The Psychology of Food Choice
Personal Essentials

Best Care EAP Can Help!
For free, confidential support for you and your dependent family members, contact us today.

402-354-8000 | 800-801-4182
www.BestCareEAP.org
Member ID: bcCODEe – Password: CODE

Q: Why do we crave food we know is good for us?
A: Let’s find out!

Activity 1: Five Favorite Foods

In the spaces below, list five of your favorite foods and the what feelings or memories do you associate with them?

<table>
<thead>
<tr>
<th>Favorite Food</th>
<th>Feelings and Memories</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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<td>5.</td>
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</tbody>
</table>

Activity 2: Foods and Feelings

How do the pictures on the screen make you feel?

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<table>
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What Drives Our Choices

- Comfort
- Distraction
- Control
- Love
- Boredom

What Can We Do?

Recognize

Stop and ask yourself...

- What is happening?
- Where are you?
- Who is with you?
- What are you feeling?

Accept and Understand

Acceptance and Understanding Techniques

- Journaling
- Talking to the emotion and asking it the right questions

Sample “Right Questions”

- If I eat that food right now what will I get to feel?
- How do I create situations in my life where I can feel that feeling or sensation in other ways?
- How can I learn more about how to do that?
- If I don’t eat that food right now what will I have to feel?
- Can I let the feeling pass through me?
- Remember there is not enough food in the world to fill the hole in you if it is not about belly hunger.
- If I eat that food right now what will I get to feel?
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- How do I create situations in my life where I can feel that feeling or sensation in other ways?
- How can I learn more about how to do that?
- What could I be needing right now?
- Can I plan to do that for myself with another substitute, as soon as possible or get help with that sometime soon?
- What could I be feeling right now?
- Can I let the feeling move through me (remember all feelings come and go over time) and learn how to create a different feeling soon or get help with that?

Changing How You Feel

- Activating Events (A) are interpreted by our Beliefs (B) which result in emotional and behavioral Consequences (C)
- You can change how you feel and act (Consequences) as a result of a thing/person/situation (Activating Event) by changing what you think about that thing/person/situation (Belief)
- What to be free? Change the “B”!
  - Write a new belief.
  - Find ten opportunities to repeat your new belief to yourself three times.
  - Catch and correct yourself.
  - Catch and correct others – silently.
  - Do every day for 30 consecutive days.

More Tips for Keeping Cravings at Bay

- Exercise daily.
- Drink water before you eat any meal.
- Eat 5 to 6 small meals throughout the day.
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- Combine protein and high-fiber carbs.
- Chew gum
- Allow several hours before bed to be “food free.”
# Best Care Training Program Evaluation

<table>
<thead>
<tr>
<th>Program Title:</th>
<th>The Psychology of Food Choice</th>
<th>Date:</th>
<th>Facilitator:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Company:</td>
<td></td>
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</tbody>
</table>

Thank you for attending today’s session. Please share your impressions below.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The material covered in this program will benefit my professional and/or personal life.</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>7</td>
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<tr>
<td>2. The amount of material covered was appropriate for the time frame.</td>
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<td>3. The services of Best Care EAP were reviewed.</td>
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<td>4. The material was clearly presented and easy to follow.</td>
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<td>5. The facilitator was enthusiastic about the topic.</td>
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<td>6. The facilitator encouraged class participation and interaction.</td>
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<td>7. Effective examples and illustrations were used.</td>
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<td>8. The facilitator used effective presentation techniques (e.g. eye contact, vocal projection, gestures, etc.).</td>
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<tr>
<td>9. I would recommend this training to coworkers/colleagues.</td>
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</tbody>
</table>

10. What was particularly helpful about the training?

11. What would you recommend changing about the training?

12. If you would like to receive email updates about ongoing Best Care training opportunities, please give us your work email address:

_______________________________________________________

Please scan and email to eap@bestcareeap.org.