



Stopping Emotional Eating

Obesity and Weight Reduction is Difficult

We all know that taking weight off and keeping it off is very difficult. Research tells us that 98% of people who lose weight do not keep it off. There are hundreds of diets and new “diet solutions” are readily available for consumers on what seems like a daily basis. Diets don’t seem to work and we usually end up in the same “yo-yo” syndrome we have engaged time and time again.

Experts agree that about 75% of overeating is caused by emotional eating. This means that many of us use food to cope with our feelings. In today’s high stress society, many of us (adults and children), eat high fat or high sugar foods to soothe our emotions or relieve our stress and anxiety. Being overweight often serves as the gateway to a variety of health issues and can have deadly consequences if not managed effectively.

Eliminating Obesity

SERA, Inc.’s “Eliminate Obesity - Life and Health Coaching Program”(EOLHC), works with participants to stop emotional eating and understand their personal power to achieve and maintain their best body weight, while addressing their emotional diet as a part of a wholeness diet. It is the attitudes, feelings, self-image, sense of despair, etc. that keep us from achieving our weight loss goals and causes us emotional stress. This program uses health coaching and biofeedback Heartmath technologies to show participants how to manage reactions and clear emotional undercurrents until a new baseline behavior and a better relationship with food and eating is established. EOLHC is a five step program which will help participants to:

5 Step Objectives

- identify stressful triggers and emotions, that propel stress-related eating and weight gain.
- through the coaching process to learn two simple Heartmath tools in order to reduce emotional stress and assist in helping to reduce emotional eating.

- manage their stress levels in real time through the use of biofeedback equipment
- make the exciting change from emotional eating to intuitive eating

Facilitator

Facilitator: The EOLHC workshops will be facilitated by SERA, Inc. CEO/President, Ms. Rita Anita Linger. Rita Anita is a PhD level Life and Health/Mind Body Medicine Coach as well as a licensed Mindfulness Based Stress Reduction Technique Trainer. She is a licensed Heartmath provider with additional licensure through Heartmath in Stopping Emotional Eating. Mrs. Linger has won awards for her work with both youth and adults in community development and holistic living in enhancing the quality of life through well designed health and wellbeing systems of care and community support. She was named as a woman of distinction for her work and her picture is placed in the DeWitt Historical Museum, in NYS for her work with diverse communities.

Beta Test Group

There are many advocates of the use of Heartmath technologies (which include non-equipment techniques) for use in stress reduction and weight loss/management. Additionally in a pilot study of 19 participants using the Heartmath technologies in their Stop Emotional Eating program the following results were noted in just six weeks:

- Significant 5.2 lbs. reduction the group average weight
- Average waist circumference was significantly reduced by 2.1 inches
- Average hip circumference was significantly reduced by 1.78 inches
- Calmness significantly increased
- Anger, resentment and stress were all significantly lowered at the post study measurements

