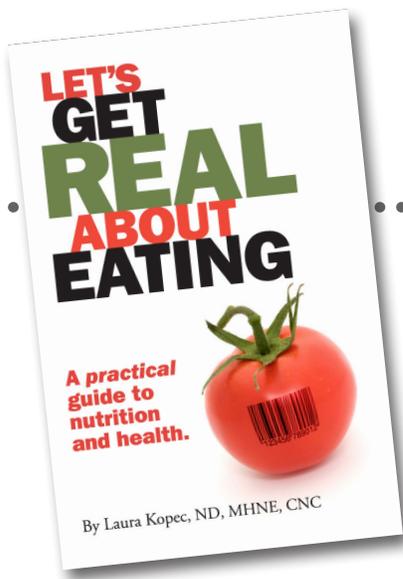


## Q&A



“Each year in the United States alone, an estimated 565,000 people have their first heart attack, 1.3 million adults are diagnosed with diabetes, and 1.4 million develop cancer... In 1960 the World Health Organization found most cancer to be preventable with better nutrition... The time to do something is now. Even if you are not ready for a complete lifestyle change, do something... I challenge you to get real about the way you eat and the way your children eat, and do something. Take action. Take charge of your health by eating for your health; and when you eat better, you will feel better. “

– *Let's Get Real about Eating* by Laura Kopec

### WHY DID LAURA WRITE THIS BOOK?

I wrote this book to help people make the connection between what they eat and how they feel. To help people make sense of the all the overwhelming information about nutrition. Nutrition is pretty popular topic these days, and that can be good and bad. More information is available to us than ever before, but for the average consumer it is too much information. It's overwhelming. The information is not simple, it is not strategic for the average person and most experts have an all or nothing attitude to their idea of food. I really felt that people needed to know what is truly important of all the information out there, and then how to keep it simple and real, and most of all self-paced so that the consumer can do a little or a lot to change their diets.

### WHAT DOES LAURA STAND FOR AS NUTRITIONIST?

Although I teach people about food, I am really about personal responsibility. And the incredible part about food is it allows us to take personal responsibility for our health. There is so much we cannot control in our lives, but what we eat really is something we can control. We may not be able to anything about the rising cost of health care, but we can do something about our own personal health. That is so powerful to me. This is more than just a career for me, this is a calling.

### WHAT MAKES THIS BOOK DIFFERENT FROM ALL THE OTHERS OUT THERE ON NUTRITION?

My book helps people make sense of the information and then gives a series of strategies to put the information into practice. Each chapter has a rule and each rule has strategies to help you incorporate the rule into your daily life. The best part is you can do this at your own pace. You can take one chapter at a time, take one or more strategies in each chapter and work on putting these into your life. Even if all you do is make some of the changes in the book, you can see changes in your health.

### WHAT MAKES LAURA DIFFERENT FROM OTHER NUTRITIONISTS?

I am not only a practitioner but also an educator with a strong background in teaching. This has become critical to my success with my clients. Every day I craft nutritional plans for people that are strategic to fit their lives. I do not believe in a one size fits all. I believe you have to set people up for their success, otherwise they will give up, and their health is too important to them to see anyone give up. I brought this philosophy to my book. My book approaches nutrition like a classroom with each chapter a class that is fundamental to your health.

### WHAT IS TODAY'S BIGGEST CHALLENGE IN EATING?

We all need to eat, it is fundamental to our very existence but food is not just about what we eat it is about how we live our lives. Most people will reject the notion of healthy eating if they think it is painful or too much work or will add to their stress. In order to make a difference in their lives, their eating has to fit into their lives.

### WHAT IS YOUR HOPE FOR ANYONE READING YOUR BOOK?

I want a reader to come away with an ah-ha moment and say, “Now, I get it. And now I feel comfortable doing something about it.” I want people to know the power of food without the pressure to live off the vine alone, but to feel there is a manageable way to go about this.