



## **Making Health Goals Your Own: Letting Go of Outside Voices and Self-Criticism with Psychotherapist Megan Rafuse, MSW, RSW (ep – 80)**

What does healthy really mean to you? If you haven't checked in with your definition lately, let this episode be your sign that it might be time to reevaluate.

In this episode, psychotherapist and CEO of Shift Collab, Megan Rafuse, returns for an important conversation about understanding health in 2026 from beyond the scale, trends, and the external voices. Together, Megan and Ginger start by exploring our roots and how health messaging has shaped our relationship with food over decades, from the diet culture of the early 2000s to the perfectionism on today's social media feeds.

Megan and Ginger dive into why so much of this work comes down to reframing our internal dialogue, from the clothes we wear to the comparison traps we get caught in, to the language we use when talking about our bodies and the bodies of others. If your day could use a little less comparison and a whole lot more understanding, this episode is a great place to start.

### **In this episode, we'll cover:**

[00:00:03] How our definition of "healthy" is shaped

[00:02:35] The lasting impact of diet culture and generational body messaging

[00:08:24] When "healthy" behaviors become harmful

[00:11:21] Body image, comparison culture, and the pressure to bounce back

[00:13:14] Releasing shame tied to body changes

[00:20:05] Social media and how comparison affects self-worth

[00:23:07] How core beliefs shape the way we see ourselves and others

[00:32:14] A grounding first step for body image and health

### **About Dr. Ginger Hultin, DCN, RDN, CSO.**

Ginger Hultin is an integrative, clinical dietitian and cancer nutrition specialist who received her Doctorate in Clinical Nutrition from the University of North Florida. She received her master's degree from Bastyr University, where she currently serves as adjunct faculty teaching clinical nutrition. She has been in practice for over 10 years using a personalized, holistic nutrition approach. She runs a full-time virtual private practice, Ginger Hultin Nutrition where she helps clients with complex health problems improve their health through nutrition. In addition to being the host of The Good Clean Nutrition Podcast, she is an author of two books, Anti-inflammatory Diet Meal Prep and the How to Eat to Beat Disease Cookbook.

Connect with Dr. Ginger Hultin on [Instagram](#), [LinkedIn](#) or her [website](#).

### **About Megan Rafuse, MSW, RSW**

Megan Rafuse is a leading Canadian psychotherapist, mental health innovator, and the CEO and Co-Founder of Shift Collab, Canada's largest female-founded, clinician-owned online mental health practice. With over 13 years of experience as a registered social worker and therapist, Megan has built her career around a simple but powerful belief: people are already enough. A nationally recognized voice in modern mental health care, Megan helps high-achieving professionals challenge their inner imposter, develop healthier self-talk, and build confidence from the inside out. Under Megan's leadership, Shift Collab has supported more than 41,000 therapy sessions in the past year alone, reshaping access to care through clinician-first practices and ethical mental health delivery. Before becoming a founder, Megan worked extensively in acute care, neurology, pediatrics, hospice, and palliative settings, where she provided crisis support and counseling to children, families, and individuals navigating trauma, grief, and life-limiting illness. Named one of WXN's Top 100 Most Powerful Women in 2023, Megan is a sought-after speaker, advisor, and mental health advocate.

Connect with Megan Rafuse on [Instagram](#), [LinkedIn](#) or [Website](#).

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