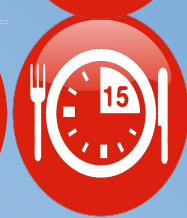
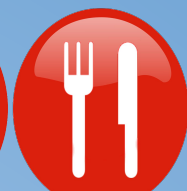
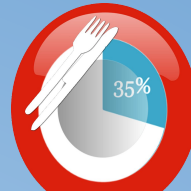


Surf The Urge

Gaining Control

over your Cravings





Surfing the urge

Almost everyone will experience a craving at some time or another.

These internal signals can drive you to act against your better judgement. They can come on suddenly and be intensely powerful, driving all else from your mind except the object of desire.

Although be careful not to confuse real cravings with the vague feeling of being “in the mood” for a certain food. When these hit, don’t try to fight them or distract yourself from them. even if the desire is persistent. These feelings are sometimes mislabeled as cravings, but they aren’t problematic.

To help you get clearer on cravings make sure you read Head hunger vs Brain Hunger...

When a real craving hits, Instead of fighting with your craving, use a technique called surfing the urge. Urge surfing is a technique for riding out a craving without giving into it as these techniques tend to backfire and induce more frequent and intense cravings down the line. And when we give in, we tend to go overboard because of the what-the-hell effect. (As in I've done it now i might as well really dig in)

This technique was first developed by Dr Alan Marlatt. I first read about this in a book called The Willpower Instinct by Kelly McGonigal’s, (great book btw) It's also cropped up in many others, the technique is used the world over to help deal with cravings. I also know it works as I practice the steps myself... Please understand it's not a quick fix and won't work all the time but the more you practice the more success you will have over your cravings.

The first essential component of urge surfing is understanding that all cravings eventually pass, whether or not you give in to them. The secret to getting through the craving is riding it out like a wave.



Surfing the urge

1. Acknowledge how you are experiencing the craving. Do this by sitting in a comfortable chair with your feet flat on the floor and your hands in a comfortable position. Take a few deep breaths and focus your attention inward. Allow your attention to wander through your body. Notice where in your body you experience the craving and what the sensations are like. Notice each area where you experience the urge, and tell yourself what you are experiencing. For example, "Let me see . . . My craving is in my mouth and nose and in my stomach."

2. Focus on one area where you are experiencing the urge. Notice the exact sensations in that area. For example, do you feel hot, cold, tingly, or numb? Are your muscles tense or relaxed? How large an area is involved? Notice the sensations and describe them to yourself. Notice the changes that occur in the sensation.

3. Repeat the focusing with each part of your body that experiences the craving. Pay attention to and describe to yourself the changes that occur in the sensations. Notice how the urge comes and goes.

4. Ride out your craving, releasing tension with each breath. Stay with the meditation until the craving subsides. Many people, when they urge surf, notice that after a few minutes the craving has vanished. The purpose of this exercise, however, is not to make the craving go away but to experience the craving in a new way. If you practice urge surfing, you will become familiar with your cravings and learn how to ride them out until they diminish naturally.

On the next page is a picture guide to help you train in this important tool



Surfing the urge

Surf the Urge Meditation

Acknowledge how you experience the craving.

Release the tension as you release each deep breath.

Focus on the area where you experience the craving.

Repeat focusing with each part of your body that experiences the craving.





Head Hunger Vs Body Hunger

To help us become clearer on our cravings with regards to food, it's important to know the difference between, Head hunger: emotional hunger & Belly hunger: biological hunger, they can feel exactly the same, unless you know how to tell them apart

When we eat in response to head hunger, we're feeding our body calories it does not need. unneeded calories can cause poor weight loss and weight regain... bottom line head hunger can make your weight loss journey challenge

Learning to eat in response to physical biological hunger and not head hunger can allow you to fuel your body properly and avoid an emotional eating episode

Below is a chart to help you learn the difference between head hunger and belly hunger once you can spot which, you'll know when it safe to trust your hunger cues when assessing your hunger..

Head Hunger (emotional Hunger)

1. Comes on suddenly and has no relation to when you last ate. head hunger can hit you at any time
2. If you ate your full & within an hour or two and think you are hungry: think again! you probably are experiencing head hunger
3. While Assessing what you want if You are craving a particular food (sweet,salty or any comfort food).
4. Hunger Hunger is often associated with an emotional (stress,anger, depression, anxiety,etc that make you Think your are hungry.
5. Head Hunger can also be associated with an activity. For example, if you usually eat while you watch TV, you may begin to associate watching TV with eating and start to "feel" hungry every time you watch TV.
6. You usually binge,overeat and /or mindlessly eat. To fill a void or quell painful feelings. Some may overeat to the point of being in pain
7. Eating in response to head hunger is usually followed by feelings of guilt and/or shame.

Belly Hunger (Physical hunger)

1. Comes on gradually and builds to stronger and stronger pangs
2. Belly Hunger is directly related to when and somewhat what you last ate, true belly hunger usually start a 3 to 4 hours after a meal
3. You are not picky or craving anything in particular. In other words you are truly hungry and need to eat..
- 4 you can usually wait to eat
5. Belly hunger occurs because you need to fuel and your body and is not related to an emotion or any particular activity..
- 6 You do not usually overeat binge or mindlessly eat and can stop when you are comfortable full about 6 on the hunger scale
7. When we eat in response to belly hunger we do not feel guilt or shame. we ate because our bodies need the fuel