

Obesity: Overeating Is Planned and Designed Into Our Foods

Overview of Dr. David Kessler's The End of Overeating, Taking Control of the Insatiable American Appetite. (based on article in Huffington Post <https://bit.ly/2UjppqR>)

This in-depth work pulls the curtain open to reveal how manipulated we are into over-eating by food manufacturers, who produce “edible products” which are nothing but but salt loaded on fat loaded on sugar.



The book is segmented into three basic categories:

1. Why we are addicted, emotional eaters. In part, because more and more people are looking toward food as an **indulgence**; a reward for, and a break-away from, their over-packed, stressful lives.

Salt, sugar and fat are the perfect combination for **craving** and addiction. They keep us **hooked** beyond intelligent reasoning to certain foods. Kessler, the former commissioner of the US Food and Drug Administration, calls this “conditioned hypereating.”

Kessler's research suggests that how we think about food and what we eat today has actually changed the neural pathways in our brain, setting up a push-pull **struggle** (I want this food/I shouldn't have it) so that we are almost powerless against temptation. Further, this leads us to follow an eating pattern that has been written into the circuits of our brains.

2. How America's food manufacturers are spending millions to hook us and keep us hooked. In part, by purposefully creating salt, sugar, fat explosions of flavour that are novel, to **spark** our senses. By creating food that is maximally **chewable** and easy to **swallow**. How **devious!** This makes eating so easy and quick that we're consuming loads more food than we realize, and before we have time to feel full. And that inexpensive, highly processed food is available everywhere, anytime.

3. How to break our addiction and take control over our eating. Here Kessler suggests a number of cognitive strategies. Like changing our visual **cues**. If you pass an ice cream shop you can't resist on your way to work, change your route. Don't diet – it only leaves you feeling **deprived** and you will **resume** your old habits when you **quit**. **Replace rewarding** yourself with food with other things. Also, plan your eating. In other words, make a **commitment** to health.

VOCABULARY ACTIVITY - pairwork

Look at the highlighted words and find out what they mean. Write sentences with them <https://padlet.com/hfmacey/swik5d4k0i04>. (You may include more than one word in each sentence.)

WRITING ACTIVITY - individual

1. Read the following extracts from the book.

Foods become imbued with emotional resonance.

As a child, Andrew, a typical food-craver, celebrated all his football team victories at a famous ice cream chain in New York. Now his childhood memory sends him back to that place whenever he sees one. He battles with his desire to go in and his determination not to.

Irresistibility: Calories, flavour hits, ease of eating, meltdown and early hit.

Food manufacturers have long been using focus groups to test for cravings and then designing their product for “irresistibility” and “crave-ability.” When a food scientist at a well-known crisp manufacturer’s analyzed what determines “irresistibility”, these five key influences were pinpointed. Companies know it and use this knowledge to their benefit.

2. Write an article with 3 paragraphs called “Wrong food” for your food blog. Follow this writing plan.

Paragraph 1: outline why consuming refined or processed food may not be advisable

Paragraph 2: give some examples of processed food available in supermarkets/chain restaurants and explain what unhealthy elements they contain

Paragraph 3: explain how to change unhealthy eating habits

You may include VOCABULARY from the article above. Here are some other words and expressions you might find useful.

highly refined/processed food	healthier foods
nutritious	availability
easy to swallow	economical
chew	culprits of obesity
supermarket shelves	discipline
saturated with fat	make the right choices
sugary	give in to your cravings
salty	addict – addicted – addiction – addictive
chemicals	create new habits
outrageous	