



Healthy or Hype: Debating the Healthiness of Popular Foods and Drinks

Before we begin, does anyone have any food allergies?





Meet Hitting the Wall

Julia (she/her) triathlete
I have two guinea pigs!
Maahir (she her) tennis player
I can solve a rubik's cube in 12 seconds
Samantha (she her) volleyball player
I have a dog.





Who are we?



- **Founded in 2023**
- **International movement committed to...**
 - **fostering positive change within the teen-girl endurance sports community**
 - **empowering healthier and happier athletes.**



01

Discussion

Norms for small group discussion



- ★ Share as much as you feel comfortable sharing
- ★ What's said in the room, stays in the room
- ★ Listen respectfully and attentively
- ★ Disagree with ideas, not people
- ★ Respect silence as part of the process
- ★ Take space, make space, and invite in
- ★ Speak from the “I” perspective



→ Discussion Prompts:

How do you personally define something as "healthy"?

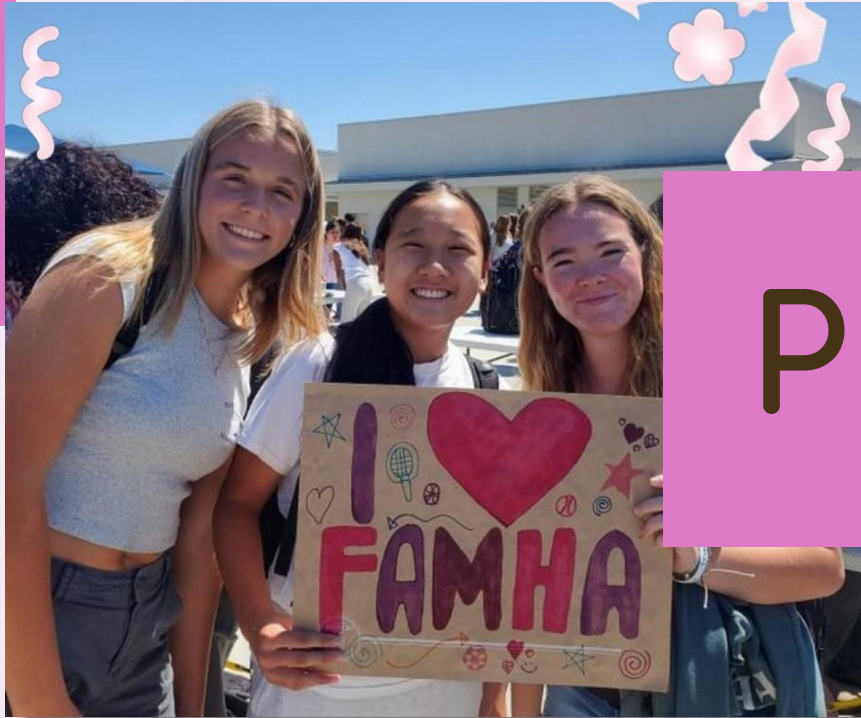
What factors make something "unhealthy" in your view?

Do you believe there are foods that are inherently "good" or "bad"? If so, can you name a few?

What are some popular foods you've heard labeled as healthy? Have you tried them, and do you agree with that label?



02



Presentation

Get out your computers!





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Introducing...Lunchly

- Three influencers with success in the food/ beverage industry, KSI, Logan Paul, Mr. Beast
- Announced Sept 16

“Lunchly is all about giving kids a fun, grab-and-go meal that’s not just delicious, but also good for them. We’re here to change what lunchtime looks like for the next generation.” - Jimmy



Their main competition? Lunchables

- Pre-packaged lunch kits
- Usually have some sort of “main dish” like mini pizzas, a drink like a capris sun and a treat, like a crunch bar.
- Super popular with kids, not as popular with experts: not a well-rounded lunch
- Fall into category “Ultra Processed Food” which is associated with obesity and have been claimed to be link with cancer, “an industrially formulated edible substance”





What are their main claims?



What are their main claims?

1. A “healthier alternative”
2. Less calories
3. Less sugar
4. Less fat
5. “Real Cheese”
6. More electrolytes



Let's taste test then !!

Let's start with the mini pizzas, take a bite of each.

Do they taste different? Does one taste healthier? Do you think you know which one is which?

Take a sip of your prime and your capri sun.

Do they taste different? Does one feel healthier? Which one would you prefer?

Try a bite of your hersheys and your feastables?

Can you taste a difference? Does one seem healthier? Which one would you choose?



What does Dr. Mike have to say? →

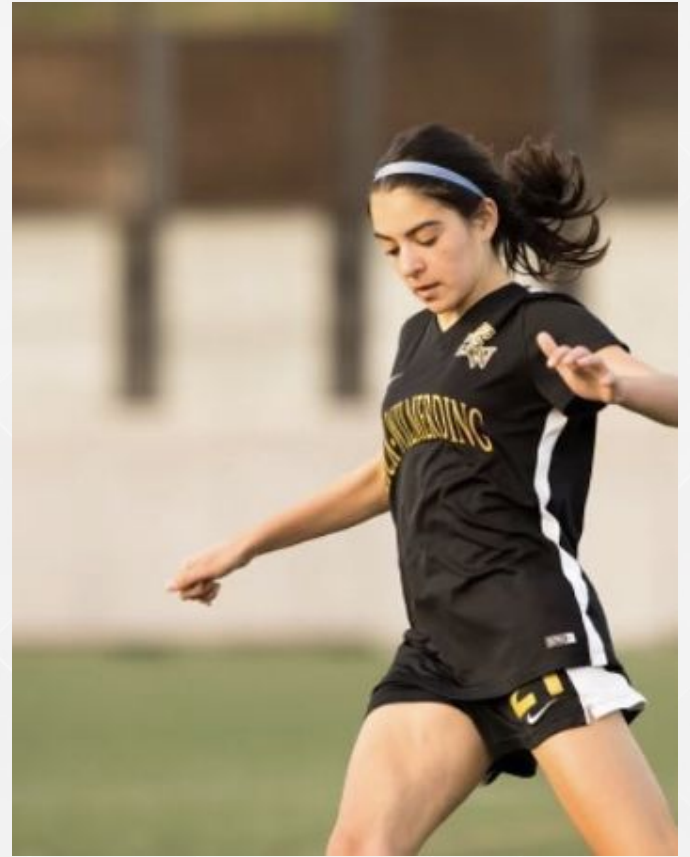


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03

Let's play,
Do you really know
what this means?



"Organic"

- **What it Means:** The product was produced using methods that meet the USDA's organic standards. This generally means it was grown without synthetic pesticides, herbicides, or fertilizers, and that no genetically modified organisms (GMOs) were used.
- **What It Doesn't Mean:** "Organic" doesn't necessarily mean a product is healthier in terms of calories, sugar, or fat content. Organic junk food is still junk food.

"All-natural"

- **What it Means:** This label implies that the product is made from ingredients that are not artificial or synthetic.
- **What It Doesn't Mean:** The term "natural" is not regulated by the FDA, so companies can use it even if the product contains processed ingredients. It doesn't guarantee the absence of pesticides, additives, or GMOs.

“Non-GMO”

- **What it Means:** The product doesn't contain any genetically modified organisms (GMOs), which are plants or animals whose DNA has been altered in ways that don't occur naturally.
- **What It Doesn't Mean:** Non-GMO doesn't automatically mean healthier or more nutritious. It also doesn't mean organic—GMOs can be grown with pesticides, for example.

"Low-Fat"

- **What it Means:** A product labeled "low-fat" has 3 grams or less of fat per serving. "Reduced-fat" means the fat content is at least 25% less than the regular version of the product.
- **What It Doesn't Mean:** These products often have added sugars or artificial ingredients to make up for the loss of flavor from fat.

"No Added Sugar"

- **What it Means:** No extra sugar has been added during the manufacturing process. The product may still contain natural sugars (like those found in fruit).
- **What It Doesn't Mean:** "No added sugar" doesn't mean the product is low in sugar, it just means no extra sugar was introduced beyond what is naturally present.

"Cage-Free"

- **What it Means:** "Cage-free" means hens were not kept in cages, while "free-range" suggests they had some access to the outdoors.
- **What It Doesn't Mean:** These terms don't guarantee better nutrition or living conditions. "Free-range" could mean as little as a door to a small outdoor area that the animals might not even use.

Heidi Strickler

Registered sports dietician and endurance athlete

- No **GOOD** or **BAD** foods, all depends on circumstance
 - Ex: right before you run? For breakfast? Late at night?
- Your body only SEES macronutrients
 1. Proteins
 2. Carbs
 3. Fats
- Looked at fig bar vs. pop tart, EXACT same thing





You can
brand
ANYTHING
as healthy

Want some examples?



Coca-Cola



Thrive



Snickers



Snickers Plant-Powered



M&M's



VitalDrops



Water



H2obliteration



Doritos



Whole-Grain Veggie Chips

What to look for?



Tip 1: CHECK serving size

Tip 2:

Snack = at least 30g carbs, 7g protein, 5g fiber

Meal = more protein and more carbs

Tip 3:

High fiber products cause GI distress (better to get for fruits + veggies)

Tip 4: Make sure you can pronounce the name of the fat source (almonds, cashews)

Tip 5: Fewer ingredients the better (less additives)



think! Protein Bars:

CONTAINS: Tree nuts (almond), milk and soy

INGREDIENTS: Protein blend (soy, protein isolate, whey protein isolate, calcium caseinate), maltitol syrup, alkalized cocoa powder, vegetable glycerin, water, almond butter, palm kernel oil, sunflower oil, sunflower and/or soy lecithin, natural flavor, tapioca starch, chocolate, salt



Taste test!



While you eat...

1. How does the bar look? Does the appearance match your expectations for a "healthy" bar?
2. How does the texture feel when you first bite into the bar? Is it chewy, crunchy, soft, or dense?
3. Does the bar taste natural or artificial? Why do you think so? How sweet is it?



What do nutritionists say?

- High in protein, low in sugar.
- Lots of unsaturated fats (almond butter): heart-healthy, as they can help lower bad cholesterol levels.
- High in saturated fats: very processed, some claim linked heart disease
- Low in fiber
- The bars use 11g of maltitol (a sugar alcohol) that contains fewer calories than regular sugar, but it may cause digestive discomfort, especially in those with Irritable Bowel Syndrome (IBS).



YOU DECIDE!



Clif Bars:

Contains: Soy. May contain: Nuts, Sesame, Wheat

INGREDIENTS: Organic rolled oats, **organic brown rice syrup**, soy rice crisps (soy protein isolate, rice flour, barley malt extract), organic roasted soybeans, **organic tapioca syrup**, **organic cane syrup**, unsweetened chocolate, chicory fiber, organic soy flour, sunflower and/or soybean oil, natural flavors, salt, organic cinnamon, mixed tocopherols



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What do nutritionists say?

High Carbohydrates:

- 40–45g of carbs per bar ($\frac{1}{3}$ minimum for adults)

Added Sugars:

- 20g of added sugars per bar (close to daily limit for women, American Heart Association (25g)).

Protein Content:

- CLIF Bars, such as the Crunchy Peanut Butter flavor, provide about 20% of the daily protein requirement for men. The bars use soy protein isolate, which raises IGF1 levels (can contribute to cancer cell growth)



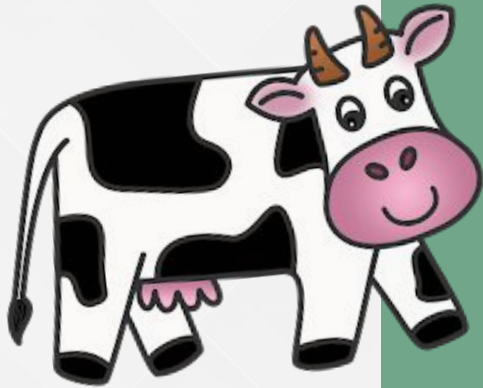
LaraBars:

CONTAINS: almonds and walnuts

INGREDIENTS: dates, almonds, apples,
walnuts, raisins, cinnamon



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What do nutritionists say?

- Made from whole foods like dates, nuts, and fruits; no artificial additives or preservatives.
- Protein: Low protein (2-6g per bar) compared to other snack bars.
- High natural sugars (18g) highest on this list
- Potential Laxative Effect: Excessive consumption may cause digestive issues due to dried fruit and nuts.



RXBAR Protein Bars:

CONTAINS: eggs, almonds, cashews

INGREDIENTS: Dates, Egg Whites,
Almonds, Cashews, Cacao, Sea Salt,
Natural Chocolate Flavor



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What do nutritionists say?

High Protein: 12 grams per bar from egg whites.

No Added Sugars: Sweetened with dates; natural sugars only.

Whole-Food Ingredients: Made with recognizable, whole foods; no preservatives.

Gluten-Free: Safe for those with gluten sensitivities.

High Sugar Content: 13-18 grams of natural sugars per bar.



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UniTe Protein Bars:

CONTAINS: almonds and milk

INGREDIENTS: almond butter, whey protein concentrate, isomal to-olgio saccharide syrup, organic agave syrup, dry roasted almonds, soluble tapioca fiber, light brown sugar, whey protein crisps (whey protein isolate, whey protein concentrate, tapioca starch), oates, organic hemp hearts, natural flavor, cinnamon, sea salt



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What do nutritionists say?

Moderate Sugar Content: Includes some added sugars but lower than many snack bars.

Caloric Density: May be calorie-dense; portion control is advised.

Whole Food Ingredients: Features several whole food components but includes some processed ingredients.

Healthy Fats: Almonds and hemp hearts provide beneficial fats.

Natural Sweeteners: Contains organic agave syrup and light brown sugar.

Low Glycemic Index: Agave syrup has a lower impact on blood sugar compared to regular sugar.





06

Closing

Takeaways?

Questions?

Feedback?



Thank you!

Do you have any questions?

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