



Facilitator Training and Licensing Program Online

Training Online

Become a Licensed Am I Hungry?® Facilitator
at your own pace, on *your* schedule.

Register for Training Online

1 payment (SAVE \$50): <http://bit.ly/94gBEe>

3 monthly payments: <http://bit.ly/dgfrX4>

10 monthly payments: <http://bit.ly/au6rF2>

Am I Hungry?® Facilitator Training Table of Contents

<u>Why You? Why Now?</u>	<u>3</u>
<u>What You Can Expect from Us</u>	<u>4</u>
<u>Am I Hungry?® Workshop Features</u>	<u>5</u>
<u>Facilitator Training Outline</u>	<u>6</u>
<u>Licensing Requirements</u>	<u>7</u>
<u>Training and Licensing Fee</u>	<u>8</u>
<u>Registration</u>	<u>9</u>
<u>Frequently Asked Questions</u>	<u>10</u>

Contact Us:

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The Am I Hungry? facilitator training “sealed the deal” for me. Any questions I had about this approach were completely erased. It prepares facilitators completely and confidently to take this message of eating and living to the public. The materials are comprehensive and excellent. I know that I will be using this information for the rest of my career as a Family Physician and for the rest of my life personally. I (and hopefully all of my patients and participants to come) will NEVER diet again!

- Lori Hurst, M.D.

Why you? Why now?



Do you...

- ...aspire to be a **dynamic, effective agent of change**?
- ...**believe in empowering individuals** to manage their weight—and more importantly, their lives—by creating a positive relationship with food and physical activity?
- ...want to really **make a difference** in the lives of your patients or clients struggling with food and weight management issues?
- ...question the current approaches to weight management because you know that **diets don't work for most people**?
- ...**feel that it is time to grow** both personally and professionally?
- ...**desire more joy and fulfillment** from your career or want to renew your passion for your work?
- ...want to expand your offerings by providing a unique, desperately needed and **highly sought after** service to your community?
- ...wish to **earn great money doing what you love** - helping people become healthier and happier?

If so, become a Licensed Facilitator of the award-winning Am I Hungry?® Mindful Eating Program

Thank you for making this evidence-based, cognitive-behavioral teaching available to me so I can share it with others. Thanks from the bottom of my heart!

- Jill Rife, F.N.P.

Both personally and professionally I will leave enlightened and inspired. Michelle is truly a mentor, someone I identified with on both a professional and personal level. She is an inspiring and effective trainer. I just can't say enough about how grateful I am for this experience!

- Paige Gutheil, D.O.

This Training gave me the tools to effectively help me and my clients normalize their relationships with food. I am so excited to begin putting these concepts to use with myself, my family and the community I serve. Thanks!

- Beth Ann Beamer, R.N., B.S.N.

What You Can Expect from Us



Am I Hungry?® Facilitator Training provides

- **Intensive training** to become an effective, motivating workshop leader. You'll get 24+ hours of training via audio and video—available online at *your* convenience.
- **Life-changing mindful/intuitive eating and non-diet weight management strategies** that you can immediately share with your patients or clients.
- **Valuable training materials** – we provide everything you'll need for success:
 - Unlimited email and phone access to the Am I Hungry?® Team for questions
 - Complete Am I Hungry?® Facilitator's Guide keyed to all of your other tools
 - Am I Hungry?® DVDs to use during your workshop or review beforehand
 - PowerPoint slides for an introductory session and all eight workshops
 - Copy of *Eat What You Love, Love What You Eat*
 - Copy of *Eat Mindfully, Live Vibrantly Workbook and Awareness Journal*
 - Business materials including forms, assessments, and pricing information
 - Marketing materials: flyers, press releases, articles, handouts
 - Access to our private Facilitator and Participant web portal and online tools
 - Quarterly Facilitator Update call or webinar. Any content updates included.
- **Full immersion in the Am I Hungry?® program.** During Training, you'll take the 8-week Am I Hungry?® workshop facilitated by Dr. May (live webinar or online videos).
- **Comprehensive Business Planning and Marketing Curriculum.** You'll learn how to successfully market and manage your workshops.
- **View our online video about the online training process:**
<http://www.amihungry.com/Am-I-Hungry-Facilitator-Training-Intro-Video.shtml>
- **Continuing Education credits available** (see Registration page for details.)
- **Unparalleled personal and professional growth** to take you to a whole new level!

Am I Hungry?® Mindful Eating Workshops are ideal for your office, health & wellness centers, corporate wellness programs, fitness centers, hospitals, health insurance programs, bariatric programs, churches, spas, and community.

The Am I Hungry? Facilitator Training was everything I had hoped for. We were given all the tools and the training to be successful. It left me feeling motivated, empowered and confident that I could make a difference and teach what has helped me so much.

- Monique Moore, M.S., Certified Wellcoach

Am I Hungry?® Mindful Eating Workshop Features



Unique features of the Am I Hungry?® Workshops

- Developed by Board Certified Family Physician, Michelle May, M.D., F.A.A.F.P. in collaboration with a psychologist, dietitian, and exercise physiologist.
- Workshop content is based on the Am I Hungry?® Mindful Eating Cycle™ as described in the award-winning book *Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle*.
- Comprehensive, interdisciplinary approach that includes the behavioral, nutritional, and fitness aspects of weight management and overall health.
- Non-restrictive philosophy and mindfulness training provides participants a flexible, sustainable approach for life-long weight *and life* management.
- Utilizes cognitive/behavioral strategies to motivate changes in behavior, increase self-efficacy, promote self-management, and inspire participants to increase their physical activity and improve their nutrition.
- May be taught by a single licensed Facilitator or by a multidimensional team of Facilitators (for example, health educator, nutritionist, exercise specialist).
- Am I Hungry?® Mindful Eating Workshop Format:
 - 8-weekly interactive group workshops (in person or by telephone/webinar)
 - 1-2 hours in length each week, depending on size and setting
 - Individuals or small, medium, or large groups
 - Facilitators may use PowerPoint, flipchart/dry erase board, and/or DVDs
 - Am I Hungry?® does *not* utilize or endorse any medications, diet aids/supplements, meal replacements, restrictive dieting, or rigid exercise regimens.
- Although participants are not given rigid rules to follow, a study of 229 participants showed improved self-efficacy, gradual weight loss, significantly increased activity, and more healthful eating by a majority of the participants. 90% completed the program and nearly all said they would recommend it.¹
- Winner of the Excellence in Patient Education Innovation Award

As a health professional who has also had gastric bypass surgery, I quickly realized that they didn't staple my brain! The Am I Hungry? principles also apply well to bariatric surgery patients and help them better use their tools and strengths to ensure optimal health.

-Janine Kyrillos, M.D.

¹ Reichard, G., May, M., Krepcho, M., Kohlerman, N. (2006, April). *Am I Hungry? A preliminary investigation of an innovative and promising non-diet weight loss program*. Poster session presented at the annual conference of the Society of Teachers of Family Medicine, San Francisco, CA.

Am I Hungry?® Facilitator Training Outline

Introduction

Workshop 1

In Charge, Not In Control

Think: Why Do I Eat?

Nourish: Diets Don't Work

Live: Born to Move

Workshop 2

Trust Your Body Wisdom

Think: Am I Hungry?

Nourish: Rediscover Food

Live: Change Your Mind

Workshop 3

It's Not About the Food

Think: I'm NOT Hungry. What Now?

Nourish: Drink and Be Merry

Live: Lay Your Foundation

Workshop 4

What Am I Really Hungry For?

Think: Head Hunger

Nourish: Clearing Carb Confusion

Live: Increase Your Stamina

Workshop 5

Fearless Eating

Think: What Do I Eat?

Nourish: Fat Facts

Live: Increase Your Flexibility

Workshop 6

Mindful Eating

Think: How Do I Eat?

Nourish: Protein Power

Live: Increase Your Strength

Workshop 7

Just Right

Think: How Much Do I Need?

Nourish: Nutrition at a Glance

Live: Challenge Your Body

Workshop 8

Self-Care Buffer Zone

Think: Where Do I Invest My Energy?

Nourish: A Flexible Plan for Self-Care

Live: On Your Terms

Business Planning and Marketing

B&M 1: About You

B&M 2: About Your Clients

B&M 3: About Your Business

B&M 4: Workshop Logistics - Part I

B&M 5: Public Speaking

B&M 6: Your Marketing Toolkit

B&M 7: Public and Media Relations

B&M 8: Workshop Logistics – Part II

B&M 9: Workshop Pricing and Policies

B&M 10: Website and Internet Marketing

B&M 11: Strategic Partners

B&M 12: Putting It All Together

Additional Training

Workshop Facilitation Skills

Eating Disorders

Support Groups

Healthcare Settings

Corporate Workshops

Support

Unlimited email support

Online Forum (Participant and Facilitator)

30 minute individual call with Dr. May

To view a video about the online training process, please click or cut and paste this link:

<http://www.amihungry.com/Am-I-Hungry-Facilitator-Training-Intro-Video.shtml>

Am I Hungry?® Licensing Requirements



Requirements for Licensed Facilitators

- Am I Hungry?® is protected by copyright and trademark. Workshops can only be offered by trained and Licensed Am I Hungry?® Facilitators.
- Facilitator candidates should have health/fitness/wellness training and qualifications, and/or significant personal experience that will benefit their participants. Examples include physicians, P.A.s, N.P.s, dietitians, psychologists, coaches, personal trainers, health educators, social workers, nurses, clergy, etc. In some cases, personal application of the Am I Hungry?® principles equip a person to be an effective Facilitator. Please contact us if you have questions about how your education, training, or experience might complement our program.
- Signed Facilitator Agreement to follow the protocols and maintain the standards of Am I Hungry?®. The Agreement will be provided in advance for your review upon request.
- Participate in the eight Am I Hungry?® workshops and read *Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle*. (This requirement will be met during your training.)
- Satisfactory completion of the Am I Hungry?® Facilitator Training and pass a post-test demonstrating understanding of critical Am I Hungry?® concepts.
- Demonstration of proficiency using the Am I Hungry?® Facilitator materials and resources including the Am I Hungry?® Facilitator Guide, DVDs, and PowerPoint presentations of the eight workshops, business forms, and marketing materials.
- Your initial Am I Hungry?® Training and Licensing Fee *includes* your all materials, training, and first Annual Licensing fee (see below). The Annual Relicensing fee is \$500.
- Your one year license term begins upon the completion of your online training or three months after registration, whichever comes first.
- Payment of a \$40 per Participant Fee to Am I Hungry?® to cover their workshop materials (copy of *Eat What You Love, Love What You Eat* and *Eat Mindfully, Live Vibrantly*), password access to the Participant web portal, and administrative costs.

A+++++++! Michelle possesses a wealth of knowledge and expertise in the field of weight management. Her spirit and enthusiasm is contagious. Not only did I learn a lot about myself, I learned invaluable skills in facilitation. I was pleased to find that we have access to professional quality resources that are customizable. Offering Am I Hungry? classes will be a breeze! I would highly recommend the Facilitation Training to anyone interested in helping others reach their highest potential.

-Liz Blackgoat, RN, LMT

Beyond my expectations. Michelle is a terrific instructor and the materials are more thorough and well put together than I could have hoped for. I feel well prepared.

-Gillian Hood-Gabrielson, Certified Wellcoach

Training and Licensing Fee



The fee includes everything you'll need!

Am I Hungry?® Facilitator Training

- Includes twelve video training sessions—including eight Am I Hungry?® workshops facilitated by Am I Hungry?® founder Michelle May, M.D.
- Workshop facilitation skills training
- Individual 30 minute session with Dr. May to answer questions, brainstorm, and plan
- Complete Business Planning and Marketing Curriculum (12 audios and worksheets)

Am I Hungry?® Facilitator Materials

- *Am I Hungry?® Facilitator Guide* with workshop lesson plans keyed to all other tools
- *Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle*
- Am I Hungry?® Workshop DVDs and *Eat Mindfully, Live Vibrantly Workbook*
- Am I Hungry?® PowerPoint slides for Introductory session and all eight workshops
- Am I Hungry?® Business and Marketing Curriculum and marketing materials
- Facilitator-level Password access to Am I Hungry?® web portal www.AmIHungry.net

Am I Hungry?® Facilitator License

- License to facilitate and promote Am I Hungry?® Workshops for one year. One year license term begins upon the completion of online training or three months after registration, whichever comes first.
- Access to www.AmIHungry.net – Facilitator and Participant web-portal
- Listing on www.AmIHungry.net with link to listing from www.AmIHungry.com
- Quarterly Facilitator Updates including tele-workshops and material updates
- Unlimited email and phone support from Am I Hungry?®

Complete Training and Licensing Fee.....\$1749*

Three Convenient Payment Options:

1 payment of \$1699 (SAVE \$50)

3 monthly payments \$583 (1st payment on registration then every 4 weeks):

10 monthly payments of \$175 (1st payment on registration then every 4 weeks).

*\$250 off each additional Facilitator from the same organization (call to apply discount).

Thank you for a most informative and enjoyable teleconference. These three simple words, Am I Hungry? teach patients the tools they need to fully understand how to stop the never-ending war between their minds and bodies. -Rosina Pellerano, M.D.

The training was terrific and far exceeded my expectations. Michelle kept it interesting and fun. I looked forward to each workshop. We learned more than the Am I Hungry? concepts; we learned how to market and present it. The support materials alone are worth it!

And I love that Michelle freely shared her expertise.

-Vera Knight, Personal Trainer

Am I Hungry?® Facilitator Training Registration

Register for Training Online: Click or paste one of these links to choose your payment method:

1 payment* (SAVE \$50) of \$1699: <http://bit.ly/94gBEe>

3 monthly payments of \$583: <http://bit.ly/dgfrX4>

10 monthly payments of \$175: <http://bit.ly/au6rF2>

*\$250 off each additional Facilitator from the same organization; can be applied only to the one payment option. Please call 480 704-7811 for link to apply discount.

Register By Mail: If you prefer to pay by check or purchase order, please call **480 704-7811** or email Training@AmIHungry.com and we will send you a registration form.

Cancellation Policy

Registration is non-refundable. Under certain emergency circumstances, allowed completion time may be extended.

Continuing Education Credit*

Am I Hungry?® is recognized by the **American Council on Exercise** as a Continuing Education Specialist. This program has been approved for **2.40 ACE CECs**

Arizona Nurses' Association, an accredited approved by the **American Nurses Credentialing Center Commission** on Accreditation for 20 contact hours.

This program can be reported to the **Commission on Dietetic Registration** for CPEUs.

In the past, the live course was approved by:

American Academy of Family Physicians for 18 Prescribed credits. AAFP Prescribed Credit is acceptable for the Physician's Recognition Award (Category 1) of the American Medical Association. Please contact us if you require AAFP credit.

*Note: Michelle May, M.D., F.A.A.F.P. as owner of Am I Hungry? P.L.L.C., has a financial relationship with this activity. There is no provision of commercial support for this program and there is no discussion of off-label usage of products during this activity.

*The facilitator training was "complete." You left no topic untouched. I feel energized to start this new venture and more than adequately prepared to run my first workshop. The post-workshop support has been outstanding. What a great group of people to have met and trained with.
Many thanks. -Ramona Seidel, MD*

Frequently Asked Questions

Q – What is Am I Hungry?® Facilitator Training Online?

A – We have been offering live Facilitator Training by webinar for nearly five years. Over 200 Facilitators have been trained in seven countries! We now feel that it is time to provide training in an even more convenient format. We decided to record our entire Am I Hungry?® Facilitator Training program and package it in audio and video formats that can be accessed anywhere, anytime from any computer with a good Internet connection. Facilitator Training Online is a self-paced program which allows you to complete your training on your schedule.

Q – How does this online training work?

A – Below is a general outline of what happens once you register for Am I Hungry?® Facilitator Training Online. You can also watch a video that explains the process: <http://www.amihungry.com/Am-I-Hungry-Facilitator-Training-Intro-Video.shtml>

- When you register, you'll receive a brief information form that you need to complete and return. We'll also email you the Facilitator License Agreement to review and return.
- We'll immediately ship your materials (see page 3) in two separate shipments: one with your complete Facilitator Guide, the other with the rest of your materials.
- Each lesson includes an Action Plan (nice way of saying homework) to build upon, and reinforce what you learn during the session.
- We'll email your log-in instructions for our AmIHungry.net *Facilitator Training Portal*. The Training Portal has videos for the twelve training sessions and audio and/or video recordings of all of the other topics listed on page 6 (and more!). You can complete these sessions at your own pace and on your schedule.
- As part of the twelve training sessions, you'll be participating in the eight Am I Hungry?® Mindful Eating Workshops. We'll send you have password access to our AmIHungry.net *Participant Portal* so you can use the tools *your* participants will be using when you facilitate your own workshops. As you take the workshop as a participant, you'll also follow along in your Facilitator Guide to learn how to facilitate the workshops yourself.
- When you've completed the eight workshops, you'll take an online Post-Test demonstrating understanding of critical Am I Hungry?® concepts.
- After you've passed the Post-Test, you'll gain access to the Facilitator Portal to continue your training. There you'll find an abundance of tools and resources that make it easy to start your own workshops as soon as you are ready!
- You'll complete a comprehensive Business Planning and Marketing Curriculum—a series of 12 audio modules and written activities that you'll complete in tandem with the other training sessions. When you're done with the B&M curriculum, you'll have a detailed plan to work from.
- You'll conduct an Introductory Am I Hungry?® Workshop for friends, family, co-workers, or potential participants to demonstrate proficiency using the Am I Hungry?® Facilitator materials and resources including the Am I Hungry?® Facilitator Guide, DVDs and/or PowerPoint presentations, and marketing materials. Introductory

sessions are also a wonderful marketing tool for your future workshops so we provide everything you need to be successful.

- Each month, Dr. May hosts a conference call so you can ask questions and discuss your workshop plans. If you're unable to participate live, you can listen to the recording.
- When you're done with all of the training modules, you'll fill out a Training Evaluation form, schedule an individual appointment with Dr. May, and receive your License and Continuing Education Certificate by mail.
- Your one year license period begins on completion of training or three months after registration, whichever comes first.

Q – What are the technology requirements for online training?

A – For an optimal experience, we recommend that you have a computer with speakers; a fast Internet connection; a DVD player; and, optional, an MP3 (iPod) player

Q – How soon can I start facilitating workshops?

A – Your license is activated as soon as you've completed the training requirements then you are able to start your workshops immediately. In fact, one of the advantages to online training is that you can finish more quickly than our previous 12 week webinar format if you wish. If you were able to dedicate the necessary time to this process, you could complete the training in just a couple of weeks. However, most people spread their training period out longer than that. Your one year license term begins when you complete the training requirements *or* three months after you register, whichever comes first, so it is to your advantage to complete your training within three months to make maximal use of the license term.

Q – What do I charge for my workshops and how much can I make?

A – Since this is a license (rather than a franchise), you may charge whatever you feel is appropriate for your participants. Your workshop charge will depend on your market and reasons for providing the workshops. The average is around \$250 per person. In some settings such as community health centers, worksite workshops or faith-based settings, you may decide to charge the participants only the Participant Fee when your time is volunteer or covered by a grant, employer, or other third party. (We recommend that you charge at least a nominal fee if possible so the participant has made an investment and commitment.)

There are a number of factors to consider when determining your potential income, including how much you charge per participant, how many participants you have, how often you offer a workshop, and your expenses (for example, office space rental, assistants if any, insurance and other business expenses, \$40 plus shipping and handling of approximately \$6.00 per participant for the Participant Fee).

As an example, if you charged \$250 per participant (\$46 of that for the Participant Fee and S&H)), had an average of 8 participants for each workshop series, offered four workshops a year, and used your office lobby after hours, you could make an additional \$6,528 per year. You'll receive a table for projecting your revenue but obviously there are many variables and we cannot guarantee any particular income.

Q – What will the Relicensing fee be in the second year?

A – It will be \$500 the next year. Depending on what you charge for your workshops, most people cover their licensing fee with just two or three participants a year.

Q – How do I know if I am qualified to facilitate these workshops?

A – We do not “credential” our Licensees. In other words, you will decide if you would be a credible Facilitator and we will provide you with the appropriate training and complete materials. Remember, you will have workshop DVDs to use in delivering the workshop content if necessary until you become more experienced and confident.

Q – Can we “team-teach” the workshops?

A – Absolutely! A multi-disciplinary team is an excellent way to deliver the workshops. All of your regular Facilitators must be licensed. (We offer \$250 off each additional Facilitator Training registration from the same organization or company.) However, it is acceptable to have a “guest” instructor with expertise on a particular area occasionally present during a workshop led by a Licensed Facilitator.

Q – What materials will my participants need?

A – They’ll need a copy of *Eat What You Love, Love What You Eat* and the *Eat Mindfully, Live Vibrantly Workbook and Journal*. They also get motivational emails and access to the www.AmIHungry.net Participant portal. These are included in the \$40 per participant fee.

Q – Can I teach my workshops in Spanish?

A – Certainly! We have an earlier edition of the Workbook available in Spanish. (*Eat What You Love*, the Facilitator Guide, and Facilitator Training are in English.)

Q – What about workshops for special groups like those with diabetes, or post-bariatric surgery, and children or adolescents?

A – This approach is appropriate for anyone who would benefit from sustainable lifestyle changes; we’ll have materials specifically for them in the future. We address this further during the training;

Q – Will I have to teach exercise classes?

A – No. The Am I Hungry?® curriculum educates and motivates participants to become more physically active, but you only teach exercise classes if you want to.

Q – Do you have corporate licenses available so my organization can provide Am I Hungry?® through multiple facilitators or multiple locations?

A – Yes, there are corporate Am I Hungry?® licenses available. These are structured to meet the specific needs of your company or organization so please contact us at Training@AmIHungry.com or 480 704-7811 to discuss the details.

Q – Does medical insurance pay for participants to attend these workshops?

A – That depends on the individual health insurance policy but many don’t cover weight management. Some participants have Medical Savings Accounts or other benefits they can use. In addition, the cost of weight management programs may be tax deductible if recommended by a doctor. Please advise your participants to consult their insurance company or accountant. Some medical providers may be able to bill for “group visits” or “shared medical appointments” for their patients with appropriate diagnoses; we provide additional information about these during training.

Q – How do I market my Am I Hungry?® workshops?

A – We will help you create a comprehensive Business and Marketing plan during your Facilitator Training. We’ll also provide you with marketing materials and tools including flyers, posters, articles, handouts, and press releases. Your workshops are also posted on our website and the cities with upcoming workshops are listed in our email newsletter which currently reaches 25,000 subscribers.

Q – What is the “private Am I Hungry?® web portal”?

A – Our private network portal is www.AmIHungry.net. It has three sections: Training, Facilitators, and Participants. During training, you'll be given password access to the Training Portal and the Participant Portal. As your training progresses, you'll receive a Facilitator-level password to access our many important features and resources.

From the Facilitator Portal, you'll be able to register and track your participants' progress; communicate with and encourage them through newsletters, custom web pages and resources; give them access to a private online journal, a forum to communicate with their classmates, and use of the Am I Hungry?® Virtual Coach. This portal also allows you to share ideas and questions with other Facilitators, read Facilitator updates, order participant materials, and access other valuable resources.

Q – What are the downsides to Am I Hungry?® Facilitator Training Online?

A – We feel that the advantages of online training far outweigh the disadvantages. However, it is important for you to consider the limitations so you can minimize them: Online training requires you to be committed and organized in order to complete the process in a timely manner. We have done everything possible to provide a clear structure, action plans, and checklists to help you do just that! The other potential downside is that you are not actively participating in the discussions during the training sessions (though they were recorded live so you will get to “listen in.” Therefore, we encourage you to take advantage of our online forums, email contact, and the one-on-one session with Dr. May near the end of your training.

Q – Will you also offer Am I Hungry?® Facilitator Training in a live format?

A – Once we began offering Training Online, the demand for live training declined sharply due to the convenience of the online format. Therefore, we do not have any live trainings scheduled at this time. However, if the interest in live training increases again, we will certainly reconsider offering periodic trainings in a webinar format. We also plan to offer live Am I Hungry?® retreats in the future that would give us a chance to work with Facilitators and participants in person.

In the meantime, we are confident that our comprehensive online training is an excellent format for covering the same content and skills with the added accessibility necessary for busy professionals in numerous time zones. Combining the convenience of technology with the numerous opportunities for personal interaction will help you complete your training in the most effective and efficient manner possible.

Q – Other questions?

A – Please contact us: Training@AmIHungry.com or 480 704-7811.

I love that this program gets the focus off food and puts it on living! It's not about doing it perfectly but encourages people to seek balance.

- Tracy Story, CYT