



American Heart Association.
Healthy for Good™

EAT/SMART MONTH



**Be at your
peak this
holiday
season!**

#HEALTHYFORGOOD

EAT SMART ADD COLOR MOVE MORE BE WELL

JOIN THE MOVEMENT

HEART.ORG/EATSMARTMONTH

EAT/SMART MONTH

Getting started

Eat smart during the month of November and get Healthy For Good™ with the American Heart Association. The Healthy For Good movement is designed to inspire all Americans to live healthier lives and create lasting change. It focuses on the idea that making small, simple changes today can create a difference for generations to come.

The approach is simple: Eat smart. Add color. Move more. Be well.

This mantra breaks down the essential principles of real health – eating healthy, including adding more colorful fruits and veggies; being more physically active; and creating an overall healthy lifestyle including sleep, mindfulness, stress management, mental health, social connection, and more.

You want to be Healthy For Good. And we want to help, with science-based information and you-based motivation. Healthy For Good is a movement of everyday people everywhere who are committing to improve their health in simple, innovative and sustainable ways.

So join the movement and celebrate Eat Smart Month in your workplace, school, community, or family. This guide will help you plan a successful healthy eating event or promotion for your group or organization.



What You Will Find in this Guide

- Action Plan
- Ideas for Participation
- Communication Templates
- Resources

Additional resources are provided in your free online toolkit at heart.org/EatSmartMonth:

- Posters
- Digital graphics
- Healthy eating tips, articles and recipes

EAT/SMART MONTH

Action plan

During Eat Smart Month, the American Heart Association is encouraging Americans to eat healthy and adopt a healthy lifestyle focus in your organization or community.

Start here with our step-by-step action plan.

STEP 1: CHOOSE YOUR DATE

Choose a day in the month that works best for your event. Once you choose a day, get it on everyone's calendars right away, and use one of our email templates to help build awareness and get people excited about eating healthier at work and at home.

STEP 2: PLAN YOUR CELEBRATION

Take a look at the Ideas for Participation on the next page and get creative to come up with your own special touches that will make it meaningful for your organization, community, or family. Be sure to schedule or reserve any needed facilities and logistical resources.

STEP 3: SPREAD THE WORD

Date set? Now start promoting! Use the emails, social media messages, daily tips and weekly articles we've provided. Display posters and distribute info to build awareness. You can download posters and other resources at heart.org/EatSmartMonth.

STEP 4: CELEBRATE!

Eat Smart Month is an opportunity for millions of Americans to kick off a healthier lifestyle, but it's also about having fun and creating community. Don't forget to celebrate!





EAT/SMART MONTH

Ideas for participation

PROMOTE AND BUILD EXCITEMENT

- Use email to promote your activities and distribute healthy eating tips. Use one of our email templates or get creative and make your own.
- Use the materials and posters provided in your toolkit, especially if you're in a workplace or school. Vending areas, cafeterias and break rooms are great locations.
- Use your website and/or social media to increase awareness and conversation.
- Setting a goal or making a pledge are good ways for people to establish a healthy habit. Ask participants to set a healthy eating goal, such as adding another serving of fruits and vegetables to each meal.

DAY OF THE EVENT

- Recognize employees or community members who have recently made a healthy change or a commitment to healthy living.
- Host a cooking demonstration or tasting of heart-healthy foods. Visit heart.org/recipes for recipes and resources.
- Host an event in partnership with a farmers market or grocery store to connect people to options for purchasing affordable fruits and vegetables in your area.
- Provide a healthy snack of fruits and vegetables. An apple, orange, clementine or small sack of mixed fruit makes a great "desk drop." Or have someone in a rented gorilla suit hand out bananas!
- Offer a healthy breakfast bar of oatmeal or nonfat/low-fat yogurt with healthy toppings like fruit and nuts.
- Have a health fair in partnership with a local hospital that has a dietitian on staff.

PROMOTE HEALTHIER CHOICES

- Remove less-healthy foods and beverages from vending machines, or post nutrition information so people can compare before they buy.
- Commit to offering healthier foods and beverages in your cafeteria and at events. The AHA Healthy Environments Food and Beverage Toolkit provides practical guidance and resources to help you do this.
- Replace candy bowls or jars with fruit bowls.
- Commit to get fit and participate in the Heart Walk. You'll have fun, support a healthier community, and raise funds to save lives from heart disease and stroke. Find details for your local event at HeartWalk.org.



EAT/SMART MONTH

Communication templates

Use the text below to promote your event. Customize them to fit your needs and add a personal touch when possible for greater appeal to your audience.

SUPPORT/ENDORSEMENT REQUEST

I would like your approval to kick off a healthier way of living for our employees by getting Healthy For Good™ with the American Heart Association. The Healthy For Good movement is designed to inspire all Americans to live healthier lives and create lasting change. It focuses on the simple idea that making small, simple changes today can create a difference for generations to come. During the month of November, the American Heart Association is encouraging Americans to eat smart and commit to a healthier lifestyle.

More than two-thirds of American adults and one in three children and teens are overweight or obese, putting them at risk for heart disease and stroke, as well as many other chronic illnesses and conditions. Promoting healthier eating in our workplaces, schools and throughout our community is an important way to help people be healthy.

I would like your support for our participation in the American Heart Association's Eat Smart Month during the month of November. We'll get free resources and support to help us get on a healthier path.

BRIEF ANNOUNCEMENT

Heart disease and stroke affect everyone in this country—you, your neighbors and your loved ones. But beating these deadly diseases doesn't have to mean radical fad diets and crazy exercise trends that are only temporary fixes. A long life of heart health is about taking small steps each day to change how you eat and live. As those small steps add up, you'll change your life for the better.

On [EVENT DATE], we will join the American Heart Association in getting Healthy for Good™! During the month of November, the American Heart Association is encouraging Americans to eat smart and commit to healthy eating.

Please save this date on your calendar. More details will be coming soon!



EAT/SMART MONTH

Communication templates (cont.)

SECOND ANNOUNCEMENT WITH DETAILS

On [EVENT DATE], we'll join the American Heart Association to get Healthy For Good™! We will join millions of people across the country in taking a step toward a healthier lifestyle.

Here's what you can do to join in the celebration:

- Enjoy heart-healthy foods like fruits and vegetables at every meal and snack. Aim for four to five servings of each per day!
- Bring healthier lunches and snacks to school and work.
- Attend our [EVENT] at [TIME] at [LOCATION] and commit to live a healthier lifestyle.
- Make healthier choices at the vending machine—avoid salty chips, sugary snacks, and sugar-sweetened beverages.
- If you eat lunch out with friends or co-workers, look for nutrition information on the restaurant's website or menu and select a healthier option in advance.
- Visit heart.org/HealthyForGood and use the American Heart Association's free tips and tools to stay motivated.

Don't forget to mark your calendar for [TIME] on [EVENT DATE] to join us in our celebration at [LOCATION]. See you there!

DAY BEFORE EVENT

Don't forget: Tomorrow is our Eat Smart Month celebration! Be sure to join us for [INSERT EVENT] tomorrow at [TIME/LOCATION] to learn how we can be Healthy For Good™.

POST EVENT

Thanks to everyone who joined us to celebrate Eat Smart Month. We had a great turnout and a lot of commitment to get healthy. [ADD MORE HERE IF DESIRED, e.g., announcement of winners, pledges, etc.] But we can't get healthy in one day. We encourage you to keep up the good work and be Healthy For Good™ by taking advantage of the many resources offered by the American Heart Association. Visit heart.org/HealthyForGood to join the movement and get tips, recipes, and life hacks you can actually use.

Don't forget that part of fighting heart disease and stroke, two of our nation's leading killers, is helping the American Heart Association fund lifesaving research. Go to heart.org/donate to contribute now.

Thanks, and keep eating healthy!

EAT/SMART MONTH

Resources

The American Heart Association has many resources to help people eat and live healthier. Visit heart.org/HealthyForGood or these specific sites:

- **RECIPES** Discover how easy, budget-friendly and delicious healthy cooking can be.
- **WORKPLACE HEALTH SOLUTIONS** Learn how your organization can assess and improve your current wellness program and qualify for recognition from the American Heart Association.
- **CPR** Get information on emergency cardiovascular care training, including programs designed for schools and workplaces.
- **HEART WALK** Find out how to get involved in your local Heart Walk event.
- **SCHOOL EVENTS** Find information about offering the Kids Heart Challenge in your school.
- **MOVE MORE MONTH** Save the date now to celebrate physical activity during the month of April.
- **HEART-CHECK FOOD CERTIFICATION PROGRAM** Our Heart-Check mark on food packaging helps people find foods in the grocery store that can be part of an overall healthy eating pattern.
- Connect with us on **FACEBOOK** and **TWITTER**.
- Sign up to receive **HEALTHY FOR GOOD** tips, tools and hacks direct to your inbox.



Thank you for participating in Eat Smart Month. If you need help planning your event or have any questions, please contact your **local American Heart Association office**.