Unhelpful Thinking

Rigid food rules
Overvalue thinness

RESTRICT EATING type or amount

Deliberate Ignore
Mask Distract

Not Aware Hunger gone underground

TOO HUNGRY

Emotion Cues
Reduce or avoid negative feelings
Enhance positive feelings/celebrate

*Plan to overeat/binge

Food Available
External Cues
Social Events
TV/Studying
Others eating
Procrastinating

Helpful Cues to Eat
Regular mealtime
Moderate hunger

Stay Aware
Stop eating at moderate fullness

NORMAL EATING

Unhelpful Thinking
Rigid food rules
Overvalue thinness

Restrict Eating type or amount

START EATING

Enjoy taste
Prefer overfullness

Deliberate
Mindless eating
Social distraction

NORMALIZED OVEREATING

Give up/
Lose control

WHAT THE HECK

BREAK RULE

Binge Eating or Getting Stuffed

Unhelpful Thinking

Helpful Cues to Eat

NORMALIZED OVEREATING

Stay Aware

Enlighten positive feelings/celebrate

Deliberate

Enjoy taste
Prefer overfullness

Not Aware

Mindless eating
Social distraction

START EATING

Enjoy taste
Prefer overfullness

Deliberate

Mindless eating
Social distraction

NOT AWARE