



What-the-Heck Effect

A vicious cycle where perceived failure is followed by guilt and continued relapse.

How it Happens

A perceived setback happens (the "trigger").
You feel guilt, shame, regret, helplessness.
You cope by giving in to the downward spiral.
The lapse becomes a relapse.

How it Sounds

I already blew it, why bother trying anymore?
What the heck, it's already a lost cause.
I might as well just enjoy myself now.

How to Stop It

- emotions are information - use them!
- remind yourself that you are human
- consider the bigger picture
- talk to yourself like you would a friend
- keep "food rules" in check
- neutralize guilt with self-forgiveness

