

- * Food, like drugs or alcohol, can trigger the release of **dopamine** in the brain, a chemical related to pleasure.
- * It creates a positive link between food and emotional wellbeing.
- * In the **addicted brain**, food is seen as a **drug**.
- * It is used to recreate feelings of pleasure, even when the body **does not** need the calories.



An *addictive food behaviour* can eventually result in lifelong **obesity** or **health problems**.

What to **AVOID** doing:

- 1) HAVING A CONSTANT OBSESSION WITH WHAT TO EAT, WHEN TO EAT, HOW MUCH TO EAT, AND HOW TO GET MORE FOOD
- 2) OVEREATING AT MEALTIMES
- 3) CONSTANT SNACKING
- 4) EATING AT STRANGE TIMES LIKE THE MIDDLE OF THE NIGHT
- 5) HIDING EATING HABITS FROM FRIENDS AND FAMILY OR EATING IN SECRET
- 6) EATING EVEN WHEN FULL
- 7) EATING TO ACCOMPANY PLEASURABLE ACTIVITIES LIKE WATCHING TV OR TALKING ON THE PHONE
- 8) ASSOCIATING FOOD WITH PUNISHMENTS OR REWARDS
- 9) FEELING SHAME AND GUILT AFTER A BINGE OR AFTER CONSUMING PARTICULAR FOODS
- 10) CONSISTENT FAILED ATTEMPTS TO CONTROL EATING