



## Real Food - Real Hope

UNDERSTANDING DIABETES  
(and OBESITY)

# It's Not Your Fault: Part 3 The Food Environment & Addiction



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This presentation is for information only. It is not medical advice. Please discuss any dietary changes with your doctor. If on medications for type 2 diabetes this Practical Guide can be passed to your doctor.



**British Journal of General Practice**

bringing research to clinical practice

## **Adapting diabetes medication for low carbohydrate management of type 2 diabetes: a practical guide.**

Campbell Murdoch, David Unwin, David Cavan, Mark Cucuzzella and Mahendra Patel

Available on Diabetes Thanet website – Useful links, Adapting medications for low carb for T2D

# The Food Environment

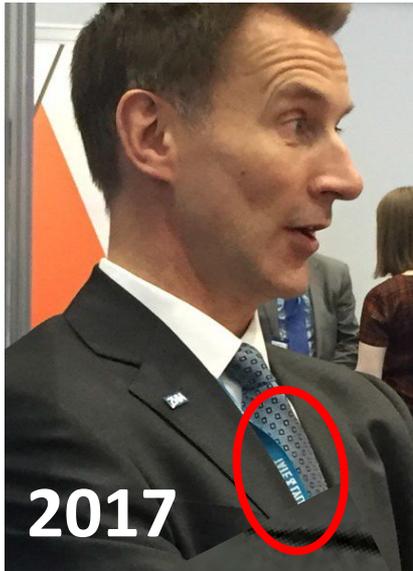
Just some of the confectionery on offer at WHSmith in North Staffs HOSPITAL.  
@HughFW#britainsfatfight



# The Food Environment

Spending on junk food advertising is **27 times** what government spends on promoting healthy eating

*BMJ 2017;359:j4677 11 October 2017*



## MailOnline

24 June 2021

**TV adverts for junk food to be BANNED before 9pm**

**'Dismayed' advertising and food groups hit back at 'nanny state' rules banning TV junk food ads before 9pm**



**In UK, ultra processed foods accounts for:**

**57%** total energy (calorie) intake

**65%** total free sugars (added sugars)

*Ultra-processed foods e.g. soft drinks, sweet or savoury packaged snacks, confectionery; packaged breads and buns; reconstituted meat products and pre-prepared frozen or shelf-stable dishes*

*Source: Ultra-processed foods and excessive free sugar intake in the UK: 2018  
Fernanda Rauber et al*

# Highly palatable / ultra processed foods are rich in:



+ flavourings, colourings, additives, E-nos.



**Refined grains, wheat**





Food Addiction

Is it real?

# ***"Nicotine is not addictive"***



On April 1994, seven tobacco company CEOs testified before a US House of Representatives sub-committee, each testifying under oath

*"I believe that nicotine is not addictive".*



## 10 of the Most Appalling Facts about Tobacco Company Misdeeds from Federal Court Ruling

In 2006, a federal judge found four major tobacco companies, (including Philip Morris) guilty on civil racketeering charges.

- The tobacco companies concealed and suppressed research data and other evidence that nicotine is addictive.
- Starting in the 1950s and lasting at least through 2006, different tobacco companies have intentionally marketed to young people under the age of twenty-one in order to recruit 'replacement smokers' to ensure the economic future of the tobacco industry.
- They consistently, repeatedly and with **enormous skill and sophistication**, denied these facts to the public, the Government, and public health community."



Dr Joan Iffland  
Food Addiction  
Expert

“The addiction business is a very specific business model that the tobacco industry perfected, and the sugar industry picked up on. It’s tragically effective.”

## The Five “A”s model

- Addictive
- Advertised
- Age targeted
- Available
- Affordable

In 1985, Philip Morris Companies Inc. bought General Foods, who own Kraft Heinz.



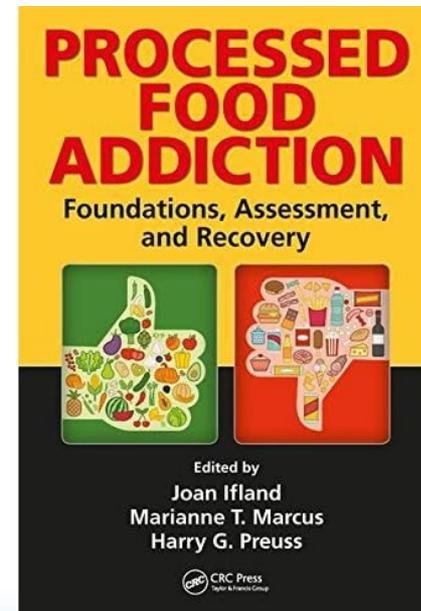


“I didn’t know I was having food cravings”

“Just letting go of processed food caused an unbelievable change in my behaviour”

Dr Joan Iffland  
Food Addiction Expert

“Many health outcomes depend on recovery from processed food addiction.”



# Carbs and Addiction



“Anything that is essential to human survival is not addictive”

“We are only addicted to food with processed carbs.”

*Dr Robert Cywes,  
Bariatric Surgeon, Addiction expert*

“Sugar addiction is real. It is not something you imagine. Sugar is a psychoactive drug. For some people, sugar is very dangerous and for others not quite so.”

*Bitten Jonsson RN, Food Addiction Expert*



# A little bit of something does no harm?



**Everything In Moderation**  
*is terrible advice!*

<https://www.ditchthecarbs.com/everything-in-moderation-is-bad-advice/>

***"scientists discovered that those with the most diet diversity had a 120 per cent higher waist circumference than those with little diet diversity."***



Problem is you can't "limit" addictive substances. It's all or nothing. That's why we have an obesity epidemic.

*Prof Tim Noakes on Twitter*

# Addiction and Obesity

- Prevalence of food addiction increased with BMI
- Adolescents with food addiction reported significantly higher depressive and anxiety symptoms and a lower quality of life and self-esteem
- Food addiction is not recognised as an addiction like gambling or alcohol addiction, and therefore both awareness and help is limited

*Analysis by Dr Jen Unwin and Dr David Unwin*

*Food addiction and mental health in adolescents: a systematic review*

*Janelle Skinner, Hiba Jebeile, Tracy Burrows*

# Rules of 3

## 3 to avoid

1. Seed oils / spreads
2. Refined grains
3. Sugar

Addictive and unhealthy

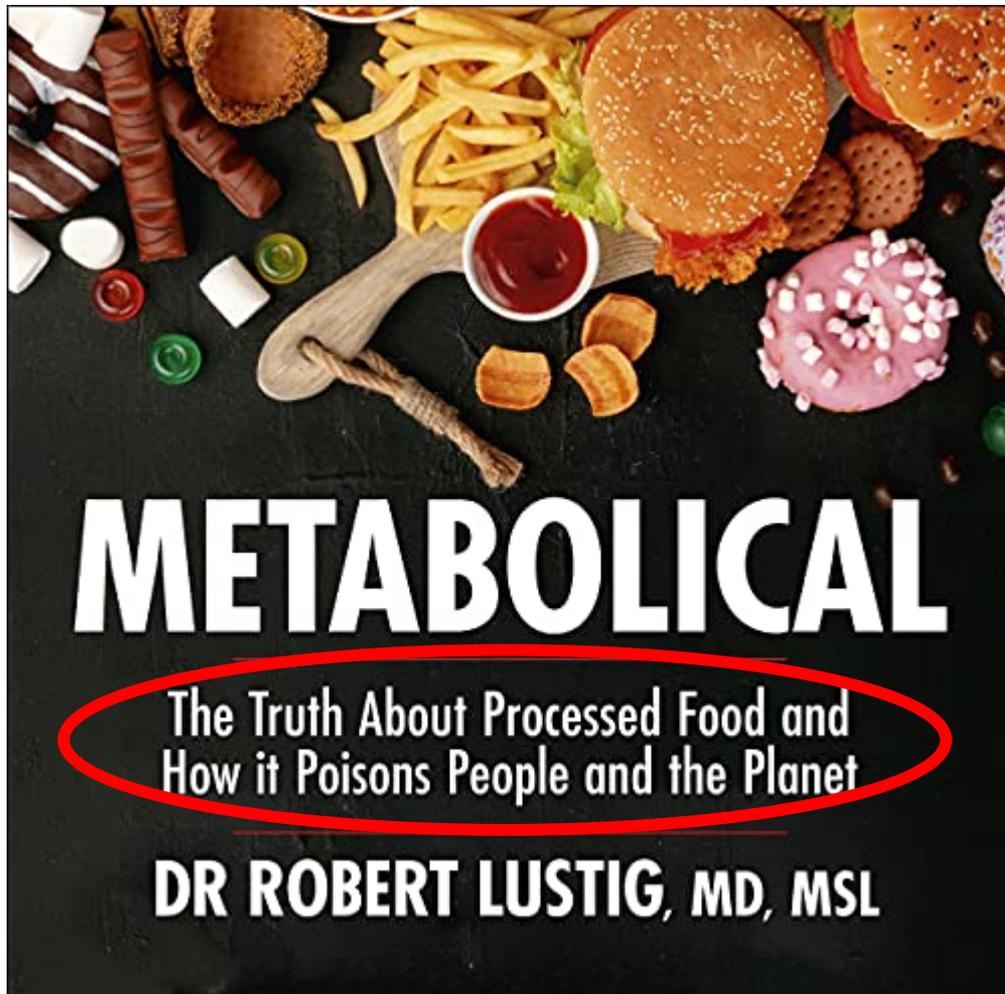
## 3 to eat

1. Meat and fish
2. Eggs
3. Fresh veg

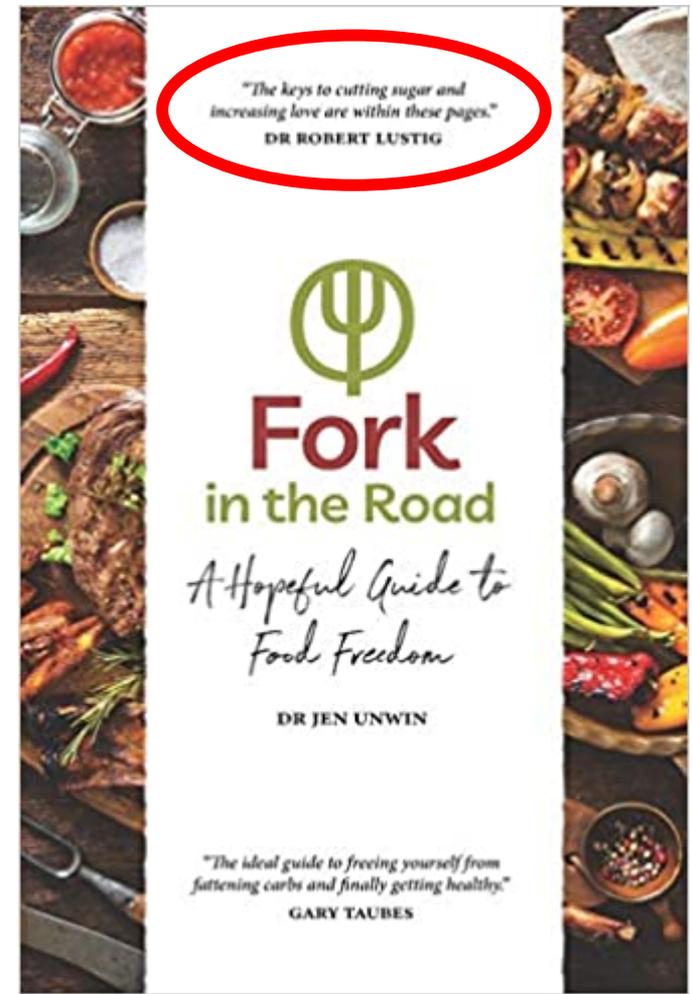
Not addictive / healthy

**Many health outcomes depend on recovery  
from processed food addiction**

2021



2021



Thank You