

Slash the Cravings



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The Living Well Alliance™



A workplace screening, wellness and education program to help prevent diabetes and improve the health of our communities.



Learning Objectives

- The *WHY* around food cravings
- Practical tips for reducing food cravings



What do we crave?



Food Cravings

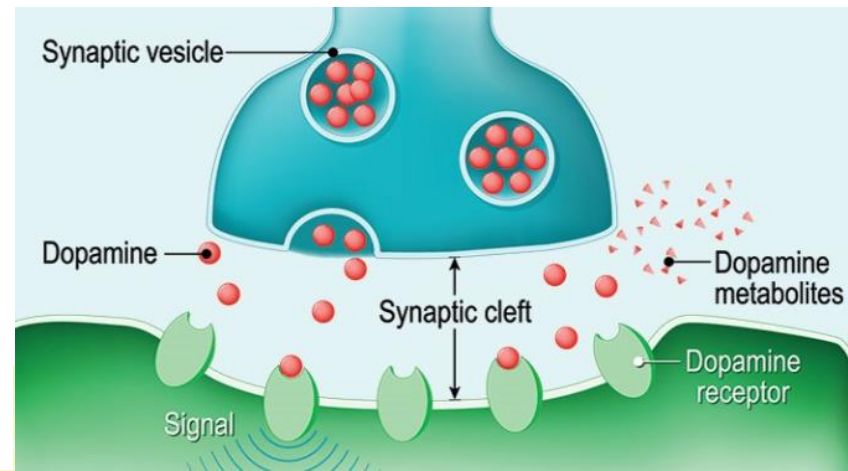
- A state of heightened eating motivation that is directed at a specific food
- On average, do men or women have more cravings?
- What triggers food cravings?

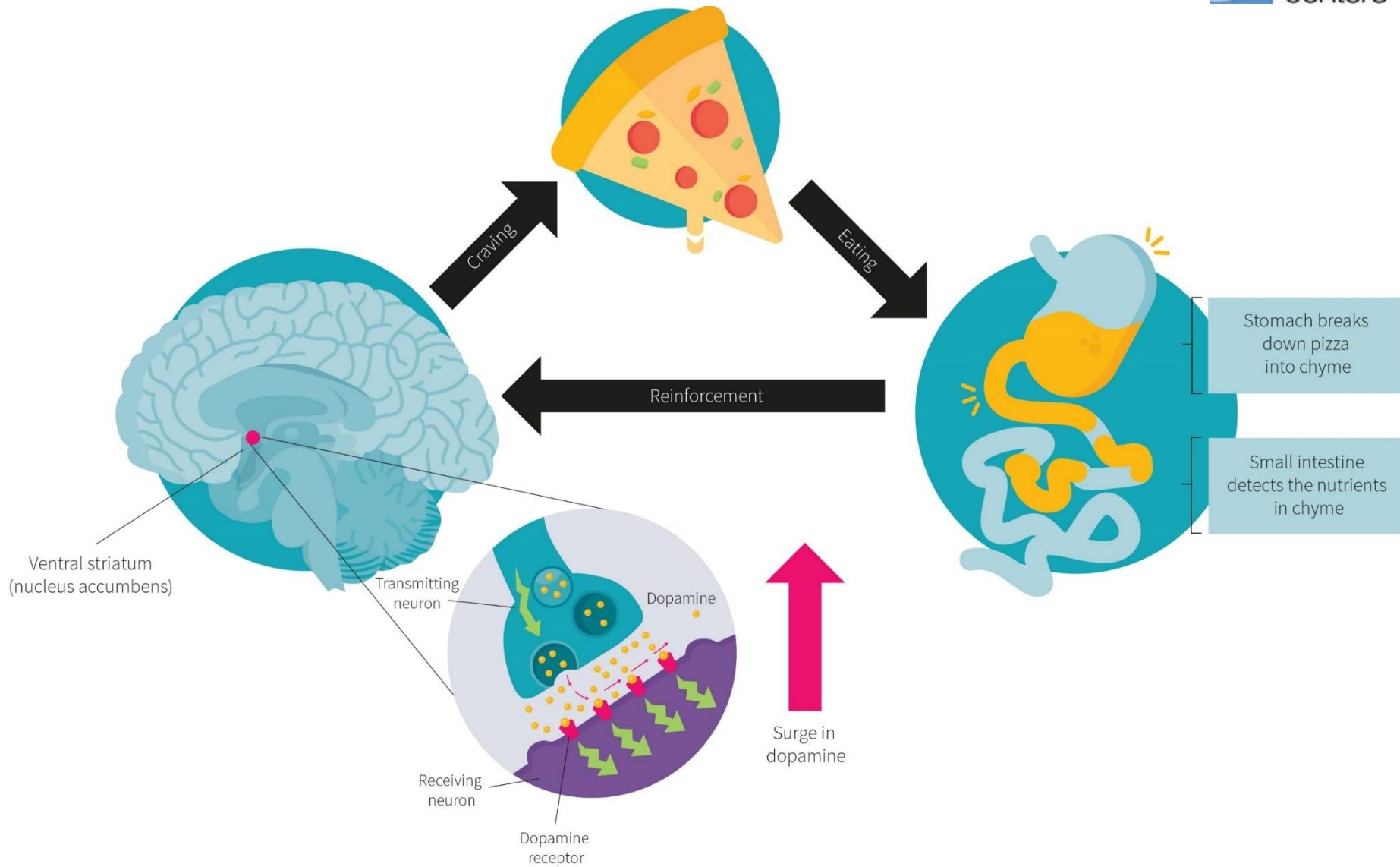




Evolution of Food

- Human's are most motivated to eat these:
 - sugar, carbohydrate/starch, fat, protein, salt and glutamate
- Eating these foods = \uparrow dopamine (motivation hormone)





Combination Foods



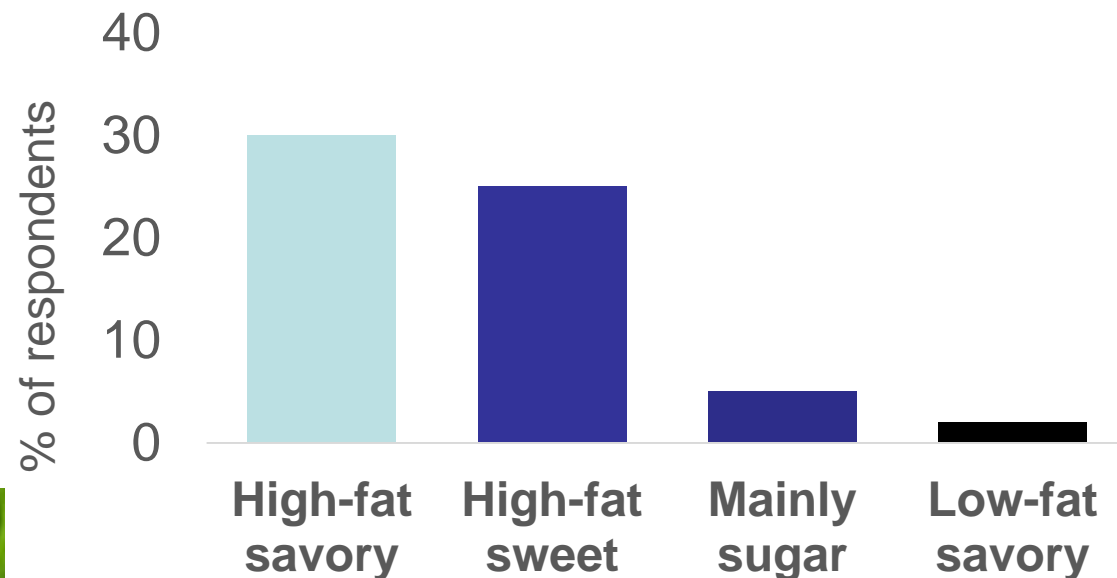
“foods high in fat and carbohydrate are, calorie for calorie, valued more than foods containing only fat or carbohydrate and... this effect is associated with greater recruitment of [brain] reward circuits”

What foods are the most craved?

| Food | % Females | % Males |
|--------------------------------|-----------|---------|
| Chocolate | 39 | 14 |
| Pizza | 7 | 15 |
| Salty foods ^a | 8 | 3 |
| Ice cream | 6 | 2 |
| Sweets & desserts ^b | 6 | 4 |
| Meat & chicken | 3 | 5 |
| Bread & pasta | 3 | 2 |

^a Includes chips, popcorn, pretzels & salt.

^b Excludes ice cream.



Tricks to kick your The 5 D's cravings

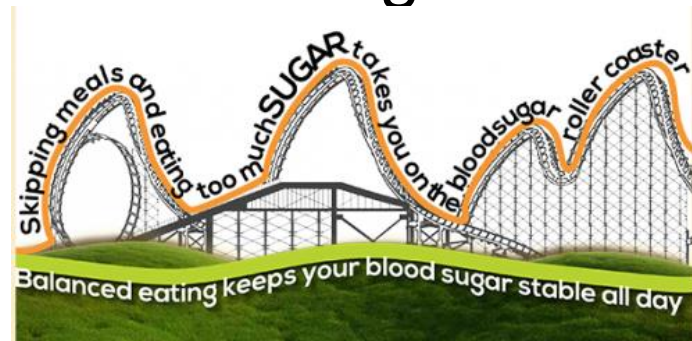
- **Delay** – wait at least 10 minutes
- **Distract** – focus on something else
- **Distance** – avoid keeping craving easily accessible
- **Determine** – how strong is your craving, is there some other food or activity that can satisfy it?
- **Decide** – know how much you will eat and really savor/enjoy it

Tricks to kick your cravings

2. Balanced meals/snacks and meal timing

Provides sustained energy

- Fruit with string cheese or nuts
- Whole grain crackers with tuna spread
- Hard boiled egg + toast
- Veggies with hummus
- Low-fat (plain) Greek yogurt with berries
- Turkey sandwich
- Pasta with meatballs/chicken and salad
- Tomatoes, mozzarella & basil



Balanced Timing:

- Evenly spaced meals
- Typical schedule
 - 7am Breakfast
 - 10am Snack (if needed)
 - 12pm Lunch
 - 3pm Snack (if needed)
 - 6pm Dinner

Tricks to kick your cravings

1. Try the 5 D's
2. Balanced meals/snacks and meal timing
3. Make recipes tasty and zesty!
4. Check your hydration
5. Sleep at least 7 hours each night
6. Manage stress
7. Physical activity





For more information

- Email Christy at Christineg@pacmed.org

Other Resources:

- “The Hungry Brain” by Stephan Guyenet
- Recipes and Quick Tips at foodandnutrition.org

