craving change®

Teach your clients to change their thinking, to change their eating.

Developed by a psychologist and a dietitian, Craving Change® teaches clinicians to incorporate a cognitive-behavioral framework, activities, and strategies into their individual and group practice. The feedback is clear: the program has transformed the practice of dietetics in Canada. And now, Craving Change is available in the United States!

Steps of the Program

The full program is approximately 6 hours of facilitated, sequenced curriculum that covers the topics outlined below. Licensed clinicians may teach the curriculum and utilize the resources that are best suited to their role, setting and clients' needs.

1. *Why it's Hard to Change* – examine the influence of environmental, biological, and learning factors on eating.

2. *What Needs Changing* – build clients' awareness of their personal eating triggers.

3. *How to Change* – provide a menu of cognitive-behavioral techniques and skills.

4. *Keep the Change* – teach evidence-based strategies for new health behavior sustainability.

Here's what YOU get

Tools and training to transform your in-person or online practice using step-by-step instructions for teaching simple techniques that spark self-discovery and positive, practical responses to problematic eating triggers.

The program provides you with:

- A how-to guide for facilitating a Craving Change workshop series
- An individual counselling guide for using the cognitive-behavioral model
- A resource on the ABC's of CBT
- Online video training and certification
- Downloadable facilitation tips, activities and client worksheets
- Printed client workbooks (10 are included with initial order)
- Slide decks, promotional materials, evaluation forms
- Access to an extensive and ever-growing on line Resource Library

Here's what YOUR CLIENTS get

Zero judgement, gimmicks or trends. Instead, they FINALLY understand "why" they eat the way they do. Clients learn simple self-awareness techniques and develop and apply skills for making and maintaining changes in their eating behavior. The results - higher eating self-efficacy, lower shame and guilt.

Skills include:

- Recognition of and resistance to environmental eating cues
- Awareness of personal associations with food and eating
- Self-monitoring of circumstantial and emotional eating triggers
- Stimulus control and addressing conditioned responses
- Self-compassion and self-nurturing
- Cognitive restructuring and self-talk
- Goal setting for successful and sustainable change
- Relapse prevention

Cost

$595.00 plus shipping & handling.
License renewal and recertification every three years for $95.00.
No royalty fees.

Approved for 10 CPEUs for dietitians in the USA, by the Commission for Dietetic Registration.

Downloadable worksheets are included free of charge.

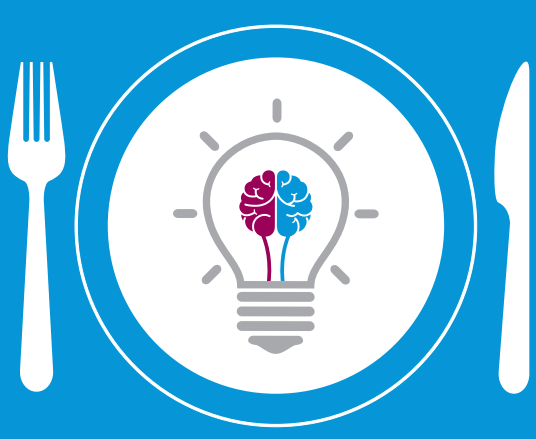
Additional, optional client workbooks are available to certified clinicians at a cost of $5.00 - $7.50 per book based on the size of the order.

For more information, visit www.cravingchange.ca

Notes from Craving Change Co-founders Wendy Shah, RD & Dr. Colleen Cannon, RPsych

As clinicians with decades of hands-on experience working with clients who struggle to make and maintain positive eating behavior changes, we are experts in the psychology of eating. We firmly believe that in order for clients to change what, when or how much they are eating, we needed to address 'why' they eat the way they do.

The Craving Change program has excited dietitians and their clients with its engaging, thought provoking, and 'here's what you do' approach since 2008. Based on clinical practice guidelines for chronic health conditions and informed by our clinical experience, we developed a theory-driven program and tools that address the underlying factors that influence eating behavior. This licensed, trademarked program provides clinicians with literally everything needed to immediately and confidently start using a cognitive-behavioral approach with individual clients and in group workshops.



We're thrilled to have inspired thousands of clinicians across Canada to change their practice. Those clinicians have purchased over 50 000 Client Workbooks! Organizations such as Primary Care Networks, Family Health Teams, Regional Health Authorities and University Health Service clinics have obtained an Organization License to offer the Craving Change program.