# Nutrition Psychology

## Improving Dietary Adherence

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JONES AND BARTLETT PUBLISHERS

Sudbury, Massachusetts
BOSTON TORONTO LONDON SINGAPORE

World Headquarters Jones and Bartlett Publishers 40 Tall Pine Drive Sudbury, MA 01776 978-443-5000 info@jbpub.com www.jbpub.com

Jones and Bartlett Publishers Canada 6339 Ormindale Way Mississauga, Ontario L5V 1J2 Canada Jones and Bartlett Publishers International Barb House, Barb Mews London W6 7PA United Kingdom

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#### **Production Credits**

Publisher, Higher Education: Cathleen Sether Acquisitions Editor: Shoshanna Goldberg Senior Associate Editor: Amy Bloom Production Director: Amy Rose Associate Production Editor: Julia Waugaman Associate Marketing Manager: Jody Sullivan V. P., Manufacturing and Inventory Control: Therese Connell Composition: Glyph International Cover Design: Scott Moden Photo Research and Permissions Manager: Kimberly Potvin Associate Photo Researcher: Jessica Elias Printing and Binding: Malloy Incorporated Cover Printing: Malloy Incorporated

#### Library of Congress Cataloging-in-Publication Data

Blackman, Melinda C. (Melinda Carroll)

Nutrition psychology : improving dietary adherence / Melinda C. Blackman, Colleen A. Kvaska.

p.; cm.

Includes bibliographical references and index.

ISBN 978-0-7637-8040-1

1. Diet. 2. Nutrition—Psychological aspects. 3. Food preferences. I. Kvaska, Colleen. II. Title.

[DNLM: 1. Diet—psychology. 2. Food Habits—psychology. 3. Food Preferences—psychology. 4. Health Behavior. 5. Health Knowledge,

Attitudes, Practice. QT 235 B629n 2011]

RA784.B5519 2011

613.2-dc22

2010000295

6048

Printed in the United States of America
14 13 12 11 10 10 9 8 7 6 5 4 3 2 1

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# Acknowledgments

We are very grateful for the expertise and support of our dedicated editors at J&B, Katey Bircher and Maro Gartside. Thanks for bringing this project to fruition! A special thanks to our agent Stan Wakefield for his hard work and much-appreciated advice along the way. We would also like to thank our reviewers for their time and insight.

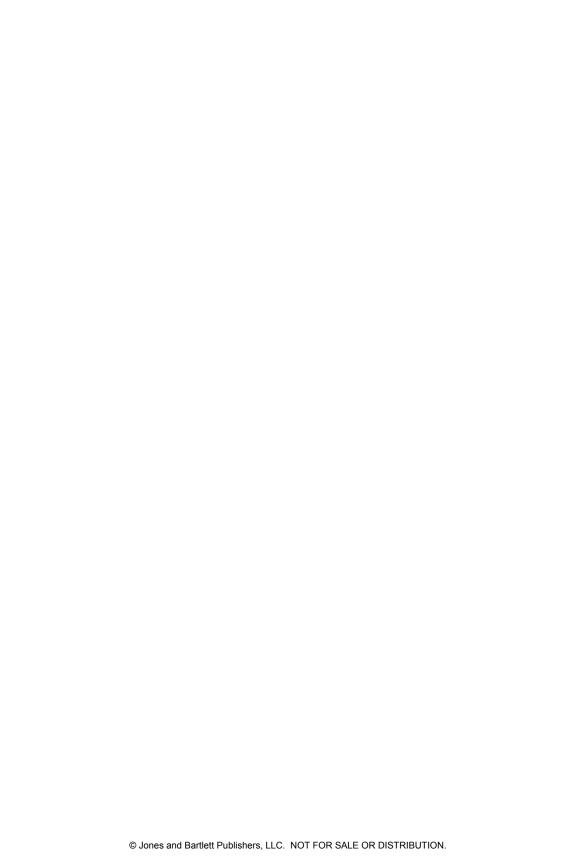
M.B. and C.K.

I would like to thank my family for their love and support during this project and encouraging me to follow my dreams. Also, a big thank you goes out to my academic mentor, Dr. David Funder, who is a wonderful role model and made my academic training first rate! Last, I would like to say thank you to my coauthor Colleen. I so enjoyed working on this project with you and am very grateful for all of your knowledge and wisdom.

M.B.

Thank you to Melinda for providing me the opportunity to collaborate and contribute to this unique and insightful textbook.

C.K.



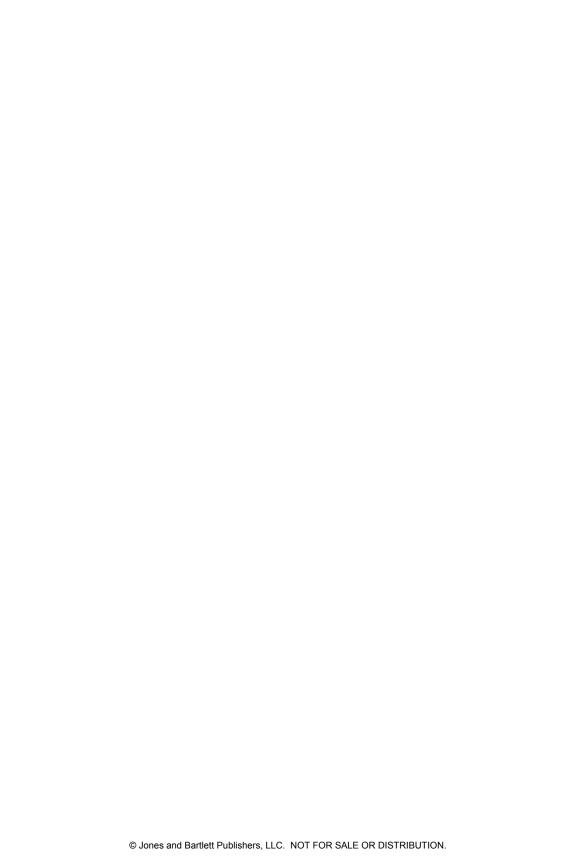
## Introduction

For years, the field of psychology has been applied to other disciplines to enhance our quality of life. Psychology has been applied to the field of sports so that athletes can maximize their ability on the playing field and to the legal system so that the validity of eyewitness memory can be better understood. Businesses have long relied on psychologists for selection methods and tests for personnel, yet one discipline has yet to be tapped—the field of nutrition. As obesity and type II diabetes continue to dramatically rise in the United States, the timing for a partnership between the fields of psychology and nutrition (adherence) could not be more opportune. We are excited to bring you this unique partnership between the two disciplines in the form of this textbook.

This text was written with a variety of students and practitioners in mind. We believe that health science, kinesiology, and psychology students; nurses; nutritionists; and doctors, as well as patients, will benefit from the information and practical applications illustrated in this text. The text encompasses all types of dietary adherence programs such as gluten-free, weight-loss, low-sodium, and a nutritionally balanced regimen.

Psychological research has long shown that human behavior can be analyzed and understood from several different perspectives (e.g., behavioral, cognitive, biological, psychoanalytic). We have devoted each chapter in the text to a different psychological perspective while illustrating that perspective's practical applications to nutrition adherence. The reader will become aware of how the environment, a person's cognitions and emotions, one's biology, and even the subconscious all play a role in the extent to which he or she adheres to a prescribed nutrition regimen. After presenting relevant research findings in each chapter, adherence strategies, application illustrations, and workbook-type exercises will be given.

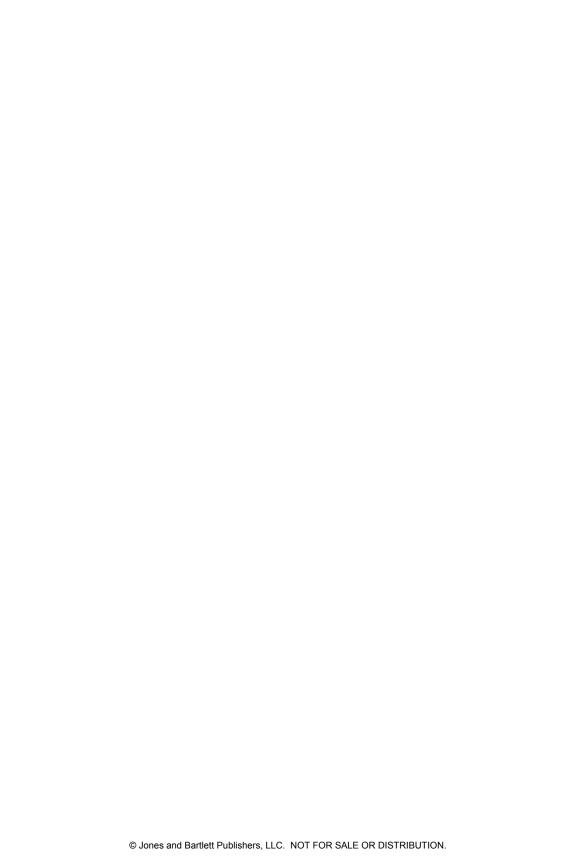
We hope that this text will serve as a springboard for future collaborations between researchers in the fields of psychology and nutrition. May your journey through the text be enlightening!



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