

# One **WHOLE** Week

Grocery stores and markets  
are flooded with quick and easy  
packaged food choices --  
often to the exclusion and detriment  
of nutrition and health.

**Can you go one week without  
eating any processed foods?**

Powered by:  
The Well Being





# Overview of the **WHOLE WEEK**



**Measure:** What do your current eating habits look like?



**Plan:** What are you willing to adjust first?  
How will you get there?



**Cleanse:** Set yourself up for success.



**Hurdle:** What are your biggest barriers to success?



**Eat:** How do you create delicious meals on a schedule or budget?



**Remember:** What brought you to this challenge initially?



**Review:** What habits did you form this week that you want to keep?



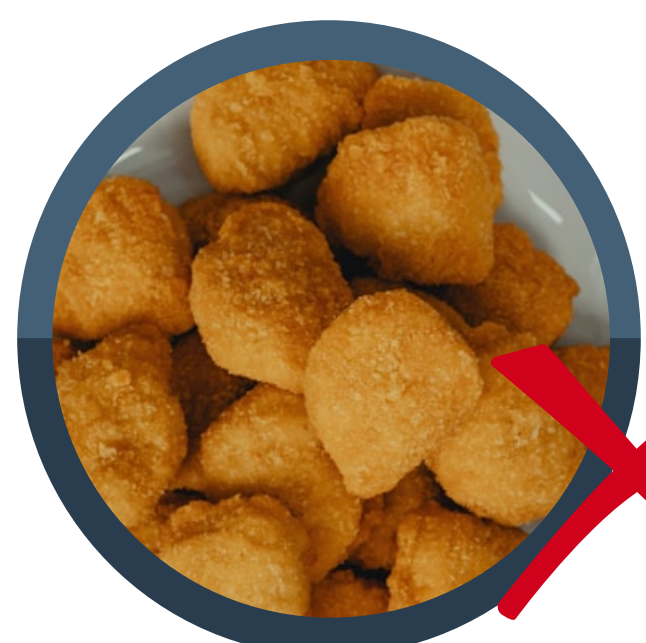


Eating whole foods means eating foods as close to their original form as possible:

## CHOOSE THIS.....NOT THIS!



GRILLED  
CHICKEN BREAST



CHICKEN  
NUGGETS



WHOLE GRAIN  
RICE



WHITE  
BREAD



APPLES



APPLE PIE

Fortunately, the you can enjoy tons of foods while eating WHOLE—meat, whole grains, fruit, vegetables, nuts, beans, and more!

**"There is incontrovertible but boring evidence that eating your fruits and vegetables is probably the best thing you can do for preventing cancer, for weight control; for diabetes; for all the different...Western diseases that now afflict us."**

**Michael Pollan,  
Author, In Defense of Food**

**"Real food doesn't have ingredients. Real food IS ingredients."**

**Jamie Oliver,  
Chef, TV Host**

**"Our over abundance of calories and the macronutrients that compose our diet may all lead to increased inflammation, reduced control of infection, increased rates of cancer, and increased risk for allergic and auto-inflammatory disease"**

**Myles I. A. (2014). Fast food fever: reviewing the impacts of the Western diet on immunity.**

**Nutrition journal, 13, 61.**

**<https://doi.org/10.1186/1475-2891-13-61>**



## What are WHOLE FOODS?

Whole foods, or clean foods, have not undergone processing (or have minimal processing) prior to eating.

## Why should I eat unprocessed foods?

Processing changes the nutritional value of food!

Removes fiber,  
minerals and  
vitamins from grains  
and vegetables!

Adds in excess saturated  
fat, added sugar,  
sodium, and chemicals  
(like preservatives)!

## What can I eat?



Also: natural nut butters (no sugar), dried fruits (no sugar or preservatives added),

## What should I avoid?

Anything with more than one ingredient! This looks like cereals, pasta, breads, sweets, chips, candy, packaged meal kits, and more. Avoid refined white flour, added sugar, and processed fats!

**Ultra-processed foods provide 58 % of energy intake and 89 % of added sugars in the American diet.**

**An inflammatory, processed-food diet increases the risk of cardiovascular events and obesity.**

**"Consumption of ultra-processed food is associated with weight gain and may contribute to metabolic syndrome and chronic disease."**



# Day 1: Take Measure of Your Daily Intake

As you begin this week's journey into healthy eating, start by changing nothing.

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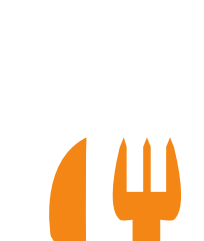
**Yes, that's right.**

**Don't change a thing. For today.**

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First, take stock of how you eat today (without judgement, criticism, or justification) and track all of your food.

**While you track your food, consider the following questions:**

-  When do you eat your biggest meal?
-  What types of foods do you typically grab?
-  When did you find yourself most likely to eat something processed or packaged?
-  When you reach for packaged/processed foods, what emotions are you experiencing?



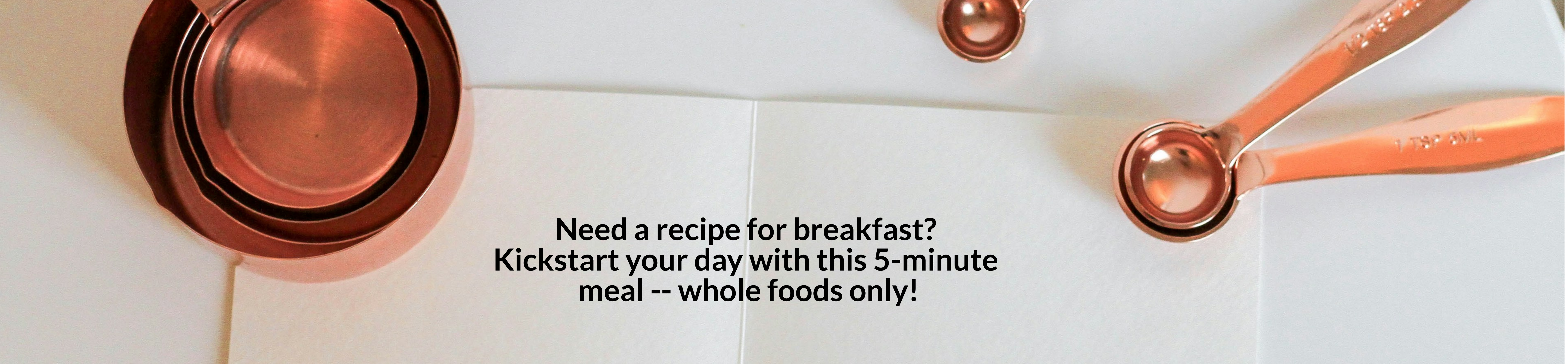


# Day 1: Take Measure of Your Daily Intake

Use this chart (without judgement) to document today's food.  
**What** did you eat? **When** did you consume it? And **how much**?  
How did you **feel** before hand, and how did you feel afterward?

| WHAT      | WHEN | HOW MUCH | MOOD |
|-----------|------|----------|------|
| BREAKFAST |      |          |      |
| LUNCH     |      |          |      |
| DINNER    |      |          |      |
| SNACKS    |      |          |      |





Need a recipe for breakfast?  
Kickstart your day with this 5-minute  
meal -- whole foods only!

## Breakfast Scramble with Berries



### Grab your ingredients:

1-2 Eggs, cracked and seasoned  
lightly with s/p (or herbs!)

Vegetables of choice: handful of  
spinach, chopped mushroom,  
sliced red peppers,  
leftover roasted broccoli,  
onions, you name it!



### Saute your veggies:

Heat your pan, then add your  
veggies and a small amount of  
water.

Cook until the water has  
evaporated (1-2 min) and  
veggies have softened/warmed.



### Cook your eggs:

In the same pan, add your eggs  
(for a veggie scramble), or set  
aside your veggies and add your  
cracked eggs.

Cook until white is opaque and  
yolk is desired consistency.



### Prepare your berries:

While your eggs cook, rinse a  
handful of fresh berries  
(blueberries, cherries,  
strawberries, raspberries!)

Serve eggs and veggies together  
and enjoy with berries!





## Day 2: Plan to Succeed

### "A goal without a plan is just a wish." - Antoine de Saint-Exupery

You've tracked your eating for one day -- that's great! Now's the time to use this information to formulate a plan. **What are you willing to change first?**

For today, review your tracking sheet and think back to yesterday:

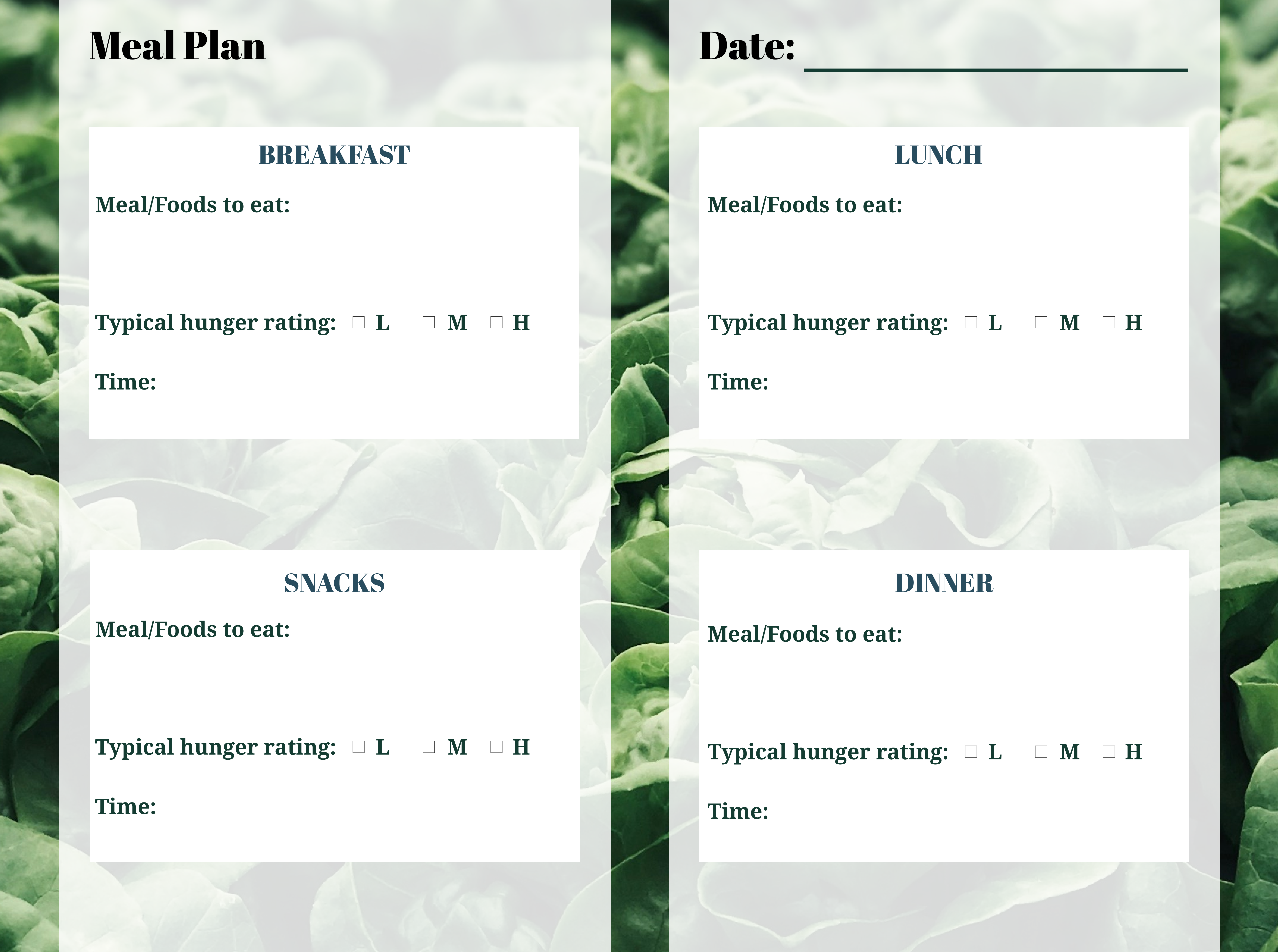
- **When was it hardest to avoid processed foods?**
- **What did you reach for in moments of stress?**
- **How would you change your eating behaviors from yesterday for today and the rest of the week?**

**Planning to succeed involves anticipating areas of strength as well as areas of challenge.**

- **Which meals did you find easiest to stick to your whole foods/clean eating goals?**  
What made these meals easiest? What is your typical hunger level at these times? How can you pack these meals with lots of nutrition?
- **What would you change from Day 1 for Day 2?**  
What can you prepare ahead of time to ensure you'll succeed?

\*\*\*Continue tracking your food for the remainder of the challenge!





# Meal Plan

Date: \_\_\_\_\_

## BREAKFAST

Meal/Foods to eat:

Typical hunger rating: ☐ L ☐ M ☐ H

Time:

## LUNCH

Meal/Foods to eat:

Typical hunger rating: ☐ L ☐ M ☐ H

Time:

## SNACKS

Meal/Foods to eat:

Typical hunger rating: ☐ L ☐ M ☐ H

Time:

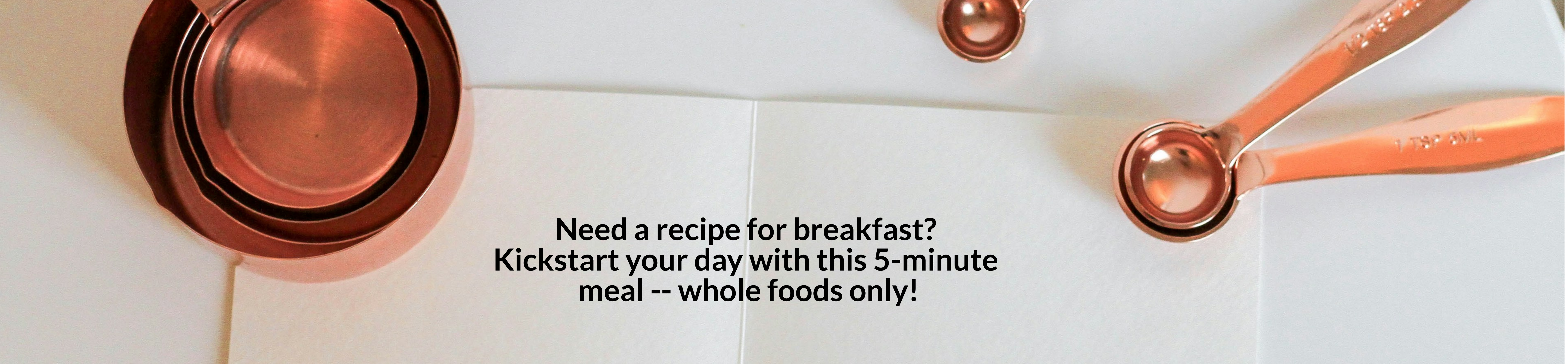
## DINNER

Meal/Foods to eat:

Typical hunger rating: ☐ L ☐ M ☐ H

Time:





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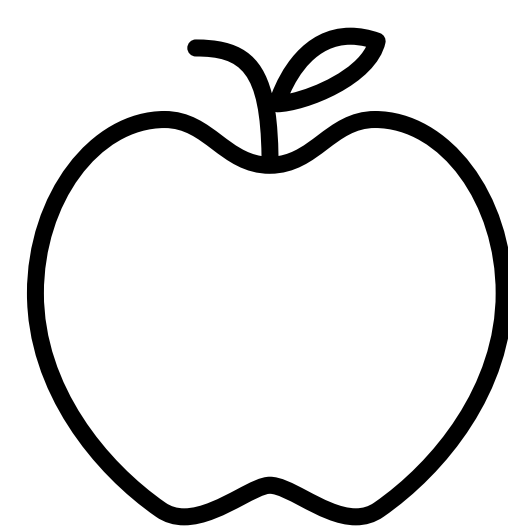
Serve eggs and veggies together  
and enjoy with berries!



## Day 3

**TIP: Check the list of ingredients:**  
If there is a list of ingredients, it's  
probably not a whole food.

**Take a look at your  
pantry and fridge. How  
much of that food is  
"whole" and how much is  
processed?**



What types of foods do you have available?

What do you need to ensure you succeed?

## Outta Sight, Outta Mind

Setting yourself up for success means removing temptations and distractions from your kitchen.

This can be challenging -- especially if you share a space with a partner, children, or a roommate and they aren't on the same page. It also might trigger anxiety and stress over food waste, finances, and preferences.

### Identify your biggest weaknesses

While removing all processed foods might be ideal, it's often not realistic all at once. Identify your biggest culprit - do it when you're not "hangry" - and throw them away or hide them somewhere out of sight.

### Find a replacement

Fill your pantry and refrigerator with foods that fit into the "whole foods" guidelines so you're ready when hunger attacks!



Review the list below -- **What do you already have and what's missing?**

**List the items you need to add to your grocery list** to ensure you're supporting your goals to eat mostly whole foods.

## Help Yourself

Consider what type of additional support or resources you need to be successful. For example, do you own dried beans but have no idea how to use them? Maybe a tutorial on how to prepare dried beans would help!

## Dry Goods

Dry grains and beans are a staple of any clean, whole-foods based diet. Items to keep in stock include oats, wild rice, quinoa, barley, farro, beans, split peas, chia seeds, ground flax seed, sesame seeds, and more.

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## Canned Goods

Canned vegetables and fish (like tuna in water) can be an easy way to ensure you're keeping clean foods on hand. Make sure the vegetables are low sodium and canned at the peak of freshness.

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## Shelf-stable foods

In addition to dry grains and beans, some whole foods can stay shelf stable, like, herbs/spices, nuts, unsweetened nut/seed butter, dried fruit (no sugar/sulfates added), and seeds!

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## Snack items

Those "health bars" that are "packed with protein and whole grains" are also packed with added sugar and processed ingredients. Instead, grab less processed items, like DIY air-popped popcorn, carrots, and grapes!

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## Refrigerated Items

Fresh fruits and veggies are the perfect snack: nutrient rich and low in calories. Try keeping sliced peppers, carrots, cucumbers, broccoli, and other veggies on hand. Berries (nature's candy!) make the perfect sweet treat!

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## Freezer Items

Frozen fruits, vegetables and meats offer many of the same nutrients as their fresh counterparts, but often cost less and last longer: win-win!

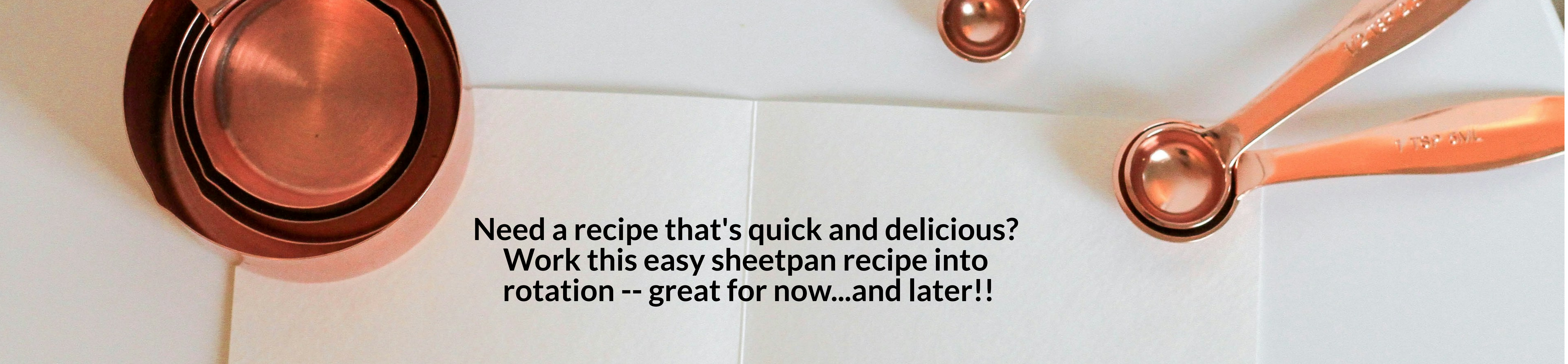
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Need a recipe that's quick and delicious?  
Work this easy sheetpan recipe into  
rotation -- great for now...and later!!

## Greek Chicken Whole Grain Bowl



### Create your Greek mix:

Preheat oven to 425F.

In a small bowl, combine 1.5T oregano, 1T basil, 0.5T dill, 1T garlic powder, 1T onion powder, 0.5t salt, 1.5t pepper.



### Prep your sheet pan:

On a lined sheet pan (silpat or aluminum foil), add chicken (rinsed, dried, and cubed), sliced lemon, sliced red onion, cubed zucchini, diced red pepper. Drizzle with olive oil or grapeseed oil and season with Greek mix. Squeeze lemon overtop.

With about five minutes left, add grape tomatoes to the tray.



### Make your grain:

In a sauce pan, pour in 1/2 C quinoa (well rinsed in a sieve) or brown rice. Add 1.5 C water.

Bring to a boil, then simmer until grain is tender (quinoa cooks faster than rice). Drain any remaining water. Set aside.



### Assemble your bowl:

Add 1/2 cup of grain to the bottom of your bowl. Top with the roasted chicken and veggies. Add an extra lemon wedge for more flavor!

Also great to prepare in advance and bring for lunch!



## 4

## Confront Your Challenges

Put some tools in your tool belt to handle your biggest barriers to success!



### Understand yourself and your decisions

What prompts your processed-food selections? Boredom? Stress? Lack of time? Need for satisfaction? Look at a few common reasons below --



### Need something sugary?

Sugar releases feel-good chemicals in our brain. In lieu of grabbing candy and sweets, try dried fruit. When chilled, Medjool dates taste like caramel!



### Always on the go?

Processed food is too easy to keep on hand, especially when you're busy. Try grabbing pre-portioned nuts (low/no salt), cut veggies,



### Feeling sluggish or tired?

If you're relying on pre-made meals out of fatigue at the end of the day, consider meal prep: spend 1 or 2 hours on the weekend to plan ahead and get the food ready to be cooked.



### Feeling down or bored?

Emotional eating is real -- and can derail your efforts to stay healthy. Hunger itself can trigger emotions, like anger, agitation, and more. To reduce that "hangry" feeling, avoid skipping meals, especially earlier in the day.



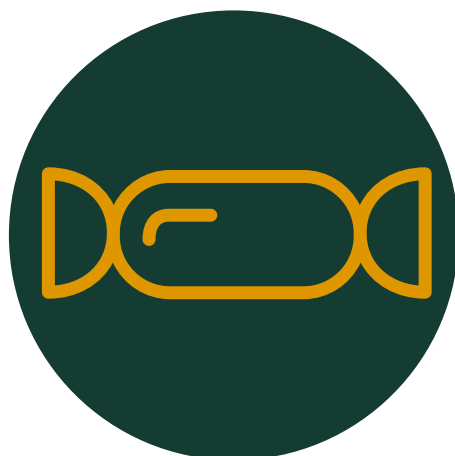
### Stressed out or overwhelmed?

In moments of stress or overwhelm, our brains want something pleasurable to help soothe. Instead of feeding your body poorly, add in physical activity, which naturally raises endorphins (feel-good chemicals).



# How will you handle these situations?

For each of these moments, consider how you will confront the challenge of eating whole foods. How likely are you to try these ideas? Have you tried them before? What worked and what didn't? Rate your confidence in your ability to change.



SUGARY



ON THE GO



TIRED



DOWN



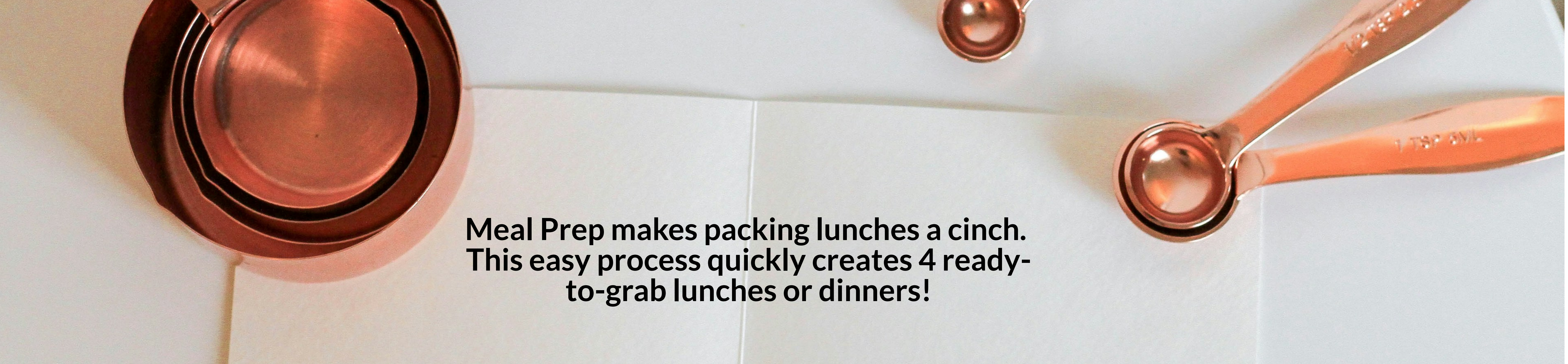
STRESSED



## Confront Your Challenges

You know yourself best. Figure out what will work for your needs to increase your whole foods and reduce dependence on processed goods!





Meal Prep makes packing lunches a cinch.  
This easy process quickly creates 4 ready-  
to-grab lunches or dinners!

## Deconstructed Turkey Tacos



### DIY Taco Spice Mix:

In a small bowl, mix one tsp each of the following: garlic powder, chili powder, paprika, cumin, salt. Add 1/2 tsp oregano and cayenne (optional). Mix well.



### Cook your turkey:

In a non-stick pan, saute 1/2 a chopped onion until soft. Add 1 lb ground turkey breast. Cook until browned. Add 1 tsp tomato paste and stir to coat. Add the spice mix and 1/4 cup of water. Simmer 15 minutes, stirring occasionally.



### Make your grain:

In a sauce pan, pour in 1/2 C brown rice. Add 1.5 C water. Bring to a boil, then simmer until grain is tender. Drain any remaining water. Set aside.



### Assemble your bowl:

Add the sauteed turkey and brown rice to a bowl. Add in extras, like shredded lettuce, fresh/frozen corn, tomatoes, cilantro, avocados, lime juice and onions!

Try packing four or five containers for lunch at work!



Day 5

## Eating Whole in Real Life

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Not everyone has time to whip up a gourmet meal every day. In fact, most of us need to grab something and head out the door or to our desk to start work.

Here are a few things to consider as you approach "clean" eating:



### **Find Fresh Food**

Use your grocery store's coupons to identify the freshest, ripest foods. Those are often the least expensive and tastiest to eat!



### **Repeat Ingredients**

Find recipes with the same ingredients to avoid buying too many specific fresh foods.



### **K.I.S.S. (Keep it Simple, Silly!)**

Your meals aren't being judged for Top Chef, so take the stress out of meal making. Fill half your plate with veggies, then add a lean protein and 1/2 cup of whole grains!

## The Spices of Life

Using spices can make simple meals incredibly flavorful. Instead of relying on saturated fats and excess sodium in cheese or processed foods, try seasoning with fresh herbs or spices you already have on hand!

**BONUS:** Many spices and fresh herbs contain antioxidants and other powerful phytonutrients!





# Recipes for Success

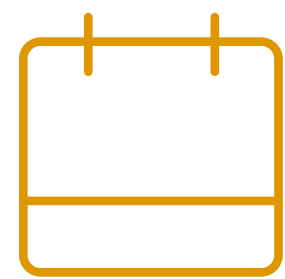
Take a look at your calendar -- **which days this week do you want to make meals for yourself?** One WHOLE Week | 18

Take the time to identify what you'll make, when, and for which meals! Find three recipes that fit your tastes and your time; then, make a grocery list to ensure you'll have the ingredients when you need them.

## Day 1 Recipe



Recipe name/source



Date to prepare



Primary meal



Leftovers for another meal?

☐

Yes

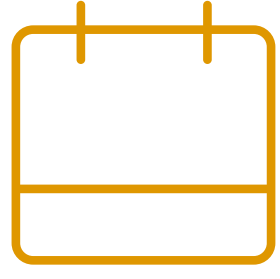
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No

## Day 2 Recipe



Recipe name/source



Date to prepare



Primary meal



Leftovers for another meal?

☐

Yes

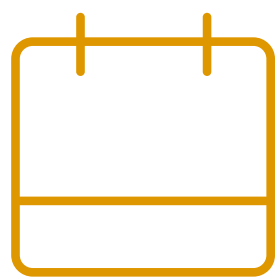
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No

## Day 3 Recipe



Recipe name/source



Date to prepare



Primary meal



Leftovers for another meal?

☐

Yes

☐

No

## Groceries Needed

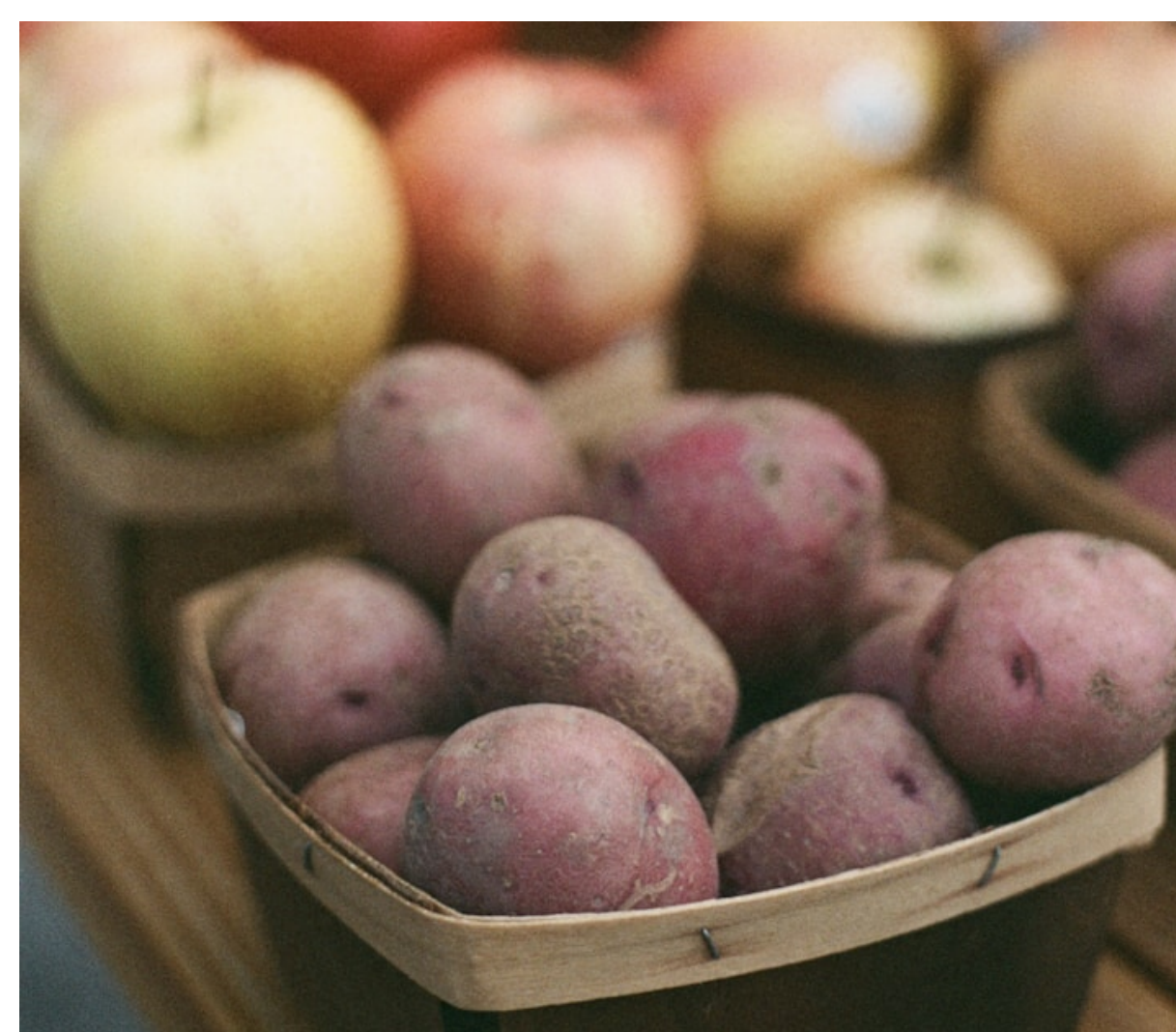
BONUS! Try to find recipes with overlapping ingredients to avoid food waste!





While this might sound fancy, this chicken recipe comes together in a flash, can be prepared ahead of time, and makes great leftovers!

## Lemon Roasted Chicken with Potatoes and Rosemary



### Prep your veggies:

Preheat oven to 400F.

Prepare your vegetables and chicken: cube 1 lb of baby potatoes, 1/2 onion, diced; and 1 lemon, sliced.

Wash and pat dry 1 lb chicken breasts.



### Create the marinade:

In a small jar or bowl, combine 1/3 C olive oil, 2 cloves garlic minced, 1 T fresh rosemary or 2 tsp dry, 1/2 tsp crushed red pepper flakes, 1 1/2 tsp salt, 1/2 tsp fresh ground pepper, and the juice from one lemon.



### Assemble the dish:

In a pyrex/glass baking dish, mix diced veggies and spread evenly. Top the veggies with the chicken. Drizzle the marinade over the top of the chicken and vegetables. Add salt and pepper, to taste.



### Cook and enjoy:

Place the baking dish in the heated oven for 1 hour or until chicken is cooked through. Enjoy!

This dish can be prepped, covered and refrigerated up to 24hrs in advance to make dinner a snap!



## 6

Put Value  
into your  
VisionWhat made you initially  
decide to start this journey?

Change is hard -- if it wasn't, we'd all just make the changes we need to make, right? It's also not linear. You don't just decide to change one day and never face bumps or hurdles afterward.

So, when this challenge is getting hard (like today, on Day 6), it's helpful to remember your ultimate vision of what brought you here in the first place. What is it about the change that resonates with your personal values?

## Ask Yourself These Questions

How important are these  
changes to you?

If not all of these changes are important, which ones are? What makes them important to you?

What would it take to prioritize  
these changes for yourself?

Changes signal the start of something new and the end of something we know.

How confident are you  
that you can change?

When you run into barriers, negative self-talk often tells you that "you can't". What does it sound like to tell yourself you can?

## Try journaling your answers!

There's evidence that writing helps to clarify thoughts and open mental space for critical thinking!



# Understand Your Priorities

Review your goals or things you've changed this week. List the **top three goals** you made for yourself. Next, on a scale of 0-10 (where 0 is "not at all" and 10 is "utmost importance", how do you rate your goal? Finally, consider your rating -- what made you give it this number and not something lower?

Goal #1

0510

Priority/Value Rating

Why select this number and not something lower?

Goal #2

0510

Priority/Value Rating

Why select this number and not something lower?

Goal #3

0510

Priority/Value Rating

Why select this number and not something lower?



**Bento Boxes are a great way to pack everything you need for lunch in one container. Not only does it help with portion control, it also allows you to add lots of different flavors to your meal!**

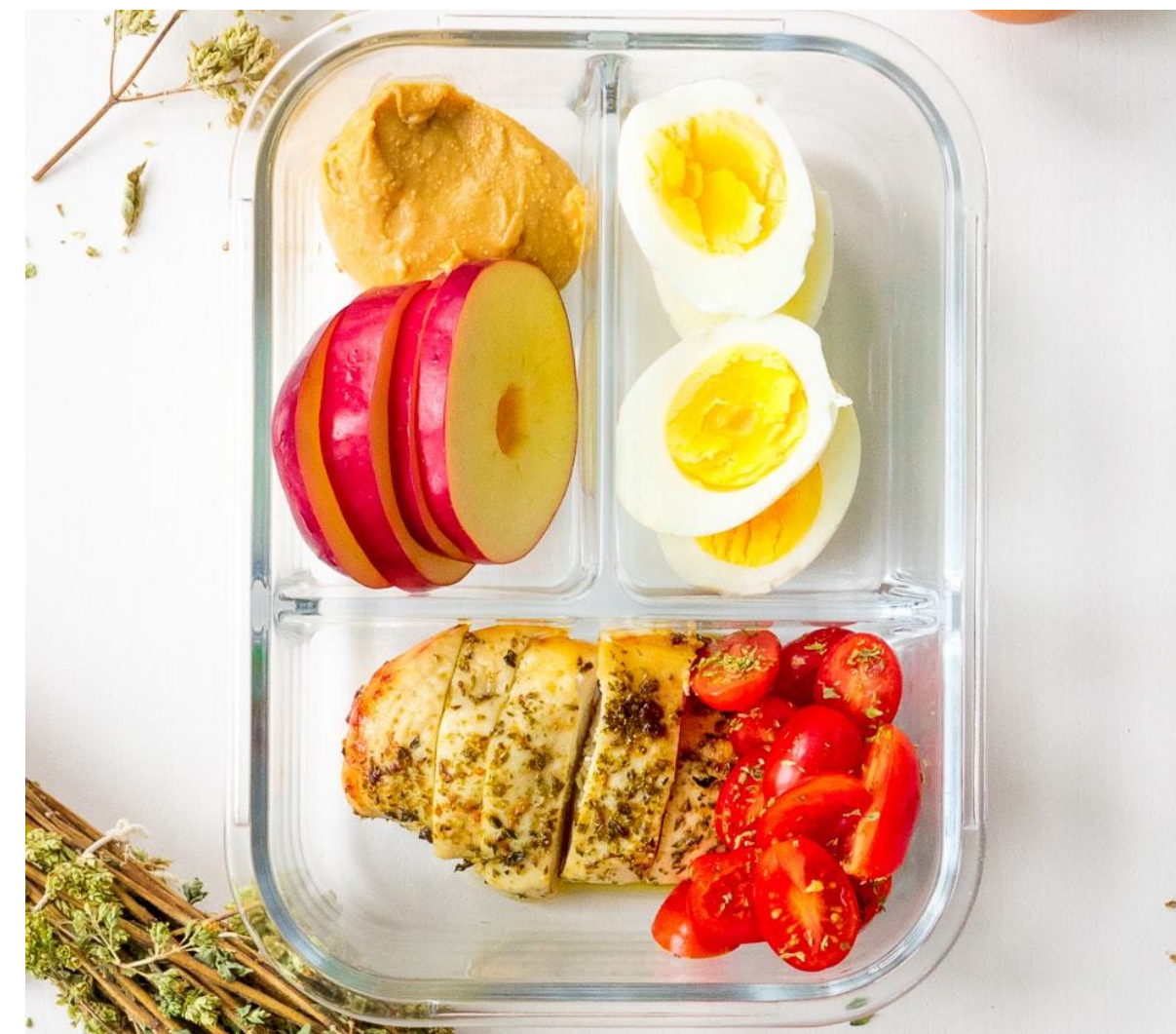
# Bento Box Lunches



# Vegan Bento

Rinse a can of beans, then add in  
cherry tomatoes, cucumbers,  
green & black olives, fresh  
parsley, brown rice, olive oil and  
s/p.

Scoop a portion into a bento box with half an avocado, a lemon wedge, celery and carrots, and 2T hummus.



# Protein Bento

Start by hard-boiling an egg and slicing it in half. In a separate well of your bento, place sliced apples and 2T of nut or seed butter.

Leftover herb-roasted chicken  
can be added cold - with a  
handful of cherry tomatoes (or  
even some baby greens!)



# Greek Bento

Make your salad by mixing a small cucumber, chickpeas, cherry tomatoes, fresh parsley, green and black olives, extra virgin olive oil, s/p.

To complete your meal, add 1/2 cup brown rice, a lemon wedge, and a few bunches of grapes!



## Energy Boost Bento

Slice an apple and add 2T nut or seed butter.

In a separate square, scoop some plain Greek yogurt and top with your favorite chopped nuts and a bit of natural honey or 100% maple syrup. Add lots of fresh berries and enjoy!



# Day 7 Review Your Habits

You've spent the last week taking processed foods out of your diet.

Before your week is over, it's time to think about next steps. Often, the idea of a "going on a diet" brings with it thoughts of "eventually going off the diet". Instead, start thinking about the commitment you made to yourself as small lifestyle changes.

## Consider and Answer These Questions:

**What habits did you form this week?**

**What do you want to stick moving forward?**

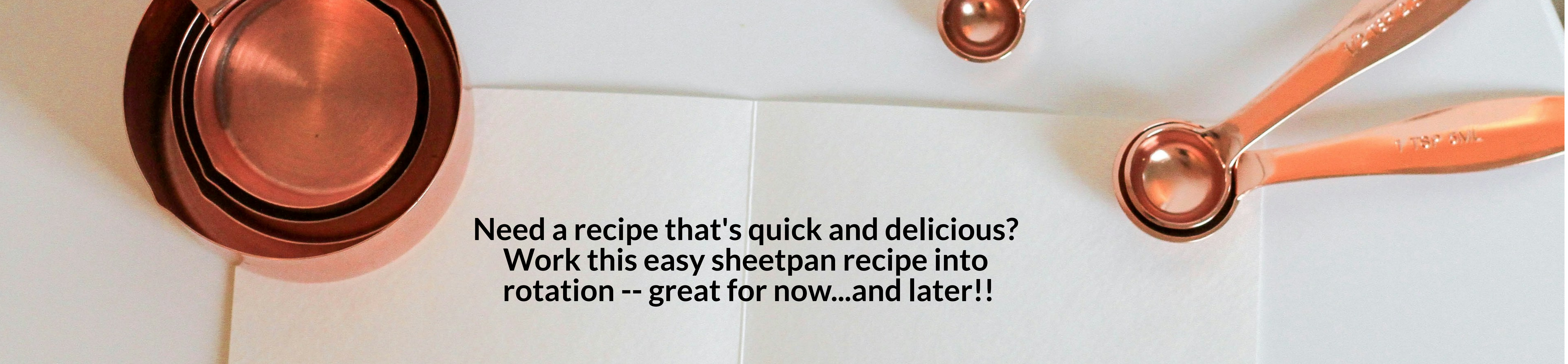
**What makes you hopeful about keeping these changes?**

**WANT MORE?**

Would it be helpful to have more support in your health journey? What about finding other Keeleyn's who are working toward similar goals? If so, KeeleyLife offers 6-month group coaching programs, 4-week intensive coaching programs, and individual coaching. Email Melissa Swank - [mswank@keeleycompanies.com](mailto:mswank@keeleycompanies.com) - to learn more and register for the next session!







Need a recipe that's quick and delicious?  
Work this easy sheetpan recipe into  
rotation -- great for now...and later!!

## Lemon Garlic Halibut



### Prep your veggies:

Preheat oven to 350F.

Rinse and dry baby greens or other veggie (blanched broccoli, zucchini, or asparagus would go well with this dish)!!



### Mix your marinade:

In a small bowl, mix the olive oil, lemon juice, smoked paprika, red pepper flakes, garlic, dill, black pepper, and sea salt.



### Cook the fish:

In a large casserole dish, arrange 1lb rinsed and dried halibut fillets.

Pour the marinade over the fish, then top with chopped tomatoes and chopped fresh parsley. Marinate for 10min - 2 hrs in fridge, depending on time.



### Plate your meal:

Bake the fish for 20 minutes or until cooked through.

On your plate, place a fillet of fish with some of the chopped tomatoes. Complete with greens or vegetable!





## **Congratulations on completing One WHOLE Week of eating clean, whole foods!**

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Share your experience with this challenge on social media and add #KeeleyLife!

### **RESOURCES:**

Miller, W. & Rollnick, S. (2013) **Motivational Interviewing: Helping People Change**. The Guilford Press.

Wood, Angela. (2020) **The Motivational Interviewing Workbook: Exercises to Decide What You Want and How to Get There**. Rickridge Press, Emeryville, California.



**THE WELL BEING**

MELISSA SWANK