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- “New year new me”
 - What do you think about when you hear this term?
 - Gym
 - Starting to eat healthy
 - Working out more
 - Resolutions
 - The idea of perfection
 - Dramatic change
 - Insinuates that there’s a problem to fix
 - The diet industry (and fashion) does a good job of promoting this perception of a ‘problem’ to fix
 - Typically about weight loss
 - Nothing wrong with wanting to sift your body composition, but hope to learn to love yourself more
 - What are your values and what do you tie your self-worth to
 - Hard work to engage in because of external messaging
 - Want to push back on the idea of embracing health and vitality only once a year
 - Should be an all-year concept of what our bodies and minds need
 - Can use it as a time for reflection
 - James Clear- habit formation and recalibrating neuro-pathways in the brain
 - Identity work
- Values work
 - Being presented a list of words that we can identify: what are our values and what are our habits that align with those words
 - Focused on internal values more than external perception and stigma of our bodies
 - Will send out a values list
 - Goal is to narrow it down to 3 words
 - Find that clients have far greater success with weight loss, health habits when they base it off of values work
- Diets
 - Diets fail people, people don’t fail diets
 - Sometimes there is a need to incorporate diets for health parameters
- Stress
 - If we tie our food choices to our value system
 - Ex. picture your 70 or 80 year old self
 - How do you want them to act, move, be moving through their life?
- Guilt and shame
 - Tied to perfectionism
 - Shows up in different ways in our lives
 - I.e. the way they look, study/ academics, their house, in their relationships

- Perfection tendencies are extremely common
- Unrealistic expectation
 - Our logical brain recognizes that but there's the other part of us that still thinks we can accomplish it
 - "It works for everyone else, but not for me"
 - "I'm the exception"
- Can be experienced as compulsion, and wanting it to be at top level all the time
- Externally-focused drive to meet expectations
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- Perfectionism triggers will look different for each of us, but it is the vying for external approval
- What would it look like for you to accept and validate yourself just as you were?
 - Needing to unlearn conditioned beliefs and unrealistic expectations
 - I.e. good versus bad food
- What happens in our minds, happens in our digestive health, and what happens in our digestive health comes happens in our physical self
- If you remove all the rigid rules, you are less likely to find the
- Willpower gap
 - Challenging diet myths
 - Motivation is a decision to show up for yourself in alignment with your values
 - Brain researchers
 - Each of us have upwards of 15 minutes of decision making ability within a 24 hour cycle
 - Relying on willpower is unrealistic and it will not serve you
 - Willpower is like a muscle, the more you have to use it, the more you deplete your muscle
 - The more decisions you have to make will make it more challenging it will be
 - That's why it's important to plan while we are in our clearest mindset so we can make it easier for ourselves when we are less in a clear headspace
 - What depletes willpower?
 - Sleep deprivation
 - Emotional regulation
 - Menstruation, hormonal dysregulation
 - If family or loved ones bring food that does not support your nutrition goals, now there is social pressure that impact it
 - Food choices
 - Specifically an excess of sugar, caffeine and saturated fats
 - If the diet industry worked, it wouldn't even be in business because it would have completed its mission
- What actually works:

- Whole foods, loving yourself, knowing there is nothing to fix within ourselves and knowing we are perfectly imperfect, body positivity, creating space to understand our own brains and emotional reactions
- Brene Brown
- The answer is not hiding in the diet industry
- When we're overwhelmed we typically result to quick foods, foods laced with carbs, sugar, salt and fat because that stimulates a dopamine momentary high
- You deserve to feel and look your individual best
- Navigating a grocery store
 - Different in times of inflation
 - Meat is costly, although pro-meat
 - Buy 50% off meats
 - Honor the expiration date and put the rest in the freezer
 - Always look for the cheapest price they have
 - Costco can be a great option- you can get a lot of healthy options
 - Produce
 - Fruits and vegetables
 - If you have a budget to buy fresh fruits and vegetables, go towards the blemished or bruised ones that are discounted but still good to eat
 - You can also go to the freezer aisle
 - Often more nutrient-plentiful because it doesn't have to travel a long distance before being consumed
 - They have to freeze it so the nutrient is contained right away
 - canned
 - Look for Grade A Fancy
 - If what you can afford is the freezer or canned options, choose what is available to you
 - Adhere to the expiry date of meat, eggs
 - The freezer is an option to preserve
- When it comes to dietary restrictions like gluten free, how do you manage that with budget?
 - Challenging with supply and demand
 - Buy in bulk or share with other friends
 - Steer back to whole foods
 - Meats, vegetables, fruit and beans
 - Beans are a great option
 - Costco has organic beans
- Behavioural eating and grocery shopping
 - Try to eat before we go to the grocery store
 - When our willpower is gone we are very reactive
- Show up at every single meal, trying to be health-conscious
 - If it's a treat, try to pair it with something healthy
 - One day is fine, not two

- Researchers find that after two days it becomes more challenging to move away from that
- Is there a day of the week that is better to go grocery shopping?
 - Walmart usually has discounted foods on Mondays
 - Walmart and Superstore are the most cost-effective
 - Superstore 'Heart Healthy' blue brands are good options rather than the big name brands
- Finding pre-made options can help us prepare for our busiest times
- Making food can be soothing for some people
- Our brains are naturally wired for survival, so our brain will seek the quickest dopamine hit so we don't have to work for it as hard
- Ozempic
 - Drug put on the market to help people control their blood sugar levels
 - Seen as a weight loss drug due to side effect of weight loss
 - Everyone's scenario looks very different
 - Sitting with your medical representative and discussing concerns and what appeals and finding what makes the most sense
- Bodies thrive when we have a loving inner community, external social community, when we nourish it with high quality movement and water, and when we sleep better
- Birth control
 - Anytime you start adding biochemical...
 - Changes your microbiome
 - Inner eco-system
 - Different bacteria, parasites, fungi, etc.
 - All of our microbiomes are different
 - Each of us will respond differently because it's impacting our unique makeup
 - Prioritizing sleep, being nice to yourself, moving your body and eating well can help
- Humans are a complex species, can't look at this from a one-dimensional lens