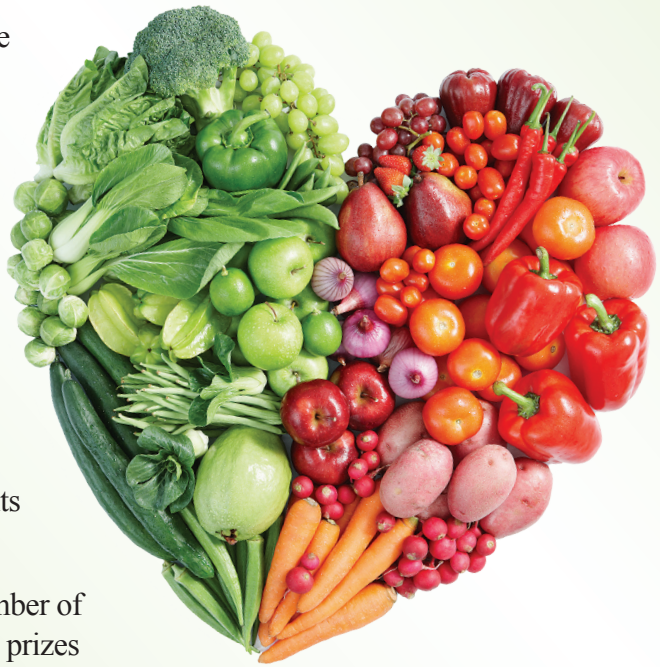
Fruits and Vegetables Challenge A Turnkey Program

Overview

The Fruits and Vegetables Challenge is a fun way to encourage people to eat more fruits and vegetables every day.

During the month-long event, participants challenge each other to eat more fruits and vegetables. By including more fruits and vegetables in their meals and snacks each day, participants learn to make them a part of their daily lives. Different forms of fruits and vegetables count—fresh, frozen, canned and dried.



The challenge includes a list of quick tips, which provides several simple ideas that participants can follow to add more fruits and vegetables into their diets. Participants incorporate some of these tips every day during the challenge period. For each quick tip completed, the participant earns one point. The challenge log sheet offers an easy way to record the number of points accumulated each day during the challenge.

At the end of the challenge, participants count the total number of points that they have recorded in their log. Consider giving prizes or recognition to the winners of the challenge. Additionally, you might offer participants who completed at least one quick tip for each day of the month a smaller incentive, depending on your program budget. A list of suggested prize items is provided on page two.

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This challenge can also be done with teams. Each team encourages its members to complete the month-long challenge. The team that has the highest total from its participants wins the challenge prize!

Think about offering prizes for challenge winners. These could include:

- Gift card for a local grocery store or farmers' market
- Fruit basket
- Insulated lunch bag
- Coupon for a healthy lunch/dinner
- Healthy cooking equipment (like steamers, blenders, grill pans, etc.)
- Healthy recipe book or subscription to healthy cooking magazine
- Certificate

Step-by-Step Guide for Organizing

1. **TALK** with leaders about implementing the Fruits and Vegetables Challenge. Show them the challenge materials and discuss prizes for participants. Remind leaders that increasing fruit and vegetable consumption will help participants to be healthier.
2. **DESIGNATE** a challenge coordinator. The coordinator will distribute and collect logs from participants.
3. **DETERMINE** if the challenge will be organized by individuals or teams, and decide on the prizes for the winning participants or teams. Be creative—prizes do not have to be expensive, or even cost money. See the list of suggested prizes above.
4. **ANNOUNCE** the challenge. A sample announcement poster can be downloaded at **FaithfulFamiliesESMM.org** or **Work*Well*NC.com/turnkey.php**. Post the announcement in several locations such as bulletin boards, water fountains and stairwells. You could also send out information about the challenge through emails and make announcements at meetings and events.
5. **RECRUIT** participants for the challenge by posting the sample sign-up sheet at appropriate places such as bulletin boards.
6. **DISTRIBUTE** challenge log and quick tips to participants. Remind the participants to keep a copy of the log sheet with them most of the time so that they can enter points when they complete a quick tip.
7. **SEND** weekly challenge newsletters to participants. These newsletters can be printed out or emailed to participants. Download challenge newsletters at **FaithfulFamiliesESMM.org** or **Work*Well*NC.com/turnkey.php**.

Sample materials for the challenge are available for download at **FaithfulFamiliesESMM.org** and **Work*Well*NC.com/turnkey.php**.

These materials include:

- Announcement poster
- Sign-up sheet
- List of quick tips
- Log sheet
- Weekly newsletters
- Certificate of achievement
- Evaluation survey

THE CHALLENGE

8. **REMIND** participants of the challenge end date about one week in advance. Set a designated place for collecting log sheets. If challenge logs will be collected over email, be sure participants know the date and time that their logs are due as well as the email address where they should send log sheets.

9. **COLLECT** log sheets on the designated collection date.

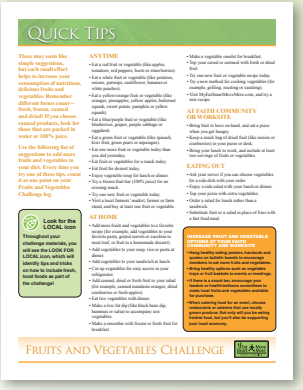
10. **NOTIFY** winners within a couple days of collection. Sending out an email, placing an announcement on a bulletin board and congratulating winners during a gathering are all great ways to wrap up the challenge and recognize the participants.

11. **EVALUATE** the challenge. Make a note of how many people participated. Talk with the participants to ask them if they enjoyed the challenge. Use the evaluation survey to find out what participants found helpful and what they thought was lacking in the challenge.

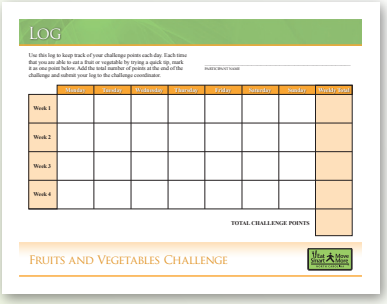
12. **TALK** with leadership and/or the health/wellness committee at about the Fruit and Vegetable Challenge experience. You can also discuss changes that could be made in your setting such as making a fruit and vegetable snack stations, and offering more fruits and vegetables in cafeterias and vending machines. To find out about other ways to encourage healthy eating in your setting, visit **FaithfulFamiliesESMM.org** or **Work*Well*NC.com/turnkey.php**.

Poster

Sign-Up Sheet

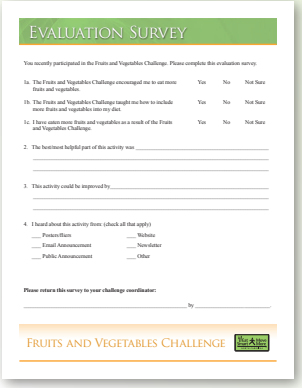


Quick Tips

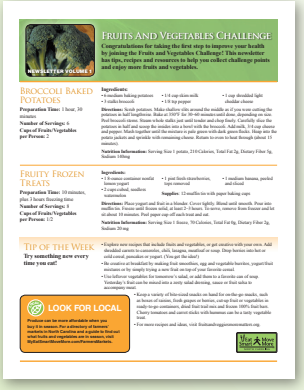


Challenge Log

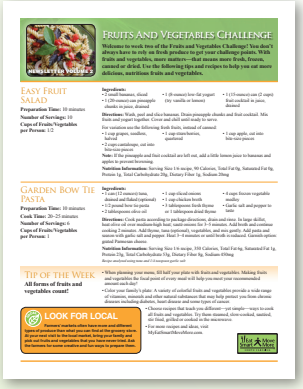
Certificate



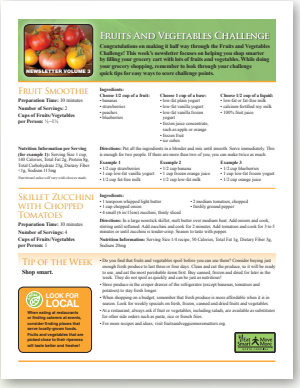
Evaluation



Newsletter 1



Newsletter 2



Newsletter 3

Newsletter 4

Download these printable materials at FaithfulFamiliesESMM.org or Work*Well*NC.com/turnkey.php

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