

Foodsane. The Compassion led alternative to diet culture.

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Chartered Psychologist/Senior Accredited Psychotherapist Launches Foodsane: A Compassion-Led Alternative to Diet Culture

Devon, UK. Dr Joanna North, Chartered Researching Psychologist, Fellow of the British Psychological Society, and Senior Accredited Psychotherapist, has launched Foodsane, a psychology-based wellness community offering a "middle way" between diet culture, weight loss medication and disordered eating. (www.foodsane.co.uk).

Drawing on more than forty years of clinical practice, Dr North developed the RAFT framework: Right Amount, Right Food, Right Time and the accompanying concept of Time Related Eating (TRE), both grounded in nervous-system regulation, interoception (body awareness), and self-compassion rather than restriction or willpower.

The initiative brings together three strands: a growing paid-subscription community at foodsane.co.uk, where members follow Dr North's own daily TRE diary and receive a weekly newsletter distilling three key learning points; an active Instagram and TikTok presence translating psychological research into accessible daily guidance ([foodsaneJoanna](https://www.instagram.com/foodsanejoanna)) and Dr North's book, *Foodsane* (2024), which sets out the framework in full.

"So much of the wellness industry treats eating as a willpower problem," said Dr North. "It isn't. It's a nervous system problem, a psychological safety problem. Foodsane exists to bring the evidence base and forty years of clinical experience to people who are tired of being told to try harder."

Foodsane distinguishes itself from influencer-led wellness content through its clinical grounding, drawing on research spanning stress physiology, interoceptive awareness, and metabolic health.

About Dr Joanna North

Dr Joanna North is a Chartered Researching Psychologist, Fellow of the British Psychological Society, and Senior Accredited Psychotherapist with over forty years in practice. She is the founder of Foodsane and author of *Foodsane* (2024).

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