



Worksite Wellness Turnkey Program

Smart Fuel

A ten-week challenge to help employees Eat Smart



Smart Fuel Overview

Smart Fuel is a ten-week worksite wellness challenge to help employees eat smart. Smart Fuel focuses on five strategies for eating smart:

- Enjoy More Fruits & Vegetables
- Re-Think Your Drink
- Enjoy More Whole Grains
- Prepare More Meals at Home
- Right-Size Your Portions

The following overview provides the tools and resources to help your wellness committee organize and implement this challenge at your worksite.

The Smart Fuel challenge is designed to be held over a ten-week period but can be modified to suit the needs of your committee and number of participating employees. Each two-week period of the challenge focuses on one of the eat smart strategies listed above. Participants earn points for practicing these strategies each day during the ten weeks of the challenge. A challenge log is provided to record accumulated points. Bi-weekly newsletters provide the benefits of adopting these healthy behaviors, quick tip ideas for practicing them and sources of additional information. The newsletters will also keep participants interested and motivated to continue eating smart once the challenge is complete.

Award all participants with a certificate at the end of the challenge. Worksite wellness committees can choose to implement this challenge for individual participants or teams.

Sample materials for Smart Fuel are available for download at www.EatSmartMoveMoreNC.com.

These materials include:

- announcement poster
- sign-up sheet
- challenge log
- bi-weekly newsletters
- Certificate of Participation
- evaluation survey



Download additional Turnkey Programs and other resources for worksite wellness at www.EatSmartMoveMoreNC.com

Step-by-Step Guide for Organizing Smart Fuel

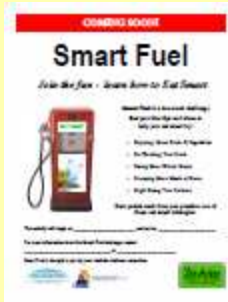


1. **Talk** with management about organizing the Smart Fuel challenge at your worksite. Show them the challenge materials. Remind management that this activity will help employees eat smart.
2. **Designate** a Smart Fuel coordinator. The coordinator will announce the activity, post and collect the sign-up sheet(s), distribute the challenge log, bi-weekly newsletters and the evaluation survey.
3. **Announce** the activity with the start and the end date to all employees at your worksite. A sample announcement poster is available for download at www.EatSmartMoveMoreNC.com. Post the announcement in several locations such as break rooms, bulletin boards or stairwells. Depending upon the size and organization of your worksite, additional advertising may be needed via e-mail messages, staff meeting announcements or by word-of-mouth.
4. **Recruit** participants for the challenge. Post the sample sign-up sheet at appropriate places.
5. **Distribute** the challenge log to all participants. Also, explain to them what they will be doing in this challenge. They will receive a newsletter that discusses a healthy eating strategy at the beginning of week one, three, five, seven and nine. Participants will try to practice the healthy behavior for the following two weeks. They will earn points for completing the quick tips in the newsletter.



6. **Send** newsletters to all participants on a bi-weekly basis. Download the five newsletter editions at www.EatSmartMoveMoreNC.com. Each newsletter edition focuses on a different aspect of eating smart i.e. Enjoy More Fruits and Vegetables, Re-think Your Drink, Enjoy More Whole Grains, Prepare More Meals at Home and Right-Size Your Portions.
7. **Wrap-up** the challenge at the end of ten weeks. You may invite all the participants to meet and discuss what eat smart strategies where the easiest or hardest to practice. Encourage participants to adopt the eat smart strategies they practiced during the challenge as part of their daily routine.
8. **Evaluate** the activity. Distribute the sample evaluation form to all participants. Make a note of how many employees participated and if there were any drop outs.
9. **Present** a Certificate of Participation to all participants. Ask upper management or someone else in the community to sign the certificates.





Poster



Sign-Up Sheet



Newsletter 1



Newsletter 2



Newsletter 3



Newsletter 4



Newsletter 5



Evaluation

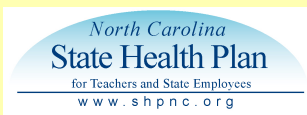


Challenge Log



Certificate

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