

# رویکرد نگرش محور و رفتارگرایانه در مشاوره تغذیه برخاسته از دانش و تجربه

**دکتر لادن گیاهی**

متخصص تغذیه و رژیم درمانی

عضو هیات علمی مرکز درمان ناباروری ابن سینا

اردیبهشت ۱۴۰۰

- What is **dieting**?
- What is not **dieting**?
- Does **dieting** make people fat!!!



# What is nutrition counseling?



# Main Goal: Optimizing Obesity Management

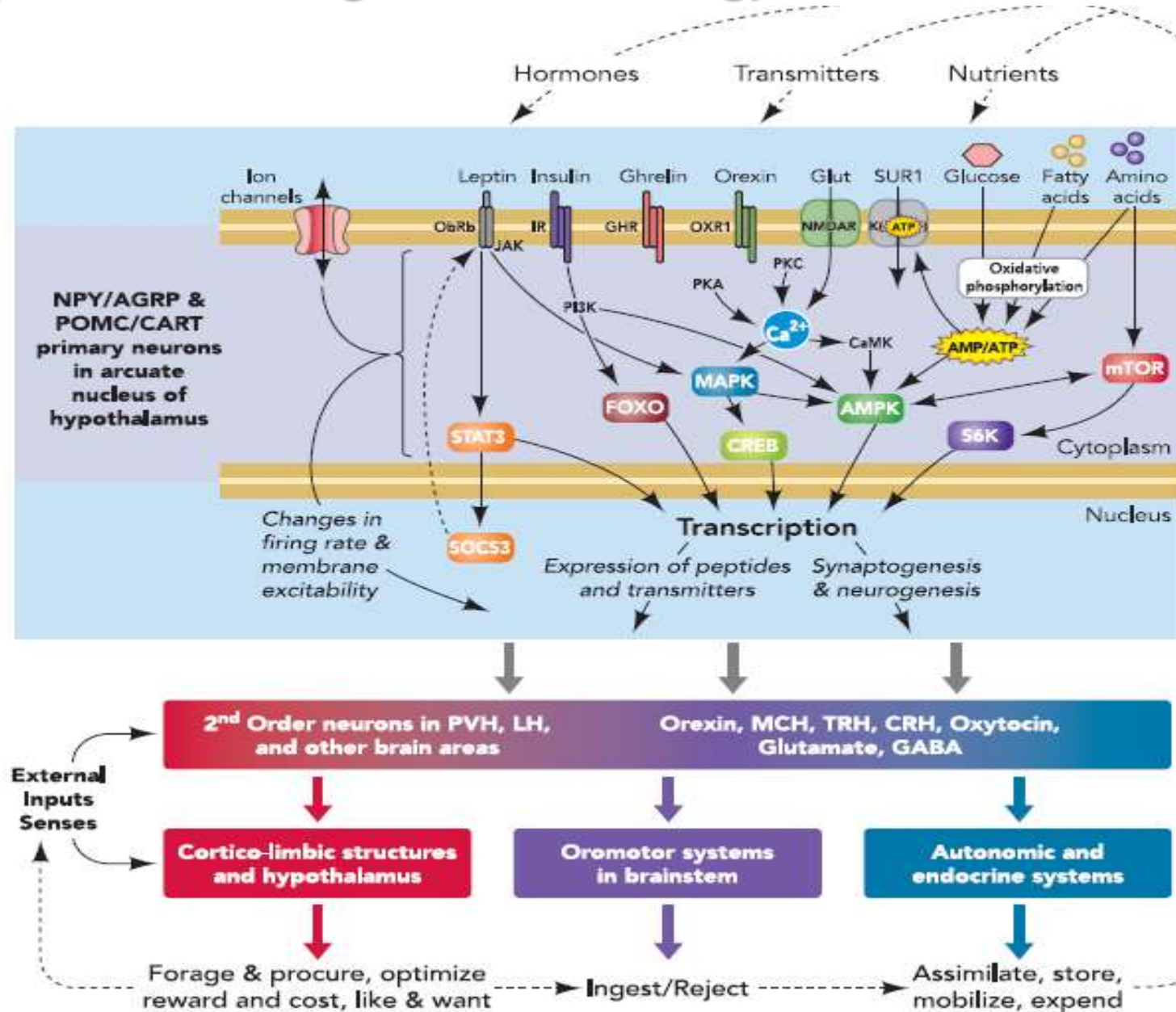
## Scientific advances:

- ✓ Energy hemostasis..... Set points
- ✓ Neural circuits in hypothalamus and hindbrain... leptin discovery
- ✓ Systemic **molecular and cellular homeostatic dysfunction** rather than limited to fat accumulation
- ✓ Complex metabolic misbalances in key cell types including adipocytes, hepatocytes and myocytes with a different etiologies
  - Genetics
  - Epigenetic
  - biological stress
  - Chronic unhealthy diet





# Hypothalamic regulator of energy balance

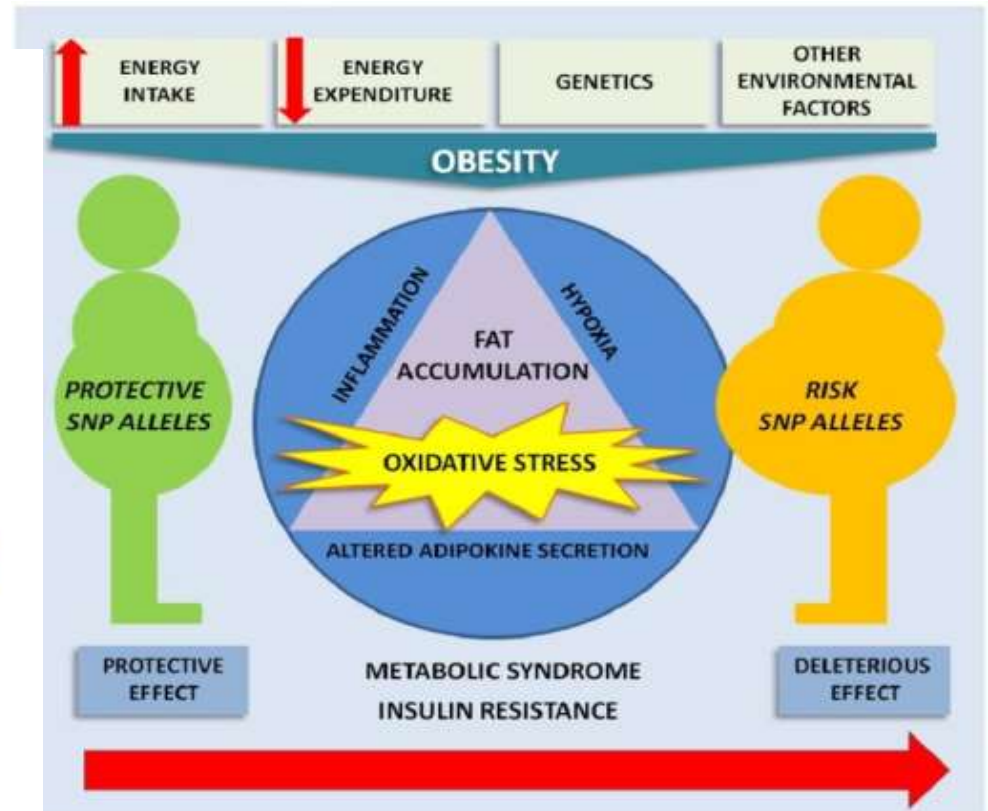
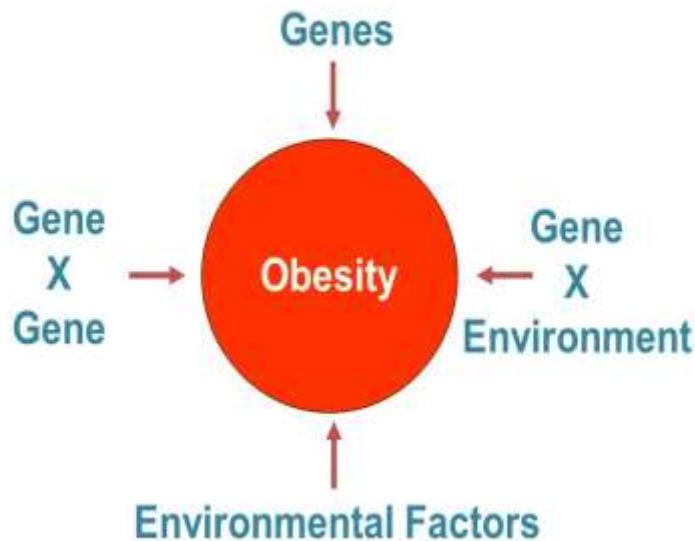


Energy balance required to maintain fat mass varies among individuals due to differences: **metabolism** and **lipostatic set point**

Genetic : 30-40%

Environment: 60- 70 %

Obesity is a Complex Trait



longitudinal interaction may be important for intervention strategies

# Primary engines of the obesity epidemic

## Environment stressors

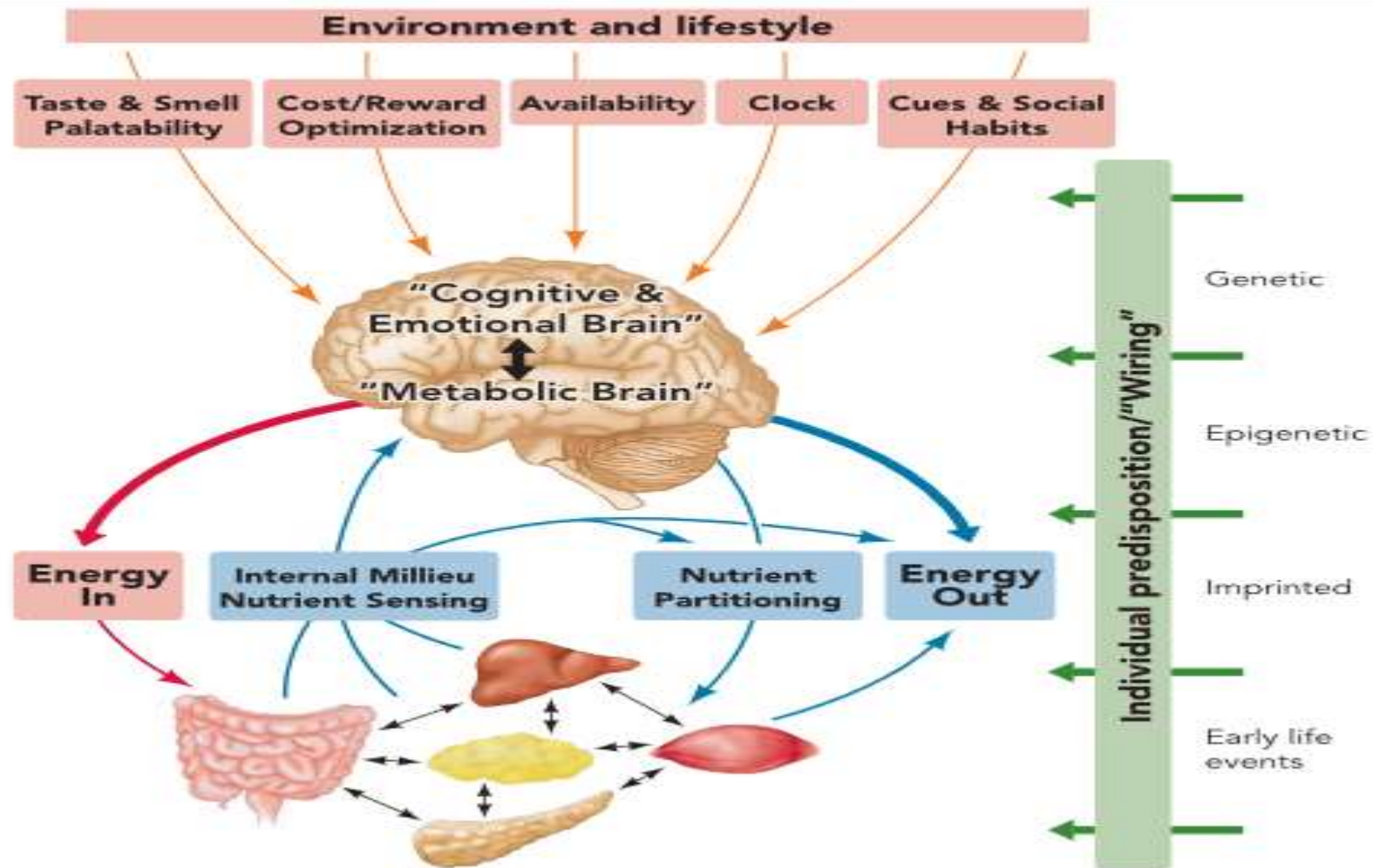
**Mental stressors**

**Emotional stress**

**Social stress**

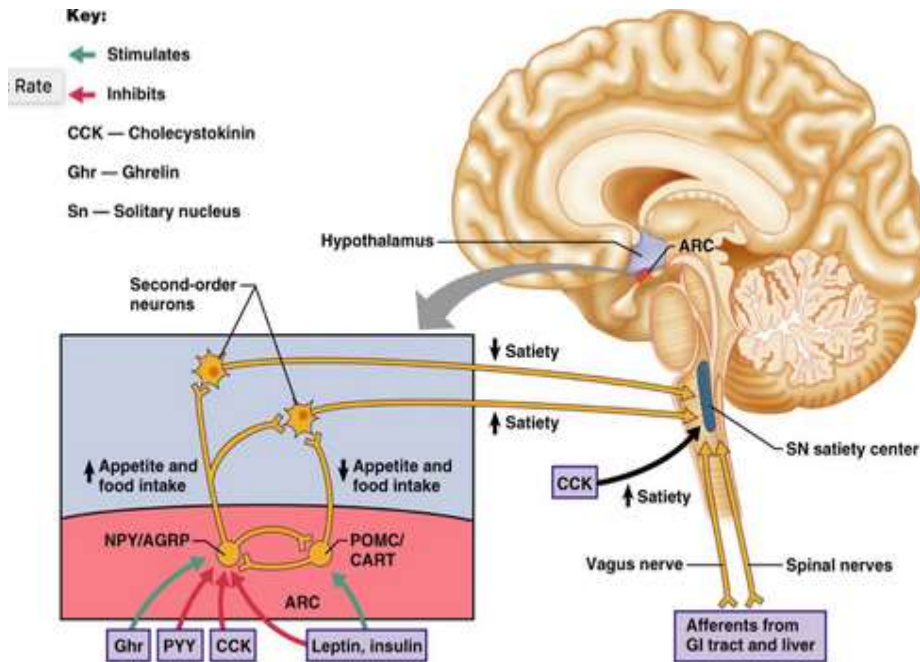


# Neural Systems Controlling the Drive to Eat: Mind Versus Metabolism



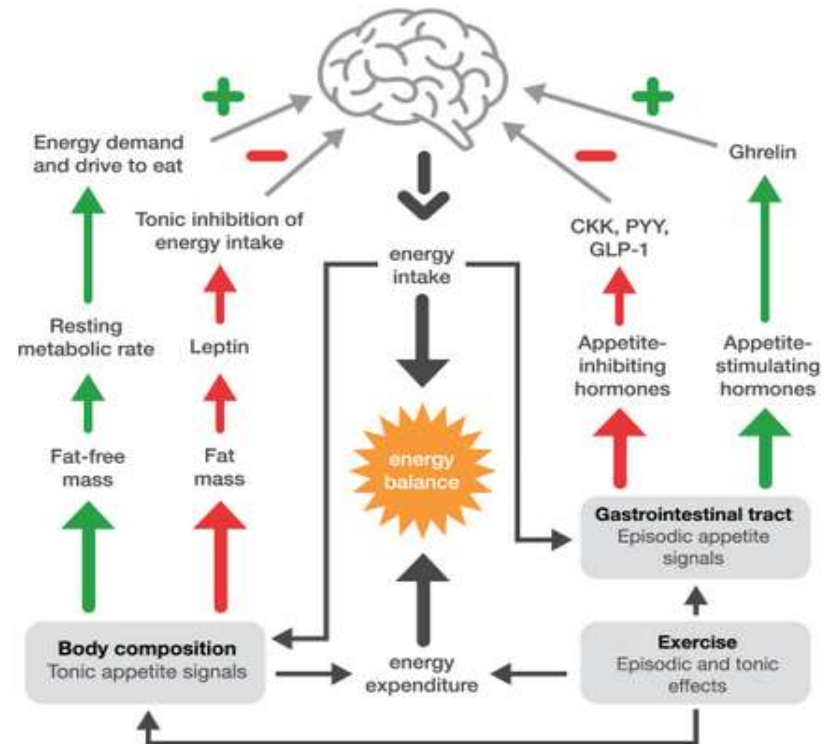


# Neural Systems Controlling the Drive to Eat

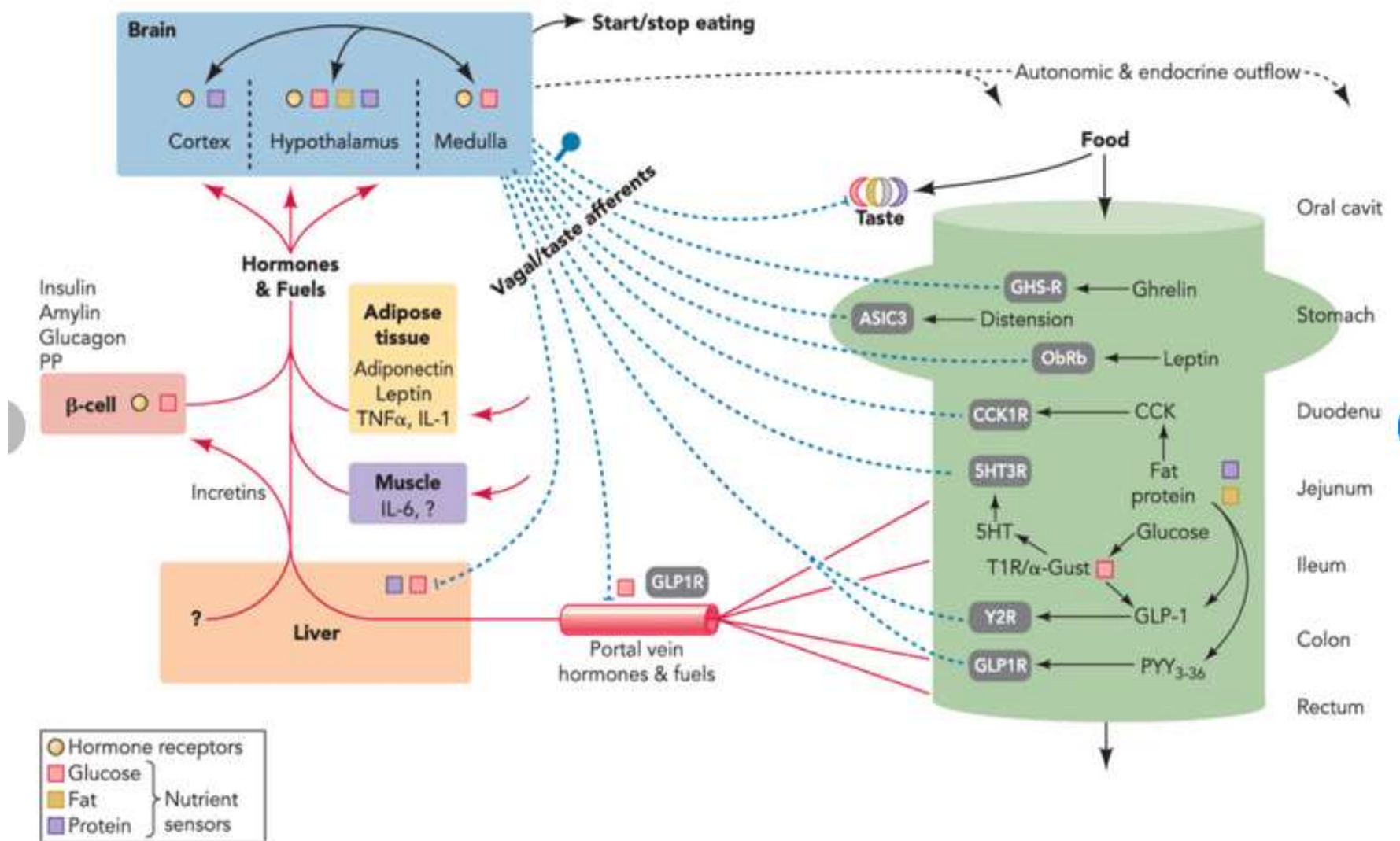


post-leptin discovery era have mainly focused on the metabolic brain crucial neural circuits in hypothalamus and hindbrain

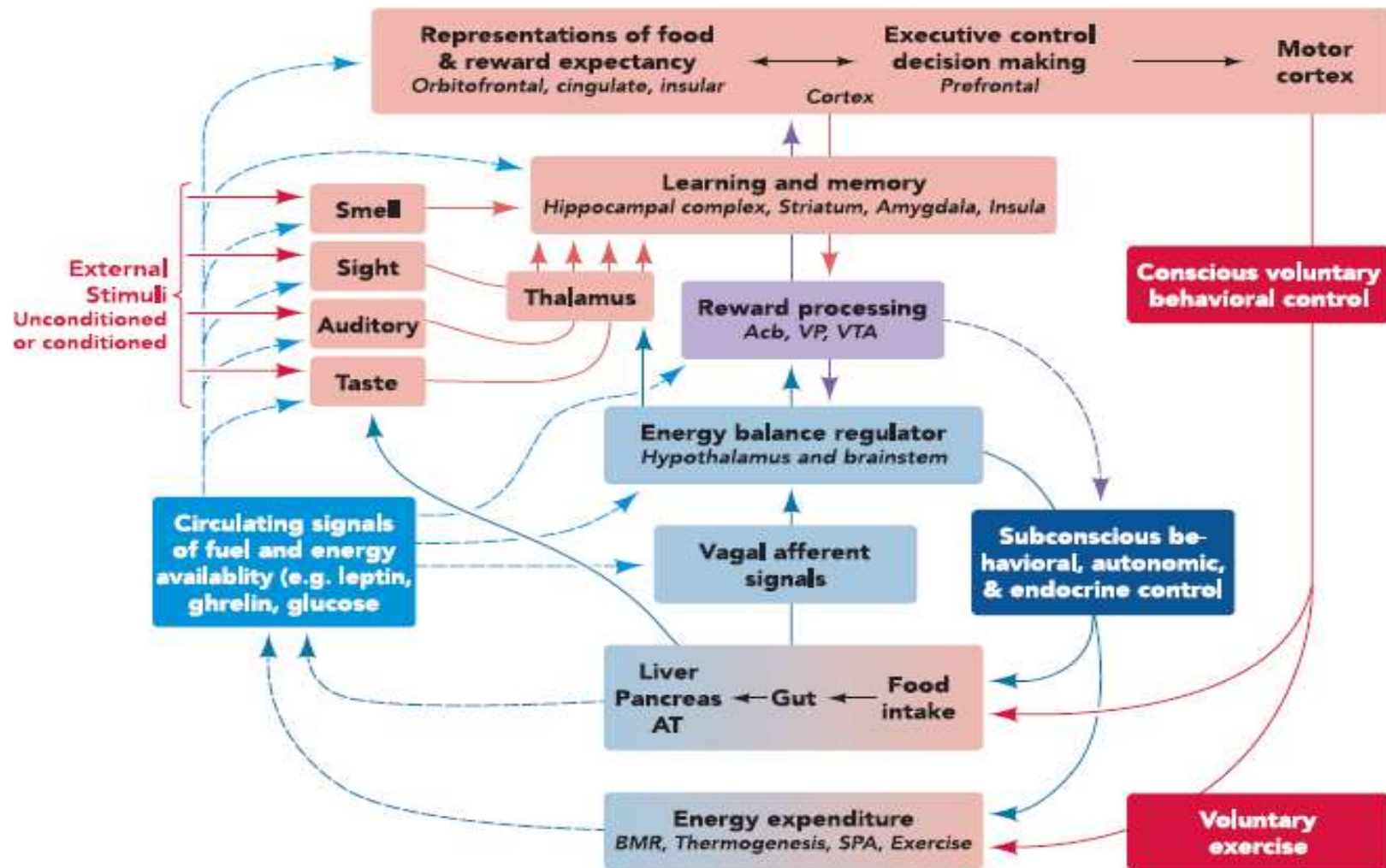
## Metabolic Brain



# Nutrient sensing by the brain : *orchestrating survival and handling abundance*

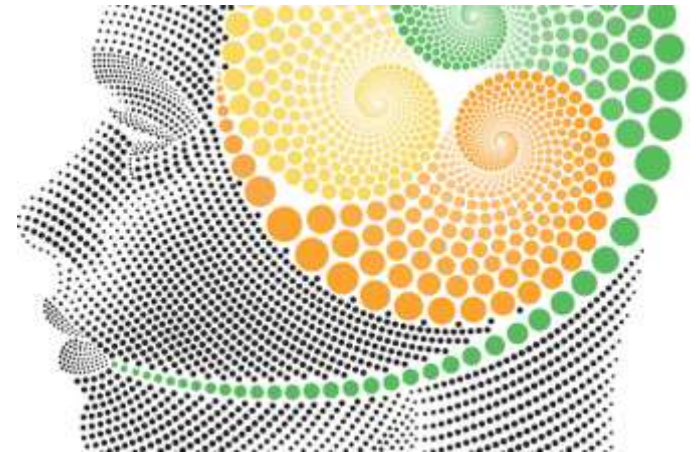


# Neural integration of internal and external information in the control of appetite and energy expenditure



# Neural Systems Controlling the Drive to Eat: Mind Versus Metabolism

- Metabolic need is translated into strong behavioral actions that successfully compete with other motivated behavior, the role of the “cognitive and emotional brain” cannot be neglected

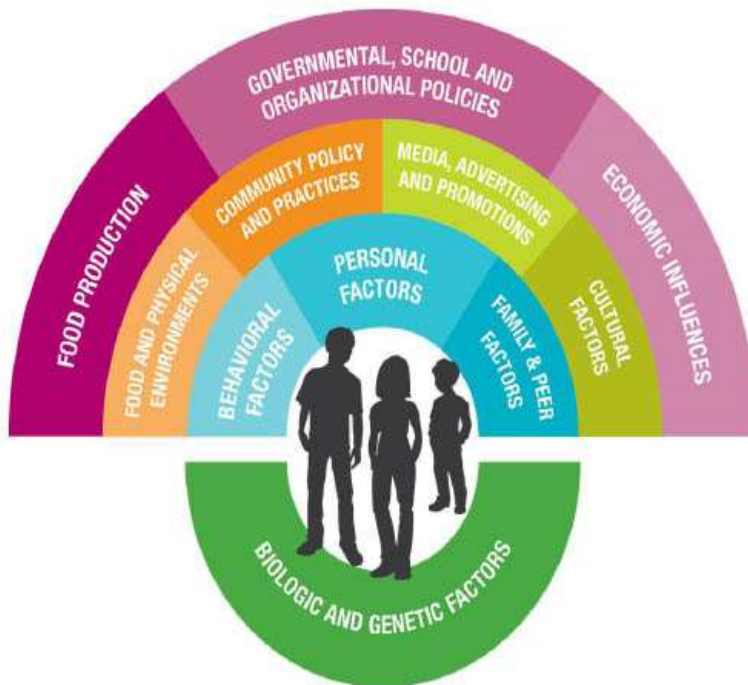






- ❖ Coexistence of obesity and depression ~43%
- ❖ Our world is becoming more depressed more obese

It is unlikely that mono-therapies, only acting on one single step in one pathway, will be successful in fighting the obesity war.



# Food choice complexity

individual

family : strong correlation between the eating patterns of mothers and children

Physical environment

Social environment

Social policy: ways that governments support farmers



Our food systems are making people sick

- taxing unhealthful foods and drinks
- curbing junk food marketing to all groups (not just children),
- realigning agricultural subsidies with health



# Emotional hunger Vs physical hunger

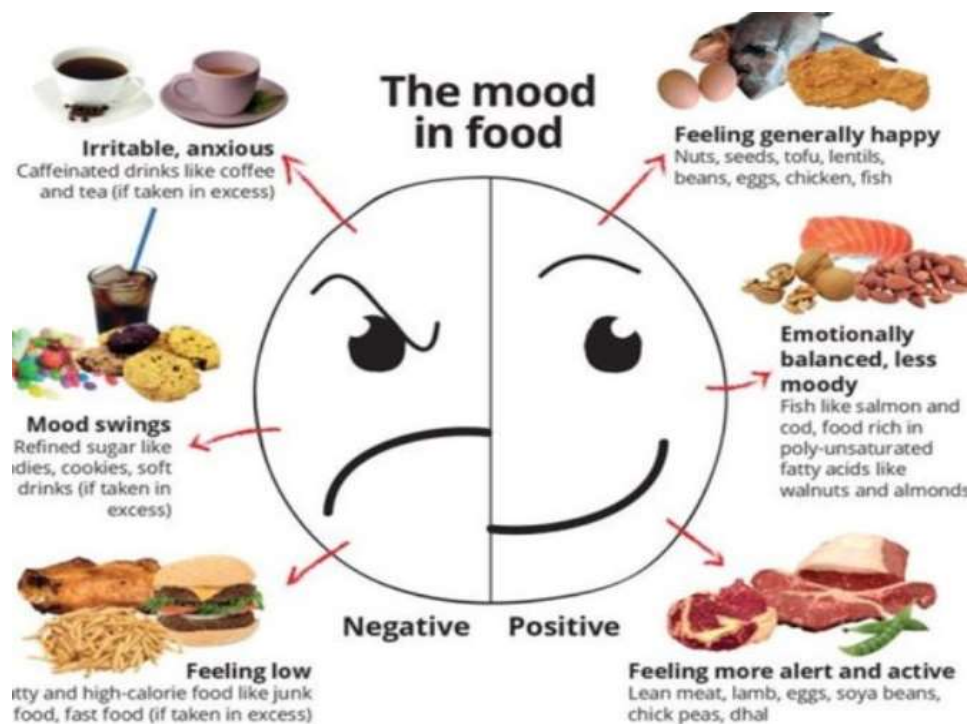
Head Hunger	Physical Hunger
Comes on suddenly	Occurs gradually and builds to hunger pangs
You crave specific food such as ice cream, pizza, and other comfort foods that will only meet your need right now	You are actually hungry therefore you are open to a variety of food options
You feel like you need to eat immediately to be satisfied	Physical hunger can usually wait
You are likely to keep eating even when you are full because you are binge eating or mindlessly eating	You are likely to stop eating once you are full and satisfied
You will likely feel guilty after emotionally eating	Will leave feelings of satisfaction because you are fueling your body

## ارتباط تنگاتنگ غذا خوردن و خلق و خوی...



نمیدونم چرا همش در حال خوردنم  
انگار یک سوراخ تو شکمم دارم

من همیشه سیرم





## A Common Example:

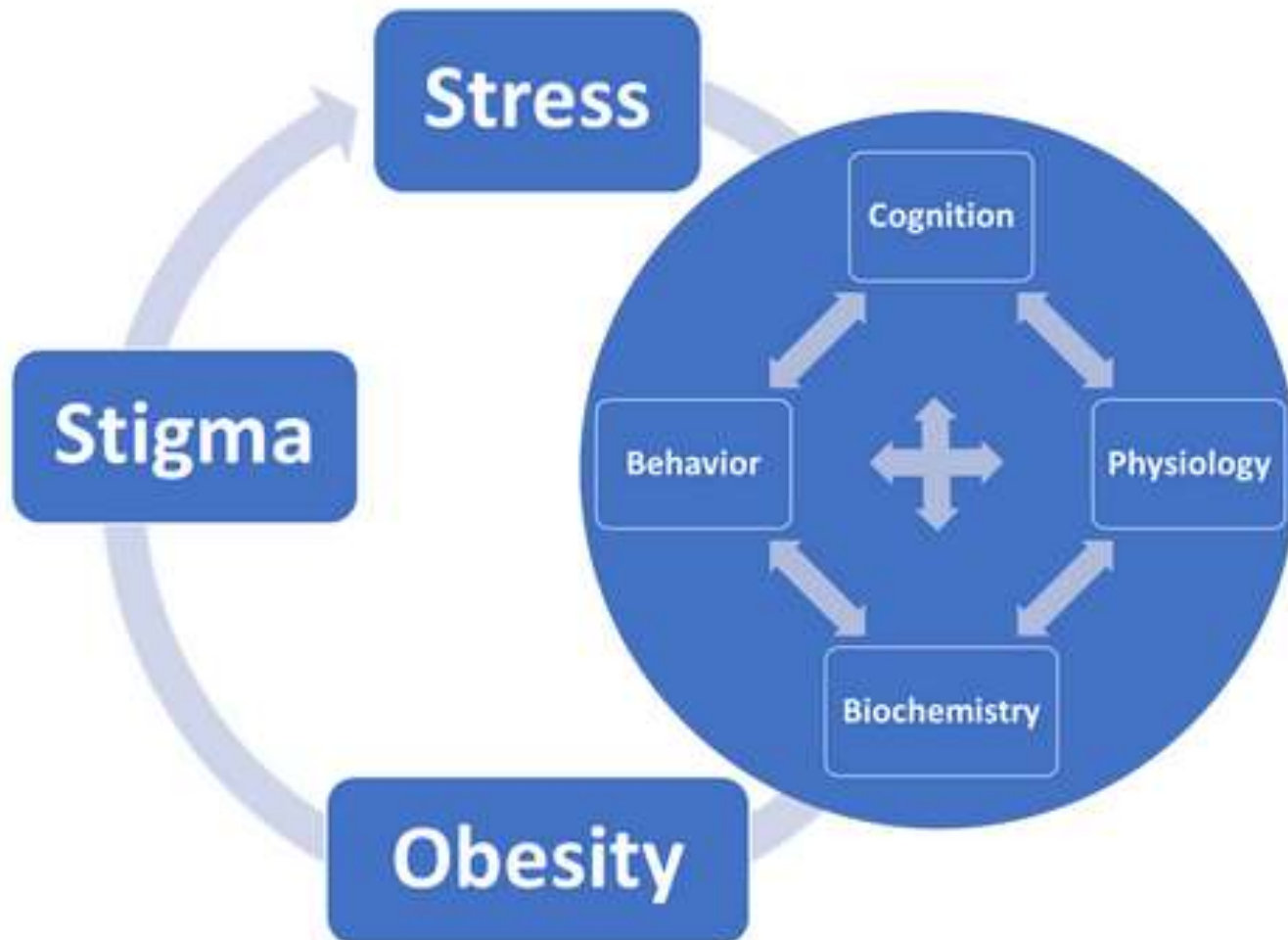
- Women with PCOS are **six times** more likely to suffer from **eating disorders**
- **One-third** of women with PCOS suffer from **binge eating disorder**.
- Every woman with PCOS has unique nutritional concerns = some unique to PCOS & some unique to her



# Clear image of values and goals



# Multiple level Assessment



# Inner talk mask self awareness





وقتی چراغ را روشن می کنی نور را میاری یا  
تاریکی را می بری !!!!



The only way to get rid of stress and  
become mindful

Clear Values..... Focus.....Do it

آگاهی هر جا باشد، تمرکز هر جا باشد، انرژی هر جا باشد آفرینش آن جاست



# Learn..... Do ..... Reward

تقویت اراده مثل تقویت عضله است....  
کوتاه کردن فاصله تصمیم تا اجرا



# Dieting Make people Fat

- ❖ Improper goal setting
- ❖ Diet plan makes an enemy of food
- ❖ Don't look at food in the sense of a source of nourishment and health.



- BMI is not accurate to characterize obesity at the individual level nor a body fat measure
- simple to measure and with almost no cost
- Provide limited clinical and biological information
- obesity-related health disorders are lipid accumulation and distribution, rather than body weight





Eating to regulate better endocrine response has to be **personalized** based on comprehensive multiple level assessment



***Nutrition Coaching***

**Diet therapy and nutrition  
counseling is beyond calorie  
restriction, beyond  
pharmacotherapy**

**Why** you eat is more important than **what** you eat !!!



Review article

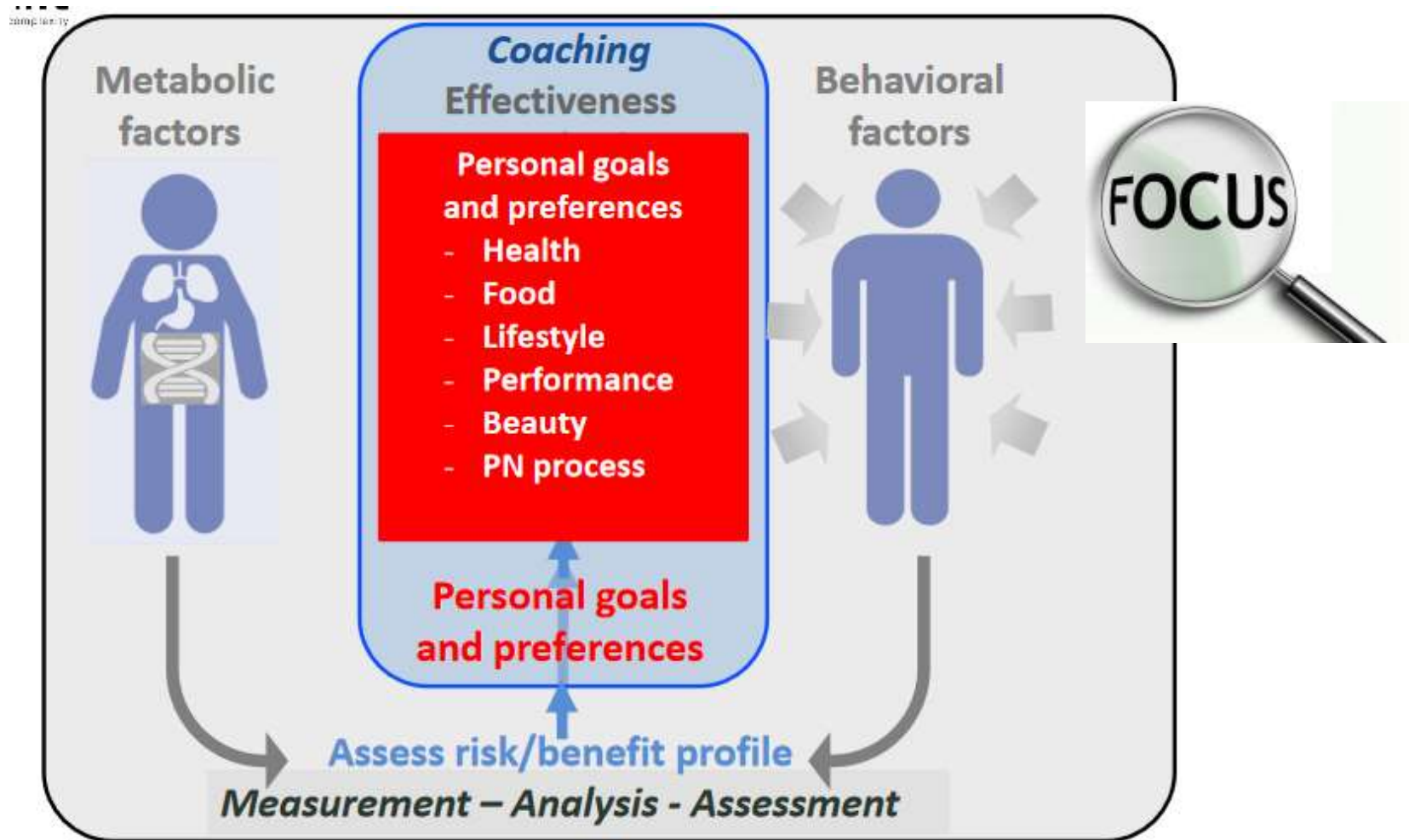
## A new clinical perspective: Treating obesity with nutritional coaching versus energy-restricted diets

Paula Helena Dayan M.D. Student <sup>a,✉</sup>, Gary Sforzo Ph.D. <sup>b</sup>, Nathalie Boisseau Ph.D. <sup>c</sup>, Luciana Oquendo Pereira-Lancha Ph.D. <sup>d</sup>, Antonio Herbert Lancha Jr Ph.D. <sup>a, 1</sup>

## Nutritional coaching

promising strategy and potentially highly effective approach for weight loss in short-term, long-term maintenance and healthy behavior change.

# The Essence of Nutrition coaching





# Nutrition Coaching

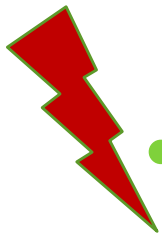
## Aim to:

- **empowerment** : mobilize internal strengths and external resources ....
- **Skill**
- **Confidence**.... to feel confident about cooking and eating healthy, whether at home or on-the-go.
- **Highly motivated** ..... **based on values**



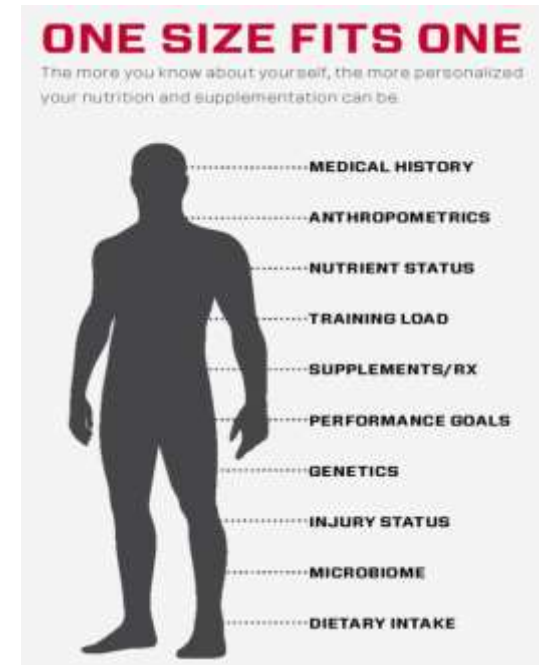
# Personalized Nutrition Assessment

- Review all aspects of your lifestyle to get a good picture of what one has been through on her health status journey and where she is now
- Deep **one hour long** assessment .....reflective listening
- Detailed nutrition assessment of **eating habits and food choices**
- Assessment and education around nutrition for health condition so patient really understand what's happening to her body
- clear up false information and odd expectations



# Follow up nutrition coaching sessions

- ❖ Individualized intervals 2 to 4 weeks
- ❖ Discuss the challenges
  - ❖ Struggling with strong cravings
  - ❖ Eating for emotional reasons
  - ❖ Difficulty planning meals





**Thanks For Your Attention**



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