It must be my metabolism:
Metabolic control of mind

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The McGill Centre for
Convergence of Health and
Economics (MCCHE) is a world
leader in promoting the
development of a novel integrative
approach to the study of nutrition-
related global health challenges.
The MCCHE believes that these
challenges are best addressed with a
collaborative, integrated, trans-
disciplinary approach. The Global
Obesity Roadmap project is part of
MCCHE’s broader research into
developing a model of motivated
choice and transformative
innovation for obesity prevention
and control.

This seminar will outline one portion of the larger Global Obesity Roadmap project, an innovative behavioral and consumer decision making project that will help consumers shift towards healthier choices.

A webinar on...

The obesity epidemic is a neurobehavioral problem that results from the interaction of a vulnerable brain in an unhealthy food environment. Chief amongst the unhealthy additions to the modern diet are processed foods and beverages containing carbohydrates in forms, combinations and doses not previously experienced during the evolution of our physiology. The consumption of carbohydrates is consistently associated with weight gain, especially if ingested in liquid form, and there is evidence that obese individuals are particularly susceptible to weight gain from liquid calories. However, despite the overwhelming evidence for an association between obesity and carbohydrate consumption the mechanisms by which carbohydrates promote weight gain are poorly understood. In this lecture I will present recent findings advancing our understanding of the physiological mechanisms that determine the reinforcing properties of carbohydrates and discuss factors that may promote or diminish their control over feeding behavior.