

Ultra-Processed Food Video

Companion Discussion Guide

This guide provides optional discussion questions that you can use with the video. There are several natural points in the video where you can pause the video and have a group discussion. You can choose which pauses and questions make sense for your group and time frame.

Pause video at minute 3:02 on the slide that says “The Rise of Ultra-Processed Food”

- What percentage of your diet do you think is made up of ultra-processed foods?
- What are some ultra-processed foods that you eat frequently? What are some of the reasons why you choose to eat these foods?
- What are some of the reasons that ultra-processed foods are appealing?

Pause video at minute 8:51 on the slide that says “Impact of Ultra-Processed Food on Heart Health”

- On average, people with lower incomes eat more ultra-processed food than people with higher incomes. Why do you think that might be?
- What food and beverage marketing do you see in your day-to-day life? Does it affect your food choices?
- What impact do you think food marketing has in your community? On children?

Pause video at minute 13:33 on the slide that says “Tips for Reducing Intake of Ultra-Processed Food”

- Can you think of any times when you have been eating more or less ultra-processed foods than usual? If so, did you notice any difference in how you felt? If you track your blood pressure or blood sugar, did you notice any difference in those?
- Different communities have different levels of cardiovascular disease. What role, if any, do you think ultra-processed foods might play in this?

At the end of the video

- Think about your diet and the ultra-processed foods that you eat regularly. Are there any changes you could make to decrease your intake of ultra-processed foods? Or changes to increase your intake of whole, unprocessed foods?
- What are some of the challenges that you might face in trying to cut back on ultra-processed food?
- Does anyone have a helpful strategy for cutting back on ultra-processed food to share?

- What are some barriers to reducing ultra-processed food intake in our community?
- What are some ideas about how we could potentially help address these barriers?

General tips for facilitating discussion:

- **Encourage all voices.** Create a welcoming, encouraging environment. Gently invite, but don't force, quiet members to join the conversation.
- **Acknowledge contributions.** Thank participants for sharing their thoughts and experiences and highlight valuable insights.
- **Ask follow-up questions as needed.** If participants offer short answers, consider following up by asking "Why do you think that is?" or "Tell me more" to dig deeper.
- **Gently steer the conversation back to the topic if it gets off track.**