



# LOSE WEIGHT BY FOCUSING ON *MENTAL* HEALTH FIRST

Expert: Losing weight and keeping it off not only depends on *what* you do, but *why*

Orlando Health

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<b>SUGGESTED TEASE</b>	STILL TO COME, IF YOU WANT TO GET YOUR BODY IN BETTER SHAPE - YOU MAY WANT TO START WITH YOUR MIND. THE IMPORTANCE OF PSYCHOLOGY IN WEIGHT LOSS, NEXT IN HEALTH NEWS.
<b>ANCHOR LEAD</b>	THE MOST POPULAR RESOLUTION THIS TIME OF YEAR IS TO LOSE WEIGHT - BUT OF THE MILLIONS OF AMERICANS WHO MAKE NEW YEAR'S RESOLUTIONS, ONLY 8 PERCENT ACTUALLY KEEP THEM. <sup>1</sup> IF YOU STRUGGLE TO LOSE WEIGHT AND KEEP IT OFF, EXPERTS SAY YOU MAY NEED TO FOCUS ON A DIFFERENT PART OF YOUR BODY. WITH MORE ON THE ROLE YOUR MIND PLAYS IN WEIGHT LOSS, HERE'S CLARK POWELL.
	(Nats - Cutting vegetables) :01
<b>CG: Courtesy: Orlando Health</b> Shots of Shekyra cutting vegetables Shot of Shekyra opening fridge	AS A MENTAL HEALTH COUNSELOR, SHEKYRA DE-CREE (shuh- <b>KY</b> -ruh duh- <b>KREE</b> ) TALKS TO STUDENTS ALMOST EVERY DAY ABOUT WAYS TO HANDLE STRESS. BUT FOR YEARS WAS COMPLETELY UNAWARE THAT THE WAY <i>SHE</i> HANDLED IT, WAS TO EAT. :09
<b>CG: Shekyra DeCree</b> <b>Lost 100 pounds</b>	"That would be my go-to. So even the time of day, me coming home from work, that was something I emotionally associated with time to eat." :09
Shot of cutting vegetables Before and after photos of Shekyra Shot of Shekyra in hip hop class	THANKS TO A CHANGE IN HER DIET AND EXERCISE ROUTINE, IN ONE YEAR, SHEKYRA LOST ONE HUNDRED POUNDS. BUT EXPERTS SAY SHE'S KEEPING IT OFF BECAUSE SHEKYRA LEARNED A SIMPLE SECRET MOST PEOPLE DON'T. :10 / :28
<b>Diane Robinson (CG later)</b>	"Your brain can help make you fat." :02
Shots of Robinson talking to patient Shots of exercise class Wide shot - blur for graphic <b>Biggest Barriers to Weight Loss</b>	DOCTOR DIANE ROBINSON IS A NEUROPSYCHOLOGIST. SHE SAYS WHEN IT COMES TO LOSING WEIGHT, MOST PEOPLE FOCUS ONLY ON THE PHYSICAL SIDE. A NATIONAL SURVEY BY ORLANDO HEALTH ASKED PEOPLE TO NAME THE BIGGEST BARRIERS TO WEIGHT LOSS, AND FOUND NEARLY 6 OUT OF 10 SAID DIET AND EXERCISE.

<p>-Nearly 6 out of 10 said diet and exercise -Only 1 in 10 mentioned the mental aspect</p> <p>Shots of people eating</p>	<p>ONLY 1 IN 10 MENTIONED THE MENTAL ASPECT. FOOD CAN RELEASE DOPAMINE IN THE BRAIN'S PLEASURE CENTER, THE SAME AS DRUGS OR ALCOHOL - CAUSING A STRONG EMOTIONAL CONNECTION. :25</p>
<p><b>CG: Diane Robinson, PhD Orlando Health</b></p>	<p>"Our brain actually recognizes it as a reward and it can become very difficult to separate that kind of emotion and the physiological response that food can have in us." :11</p>
<p><b>To Break Emotional Connections</b> -Keep a journal to track food and mood -Identify foods that make you feel good -Ask: Am I eating because I'm hungry?</p>	<p>ROBINSON SAYS TO BREAK THOSE EMOTIONAL CONNECTIONS KEEP A JOURNAL TO TRACK YOUR FOOD AND YOUR MOOD. IDENTIFY FOODS THAT MAKE YOU FEEL GOOD AND WRITE DOWN THE REASONS WHY. AND BEFORE EVERY SNACK OR MEAL ASK YOURSELF, AM I EATING BECAUSE I'M HUNGRY? :13</p>
<p><b>Diane Robinson (CG'd earlier)</b></p>	<p>"If the answer is no, then you really know there's a strong emotional component here and it's giving yourself a clue to say, what's going on with me?" :08</p>
<p>Shots of Shekyra eating</p>	<p>IT WAS ONLY WHEN SHEKYRA LEARNED TO SPOT THOSE CLUES THAT SHE MADE A CHANGE FOR GOOD. :04</p>
<p><b>Shekyra DeCree (CG'd earlier)</b></p>	<p>"The fact that I was able to overcome that struggle, that's the thing, mentally, that is so freeing." :07</p>
<p>Shot of Shekyra exercising</p>	<p>AT ORLANDO HEALTH, THIS IS CLARK POWELL REPORTING. :02</p>
<p><b>ANCHOR TAG</b></p>	<p>WE ALL HAVE AN EMOTIONAL CONNECTION TO FOOD TO SOME DEGREE. STRESS, DEPRESSION AND ANXIETY HAVE ALL BEEN LINKED TO UNHEALTHY EATING HABITS.<sup>2</sup> EXPERTS SAY KEEPING A DIARY, JOINING A SUPPORT GROUP OR MEETING WITH A PSYCHOLOGIST CAN HELP YOU IDENTIFY THE EMOTIONAL CONNECTIONS TO FOOD THAT ARE THE MOST UNHEALTHY.</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Experts <a href="#">@orlandohealth</a> say a better body starts in the brain. The psychology of weight loss: <a href="http://bit.ly/1MpNOR0">bit.ly/1MpNOR0</a></p>
<p> <b>Suggested post:</b></p>	<p>If you're one of the millions of Americans who's vowed to lose weight but had trouble keeping it off, you may want to focus on a different part of your body. A national survey by <a href="#">Orlando Health</a> shows the majority of Americans think diet and exercise are the biggest barriers to losing weight, but experts say there is a crucial <i>mental</i> component as well. See how emotional ties to food sabotage your diet and what you can do about it:<a href="http://bit.ly/1MpNOR0">bit.ly/1MpNOR0</a></p>
<p><b>References -</b></p>	<p><sup>1</sup><i>New Year's Resolutions Statistics</i>, <b>Statistic Brain Research Institute</b>, citing <b>Journal of Clinical Psychology</b> (University of Scranton), 2015. Online: <a href="http://www.statisticbrain.com/new-years-resolution-statistics/">http://www.statisticbrain.com/new-years-resolution-statistics/</a>  <sup>2</sup><i>Depression and anxiety among US adults: associations with body mass</i></p>

	<p><i>index</i>, <b>International Journal of Obesity</b>, 2009. Online:  <a href="http://www.nature.com/ijo/journal/v33/n2/abs/ijo2008268a.html">http://www.nature.com/ijo/journal/v33/n2/abs/ijo2008268a.html</a></p>
	<b>Extra Bites</b>
<p><b>CG: Diane Robinson, Ph.D.</b>  <b>Orlando Health</b></p>	<p><i>Robinson talks about food's effect on the brain's reward center -</i>          "It really sets us up to only feel good when that's being activated. So when we start to put food into that equation and food becomes our reward, it's really hard for our brain to uncouple it."</p> <p><i>Robinson talks about the emotional connection to certain foods -</i>          "When we are feeling down and we want something, just the smell of a food can perhaps bring some comfort to us or smile to our face, but then we can overindulge in that area as well just to try to feel good to recapture those memories."</p> <p><i>Robinson talks about strategies to disconnect emotional ties to food -</i>          "Part of the process is just inserting a pause, and saying do I really want this because I'm hungry, or do I want this because I'm sad?"</p>
<p><b>CG: Shekyra DeCree</b>  <b>Lost 100 pounds</b></p>	<p><i>Shekyra talks about eating to soothe her emotions -</i>          "When I got home from work, you know, as a mental health therapist, you know it can be a very stressful job. So, coming home from work every day the first thing I would go to would be the refrigerator."</p> <p><i>Shekyra talks about the day she decided to change her habits -</i>          "My breaking point was my doctor sitting down with me and just being honest and saying, 'Listen, you're going to possibly be dead by 50.'"</p> <p><i>Shekyra talks about breaking the emotional bond to food -</i>          "You have to change the way you eat, you have to change the way you deal with even your emotions or your stress, your anxiety, everything that you go through, you're going to have to find another way to deal and manage."</p>
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**For viewer information on this story contact:**

Orlando Health: (407) 803-2499  
[mediarelations@orlandohealth.com](mailto:mediarelations@orlandohealth.com)

Produced by:



1800 West 5th Ave.  
 Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

[www.mediasourcetv.com](http://www.mediasourcetv.com)

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 Media Relations Department: (407) 803-2499**