

2008: Your Year Of Balance?

(NAPSA)—Long after New Year's resolutions have been forgotten, many Americans still want to achieve greater balance in their lives. In fact, according to a new national survey, 87 percent of adults rank "achieving balance in their lives" as a priority, yet less than a quarter (21 percent) think it is very likely they'll be living a balanced life this year.

A leading food company is serving up a free solution. ConAgra Foods is launching a program that provides people with a new way to balance out their busy lives without spending extra time and money. The free program, called Start Making Choices™, lets people create a personalized plan that fits right into their daily life.

Start Making Choices is a unique online program based on three universal fundamental components of a balanced life—nutrition, activity and well-being. Utilizing the nutrition and activity recommendations outlined in the USDA's MyPyramid, this isn't a quick-fix diet or an exercise fad. Start Making Choices focuses on a balanced lifestyle, which means your well-being stays in the equation.

Dr. James Rippe contributed to the development of Start Making Choices. A noted Harvard-trained cardiologist and pioneer in lifestyle medicine, Dr. Rippe authored "Your Plan for a Balanced Life," an additional resource to the Start Making Choices program.

"Making small changes toward greater life balance is easier than you might think," says Dr. Rippe. "Start Making Choices is personalized, so you can work at your own pace and integrate small changes over time that will ultimately help to get your life more in balance."

By logging on to www.StartMakingChoices.com, you can quickly and easily design a plan that's suited to your unique needs.



The Balanced Life Index Survey: Developed in partnership with Dr. Rippe and based on scientific research, the Balanced Life Index (BLI) assessment, exclusive to the Start Making Choices program, is one of the first steps a person can take on their way to finding balance. Determining where you stand in terms of your nutrition, activity and well-being will help you understand how balanced your life is in these three areas, based on your BLI score. You can raise your BLI by following the customized Balanced Life Plan that the program develops for you. As you progress, you'll see an increase in your BLI score as a sign of positive changes to your overall health.

Personalized Balanced Life Plan: Based on your BLI score, Start Making Choices will provide a customized Balanced Life Plan to help you achieve your goals. You pick the foods you like and the activities you enjoy, and Start Making Choices creates the best plan for your lifestyle to help you reach your personal goals—all with no cost to you. You'll be able to stay on track with the Start Making Choices daily planner.

Why not take a positive step toward a healthier you by balancing your life this year? It's free, it's easy, and it's online now at www.StartMakingChoices.com.