

TAKE THE 10 DAY REAL FOOD CHALLENGE!

Do you eat most of your meals away from home? Do you default to fast food or take out? Are you looking for ways to eat healthier? Try this 10 Day Challenge to practice simple strategies that can lead to a healthier way of eating.

How does it work? Each day add a new challenge to your routine. At the end of 10 days turn in your tracking sheet to be eligible for prizes.



Important dates to remember:

Register by

Challenge Starts

Challenge Ends

How to Register:

10 DAY REAL FOOD CHALLENGE

The goal of the 10 Day Real Food Challenge is to motivate and encourage employees to incorporate simple changes that can lead to long term healthy lifestyles. It's not only what we eat that matters, but also how much and even where we eat it. Long term behavior change takes practice. This challenge is designed to introduce one new challenge each day, building on previous activities. At the end of 10 days, participants will have incorporated and practiced different eating habits and dietary strategies, which may lead to long term change.

*This 10 Day Real Food challenge is inspired by Michael Pollan's book "In Defense of Food" and Brian Wansink's "The End of Mindless Eating." The program was adapted from the 100 Days of Real Food project.



Timeline

- Determine the dates of your challenge
- Begin Communicating four weeks before your challenge begins

Things to do before the challenge begins (Focus areas: Communication & Engagement)

- Focus on promotion and communication (i.e. posters, email blasts, flyers, etc.)
- Get a senior leader to make an announcement or send out an email
- Outline goals of the challenge
- Distribute tracking tools
- Stress that participation is voluntary

Things to do during the challenge (Focus areas: Motivation & Energizing)

- Share the daily emails describing the benefits of each challenge and resources to learn more.
- Incorporate some fun activities during the challenge (i.e. exchange healthy recipes, host a salad bar lunch)
- Run a "Healthy Selfie" campaign. Encourage employees to take a "selfie" of themselves or of coworkers doing a healthy activity during the challenge

Things to do after the challenge (Focus areas: Evaluating Program & Celebrating Successes)

- Collect completed challenge pledges.
- Congratulate all who participated and those who completed the challenges.
- Distribute program evaluation form.

Additional Resources

- Promotional Poster
- Daily educational email content
- Optional journaling tracker
- Program evaluation

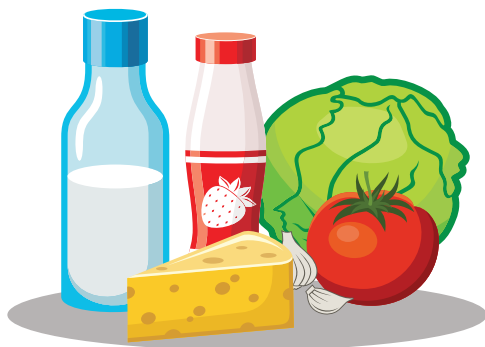
10 DAY REAL FOOD CHALLENGE

Name:

Phone:

Use this chart to track your participation. Goal: start at day one and add a new challenge each day while continuing previous challenges.

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10 DAY REAL FOOD CHALLENGE

DAILY CHALLENGE COMMUNICATION:

1. Go Fast Food Free: Skip the drive thru and avoid eating at fast food restaurants.

Fast food contains high amounts of unwanted nutrients like salt, fat and artificial chemicals. For healthy eating on the run, try these tips:

- Bring your lunch from home. Brown bagging it can save you money and gives you more control over what you are eating.
- Cook extra food on the weekend to make weekday meal preparation fast and easy.
- Create a "survival kit" of healthy foods to keep at work or in your car. Include things like fruit, nuts, yogurt, veggies and hummus, or cheese sticks. Don't forget to include a water bottle.
- Keep a well-stocked pantry and freezer to help make meal planning and preparation easier. Include things like canned beans, whole grain rice and pasta, frozen or low sodium canned vegetables, frozen portions of fish, chicken or lean beef.

2. Nature's Fast Food: Eat five servings of fruits and vegetables per day. Incorporate at least one fruit or vegetable with your breakfast, lunch, and dinner.

Don't make vegetables an afterthought. Try to plan your meals to include a couple of different vegetables and increase your serving size of them. Add cucumbers, fresh spinach leaves or sprouts to your sandwich along with lettuce or tomato. Make soup and add extra vegetables to it. Stir-fried chicken can also include lots of vegetables including mushrooms, peppers, baby corn, cauliflower, carrots and celery.

Tips to increase fruit intake:

- Add fruit to hot or cold cereal
- Add to a tossed salad (i.e. pear, apple)
- Make a smoothie with fat free/soy milk and fresh/frozen fruit
- Add a piece of fruit to your lunch or snack
- Keep fruit visible
- Take some time and cut up fruit now to refrigerate and enjoy later
- Still have that bedtime craving? Add strawberries or peaches to your ice cream or a small amount of peanut butter to go along with your apple slices.



3. The Better Beverage Challenge: Limit your beverages to water, coffee, tea, herbal tea, and other unsweetened, zero-calorie drinks.

- **Drinking Water Helps Maintain the Balance of Body Fluids.** Your body is composed of about 60% water. The functions of these bodily fluids include digestion, absorption, circulation, creation of saliva, transportation of nutrients, and maintenance of body temperature.
- **Water Can Help Control Calories.** For years, dieters have been drinking lots of water as a weight loss strategy. While water doesn't have any magical effect on weight loss, substituting it for higher calorie beverages can certainly help.
- **Water Helps Energize Muscles.** Cells that don't maintain their balance of fluids and electrolytes shrivel, which can result in muscle fatigue.



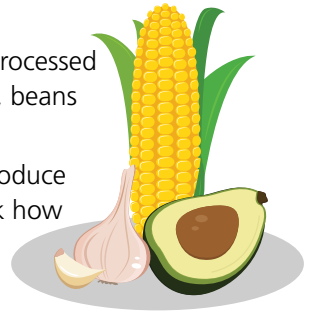
- **Water Helps Keep Skin Looking Good.** Your skin contains plenty of water, and functions as a protective barrier to prevent excess fluid loss
- **Water Helps Your Kidneys.** Body fluids transport waste products in and out of cells. The main toxin in the body is blood urea nitrogen, a water-soluble waste that is able to pass through the kidneys to be excreted in the urine.
- **Water Helps Maintain Normal Bowel Function.** Adequate hydration keeps things flowing along your gastrointestinal tract and prevents constipation.

(Source: WebMD)

4. Expand Your Palate: Try two new whole foods.

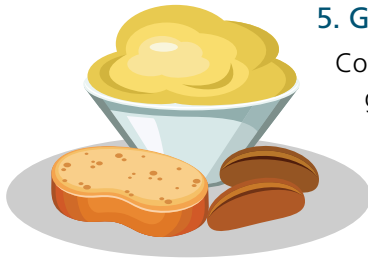
Whole foods are foods that can be picked out of a garden, field, or off trees. These foods are unprocessed (or very minimally processed) and in their most natural state. Examples: avocados, sweet potatoes, beans and nuts.

- Explore ethnic food. Many cultures offer a plant based cuisine prepared with interesting herbs or spices.
- Look through old family recipes. Chances are your grandmother had a great casserole recipe using food from the garden.
- Visit a farmers market or the produce section in the grocery store. Ask how to prepare a fruit or vegetable you've never tried before.



5. Go Whole: Eat 100% Whole Grain for two meals per day.

Consume only 100% whole grains when eating bread, pasta, and any other products with grains. Look for the word "whole" in the ingredient list. A grain is considered "whole" if it has the bran, the germ and the endosperm intact. Refined grains have been modified and are missing some of those components as well as valuable nutrients. White flour, rice and pasta are examples of refined grains. Refined grains may be "enriched" with vitamins, however consuming food in its natural state assures that you get the full nutritional impact. Whole grain foods are high in natural fiber.



- For Breakfast, try whole grain cereal, steel cut oats or whole wheat English Muffins
- Add some quinoa or faro to a salad for lunch, or include barley in home made soup.
- Substitute whole grain brown rice for white rice with dinner.
- Bonus! Popcorn is a great source of whole grain. Enjoy some as an evening snack.

(Source: wholegrainscouncil.org)

6. Eating Mindfully: Eat one meal per day with no distractions.

Learning to prepare new foods, making different meal choices, and experiencing new flavors requires that you think about what you are buying and cooking. Why not spend some time focusing on the experience of eating your food as well. As you eat, pay attention to the taste and texture of each bite. Mindful eating leads to better eating habits and allows you to use all your senses to explore, savor and taste what you eat.

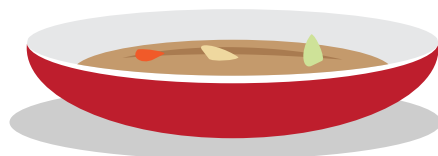
- Turn off the TV and your phone.
- Don't eat in your car or at your desk.
- Create some atmosphere with flowers, lighting or nice linens.

7. Small Plate Movement:

Portion size matters! Many of us eat more than we think because we tend to eat what is on our plate. Use no more than a 9" plate for your largest meal of the day. Smaller plates mean smaller portions. Other easy environmental tips:

- Plate food at the counter and put the rest of the food away before dining.
- Store cut up veggies or fruit in clear containers easily visible in the refrigerator.
- Hide less healthy choices on high shelves in the back of cupboards.
- Don't eat from the container. Pre-portion serving sizes of your favorite snacks. Nuts and popcorn are nutritious choices!

<http://www.smallplatemovement.org/index.htm#>



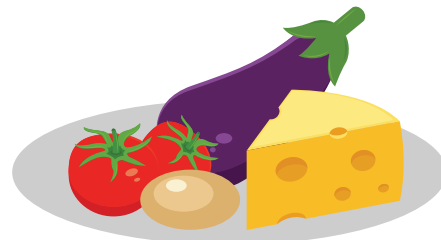


8. Read Labels:

All packaged foods have a “Nutrition Facts” label. The labels provide valuable information about the quality of the food. Start by reading the ingredients list - fewer ingredients usually indicate a less processed food. Look at the serving size and calories per serving to make sure you aren’t eating too much. Fat, sodium and sugar are also useful numbers - try to minimize these. Learn more at: <https://www.eatright.org/food/nutrition/nutrition-facts-and-food-labels/the-basics-of-the-nutrition-facts-label>

9. Be Social:

Dining with family or friends offer benefits that go beyond the table. Learn more at: <https://thefamilydinnerproject.org/about-us/benefits-of-family-dinners/>



10. Go Meatless:

Try being a vegetarian for a day. Vegetarians eat no meat, poultry or fish, but they can eat eggs and dairy. Vegans do not eat or use any animal products. <http://www.vrg.org/nutshell/nutshell.htm>

Do it all today!

Try incorporating all of your new habits in one day. How does it feel? Are there any activities that you are going to incorporate long term? Change happens one small step at a time. Adopting even one behavior change from this challenge can help you on the road to a healthier lifestyle!

LEARN MORE!:

In Defense of Food by Michael Pollan <http://michaelpollan.com/books/in-defense-of-food/>,

The End of Mindless Eating by Brian Wansink

Post-Challenge Questions

1. As a result of the program, which of the following did you do? (Check all that apply)

Stopped eating fast food

Read food labels before purchasing

Cooked more meals at home

Decrease portion size

Increase water intake and reduce sugary beverages

Tried some new whole foods

Other

2. Were you successful in completing all 10 challenges? Y/N

3. If the 10 Day Real Food Challenge was offered again, would you participate? Y/N

If no, why not?

4. If offered during the next 10 Day Real Food program, which of the following events would you most likely participate in? (Check all that apply)

Group activities

Cooking demos

Onsite educational programs

Journaling

Other

5. What would influence your decision to participate again? (Check all that apply)

Desire to manage weight

Desire to improve my health Interest in program

Having a team motivate me

Being able to participate in events

Variety of interactive events

Prizes

Other

6. What did you like MOST about the 10 Day Real Food challenge?

7. What did you like LEAST about the 10 Day Real Food challenge?

8. If you have an inspiring story to share about how you adopted a new healthy habit or overcame a barrier to work towards your goal, we want to hear from you! Your story can motivate and inspire your coworkers to make healthy changes too! If you are willing to share a brief testimonial please write your name here and we will reach out to you.

Thank you for completing the survey. Your responses are extremely helpful in planning future programs.