

Stress & Stress Eating:
Gain Mastery Over Your Eating, Emotions & Self Care
Session 3 - 5/20/20

**Stress & Stress Eating:
Gain Mastery over Your Eating,
Emotions & Self Care**

SESSION 3

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Understanding Stress

What is Stress?

- A physiological response to threat.
- The body's automatic reaction to stress is called **the stress response**.
- The stress response alters our physiology and behavior so we focus on dealing with the immediate danger.

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Understanding Stress

What is Stress?

- Energy is reallocated to the body parts that enable us to fight or flee.
- Brain temporarily down-prioritizes other goals.
- Longer-term goals like growth, tissue repair, attracting a mate, making babies and losing weight are put on hold until the immediate threat is addressed.

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Understanding Stress

What is Stress?

- Acute stress causes **physiological** and **emotional** changes.
- Felt as a sense of urgency, tension, unrest; accompanied by anxiety, panic.
- Designed to keep us alive in the face of a real, life-endangering threat.

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Understanding Stress

Stress is normal and not all bad –
when balanced with recovery it can
be a good and rewarding part of life.

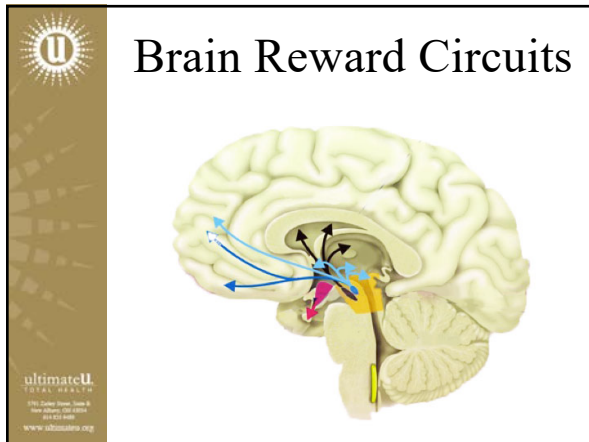
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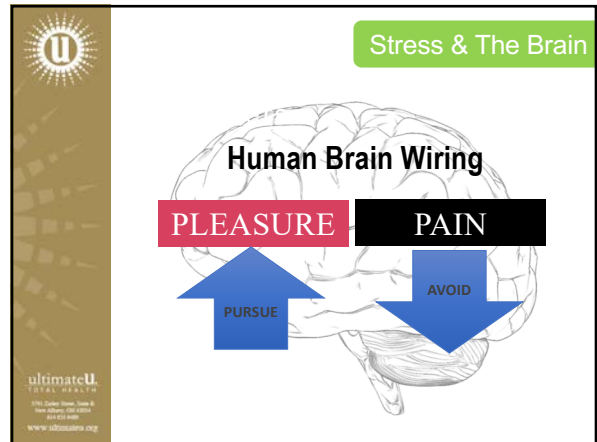
**Stress &
The Brain**

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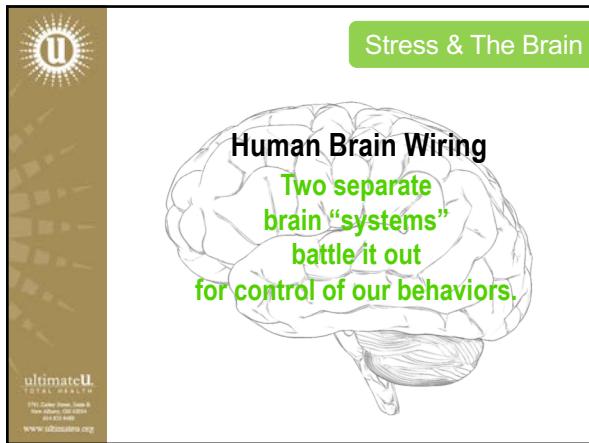
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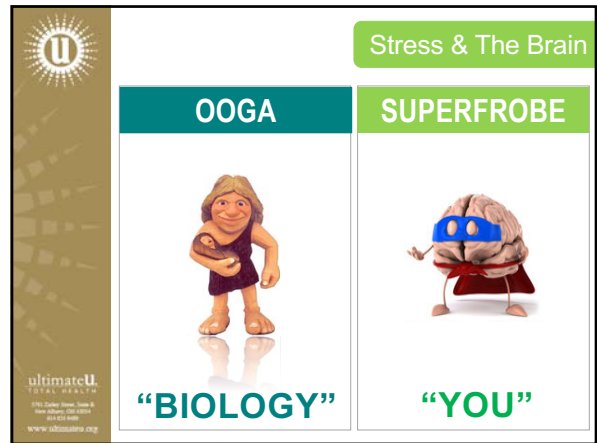
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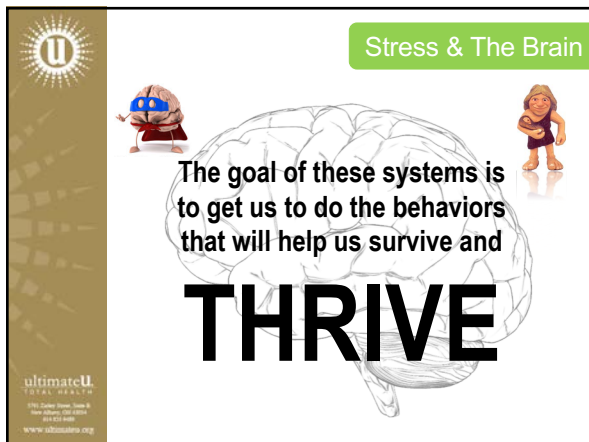
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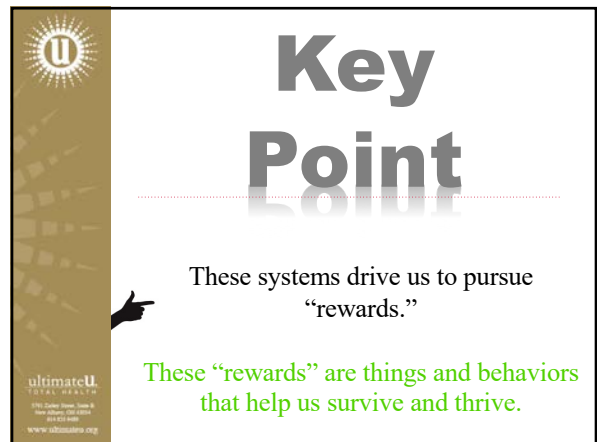
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Core Human Needs


Social Needs Biological Needs

WE EXPERIENCE THE GREATEST "REWARDS" WHEN WE MEET OUR CORE HUMAN NEEDS IN LIFE AFFIRMING WAYS




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Stress & The Brain

OOGA = PRIMITIVE BRAIN / PRIMAL BIOLOGY




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Stress & The Brain




"OOGA CHOOSE SIMPLE BEHAVIORS THAT HELPED OUR ANCESTORS SURVIVE!"

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Stress & The Brain




"OOGA CARE ABOUT NOW!"

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Stress & The Brain



"ME LOVE INSTANT GRATIFICATION"

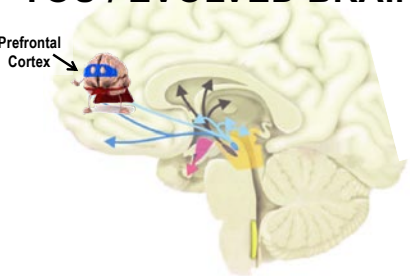
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Stress & The Brain

SUPER FROBE = YOU / EVOLVED BRAIN



Prefrontal Cortex

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Stress & The Brain

Hi! I'm Super Frobe!

I care about helping you reach your authentic dreams and desires.

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Your long term goals matter to me.

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Stress & The Brain

My nemesis, "Ooga" only cares about now.

She'll tell you to keep doing the same habits day in and day out—even if those habits are killing you.

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Me, on the other hand--I help you strategize new and different ways of doing things so you can get what you really want out of life.

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Stress & The Brain

I'm the part of your brain that remembers the value of long-term reward—like how great life will be in a year when I'm in shape, I've got this weight off and I'm healthy and happy.

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Stress & The Brain


I'm also the source of imagination.

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U Stress & The Brain

In order to picture a better future life—
one worth working out for, one worth saying
“no” to high-calorie, unhealthy foods—you need
me.




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U Stress & The Brain

When the stress response is activated,
Ooga says:


*“You’re gonna die...
Fight, flee, freeze, appease!”*



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U Stress & The Brain



If you’re being chased by a lion,
that isn’t a good time to think about
long-range plans—that’s a good
time to get the heck out of dodge.

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U Stress & The Brain

When the stress response activates,
the body diverts energy flow to the
parts of the brain and body that are
needed to fight/flee/freeze/appease
so you can deal with the threat.


Ooga manages these actions.

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U Stress & The Brain

When we’re under stress
Ooga calls the shots.




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U Stress & The Brain

When the stress response is
activated, Ooga says,

*“There’s no point in
working toward a long-
term reward—chances are
you won’t survive this
threat. Why work for
something you won’t be
around to enjoy?”*



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This unconsciously activates the drive to seek short-term rewards (like a high-sugar/fat/salt foods, alcohol, drugs, opting for the couch instead of the gym, etc).

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U Stress & The Brain


Just as a computer will automatically shut down an app to conserve energy, the body automatically shuts down energy flow to non-essential areas until the stressor is resolved.

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U Stress & The Brain

That's why, when we're stressed Super Frobe goes offline.




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U Stress & The Brain

When we're stressed, we temporarily forget about long-term goals and rewards like wellness and authentic happiness.

Ooga says,
"What's the point? You won't live long enough to get them. Better to do what feels good now."




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U Stress & The Brain

Only Super Frobe can remember our long-term goals and why they're so important to us.




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U Stress & The Brain


Stress changes the way the brain operates.

With Super Frobe offline and Ooga calling the shots, we can't remember why we care about working out, eating healthy or losing weight.



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 Stress & The Brain

Stress makes short-term rewards seem like the only answer.


This is one of the main reasons stress is at the root of the obesity, depression and poor health epidemics.

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 Stress & The Brain

These long-term goals don't stop being important to us when we're stressed, we just can't remember their value to us.



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 Stress & The Brain

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