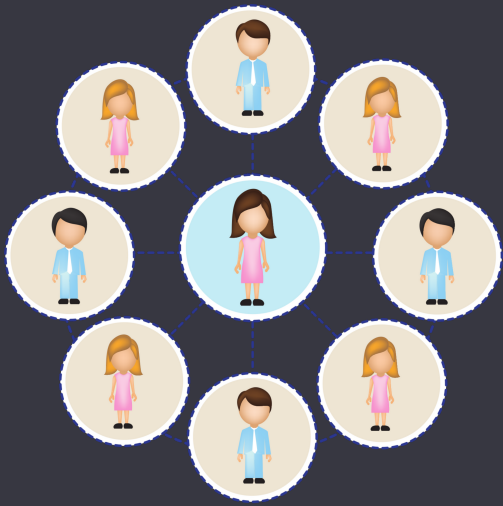


NAVIGATING SOCIAL PRESSURE TO EAT



WHY THE PRESSURE?

- food = love & belonging
- social norms
- preserves the status quo
- maintains food identities
- others feel guilty or threatened
- lack of understanding

Eating under pressure results in guilt, shame, self-loathing, and detachment from your true needs.

STAY TRUE TO YOURSELF

- Fully connect with your purpose
- Engage your "cool" cognitive system
- Give the benefit of the doubt
- Get comfortable saying "no"
- Take it *and* leave it
- Be proactive
- Practice visualization
- Find positive support
- Share your needs
- Accept responsibility

COMMON TRAPS

- "I made these brownies just for you!"
- "Have you tried the 'fill-in-the-blank' diet?"
- "You're healthy/skinny enough."
- "Are you sure you can eat that?"
- "Just a little bit won't hurt you."
- "You're no fun on a diet."
- "It's the weekend/holiday/etc...loosen up!"