**From Struggle to Success: Helping Weight Management Patients Navigate Barriers, Challenges and Confusion for Effective Dietary Change** 

Kristin Kirkpatrick

**Cleveland Clinic Wellness and Preventative Medicine** 

# Our discussion today

- Understand current consumer trends in nutrition and eating behavior
- Examine common barriers to dietary behavior change
- Establish effective habits to help heal patient relationship with food





## **Consumer Trends**



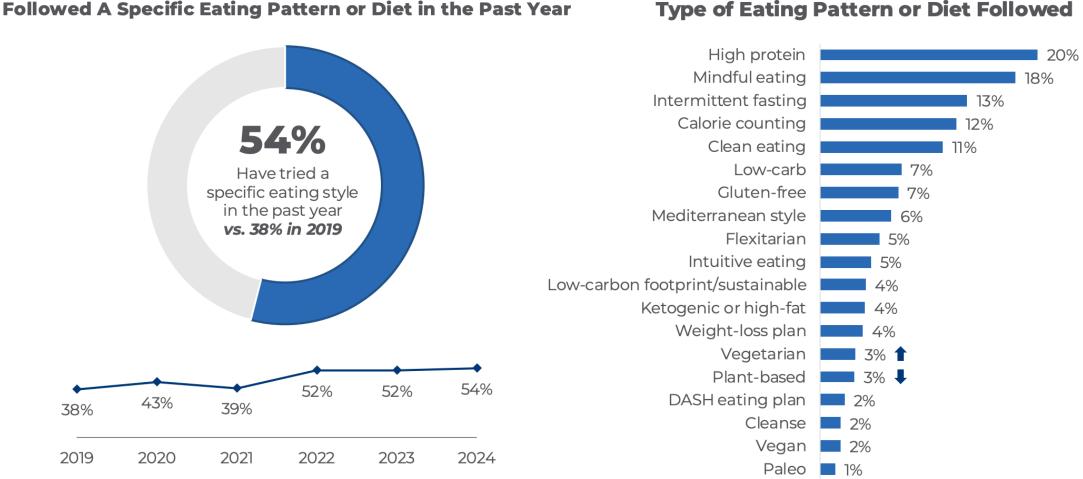
## 2024 IFIC Food & Health SURVEY



International Food Information Council. 2024 Food & Health Survey. June 20, 2024. [https://foodinsight.org/2024-food-health-survey/

### More than half of Americans followed a specific eating pattern or diet in the past year.

High protein and mindful eating remain the most common eating pattern or diet in 2024.



#### Type of Eating Pattern or Diet Followed

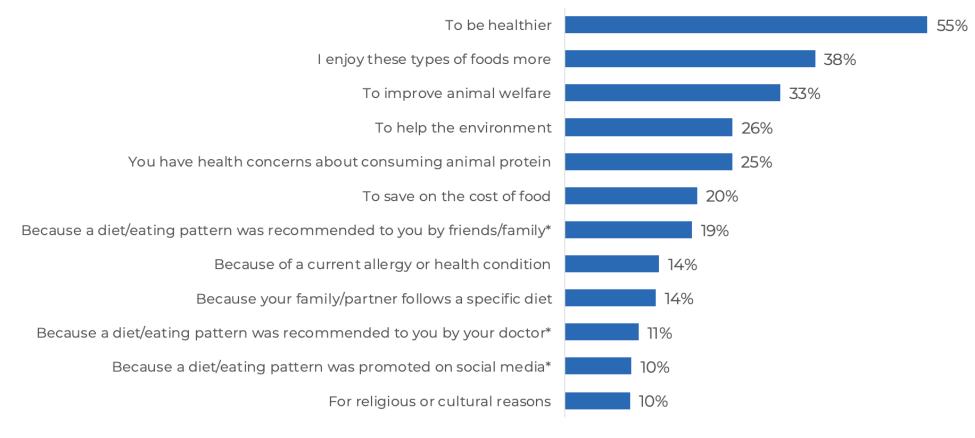


[TREND] E4 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply) (n=3,000)

# More than half follow a vegan, vegetarian, or plant-based eating pattern to be healthier.

At least 1 in 3 follow these diets because they enjoy these types of foods more or to improve animal welfare.

#### Motivations for Following a Vegan, Vegetarian, or Plant-Based Eating Pattern



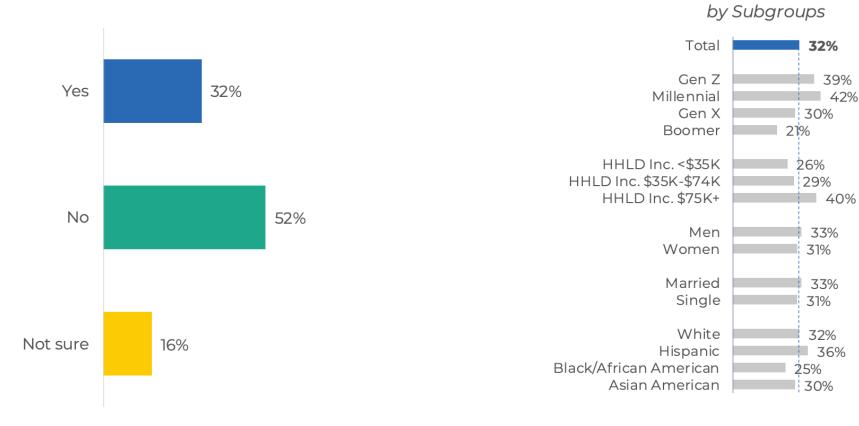


**[TREND]** E6 You indicated that you followed a plant-based/vegan/vegetarian diet/eating pattern over the past year. What was your reasoning for following this type of diet/eating pattern? (Select all that apply) FILTER: Followed a plant based, vegetarian, or vegan diet (n=178)

### 1 in 3 Americans are familiar with the term "ultraprocessed food."

Younger generations and college graduates, as well as those with higher household income, children under 18 years, in excellent or very good self-reported health, and who have followed a specific eating style in the past year are most likely to be familiar with the term "ultraprocessed food."

"Yes"



#### Familiarity with the Term "Ultraprocessed Food"

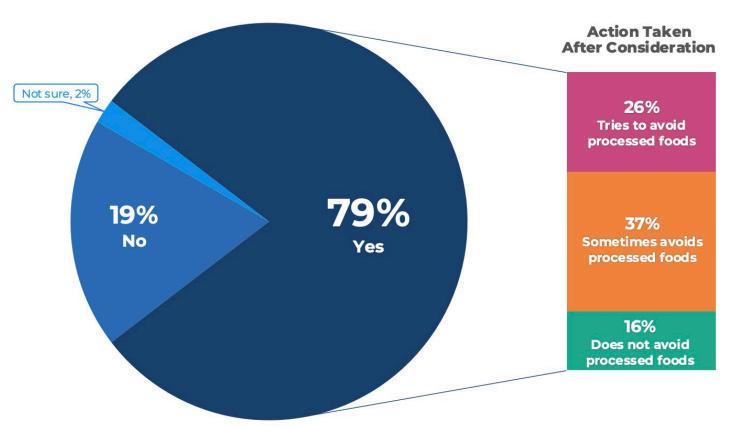
Food & Health G7 Are you familiar with the term "ultraprocessed food"? (n=3,000)

2024 IFIC

IFIC

# 8 in 10 Americans consider if a food is processed prior to purchasing it.

Among those who consider if a food is processed, most say they avoid processed foods at least sometimes.



**Considers if a Food is Processed Prior to Purchase** 

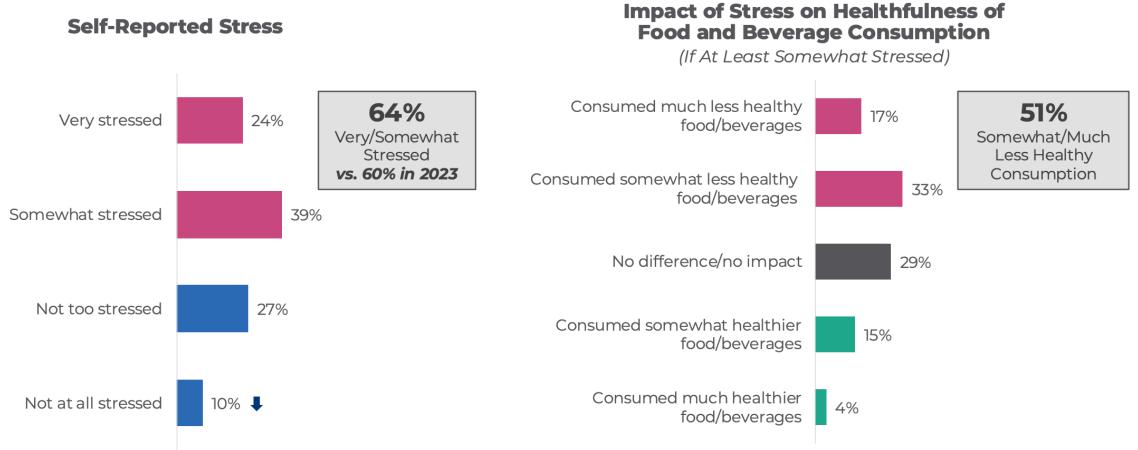


[TREND] G6 When shopping for foods and beverages, do you consider whether the food is processed before purchasing that product? (n=3,000)

© 2024 International Food Information Council

### Nearly 2 in 3 Americans report feeling very or somewhat stressed, up from 6 in 10 in 2023.

Women, those with lower household income, and Hispanic people are more likely to report being stressed. Among those who are stressed, half report consuming less healthy foods and beverages as a result.

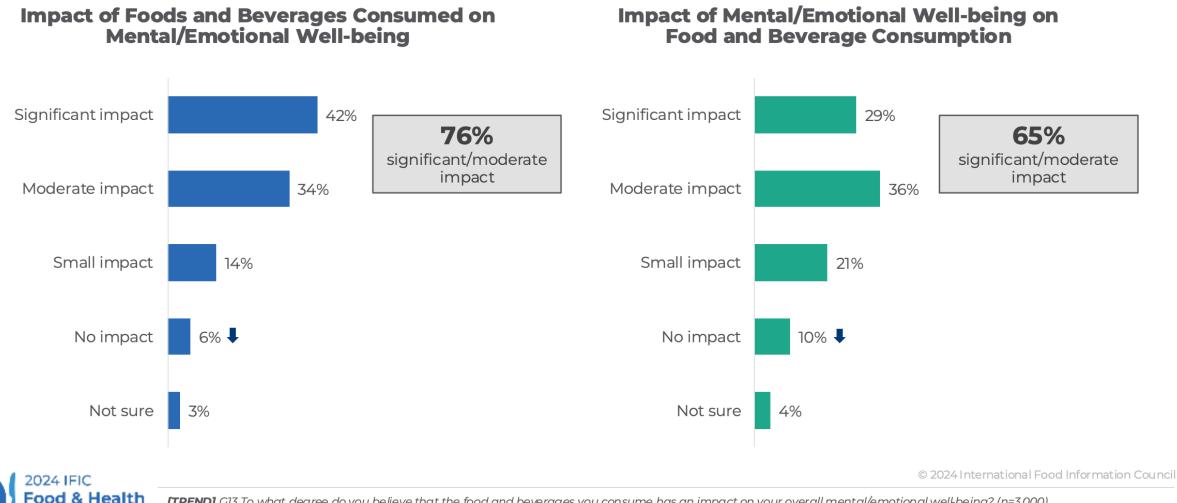




[TREND] G15 How stressed have you been over the past 6 months? (n=3,000) / [TREND] G17 What impact did your stress level over the past six months have on the healthfulness of the foods/beverages you consumed? FILTER: Very/Somewhat stressed over the past six months: (n=1,776)

# More than 3 in 4 Americans believe their food and beverage choices impact their mental/emotional well-being.

However, fewer (65%) believe the reverse; that their well-being impacts their food and beverage choices.



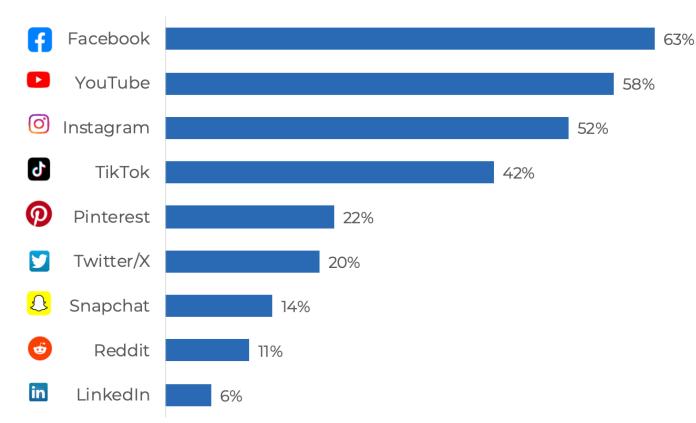
SURVEY

[TREND] G13 To what degree do you believe that the food and beverages you consume has an impact on your overall mental/emotional well-being? (n=3,000) [TREND] G14 Now consider the reverse: to what degree does the state of your mental/emotional well-being impact the type of food and beverages you choose to consume? (n=3,000)

#### 85

# Most see food and nutrition content on social media from Facebook, YouTube, and Instagram.

Older generations are more likely to see food and nutrition content on Facebook, while younger generations are more likely to see it on Instagram and TikTok.



#### Food and Nutrition Content Exposure By Social Media Platform

(If saw food and nutrition content on social media)



**[TREND]** G21 On which social media platforms have you seen content about food or nutrition? (Select all that apply)

"Betcha can't eat just one"

laus

FL

Geico commercial shows the negative effects of Shame. Using popular girls to shame yourself into an ideal weight and eating



"I wake up thinking about food"

"My thoughts always include food"

"I'm fixated"

"Thoughts of food rule my day"







#### Review What Is Food Noise? A Conceptual Model of Food Cue Reactivity

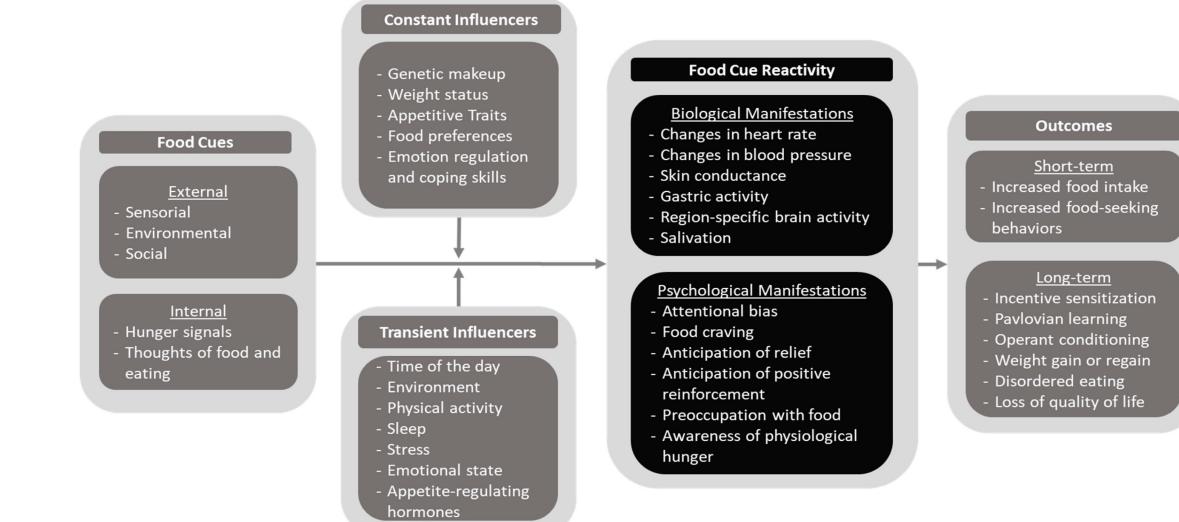
Daisuke Hayashi <sup>1,\*</sup>, Caitlyn Edwards <sup>1</sup>, Jennifer A. Emond <sup>2</sup>, Diane Gilbert-Diamond <sup>2</sup>, Melissa Butt <sup>3</sup>, Andrea Rigby <sup>3,4</sup> and Travis D. Masterson <sup>1</sup>

- <sup>1</sup> Department of Nutritional Sciences, The Pennsylvania State University, University Park, PA 16801, USA; travis.d.masterson@psu.edu (T.D.M.)
- <sup>2</sup> Department of Biomedical Data Science, Geisel School of Medicine, Dartmouth College, Hanover, NH 03755, USA
- <sup>3</sup> Department of Public Health Sciences, Penn State College of Medicine, Hershey, PA 17033, USA
- <sup>4</sup> Penn State Health, Milton S. Hershey Medical Center, Hershey, PA 17033, USA
- \* Correspondence: dbh5557@psu.edu

# Food Noise

"heightened and/or persistent manifestations of food cue reactivity, often leading to foodrelated intrusive thoughts and maladaptive eating behaviors"





## How Food Noise Manifests

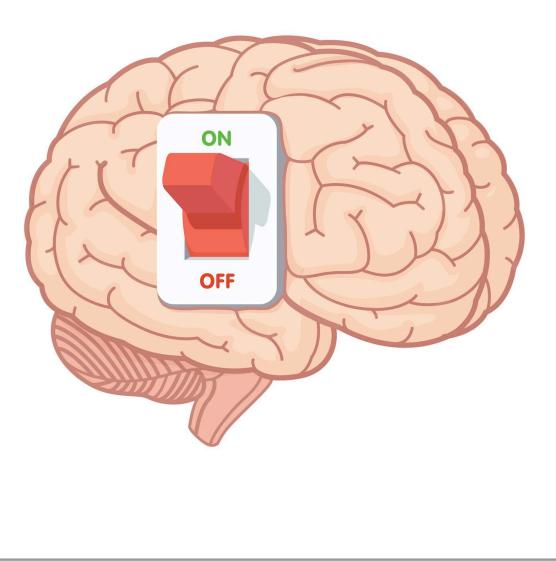


The Journal of Nutrition Volume 139, Issue 3, March 2009, Pages 629-632



### Homeostatic and Hedonic Signals Interact in the Regulation of Food Intake , ,

Michael Lutter 쏙 🖾 , Eric J. Nestler 쏙



### What is Food Addiction?

## Addiction to highly processed foods AMONG ADULTS AGE 50–80



## 13%

met criteria for an addiction to highly processed food in the past year

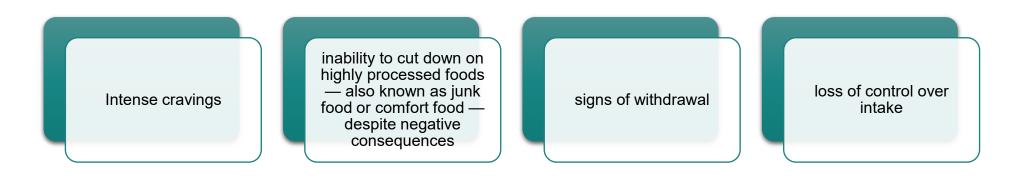
## 44%

indicated one or more symptoms of addiction to highly processed food Alife Better Mindfulness

# Food addiction isn't an official diagnosis, but it's real for at least 1 in 8 Americans over 50

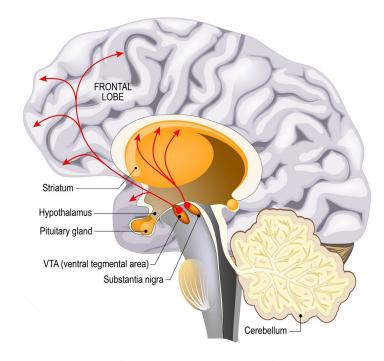
By Kristen Rogers, CNN Published 4:27 PM EDT, Thu June 15, 2023

f y 🖌 👁



"One major reason highly processed foods can be addictive is because they can trigger the release of dopamine in the brain's reward system at levels comparable to nicotine and alcohol. Many people report eating highly processed foods not only for the calories they provide, but also to experience pleasure and cope with negative emotions"

#### DOPAMINE PATHWAY



## Food Noise Primary Drivers

- Internal and external cues
- Relationship with food
- Mental health status
- Sleep quality



## **Behavior Change – The Science**



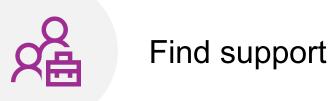
Incorporate a more mindful eating approach



Reject diet culture



Change diet first



Behavior Change – My Patients Friends / Family can stand in the way or benefit

Structure of kitchen matters

Removal of diet – for dietary pattern

Baby steps

**Behavior** change starts with better goal setting



**Environmental Research** 



#### Article Self-Regulatory Goal Motivational Processes in Sustained New Year Resolution Pursuit and Mental Wellbeing

Joanne M. Dickson <sup>1,\*</sup>, Nicholas J. Moberly <sup>2</sup>, David Preece <sup>3</sup>, Alyson Dodd <sup>4</sup> and Christopher D. Huntley <sup>5</sup>

- Psychology Division, School of Arts & Humanities, Edith Cowan University, Joondalup 6027, Australia
- Department of Psychology, University of Exeter, Exeter EX4 4QG, UK; n.j.moberly@exeter.ac.uk
- School of Population Health, Curtin University, Bentley 6102, Australia; david.preece@curtin.edu.au
- Department of Psychology, Faculty of Health and Life Sciences, Northumbria University, 4 Newcastle upon Tyne NE1 8ST, UK; alyson.dodd@northumbria.ac.uk
- <sup>5</sup> Faculty of Health and Life Sciences, School of Medicine, University of Liverpool, Liverpool L69 3GB, UK; C.Huntley@liverpool.ac.uk
- \* Correspondence: j.dickson@ecu.edu.au; Tel.: +61-8-63942711

• Two thirds of participants gave up on their New Year resolutions within the first month.

• Just over half the participants pursued the same (or similar) resolution as in the previous year.

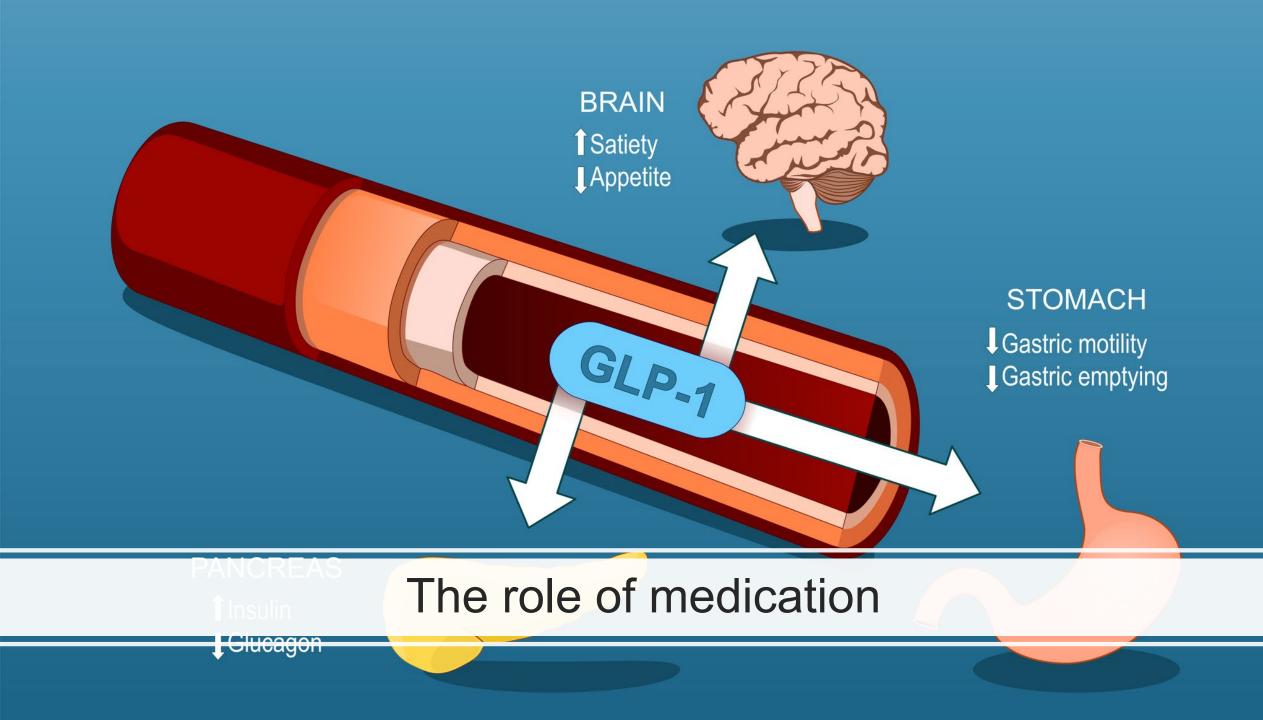
• More than half of the resolutions focused on either diet (29%) or exercise (24%).

• Approximately two thirds (64%) of the listed resolutions were described as 'general'. A general resolution referred to an overly general or vague resolution (e.g. to get fit).

• Flexibility around achieving goals significantly predicted greater wellbeing over time.

• Goal tenacity (being persistent) did not predict wellbeing over time, nor the ability to stick to one's most important New Year resolution.





### Semaglutide and Tirzepatide reduce alcohol consumption in individuals with obesity

Fatima Quddos, Zachary Hubshman, Allison Tegge, Daniel Sane, Erin Marti, Anita S. Kablinger, Kirstin M. Gatchalian, Amber L. Kelly, Alexandra G. DiFeliceantonio & Warren K. Bickel

Scientific Reports 13, Article number: 20998 (2023) Cite this article

### ADDICTION

SSA SOCIETY FOR T

RESEARCH REPORT | 🖸 Open Access | 💿 🚯

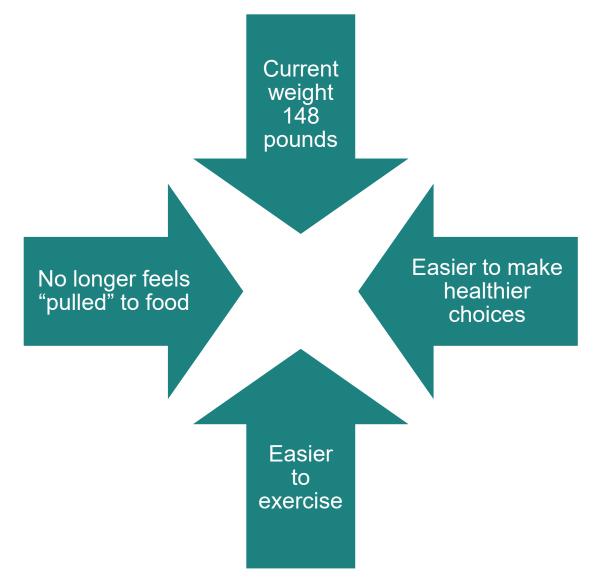
The association between glucose-dependent insulinotropic polypeptide and/or glucagon-like peptide-1 receptor agonist prescriptions and substance-related outcomes in patients with opioid and alcohol use disorders: A real-world data analysis

Fares Qeadan 🔀, Ashlie McCunn, Benjamin Tingey

## Tia

- 33 yr old stay at home mom
- 5'5" / 188 pounds (starting weight)
- The motivation of use for weight loss and "GI issues" and wanting to stop "obsessing about food and to lose weight"
- Reports being "addicted" to food and little to no support at home with reducing intake

## Tia – Outcomes at 8 months



# *"I'm terrified to stop the drug"*

## Wrap Up



Barriers vary by person



Consideration of multiple approaches to treatment



Rejection of diet culture



Incorporate an interdisciplinary team for the most effective treatment of the patient





kristinkirkpatrick.com



Kristin@kristinkirkpatrick.com