

FLINDERS INVESTIGATORS

PUBLIC LECTURE SERIES

CHOCOLATE, CHIPS AND PIZZA: IT'S JUST SO HARD TO SAY 'NO'

There is an abundance of foods high in fat, salt and/or sugar in the environment, making it difficult for people to eat healthily. This lecture will focus on some powerful yet subtle psychological influences that make it hard to say 'no' to unhealthy temptations. It will also demonstrate how methods derived from basic experimental psychological science can be applied to effectively counter these influences to help combat unhealthy eating.

Wednesday 20 September, 5.30-6.45pm

Flinders University, 182 Victoria Square, Lecture Theatre 1 (Level 1)

Register online: flinders.edu.au/flindersinvestigators

CHOCOLATE, CHIPS AND PIZZA: IT'S JUST SO HARD TO SAY 'NO'

Most people know the importance of eating a healthy balanced diet, yet many find it difficult to do so. One major contributing factor is an abundance of foods high in fat, salt and/or sugar in the environment. This poses a conflict between eating healthily and indulging in unhealthy temptations. An imbalance in favour of the latter can lead to poor eating habits as well as overeating, thereby contributing to rising obesity rates. Contrary to popular belief, resisting appetising food is not simply a matter of will-power. There are subtle yet powerful psychological influences that can affect what people eat and how much they eat. This lecture will explain how and why people can easily fall prey to these influences. It will also look at some recent strategies developed in our lab in an endeavour to counter these influences to help curb unwanted (over)eating of unhealthy food.

SPEAKER – PROFESSOR EVA KEMPS



Professor Eva Kems undertook her undergraduate and postgraduate studies in psychology at Ghent University, Belgium. She subsequently relocated to Adelaide to take up an academic position in the School of Psychology at Flinders University. Eva has an international research reputation in the area of food craving and eating behaviour. Over the past 15 years she has carved out an innovative and sophisticated program of research, applying mainstream experimental cognitive psychology to the food and eating domain. Since 2006 she has consistently obtained funding from the Australian Research Council, the flagship funding body in Australia for non-medical research. She has authored approximately 100 publications and has a strong profile in the media, where her work is regularly featured both in the Australian and international press. During 2010-12 she served on the advisory panel of the *Australian Women's Health* magazine as their expert weight loss advisor. She is an Associate Editor of the journal *Psychologica Belgica*, and sits on the Editorial Boards of *Behaviour Research and Therapy*, the *Journal of Behavior Therapy and Experimental Psychiatry*, and the *British Journal of Developmental Psychology*.