals, cabbage soup, food combining, no carbohydrates, counting points, red and green days, punishing exercise routines... the list was endless! I was desperate for that miracle cure which would make me slim, at long last.



After having my second child, I returned back again to a well known slimming club to help shift the baby bulge. Was this the fifth or sixth time that I had rejoined?

The penny dropped when I looked around and saw that the class was full of the same people as last time. If dieting really worked, why was I here again, and why were the other people in the class still over weight and attending?!

(Don't be confused, I'm the one on the left in this photo!)

Here my search began into what made some people 'naturally slim' without having to diet all the time. Through reading research, current literature and interviewing naturally slim people, I have devised a comprehensive, but very easy to follow programme which will change your relationship with food, for the better, forever.

This programme concentrates on your **RELATIONSHIP WITH FOOD**, and how by improving this, your body will naturally regulate your intake of food until you become slim and healthy. It is all about slimming using your **MIND**, not about counting calories, fat, sins etc.

Thanks to giving up dieting forever and listening to my body's natural signs of hunger, I feel happy, slim and healthy. I have reduced my dress size from a size 18 to a 10 - 12, with no deprivation, gimmicks or fads involved. I eat whenever I am hungry and the foods I enjoy. I now have a healthy relationship with food, which I can enjoy for the rest of my life.



So if you want to:

- Be happy, slim and healthy
- Give-up dieting forever
- Have a healthy relationship with food
- Eat what will satisfy you the most whenever you are hungry

... you have chosen the right eating programme, where mind and body are treated as one.

My Qualifications

BSc (Hons) Psychology (University Of Northumbria)
Certificate in Training and Development (Fieldon House)
Institute of Personnel and Development Graduate Member (Salford University)
Neuro Linguistic Programming (NLP) Practitioner (Coaching Leaders)

THE NEXT 7 WEEKS

The programme is 7 weeks long and will cover the following topics

WEEK	TOPIC	CONTENT
1	Diets don't work & the hunger scale	Looks at the increasing size of the UK population and why dieting does not work. Introduces the hunger scale; why, when and how to use it.
2	Mentally sample your food	Examines how you can mentally sample your food so you make the right food choice for your body at that moment in time. Presents an inspiring statement, which takes the power away from food and reduces food cravings.
3	Your goals	Looks at what your goals are and how to make them come true!
4	Exercise	Introduces 2 ways in which you can increase your exercise levels and how you can sustain it long term.
5	Food choices	Examines how to make more healthy food choices, which will give you longer lasting energy throughout the day.
6	Be nice to yourself!	Presents a successful way to talk to yourself, which will ensure you meet your goals. Also looks at how to stop comfort eating and reward yourself in other ways.
7	Be the shape you want for the rest of your life.	Reviews the course and clarifies exactly what you have learned and how your behaviour has changed for the better. Introduces a maintenance programme to ensure future success.

DIETS DON'T WORK

Every January and every summer the new miracle diets and fitness regimes appear in the media.

'Get into shape for the new year'

'Look fabulous and toned on the beach'

'Lose those Christmas pounds'

'Lose 7lbs in 2 weeks'

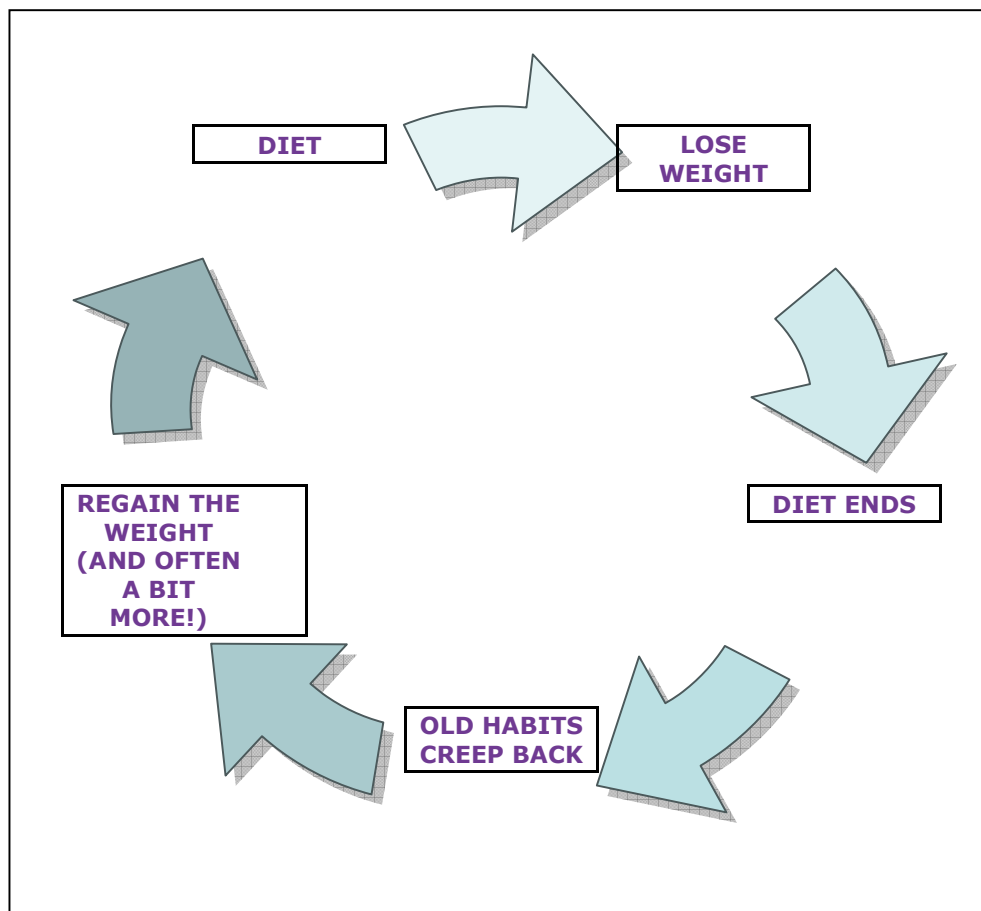
Sound familiar?!

The UK has never been so well educated about diet and fitness, so why is it that the amount of people who are classified as overweight or obese is on the increase?

In the UK a quarter of men and a fifth of women are now classified as obese.

The answer lies in a more sedentary existence, food available in abundance, and a busier lifestyle, resulting in us listening less to our natural signs that our body gives us when we are hungry.

Diets work as a short term measure only.



Short term diets don't work as when you limit your intake of calories your body thinks that less food is available, and so resets your metabolism to work on the little there is. When you end your diet and start eating 'normally' the body stores it as extra fat to protect it from any famine in the future. Does it seem that the older you get the harder it is to lose weight? Or is it just that with each diet you do over the years your body is increasingly protecting itself from famine.

95% of dieters will put the weight back on and more. If there is only a **5%** long term success rate, why-o-why-o-why do we keep on putting ourselves through this diet deprivation hell?! Because somewhere there must be that miracle cure! There is...

**GIVE UP DIETING AND LISTEN TO THE
NATURAL SIGNS FROM YOUR BODY!**

Do you need any more convincing that diets do not work?

Write down all the different diets you have tried over the years, approximately how much weight you lost, and how long did the weight stay off for.

NAME OF DIET	AMOUNT OF WEIGHT LOST	AMOUNT OF TIME WEIGHT STAYED OFF FOR

Now add up the amount of weight you have lost over the years and put it in the box below.

WOW! Look how successful you have been at losing all the amount of weight - I'm really impressed!

Now tick the box that applies to your long term success.

	All the weight has stayed off long term
	Some of the weight has stayed off long term
	Back at original starting weight
	Put a little bit more weight on than when I started the diet
	Put a lot more weight on than when I started the diet

Now that you know that diets do not work are you ready to try this new eating programme, which involves thinking yourself slim and listening to your body?

ASSESSING HUNGER

Here is the magic ingredient to this programme: ASSESSING HUNGER!

When you master the following simple principle, you will begin to easily and successfully lose weight.

Eat when you are PHYSICALLY HUNGRY and stop eating when you are just PHYSICALLY FULL.

... and that's it!

We have been so brain washed with diets which tell us what to eat and when, that many of us have forgotten what it feels like to be physically hungry.

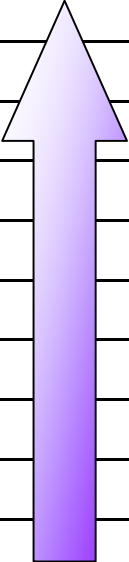
Look at the following signs of physical hunger and circle the ones which apply to you. List any other symptoms that you get that are not

listed here.

Empty feeling in stomach	Stomach cramps
Rumbling stomach	Thinking about food a lot
Feeling faint	Difficulty in concentrating
Irritable	Feeling a bit shaky
Feeling weak/lethargic	Headache

THE HUNGER SCALE

10	If I eat any more I will be sick!
9	Stuffed
8	Very full
7	Full
6	Quite full
5	Neither hungry nor full
4	Quite hungry
3	Hungry
2	Starving
1	If I don't eat now I will faint!



- ★ Before you eat something, assess what rating you give your physical hunger.
- ★ Eat when you are at 3 or 4 on the hunger scale. Do not leave it until you are at 1 or 2, otherwise you are in danger of eating the first thing that comes along, eating it very quickly and then not stopping when you are full.
- ★ Similarly, do not eat at anything 6 or above, as your body is telling you that it does not need the fuel and it will store the food as fat.
- ★ Stop eating at 6 or 7 when your body tells you that it has now had enough.
- ★ Mastering the hunger scale will take a bit of practise. As soon as you use this essential tool before and during eating food, your days of being overweight will be numbered. It's as easy as that!

OTHER REASONS FOR EATING

Ah, if only life was so simple that we ate just when we were hungry! Being hungry is our body's way of telling us that we need fuel. But we sometimes eat when we don't get the hungry sign from our body. Why is this? Look at the following reasons below of why we eat when we are not hungry, and circle the ones that apply to you. Also add some of your own that are not on the list.

Bored	Everyone else is eating
Tired	Special occasion e.g. Christmas, birthdays
Lonely	Thirsty
Fed-up	Just in case I'm hungry later
Angry	Like the taste of the food
Sad	Habit e.g. I always have a biscuit with a cup of tea or I always eat in the car
Guilty	As a reward
Anxious	Because it's there
It's the specified meal time	To fill a gap
Watching television	Need comforting
At the cinema/theatre	It brings back nice memories
I'm starting a diet tomorrow, so I'm going to eat lots of things now I know I can't on the diet	Secretly eating sugary and fattening foods when nobody is around
I must finish everything on my plate	It's calling me from the cupboard in the kitchen to 'eat me'!

I must eat something nutritious, as I have eaten rubbish all day.	I'm on holiday so I will eat what ever I like.

Look at the reasons why you eat when you are not hungry. Understanding why and when you eat is half the battle in reducing your non-hungry eating.

- ★ If it is an emotion that you are trying to push back down or block it out with food (e.g. sadness, anger etc), will food stop this emotion coming back again? Unfortunately the answer is no. Emotions are valuable warning signals from the body that something needs attention now, or that some past event or issue needs to be resolved. If we suppress these emotions with food, the emotions will only keep coming back until we eventually resolve them.
- ★ If it is a habit, once you have identified it, it is usually easy to change, avoid or substitute the food with something equally as satisfying as food. E.g. If you always eat a biscuit whilst having a cup of tea, either give up drinking tea for a while, or substitute the biscuit for a new association such as a chat.
- ★ If it is to please people, just politely explain that you are trying to lose weight by only eating when you are hungry. Mention how delicious the food looks and maybe you will have some later when you are hungry. Stick to your guns!
- ★ If it is a special occasion, e.g. Christmas, birthday, holiday etc, think does this have to involve eating everything in sight? Will that make me happy? Or will I be content to try little bits of everything I like and that will make me feel satisfied until I am full? In this way you do not miss out on anything, and you do not have to waddle home because you are so full!

How can you overcome your non-hungry eating?

HOMEWORK

Keep a food diary for 7 days of everything you eat and drink. You will be the only person who sees this diary (unless you choose to share it with anyone else) so please be honest. Do not try to diet or 'be good' just record a typical week of eating. This diary will be essential information in helping you identify patterns, habits, hungry and non-hungry eating etc. Record the following details:

FRIDAY

TIME	FOOD	WHERE /WHO	HUNGER SCALE	WHY DID YOU EAT?
7am	Cornflakes	Home	4	Hungry and it was breakfast time
10.30 am	Blueberry muffin	Work	6	Someone bought muffins into work and they looked nice!
1pm	Ham sandwich, yoghurt and an orange	Work	4	Lunch time
3.30 pm	Kitkat and cappuccino	Work with Karen	7	Karen gave it to me and I didn't want to offend her.
9pm	Take out chicken korma, nan bread, rice, 4 glasses of wine, cheesecake	Home with Tony	2	Had to work late and was starving by the time I got home. Felt sick afterwards as I ate too much too quickly.

SATURDAY

TIME	FOOD	WHERE	HUNGER SCALE	WHY DID YOU EAT?
11.30 am	Fried breakfast	Home with Tony	4	Had a good lie in bed and needed something to take the hangover away!
3pm	Hot chocolate and a flapjack	Out shopping with Clare	6	Clare was hungry whilst we were out shopping. Ate to keep her company.
7pm	Sea food risotto Fruit salad 2 glasses of wine	Home with Tony	4	Dinner time
9pm	Bag of crisps Bag of m&ms Fudge	Home	7	Tony had gone out and I was sat in front of the tv bored

Body Measurements

Date																				
Neck																				
L/R Arm																				
Bust/Chest																				
Waist																				
Hips																				
Widest Part																				
L/R Thigh																				
L/R Calf																				
Inch Loss																				
Weight																				
Comments																				

ADDITIONAL NOTES