A weight management model that focuses on improving health outcomes rather than on weight loss alone.

Our Approach

At the Balance Factor©, we aim to inform, influence, and assist both individuals and organizations so that they will accept more responsibility and be more active in matters affecting mental and physical health.
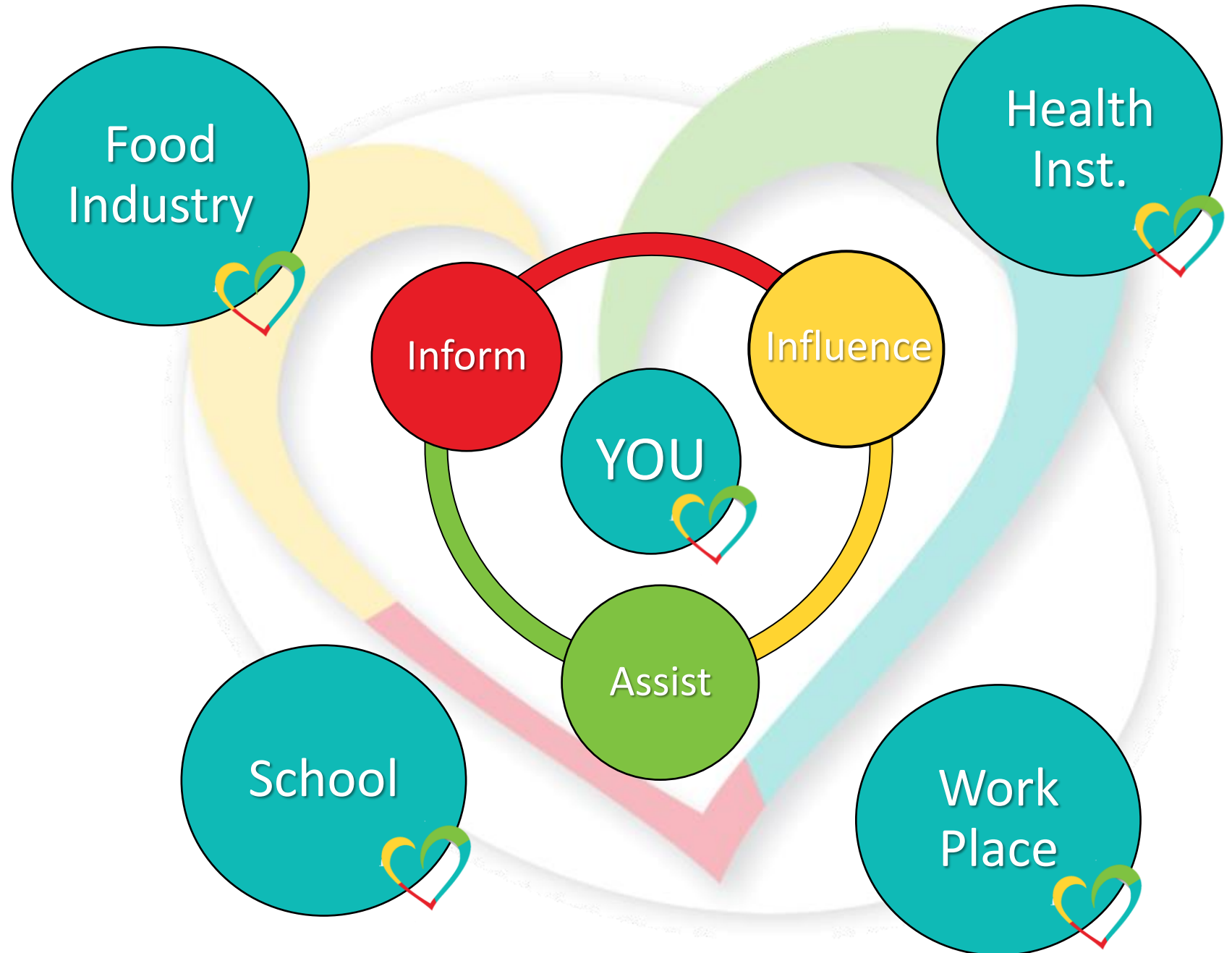
Our Vision

To inform the community by making the Balance Factor© available in

- Grocery Stores
- Restaurants

To influence healthy choices by teaching the Balance Factor© in the

- Schools
- Work Place
- Health Institutions

To assist health providers, employers, and individuals with improving one's health

Food Industry

Health Inst.

Inform

Influence

YOU

Assist

School

Work Place

Vision / Approach Matrix

|	YOU	SCHOOL	FOOD INDUSTRY	HEALTH INSTITUTION	WORK PLACE
INFORM	Balance Factor©	Teach the Balance Factor	Nutrition Facts & Restaurant Menus	Health Provider using Balance Factor App	Health Coordinator In-services
INFLUENCE	Balance Factor© & App	Gr. 3-8 Health and Math Units	Food Marketing & Healthy Meal Choices	Client Tracking & Health Team Education/ Check-Ins	Balance Factor© Health Challenge
ASSIST	Balance Factor© App & Playbook	Healthy Schools Programs	Shelf Talkers/Promo & Recipe Adaptation	Measurable Outcomes & Medications	Health Insurance Incentives & Blood Work Results

The Impacts on Weight Management

Food Supply
- Grocery Stores
- Restaurants
- School
- Home

Environment

Genetics

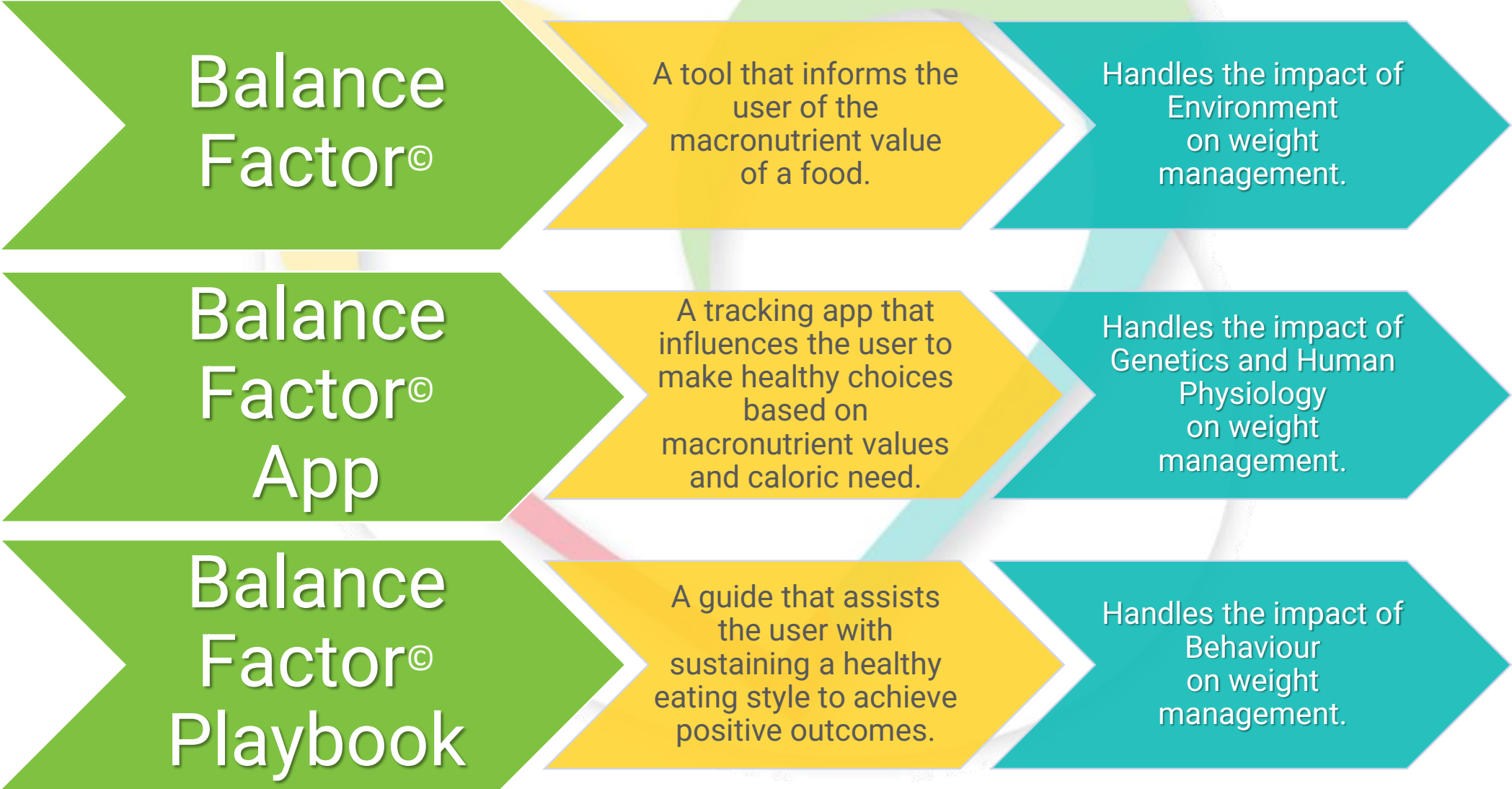Factors We Don't Control

Behaviour

Human Physiology

Mind/Body Relationship
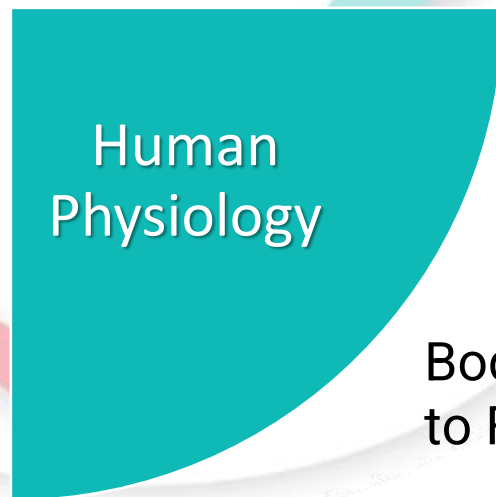
Body's Response to Food

Our Mission - to handle the impacts on weight management and change the outcomes using tools that give the individual or the organization the ability to improve their own health.

Balance Factor©	A tool that informs the user of the macronutrient value of a food.	Handles the impact of Environment on weight management.
Balance Factor© App	A tracking app that influences the user to make healthy choices based on macronutrient values and caloric need.	Handles the impact of Genetics and Human Physiology on weight management.
Balance Factor© Playbook	A guide that assists the user with sustaining a healthy eating style to achieve positive outcomes.	Handles the impact of Behaviour on weight management.

Balance Factor©

A tool that informs the user of the macronutrient value of a food.

THE BALANCE FACTOR©

The Balance Factor© (BF) expresses whether a food falls within the recommended macronutrient range for a healthy diet.*

Like a balance, a BF = 0 represents when all macronutrients are balanced or fall within their recommended ranges.

A BF > 0 represents a meal with higher carbohydrate calories than fats, proteins, and fibre calories combined.
A BF < 0 represents a meal with lower carbohydrate calories than fats, proteins, and fibres calories combined.

This is a simple strategy to assist individuals and organizations with handling environmental impacts (i.e. urban vs rural, economic barriers, food desert vs oasis) by identifying foods and meals that meet nutritional requirements.

*The macronutrient requirements are established and updated by the National Academies of Sciences, Engineering, and Medicine and are the basis behind Canada's Food Guide and the Dietary Guidelines for Americans. (Daily Calories: Carbohydrates 45-65% Fats 20-35% Proteins 10-35%)
https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf

Balance Factor© App

A tracking app that influences the user to make healthy choices based on macronutrient values and caloric need.
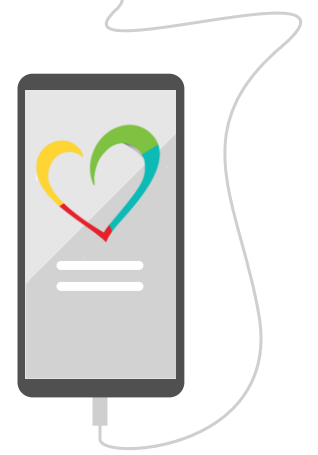
THE BALANCE FACTOR©

The Balance Factor© App handles the diversity of genetics and the human physiology on how the body responds to food.

The Balance Factor© App assists the individual with meeting nutritional requirements and minimizing calorie and carbohydrate variability – a contributor to the risk of metabolic disease.

The Balance Factor© App reinforces the importance of tracking and assessing each dietary event on an individual basis thereby assisting them with making healthy choices at every meal.

https://the-balance-factor.com/the-balance-factor-app/

Balance Factor© Playbook

A guide that assists the user with sustaining a healthy eating style to achieve positive outcomes.

THE BALANCE FACTOR ©

The Balance Factor© Playbook handles the impacts of emotional and mental behaviour on weight management.

The Balance Factor© Playbook uses specialized features of the Balance Factor© App to EDUCATE, ALIGN, FOCUS, MOTIVATE, REASSURE, AND SUSTAIN the user through the individualized components of a healthy eating style.

Screenshots of the Balance Factor© App and supplemental strategies guide the user towards specific features to overcome roadblocks, shift mindsets, embrace identities, measure success and resulting progress, and troubleshoot for sustainability.

https://the-balance-factor.com/the-balance-factor-playbook/

Our Commitment

To inspire every individual and organization to be responsible for their own health using tools that guide them towards an ideal, outcome-based eating style that is uniquely their own.
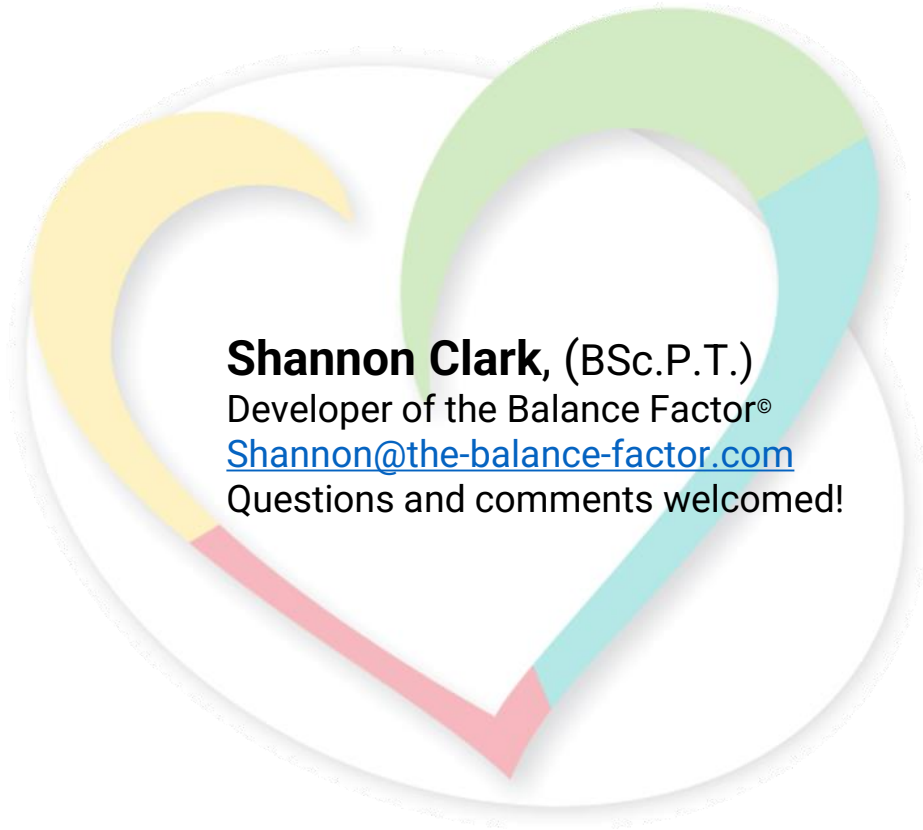
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Questions and comments welcomed!

*The Balance Factor © App was jointly developed with mpengo Ltd and The Food Palette, Ltd and together, exclusively retain all rights and privileges associated with this App.