

## PREVIEW\_ Jen Unwin - Interview (PHC 2018) 2

**Kim Gajraj:** What are the main problems that people tend to run into when they're trying to change their mindset and set the resolve to make a lifestyle change?

**Dr. Jen Unwin:** Obviously for a lot of people it's a massive countercultural change in the way that they've been brought up to eat or perhaps as people have understood it what's healthy eating. So it is quite a cognitive shift for people, isn't it?

And I think people have struggled with that. So what we've tried to do obviously is to give them the information and we also really explore with them what are their own personal best hopes for their health and then an explanation about how this way of eating might help them and how it has helped other people.

And I think those stories of how other people have been helped. And actually in the groups we've got people who had been doing it for quite some time and have got those inspirational stories like you've got on your website.

We are social beings, we're emotional beings, so those kinds of examples are incredibly powerful to make people more hopeful and they then have the sort of thought that if that person can do it, and they're "like me, you know, how I was, so how I am now", and they want to make that change, I think those stories are really inspirational.