

Mindless and Mindful Eating: Benefits for Health

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What influences how much we eat?



Mindless eating

- ▶ Eating without attention to what you are consuming or the quantity eaten

Strategies to reduce mindless eating focus on external changes



Does serving size matter?

- ▶ People were given different sized buckets stale, old popcorn.
- ▶ Larger size, more popcorn eaten!



Wansink B, Kim J. Bad popcorn in big buckets: portion size can influence intake as much as taste. *J Nutr Educ Behav.* 2005;37(5):242-245.

Avoid Portion Distortion!



Source: National Heart, Lung and Blood Institute

Are we born this way?





The fix:

- ▶ Change your norm at home.
- ▶ Measuring out portions
- ▶ Serve yourself



“My doctor told me to stop having intimate dinners for four, unless three other people join me”
 ~ Orson Wells

Health Halos

- ▶ People estimated that organic foods were 15–20% lower in calories than the same item not marked organic
- ▶ People were willing to pay almost 25% more for products labeled organic



Wan-chen, J.L., Shimizu, Mitsuru, Kniffin, K.M., & Wansink, B. (2013). You taste what you see: Do organic labels bias taste perceptions? *Food Quality and Preference*, 29(1): 33–39.

How many calories?

- ▶ Prêt-à-Manger® brie, basil and tomato baguette sandwich
- ▶ 12 oz. Odwalla® Super Protein fruit smoothie
- ▶ 2 TBSP of Jif® low sodium, 33% less sugar peanut butter

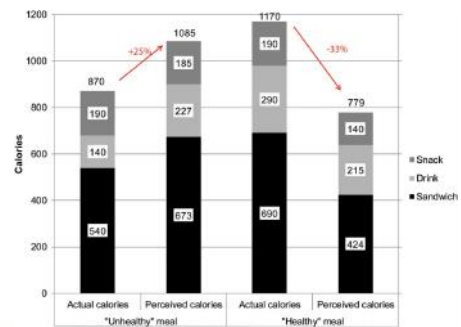


How many calories?

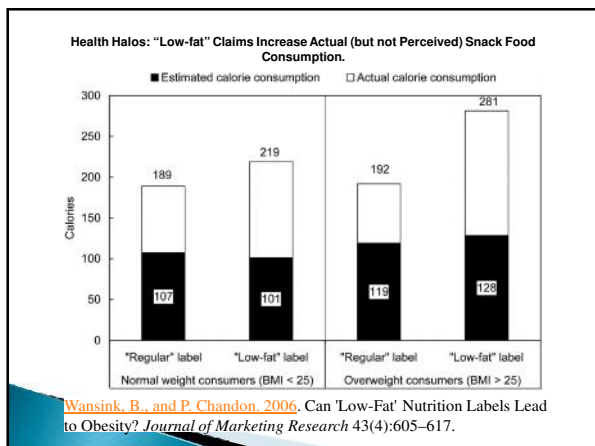
- ▶ One Big Mac®
- ▶ 12 oz. can of Coca-Cola® classic
- ▶ 2 TBSP of Jif® regular peanut butter



Positive and Negative Health Halo Effects on Calorie Perception.



Chandon P Appl. Econ. Perspect. Pol. 2013;35:7-31



It was so healthy...

- ▶ We had the brownies for breakfast!
- ▶ I ate 2 big bowls/slices/etc.!

The fix:

- ▶ Look up calories online before you go
- ▶ Estimate INDIVIDUAL foods and add up
- ▶ Portioning out
- ▶ Is it worth it?

Can we rely on our eyes?

- ▶ Rank these cups in order of size

A B C D

The Fix:
If our bias can't be changed...

- ▶ We need to change our environment, especially at home
- ▶ Buying narrow/taller glasses
- ▶ Smaller plates at home to "reset" our norms
- ▶ Measuring or comparing our cups and glasses!

Can we use these ideas for good?

- ▶ Gave 200 2nd and 3rd graders all you can eat veggies and cheese or all you can eat chips
- ▶ Veggies and cheese: ate 170 calories
- ▶ Chips: ate 620 calories

Wansink B, et al "Association of nutrient-dense snack combinations with calories and vegetable intake" *Pediatrics* 2012; 131: 22-29.

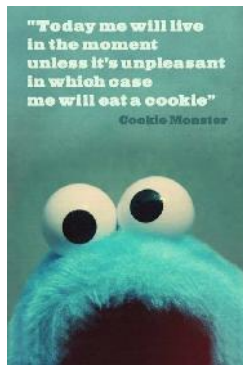
Surround yourself with food you want to be eating!

- ▶ What do you like that's great for you?
- ▶ Seasonal fruits, like Clementines or pomegranate?
- ▶ Broth soups, veggie dishes, etc.
- ▶ Keep it visible



Mindful eating

- ▶ Eating with INTENTION and ATTENTION



Benefits of mindful eating

- ▶ Increased taste and pleasure
- ▶ Better weight management
- ▶ Improvements in blood sugar management
- ▶ Studies show improvements with Type 2 diabetes, binge eating disorder, etc.

Raisin exercise

