

# CULTIVATING A MINDSET OF HEALTH



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**MINDSETS  
DRIVE  
CHOICES**



“How much longer do I have before I have to change to a healthy lifestyle?”



*I did then what I knew  
how to do.*

*Now that I know  
better, I do better.*

*Maya Angelou*

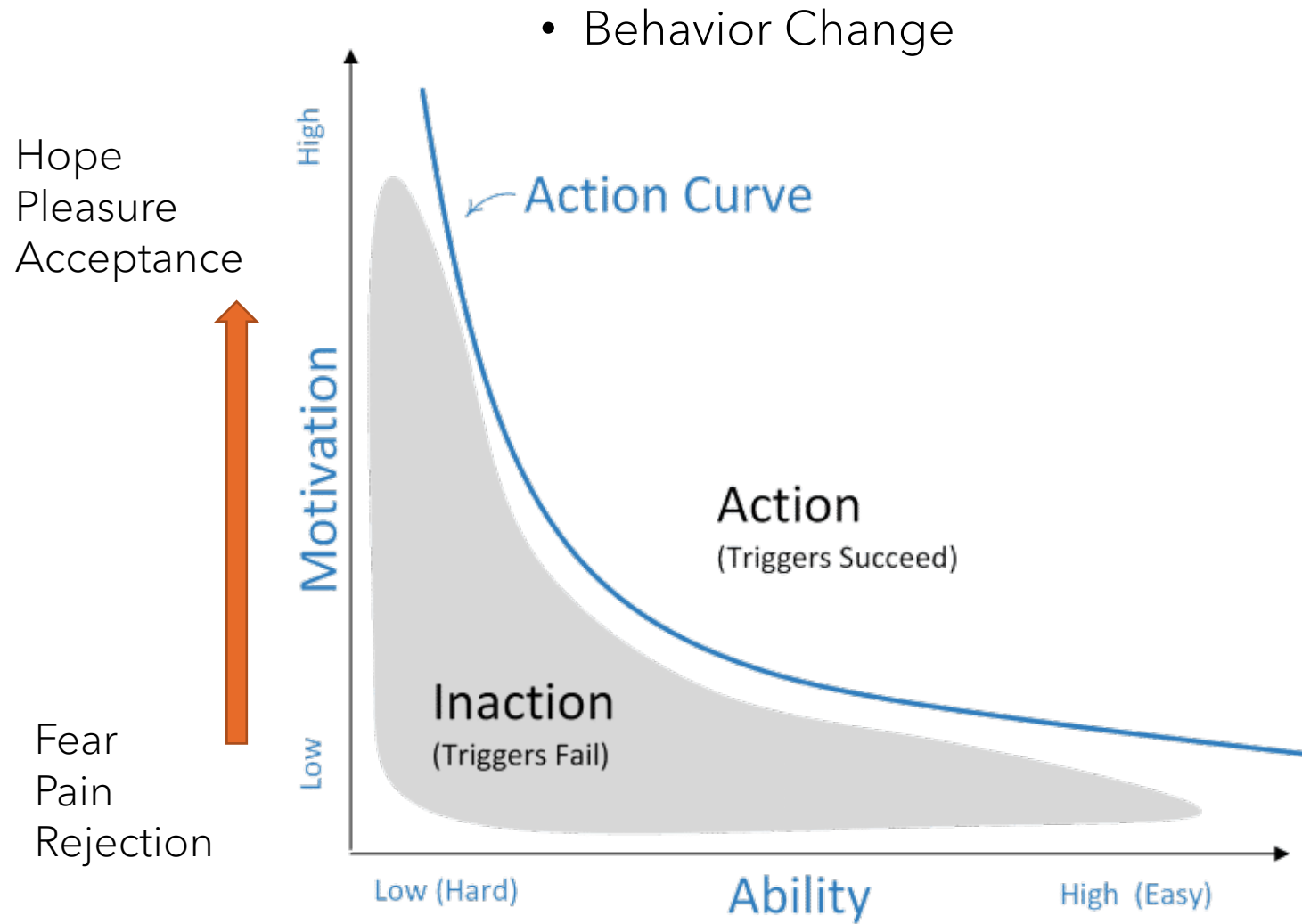
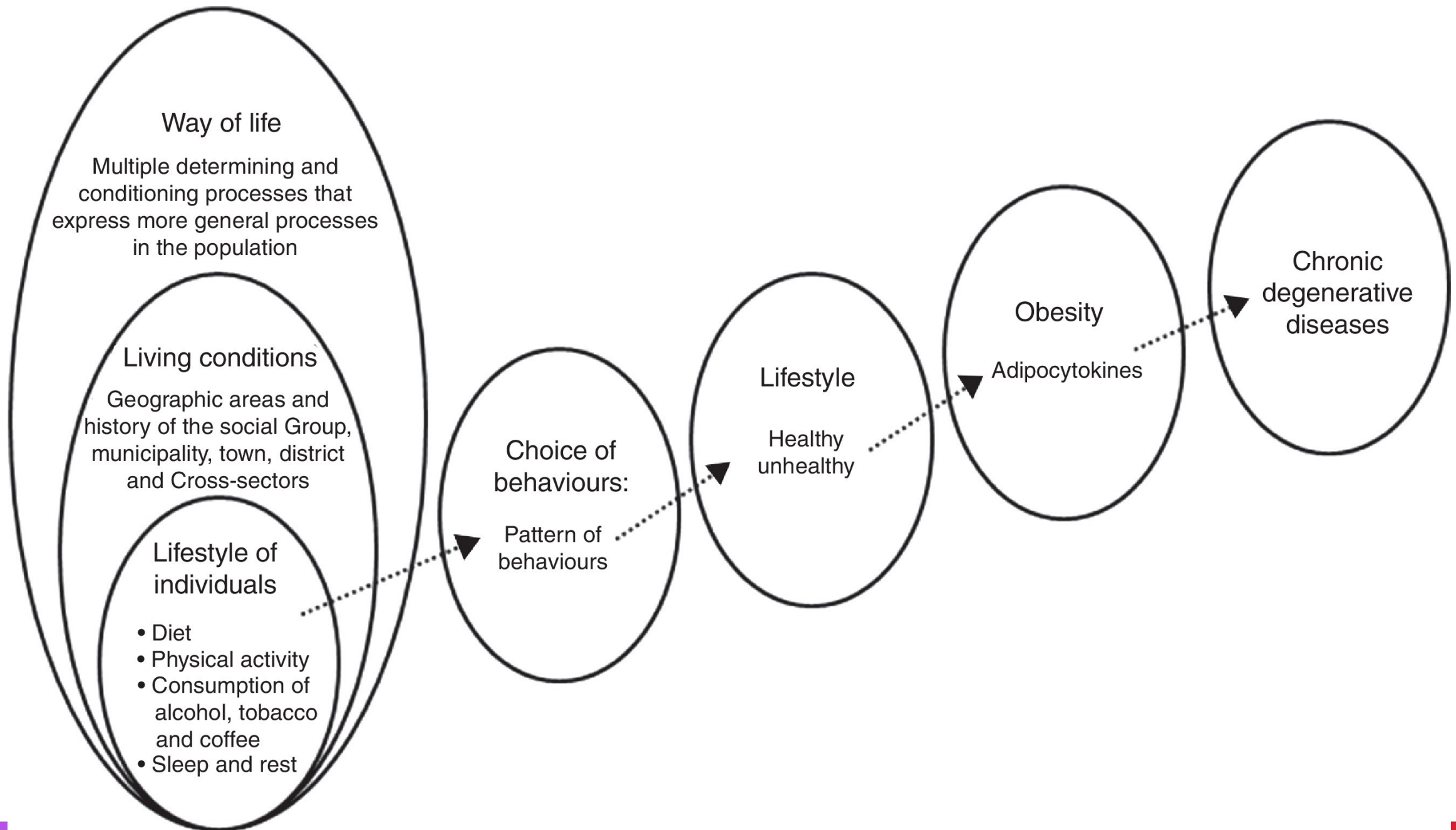


Figure 1 – the B.J. Fogg Behavior Model

Time, money, resources

Skills, scaling back, training tools



# RESEARCH ON SUSTAINABLE LIFESTYLES

- Most commonly reported influences:
  - Social support (whether provided formally or informally),
    - beliefs (about the self or the causes and management of poor health, and the value of maintaining lifestyle behaviors),
    - Psychological factors (including attitude, thinking and coping styles, and problem- solving skills)

Murray J, et al.. *BMC Cardiovasc Disord.* 2013;13:48..

Stead et al. *International Journal of Behavioral Nutrition and Physical Activity* (2015) 12:87  
DOI 10.1186/s12966-015-0240-2



**RESEARCH**

**Open Access**



# Why are some people more successful at lifestyle change than others? Factors associated with successful weight loss in the BeWEL randomised controlled trial of adults at risk of colorectal cancer

Martine Stead<sup>1\*</sup>, Angela M. Craigie<sup>2</sup>, Maureen Macleod<sup>2</sup>, Jennifer McKell<sup>1</sup>, Stephen Caswell<sup>2</sup>, Robert J. C. Steele<sup>2</sup> and Annie S. Anderson<sup>2</sup>

# **SUPER ACHIEVERS**

- Determination and consistency in their engagement with the intervention
- Receptivity to new information and prompts
- Previous positive experience of changing health behaviors
- Being motivated by early success
- Making changes routine
- Ability to devise and apply strategies for dealing with setback and 'relapse' triggers



# THE REALITY OF CHANGE

- "Human beings are works in progress that mistakenly think they're finished."

Dr. Daniel Gilbert, Harvard Professor

- Personality changes throughout life and is quite different over 60 years (14-74)
  - Psychology of Aging, 2016, Vol. 31, No. 8, 862-874

- We overpay to indulge our current cravings and underestimate long term cost
- We underestimate how much change occurs over the decade
- The person you are now is changing and will change, you will not be the same in 10 years
  - And yet we somehow believe that we won't change and are happy with who we are now.
- We find it hard to imagine who we will be in the future



**HOW DO I  
CREATE A  
HEALTHY,  
SUSTAINABLE  
LIFESTYLE?**



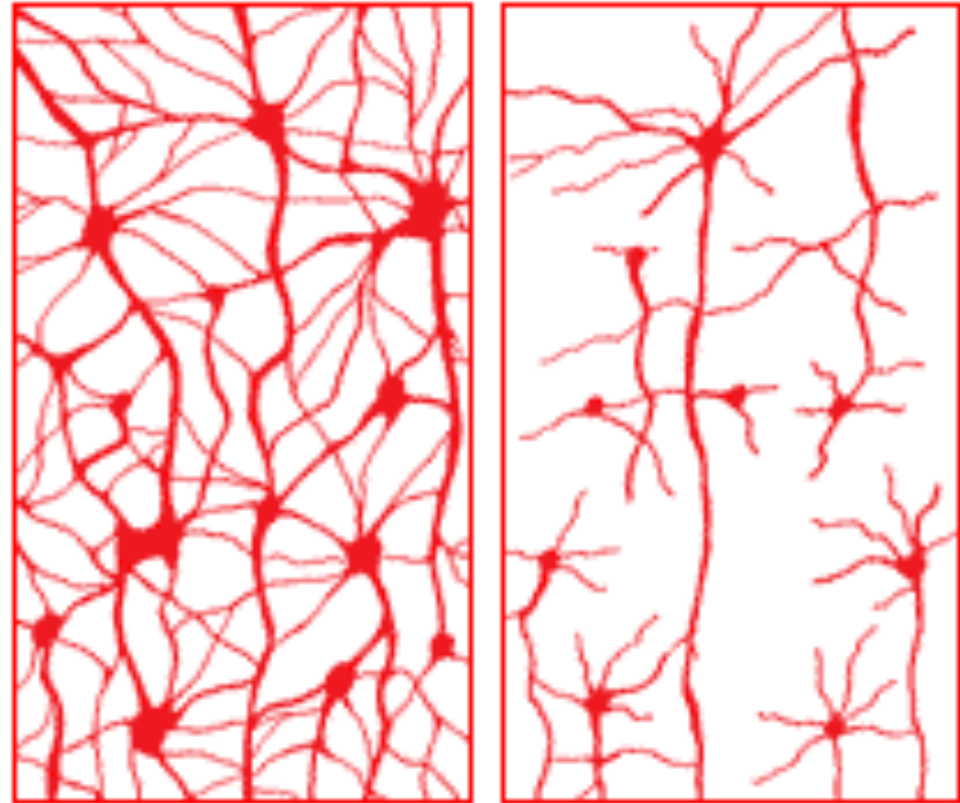
**WE HARVEST FROM THE SEEDS  
WE PLANT**



# POWER OF A REPEATED THOUGHT



## Brain cell connections



section of a  
stimulated brain

section of an  
unstimulated brain

# ADAPT

- Your brain is always changing- plasticity
- Experience and repetition dependent
- Learning occurs through pruning strengthening or weakening connections
- Change in size and shape
- Brain is modified by repeated acts-  
Neurons that fire together, wire together

A person is running through a field of tall, golden-brown grass. They are wearing a red t-shirt and dark pants. A large kite with yellow, red, and black panels is flying in the sky, attached to a long yellow string. The sky is filled with dramatic, grey clouds, and the sun is visible, creating a bright glow and long shadows. The overall mood is one of joy and freedom.

**GRATITUDE**

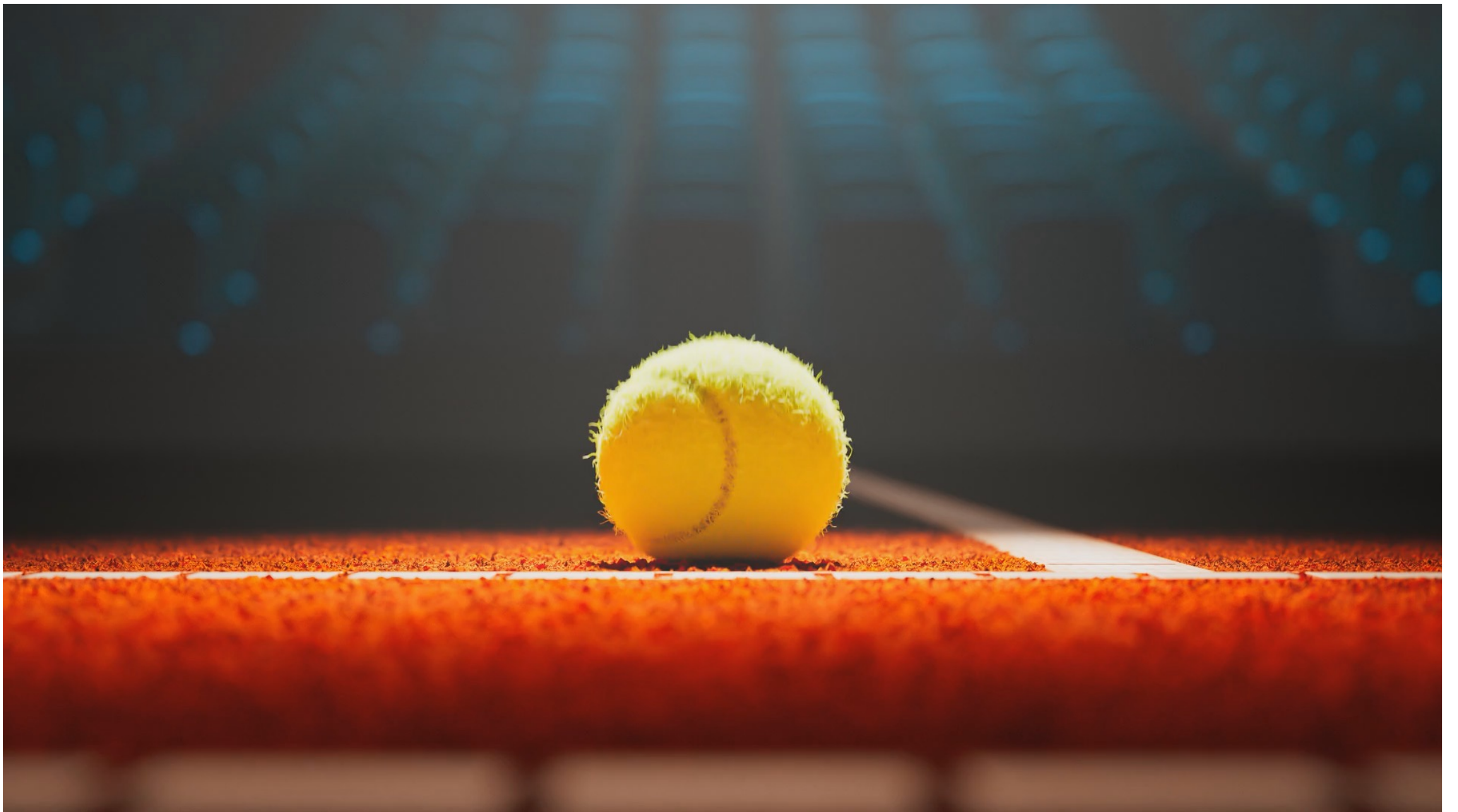
# THE SCIENCE OF GRATITUDE

- Activates the reward centers of the brain and increases the release of dopamine and serotonin improving the neural coupling in the bliss centers of the brain.
- Enhances cognitive restructuring and evokes positive thoughts, reducing fear and anxiety.
- Mitigates the effects of stress reducing cortisol by 23%
- Lowers blood pressure, inflammation (CRP), and lifetime risk of depression
- Facilitates improved sleep patterns



# THE SCIENCE OF GRATITUDE

- Improves heart rate variability
- Enables people to be more likely to exercise, eat healthier diets, less likely to smoke, and have higher adherence rates to medications and healthy lifestyles.
- Improves relational trust, loyalty, and sustainability.
- Increases neural modulation in the prefrontal cortex resulting in reduced guilt, shame, and violence.
- Lifts us up and gives us a new foundation to build upon



**RESILIENCE.** THE CAPACITY OF A DYNAMIC SYSTEM TO ADAPT SUCCESSFULLY TO DISTURBANCES THAT THREATEN SYSTEM FUNCTION, VIABILITY, OR FUTURE DEVELOPMENT OF THE SYSTEM."

# ADAPTABILITY QUOTIENT (AQ)

- The ability to determine what's relevant, to forget obsolete knowledge, overcome challenges, and adjust to change in real time and deliberately.
  - Change Your Thought Process. Let go of the "Well, that's the way we've always done it" mentality. .
    - Open-mindedness. Actively work on managing unconscious biases and remain open to possibilities.
  - Actively seek to view situations from the perspectives of others
  - Embrace learning, develop new skills to prepare for an uncertain future
  - Push yourself out of your comfort zone- take more risks
  - Practice gratitude

- **"The prisoner who had lost faith in the future— his future—was doomed.** With his loss of belief in the future, he also lost his spiritual hold; he let himself decline and became subject to mental and physical decay . . . Victor Frankl. *Man's Search For Meaning*

And "It is a peculiarity of man that he can only live by looking at the future."



# Imagination

*“Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.”*

*—Albert Einstein*



**“Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning.” – Gloria Steinem**

- **Activates planning centers of the brain**
- **Cultivates enthusiasm and hope**
- **Visualization-sports/music**
- **Imagine a healthy future self**



# CHOOSE YOUR FUTURE SELF OVER THE PAST OR PRESENT

- The more powerful the immediate gratification, the more you should be concerned
- What is immediately rewarded is repeated, what is most painful will be avoided
- Delayed gratification people have superior lives in every way. Success requires you to ignore the allure of the immediate reward.
  - Most people know this but you have to work with your nature by adding immediate pleasure to good and pain to bad.



# FUTURE SELF RESEARCH

## 1. Clarify Past, Present and Future self-

- Get rid of “I am” labels- Assume a label blinds you to options and alternatives
- Recognize how much you have changed and grown-recognize the gain, not lack

## 2. Envision your future self

- If you don't imagine who you want to become, you will reactively be shaped by life around you.
- Hope and motivation are ignited by clear, desirable outcome, the belief you can achieve it, and a pathway to get there
- Someone you desire to be- Journaling

## 3. Change Your Identity Narrative- Rewrite story you tell about yourself

- Tell others who you will become, not who you were or are now
- We are all in the continuous state of becoming, shaped either by past and present or our future vision

# BECOMING YOUR FUTURE SELF



“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.” - Pablo Picasso



Focus on the things that matter-  
make a list

Important not the urgent

Value your time and life enough to start saying no  
Consume material that increases hope, belief,  
motivation



Results orientation toward future self,  
not busyness

Write down 3 priorities for each day when you go to bed  
Shorten deadlines–work always fills the allotted time  
Don't hold yourself to perfection  
Small achievable goals

# REWIRE REWARDS

- In the beginning you need a reason to keep you on track until the delayed rewards become apparent; a satisfying short-term reward
  - Reinforces your identity (sustains a habit)
  - Exercise for 2 weeks schedule a massage or
  - Eat healthy food at home- save money for an exciting trip
  - Eat healthy for a month and reward yourself with a great concert

# Disease and health spread through social networks



# Disease and health spread through social networks

- A US study followed 12,000 people for 32 years, if you have a close friend who becomes obese, your chances of becoming obese increase by 171%.
- when we eat with people who eat a lot, we eat more- and are less likely to pay attention to our own cues
  - we look for cues about how to behave and decide which choice is the most

- Recent studies have shown that quitting smoking spreads through social networks. If your significant other quits you have a 67% decreased chance of smoking.
- 25% Happier if your happy friend lives within 1.6km.
- Lower BMI with a healthier friend
- “married individuals harbor microbial communities of greater diversity and richness relative to those living alone”
- People inoculate their homes and environments with their microbiome

# LOVE AND SOCIAL SYSTEM

- Benefits
  - Improved immune system
  - Improved autonomic system
  - Reduced cortisol/stress response
  - Reduced blood pressure/heart rate
  - Shorter hospital stay
  - Better outcome after heart attack
  - 13% lower risk of dying from pneumonia
  - More often you are hugged the lower risk of illness
  - Study of 5000-strong marriage lived longer than unmarried
  - Reduces depression and anxiety
- Absence of love
  - Poor social ties, 2x risk of death
  - Increased blood pressure
  - More likely to require ventilator support for pneumonia
  - More colds and flu
- mortality risk associated with a lack of a strong social network was comparable to smoking up to 15 cigarettes every day, or more than 6 alcoholic drinks a day.

# Evaluation



# STAGES OF LEARNING

Unconscious incompetence-You don't know what you don't know



Conscious incompetence-Humility you don't know



Consciously competent



Unconsciously competent



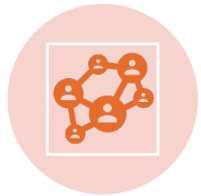
Automated



Action  
Changes  
Things



# PLAN



Inspired to Invest in  
Future Self-You are  
important



Clear vision-Future  
Self-exciting and  
evokes passion



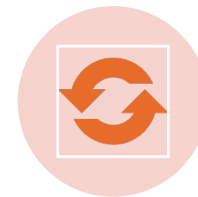
Write it down



Review-daily



Revise



Repeat

# BASICS FOR A DAILY ROUTINE

## Start where you are today

It's a new day and the goal is progress not perfection. Focus on today, not on guilt from the past or fear of the future

## Focus on progress not perfection

Advance along the spectrum until plant foods become the rule and processed/animal foods become the exception

## It's more about what you add in than what take away

Instead of focusing on what you're "giving up," focus on the abundance you're adding into your diet.

## Set goals

Each week, set a new goal. Write it down, and identify specific steps you will take to achieve it

## Create Healthy Environment

Organize your home around healthy choices

# PLANNING FOR SUCCESS

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Keep it simple-"I can't believe it is this easy."

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Connect to something you already do

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Repeat it frequently and remove friction points

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Protect your time-learn to say no more often

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Review your progress weekly

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Celebrate your success as often as possible

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Learn to adapt-flexibility and resiliency

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Connect to community, support and accountability

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# IMPORTANT CONSIDERATIONS

- Stick to the schedule
- Peak motivation tasks when you have the most energy/willpower
- Greatest threat is boredom–
- Can't listen to our feelings
  - Take action when mood is not right
  - Do it when we don't feel like it
  - Excellence-fall in love with daily routine, curiosity of daily activity
  - Good enough-we lose ability to pay attention to errors or slippage
  - Need automated habits plus determination

# IMPORTANT CONSIDERATIONS

- Reflection and Review Need to schedule review process-regular-weekly, monthly, quarterly, annually. Course correction Without allow us to continue to deceive ourselves
  - Simple notes for improvement
  - Integrity report where we went wrong, revisit core values reflect on identity
  - What are the core values that drive, how living with integrity now and how set a higher standard
  - Review is like looking at the mirror -kale in your teeth-

# PRACTICAL STEPS

- Use your calendar or planner to organize your week
  - Visualize your success-How does a healthier you look and what are you doing
- Cut out pictures if needed to help remind yourself-Vision board
- Take time to evaluate the bigger picture and work backwards to small daily steps
- Set yourself up for success by reviewing your week on Sunday-15 minutes can change the week

# PRACTICAL STEPS

- Be consistent and diligent– We are what we repeatedly do:
- Success is tied more to repetitions than time
- Accountability
- Identify old mindsets and lies that have hindered you in the past
  - I don't have enough time
  - Too tired
  - Out of control-crazy busy
- Celebrate small successes





**LEARN FROM  
YOUR PAST,  
LIVE TODAY  
WITH  
ENTHUSIASM,  
AND ENVISION  
TOMORROW  
WITH GREAT  
HOPE.**

**THANK YOU**



# REGENERATIVE POTENTIAL OF A WHOLE FOOD PLANT-BASED PLATE

OWFPB = Organic  
Whole Food  
Plant-Based  
diet

