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Cravings and Sugar Unsweetened

Session Description: Are cravings undermining your workouts? Learn strategies that nip cravings in the bud. See why sugar is so addictive, and how it affects your body from head to toe. Learn the differences between various types of sweeteners. Discover ways of reducing sugar without sacrificing the taste and enjoyment of food.

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Food Cravings

- Intense desire to eat a certain type of food
- People often blame food cravings for not staying on a diet
- Over 90% of population experiences food cravings
- Women seem to have more than men
  - Prior to their period, women appear to have increased cravings for sweet-tasting, savory and chocolate foods
- Exposure to food cues can increase cravings, binge eating, and weight

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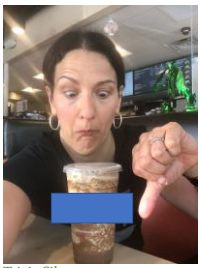
Types of Food Craving



- Different types of cravings
  1. Cue-induced craving: When exposed to a food you want to eat it. Heart rate changes, changes in your stomach and salivation.
  2. General cravings with or without cues

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Cephalic phase responses (CPRs) to food cues

- CPR's occur with exposure to food
- Help with digesting, absorbing and utilizing nutrients
- Salivation, temperature, and heart rate rise
- Activity of sweat glands increase during exposure
- Gastric secretion: digestive juices start flowing with the anticipation of food
- Can be experienced as craving
- Alternating between restricted eating and overeating will lead to more CPRs upon exposure to food

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Sugar and Non-nutritive Sweeteners and Cephalic Phase Insulin Response

- Cephalic phase insulin response (CPIR) to when sucrose and Acesulfame Potassium (an artificial sugar) are in your mouth
- Research suggests drinking beverages sweetened with aspartame, monk fruit, stevia and potentially other non-nutritive sweeteners may lead to higher glucose and insulin levels after the following meal

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Food Craving and Out of Control Eating

- Research has found that increased food cravings are associated with higher BMI, binge eating, eating disorders, and lack of control over eating.
  - Ridged food control (not allowing yourself to eat certain foods or not eating a variety of food) can result in food cravings which results in less dieting success. A more flexible way of eating is associated with lower BMI and lower loss of control.
- Those that experience more food cravings may be more likely to participate in disinhibited eating, and perceive that they are less successful with dieting which result in weight gain.

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12 Tips to Reduce Cravings

1. Reduce, limit, or avoid added sugar
2. Keep tempting foods away, and move away from tempting foods
3. Eat mindfully
4. Reduce stress
5. Aim for 7-9 hours of sleep
6. Eat a balanced healthy diet. Be sure to eat enough protein

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7. Discover healthier alternatives to foods you crave
8. Plan your meals, snacks, and indulgences ahead of time
9. Eat when hungry. Don't wait until ravenous to eat, plan or shop
10. Don't go too long without eating…eat roughly every 3-4 hours
11. Drink water. Sometimes when hungry, we may really just be thirsty
12. Use cognitive reappraisal strategies: Ex. Think about what affect the food might have in the short or long term, or imagine something is wrong with the food

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Sugar in the new food label

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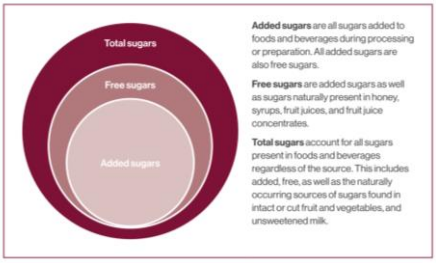

Source: Canada's Dietary Guidelines 2019

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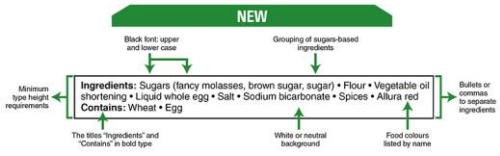

Source: https://www.canada.ca/en/health-canada/services/food-labelling-changes.html

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Names of sugar that appear in labels:

- white sugar
- beet sugar
- raw sugar
- brown sugar
- agave syrup
- honey
- maple syrup
- barley malt extract
- molasses
- fructose
- glucose
- date sugar
- Coconut sugar
- Demerara, turbinado, and muscovado (Barbados sugar)
- glucose-fructose (also known as high fructose corn syrup),
- maltose, sucrose or dextrose
- fruit juice concentrates and purée concentrates that are added to replace sugars in foods
- cane sugar or evaporated cane juice
- Nectar
- Invert sugar
- Words in label ending in -ose

Note that 4-5 grams of sugar equals a teaspoon

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High fructose Corn Syrup

- Consuming fructose, a component of added sugars and high fructose corn syrup, leads to decreased production of leptin in the body
- Leptin signals the brain that we are full after eating
- Increased consumption of fructose in processed foods and sodas, can lead to weight gain because there is less leptin produced to signal to the body a feeling of fullness
  -American Journal of Clinical Nutrition

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Sugar Alcohols

- Often found in products labeled sugar-free
- Carbohydrates that are hard to digest
- 1-3 calories per gram compared with 4 calories per gram for other carbs
- Many of the food products containing these types of sweeteners still have a significant amount of calories, and other unhealthy ingredients

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Sugar Alcohols

- Possible side effects: bloating and diarrhea when sugar alcohols are eaten in excessive amounts. There is also some evidence that sugar alcohols can cause a "laxative effect."

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Sugar Alcohols

- Food products labeled "sugar-free," including hard candies, cookies, chewing gums, soft drinks, some energy bars, and throat lozenges often contain sugar alcohols. They are frequently used in toothpaste and mouthwash too.

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Sugar Alcohols

- Sorbitol
- Erythritol
- Mannitol
- Isomalt
- Xylitol
- Hydrogenated Starch hydrolysates
- Maltitol
- Maltitol Syrup
- Lactitol

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Artificial Sweeteners

- Some animal studies have suggested a link to cancer.
- 2012 study found those who drank diet soda every day were 44 percent more likely than non-drinkers to suffer a heart attack or stroke.
- 2017 study found association between diet soda and stroke and dementia
- 2016 Italian study found dose related response to sucralose which caused malignant tumors in mice.
  - Sucralose is in Splenda

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Artificial Sugars

- Acesulfame Potassium (or Acesulfame-K)
- Advantame
- Aspartame
- Neotame
- Saccharin
- Sucralose (Splenda)

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Sweeteners Promoted as "More Natural"

- Advantame
- Monkfruit extract
- Thaumatin
- Stevia

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Where are Canadians getting their sugar from?

- In 2015, sugary drinks were the main sources of total sugars in the diets of Canadians.
- Confectioneries—which include sweets such as candies, candy bars, fruit leathers, chocolate, and chocolate coated treats—were also top contributors of total sugars in the diets of Canadians in 2015.

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Sugar and Addiction

- Sugar activates the same regions of the brain that are activated when a person consumes drugs such as cocaine
- Heavy users of sugar develop tolerance (needing more and more to feel the same effect), which is a symptom of substance dependence

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Sugar and Depression

- Countries with a higher sugar intake appear to have a higher rate of depression.
  - 2002 study, published in Depression and Anxiety

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Sugar, Depression, Blood Sugar

- Sugar can affect mood and may play a role in depression
- Sugar from refined foods rapidly enters the bloodstream causing a rise in blood sugar and insulin release from the pancreas which pushes sugar into the cells and blood sugar drops often to lower level than before the snack
  - When insulin levels high, people are hungriest - crave more sweets causing a vicious cycle

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Diabetes

- Sugary drinks are linked to type 2 diabetes
- Consuming sugary foods can cause weight gain which can lead to diabetes
- Research has found that the more sugar available on the market, the higher a country's diabetes rate

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Nurses Health Study

- Those consuming at least one sugar-sweetened beverage (SSB) per day had an 83 percent higher risk of being diagnosed with type 2 diabetes than those who consumed less than one SSB per month.

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Sugar and Weight

- "It's almost impossible to eat 17 teaspoons of sugar, but it's very easy to drink a 20-ounce soda with 17 teaspoons of sugar."
  - Walter Willett, a professor of nutrition at the Harvard School of Public Health

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Triglycerides and HDL

- Added sugar is associated with
  - higher triglyceride levels.
  - lower HDL ("Healthy" Cholesterol) levels
- Sugar-sweetened beverages associated with high blood pressure

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Canada's Dietary Guidelines and World Health Organization Recommendations on Sugar

A healthy diet contains:

- Less than 10% of total energy intake from free sugars
  - equivalent to 50 g (or around 12 level teaspoons) for a person of healthy body weight consuming approximately 2000 calories per day
- Ideally less than 5% of total energy intake for additional health benefits. (This equates to the 6 teaspoon recommendation given by the American Heart Association)
  - British researcher suggest 3% or lower to decrease cavities in teeth: this equals ~3.5 teaspoons or less per day

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Combating Sugar Issues!

- Admit sugar may be a problem for you may be a good step for some
- Build a support network to help you eat healthier
- Track your food and/or added sugar teaspoons
- Eat fruit to satisfy cravings
- Cut sugar in recipes by half
- Use cinnamon in foods like oatmeal and baked products to add a natural sweetness
- If you really want something sweet, don't deprive yourself
- Consider therapy if you feel you have a "problem" with food
- Reward yourself without food
- Plan special indulgences

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No or Low-Added Sugar Snack Ideas

- Veggie sticks/leaves and hummus or guacamole or part-skim ricotta/lower-fat cottage cheese (Veggie Sticks: celery, carrots, cucumber, jicama, daikon (Japanese radish) peppers, broccoli, fennel, etc.)
- Edamame beans (soybeans) (Seapoint Farms)
- Greek or Regular Nonfat/Lower fat plain yogurt with nutbutter or nuts/seeds
- Broth based veggie and bean soups
- Kale chips (see recipe at www.joybauer.com)
- Reduced fat cheese sticks
- Hard-boiled eggs or egg whites
- Scrambled egg whites with spinach
- Peanut butter or almond butter with celery sticks
- Nuts and seeds
- Uncle Sam's cereal with skim milk and small apple
- Fruit, alone or with nuts or nut butter
- Brown rice cake with reduced fat cheese or nutbutter and fruit slices
- Roasted soynuts or Chick Pea Snacks
- Oatmeal with peanut butter, optional add-ons: plain Greek yogurt, cut-up fruit, pumpkin pie spice
- Dark sweet frozen cherries dusted with unsweetened cocoa powder
- Mint tea with unsweetened cocoa powder

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