

## 10 Day Real Food Challenge overview



### What is the 10 Day Real Food Challenge?

The 10 Day Real Food Challenge aims to encourage employees to introduce one healthy food challenge each day, building on previous activities. At the end of 10 days, participants will have practiced different healthy eating habits. The goal of the 10 Day Real Food Challenge is to motivate and encourage employees to incorporate simple changes that can lead to a long-term healthy lifestyle.

### Why participate in the 10 Day Real Food Challenge?

According to the Centers for Disease Control & Prevention (CDC), good nutrition is essential across all stages of life. Good nutrition aids in infant brain development, child growth, healthier pregnancies, and healthier aging. Additionally, a healthy diet is linked to several benefits including stronger bones, muscle support, healthy digestive system functioning, enhanced immunity, and lower risks of costly health problems such as heart disease, type 2 diabetes, and some cancers.

Despite all the benefits of eating healthy, fewer than 1 in 10 children and adults incorporate the recommended amount of vegetables into their diet. According to the [Dietary Guidelines for Americans 2020–2025](#), a healthy eating plan:

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products.
- Includes a variety of protein such as seafood, lean meats and poultry, eggs, legumes (beans and peas), soy products, nuts, and seeds.
- Is low in [added sugars](#), [sodium \(salt\)](#), saturated fats, trans fats, and cholesterol.
- Stays within your [daily calorie needs](#).

### How does the 10 Day Real Food Challenge work?

1. **Pick dates** to run the challenge. The tracker runs for 10 days.
2. **Decide on prizes** if you plan to offer them. It is the employer's responsibility to ensure that incentives and prizes comply with all ACA and IRS regulations. Consult with your legal counsel for guidance.
3. **Customize the tracker.** Add instructions for turning it in (when, to whom) in the light blue box before distributing it electronically or printing it.
4. **Promote the challenge** frequently and use multiple methods (e-mail, flyers, etc.). Send your first promotion at least 2 weeks prior to the start of the challenge. Customize the flyer to include sign up instructions, dates of the challenges and what the prizes are, if offering any.
5. **Send the daily motivational messages** at the beginning of each day.
6. **Celebrate** everyone's success!

### Included in this toolkit:

- Flyer Template
- 10-day tracker
- Daily motivational messages
- Post-challenge survey

**Here are some additional resources:**

- Excellus BCBS, nutrition content, [Health & Wellness: Nutrition](#)
- Centers for Disease Control & Prevention (CDC), [Tips for Healthy Eating for a Healthy Weight | Healthy Weight and Growth | CDC](#)
- Centers for Disease Control & Prevention (CDC), [About Nutrition | Nutrition | CDC](#)
- Blue365, health and wellness discounts for Excellus BlueCross BlueShield members, [Home Page | Blue365 Deals](#)