**Dietitians of Canada 2013 BCHH Symposium Session – *Seductive Nutrition: Enticing Consumers to Choose Foods with Benefits***

**-Evaluation Results-**

1. **Overall, how would you rate today’s symposium session?**

Excellent 77%

Very Good 19%

Good 4%

Fair 0%

Poor 0%

1. **How would you rate Dr. Painter’s delivery of the presentation?**

Excellent 92%

Very Good 6%

Good 2%

Fair 0%

Poor 0%

1. **Are the principles of Seductive Nutrition relevant to your practice?**

Yes 95%

No 2%

n/a 3%

1. **Did you learn something new from the information presented today?**

Yes 82%

No 18%

**If so, what? (verbatims)**

* Phrases, sell the sizzle, romancing the menu and a few laughs!
* How to make nutrition sound good
* Nutrition can be entertaining
* Don’t restrict foods! Don’t tell people just “what” to do but why and how. Thanks!
* How to make healthier sexier!
* A good reminder of the negative perceptions people have around ‘healthy foods’, and that we have to sell healthy foods my making them more appealing.
* Practical tips to help people eat better and still enjoy food!!
* Visual perception a powerful thing
* Describe foods in a seductive way
* Very energetic info and research knowledge that should help everyone to loose weight
* Visual cues, packaging and container size
* Small changes are effective
* Be positive with messaging
* I like the information on portions/descriptions on menu. Thanks.
* I liked the tips. Informative, used humour, laid back. Easy to read slides.
* Good motivations prompts (phrases) about changing the dining environment to help empower clients.
* Seduction and nothing is “bad.”
* Change the dining environment.
* The importance of labeling foods like “fish” vs “succulent Italian fish.”
* Get rid of health message and talk about taste.
* Critical importance of visual cues.
* Destination foods.
* The studies were fascinating.
* The topic of portion control via plate size is something I know but seeing the numbers that came from Dr. Painter’s studies were still shocking.
* I’m fairly informed regarding mindless eating, but I still loved the presentations. Loved the pictures of before and after.
* Have read Mindless Eating before but adaptations to meals were interesting.
* Size of bag
* Food environments and the drastic effects it has on food consumption
* Great fun – perfect for the end of the day – nice to have a Canadianized presentation
* New ideas to cuter meals. See the studies to confirm beliefs.
* “Sell the sizzle”
* Seductive marketing of healthy options
* Descriptive food names make a difference. Amazing.
* That smaller containers may encourage decreased consumption.
* The research re Romancing the menu. Decreased plate size. Very effective talk.
* To focus on portion sizes.
* Renaming labels decreased perception of a food.
* Naming dishes in creative ways.
* Dr. Painter always in entertaining. Very wise words. I will use this info in practice.
* Language of what’s presented.
* The use of how things (foods) are described could go either way!
* Principles and steps
* Portion size impact
* Tips provided/strategies
* Make things slightly better, romance it, sell it.
* Endless soup study!
* Some of the research to back up what is being done. Was aware of the soup study. Interesting marketing techniques.
* Most of it I already know from B. Wansink’s book, but it wa good to hear it. Not restricting but teaching people to eat great, healthy stuff (w/o telling them).
* Portion control/sizes of utensils/dishes does work!!
* He re-energized me! Thank you.
* Previously underestimated importance of visual cues.
* Resources and relevant examples. Merci!
* Included old info with a new angle. Always a pleasure to hear him talk.
* Importance of appealing, tasty foods to encourage people to eat well.
* Strength of visual cues.
* Keep it simple stupid (KISS)
* Change recipes slightly so they are still yummy.
* High significance of visual cues.
* New perspective and new way to challenge the paradigm
* New way to present info to cooks
* Yes, will make me think about what we call menu items. We always come across as the “food police.” This presentation gave us food for thought.
* Calling food “healthy” may decrease intake.
* Importance of visual cues.
* The influence to intake on menu labels – in our LTC facility the clients complained about “fancy named items” but they may have eaten more if we had persevered.
* Changing the descriptions of healthy foods to make them more enticing so consumers will eat them.
* It’s common ideas but articulated in a very simple way. Thanks!
* Modify recipes and dining environment to promote healthier choices and decrease portion using visual cues.

**“No” answer comments (verbatims):**

* I’ve heard him speak ~2-3 years ago at DFC symposium. Great job!
* No, because have attended Brian Wansink’s presentation.
* Had heard the same presentation under the title Mindless Eating.
* Not new, but good to reinforce.
* Mostly no, I am very familiar with Wansink experiments but still always interesting.
* No, but still loved it!
* Knew most – but he was still terrific
* No, just confirmed what I’d already knew though!
* Read Dr. Wansink’s book!
* This would be better for general public. Would like more substance of how to put into practice (e.g. pock guide great!). Already using principles of, don’t tell people to restrict foods have positive spin. Some info helped generate more ideas.
* I’ve read the studies before, but still a nice reinforcement of good dietetic principles.
* Having previously read Mindless Eating, I feel this was a good compliment and reinforcer.
* No, but great reminders! Have read Mindless Eating so familiar with studies and findings.
* Reinforced concepts that I already knew but forgot their importance.
* Read Mindless Eating by B. Wansink but very entertaining presentation!