

HEALTHY BEGINNINGS

Small Steps Toward Better Health

(NAPSA)—A recent report found that while many Americans “see” the doctor, few actually listen to what their doctor recommends.

Most health issues associated with heart health, digestive health and weight management are preventable, but most people wait until medical intervention is necessary before taking an active role in their health.

These were some of the findings of the *Kellogg's Healthy Beginnings Small Steps to Healthy Beginnings* report. Healthy Beginnings, a consumer outreach program, teaches the importance of heart health, how to get more whole grains into your diet, the importance of fiber for good digestive health and regularity and how to maintain a healthy weight.

Here are some of the program's tips to help you have a healthier beginning each day:

- Reap the benefits of breakfast. A nutritious morning meal of cereal, fruit and skim milk provides important nutrients such as carbohydrates, protein, vitamins, minerals and fiber. It also fuels the body and ignites the metabolism to kick the body's calorie-burning mechanism into gear first thing in the morning.

- Empower yourself by making simple but small, healthful changes a small step at a time. Get started with that one small step—and keep on going.

- Be prepared for those times of day when good dietary intentions can go by the wayside. When you are on the go, keep a Special K Protein Snack Bar or a bag of dry cereal in your purse, briefcase or glove compartment instead of skipping meals or grabbing a higher-calorie choice.



Two good tips for maintaining a healthy weight: Eat breakfast and always keep a healthy snack on hand.

- Be a role model for your kids. Parents who practice healthful habits show their kids how to do the same, which may help reduce the risk of health problems today and years down the line.

- Use tools. Knowledge is power when it comes to making positive changes in your health. Use the tools at www.healthybeginnings.com to find out your body mass index, how much fiber you're getting and your heart disease risk.

The Healthy Beginnings portfolio of products, including Smart Start Strong Heart cereal, All-Bran cereal, Frosted Mini-Wheats cereal and Special K products and cereals, helps consumers make smart, delicious decisions to help meet their health needs.

For more information, visit www.healthybeginnings.com.