

ARTICLE **Hi, this is Youtoolity!** **How do you tool?**

by Montse Monllau (@montsemonllau), Managing partner at EATING SCHOOL.ES, November 2013

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Co-design the tools that may save lives and help your mama live longer.



Stress, distractions, worries, and an absolute lack of control limit our capacity to perform in the healthy way we would like to.

Despite of all the information we have around we fail to control one of the most basic things in our life, our way of eating.

Some 1.4 billion people overweight. Of these, about 1/3 obese and at risk of coronary heart disease, diabetes or other health problems.

Scared? Don't be.

We are adaptive survivors so, give us some hope. From the beginning, since fire domination, very basic steps on controlling the environment gave us shelter and easier access to nutritious food. Fire was security and power, and cooking meat made us the smartest species.

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We are weird social animals.

Fire fascination is still feasted at Tarragona each September 24th.



We invented the wheel and sent Spirit to Mars. We used animal force and became farmers that grow their food and organise themselves in social groups to achieve 9 billion individuals.

Metal manufacture and strategic skills helped us also to become warriors that defended crops and conquered new lands searching for more resources. We still do this today to have more money, a nicer job, a cooler vacation experience, a faster computer... An instinct that keeps our schedule busy and eats our time.

Now that wild animals are kept in the zoo the dangers of the ecosystem happen to be our way of living.

'Globesity' and habits around health brought me here. How we eat is the common place for understanding the problem and foreseeing practical solutions. Being active and doing exercise is of much importance, but what we ingest is the point. Remember that "energy can be neither created nor destroyed, but can change form" (law of conservation of energy).

Also see that any overload of calories in our body is converted in reserves 'for later', since our body is fearing of a future food scarcity –a human species adaptation that nature didn't have time yet to resolve-. Reserves for later that are increased by daily feeding and making so many people overweight.

Solutions are not simple but simple steps need to be done.

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Pills work and are easy to take. No need to think, no doubting, no need to take action, and no responsibility. Just pay for the pills and follow doctor's orders.



But it's not possible to have all problems solved by pills. [image via Flickr: ilargi_]

In search of. Pills may have the clue.

People feel the need of "some thing", anything, that gives us fast and easy ease. May it be tools. I see it so often: People would like to have pills to be cured from anything, beyond illnesses.

Tools is what made humans what we are.

We learned how to use fire and tools keep on helping us to make consistent steps to change behavior and acquire smarter skills and new habits. I said we should have hope. Tools will help.

Tools give us cultural development and self empowerment -also for being better. Knowledge, for instance.

Science can rescue us.

Mediterranean diets have proved to achieve 30% reduction on cardiovascular disease.

30% Reduction in MI, Stroke, Cardiovascular Death. The main PREDIMED study, published in the New England Journal of Medicine. Conclusions: Among persons at high cardiovascular risk, a Mediterranean diet supplemented with extra-virgin olive oil or nuts reduced the incidence of major cardiovascular events. [N Engl J Med 2013; 368:1279-1290 April 4, 2013]

Some foods are tools you can learn to use.

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You are reading my words because we have now new digital superpowers... but our capacity is not unlimited.

A pair of eyes, several screens at the time, but just one mind.

**“I am myself and my circumstance.”
(Miguel de Unamuno)**

How to eat foods that are good for you?

Learning is the attitude.

We can learn from people that are doing well. Is it impossible to learn some of the secrets of the people living longer and healthier? There are this Bluezones identified by researchers together with National Geographic: Sardinia and Ikaria -Mediterranean islands-, Okinawa in Japan, Loma Linda in California or Costa Rica's isolated Nicoya Peninsula. Home of the longest life expectancy on Earth and active aging.



Olive trees have been grown by my family near the River Ebro Delta since 19th century

Behavior is something we learn.

We achieve new behaviours often. For instance, when did you start using Twitter or your smart phone; remember when? Not so long ago. You have learned much about this new tools since then. And you enjoy this inventions. Learning is what makes human special and skilled. Twitter is a tool. Your smart phone is a tremendous tool too.

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Ripe tomatoes, garlic, salt, extra virgin olive oil, bread... are superfoods in a superb combination enjoyed in Andalusia. A tomato based *salmorejo* recipe is a tool that gives you vitamins, antioxidants, hydration, satiety and freshness for the summer hots (and happiness, some we would say).

Behavior can be changed. If you want to perform in a certain way but you find it hard to follow your own hopes and desires, you may need a tool that helps you keep on the good track. Tools help you be yourself, the one you want to be. Some of your circumstances could be changed by you.

Mediterranean cuisine is a powerful and sage tool that helps me eat healthy food products and have great pleasure with my meals. *Salmorejo* is a tool you may want to use often! Learn how to cook healthy foods and you will have the power.

Eating, *ma non solo*.

Digital is for moving you. Utility is the ultimate experience people want to buy. Business opportunities arise for those that design cool tools that help humans progress in a more healthy and sustainable way.

Up Band by Jawbone, Nike+ Fuel Band or Fitbit are examples of powerful cool tools that help You be fit and track your healthy indicators. New wearable devices and services will come to life thanks to digital innovators.

Youtoolity is my bet: utility made tool for you-the-user, the person.

Salut! Montse.

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