

Beyond Calorie Counting: What can energy feedback learn from weight loss programs?

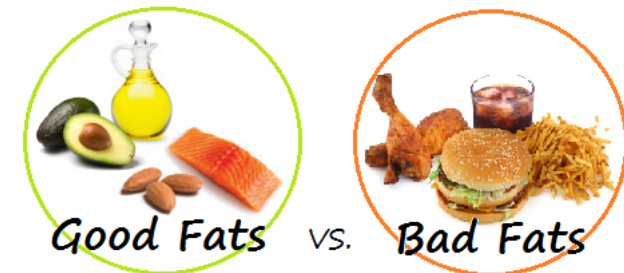
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Presentation to TEDDINET Energy-Feedback Symposium, 4-5
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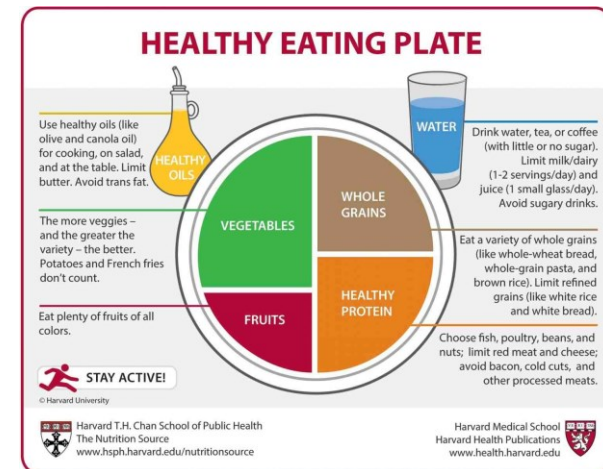
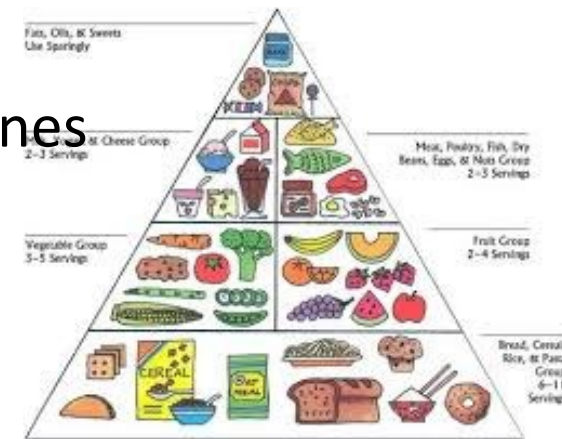
1980s Calorie Counting (for individuals)

- **Tools** for Calorie Counting
 - Weight – Food item calorie counter
 - Energy Feedback – activity calorie counters?
- **Accurate** Calorie Counting?
 - Weight – Whole Food, Protein
 - Energy – Incandescent light bulb, Insulation?
- **Good v Bad** Calories
 - Weight – Trans Fats v. Healthy Fats
 - Energy – Hall Light v TV?



1990s Healthy Shopping & Meals (for individuals)

- Weight
 - Culturally approp. food based diet guidelines
 - Food pyramids & Healthy eating plates
 - Helps w e/day shopping & eating
- Energy
 - What would an *Energy* Healthy Shopping / “Eating” Pyramid or Plate look like?
 - TEDDINET IDEAL – using disaggregated SM data to provide tailored feedback informed by social practice theory



2010s Obesogenic Environments (social structuring of obesity)

- Weight
 - Beyond focus on individual with weight problem
 - Obesity as a *social* crisis – national health & £££
 - Focus on physical & social environment creating conditions in which majority of individuals struggle to maintain a healthy weight
- Energy
 - Sociologists making similar arguments



Obesity Policy Now

- Weight / Obesity Policy needs **ALL** of:
 - Understand individual triggers for weight gain & loss & help individuals lose weight
 - Understand social activities (shopping, meals) that affect calorie consumption, provide appropriate tools for those activities to help individuals maintain healthy weight
 - Understand & change social structures creating obesogenic environments
- **Energy – Can we move beyond either / or?**

