

# CERTIFIED WEIGHT LOSS COUNSELOR COURSE - SESSION 2:

## Setting Goals and Updating Your Kitchen

### Setting Goals

Make sure your goals are S.M.A.R.T.

Take some time to answer the following 3 questions. Share them with your instructor if you want support.

1. My personal goal this week is:

2. Action steps to help me reach my goal:

3. When I achieve my goal this week, I will reward myself with:



### Updating Your Kitchen

#### Clean Out Your Pantry

It's almost impossible to be successful based on willpower alone. Conducting a "food audit" and cleaning out the pantry and refrigerator is an excellent place to start.

1. The best way to avoid eating unhealthful foods is to not bring them home at all.
2. In the meantime, remove the stuff that's already there, lurking. Get it out of your house so it can't tempt you. Check your other stashes too. Remember, to succeed you need to be all in.

When hunger strikes, we tend to reach for the nearest thing. So make sure the closest choices are healthful, like washed and chopped fresh vegetables, a handful of raw nuts or a piece of fresh fruit. Use your environment to your advantage to help you stay on track. Go through your kitchen this week and remove the bad choices. You'll be on your way to mastering your food environment.

#### Grocery Shopping? Go With The Flow

There's a healthy flow to almost every supermarket. You've probably noticed it.

The outer aisles of the store typically feature the healthiest foods: fresh fish, poultry and meat, dairy products and eggs, and fresh produce. Sure you can still find healthy items on the inner aisles – like frozen fruit and vegetables, whole grain breads and cereals, and legumes – but beware of those labeled candy or snacks.



## **Bigger Is Not Better**

Whether it's your Food Portion or you

What is the difference between serving size and portion size? A lot.

The serving size is listed on the nutrition facts label. A package typically contains three or more servings. If you eat the entire container (the portion size), you've tripled the serving size. Keep that up, and you may triple yourself.

A study of 300+ overweight people found that those who practiced portion control for two years lost more weight when compared to the participants who did not. In fact, those who didn't practice portion control gained an additional 5+ percent of body weight. That's the wrong reason to buy a new wardrobe.

Considering that, on average, we're now consuming more than 300 excess calories per day, switching to a smaller plate can make a big difference. It's hard to dispute the facts: by using a 9-inch plate at every meal, you can decrease your caloric intake by 30-35 percent.

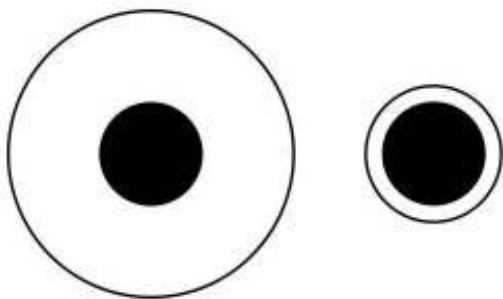
## **Plates are Getting Bigger**

Glasses are getting bigger. Now wonder we're getting bigger.

We're a Super-Size-It civilization, sad to say. Even with beverages. In fact, since 1960, the surface area of dinner plates has increased by 36%. From the 1931 edition of Joy of Cooking to 2006, portion sizes have increased by as much as 42%. This increase in portion size creates consumption "norms" and we continue to eat more.

Americans eat, on average, 300 pounds more per year than they did in 1970, according to one study. That's more weight than a washer/dryer combo and about the weight of a newborn elephant.

Even something as seemingly insignificant as the size of your plate can have a profound effect on the volume of food you consume.



Researchers experiment with the Delboeuf illusion – an affect caused by contrast – to study the volume of food people eat based on their plate size. ([https://en.wikipedia.org/wiki/Delboeuf\\_illusion](https://en.wikipedia.org/wiki/Delboeuf_illusion))

In 2007, researchers at the University of Calgary assigned different size plates to 130 participants. Those who used smaller plates lost 5% more body weight, and 26% were able to reduce diabetes medication because they lost more weight. An interesting approach to portion control: start with a plate with a 9-10" diameter, and fill a good portion of it with vegetables before eating other foods.

Color contrast also plays an insidious role. Studies show that people over-served themselves pasta when given a white plate, due to the lack of contrast. Using red plates, the serving sizes of pasta were smaller. And it's not just the size of the plate that matters, it's the size of the package. As the size increases, so does the amount of the food that a person consumes.

## **Don't Eat Out, Eat at Home**

Maybe we're getting busier. In 1960, 26% of our food budget was spent eating out. In 2011 that number rose to 49%.

Making meals at home not only saves money, it saves time. Consider the amount of time you spend driving to a restaurant, parking, waiting to be seated, reading the menu, ordering, waiting for your meal, waiting for the check, and then driving back home.



Many cookbooks now feature meals that can be prepared in 20 minutes or less; others feature recipes that have fewer than five ingredients; and crock pot cookbooks are flying off the shelves.

The beauty of the crock pot is that you spend a small amount of time in the morning preparing your meal, and when you arrive home after work the meal is ready to be served. It's as if someone made dinner while you were away. If you plan well, you'll have leftovers that can be eaten the next day for lunch – another savings of time and money.

## **Ask for Menu Ideas**

With a quick online search, you'll find endless ideas for creating speedy and easy menus. There are many options, complete with grocery lists that stick to a budget. Eating healthy doesn't have to be expensive. Keep searching online and you'll find lots of helpful tools.

## **Eat, Drink and be Very Careful When you Dine Out**

Be aware of how to make healthful choices when you eat out. Tips from the Center for Science in the Public Interest include watching out for that larger serving size, and:

### **Request that your Food be Specially Prepared:**

1. Order sauces and salad dressings on the side.
2. Request salsa, mustard or flavored vinegars to add flavor.
3. When ordering a meal, ask the server to put only half the meal on your plate and the other in a to-go box.
4. Request half-portions at a reduced price.
5. Ask that foods be prepared with olive oil or butter instead of margarine or shortening.
6. Request that foods be broiled or grilled instead of fried.

### **Make Healthful Substitutions:**

1. Choose bakes, broiled or grilled (not fried) chicken, turkey, or seafood instead of red meat.
2. If you eat red meat, select leaner cuts, like sirloin steak or filet mignon (instead of most steaks), or pot roast (instead of hamburgers or meat loaf).
3. Substitute a salad or vegetables for French fries or a "loaded" baked potato.
4. Request whole-grain breads and rolls, or skip them all together.
5. Substitute fresh fruit for desserts.

### **Other Bright Ideas:**

1. Chinese, Indian, or Thai – order meat and vegetables dishes; pass on the rice and noodles.
2. Italian – chicken, meat or fish dishes with vegetables sides, no pasta.
3. Homemade soups at delis, diners and doup bars; bypass noodles, potatoes and rice. Scoop them out if you need to. Use more broth.
4. Salad with lemon slices and olive oil on the side to avoid dressing.
5. Order an appetizer if necessary so you're not tempted by dessert, and skip the coffee.

You may want to visit the restaurant's website prior to your visit and review the nutritional composition of your favorite meal. To find the nutrition information, simply Google, "Nutrition information \_\_\_\_\_" and insert the restaurant name. It may be quite shocking to find that the "Steak and Riblets Combo" at the major chain restaurant (that shall remain nameless) has a whopping 1,520 calories, whereas the 7-ounce sirloin only has 250 calories (and, remember, that 7 ounce steak is over two servings of protein).

### **Snack Attack? Fight Back**

You don't have to go without. Just go with something smart. There are lots of tasty alternatives to the candy bin. For instance:



### **Craving Salty?**

1. Olives
2. Turkey breast wrapped around 2 bread-and-butter pickles
3. ¼ cup hummus, 3 carrot sticks
4. 1 cup unshelled edamame
5. ½ cup pumpkin seeds in shell
6. 2 pices prosciutto, 2 dried figs
7. Tomato slices with fresh mozzarella cheese
8. Put some kale pieces on a cookie sheet, spritz with olive oil and sprinkle with sea salt. Bake until they are crunchy.

### **Craving Sweet:**

1. 2 tbsp. peanut butter on 4 celery stalks
2. ½ cup plain Greek yogurt with ½ tsp. honey
3. Ice cream: Blend frozen strawberries, bananas and pineapple until creamy. Add stevia to sweeten.
4. Cookies or brownies? Bake your own using stevia or xylitol to sweeten and keep them in your freezer so you have one to grab when the craving hits.

### **Other Snack Ideas:**

1. Hard boiled egg
2. Raw goat cheese with veggies
3. Fresh coconut chunks
4. Chicken rolled in leaf lettuce

## Whole 30 Good Food Standards

The success of the Whole30 depends in large part on the 100 percent elimination of the “less healthy” foods (and beverages) we rule out. These foods have been chosen because they fail some (or all) of the four Good Food Standards outlined in “It Starts With Food”. Let’s talk about how the Whole30 targets each of those key areas of health.



### **Target: An (Unhealthy) Relationship with Food**

The Whole30 is specifically designed to address any long-standing, unhealthy psychological and emotional relationships with food, helping you break free of cravings and bad habits. It eliminates nutrient-poor, calorie-dense, low-satiety foods that promote overconsumption – the stuff that once you start eating, you just can’t stop. These “foods with no brakes” are the cookies, crackers, chips, chocolates, ice creams, and other comfort foods to which you find yourself irresistibly drawn to when you’re stressed, lonely, anxious, or unhappy. Over time, overconsumption of these foods rewire reward, pleasure, emotion, and habit pathways in the brain, promoting a vicious cycle of craving, overconsumption, guilt, and remorse. The simple act of giving in to a craving (again) also stresses you out – and emotional and psychological stress have physical consequences that, in part, further exacerbates your desire for sugar. The Whole30 rules are carefully crafted to quash your cravings (specifically for sugar and empty carbohydrates), identify your food triggers, and teach you to find other sources of comfort and reward, so that you are in control of your food, and not the other way around.

### **Target: A Sluggish Metabolism**

The Whole30 rules and meal recommendations also target a sluggish metabolism, helping you restore a healthy hormonal balance, effectively regulate blood sugar, and become “fat adapted” (able to use dietary and body fat as fuel). Over time, the overconsumption of foods with no brakes conditions your body to rely on sugar for energy, leaving you unable to burn the fat stored on your body, and requiring you to eat every few hours to maintain energy,

focus, and a pleasant demeanor. It also disrupts your body's ability to manage your blood sugar, the delicate balance of key hormones like insulin and leptin, and how well those hormones' messages get through to your brain. These changes not only promote energy dips, excessive hunger and cravings, and weight gain, but start you down the road to chronic diseases like obesity and diabetes. The foods you eat during the Whole30 promote stable blood sugar levels, teach the body how to utilize fat as fuel, regulate hormones, and improve their communications with the brain. As a result, during the Whole30 you'll likely experience an increase in energy, a reduction in hunger between meals, weight loss, and an improvement in biomarkers like blood pressure, "good" cholesterol, and fasting blood sugar.

### **Target: A Disrupted Digestive System**

One of the most important targets of the Whole30 program is your gut – specifically, the small intestine, where the vast majority of your food is digested and absorbed. Certain foods promote a "leaky gut", a condition where the small intestine is no longer able to properly absorb the nutrients you eat. This means the healthy foods you chew and swallow aren't actually nourishing your body, and things like partially digested food, bacteria, or other toxins are allowed to "leak" from your intestines into the bloodstream, where they don't belong. This triggers an immune reaction, and promotes chronic systemic inflammation everywhere in the body, not just in the digestive tract. The Whole30 eliminates the foods shown to cause or promote this leaky gut, allowing your digestive tract to heal and your immune system to calm. This helps to resolve the host of digestive issues (like heartburn, acid reflux, constipation, diarrhea, gas, bloating, and related pain) and reduce or eliminate a wide-ranging systemic effects of chronic inflammation.

### **What is Chronic Systemic Inflammation?**

Your immune system's top priority is defense against outside threats, like fighting off a cold or healing tissues when you trip and sprain your ankle. This immune activity is aggressive but short-term – your immune system recognizes the threat, rapidly ramps up to deal with it, and then returns to a "resting" baseline when the job is done. During this resting baseline, your immune system plays a critical role in the repair and maintenance of various body structures. Chronic systemic inflammation is the full-body long-term up-regulation of immune system activity. Think of chronic systemic inflammation like being a little bit sick all the time; when certain factors (like your food choices) overload the system and keep it working hard all the time, it is less effective at doing its other jobs, like healing that stubborn tendinitis or keeping your arteries clear of plaque. Chronic systemic inflammation is at the heart of an endless number of lifestyle-related diseases and conditions, like allergies, asthma, eczema, autoimmune diseases, high cholesterol, heart disease, stroke, diabetes, and obesity.

### **Target: An Overactive Immune System**

Last but certainly not least, the Whole30 is an anti-inflammatory diet, designed to calm an overactive immune system and reduce or eliminate the symptoms of inflammation – aches, pains, and medical issues you may not have ever associated with your food choices. Systemic inflammation starts in your gut, but because this immune activity goes everywhere your bloodstream flows, the symptoms may appear anywhere, in any form – even in the brain. This kind of inflammation is often referred to as "silent inflammation", but we believe it's not really silent if you know what you're listening for. This is a comprehensive (but not exhaustive) list of conditions and diseases linked to systemic inflammation or having an inflammatory component. If you experience any of these conditions or symptoms, there's a pretty good chance you have some of that "silent" inflammation.

Acid reflux/heartburn	Acne	Allergies	Alopecia
Alzheimer's disease	Anemia	Arthritis	Asthma
Atherosclerosis	Bipolar disorder	Bronchitis	Chronic bursitis
Cancer	Carditis	Celiac disease	Chronic pain
Circulation issues	Cirrhosis	Colitis	Chrohn's disease
Dementia	Depression	Dermatitis	Diabetes (types 1 & 2)
Diverticulitis	Eczema	Edema	Emphysema
Endometriosis	Essential tremor	Fibroids	Fibromyalgia
Gastroenteritis	Gingivitis	Gout	Graves' disease
Hashimoto's Thyroiditis	Heart disease	Hepatitis	High blood pressure
High cholesterol	High triglycerides	Infertility	Inflammatory bowel syndrome
Insulin resistance	Interstitial cystitis	Joint pain	Lupus
Lyme disease	Migraines	Multiple sclerosis	Myasthenia gravis
Myostitis	Nephritis	Obesity	Osteopenia
Osteoporosis	Parkinson's disease	PCOS	Periodontal disease
Polychondritis	Psoriasis	Raynaud's phenomenon	Rheumatoid arthritis
Sarcoidosis	Scleroderma	Seizures	Sinusitis
Sjogren's syndrome	Spastic colon	Chronic tendonitis	Trichotillomania
Ulcerative colitis	Vasculitis	Vitiligo	

By removing the foods most likely to contribute to both an impaired gut and chronic systemic inflammation, the Whole30 can reduce or eliminate the symptoms related to any number of lifestyle-related diseases and conditions, dramatically improving how you look, how you feel, and your quality of life.

### Let's Talk About Foods



Now it's time we talk about the foods. You know, the ones that mess with your cravings, tank your metabolism, disrupt your gut, and aggravate your immune system. We're just going to come right out and name them.

1. Added sugar and artificial sweeteners.
2. All alcohol.
3. All grains (even whole grains)
4. Legumes, including peanuts and soy.
5. Nearly all forms of dairy.

We know there are a lot of fun foods in this list. Maybe some of your favorite foods. Maybe all your favorite foods. You may be panicking. You may be thinking, "No way can I follow this." You may believe you can't live with \_\_\_\_\_. We will give you all the information, support, and resources you need to follow this program. We will teach you how to live without the foods you thought you couldn't live without. We will bring you new favorite foods – foods that are just as delicious, even more satisfying, and won't promote that awful crave – overconsume – guilt – remorse cycle from which you are so desperate to be free.

The Whole30 can bring you food freedom.

Your healthy eating pantry (and fridge) are not complete without these staple items, easily found in most health food stores. Read your labels here too! On the Whole30, no added sugar, soy, carrageenan, MSG, sulfites, or other off-plan ingredients.

pantry item	helpful hints
Almond flour	Use almond flour/meal to thicken a sauce or to coat meat or fish before baking.
Applesauce	Unsweetened brands, like <a href="#">Santa Cruz Organics</a> .
Beef or chicken broth	Some <a href="#">Imagine</a> broths are Whole30-friendly, but it's best to <a href="#">make your own</a> .
Butter (clarified) or ghee	Pastured and organic - like Whole30 Approved <a href="#">Pure Indian Foods</a> or <a href="#">DMGhee</a> .
Canned meats (salmon, tuna, chicken)	Read your labels—no soy, sugar or other less healthy ingredients.
Canned vegetables (sweet potato, squash, pumpkin)	The only ingredient should be the vegetable itself (and maybe water).
Cocoa (or 100% cacao)	100% cocoa or cacao adds flavor to meats and sauces. Treat it like a spice.
Coconut aminos	From <a href="#">Lacoinc Secret</a> : Whole30-friendly, found in the soy sauce aisle.
Coconut butter	Also called "creamed coconut" or "coconut manna." Try <a href="#">Artisano</a> brand.
Coconut (flaked or shredded)	Great for snacking or in recipes. Buy organic to avoid added sulfites.
Coconut milk	Get the full fat version, no sulfites. Try <a href="#">Thai Kitchen</a> or <a href="#">Whole Foods 365</a> .
Coconut oil	Look for the unrefined kind—organic isn't important here.
Curry paste	Red, green, or yellow will spice up any curry. Try <a href="#">Thai Kitchen</a> brand.
Fish sauce	Watch for added sugar here! We like Whole30 Approved <a href="#">Red Boat Fish Sauce</a> .
Hot sauce	Try Whole30 Approved <a href="#">Tessemae's</a> or <a href="#">Horsetooth Hot Sauce</a> .
Jerky	Remember, no added sugar! Try <a href="#">Primal Pats</a> , <a href="#">Chomps</a> , and <a href="#">Gourmet Grassfed</a> .
Mustard	Read your labels—no added sugar, corn starch, maltodextrin, etc.
Nuts and seeds	Raw or dry-roasted, salt is optional.
Nut butters	Look for no added sugar, like Whole30-friendly <a href="#">Organic Su:hbutter</a> .
Olives (black, green, etc.)	Any variety, canned or fresh - as long as there are no added sulfites.
Olive oil	Extra-virgin for dressings, sauces, and cooking, light for homemade mayo.
Pickles, relish, diced green chiles, capers, etc.	Add spice and flavor to meals and sauces—but as always, read your labels.
Raisins, currants, dried figs, etc.	A little goes a long way to flavor a dish or add some sweetness. Use sparingly.
Sesame oil	On our "limit" list, but a small amount can add lots of flavor.
Tomatoes (crushed, paste)	The best ingredient list would read just "tomatoes," like <a href="#">Pomi</a> brand.
Vinegar (balsamic, cider, red wine, white, etc.)	All vinegar varieties (except for malt) are Whole30 permitted, even rice or wine.



## Certified Weight Loss Counselor Course- Session 2- Questions and Answers

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Please be sure to fill out the information above, complete the test and email it back to us at [iridology@netzero.net](mailto:iridology@netzero.net). We will grade your question and answer session and will let you know if we have any questions or concerns.

- a. What's the best way to avoid eating unhealthful foods?  
Sheer willpower  
Keep unhealthful foods in the back of your cupboard  
Avoid buying them
- b. What is the difference between serving size and portion size?  
Serving size is listed on the nutrition facts. Portion size is the whole package.  
Serving size is the amount that fits in a serving dish. Portion size is the amount on your plate.  
Serving size and portion size are the same thing.
- c. The recommended serving size of cooked pasta is:  
 $\frac{1}{2}$  cup  
1 cup  
2 cups  
A plateful
- d. Watch the Fat, Sick, and Nearly Dead movie. Write up a summary about what the movie was about and your thoughts and feelings on the movie. Should be 500 words or more.
- e. Conduct a "food audit" of your kitchen. What did you learn?
- f. Pay attention to your serving sizes. What did you learn?
- g. Build a menu plan and grocery list and go shopping. What did you learn?
- h. Name the foods that mess with your cravings, tank your metabolism, disrupt your gut, and aggravate your immune system.