

#6 Eat Real Food

“America is one of the least healthy nations in the world. Who doesn't love burgers, our special Starbucks drinks, and indulging in decadent desserts? Most of the food we eat are packed with empty calories that make us crave more instead of consuming nutrient-rich foods that our bodies recognize when we have eaten enough. The benefits of eating whole foods instead of vitamins and supplements is clear, but which foods and how much?”

How might we help people get 100% of their daily nutritional needs met through whole foods every day?”

1. What is your first-hand experience with the topic?

1. What does the term “real food” or “whole foods” mean to you?
2. Why, if at all, is it important for you to include real foods in your daily diet?
3. Where have you found [or where do you currently get] most of your information about nutrition?
4. Do you ever feel confused about what is best for you to eat for your health?

2. How does this affect you? How have you been impacted?

1. Was there ever a specific event or trigger that made you consider changing your diet and the kinds of foods you eat?
2. How do you feel your eating habits impact your emotional and physical wellbeing?
3. Do you ever eat when you're not hungry, such as when you're stressed, bored, or just being social (re: food FOMO?)

3. How does this affect others around you?

1. How many people do you usually eat with, prepare food for, shop for?
2. Do you find that your eating habits are influenced by other people around you, such as your family or friends, and do you feel that this influence is mostly positive or negative?
3. How have your dietary changes influenced the behavior and choices of those close to you, such as family or friends?

4. What were you hoping to accomplish? What would you like see happen? What changes would you like to make if you could?

1. How satisfied are you with your current eating habits? If not, what would you change and why?
2. How frequently have you made attempts to change your dietary habits?
3. What do you feel is the biggest obstacle in the way of changing the way you eat? Cravings? Friends and family? Habit? Lack of information?

5. What resources did you turn to?

1. Have you ever reached out to peers, experts, or engaged with communities on social media for support and advice on eating a more whole foods-based diet?
2. Have you sought any tools, apps, or online resources to help you in your journey towards a whole foods-based diet?
3. What other resources have you used to monitor, track, or change your eating habits? Diet programs, calorie counting? Using a scale? A meal plan?
4. Who/what do you feel is a reliable source for accurate, trusted nutritional information?

6. What challenges did you encounter along the way?

1. What challenges or obstacles have you encountered when trying to shift your diet towards whole foods? Did you manage to overcome them, and how?
2. Do you have any food allergies or restrictions?
3. Do you have any health issues that determine what you eat?
4. Do you use nutritional labels, and if you do, do you find them confusing to read and why?
5. What food is your guilty pleasure?
6. How do you deal with (unhealthy) food cravings?

7. How do you wrap things up?

1. What is your incentive for eating real foods?
2. What motivates you to learn more about incorporating real foods into your daily diet?
3. What do you wish you'd known about nutrition as a younger person?
4. What mistakes, if any, do you feel you've made in the past that you would like to avoid repeating in regards to your diet in the future?