

FIT & FULL HEALTHY EATING PLAYBOOK

DESIGN A HEALTHY EATING
APPROACH THAT FITS YOU



FOOD & MOOD
Cafe

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Hello!

Thank you for joining the Food & Mood Cafe! I can't wait to work with you. The Fit & Full Healthy Eating Playbook is your starting place. You'll learn to create a plan that fits your lifestyle and budget. But don't stop here. Take advantage of the tools and resources available in My Cafe and join us in the drop-in sessions to get coaching, connect with friends, and find inspiration for your meals and workouts.

Let's get going! ❤️

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Old Way vs New Way

It's time to change the way we think about living healthy. It doesn't have to be about hard diets and complicated meal plans. Fit & Full is all about embracing a lifestyle that allows you to enjoy the foods you love and that can adjust to your life and budget.

THEN

Diet

On/Off Programs & Plans

Your Meal Plan

Boring Foods

100% Perfect

NOW

Personalized Plan

Adjust Approach

Healthy Eating for You +
Your Family

Foods You 

75% Most of the Time

VS

Your Starting Point

Take a minute to reflect. These questions will help guide your thinking for a healthy eating plan that works for you.

What happened the last time a diet or program didn't work for you?

When are you most likely to struggle with healthy eating?

What situations or triggers tend to make you eat unhealthy foods?

What type of food do you love?

“We all want to be healthy and feel good, but with so many diets and programs, it can be hard to know where to start.



The Fit & Full Healthy Eating Playbook is a game plan for healthy eating. You'll learn about key nutrition principles and get a system to create a personalized eating plan that works for you. With Fit & Full, you can enjoy the foods you love and feel full. And the flexible structure allows you to adapt your eating habits based on your schedule and any unexpected twists life throws your way.

The Playbook includes 5 Plays; these are different strategies that you can put into action based on your unique situations. Just like in a game, these plays allow you to make choices and take action. They are practical strategies that enable you to navigate different scenarios and make healthier choices.

THE 5 PLAYS

The 5 Plays are practical strategies that will allow you build your healthy eating plan to the foods you love and adapt to your life and budget.

1
PRIORITIZE PROTEIN

2
FOCUS ON FIBER

3
BOLT ON CARBS OR FATS

4
CALL YOUR PLAY

5
BUILD IN CHECKS & BALANCES

PLAY #1- PRIORITIZE PROTEIN

Protein is the rockstar when it comes to healthy eating, which is why it's the #1 Play. You will feel full, energized, focused, and strong when prioritizing protein. It can even help you reach your weight-loss goals. That's why Tool #1 in Fit & Full ensures you get enough protein. Eating more lean proteins can significantly affect your health and well-being. Here's a quick rundown of some of the benefits of a high-protein diet.

Burns More Energy

Eating foods high in protein has been shown to increase your metabolic rate, which means you'll burn more calories throughout the day. Protein also has a high thermic effect, which means that your body burns more calories digesting protein than it does digesting carbohydrates or fats. So, eating more protein can help you increase your energy levels and lose weight.

Provides Steady Energy

Eating lean proteins throughout the day helps to provide a steady and sustained energy supply. When we eat foods with protein, it takes longer for our bodies to digest and absorb it, which helps to prevent the rapid blood sugar spikes and energy dips that can leave you feeling tired and sluggish. You can improve your overall mood and productivity by keeping your energy levels stable.

Curbs Hunger

Eating protein-rich meals can help you feel fuller for longer. A high-protein diet is beneficial for keeping hunger at bay because protein helps slow digestion, stabilizing ghrelin levels. Ghrelin is the hormone responsible for making us feel hunger and fullness. By keeping ghrelin levels stable, you're less likely to experience cravings and overeat.

PLAY #1- PRIORITIZE PROTEIN

Helps Build Lean Muscle Mass

Protein plays a vital role in building and repairing lean muscle mass. By consuming adequate protein each day, you can help your body recover from exercise, reduce muscle soreness, and increase muscle strength. Lean muscle mass is good for you because it helps to boost your metabolism, burn more calories, and improve your body composition.



Balances Hormones

Protein is essential for regulating the production of hormones in the body. Hormones control a wide range of bodily functions, including metabolism, digestion, and reproduction. Consuming adequate protein can help balance your hormones, which can lead to improved mood, better sleep, and a more consistent energy level.

The best lean protein options include chicken breast, lean beef, salmon, tofu, Greek yogurt, lentils, and eggs. These are all great sources of high-quality protein that can be easily incorporated into your daily meals. If you're on the go and don't have access to a full meal, you can supplement your protein intake with protein bars or shakes.

HOW MUCH PROTEIN?

“Aim to eat at least your target body weight in protein per day.

Determining your daily protein intake can be confusing since it depends on your activity level and fitness goals. Most studies suggest consuming 0.7–1 gram of protein per pound (1.6–2.2 grams per kg). To simplify it, aim to eat at least your target body weight in protein per day. However, it's important to remember that these are just general guideposts, and protein intake should be tailored to meet your specific needs.

As fitness and exercise goals increase, your protein intake may also need to increase. It's also important to consider age and overall health. When it comes to meals and snacks, make protein as the star of the show. Depending on how many times you eat in a day, eat between 15-40 grams per serving.

Protein=
15-40 Grams Per Serving”

TOP PROTEIN PICKS

Example of 30 Grams of Protein



Eggs
4 Large



Protein Powder
48 Grams



Shrimp
120 Grams Cooked



Cottage Cheese
250 Grams



Chicken Breast
100 Grams Cooked



Greek Yogurt
300 grams



Kidney Beans
320 Grams Cooked



Sirloin Steak
140 Grams



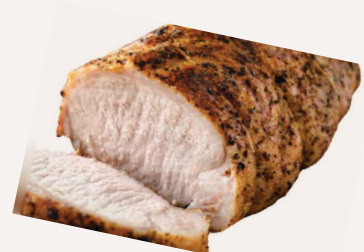
Ground Turkey
130 Grams Raw



Rotisserie Chicken
120 Grams Skinless



Cod
160 Grams Raw



Pork Tenderloin
134 Grams Cooked

PLAY #2 FOCUS ON FIBER



Power Play Protein+ Fiber

Fiber is your friend. It's a carbohydrate that the body can't digest, so it passes through the digestive system largely intact. This means that fiber helps keep you feeling full and satisfied for longer periods while also providing a range of health benefits.

One of the great things about fiber is that it gives you the feel full effect. Since fiber takes longer to digest than other nutrients, it stays in your stomach longer and promotes feelings of fullness and satisfaction. This can be particularly helpful when managing your weight or reducing calorie intake. So, what are some good sources of fiber? For starter, whole grains, vegetables, beans, and legumes.

When it comes to making the healthy choice, look for options containing at least 3 grams of fiber per serving within 15 to 30 grams of carbohydrates. Some examples include vegetables, whole wheat bread, Ezekiel bread, whole grain wraps, and brown rice tortillas.

The power play of protein plus high-fiber foods helps to manage hunger, reduce cravings, and prevent overeating. You will feel satisfied for more extended periods of time and less likely to snack between meals. And this protein-fiber combination can help regulate blood sugar levels and prevent spikes and crashes.

TOP FIBER PICKS



Dark-colored Vegetables

Carrots, beets, and broccoli are fiber-rich. Collard greens and Swiss chard have 4 grams of fiber per cup. Artichokes are among the highest-fiber veggies, at 10 grams for a medium-sized one.

Berries

Choose high-fiber options berries, options like raspberries, blackberries, and blueberries. About 1 cup equals 8 grams of fiber.



Whole Grains

Some of the best whole grains for fiber include farro, quinoa, oats, and brown rice. A serving (about 1/2 cup) of cooked brown rice contains about 3 grams of fiber,



Beans

Navy and white beans are the most fiber-rich, but all beans are fiber-packed. Black, garbanzo, kidney, and lima, are all great options. About 1/2 cup is 7 grams of fiber.



PLAY #3 BOLT ON CARBS & FATS

Always start with protein and fiber as your base. After prioritizing protein and focusing on fiber, the next step in the Fit & Full Playbook is to decide whether to bolt on carbs or fats to your meal. This choice is personal and should be based on the foods you love.



OR



So, are you a fan of carbs or fat? Let your preference or your mood guide your meal planning. The goal here isn't to feel deprived but full and satisfied, and the key in this play is to pick one - either carbs or fats. Why? Because when we combine both, there's a tendency to overindulge. Meals with both carbs and fats can be energy-dense, translating to high-calorie content.

Choosing to bolt on either carbs or fats allows you to enjoy a variety of foods while maintaining balance. It keeps meals interesting and satisfying, making sticking to healthier eating habits easier. Remember, the game plan is about enjoying food, not depriving yourself. So choose the addition that will make your meal more enjoyable for you. That's how you make this a lifestyle.

“

1 Bolt-On Fat= 5-15 Grams
1 Bolt-On Carb= 15-20 Grams

PUTTING IT ALL TOGETHER

The key to this approach is prioritizing protein and fiber, which will keep you full and satisfied throughout the day. It's hard to overeat on these two nutrients alone, so you won't have to worry about counting calories. Aim for 15-40 grams per serving for each serving of protein. For fiber, choose options that have at least 3 grams of fiber and are within 15-20 carbs. Depending on the number of meals you eat daily and your goals, you may eat 1-2 servings of each. For example, if you only eat 3 meals per day, then you will likely eat 2 servings of protein or fibrous carbs.

After prioritizing protein and fiber, bolt on a carb or fat. The choice is yours. If you're adding fats that have more than 5 grams of fat, consider that a bolt-on. One bolt-on fat should ideally be between 5 and 15 grams of fat. Consider that your bolt-on if you're eating more than 15-20 grams of carbs. Keep it simple and don't overthink it.

So, what happens if you bolt on both a carb AND fat? It can lead to overeating and feeling sluggish and tired. No big deal. Learn from the experience and move on to the next healthy choice.

PUTTING IT ALL TOGETHER



1-2 Servings

Focus on Fiber

Include fiber in all meals and snacks. Aim for **3 grams of fiber** per serving within **15 to 30 grams of carbohydrates**.

Prioritize Protein

Start with protein and include in all meals and snacks.

15-40 Grams per Serving



1-2 Servings

Fat: 5-15 Grams



OR



Carbs: 15-20 Grams

Bolt on Fat OR Carbs

After protein and fiber, add on one carb OR fat.

Fat: 5-15 grams

Carbs: 15-20 grams

HOW TO KNOW HOW MUCH?

While a food scale will give you the most accurate info (see Play #5), sometimes you need an in-the-moment shortcut. There's a simple trick that can help you gauge your portions. Using your hand as a guide, you can estimate how much protein, carbs, and fats you eat in each meal.



Protein: Your Palm

A single serving is around a palm's worth. Tip: Go for lean proteins, like skinless chicken breast, lean steak, shrimp, fish, and extra-lean ground meat.



Carbs: Cupped Hand

If you hold out your hand in a cupped fashion, the amount it would hold can help you estimate a serving of carbs. Look for whole grains like oatmeal and brown rice.



Fat: Your Thumb

One thumb is about equal to a portion of fat. If you have a tendency to snack on nuts, measure out your thumb-sized serving before you chow down. This is also a great visual trick for oil and cheese.

EXAMPLE MEALS

Here are some meal examples of pulling it all together:

Chicken Stir-Fry: Protein, Fiber + Bolt-on Carb- You've got protein from the chicken, fiber from a rainbow of veggies (like bell peppers and broccoli), and carbs from a serving of brown rice.

Grilled Salmon with Asparagus: Protein, Fiber + Bolt-on Fat- Protein comes from the salmon, fiber from the asparagus, healthy fats from the salmon, and a drizzle of lemon butter sauce.

Quinoa and Black Bean Salad: Protein, Fiber + Bolt-on Carb- Quinoa and black beans bring protein, fiber, and carbs. Add some corn and tomatoes for extra flavor and fiber.

Avocado and Egg Breakfast: Protein, Fiber + Bolt on Fat. Eggs give you protein, avocados offer fiber and healthy fats, and a sprinkle of chia seeds adds an extra fiber boost. Keep the fats around 5-15 grams.

These are just guidelines - don't stress too much about the numbers. The real goal is to enjoy your food and feel full and satisfied.



PLAY #4 CALL YOUR PLAY

Instead of focusing on being 100% perfect, keep going and make the next best healthy choice.



This is the most important play because it's about dropping the expectation of being perfect and applying these principles to you and your unique situations. You will likely not be able to put all these plays into action all the time- that's ok. You're human; some days or even weeks will be overwhelming, or stuff will come up that may make it challenging to eat healthy like work, sports, vacation, family, and much more. Instead of focusing on being 100% perfect, the key is to keep going and make the next best healthy choice.



Fit & Full 10-Minute Daily Planning

What's essential to making this a lifestyle is to avoid "winging it" when it comes to meals. Take just 10 minutes each day to plan. If you've got it in you to prepare for the Week ahead – that's fantastic. Go for it! Hopefully, you're tapping into my Sunday Playbook for shortcuts and meal prep ideas. But if life is hectic, make the Fit & Full 10-minute daily planning a non-negotiable. Do it either the night before or first thing in the morning. I do mine while having my morning coffee and getting the kids off for the day. This simple process can make a world of difference in staying consistent and feeling good.

The first step is to get clear on your intention. Spend just 3 minutes in the morning or the night before and ask yourself:

- How do I want to feel today?
- What needs to happen for me to feel that way?
- What is the most important thing on this list?

Next, focus your meal prep on traps and triggers – those situations or specific times of the day when you might be tempted to deviate from your healthy eating goals. For example, if you know you'll be at a ball field from 5-8 p.m., use the 10 minutes to pack a healthy snack when you head out the door. Another common trap is the mid-day snack attack, so prepare some pre-cut veggies as an easy option in the afternoon. If you're worried about not having a dinner option, use your 10-minute prep to cook chicken breasts or ground turkey that can be easily incorporated into meals.

Fit & Full Daily Planner

Date: _____

Intention: _____

Breakfast

Lunch

Dinner

Snacks

PROTEIN GOAL

OTHER GOALS

POTENTIAL TIGGERS

Is there anything in your schedule that may make it challenging to stay healthy?

PLAN

What actions can you take to hit your goals?

Fit & Full Weekly Planner

Week of: _____

Date: _____

Monday

BREAKFAST
LUNCH
DINNER
SNACK

Tuesday

BREAKFAST
LUNCH
DINNER
SNACK

Wednesday

BREAKFAST
LUNCH
DINNER
SNACK

Thursday

BREAKFAST
LUNCH
DINNER
SNACK

Friday

BREAKFAST
LUNCH
DINNER
SNACK

Saturday

BREAKFAST
LUNCH
DINNER
SNACK

Sunday

BREAKFAST
LUNCH
DINNER
SNACK

Grocery List

Proteins:
Veggies:
Other:

WING IT TIPS



If you have to "wing it," make the best choice available to you in that moment. Here are several tips:

Keep healthy pantry items like whole wheat pasta, brown rice, canned veggies, and low-sugar marinara sauce on hand. One of my favorites lately is black bean pasta.

Stock up on healthy frozen items such as chicken, turkey meatballs, and frozen veggies.

When eating out, ask for reduced or no oil in your food and request sauces or dressings on the side. Opt for menu options like lean cuts of beef sirloin or chicken and consider ordering a half portion of carbohydrates. Skip the bread basket.

If you go through a drive-through, order grilled nuggets or chicken, a plain burger, roast beef or turkey sandwich with light condiments, or a small of anything (remember, make the next best healthy choice).

Swing by the grocery store and grab a rotisserie chicken, microwavable brown rice cups, and a bag of salad as a quick and nutritious option.

Make a pit stop at a convenience store and look for fresh fruit, cheese sticks, prepackaged veggies sticks, Rx Protein Bars or others (look for ~6 grams or less of added sugar, watch out for sugar alcohols), prepackaged hummus cup, water with zero sugar electrolytes.

PLAY #5- BUILD IN CHECKS & BALANCES

Building checks and balances into your approach can make all the difference when it comes to healthy eating. Taking inventory of what you're eating can be a powerful tool to put in control and help you make better choices and stay mindful about your food choices.



One of the easiest ways to build checks and balances into your eating habits is to log your food. Logging your food provides awareness and helps you to be more mindful of what you eat. It also keeps you accountable and is a reality check for how you're fueling your body. You'd be surprised; most people think that they're eating healthier than they are. You can better understand what you're eating by tracking your food and adjusting as needed.

One of the best (and free!) food-tracking tools is MyfitnessPal. This app lets you log your meals and track calories, protein, and other macronutrients. You can even plan and log meals for future dates, making it easy to stay on track with your healthy eating goals.

PLAY #5- BUILD IN CHECKS & BALANCES

“The most important thing to track is protein, Play #1.

Tracking your food should be a temporary thing, though. Who can stick with that in the long run? Use it simply as a data check or learning tool for protein or fat servings. Use food tracking tools, such as a food scale for a week or two tops, to help you better gauge portions or as a strategy to get you back on track.

Eat at least your target body weight in protein per day and 15-30 grams per serving. If this is new for you, you'll need to understand what that looks like with the proteins you like to eat. Consider tracking your protein intake for a few days to see where you stand and adjust as needed. If this feels overwhelming, use your hand to estimate (mentioned earlier).



Eat at least your target body weight in protein per day and 15-30 grams per serving.

PLAY #5- BUILD IN CHECKS & BALANCES



Finally, let's talk about the scale. While weighing yourself can occasionally be helpful, it's important to remember that weight can fluctuate for a variety of reasons, and getting stuck on the number can be frustrating. And the focus with Fit & Full is much more than the scale. It's about feeling good, having increased energy, improved sleep for starts.

So, instead, identify at least 3 non-scale victories (NSVs). NSVs are the wins that do not involve the scale but greatly impact your overall health and well-being. Here are some examples:

- **Protein Goals:** Track your daily protein intake and get on a streak of hitting your protein goals. If you consistently hit your daily protein goals, that's a good sign you're on the right path.
- **Clothing Fit:** Pick a pair of your favorite jeans or clothing that you want to fit into. Pay attention to how they fit. Feeling more comfortable and confident in your favorite jeans is a fantastic indicator of progress!
- **Enhanced Energy and Mood:** Notice if you have more energy throughout the day and if your mood has improved. Eating more protein and fiber can significantly impact your energy levels and emotional well-being.
- **Body Measurements:** Take measurements of your waist, hips, thighs, and arms using a measuring tape. You may notice changes in these measurements, even if the scale doesn't move much.

PLAY #5- BUILD IN CHECKS & BALANCES

Progress Photos: Snap a picture of yourself at the start of your journey and then take progress photos at regular intervals. By comparing these photos side by side, you'll be able to visually see the changes in your body shape and appearance.

Improved Blood Markers: Talk to your healthcare provider about getting blood work done to measure important health markers like cholesterol levels, blood pressure, and blood sugar. As you adopt healthier habits, you may see improvements in these markers, indicating better overall health.



Increased Body Confidence: Pay attention to how you feel in your skin. Do you feel more confident and comfortable? Are you noticing positive changes in your body image and overall self-esteem? Improved body confidence is a powerful indicator of progress.

Improved Overall Health Markers: Lastly, consider other health indicator such as better digestion, reduced inflammation, improved sleep quality, and increased mental clarity. These improvements all show that your overall health is headed in the right direction.



Game Changers

Go with Meals, Not Snacks.

Experiment with eating meals, not snacks. You should feel full if you make meals with 1-2 servings of protein and fiber and then bolt on carbs. Eating meals also simplifies meal prep, and snacking can often lead to unhealthy choices.

Stop Eating After Dinner.

As tempting as it can be to snack at night, try to close the kitchen after dinner. Eating late at night can lead to consuming more calories than your body needs and lead to weight gain. It's also helpful to keep your eating window smaller so your body has time to digest and rest properly.

Remove or Limit Alcohol.

Drinking alcohol, even if it's in moderation, can have negative effects on your health and interfere with your goals. Alcohol adds unnecessary calories to your diet and often leads to making unhealthy food choices. Plus, your body prioritizes getting rid of alcohol toxins, which can stall your progress. Consider limiting or eliminating alcohol from your diet altogether.

“Indulging in your favorite foods can help you stick to a healthy eating plan.”



Eat What You Love 1X Week.

It may seem counterintuitive, but indulging in your favorite foods once a week can help you stick to a healthy eating plan. Research shows that people who don't restrict their diet tend to follow a healthy eating plan for longer. So, allow yourself to enjoy that cookie or meal out. Just remember, move on to the next healthy choice.

Don't Blank for A Week.

If it's challenging to stay healthy or you have a string of unhealthy meals, don't throw in the towel or go off the rails. Remember, we're done with the on/off diet mentality. One Week quickly turns into several, and then we feel stuck. If you are struggling to eat healthy food, identify one small healthy commitment you can stick with- call a different play that works for you. Keep going!

Thank-you!



Remember, happiness always wins! Call the plays that work for you and that allow you stay healthy (most of the time).

Got questions about your plan or want more tools around nutrition and exercise? Join the weekly virtual sessions or check out My Cafe for other resources.

Not a member yet? Join here.



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