

Welcome to:

**Nutrition Behavior Change and Habit Formation
for Everyone w/ Brendon Rearick, Vinny Talluto,
and Dan McGinley**

- **Use the Q&A box**
- **Pre-reading**
- **Each of our thoughts**
- **Questions**
- **Recommended Reading PDF**

Disclaimer

We are Strength Coaches. Not Registered Dietitians.

We can make recommendations and share our experiences but we do not diagnose or give nutrition advice for medical conditions. We do not make or give out meal plans. We are all PN certified and know what we don't know.

The cost of getting lean: Is it really worth the trade-off?

By Ryan Andrews, MS, RD and Brian St. Pierre, MS, RD, CSCS

<https://www.precisionnutrition.com/cost-of-getting-lean>

<https://www.precisionnutrition.com/cost-of-getting-lean-infographic>

THE COST OF GETTING LEAN: IS IT REALLY WORTH THE TRADE-OFF?

SIX-PACK ABS. TIGHT BUTTS.
LEAN, VIBRANT, FLAWLESS HEALTH.
THAT'S THE IMAGE THE FITNESS INDUSTRY IS SELLING.

But have you ever wondered what it really costs to achieve that cover model look? What you have to do more of? What you have to give up?

Make no mistake, there are real trade-offs. Let's talk about what they are.

UNHEALTHY

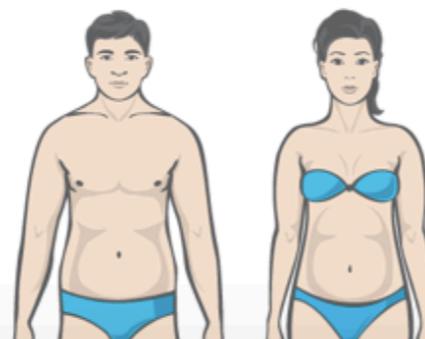
Athletes at this level of body fat

Almost none.

Benefits

Easy fallback for some folks.

Does not require much thought or work.

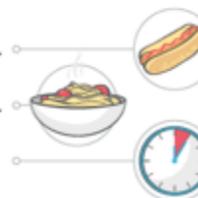


↑ DO MORE

Eat processed foods.

Eat big portions.

Eat quickly.



↓ DO LESS

The 5 universal principles of good nutrition, according to science. By Ryan Maciel, RD, Pn2, CSCS and Alisa Bowman

<https://www.precisionnutrition.com/principles-of-nutrition>

The 5 universal principles of good nutrition, according to science.

Yes, nutrition is often confusing, uncertain, and hotly debated. But these principles are indisputable—and often transformative.

By Ryan Maciel, RD, Pn2, CSCS and Alisa Bowman

Is wine bad for you?

Sure, some research cautions about an increased risk of cancer. It's also clearly not something you want to drink before using a chainsaw or driving a minivan.

SHARE



Healthy Eating: The Beginner's Guide on How to Eat Healthy and Stick to It by James Clear

<https://jamesclear.com/eat-healthy#Why%20We%20Crave%20Junk%20Food>

JAMES CLEAR

ARTICLES

BOOKS

3-2-1 NEWSLETTER

EVENTS

ABOUT

HABITS ACADEMY→

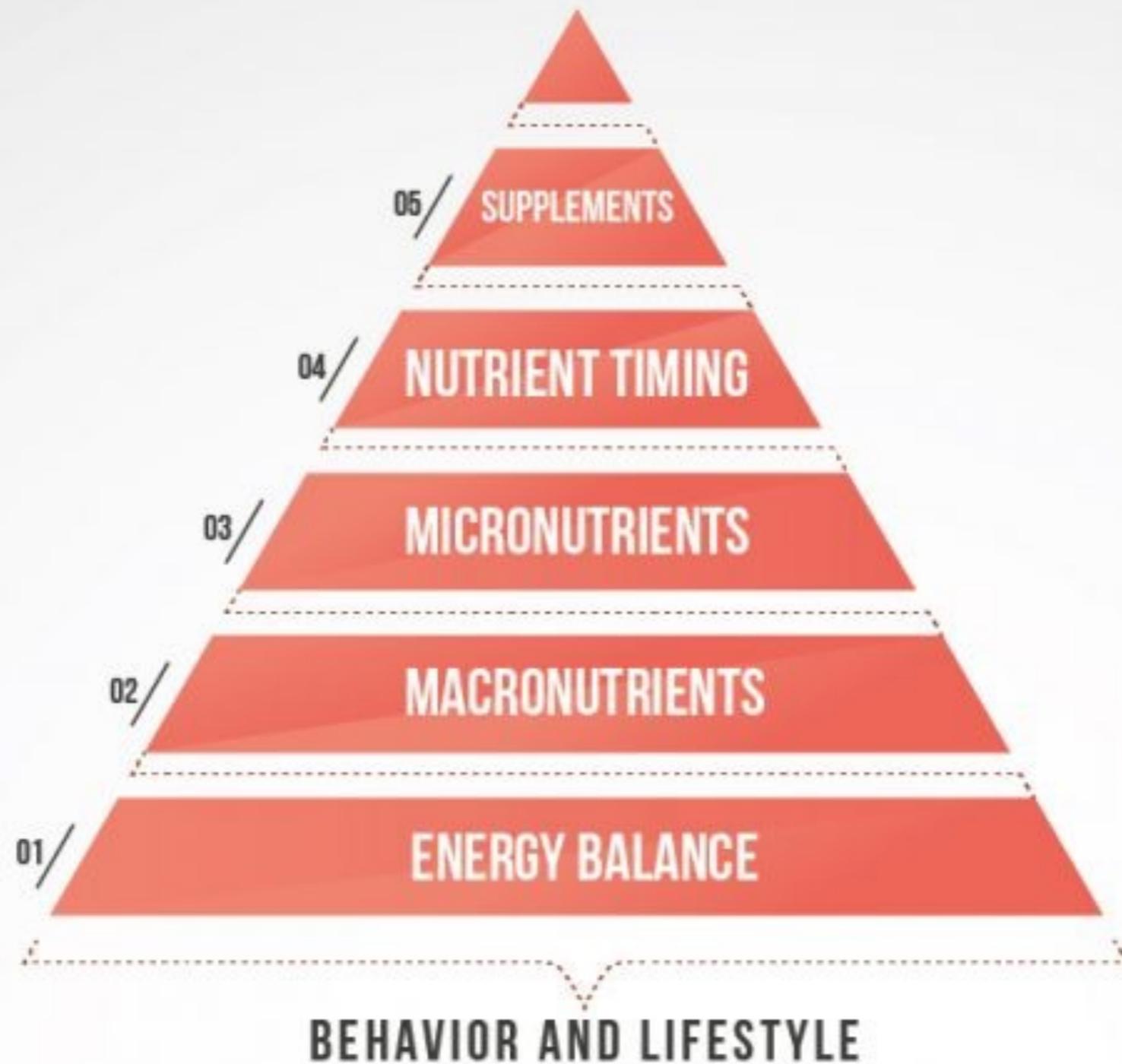
Healthy Eating: The Beginner's Guide on How to Eat Healthy and Stick to It

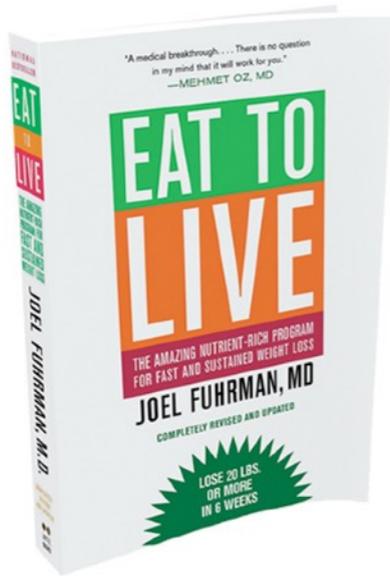
Healthy eating. It's something everyone knows they should do, but few of us do as consistently as we would like. The purpose of this guide is to share practical strategies for how to eat healthy and break down the science of why we often fail to do so.

Now, I don't claim to have a perfect diet, but my research and writing on behavioral psychology and habit formation has helped me develop a few simple strategies for building and strengthening a healthy eating habit without much effort or thought.

You can click the links below to jump to a particular section or simply scroll down to read everything. At the end of this page, you'll find a complete list of all the articles I have written on healthy eating.

MUSCLE & STRENGTH NUTRITION PYRAMID





**BEEF,
SWEETS,
CHEESE &
PROCESSED
FOODS**
Rarely



**EGGS,
FISH &
FAT-FREE
DAIRY**
Less than 10% of calories



**SEEDS, NUTS
& AVOCADOS**
10-40% of calories



**WHOLE GRAINS
& POTATOES**
20% or less of calories



FRUITS
10-40% of calories



**BEANS/
LEGUMES**
10-40% of calories



VEGETABLES*
1/2 RAW AND 1/2 COOKED
30-60% of calories



**Excludes white potatoes. Emphasis on green vegetables*

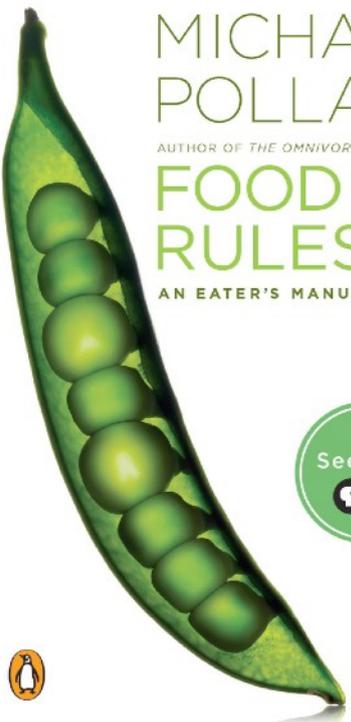
#1 NEW YORK TIMES BESTSELLER

MICHAEL POLLAN

AUTHOR OF THE OMNIVORE'S DILEMMA

FOOD RULES

AN EATER'S MANUAL



FOOD RULES

WHAT SHOULD I EAT?

WHAT KIND OF FOOD SHOULD I EAT?

HOW SHOULD I EAT?

IF IT CAME FROM A PLANT, EAT IT; IF IT WAS MADE IN A PLANT, DON'T

EAT WHEN YOU ARE HUNGRY, NOT WHEN YOU ARE BORED

SPEND AS MUCH TIME ENJOYING THE MEAL AS IT TOOK TO PREPARE IT

LEAVE SOMETHING ON YOUR PLATE

DON'T EAT ANYTHING THAT YOUR GREAT GRANDMOTHER WOULDN'T RECOGNIZE AS FOOD

COOK

BUY YOUR SNACKS AT THE FARMER'S MARKET

AVOID FOOD PRODUCTS THAT CONTAIN MORE THAN 5 INGREDIENTS.

DON'T EAT BREAKFAST CEREALS THAT CHANGE THE COLOR OF THE MILK.

EAT ONLY FOODS THAT WILL EVENTUALLY ROT

DON'T OVERLOOK THE OILY LITTLE FISHES

BUY YOUR SNACKS AT THE FARMER'S MARKET

EAT MOSTLY PLANTS, ESPECIALLY LEAVES

EAT MEALS

HAVE A GLASS OF WINE WITH DINNER

GET OUT OF THE SUPERMARKET WHENEVER YOU CAN

PAY MORE, EAT LESS

THE WHITER THE BREAD, THE SOONER YOU'LL BE DEAD

IT'S NOT FOOD IF IT ARRIVED THROUGH THE WINDOW OF YOUR CAR

AVOID PRODUCTS THAT USE HIGH FRUCTOSE CORN SYRUP

EAT ONLY FOODS THAT WILL EVENTUALLY ROT

EAT WELL GROWN FOOD FROM HEALTHY SOIL

AVOID FOOD PRODUCTS CONTAINING INGREDIENTS THAT A THIRD-GRADER CANNOT PRONOUNCE

AVOID FOODS THAT ARE PRETENDING TO BE SOMETHING THEY ARE NOT

AVOID FOOD PRODUCTS CONTAINING INGREDIENTS THAT NO ORDINARY HUMAN WOULD KEEP IN THEIR PANTRY

STOP EATING BEFORE YOU'RE FULL

EAT SLOWLY

EAT FOOD

NOT TOO MUCH

MOSTLY PLANTS

ADAPTED FROM FOOD RULES BY MICHAEL POLLAN

FOOD SOURCE

**If your sleep sucks, you don't train enough,
and your diets bad... supplements,
recovery modalities, and specialized
workout programs don't matter.**

**Sleep 7-8 hours. Train hard 3-4 days a week
for a total of 180 minutes. Eat like an adult
80% of the time (Sunday morning - Friday
Afternoon). Then we can talk about the
fancy stuff.**

Brendon Rearick

Apple or donut for breakfast?

Pizza or salad?

Cereal or eggs?

People generally know WHAT is good and bad for them, it's making the right decision in the MOMENT that we (coaches) need to help clients and athletes with the most.

*“Health is not about having a six-pack or eating paleo or living without disease. Health is living **optimally** given your situation, genetics, living conditions and financial state.” - Dr. Alison Chen*

So we must account for environment, preferences, access, beliefs, and goals.

**There is what is *idealist* and
what is *realistic***

Meet people where they're at

Diet suggests there is an end

**Healthy lifestyle suggests its
forever**

Practical Nutrition for Clients & Athletes

1. Mindset

**2. Managing
Expectations**

**3. Develop Habits,
Tools & Skills**

**Behavior
Change**

Why Diets Fail?

BEFORE



Diet



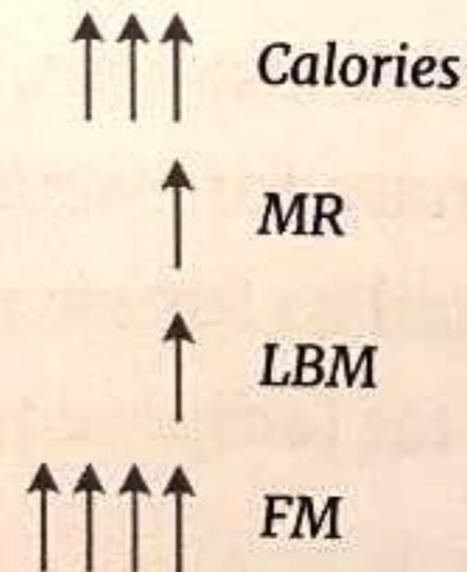
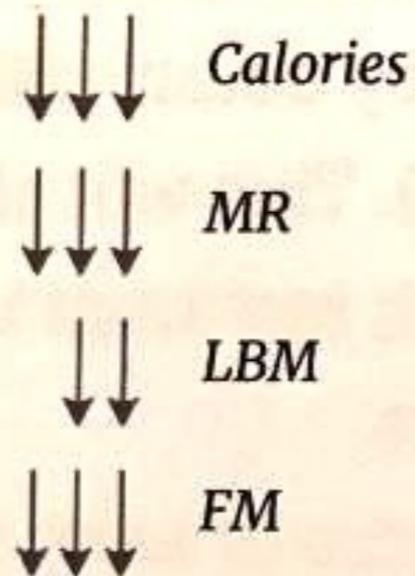
AFTER



Early Regain



AFTER AFTER





DANGER

Beginning & Endings

Low-Carb

Low-Fat

Restriction

Good vs Bad

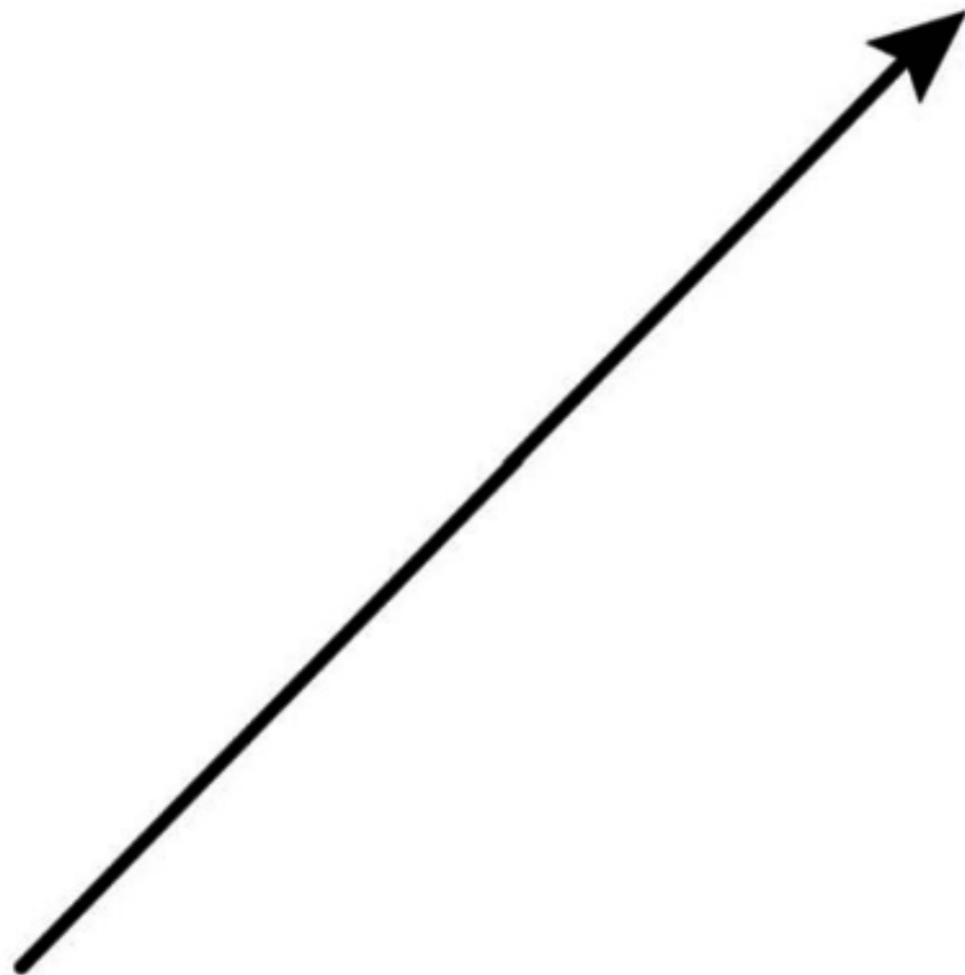
Clean vs Junk

Point Systems

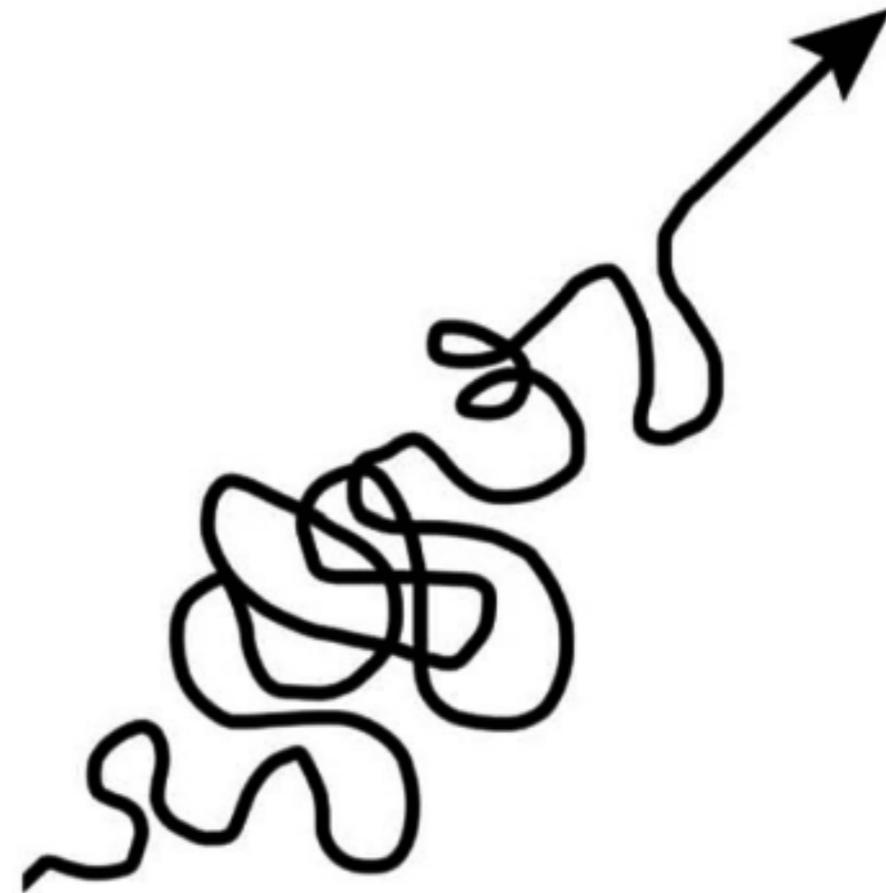
Detoxes

No Sugar

Managing Expectations

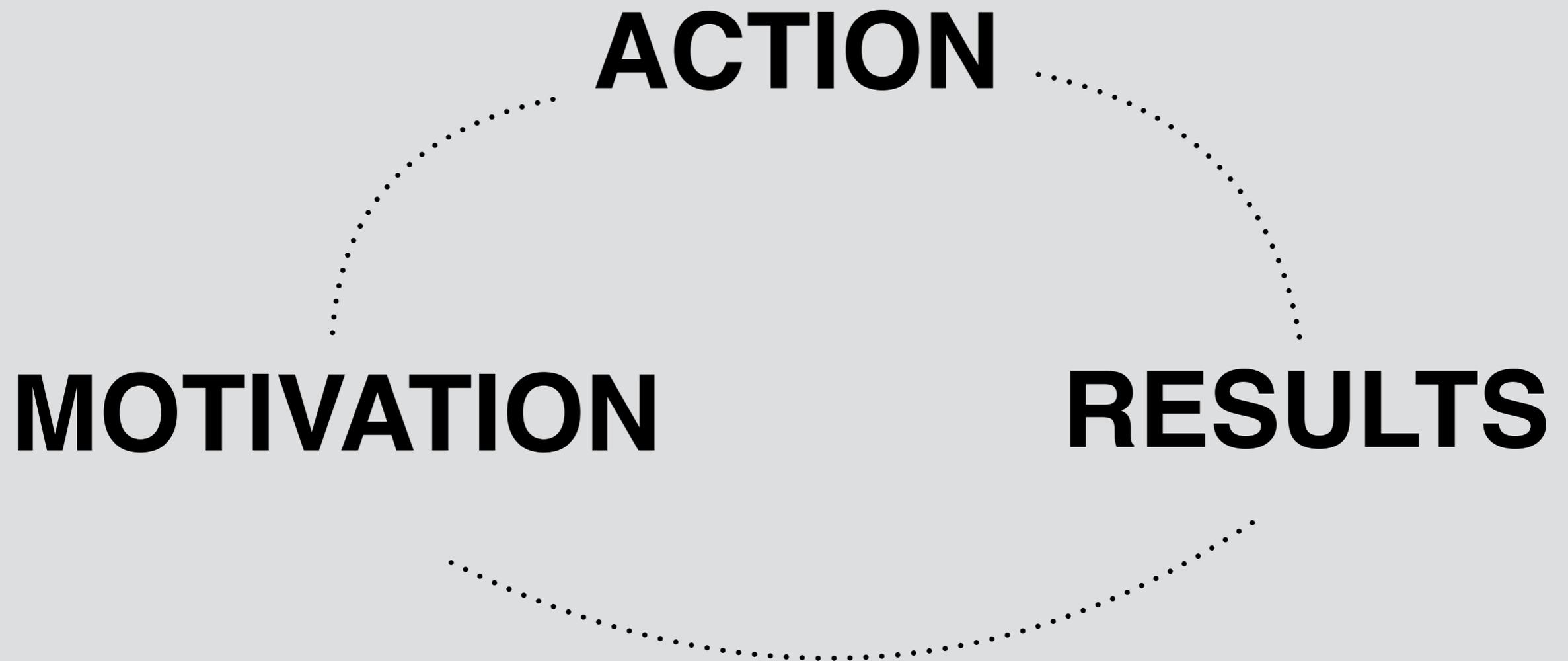


**what people think
it looks like**

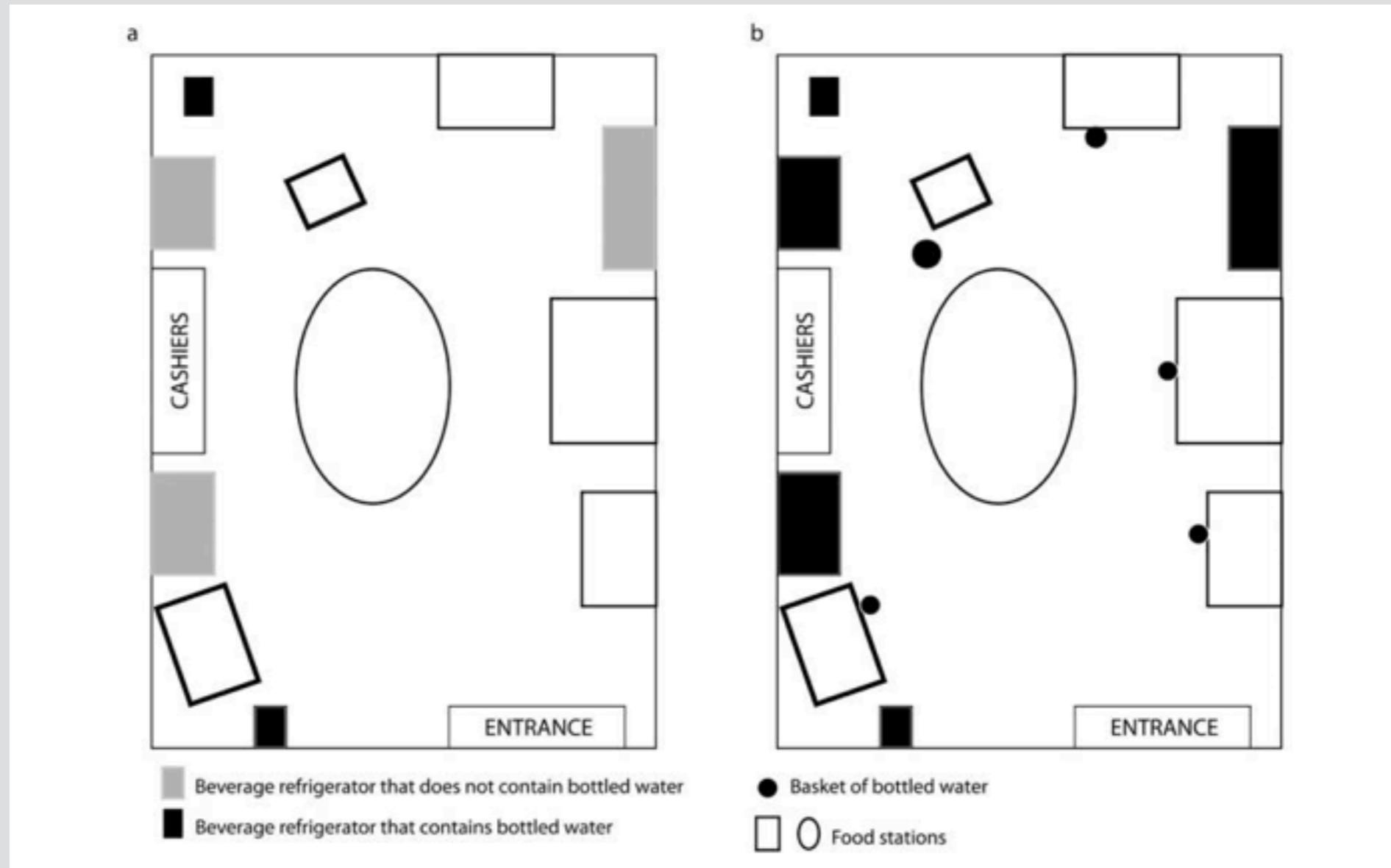


**what it really
looks like**

Behavior Change > Motivation



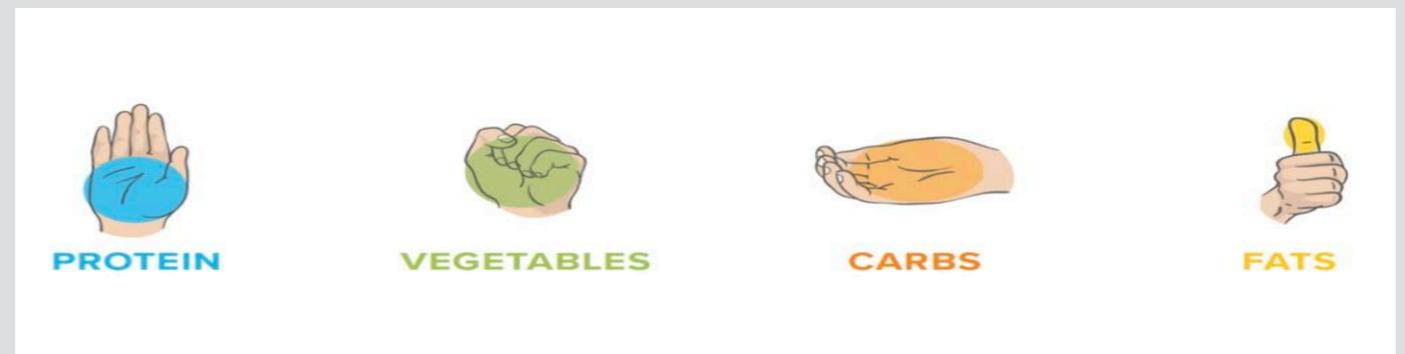
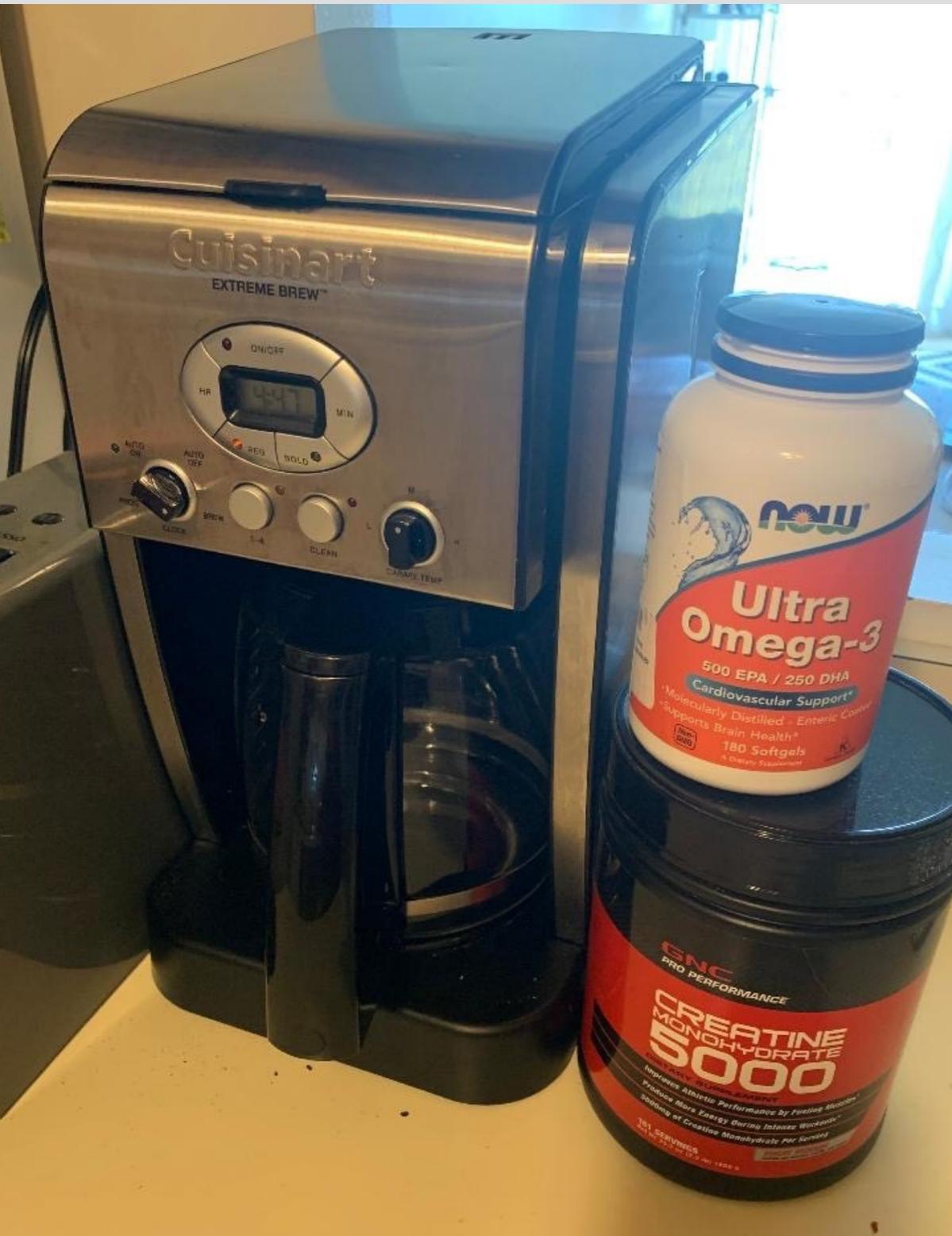
Example 1: 3 month MGH study



Develop healthy eating habits without changing their willpower or motivation

10% decrease in soda intake; 25% increase in water bottle sales

Example 2: Change made SIMPLE

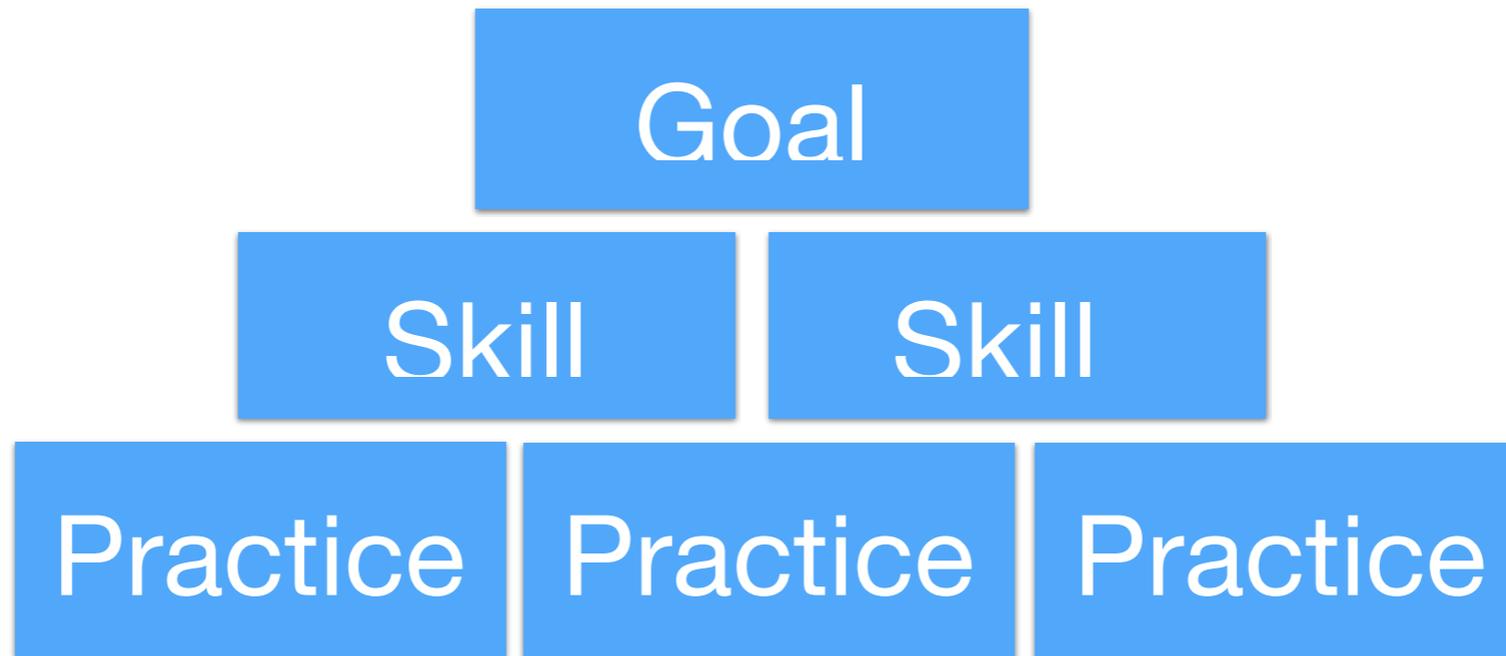


4 Roles of the Strength and Conditioning Coach in Nutrition



1. Define clearly what to do and why
2. Develop a plan to do it
3. Help them become able to do it
4. Hold accountable to keep doing it

Where to Start



Goals are accomplished through the mastery of a series of skills.
And the skills are accomplished through regular practice.

Goal

Consistently eat healthier
so I can lose 30 lbs

Month 1 Skill

Awareness of
hunger and appetite

Month 2 Skill

Month 3 Skill

Practice 1 (2 weeks)

eat slowly at
each meal

* 20 minutes

Practice 2 (2 weeks)

eat until
satisfied,
not stuffed

*80% full

Goal
Gain 15 pounds before
next hockey season

Skill 1
Increase protein intake

Skill 2
Increase daily calories

Practice 1
(2 weeks)
carb + protein shake
after training

Practice 2
(2 weeks)
carb + protein shake
between each meal

Practice 3
(2 weeks)
2 fist size portions
of protein each meal

Practice 4
(2 weeks)
3 Handfuls of carbs
each meal

Practice 5
(2 weeks)
2 Thumb size por
fat each meal

Practice 6
(2 weeks)
Add 1 extra me
each day



‘A diverse body of research supports the idea that dietary adherence—the degree to which an individual ‘sticks’ to a diet—is a more important factor in weight loss success than the ‘type’ of diet an individual is prescribed. ‘

Gibson and Sainbury

Strategies to Improve Adherence to Dietary Weight Loss Interventions in Research and Real-World Settings

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5618052/#sec2-behavsci-07-00044title>

**Quentin Lankford - What to eat/
have pre and post workout?**

**Elvin Montoya - Count or not to
count macros?**

Tomaz Zabcic - What does latest researches show about effects of creatine usage?

**Jason Hill - Weight cutting athletes,
best practices for assisting them.**

**James SooHoo - How do you talk to
body dysmorphic clients about eating
adequately?**

**Amanda Morani How many
meals in the day?**

Sean Cryan - What digital platform have you found to be both informative and effective from an accountability standpoint?

Julie Alexander - Best monitoring/tracking methods?

Matt West 16 hour daily fasts: do they ultimately make a big difference in carb and fat usage

Mike Krug What are 3 pieces of nutrition advice that you would say is beneficial to most if not all clients?

Resources

Brendon Rearick

IG: @coachbrendonrearick
Website: www.brendonrearick.com
Email: brendonrearick@gmail.com

Vinny Talluto

IG: vinny_talluto
Twitter: vinny_talluto
Email: vincenttalluto@yahoo.com

Dan McGinley

IG: danmcginley617
Email: danmcginley86@gmail.com

CFSC \$150 OFF of the Online Certification Right Now

<https://cfsc.inspire360.com/cfsc/cfsconline>

50% OFF Building Exercise Checklists Code: ZoomWebinar

www.exercisechecklists.com/p/exercise-checklists

Pre-webinar Articles

1. Healthy Eating: The Beginner's Guide on How to Eat Healthy and Stick to It <https://jamesclear.com/eat-healthy#Why%20We%20Crave%20Junk%20Food>

2. The cost of getting lean: Is it really worth the trade-off? <https://www.precisionnutrition.com/cost-of-getting-lean>

3. The 5 universal principles of good nutrition, according to science. <https://www.precisionnutrition.com/principles-of-nutrition>

Recommended Nutrition Course

The Precision Nutrition Certification <https://www.precisionnutrition.com/nutrition-certification-level-1-presale-list>

Top Nutrition Books We Recommend

[The end to overeating](#) – David Kessler

[Mindless eating](#) – Brian Wansink

[Why we get fat](#) – Gary Taubes

[The Power of Less](#) – Leo Babauta

[Atomic Habits](#) – James Clear

[Fat Loss Forever](#)- Layne Norton

[Drop the Fat Act and Live Lean](#)- Ryan Andrews

[Fueling the Adolescent](#): A Nutritional Guide for Parents of Young Athletes- Paul Salter

[The Paradox of Choice](#): Why More is Less - Barry Schwartz, Ken Kliban, et al.

[Building a StoryBrand](#): Clarify Your Message So Customers Will Listen
- Donald Miller

[The Hungry Brain](#): Outsmarting the Instincts That Make Us Overeat - Stephan J. Guyenet Ph.D.

[Food Rules](#): An Eater's Manual - Michael Pollan

[The Motivation Myth](#): How High Achievers Really Set Themselves Up to Win - Jeff Haden, Ray Porter, et al.

[The Dorito Effect](#): The Surprising New Truth About Food and Flavor - Mark Schatzker, Chris Patton, et al.

[How to Eat, Move and Be Healthy!](#) - Paul Chek

Top 5 Nutrition Articles

1.<https://www.precisionnutrition.com/pn-coaching-secrets-revealed>

1.<https://www.precisionnutrition.com/principles-of-nutrition>

1.<https://www.brandonmarcellophd.com/single-post/2014/09/02/Everything-in-Moderation>

1.<https://www.precisionnutrition.com/nutrition-is-not-a-belief-system>

1.<https://www.precisionnutrition.com/pause-button-mentality>