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*Ways to Turn Down  
the Volume on  
Food Noise*

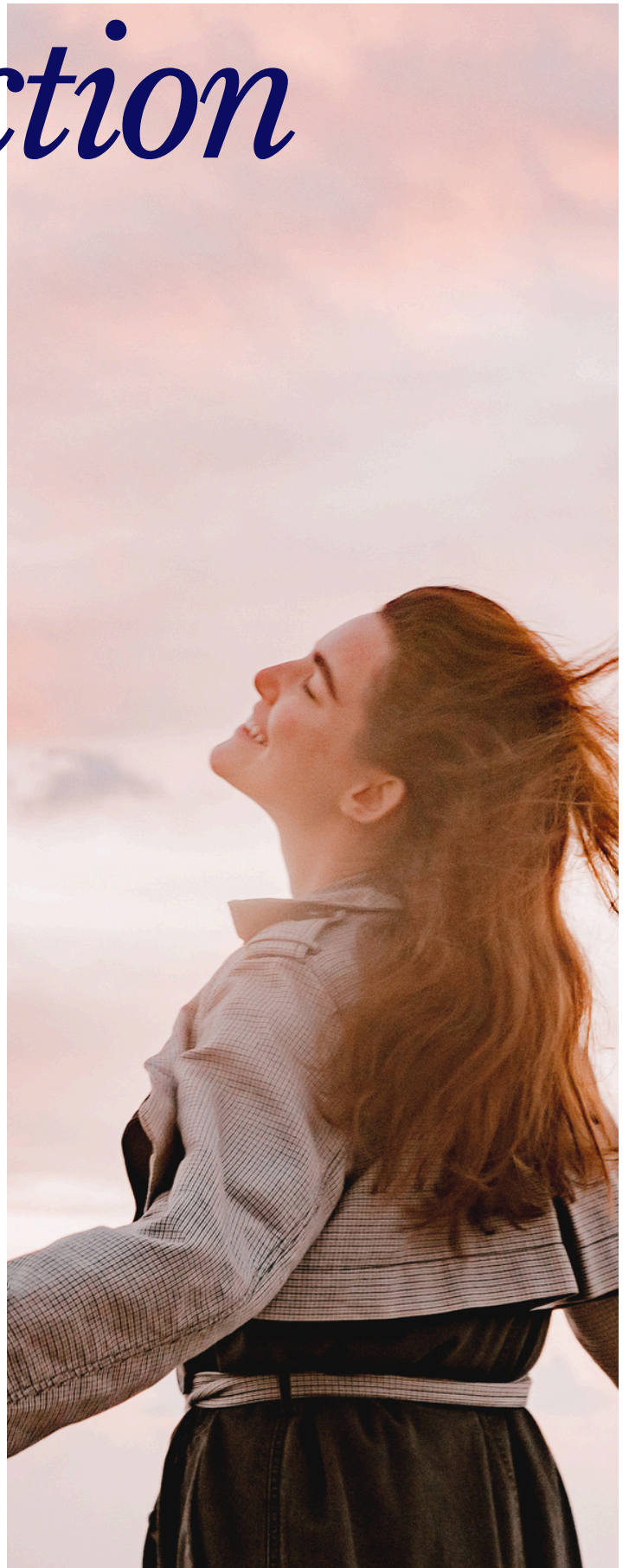
# *Introduction*

**If you feel like your brain is constantly preoccupied with food—what to eat, when to eat, how much, whether you’ve been “good” or “bad”—you’re not alone.**

This mental chatter, often called food noise, can feel exhausting, guilt-inducing, and confusing. It’s not a lack of willpower—it’s a pattern shaped by your environment, experiences, and nervous system.

**The good news? You *can* quiet food noise.**

This guide shares ten gentle, evidence-informed strategies to help you reduce mental food chatter and rebuild a more peaceful, trusting relationship with food.



## RECOGNISE YOUR TRIGGERS

Start noticing what sets off food noise. Is it certain times of day? Social media scrolling? Stress?

**Try this:** For 2–3 days, jot down when food thoughts appear. What happened before? What were you feeling? This builds awareness and reduces shame.

Day	Food Thought	What Happened Before?	How Was I Feeling?

## NAME IT: "THIS IS FOOD NOISE"

Sometimes simply naming what's happening takes away its power.

**Try this:** When a thought pops in your head like "I want that chocolate now" say to yourself: "This is food noise, not hunger." A small pause can disrupt the urge–react–guilt cycle.

"I want that  
Chocolate....  
...NOW"

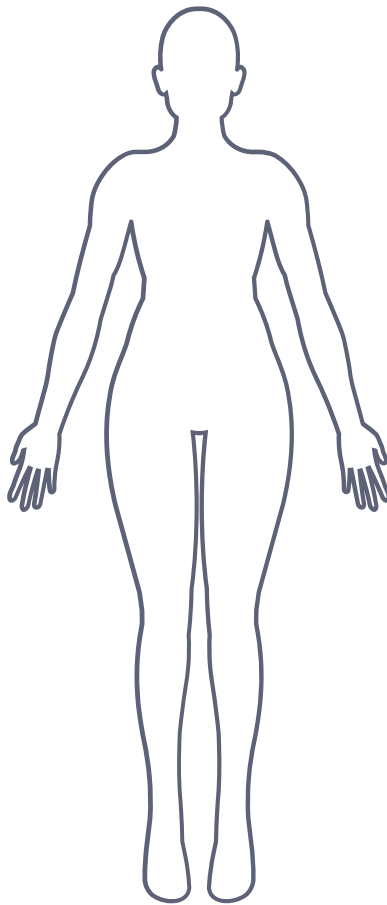
"This is just  
food noise,  
not hunger."

## TUNE INTO TRUE HUNGER

Learn what physical hunger feels like in your body. Food noise is often mental or emotional; hunger is gradual and physical.

**Try this:** Before eating, pause and ask: Where in my body do I feel this?

*If you'd eat a full meal, it's probably hunger.*



*If you only want crisps or sugar, it may be food noise.*

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## EAT ENOUGH THROUGHOUT THE DAY

Food noise often gets louder when you're under-fuelled. Skipping meals or "being good" can backfire later.

**Try this:** Don't wait until you're ravenous. Create regular, balanced meals that include protein, fats, and slow-release carbs.



Breakfast

Dinner

Lunch

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## UNFOLLOW TO UNTRIGGER

Constant exposure to food images and “What I Eat in a Day” content keeps your brain in overdrive.

**Try this:** Mute or unfollow accounts that make you feel comparison, confusion, or craving. Curate your feed with supportive, body-neutral voices.

Account checklist	keep	mute	unfollow
.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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## REMOVE FOOD MORALITY

Labelling foods as “good” or “bad” increases food thoughts, shame, and urges.

**Try this:** Begin to describe food more neutrally: satisfying, nourishing, comforting, energy-giving. There’s no moral value in a biscuit.





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## ADD MINDFUL MOMENTS TO MEALS

Distracted or rushed eating can fuel ongoing food noise.

**Try this:** Sit down, take a breath, and notice three things: the texture, flavour, and temperature of what you're eating. This slows you down and helps your brain register satisfaction.







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## STOP "STARTING AGAIN TOMORROW"

All-or-nothing thinking is fuel for food noise.

**Try this:** If you've eaten more than planned, pause and remind yourself:

*"I'm allowed to eat. I don't need to punish myself. This one eating experience does not define everything."*

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## REACH OUT FOR SUPPORT

You don't have to figure this out alone. Food noise can be deeply ingrained, especially after years of dieting, guilt, or emotional eating.

**Try this:** If food thoughts are interfering with daily life, consider professional support. Together, we can help you reconnect with food—and yourself—without shame or rules.

### **Work With Me (Kate Wall Nutrition)**

Gentle, non-diet nutrition support to help reduce food noise and rebuild body trust. Click [here](#) to learn more or [book a free call](#).

[www.katewallnutrition.co.uk](http://www.katewallnutrition.co.uk)

If you or someone you know may be suffering from an eating disorder, please seek professional help. Advice can be found from:

### **Beat Eating Disorders**

UK charity offering helplines, online groups, and support for anyone affected by eating disorders.

[www.beateatingdisorders.org.uk](http://www.beateatingdisorders.org.uk)

### **NHS Support**

Speak to your GP or explore free support services online.

[www.nhs.uk/mental-health](http://www.nhs.uk/mental-health)



# *Meet Kate*

I'm a Registered Nutritionist (AfN) with a Master's in Nutrition and Public Health Management and over 10 years' experience in nursing and NHS nutrition support. I know how overwhelming food and body image can feel.

***That's why I help women reconnect with the joy of eating—free from rules, guilt, or diet culture.***

Whether you're navigating emotional eating, PCOS, menopause, or heart health, my approach is always compassionate, evidence-based, and personalised—just for you.

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