

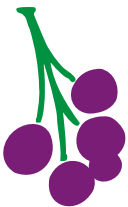
# Promotional Ideas to Help Make the Fruit and Veggie Challenge Work!

Thank you for serving as the PERS Fruit and Veggie Challenge worksite coordinator! We appreciate your leadership and know that you have many other duties and responsibilities at work. But...planning activities for participants can help make the program fun and increase participant's chances for success at increasing fruit and vegetable intake and improving health.

Some of the ideas below will take a lot of effort (So enlist help if you can!), and some are easy. Think up your own ideas or try one or all of the following suggestions to help your co-workers strive for five!

## Fruit-full Ideas

### #1 — Fruit and Veggie Staff Potluck



Schedule this during lunch hours. Circulate a Fruit and Veggie Challenge food sign-up sheet. Have the top administrator send out invitations to staff as a kickoff to the Fruit and Veggie Challenge program.

### #2 — Weekly Drawing

Hold a prize drawing each week from the names of all Fruit and Veggie Challenge participants.

### #3 — Caught in the Act

Every week place Fruit and Veggie Challenge messages or prizes on the desks of staffers who were seen snacking on fruits and vegetables or viewed eating fruits and vegetables at lunch. This recognition could be as simple as a "Post-It" note or special memo.

Or if it is in your budget, this could be a time to recognize these actions with an incentive such as a magnet, key chain, etc.

### #4 — Creative Messaging

Post Fruit and Veggie Challenge tips and messages on doors of bathroom stalls. One example, "How many servings have you eaten today? You can fit in one more serving at lunch today!" Or, highlight a special salad or fruit available in the cafeteria.

Is there a unique way of communicating with employees at your worksite? If so, use that avenue to get the messages out. Consider paycheck messages or envelope stuffers, bulletin boards, or email.

### #5 — Healthy Group Eating



Encourage staff to bring healthy Fruit and Veggie Challenge treats for holidays and special occasions.

- Fruit and vegetable trays are welcome anytime.
- Strawberry shortcake (loaded with strawberries) for birthdays.
- Fall - Share your garden harvest with staff and clientele! Set up take-home 'baskets of bags' or 'pick your boxes' in the break room or lobby.
- Thanksgiving - Cornucopias full of fruits and vegetables
- Christmas Treats - red and green fruits and vegetables (peppers, strawberries, broccoli, cherry tomatoes, etc.)

- St. Patrick's Day - all green fruits and vegetables with green spinach dip
- 4<sup>th</sup> of July - Red, white and blue (blueberries, strawberries, cherries, bananas)

## #6 — Put it in writing

Consider implementing worksite food policies. For more information on worksite policies, see “Guidelines for Offering Healthy Foods at Meetings, Seminars and Catered Events” from the University of Minnesota School of Public Health online at [http://www.sph.umn.edu/img/assets/9103/Nutrition\\_Guide\\_2008.pdf](http://www.sph.umn.edu/img/assets/9103/Nutrition_Guide_2008.pdf)



## #7 — Reception Message

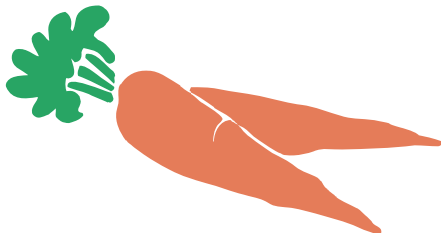
Re-think the reception area candy dish. Have apple or orange bowls instead to offer to the public. Make sure your environment matches your wellness program.

## #8 — Reinforce the message

Send out daily or weekly emails with a Fruit and Veggie themed website each week to bookmark. Examples are available on the PERS Fruit and Veggie Challenge website.

## #9 — Your staff's recipe collection

Invite staff to submit a healthy Fruit and Veggie recipe to you. These can be featured in an employee email, employee newsletter, or compiled into a company Fruit and Veggie handout or cookbook.



## #10 — Share Ideas

Post an open forum on the staff bulletin board: "Ways to Get my Family to Eat More Fruits and Veggies ". Invite staff to write down their ideas on the page under this heading.

## #11 — Share the wealth

Encourage a canned fruit and vegetable donation to the local food pantry during the month of your Challenge or during September, which is National Fruits and Vegetables month.

