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Is Your Home Slim by Design?

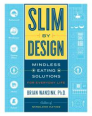

Debra E. Schroeder, M.S.
Extension Educator – Nebraska Extension
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Slim By Design, Brian Wansink, Ph.D.



- *Slim by Design* offers a radical new solution for weight loss
- The answer is not to tell people what to do: it's to set up living environments so that they will naturally lose weight.
- Based on research Wansink, reveals how innovative and inexpensive design changes can make it mindlessly easy for people to eat healthier
- *Slim by Design* argues the easiest, quickest, and most natural way to reverse weight gain is to work with human nature, not against it
- He offers practical solutions for changing your everyday environment to make you, your family, and even your community slim by design.

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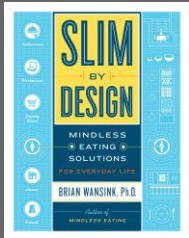

Brain Wansink, Ph.D.

- Professor at Cornell University
- Director of Food and Brand Lab
- Leading expert in eating behavior
- Author of *Mindless Eating: Why We Eat More than We Think* as well as three professional books and more than 200 peer-reviewed journal articles
- In 2007 he was appointed as the USDA executive director in charge of the Dietary Guidelines for 2010 and the Food Guide Pyramid.


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- The solution to mindless eating is not mindful eating—our lives are just too crazy and our willpower's too wimpy.





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What We Must Understand





- “People know that an apple is better for them than a snickers bar, but... they eat the snickers bar anyway.”
- Food radius– Home, restaurant, grocery store, work, and child’s school. 80% of our meals are eaten within 5 miles of our homes.
- Environment vs. willpower– what really works for us
– Guy at the buffet “I didn’t even get bread”



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YOUR HANDFUL OF CHANGES:

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Food Decisions



- What environmental factors that push Americans, sometimes unconsciously, to eat too much?
- We're all mindless eaters
- People make more than 200 decisions about food every day, including:
 - what and when to eat,
 - how many bites to take of different foods and
 - whether to get seconds
 - typically people eat most of the food, about 92%, that they put on their own plate.



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Move Fruit to Visible Spots



- Rearrange your cupboards, pantry and refrigerator so the first foods you see are the healthy ones
- Asked people to move their fruits and vegetables from the crisper bins to the top shelves of their refrigerators and move the less healthy foods to the crisper
- Have a bowl with two or more types of fruit in plain view in the kitchen and at work



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Make Tempting Food Invisible



- Don't have any foods other than fruit visible in the kitchen. That means no cereal, baked goods, chips or muffins out on the counters or table
- He and fellow researchers visited more than 200 kitchens in homes
- Among their many findings: Women who had even one box of breakfast cereal visible anywhere in the kitchen weighed an average of 21 pounds more than those who didn't have any cereal in plain view



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Declutter Your Kitchen

- Research shows that cluttered kitchens prompted people to eat 44% more of their snack food
- Put away things such as the toaster, cutting board and knives
- A more organized kitchen may prompt self-control, a disorganized one does the opposite



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Make Kitchen Less Friendly

Make your kitchen less friendly for lounging.

The more you hang out in your kitchen, the more you'll eat, so don't have comfy chairs, TVs, computers or tablets in the kitchen, Wansink says.



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Kitchen Color



- Bright colors agitate causing us to eat too quickly and too much
- Dark colors cause you to linger longer, eat longer and look for more food
- Avoid white and cream colors
- Best color – medium pumpkin



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Avoid Buying in Bulk



- Think twice about buying big packages of food.

His research shows that people eat more from bigger packages than smaller ones. *His advice: Repackage the bigger boxes into single-serving portions.*

- Store food as far away as possible.



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Downsize Eating Utensils



- Downsize your plates, glasses and utensils
- It's hard to figure out the right amount of food to serve yourself
- Clues like the size of your plate.
 - But while 4 ounces of pasta on a 9-inch plate looks like a lot, the same amount on a 12-inch plate looks like an appetizer, so you might just add more pasta.
 - Simply downsizing your plates or bowls makes a difference: If you switch from a 12-inch to 10-inch plate, you'll serve about 22 percent less, Wansink said.
- If you use a tablespoon rather than a big serving spoon, you'll serve about 14 percent less
- Use narrow glasses



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Use Smaller Bowls and Spoons

- In one study, Wansink had nutrition professors serve themselves ice cream using different-sized spoons and bowls. They ate 54% more ice cream when they used bigger bowls and spoons, *"and these are people who should know better,"* he says.



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Plate Color

- If your plate is the same color as your food, you will serve 18% more



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Wrap Leftovers in Foil

- Wrap tempting leftovers in the fridge in aluminum foil
 - *"We're very unlikely to unwrap things that are in aluminum foil, we're kind of lazy,"* Wansink noted.
- So hide anything fattening underneath aluminum
- Cover healthy food in plastic wrap so you can actually see it and be more likely to reach for it.



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Avoid Other Activities While Eating




- Avoid doing other activities while eating.
- Research shows that the more people reported watching TV during dinnertime, the higher their body mass index (a number that takes into account height and weight) of both the parent and the child.
- Popcorn example



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Serve From the Stove

- Serve dinner off the stove or counter, instead of having serving dishes on the table
- This is a particularly strong tip for men, who tend to be fast eaters.
- *Simply having food at least six feet away makes a typical person eat almost 20 percent less*, Wansink noted.

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Why TV Shows Make Us Over Eat?

- Reasons for TV overeating:
 - (1) We eat out of habit not hunger
 - (2) we do not pay attention to how much we eat
 - (3) we pace ourselves by the show
- But it's not just TV.
- Solution: Put food back in the cupboard or refrigerator or on the stove before going to the table after your plate is served.







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What Works for You




- Share a hint that you use in your home
- Self assessment activity—using the attached self study tool check the box in front of each statement that is true
 - Below 40 your home is working against you
 - Above 60 your home is working for you

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Just a Bite Will Satisfy

- How much chocolate do you need to eat to be satisfied?
- A fourth as much as you think.
- Here's the secret: Once you take two or three bites. Put the rest of it away and distract yourself for fifteen minutes—return phone calls, straighten a room, or get a drink of water. In fifteen minutes all you will remember - in your head, mouth and stomach - is that you had a tasty snack.

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YOUR SLIM-BY-DESIGN KITCHEN

- Make your kitchen less "lougeable"
- Make tempting foods invisible and inconvenient
- Make it easier to cook



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Supermarket/Grocery Store

- Our best and worst eating habits start in a grocery store.
- Half cart rule
 - Tape down the center, purse divider, etc.
 - Top half all fruits and vegetables
- Chew gum
 - Makes it harder to imagine sensory details
- Ideas for stores themselves:
 - First section should be produce
 - Profitable foods at eye level (kids cereal)
 - Healthy food or no food check out lane







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Restaurant Dining

- Seating
 - Lighted area by a window at high top tables
- Menu
 - High calorie vs. low calorie words
 - Always ASK the server
 - Half size portions? Calorie content? Box up? Keep the bread?
- Youth
 - “What would batman eat?”
 - Be specific and nonjudgmental; don’t criticize or comment

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Smarter Lunch Rooms




- Chocolate milk battle
 - Inconvenience
 - ALWAYS about making the choice
- Fruit bowl
 - Well-lit part of the line
 - Appealing to be cut up
- Salad bar
 - Make students walk right past it
- Tray
 - Revamp to make starch look better
 - Serve in a different slot on tray
- Lunch lady
 - Make her FUN!



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A SLIM-BY-DESIGN LUNCH TRAY

Foods that are more easily seen and closer to us look more normal and natural to eat.



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BAN CHOCOLATE MILK?

SURPRISING CONSEQUENCES OF BANNING CHOCOLATE MILK



WHEN A DESIGN SCHOOL BANNED CHOCOLATE MILK...

ALL SUGAR WENT AWAY

THOSE WHO DRINK SUGAR ARE IN THE SWEET SPOT

IT'S BETTER TO GET THE SUGAR FROM THE SUGAR

Food Brand Lab




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USE THE C.A.N. APPROACH TO BECOME SLIM BY DESIGN



CONVENIENT	ATTRACTIVE	NORMAL
- TO SEE	- NAME	- TO ORDER
- TO ORDER	- APPEARANCE	- TO PURCHASE
- TO PICK UP	- PRICE	- TO EAT
- TO CONSUME	- EXPECTATIONS	

Food Brand Lab




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Slim for Life

- Make healthy food....
 - More convenient
 - Attractive
 - Normal to snack on, throw in the cart or order off the menu
- Is your home “Slim by Design?”

