



The value of nutrition  
- Build a foundation for  
your eating habits

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nutrition coach

*Via Esca*

# ViaEsca

”We increase overall wellbeing by helping people to change their eating habits for better”

- 73% succeeded to make a permanent change
  - Weight
  - Cholesterol, blood sugar, blood pressure
  - Recovery
  - Endurance/ performance
  - Mental wellbeing (hard to measure!)

*ViaEsca*



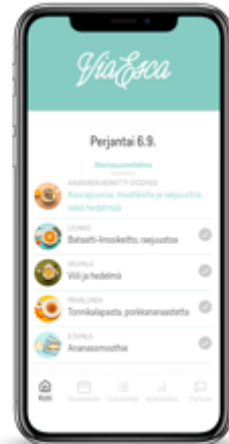
*ViaEsca*

# PERSONALISED DATA INTO TASTY MEALS



## BODY TRACKING

- Sleep
- Activity
- Recovery



## ADAPTABLE PROGRAMME

- Recipes
- Shopping list
- Meal multiplier

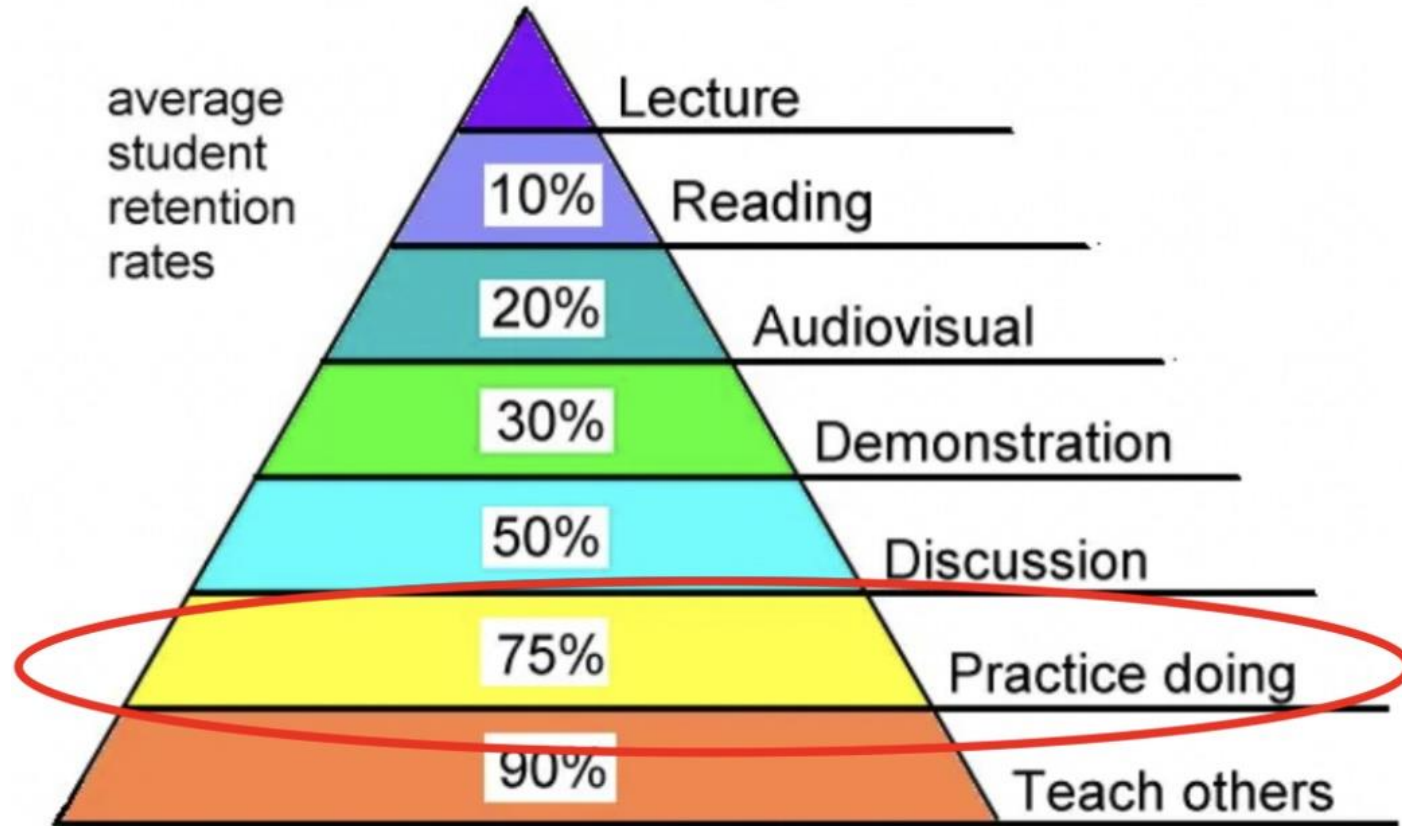


## CONTINUOUS COACHING

- Daily reports
- Coaching messages
- Chat with nutrition coach

ViaEsca-coaching helps to understand the impact of activity, rest and eating in wellbeing. Personalized data and coaching also helps to understand how to make these wellbeing acts part of everyday life.

# Learning Pyramid



Build a foundation for your eating habits



# GLOBAL NUTRITION TRENDS 2024

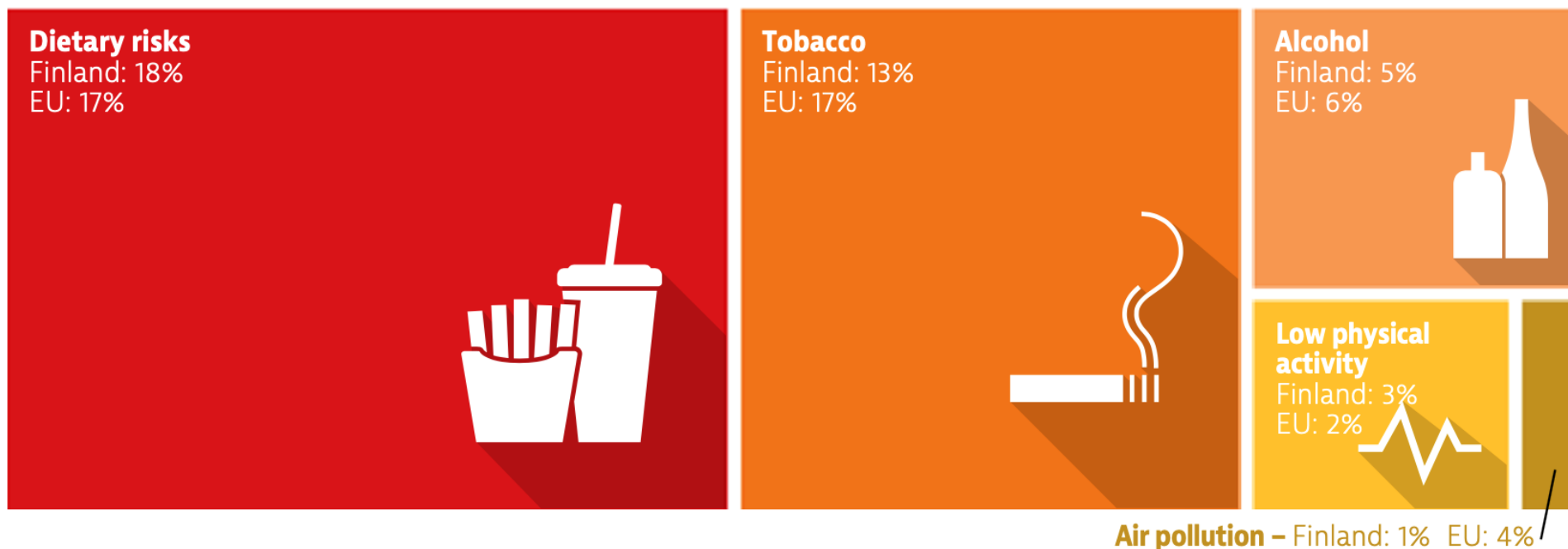
- **Megatrend: sustainable nutrition** (mindful for people, planet and society)
- **Personalised nutrition and women`s health** (nutritional requirements at each female life stage)
- **Cognition, sleep and stress** (growing understanding of the impact of stress on overall wellness)
- **Microbiome- beyond digestive health** (importance of fibers, Food and Mood Centre, Deakin University, Australia)
- **Affordable nutrition** (nutrition solutions we develop have to be affordable and accessible to society as a whole. Foods: beans are a prime example of an inexpensive food that provides fiber, protein, minerals and calories.)
- **Sodium and sugar reduction** (taxes, legislation, front-of-pack labeling)
- **Plant forward + protein production`s future** (The plant-based category is still ripe with opportunities, but the meteoric growth has slowed)
- **Recovery** (Anti-inflammatory diet, Stress is directly related to the body`s ability to recover)
- **Eye health** (Vitamins A, C and E, omega 3-fatty acids)

# GLOBAL TOPICS INFLUENCING NUTRITION TRENDS

- **Covid-19:** eating at home, cooking at home, missing social eating, increased snacking, missing the eating rhythm, meaning of eating, immunity
- **War:** lack of energy, lack of specific ingredients, price of food, getting comfort out of food
- **Climate change:** agony of eating, social pressure
- Social pressure, money, location, cooking skills, family, beliefs..
- (instagram: @thefitnesschef\_)

# State of health in the EU: Finland, country's health profile 2021 (OECD publication)

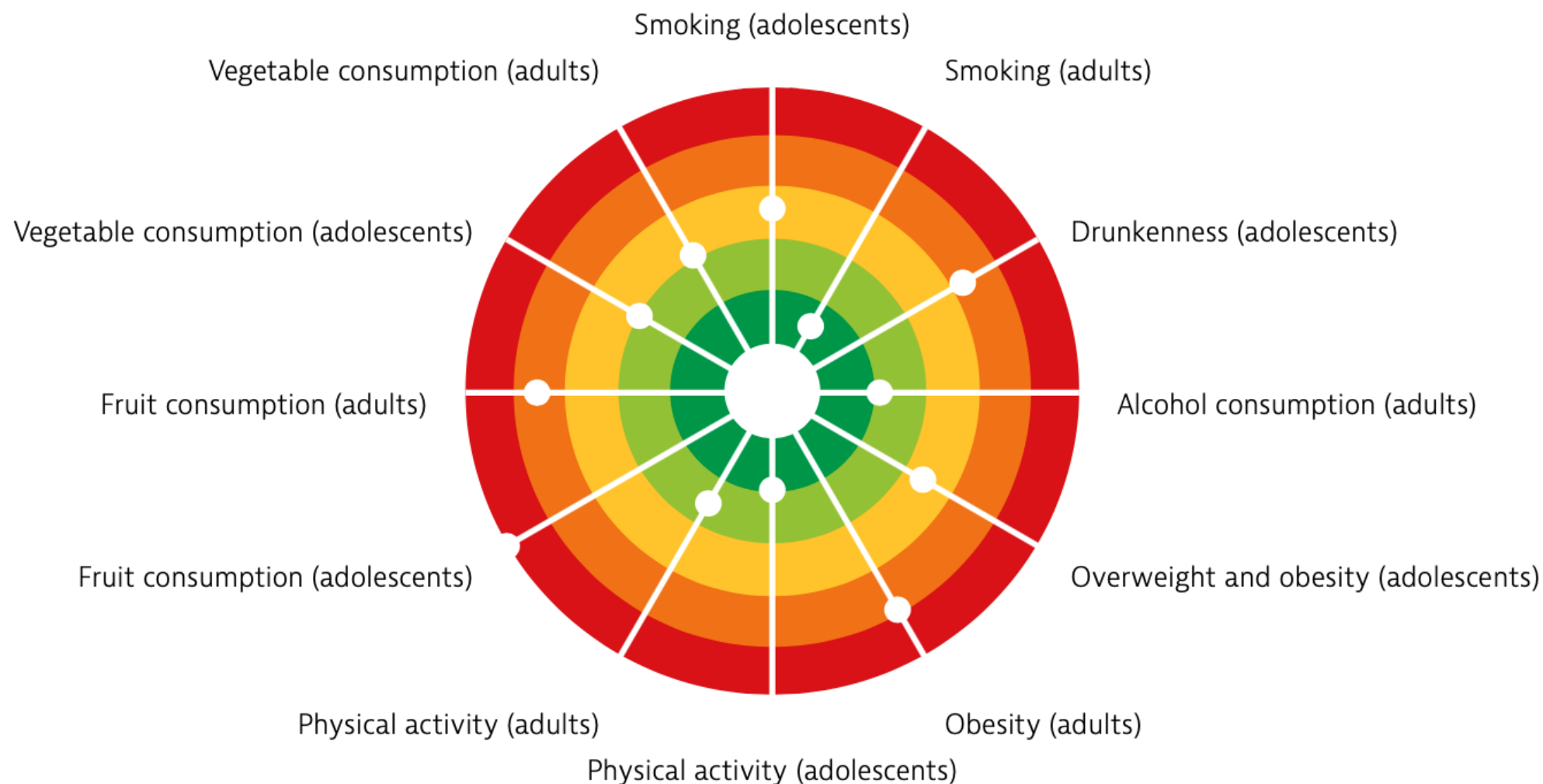
**Figure 5. Over one third of deaths can be attributed to behavioural risk factors in Finland**



*Note: The overall number of deaths related to these risk factors is lower than the sum of each one taken individually, because the same death can be attributed to more than one risk factor. Dietary risks include 14 components, such as low fruit and vegetable intake, and high sugar-sweetened beverages consumption. Air pollution refers to exposure to PM2.5 and ozone.*  
*Sources: IHME (2020), Global Health Data Exchange (estimates refer to 2019).*



**Figure 6. Obesity is an important public health issue in Finland**



*Note: The closer the dot is to the centre, the better the country performs compared to other EU countries. No country is in the white "target area" as there is room for progress in all countries in all areas.*

*Sources: OECD calculations based on HBSC survey 2017-18 for adolescents' indicators; and OECD Health Statistics, EHIS 2014 and EHIS 2019 for adults' indicators.*

# Question 1

What is the most common thing that concerns you about eating or food?

Who or what effects the most on your eating habits?





# MENTAL WELLBEING AND EATING

- **Emotional eating:** comfort food and coping mechanism during times of stress, sadness or boredom -> may lead to overeating or making unhealthy food choices
- **Nutritional impact:** poor diet can negatively affect mental health. Deficiencies in certain nutrients like omega-3 fatty acids, vitamins (B, C, E) and minerals (Mg) have been linked to mood disorders such as depression and anxiety
- **Gut-brain axis:** a balanced diet that supports gut health (fiber-rich food and probiotics) may positively impact mood and cognitive function
- **Mindful eating:** paying attention to hunger cues and being aware of emotions and triggers around your eating can promote a healthier relationship with food and improve mental wellbeing
- **Nurture a positive relationship with food!**

# Eating has a huge impact on recovery and stress already within a day.

Day 1 on the left:  
Balanced eating every 3-4 hours

Day 2 on the right:  
otherwise the same but the time between breakfast and lunch was 6 hours and the lunch was an unhealthy pizza.

Tiistai 07.12.2021

**Erinomainen** (88 /100)

Palautuit erittäin hyvin. Tällaiset päivät tukevat terveyttäsi ja suorituskykyäsi. Hienoa!



Stressin määrä / vrk  
**Normaali 42%**

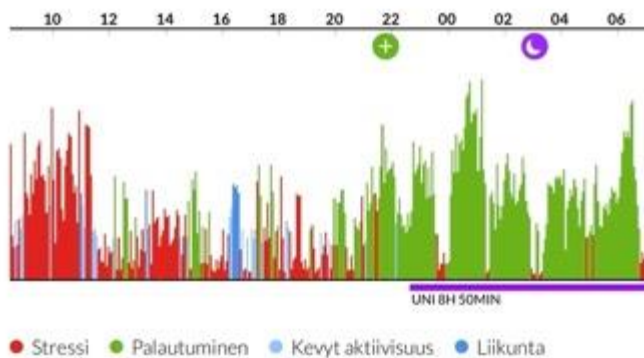


Palautumisen määrä / vrk  
**Hyvä 48%**



Firstbeat -kuvaaja

Avaa



Keskiviikko 08.12.2021

**Kohtalainen** (46 /100)

Päiväsi oli jonkin verran kuormittava. Yksittäiset tällaiset päivät eivät heikennä suorituskykyäsi, mutta voivat toistuessaan johtaa palautumisvajeeseen.



Stressin määrä / vrk  
**Normaali 61%**

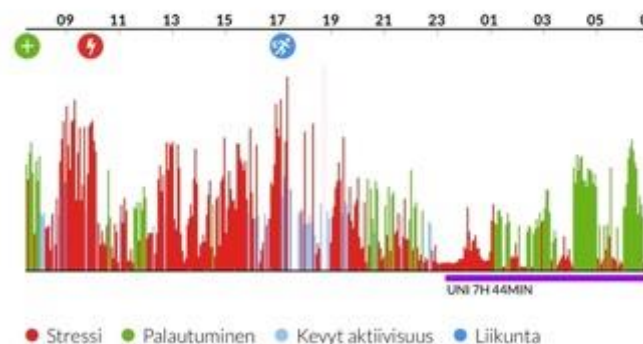


Palautumisen määrä / vrk  
**Heikko 25%**



Firstbeat -kuvaaja

Avaa



# YOU CAN MEASURE RECOVERY

Track your recovery by following your stress data. It is important that you also have recovery time during the day to keep you going. Observe your night time recovery. It can vary a lot depending on your days and particularly on your evenings.

Alcohol  
Coffee  
Stress  
Physical activity



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# SLEEP

7-9 hours per day

Rest for the brains, growth hormone secretion (muscle mass + weight loss!)

Liver function

Physical recovery

Regular rhythm

Supper/ evening snack

Activity

Stimulants

# BEING ENERGETIC AND FEELING WELL

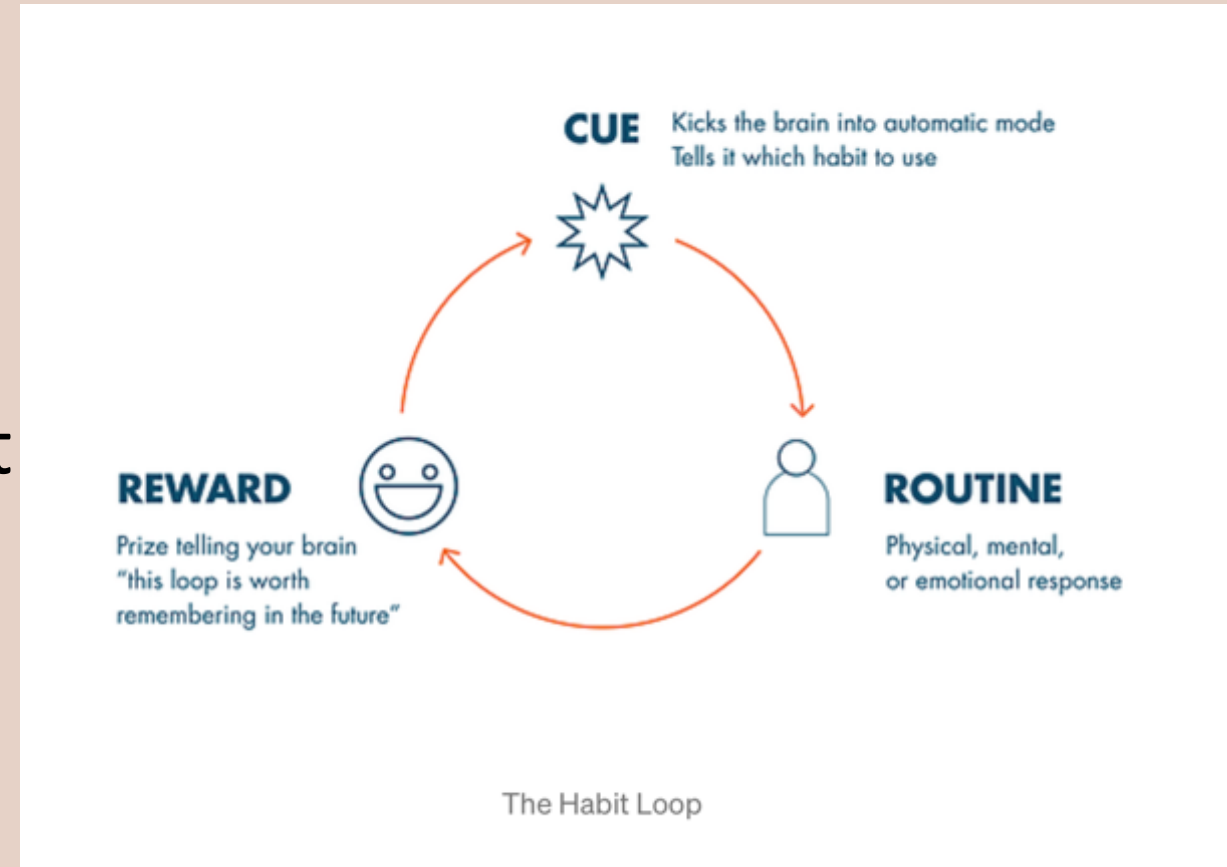
Nutrition and better  
eating habits





# IMPROVING YOUR EATING HABITS

- Knowledge
- Motivation
- Repeating (change doesn't just happen)
- Wellbeing vs. welldoing



# PLANNING/ ANTICIPATING

- Don't just react
- Living the moment vs. planning (meal prepping)
  - Master your calendar
- Planning decreases your decision making during your working day



"You'll see I wear only grey or blue suits. I'm trying to pare down decisions. I don't want to make decisions about what I'm eating or wearing. Because I have too many other decisions to make". –Barack Obama

Obama

*Via So*

# NUTRITION KEY POINTS

- Eating rhythm
- Macro nutrients
- Amount of vegetables
  - Portion size

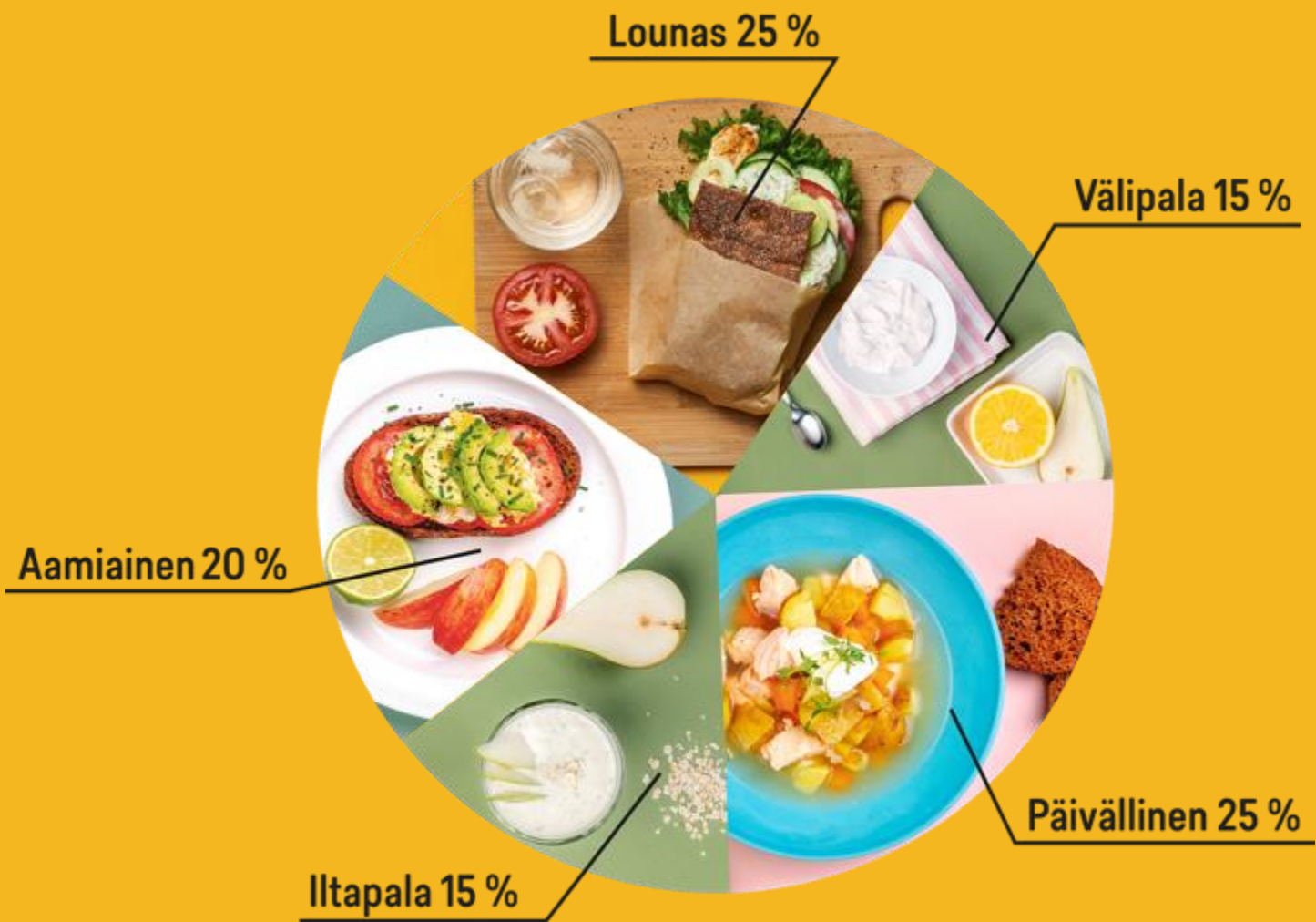


## Question 2

What is already good in your eating habits and what needs to be fixed?

Do you follow a special diet?





# CARBOHYDRATES

- Vegetables
- Fruits, berries
- Whole grains
- Fiber (gut), vitamins, energy



# GLYCEMIC LOAD

- The amount and the quality of carbohydrates
- The impact on blood sugar



*Syö paremmin, älä vähemmän*



kcal  
370

*Via Esca*  
puuro

*Via Esca*



kcal  
370

Normaali  
puuroannos

*Via Esca*



# PROTEINS

- Meat, poultry
  - Dairy
  - Eggs
- Nuts, seeds, legumes
- No glycemic load, food for muscles (cells), immunity, weight loss



# FATS

- Saturated fat
- Unsaturated fat
  - Omegas
  - Transfat
- Salmon, avocado, nuts, vegetable oils
  - Energy, cells and hormones



# BEING HYDRATED

- Remember to drink water
- Helps your metabolism and removes metabolic waste
- Recommended amount about 2 litres per day
- Coffee and tea are diuretic



Question 3:

What is your biggest challenge or obstacle that keeps you from eating better?



# CHALLENGES VS. ADVANTAGES

- Scheduling
- Working/ studying environment
  - Work load
- Family/ friends
  - Days off
  - Trips



# YOU CAN'T GO WRONG WITH THESE:

- Eat breakfast every day
  - Don't skip lunch
- Eat with somebody at least once a day if possible
- Eat lots of fruits, vegetables and berries
- Keep up the regular eating rhythm
  - Exercise -> GO OUT!



# ARTICLES WORTH READING

- **Mayo Clinic:** subscribe and you will get a good report on how to understand immune system health
- **Harvard health:** <https://www.health.harvard.edu/topics/nutrition>
- **Healthline:** <https://www.healthline.com/nutrition>
- **Verywell fit:** <https://www.verywellfit.com/nutrition-4157081>
  
- (instagram: @thefitnesschef\_)

Thank you!

*Via Esca*

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# STRESS AND HUSTLE

- Create physical needs
- We need more oxygen, energy, vitamins and minerals
- Stress makes us crave for sugar and fat and unhealthy carbs
- Sympathetic nervous system is in control

