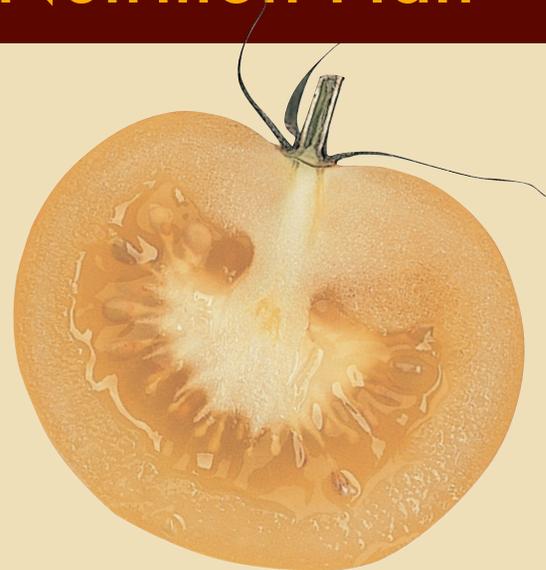


The Art of Defensive Eating: How to Build a Winning Nutrition Plan

Tara A. Mardigan, MS, MPH, RD
Team Nutritionist, Boston Red Sox
Nutritionist, Lown Cardiovascular Center



Outline

- Balanced eating
- Connection between nutrition & prevention
- Food industry dynamics
- Goal setting
- Resources, Q&A

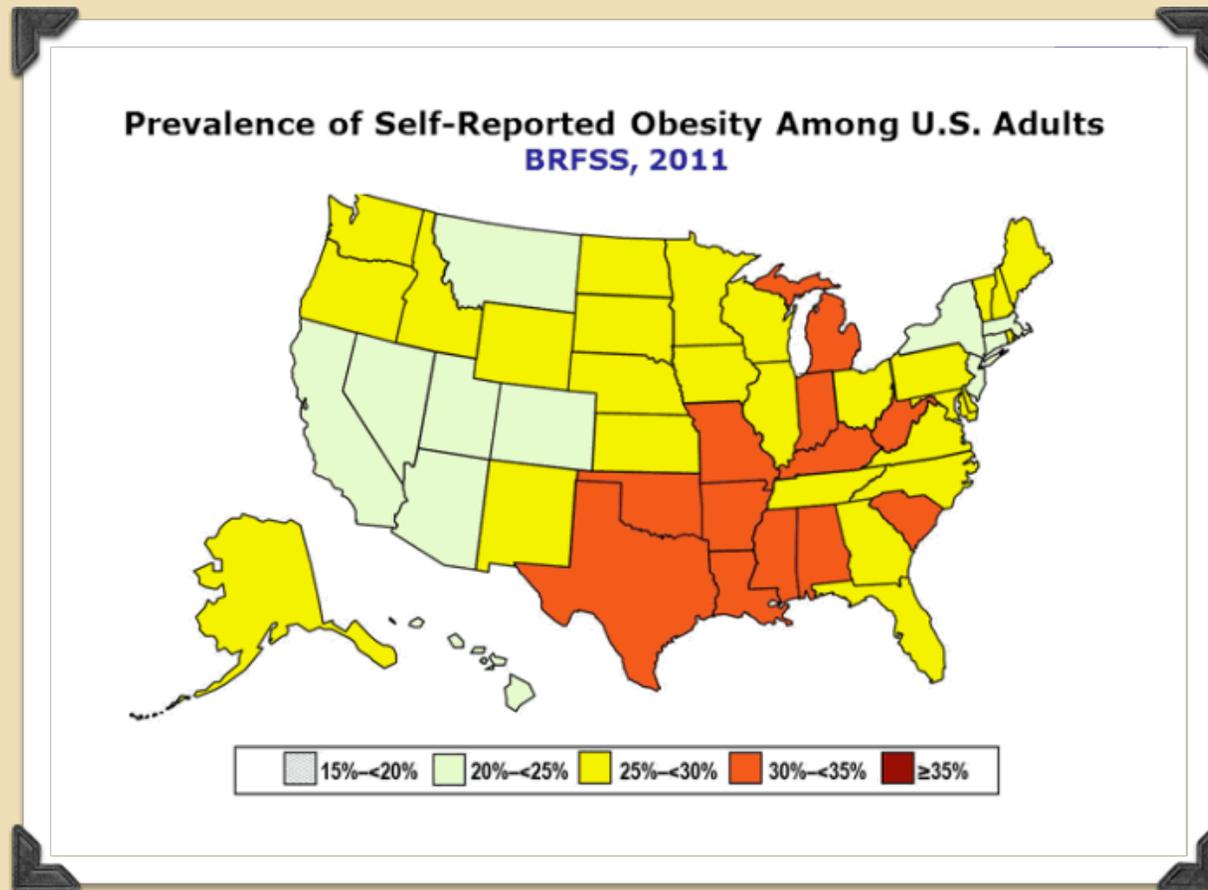
America's Challenging Food Environment



©Peter Menzel www.menzelphoto.com from the book
Hungry Planet: What the World Eats



America's Challenging Food Environment



Food Politics: The US Farm Bill



Balanced Nutrition for Prevention

- Emphasizes fruits, vegetables, whole grains, legumes, Omega 3 rich foods, lean protein sources and hydration
- Packed with phytonutrients
- Portion control and mindfulness

Balanced Nutrition for Prevention

- 65% of adults are overweight or obese
- Only 6% of Americans identify being overweight or obese as a risk factor for cancer
- Fat cells act like “hormone pumps” secreting hormones and growth factors into the bloodstream
- Inflammation & insulin resistance promote cell growth & reproduction; greater opportunity for cancer
- Getting closer to a healthy weight is a priority
- Choices impact chances

Nutrition Priorities

- Nutrient density
- Nutrient timing
- Recovery strategy
- Food-first approach
- Ownership
- Individualization
- Practicality
- Mindfulness
- Resourcefulness
- 70/30 or 80/20 vs “all or nothing” approach
- Consistency

Nutrient Basics

<p>Carbohydrate 4 calories per gram</p>	<p>Energy source from starch, sugars and glycogen</p> <p>Glucose is the MAIN SOURCE of fuel for muscular activity</p>
<p>Protein 4 calories per gram</p>	<p>Energy source if carbs are depleted Delivers essential amino acids Aids new tissue development Maintains existing tissue Helps transport of vitamins, minerals and fat to and from cells</p>
<p>Fat 9 calories per gram</p>	<p>Delivers fat-soluble vitamins Delivers essential fatty acids Energy source for low intensity exercise Satiety</p>
<p>Fluid</p>	<p>Helps regulate heart rate during exercise Replaces carbs and electrolytes</p>

Interested in eating better?

nourish

what is
healthy eating? 

6 Key Messages

MAKE HALF YOUR
PLATE FRUITS
AND VEGETABLES



GET YOUR
CALCIUM-RICH
FOODS



CHOOSE FOODS
CLOSE TO THEIR
NATURAL FORM



MAKE AT LEAST
HALF OF YOUR
GRAINS WHOLE



DRINK WATER
INSTEAD OF
SUGARY BEVERAGES



GO LEAN
WITH
PROTEIN



Nourish: Lifestyle vs. Diets

HEALTHY EATING INCLUDES ALL FOODS

BALANCE



Choosing those foods with more nutritional value most often.

VARIETY



Selecting an array of foods among and within food groups.

MODERATION



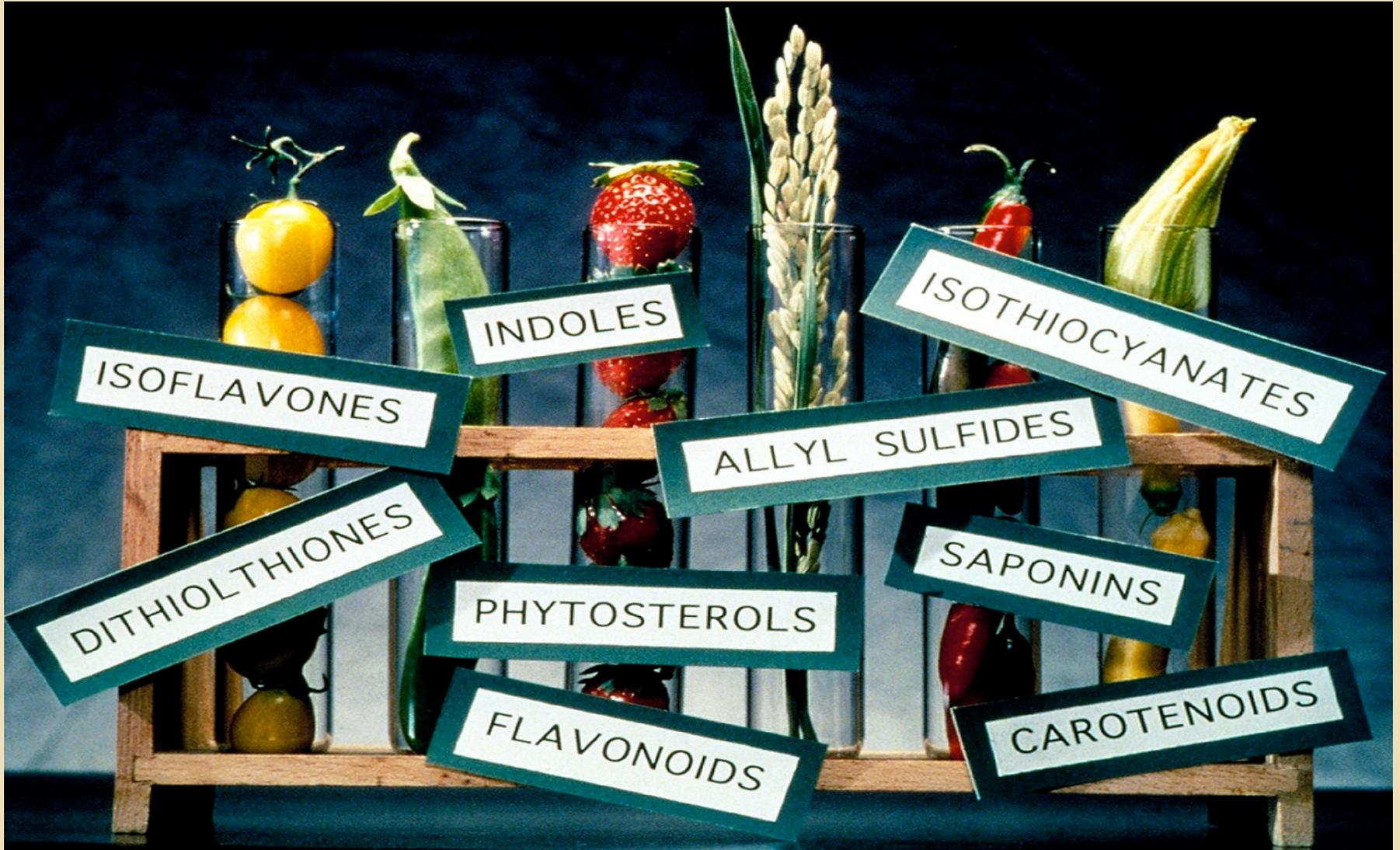
Adjusting the portion size based on the nutritional value.

Aim for 5-10 servings of fruits & vegetables each day

- * 1/2 cup cut, cooked or sliced fruit or vegetable
- * 1 cup of leafy greens, berries
- * 1 piece of medium-sized fruit
- * 1/4 cup of dried fruit, 6 oz. 100% juice

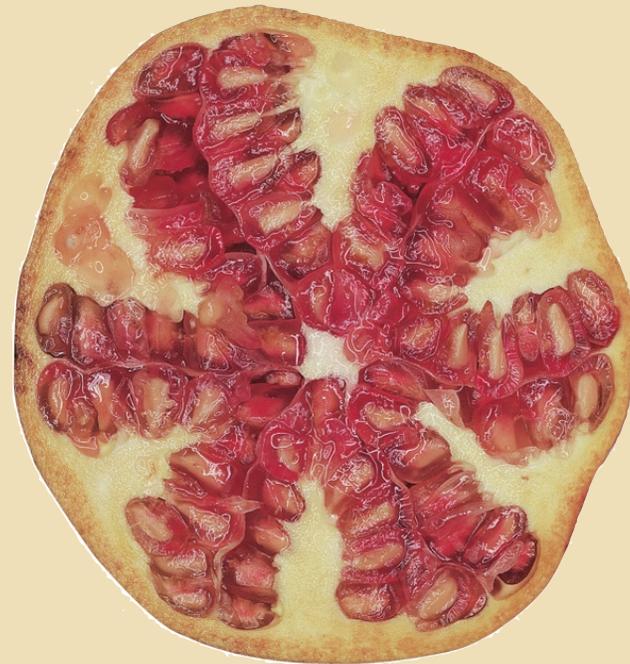
Power of Phytonutrients





Colorful foods (without a label)

- * If a fruit or vegetable has a strong taste or smell, it's probably packed with antioxidants
- * If it stains your shirt, it's definitely packed with antioxidants!



Organic for some

EWG's 2013

SHOPPER'S GUIDE TO
PESTICIDES IN PRODUCE

✂ Cut along line

The image shows two tear-out cards from the EWG's 2013 Shopper's Guide to Pesticides in Produce. The left card is titled 'DIRTY DOZEN' and features a red circular graphic with a Euro symbol (€) at the top. It lists 12 items: Apples, Celery, Cherry, Tomatoes, Cucumbers, Grapes, Hot Peppers, Nectarines (Imported), Peaches, Potatoes, Spinach, and Strawberries. Below the list, it says 'PLUS' and lists 'Collards & Kale' and 'Summer Squash & Zucchini' as items of special concern. A strawberry is shown at the bottom right of the card. The right card is titled 'CLEAN FIFTEEN' and features a green circular graphic with a Euro symbol (€) at the top. It lists 15 items: Asparagus, Avocado, Cabbage, Cantaloupe, Corn, Eggplant, Grapefruit, Kiwi, Mangos, Mushrooms, Onions, Papayas, Pineapples, Sweet Peas (Frozen), and Sweet Potatoes. An onion is shown at the bottom right of the card. Both cards include the text 'EWG'S SHOPPER'S GUIDE TO PESTICIDES IN PRODUCE' and '2013' on either side of the title. At the bottom of the right card, it says 'QUESTIONS ABOUT PESTICIDES IN PRODUCE? VISIT US AT FOODNEWS.ORG'.

Category	Item
DIRTY DOZEN	Apples
	Celery
	Cherry
	Tomatoes
	Cucumbers
	Grapes
	Hot Peppers
	Nectarines (Imported)
	Peaches
	Potatoes
	Spinach
	Strawberries
PLUS	Collards & Kale*
	Summer Squash & Zucchini*

Category	Item
CLEAN FIFTEEN	Asparagus
	Avocado
	Cabbage
	Cantaloupe
	Corn
	Eggplant
	Grapefruit
	Kiwi
	Mangos
	Mushrooms
	Onions
	Papayas
	Pineapples
	Sweet Peas (Frozen)
	Sweet Potatoes

ewg.org



Sugar, Fat & Salt

- Combination of sugar, fat & salt = synergistic bang, first in parts of the brain that register pleasure, then in the gut
- 'Caveman stuff' when we learned how to eat big calorie foods to survive
- Addictive?
- Processed food industry prefers 'craveability'
- Limit yourself to 2 Oreos? 'The road to @&% is paved with good intentions'.

Mindless Eating: Bad popcorn in big buckets

- Packaging & container size are powerful
- Theatre goers randomly given medium or large containers of free popcorn, either fresh or stale (14 days old)
- Consumption & perceived taste were measured
- Fresh: ate 45.3% more popcorn when given in large container
- Stale: ate 33.6% more popcorn when given in large container, despite disliking the food
- Large containers lead to overeating, even non-palatable food

Dr. Brian Wansink, Cornell University, Food & Brand Lab



Packaging

To combat sagging market share, Bolthouse and CP+B pitted baby carrots against junk food



Here's something else to munch on:
"People tell us that the baby carrots in the new packaging taste better. Isn't that amazing?"

“People need to know things they never knew they never knew.” David Katz, MD

Sodium content per 100 calories?



“People need to know things they never knew they never knew.” David Katz, MD

Sodium content per 100 calories?



73 mg



100 mg



233 mg



131 mg

Killer ingredient?

Estimates suggest a 50% reduction in salt consumption (to 1500 mg) would save 150,000 lives & \$26 billion in one year.

The salt shaker on the dinner table isn't the culprit.

Sodium added to processed foods is used for taste, preservatives, anti-microbials, leavening agents and to maintain texture and consistency.

1 teaspoon of salt = 2300 mg of sodium

National Heart, Lung and Blood Institute



Trans fats: Stay away

Partially hydrogenated

- * Manmade fat to help extend shelf-life
- * Increases LDL (bad) cholesterol and lowers HDL (good) cholesterol
- * Aim for zero grams
- * Look at ingredients list

AVOID

Nutrition Facts

Serving Size 1 cup (200g)
Servings per container 2

Amount per serving

Calories 220 Calories from Fat 100

% Daily Value*

Total Fat 12g 18%
Saturated Fat 3g 15%
Trans Fat 2g

Cholesterol 30 mg 10%

Sodium 235 mg 10%

Total Carbohydrate 16g 5%

Dietary Fiber 5g 20%

Sugars 4g

Protein 6 g

Vitamin A

Vitamin C

Calcium

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

The more you do to food,
the less nutrition it has

Nutrition Facts	
Serving Size 172 g	
Amount Per Serving	
Calories 200	Calories from Fat 8
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	1%
Trans Fat	
Cholesterol 0mg	0%
Sodium 7mg	0%
Total Carbohydrate 36g	12%
Dietary Fiber 11g	45%
Sugars 6g	
Protein 13g	
Vitamin A 1%	Vitamin C 1%
Calcium 4%	Iron 24%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
nutritionData.com	

The more you do to food, the less nutrition it has

Pay more attention to the ingredients section on a food label.
If something sounds like a chemical, it probably is.

Snack Size Fruit & Walnuts:

Apple Slices and Red Grapes: Apples, calcium ascorbate (a blend of calcium and vitamin C to maintain color), red grapes. Vanilla Lowfat Yogurt: Cultured pasteurized Grade A reduced fat milk, sugar, food starch-modified, fructose, whey protein concentrate, corn starch, gelatin, natural (plant source) and artificial flavor, potassium sorbate (added to maintain freshness). Candied Walnuts: Walnuts (TBHQ and BHT added as a preservative), sugar, peanut oil, honey, salt, wheat starch, maltodextrin, xanthan gum, natural (plant source) and artificial flavor.

CONTAINS: MILK, WHEAT AND WALNUTS

MAY CONTAIN SHELL PARTS, PEANUTS AND OTHER TREE NUTS

NONFAT MAYONNAISE DRESSING: WATER, VINEGAR, MODIFIED CORNSTARCH, SUGAR, HIGH FRUCTOSE CORN SYRUP, SOYBEAN OIL*, CONTAINS LESS THAN 2% OF SALT, NATURAL FLAVOR, CELLULOSE GEL, ARTIFICIAL COLOR, XANTHAN GUM, EGG YOLKS*, MUSTARD FLOUR, LACTIC ACID, PHOSPHORIC ACID, CELLULOSE GUM, VITAMIN E ACETATE, LEMON JUICE CONCENTRATE, DRIED GARLIC, DRIED ONIONS, SPICE, YELLOW 6, BETA CAROTENE (COLOR), BLUE 1, WITH POTASSIUM SORBATE AND CALCIUM DISODIUM EDTA AS PRESERVATIVES. *TRIVIAL SOURCE OF FAT AND CHOLESTEROL. CONTAINS: EGG.



Look At Liquids

- * Look at the numbers on the back of the label
- * Total carbohydrate: 30 grams
- * Sugars: 30 grams
- * Serving Size: 2.5 in a 20 ounce bottle



Define A Drink

- * 12 ounces of beer, 150 calories
- * 5 ounces of wine, 100 calories
- * 1.5 ounces of 80 proof spirits, 100 calories
- * Crate & Barrel & others sell 20 ounce wine glasses



Portable Portions

- * 3 x 3 sticky note is a perfect way to measure a serving of nuts
- * 1 ounce of nuts
- * .25 cup
- * about 23 almonds



Eat Out Better

- * Think 'a la carte', speak up. It never hurts to ask.
- * Skip the bread, breadsticks & croutons if having carbs at the meal
- * Ask for side portions of pasta, rice, potatoes on less active days
- * Change the way you think about meat (strips of sirloin, diced prosciutto)
- * Ask for an extra sides of steamed veggies, hold the butter
- * Use olive oil & lemon juice or vinegar for salads
- * Ask for lemon or lime slices for flavor
- * Ask for no added salt, no MSG
- * Try fresh fruit for dessert
- * Choose between appetizers & desserts
- * Have a snack before heading to the restaurant

Eat Out Better

- * Be mindful of alcohol calories
- * Skip salads at fast food places. Grab a few pieces of fruit at a grocery store to compliment a fast food meal.
- * Avoid 'value meals'; sometimes less is more
- * Choose thin crust pizza, extra sauce, light on the cheese, with grilled chicken, vegetables & a side of sliced vegetables (mushrooms, peppers).
- * Burrito bowl vs. burrito
- * Water with meals

Mindful eating vs. multitasking

- * Turn the TV off while eating, 1 night per week
- * Fork down between bites
- * Distractions can add calories (not to mention the swaying power of food advertising)



Exercise is medicine

- * Add 30 minutes of activity to your day
- * Subtract TV time from your day/week
- * Replace light/moderate activity with more vigorous activity twice/week
- * Set very specific & realistic goals
- * Daily activity, if not exercise

Vitamins/Supplements

- * Buyer beware
- * Herb and supplement makers 'are under no mandate to accurately list the contents'
- * NO FDA APPROVAL
- * Advertising vs. clinical trials
- * May interfere with medications
- * Open communication is key



Dr Oz Cancer Fighting Supplements: Focus on Black Raspberry



Cancer-fighting Supplement: Black Raspberry

Black raspberries have different micronutrients than red raspberries, which dictate their color and may help prevent esophageal and cervical cancer. These micronutrients are called anthocyanins. Look for all-natural, freeze-dried varieties. Freeze-drying helps preserve the anthocyanins so they don't degrade as much before you eat them. Each 300mg capsule is the micronutrient equivalent of eating 4 cups of fresh berries daily.

Take 300mg per day.



What do I eat?
When do I eat it?



Meal timing

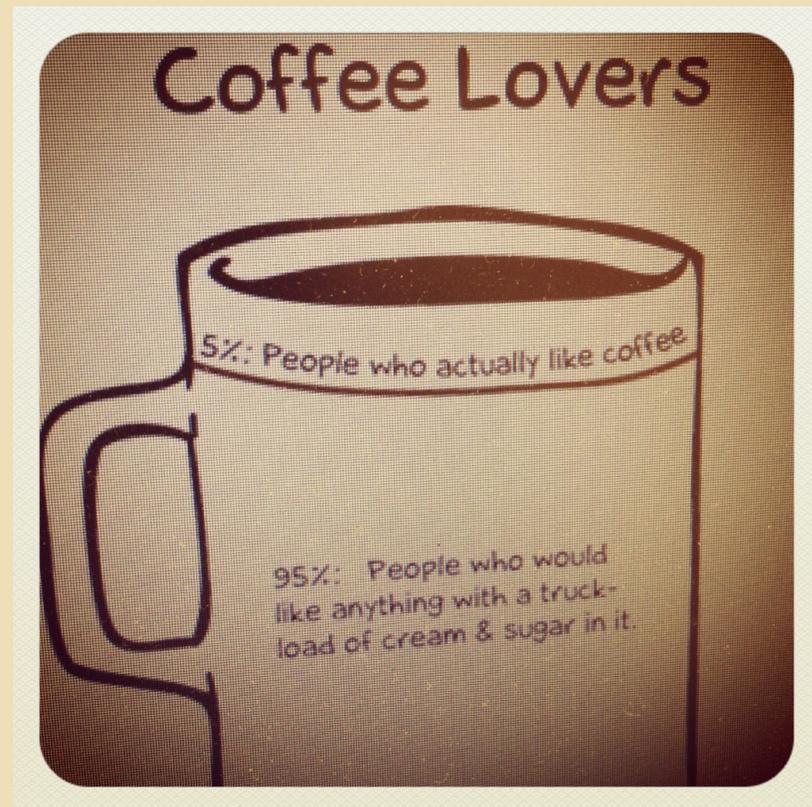
Timing	Nutrients	Why
Pre-Exercise 30 minutes before	Carbohydrates Easy to digest Low in fiber	Muscle glycogen stores are limited Quick energy
During Exercise (if > 60 or 90 minutes)	Carbohydrates alone or with a small amount of protein/fat Easy to digest Low in fiber	Maintain blood glucose levels Reduce reliance on storage form of energy (muscle & liver glycogen) Protein (small amounts only) extends energy from carb alone
Immediately After Intense Exercise (within 30 minutes) RECOVERY WINDOW	2:1 to 4:1 ratio Carbs: Protein Carb: Protein combos	Greater rate of muscle glycogen re-synthesis than carbs alone Helps with muscle tissue repair
After Exercise (1-3 hours) Recovery Window	Balanced Meal: Carb (fiber rich), Protein, Vegetable/Fruit, Healthy Fat, Fluid	Optimize protein re-synthesis & muscle glycogen re-synthesis

Portable snacks

- FRESH FRUIT & NUTS
- FRESH FRUIT & SEEDS
- GREEK YOGURT
- CUT VEGETABLES & HUMMUS
- APPLESAUCE CUPS
- STRING CHEESE
- PEANUT BUTTER & CRACKERS
- JUSTIN'S NUT BUTTER PACKET & FRUIT
- TART CHERRY JUICE
- CHOCOLATE MILK
- COCONUT WATER
- FOOD SHOULD TASTE GOOD CHIPS
- FRUIT & EDAMAME
- DARK CHOCOLATE >70%
- KIND BAR, CLIF MOJO BAR, VEGA SPORT PROTEIN BAR, VEGA VIBRANCY BAR, UNREAL CHOCOLATE
- VEGA SPORT RECOVERY ACCELERATOR, ACCELERADE

Caffeine

- Energy will come from good foods and consistency of meal pattern
- Limit caffeine after 3-4 pm or noon if caffeine-sensitive



Please read...

Carbonated water, Glucose, Citric Acid, Natural Flavors, Taurine, Sodium Citrate, Color Added, Panax Ginseng Root Extract, Caffeine, Sorbic Acid, Sucralose, Benzoic Acid, L-Carnitine, Niacinamide, Acesulfame Potassium, Sodium Chloride, Glucuronolactone, Inositol, Guarana Seed Extract, Pyridoxine Hydrochloride, Riboflavin, Maltodextrin, Cyanocobalamin.

Sleep

At Northwestern, 'Caught Napping' Can Be a Positive

By STEVEN BRAID
Published: September 17, 2013

Northwestern is 3-0 heading into Saturday's game against Maine, with an offense averaging more than 43 points a game and a roster that is getting the right amount of sleep.



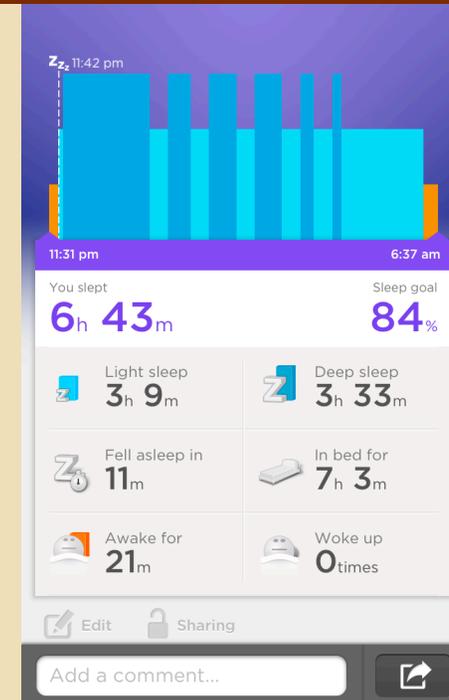
Northwestern Athletics
Northwestern football players wear movement sensor armbands that track their sleep patterns. They also take naps.

Since Pat Fitzgerald became the coach in 2006, he has placed an unusual emphasis on his players' sleeping behavior as a way to improve their performance. In the past, he has changed the times of practices and instituted team naps, but since the beginning of August, in collaboration with the university's school of engineering, Fitzgerald has had his team undergo a sleep assessment. The idea is to assess the players' sleep patterns and then suggest ways they can have more and sounder sleep.

The players began wearing movement sensor armbands

- FACEBOOK
- TWITTER
- GOOGLE+
- SAVE
- E-MAIL
- SHARE
- PRINT
- REPRINTS

12 YEARS A SLAVE
WATCH THE TRAILER



“Sleep has effects on cognition, your attention, your memory, your mood, your metabolism, your appetite – it affects so many different things.”

Emma Adam, Northwestern professor, expert on sleep

Trends: Vegan & Vegetarian

- Plant-based diets are growing in popularity
- Must be well-planned
- Different pathway to the same destination
- Cutting out meat & dairy without introducing plant-based substitutions can be a problem for athletes
- Whole foods vs. processed versions
- Reduce reliance on processed soy protein

Key nutrients: Plant-based sources

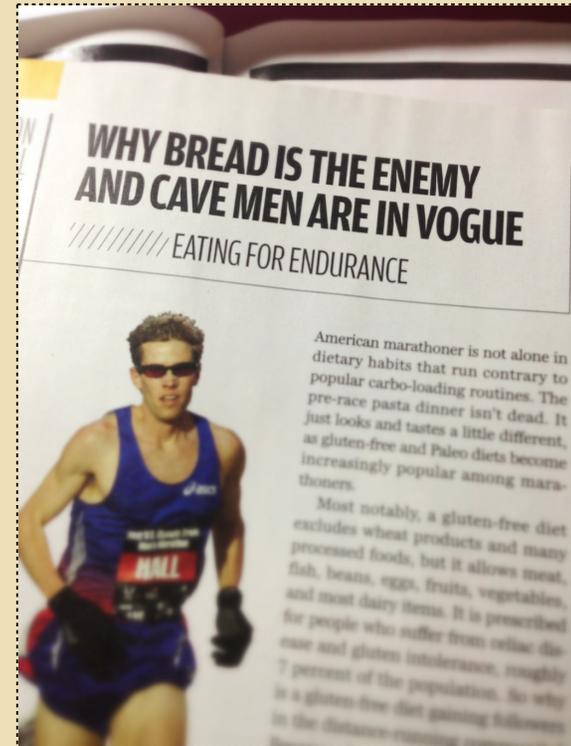
Protein	hemp, nuts, whole soy foods, legumes, grains, vegetables
Iron	spinach, hemp, legumes (split peas), blackstrap molasses, fortified cereals, chlorella (pair with Vitamin C rich source)
Zinc	pumpkin seeds, nutritional yeast, hemp
Calcium	leafy green vegetables, unhulled sesame seeds, tahini, figs, instant oatmeal, tofu, fortified juice
Vitamin D	sunlight exposure, nutritional yeast, fortified cereals, supplements
Vitamin B12	chlorella, miso, nutritional yeast, fortified cereals, supplements

Practical Applications in Sports Nutrition, 2nd E. by Fink, et al.
Thrive: The Vegan Nutrition Guide to Optimal Performance in Sports and Life by Brendan Brazier



Trends: Gluten Free & Paleo

- GF excludes wheat products & many processed foods
- Celiac disease & gluten intolerance (7% of population)
- Paleo excludes grains, legumes, excessive sugar, excessive salt or dairy products
- 20-50% of runners suffer GI problems, GF & Paleo might lessen stress on digestive track
- Is it GF or Paleo that's working or is it just paying attention to eating quality foods?
- Eating clean?



Boston Globe Magazine, 3.31.2013

Paleo Lifestyle

The Paleo Lifestyle has become an industry unto itself. Research hasn't caught up with some of its acolytes' most ambitious assertions, but what the movement lacks in double-blind studies it makes up for with rabid testimonials.

Nick Heil, Outside Magazine, June 2013

Is sugar the enemy? The donut vs. the orange

- * Donut: 200 calories, 10 grams of sugar, no fiber, no phytonutrients
- * Orange: 62 calories, 12 grams of sugar, 3 grams of fiber, 170+ phytonutrients



Health & Performance

“What you call your diet or how you label it is far less important than the **ingredients** you use to build it.

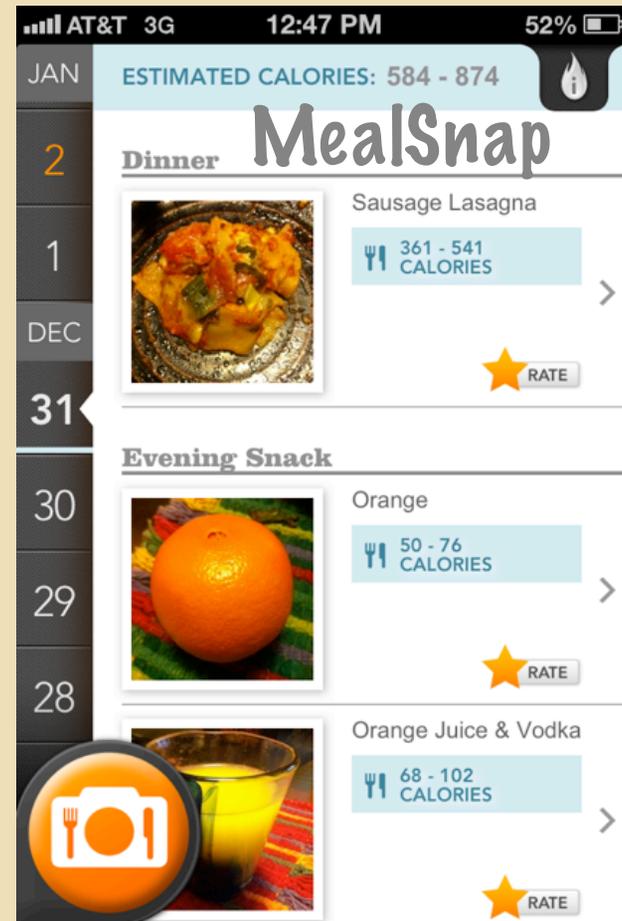
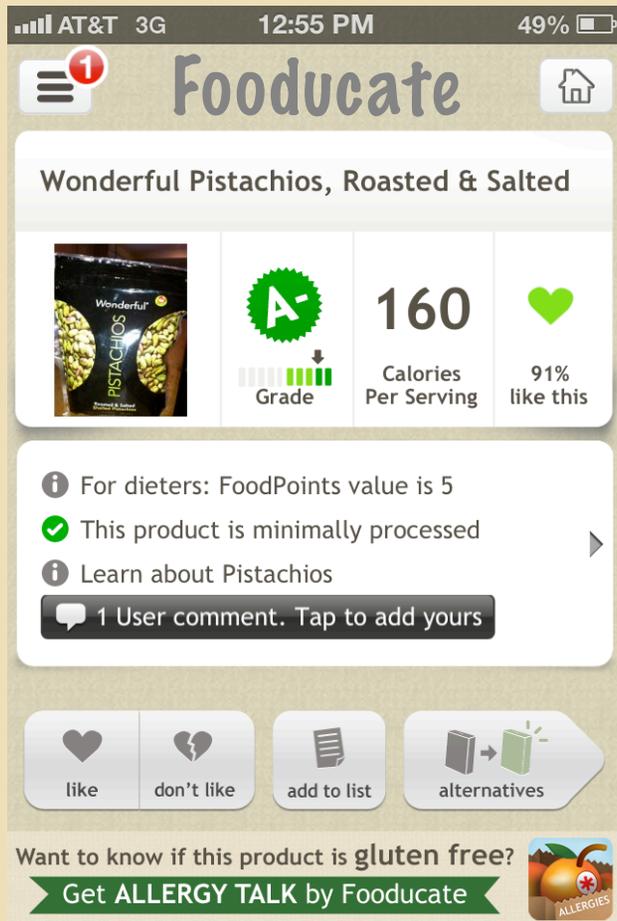
Like proper training, the inherent **quality & diversity** of what we choose to eat is key to optimal health & performance.”



Biju Thomas & Allen Lim
authors of FeedZone Portables



Tech savvy

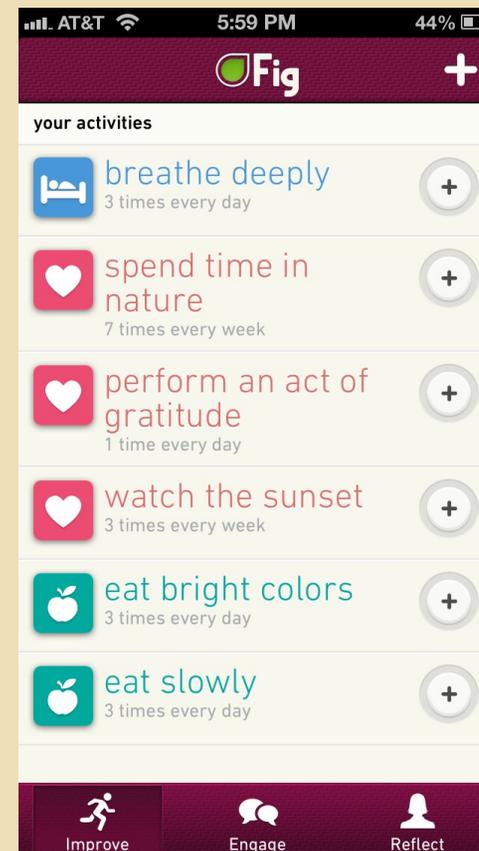


Tech savvy

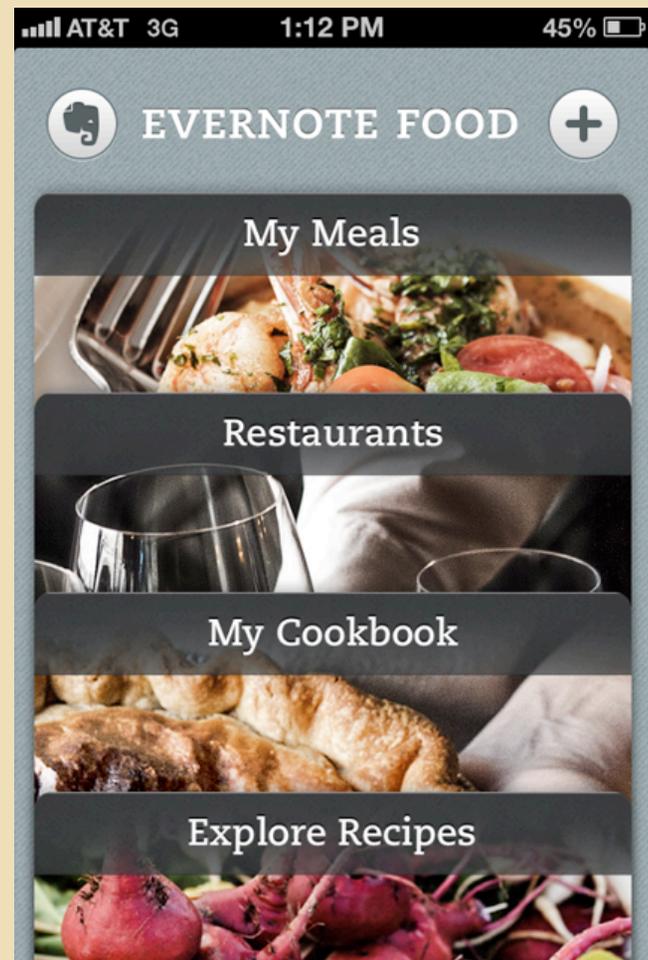
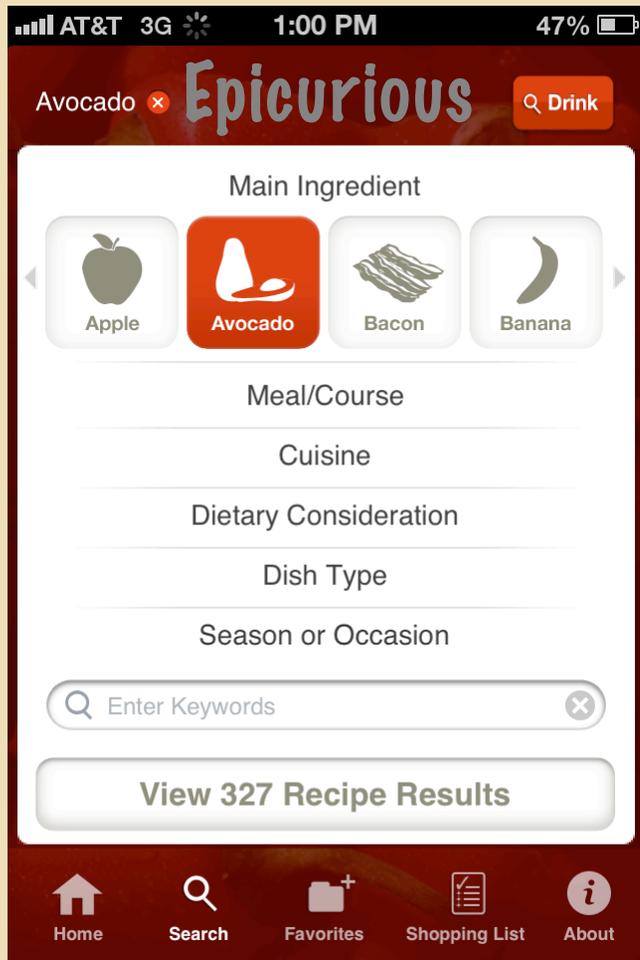
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Tech savvy





Think 5. Every Nutrient. Every Meal.

Five Fingers



- 1 Fruit/Vegetable
- 2 Carbohydrate
- 3 Protein
- 4 Healthy Fat
- 5 Fluid

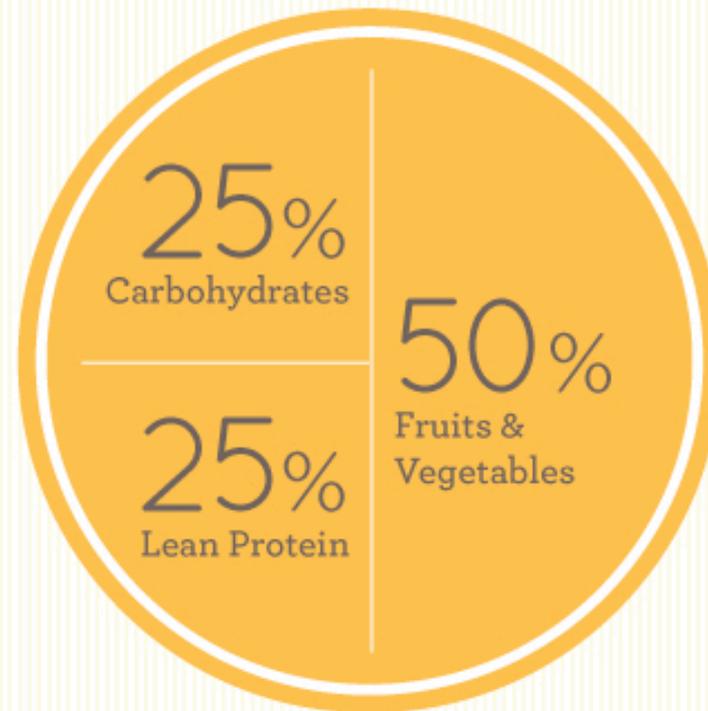
*Look for at least 4 grams of fiber per serving.

A balanced meal has one item from each category

1 FRUIT/ VEGETABLE	2 CARBOHYDRATE*	3 PROTEIN	4 HEALTHY FAT	5 FLUID
fresh fruits	plain oatmeal, high fiber/low sugar cereal	eggs, egg whites <i>1 yolk per day is ok</i>	oils: olive (extra virgin), peanut, coconut, sesame, canola, avocado	water <i>lemon or lime slices for flavor</i>
frozen fruits	100% whole wheat bread, English muffin, pita, sandwich thin, crackers	fish, shellfish, poultry, lean meat	avocado slices, fresh-made guacamole, hummus	calorie-free seltzer water, coconut water
dried fruits	100% whole wheat waffles or pancakes, "skinny" or "scooped-out" bagels	beans, lentils, hummus, tofu, tempeh, edamame, soymilk, soynuts	seeds: pumpkin, sunflower, hemp, chia, sacha inchi	unsweetened tea: green, black, herbal (hot or iced), kombucha
frozen vegetables	brown rice, wild rice, whole wheat pasta, buckwheat (soba) noodles	milk, yogurt, cottage cheese, cheese, kefir	ground flaxseed, flaxseed oil (avoid heating)	fresh squeezed juice diluted with water or seltzer
fresh vegetables	quinoa, couscous, bulgur, teff, farro, wheat berries, spelt berries, rye berries, millet, kamut berries, amaranth, barley	nuts, nut butters (peanut, almond, cashew, pistachio, soynut, etc.)	nuts, nut butters (peanut, almond, cashew, pistachio, soynut, etc.)	low sodium vegetable juice
fresh squeezed juice diluted with water or seltzer	potato, sweet potato, yam, turnips, winter squash, peas, corn, polenta, yucca, plantains	protein powder: whey, soy, pea, hemp, eggwhite, chia, rice, sacha inchi	omega 3 fish oil capsules, cacao nibs, dried coconut, seaweed, vegan omega 3 capsules (microalgae oil)	milk: cow, goat, sheep, coconut, almond, rice, hemp, soy, kefir, Lactaid

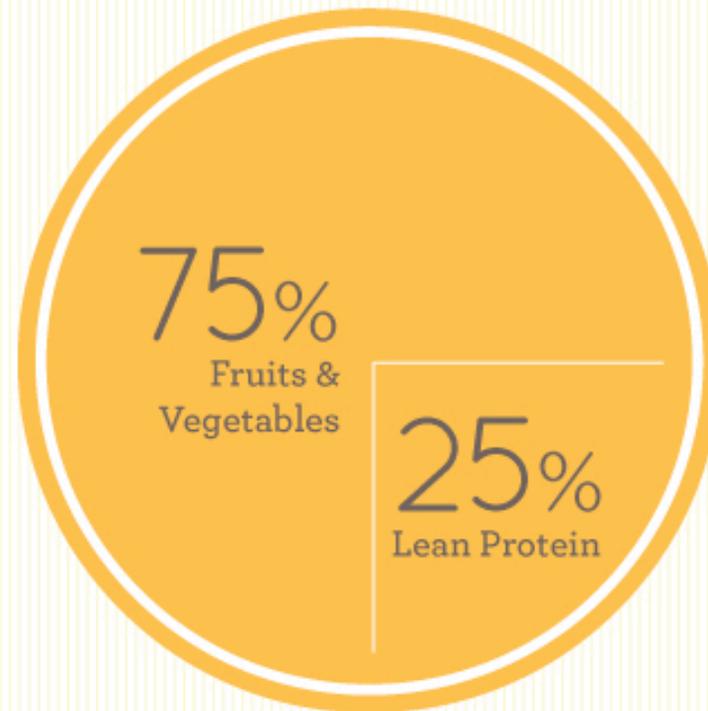


Powerful Plate:
Healthy Weight





Powerful Plate:
Less Active



1

Fruits, Vegetables, Nuts, Seeds & Healthy Oils

Healthy Immune System

Choose colorful fruits & vegetables

Flavor food with herbs & spices

Drink green, black & herbal tea

Add nuts & seeds to cereals & salads

Choose olive oil, nut butter, avocado, hummus & coconut
A little goes a long way

adapted from FuelingTactics®

Seek out fruits & vegetables



Make plant-based a priority



2

Upgrade Your Carbohydrates

Muscle Energy & Recovery

Adjust carbohydrate portions based on activity level

More exercise, more carbs Less exercise, less carbs

Choose high fiber sources 2-4 hours before or after exercise
for long lasting energy (slow digesting)

Choose low fiber sources for quick energy right before,
during & after long or intense workouts (quick digesting)

Primary energy source for quality work

adapted from FuelingTactics®

Be aware of 'health halos'



Granola:
500 + calories in
large bowl

3

Diversify Your Protein Sources

Muscle Repair & Growth

Choose lean animal protein sources
(3 grams of fat or less per 7 grams of protein)

Make plant-based protein sources a priority

Protein is slow to digest so go easy right before a workout

More protein does not equal more muscle
You need hard work & a balanced diet

adapted from FuelingTactics®



Food environment “flow”



1

FRUITS, VEGETABLES,
NUTS & SEEDS

HEALTHY IMMUNE SYSTEM

- Choose different foods with many colors.
- Add nuts and seeds to cereal and salads.

2

CARBOHYDRATES

MUSCLE ENERGY & RECOVERY

- Alter your carbohydrate portions based on your activity level.
- Choose fiber-rich sources from a variety of foods.

3

PROTEIN

MUSCLE REPAIR & GROWTH

- Choose animal, dairy, & vegetable sources.
- Best choice: 3g fat or less per 7g of protein.

Plant Strong = Boston Strong





Fries are on the menu



What's your nutrition mantra?



There isn't one right way
to eat for everyone.
Be the author of your own diet book.
Keep what nourishes.
Edit & revise often.

Very Special Thanks

Elise Phillips, Director, Office of Health Promotion
Betsy Cook, Office of Health Promotion
Sheila Tucker, Nutritionist

BC, you guys are LUCKY!

BC Office of Health Promotion

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Request an iHP

INDIVIDUAL HEALTH PLAN

Individual health plans and conversations will help you to develop personal goals and strategies to live by: plan your academics, plan for health!

Complete the following form to schedule your Individual Health Plan

First Name *

Last Name *

Class Year *

Email

Referred by

Please select the topics you are interested in:

- Alcohol and Drug Use
- Body Image
- Healthy Eating
- Exercise
- Healthy Relationships
- Stress Management
- Time Management

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