



Week 1

Session 1: Intake, Rapport Building, and Baseline Assessment

Objectives:

- Establish trust and rapport.
- Collect detailed baseline information (medical history, lifestyle, current eating patterns).
- Introduce self-monitoring tools.

Structure & Activities:

Introduction & Rapport (10 min)

- Warm greeting; share your role and coaching approach.
- Open Question: "Tell me about your relationship with food up to now."
- Use affirmations to acknowledge any positive steps they've already taken.

Comprehensive Intake (20 min)

- Medical & Lifestyle History: Chronic conditions, medications, sleep patterns, physical activity.
- Current Eating Patterns: Typical daily meals, portion sizes, snack habits.
- Behavior-Change History: Past diets/trials, successes, and setbacks.
- Readiness Ruler (Importance/Confidence): Assess motivation for change.

Self-Monitoring Plan (10 min)

- Review options (photo logging, macro-tracking, hunger/fullness scale).
- Choose the method best suited to the client's tech comfort and schedule.
- Implementation Intention: "If at any point you're unsure what to track, then immediately take a photo of

Session Wrap-Up (5 min)

- Summarize key takeaways (e.g., main goals, chosen tracking method).
- Assign Week 1 Homework:
 - Begin logging all meals & snacks for the next 7 days.
 - Complete a hunger/fullness scale before and after each eating occasion.



Week 2

Session 2: Data Review & Identifying Patterns

Objectives:

- Analyze Week 1 logs to identify strengths, barriers, and habitual patterns.
- Introduce basic concepts of macronutrients (protein, carbohydrates, fats).
- Co-create initial short-term goal.

Structure & Activities:

Warm-Up & Check-In (5 min)

- Ask: "How was tracking your meals? Any surprises?"
- Affirm their consistency and honesty.

Data Review (15 min)

- Examine food logs/photos and hunger/fullness ratings.
- Use reflective listening (OARS): "I notice that on evenings you rated hunger as an 8 but still had a small meal."
- Identify recurring triggers (e.g., stress after work, social cues).

Macronutrient Basics (10 min)

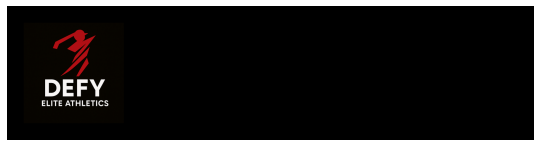
- Define protein, carbohydrates, fats—explain their functions simply:
 - Proteins: building blocks for muscle repair.
 - Carbohydrates: fuel for daily activity.
 - Fats: support hormone production and satiety.
- Provide handouts or quick reference charts (common protein sources and approximate grams per serving).

Set One Short-Term Goal (10 min)

- Example goal: "Add at least 20 g of protein to each main meal."
- Use Readiness Ruler: "How important is it to you to hit that protein target?"
- If confidence < 7: create an Implementation Intention:
"If I don't see a protein source on my plate, then I will add a boiled egg or a scoop of Greek yogurt."

Action Steps & Homework (5 min)

- Introduce a Habit Stack: "After you finish lunch, email me a photo of your meal so we can celebrate your success."
- Homework: Continue logging, focusing on tracking protein grams this week.



Week 3

Session 3: Protein Emphasis & Portion Control

Objectives:

- Reinforce protein goal from Session 2.
- Teach portion control using visual cues (e.g., palm-size, fist-size).
- Problem-solve any tracking or adherence issues.

Structure & Activities:

Check-In & Data Review (10 min)

- Review Week 2 logs, specifically protein totals.
- Reflect: "I see you struggled on Wednesday to meet protein—what happened?"

Portion Control Education (15 min)

- Introduce visual portion cues:
 - Protein: palm of hand (\approx 3–4 oz)
 - Vegetables: fist size
 - Carbohydrates: cupped hand
 - Fats: thumb tip (\approx 1 tbsp)
- Use everyday objects (e.g., water bottle cap \approx serving of oil) to make it relatable.

Meal Planning Exercise (10 min)

- Co-create a sample day's meal plan with appropriate portions.
- Use real-life scenarios: "If you're eating out, here's how to eyeball portions at a restaurant."

Behavior-Change Technique Application (OARS + Ruler) (5 min)

- Readiness/Confidence Ruler: Rate how confident they feel using portion cues this week.
- If low: develop a quick Implementation Intention: "If I'm unsure about portion size, I'll use my hand as a guide."

Homework & Habit Stack (5 min)

- Homework: Use hand-size portion guide for one main meal each day.
- Habit Stack: "After you wash your hands before cooking dinner, check your portion estimates."



Week 4

Session 4: Balancing Carbohydrates & Managing Cravings

Objectives:

- Educate on quality of carbohydrates (complex vs. simple).
- Identify common craving triggers and apply strategies.
- Introduce Implementation Intentions for craving management.

Structure & Activities:

Warm-Up & Check-In (5 min)

- Ask: "How did the portion control practice go? Any wins or challenges?"
- Reflect and affirm successes.

Carbohydrate Education (10 min)

- Define complex carbs (whole grains, legumes, starchy vegetables) vs. simple carbs (refined sugars, w
- Explain glycemic impact simply: "Complex carbs release energy slowly, helping you feel fuller longer."
- Provide a handout or visual chart listing common complex vs. simple sources.

Craving Identification (10 min)

- Open Question: "Describe what happens when you crave sweets or chips. Where are you? What time
- Map out emotional, environmental, and physiological triggers.

Behavior-Change Technique: Implementation Intentions (15 min)

- Guide the client to create 2–3 If–Then statements for cravings.
 - "If I feel the urge for chips after watching TV, then I will chew sugar-free gum and do 5 slow neck stre
 - "If I crave chocolate at work, then I will drink a glass of water and walk around the office for 3 minutes
- Role-play scenarios briefly to reinforce the plan.

Homework & Habit Stack (5 min)

- Homework: Use If–Then plans whenever a craving emerges and log whether the alternative strategy w
- Habit Stack: "After you sit on the couch in the evening, immediately have a glass of water on the coffee



Week 5

Session 5: Mastering Healthy Fats & Meal Composition

Objectives:

- Teach about healthy fats (monounsaturated, polyunsaturated, omega-3s).
- Demonstrate how to build a balanced plate incorporating protein, carbs, fats, and vegetables.
- Introduce Self-Monitoring focus on fat quality and quantity.

Structure & Activities:

Check-In & Data Review (5 min)

- Review logs, focusing on any notes about fats.
- Reflect: "I noticed you started adding nuts to your oatmeal—how did that feel?"

Education on Healthy Fats (10 min)

- Define "Healthy Fats": olive oil, avocado, nuts, seeds, fatty fish.
- Explain roles: supporting hormone production, brain health, and satiety.
- Contrast with unhealthy/trans fats (fried fast food, some processed snacks).

Plate Composition Activity (15 min)

- Using a visual plate model (drawn or printed), show what a balanced plate looks like:
 - 25% protein, 25% healthy carbs, 25% non-starchy vegetables, 25% healthy fats (or mixed as appropriate).
- Have the client build a sample plate with available foods (use food models, pictures, or actual items).

Self-Monitoring Focus (10 min)

- Instruct the client to highlight or label healthy vs. unhealthy fats in their logs this week.
- Teach them to estimate fat portions using the "thumb tip" visual (\approx 1 tsp oil or nut butter).

Homework & Habit Stack (5 min)

- Homework: Each day, note one "fat swap" they made (e.g., replacing margarine with olive oil).
- Habit Stack: "Before you cook dinner, measure out the oil you'll use instead of eyeballing it."



Week 6

Session 6: Micronutrients, Fibre, and Hydration

Objectives:

- Highlight the importance of vitamins, minerals, and fibre for overall health (e.g., immunity, digestion).
- Discuss hydration best practices.
- Troubleshoot any nutrient gaps from logs.

Structure & Activities:

Warm-Up & Check-In (5 min)

- Ask: "What stands out from your log about fruits, vegetables, and water intake?"
- Affirm positive shifts or honest challenges.

Micronutrient Education (10 min)

- Explain key vitamins/minerals often lacking:
 - Vitamin D (sunlight, fatty fish)
 - Calcium (dairy, fortified plant milk, leafy greens)
 - Iron (red meat, legumes, spinach)
 - Magnesium (nuts, seeds, whole grains)
- Emphasize fibre:
 - Soluble (oats, beans) vs. insoluble (whole-grain bread, vegetables).
 - Role in satiety, blood sugar control, and gut health.

Hydration Best Practices (10 min)

- Define general guideline: 0.03–0.04 L per kg of body weight (\approx 2–3 L for most adults), adjusted for activity.
- Teach methods to track water:
 - Using a 1 L reusable bottle and aiming for 2–3 refills daily.
 - Setting alarms or using phone reminders.

Gap Analysis (10 min)

- Compare client's average micronutrient/fibre intake (from macro-tracking or estimated) to recommended values.
- Identify specific shortfalls (e.g., < 20 g fibre per day).
- Use reflective listening (OARS) to explore why certain food groups are lacking (e.g., "I don't like vegetables").

Action Plan & Homework (5 min)

- Goal: Increase fibre by 5 g per day by adding one extra serving of legumes or fruits.
- Implementation Intention: "If I make a sandwich for lunch, then I will add two tablespoons of hummus as a side." (Note: The original text was cut off)
- Hydration Habit Stack: "After I brush my teeth in the morning, I will fill my 1 L bottle with water and place it on my desk." (Note: The original text was cut off)



Week 7

Session 7: Mindful Eating & Emotional Triggers

Objectives:

- Introduce the concept of mindful eating—eating with full attention, noticing hunger/fullness signals.
- Identify and address emotional or situational eating patterns.

Structure & Activities:

Check-In & Reflection (5 min)

- Review last week's fibre and hydration tracking.
- Ask: "How was it to focus on adding veggies or legumes?"
- Affirm any progress in identifying emotional cues.

Mindful Eating Education (10 min)

- Define mindful eating: presence, savoring flavors, chewing slowly, noticing hunger/fullness cues.
- Discuss benefits: improved digestion, reduced overeating, greater enjoyment of food.
- Guided exercise: Provide a small portion of a simple food (e.g., a raisin). Ask the client to eat it mindfully.

Emotional Eating Exploration (15 min)

- Open Question: "Tell me about a recent time you ate when you weren't physically hungry."
- Map out triggers: emotions (stress, boredom), environments (watching TV), social pressures (celebrations).
- Use Readiness/Confidence Ruler to gauge willingness to address emotional eating.
- If low, use OARS to explore underlying concerns: "What makes addressing emotional eating hard for you?"

Strategy Development (10 min)

- Introduce coping alternatives:
 - If-Then (Implementation Intention): "If I feel stressed after work, then I will do a 5-minute deep-breath exercise."
 - Habit Stacking: "After I park my car at home, I will sit quietly for two minutes distinguishing between hunger and emotional eating."
- Encourage self-monitoring specifically for both mindful and mindless eating occasions.

Homework (5 min)

- Practice mindful eating at one meal per day and journal:
 - Rate hunger/fullness on a 1–10 scale before and after.
 - Note any emotional triggers if eating outside of hunger.



Week 8

Session 8: Advanced Meal Planning & Grocery Shopping Skills

Objectives:

- Teach detailed meal planning for a full week—balance, variety, nutrient density.
- Provide a framework for grocery shopping: reading labels, choosing minimally processed foods, budget-f

Structure & Activities:

Warm-Up & Check-In (5 min)

- Ask: "What did you notice from mindful eating practice?"
- Affirm any progress in identifying emotional cues.

Meal Planning Workshop (15 min)

- Provide a blank weekly template (Breakfast, Lunch, Dinner, Snacks).
- Populate one day's plan together, ensuring:
 - Adequate protein (25–30 g/meal).
 - Complex carbs, healthy fats, fiber, produce.
- Discuss ways to rotate meals across the week to prevent boredom (e.g., different protein sources, sea

Grocery Shopping Skills (15 min)

- Teach how to read nutrition labels: serving size vs. portion consumed, macronutrient ratios, sugar cont
- Explain ingredient lists:
 - Identify added sugars (e.g., high-fructose corn syrup).
 - Recognize whole grains ("whole wheat flour" vs. "enriched wheat flour").
 - Share tips for budget-friendly shopping: buying frozen produce, selecting seasonal fruits/vegetables,
 - Provide a Master Grocery List organized by category (proteins, produce, healthy fats, pantry staples)

Behavior-Change Application (OARS)

- Reflection: "You said labels can be overwhelming—what's most confusing?"
- Offer step-by-step label reading until the client feels comfortable.

Homework & Habit Stack (5 min)

- Homework: Draft a weekly meal plan and complete a grocery list based on it.
- Habit Stack: "Before you leave home on Saturday morning, place your grocery list and reusable bags l



Week 9

Session 9: Troubleshooting Plateaus & Refining Goals

Objectives:

- Address plateaus or stalls in weight, energy, or other progress markers.
- Refine or set new goals (e.g., body composition, performance, health markers).
- Reinforce long-term sustainability and relapse prevention.

Structure & Activities:

Check-In & Data Review (10 min)

- Review weight trends, body measurements (if used), energy levels, and adherence logs.
- Reflect: "I see your weight hasn't budged for two weeks—how do you feel about that?"

Plateau Education (10 min)

- Explain adaptive thermogenesis simply: "As your body changes, your metabolism adjusts, making weight loss harder."
- Discuss non-scale victories: improved sleep, better mood, clothing fit.

Goal Refinement (15 min)

- Use the SMART Goal framework to re-evaluate or set new targets:
 - Specific (e.g., "Improve vegetable intake to 5 servings a day").
 - Measurable (track servings).
 - Achievable (based on past success).
 - Relevant (ties to energy, performance, or health).
 - Time-bound (by next two weeks).
- If the client's focus shifts (e.g., from weight loss to athletic performance), align nutrition goals accordingly.

Relapse Prevention Strategies (5 min)

- Identify high-risk situations (vacations, holidays, work deadlines).
- Brainstorm If-Then statements for these scenarios.

Homework (5 min)

- Apply refined goals for two weeks and track progress.
- Note any slip-ups and what led to them (self-monitoring for triggers).



Week 10

Session 10: Maintenance, Wrap-Up, and Future Planning

Objectives:

- Consolidate all learned tools and celebrate achievements.
- Develop a long-term maintenance plan.
- Provide resources for ongoing support or follow-up.

Structure & Activities:

Celebration & Check-In (10 min)

- Review overall progress (weight changes, energy, performance metrics, behavioural wins).
- Offer affirmations: Highlight specific client strengths (e.g., consistency, resilience).

Review of Behaviour-Change Techniques (10 min)

- Together, list the techniques used over the past 9 sessions (OARS, Ruler, If–Then, Habit Stacking, Se
- Ask: "Which techniques were most helpful, and why?"

Maintenance Plan Development (15 min)

- Identify potential future challenges (seasonal holidays, travel, new job stress).
- Co-create a maintenance toolkit:
 - Top 3 If–Then plans for anticipated triggers.
 - Regular self-monitoring check-ins (e.g., once per month photo log or weight check).
 - Support network: accountability buddy, online community, monthly group check-in.

Final Goal Setting & Next Steps (5 min)

- If the client desires ongoing coaching, outline frequency and goals (e.g., monthly check-ins).
- Provide referrals or resources: registered dietitian clinics, reputable websites, or apps.

Session Wrap-Up (5 min)

- Summarize key takeaways: self-efficacy, sustainable habits, relapse strategies.
- Encourage the client to reflect weekly on how they're applying these skills in daily life.