PRODUCE RESULTS

HOW-TO GUIDE FOR COMMUNITY ORGANIZATIONS
The American Heart Association’s National Eating Healthy Day is Wednesday, November 5, 2014. On this day each year, organizations, families, schools and communities throughout the United States make a pledge and come together to take steps toward living a healthier life. This guide will help you plan a successful healthy eating event or promotion for your organization or community.

WHAT YOU WILL FIND IN THIS GUIDE

Getting Started ..................................... 2
Ideas for Participation ................................ 3
Communication Templates .......................... 4-5
Resources ......................................... 6

Additional resources are provided in your free National Eating Healthy Day toolkit, including:
  • Posters
  • Digital graphics
  • Healthy eating tips, articles and handouts
GETTING STARTED

National Eating Healthy Day is a campaign to eat healthy, get active and kick off a healthy lifestyle focus in your organization or community.

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

STEP 1: CHOOSE YOUR DATE

National Eating Healthy Day is November 5, but you can set a different date if it works better for your organization. Once you choose a day, get it on your calendar 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. National Eating Healthy Day can be the kick-off for a whole month of healthy eating activities.

STEP 2: CHOOSE YOUR ACTIVITIES

We have lots of great ideas from others who have celebrated National Eating Healthy Day with us. Take a look at the Ideas for Participation on the next page.

STEP 3: PLAN YOUR EVENT

Use the checklist in this guide to make sure you’ve covered all the details — from food to emails to healthy living tips.

STEP 4: SPREAD THE WORD

Date set? Now start promoting! Use the emails, social media messages, daily tips and weekly articles we’ve provided. Hang posters and distribute flyers to build awareness. You can download posters/flyers and other resources at Heart.org/NationalEatingHealthyDay.

STEP 5: CONDUCT YOUR EVENT, AND CELEBRATE YOUR SUCCESS!

Congratulations on your commitment to eating healthy!
IDEAS FOR PARTICIPATION

PROMOTE AND BUILD EXCITEMENT

• Send emails. Use one of our email templates or get creative and make your own.

• Use social media to increase awareness and conversation.

• Distribute flyers and posters.

• Setting a goal or making a pledge are often great ways for people to kick off a healthier lifestyle. Ask participants to set a goal to start eating healthy.

DAY OF THE EVENT

• Recognize community members who have recently made a healthy change or a commitment to healthy living.

• Offer a heart-healthy lunch and “lunch and learn” educational session using the National Healthy Eating Day PowerPoint Presentation.

• Have a health fair in partnership with a local hospital that has a dietitian on staff.

• Host an event in partnership with a farmers’ market to connect people to options for purchasing affordable fruits and vegetables in your area.

• Host a cooking demonstration or tasting of heart-healthy recipes. Visit heart.org/healthyliving for recipes and resources.

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 at your meetings and events. The AHA Healthy Workplace Food and Beverage Toolkit provides practical guidance and resources to help you do this.
COMMUNICATION TEMPLATES

Use the text below to promote your participation in National Eating Healthy Day. Customize it to fit your events.

SUPPORT/ENDORSEMENT REQUEST

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 community is an important way to help people be healthier.

I would like your support for our participation in the American Heart Association’s National Eating Healthy Day on November 5. We’ll get free resources and support to help us get on a healthier path.

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 Wednesday, November 5, [INSERT ORGANIZATION NAME] will join the American Heart Association in celebrating National Eating Healthy Day. We’ll have several events on this day including:

• [INSERT EVENT]

• [INSERT EVENT]

Mark your calendars now. More details will be coming soon!
SECOND ANNOUNCEMENT WITH DETAILS

On Wednesday, November 5, we’ll be celebrating National Eating Healthy Day with the American Heart Association. We will join millions of people across the country as they pledge to live a healthier lifestyle.

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

• Enjoy reasonable portions of heart-healthy foods such as fruits, vegetables and fiber-rich whole grains.

• Bring healthier lunches and snacks to school and work.

• Attend our [EVENT] at [INSERT TIME] at [INSERT LOCATION] and pledge 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 co-workers, look for nutrition information on the restaurant’s website or menu and select a healthier option in advance.

• Visit heart.org/healthyliving and use the American Heart Association’s free tips and tools to stay motivated.

Don’t forget to mark your calendar for [INSERT TIME] on November 5 to join us in our celebration at [INSERT LOCATION].

See you there!

DAY BEFORE EVENT

Don’t forget: Tomorrow is our National Eating Healthy Day celebration! Be sure to join us for [INSERT EVENT] tomorrow at [INSERT TIME/LOCATION] to learn how we can lead healthier lives, free of heart disease and stroke.

POST EVENT

Thanks to everyone who joined us to celebrate National Eating Healthy Day. 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 take advantage of the many resources offered by the American Heart Association. Visit heart.org/healthyliving to find out more.

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!
RESOURCES

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

- **Nutrition Center** — Find the latest nutrition information along with recipes, cooking tips and more.

- **Holiday Healthy Eating Guide** — Get great recipes and tips for eating healthy during the holidays.

- **Fit-Friendly Worksites Recognition Program** — Learn more about how your organization can be recognized for going above and beyond when it comes to your employees’ health and wellness.

- **Workplace Wellness Resources** — Find lots of resources for your workplace, including our Healthy Workplace Food and Beverage Toolkit.

- **Heart-Check Food Certification Program** — Our Heart-Check mark on food packaging can help people find foods in the grocery store that can be part of an overall healthy dietary pattern.

Connect with us on Facebook and Twitter. Sign up for our My Heart. My Life. and Heart At Work e-newsletters.

Thank you from the American Heart Association for taking the first step toward making healthier choices by participating in National Eating Healthy Day. If you need any assistance planning your event or if you have any questions, please contact your local American Heart Association office.