WHAT IS THE HEALTHY FOR LIFE PROGRAM?

Healthy for Life is a community-based nutrition and wellbeing program created by Aramark and the American Heart Association (AHA) that focuses on empowering people to make healthy food, nutrition and lifestyle choices. Together, we aim to change food and health attitudes and behaviors, equipping individuals with new skills and habits for healthy living.

The program incorporates interactive components such as demonstrations on healthy cooking, shopping skills, proper nutrition and heart health.
Why do Community Members Need the Healthy for Life Program?

There is a growing body of scientific evidence demonstrating the importance of proper nutrition in preventing cardiovascular diseases and improving overall health. Instead of eating plenty of fruits, vegetables and whole grains as recommended by public-health experts, many Americans continue to eat large amounts of processed and refined foods. (1). Less than 1 percent of Americans eat the type of diet the American Heart Association advises for ideal cardiovascular health (2). And only 12 percent of Americans eat enough fruits and vegetables despite evidence showing they can help lower risk for heart disease, stroke, diabetes and other serious health problems. Healthy eating can also influence cardiovascular risk factors, including obesity and hypertension (1). Each additional serving of fruits and vegetables consumed is associated with a 4 percent reduction in cardiovascular disease risk (3). Risk factor management plays an important role in preventing and treating cardiovascular diseases.

Through this program, our goal is to change dietary practices including increasing consumption of fruits, vegetable, and whole grains (4). Community-based health and wellness programs can establish a sense of empowerment and ownership which helps reduce risk factors associated with cardiovascular disease.

Facilitator’s Role

By facilitating an educational experience, you are playing a role in improving the health of your community members by enabling them to make healthy food, nutrition and lifestyle choices. As a Healthy for Life facilitator you will:

- Organize, promote and prepare for the program
- Deliver the educational experience
- Share your educational experience successes

Target audience

Healthy for Life is geared towards heads-of-households responsible for the meal planning and shopping for their families.
Recruitment Tips

Every community center serves a unique constituency and should explore unique strategies for recruiting participants. It is a best practice to provide enough time to advertise the program and generate interest in potential participants but also not too much time that participants are no longer available for program dates/times. These are suggestions for tailoring your recruitment plan from previous Healthy for Life facilitators:

- Promote the activities through existing partner relationships and channels (i.e. parent groups, vocational training participants, etc.)
  - Consider asking parents who are in an already established kids program about their time, day and educational experience topic preferences.

- Customize program invitation for your specific community
  - Highlight incentives (if applicable)

- Reach out to families who have previously participated in your center’s programs
  - They may have an established momentum and would like to continue learning

- Post program fliers on community website and various social networking sites
  - Facilitators can utilize Facebook, Instagram, Twitter, etc. to disseminate the program’s information (provide date, time, and location).
  - Additionally, information can be emailed out to all community members and posted in high traffic areas of the center.
Implementing a Successful Educational Experience

SCHEDULE AND FORMAT

The Healthy for Life program can be delivered as often as you’d like it to be. We recommend holding it in one of two formats: one-time educational experience or as a series of educational experiences provided over a designated timeframe. If you choose to implement the program as a series of educational experiences, we recommend the following frequency:

- 2 educational experiences/week
- 1 educational experiences/week
- 1 educational experience/two weeks
- 1 educational experience/month

Here is a sample of the educational experience outline to be used in either delivery model:

Sample HFL Educational Experience Outline (total 70 minutes)

**INTRODUCTION (10 minutes)**
Welcome participants and introduce yourself. Give a brief description of the educational experience. Take care of any housekeeping items (closest bathroom, water fountain, etc.). Choose an icebreaker to gauge topic knowledge from the bank of options provided in the facilitator guide.

**DEMO (10 minutes)**
Play video(s) or demonstrate content (see demo script).

**ACTIVITY (20 minutes)**
Pass out activity instructions (i.e. chopped vegetable salad recipe) and ask participants to break into teams to complete it.

**RECAP (10 minutes)**
Pass out the handout(s) and go through it with the participants.

**GOAL SETTING (10 minutes)**
Choose one from the bank of options provided in the facilitator guide. Pass out the Setting SMART Goals handout to participants.

**CLOSING (10 minutes)**
Thank participants and encourage them to join the next educational experience (provide date/time/location if known).
PLANNING GUIDE

If you plan early and follow the following steps, you can deliver the program successfully. You can find a detailed checklist below:

STEP 1: GET STARTED
4-6 weeks before first educational experience

- Download and review the Facilitator Guide
- Determine your program format and style
- Set date(s)
- Reserve facilities
- Begin recruiting volunteers to assist with educational experience logistics

STEP 2: PROMOTE IT
3-4 weeks before first educational experience (Please see Recruitment Tips)

- Customize and distribute the program invitation
- Receive approval from administration to post/distribute invitation

STEP 3: PLAN IT
2-4 weeks before first educational experience

- Confirm educational experience logistics:
  - Confirm the space
  - Secure equipment and technology needs
  - Send educational experience logistics and remind volunteers (if applicable)
- Prepare the educational experience materials

STEP 4: CONDUCT IT
Day of educational experience

- Arrive at least 1 hour early to set-up
- Welcome participants and ask them to register and take a folder and pen
- Follow the educational experience outline

STEP 5: WRAP IT UP
Allow 1-2 weeks after educational experience to complete

- Send thank-you notes to volunteers
- Create a plan to promote community health all year long
## STEP 1: GET STARTED  *(4-6 weeks in advance)*

<table>
<thead>
<tr>
<th>TASK</th>
<th>DESCRIPTION</th>
<th>ESTIMATED TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Download and read Facilitator Guide</td>
<td>Guide to planning and executing a successful program</td>
<td>1 hour</td>
</tr>
<tr>
<td>Download and read educational experience guide(s)</td>
<td>Guide to planning and executing a specific educational experience (resource list, talking points, etc)</td>
<td>1 hour</td>
</tr>
<tr>
<td>Determine program format and style</td>
<td>Determine program format (single occurrence or as a series of educational experiences)</td>
<td>15 minutes</td>
</tr>
<tr>
<td>Set date(s), time(s) and location(s) and reserve facility</td>
<td>Communicate with your community staff and administration to ensure date, location and time are open. Follow center guidelines to obtain approval to reserve facilities.</td>
<td>1 week to get approval</td>
</tr>
<tr>
<td>Recruit volunteers</td>
<td>Volunteers can provide expertise for demos and help save you time in planning and executing the educational experience.</td>
<td>1-2 weeks for volunteers to respond to request</td>
</tr>
</tbody>
</table>

## STEP 2: PROMOTE IT  *(3-4 weeks in advance)*

<table>
<thead>
<tr>
<th>TASK</th>
<th>DESCRIPTION</th>
<th>ESTIMATED TIME</th>
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</thead>
<tbody>
<tr>
<td>Customize program invitation flyer</td>
<td>Use the template provided and customize it to fit your community center.</td>
<td>15-30 minutes</td>
</tr>
<tr>
<td>Determine channels to promote the program</td>
<td>Determine the channels you will use to promote the program (i.e. email, Facebook, Twitter, posting the flyer, etc.)</td>
<td>15-30 minutes</td>
</tr>
<tr>
<td>Distribute invitation flyer though selected methods</td>
<td>Once you’ve selected which channels you will use, advertise the educational experience and continue to for the weeks leading up to it.</td>
<td>Begin promoting as early as 4 weeks</td>
</tr>
<tr>
<td>Receive approval from administration to promote educational experience</td>
<td>Seek approval from the necessary supervisors/managers to post/distribute program materials</td>
<td>2-3 weeks in advance (depending upon your center’s regulations)</td>
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### PLANNING CHECKLIST (Continued)

<table>
<thead>
<tr>
<th>TASK</th>
<th>DESCRIPTION</th>
<th>ESTIMATED TIME</th>
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<tbody>
<tr>
<td><strong>STEP 3: PLAN IT</strong>  <em>(2-4 weeks in advance)</em></td>
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</tr>
<tr>
<td>q Confirm program logistics</td>
<td>Confirm facilities and equipment needs. Including the space, equipment, and technology. Send educational experience logistics and reminders to volunteers (if applicable).</td>
<td>1 week in advance</td>
</tr>
<tr>
<td></td>
<td>Download (if applicable) and print handouts (i.e. infographics, recipes, SMART handout). Secure all necessary participant materials (i.e. pens, folders).</td>
<td>1 day in advance</td>
</tr>
<tr>
<td><strong>STEP 4: CONDUCT IT</strong>  <em>(Day of educational experience)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>q Arrive early to set-up</td>
<td>Arrive early to ensure the space is clean and to give yourself enough time to set up chairs, tables, and educational experience materials.</td>
<td>60-90 minutes in advance</td>
</tr>
<tr>
<td>q Greet and register participants</td>
<td>You may assign a volunteer/employee to register participants while you greet them and show them where to sit.</td>
<td>30 minutes in advance</td>
</tr>
<tr>
<td>q Conduct the educational experience</td>
<td>Follow the educational experience guide</td>
<td>70 minutes</td>
</tr>
<tr>
<td><strong>STEP 5: WRAP IT UP</strong>  <em>(1-2 weeks after educational experience)</em></td>
<td></td>
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<tr>
<td>q Send thank-you notes to volunteers</td>
<td>If you used volunteers, send a thank you note by email or paper.</td>
<td>30 minutes</td>
</tr>
<tr>
<td>q Create a plan to promote community health</td>
<td>It is important for your community members to continue with their momentum. Consider planning the entire Healthy for Life educational experience series throughout the year.</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
**VOLUNTEERS AND PRESENTERS**

Volunteer engagement is critical to the success and sustainability of this program. Leverage their expertise and desire to volunteer by reaching out to your local Aramark staff for chef/RD/public health volunteers and/or your local AHA office to help lead some activities and help with educational experience logistics. Make sure to contact them ahead of time to secure availability for the needed day/time.

Here are some sample responsibilities:

- Lend expertise and help lead on demonstrations
- Help plan the logistics (i.e. date, time and location)
- Greet participants and help register them
- Help set up and clean up
- Promote the meeting

**SPACE**

Once you know when and where your activities will be held, choose a space that’s appropriate for the audience. If you are completing the food demonstrations, you’ll need a good-size surface for food prep and it should be visible to the audience. Don’t feel you need a full kitchen, just access to water! If available, consider choosing a space that has a TV/computer, internet access, projector, and plenty of seating.

**ROLES AND RESPONSIBILITIES**

Determine who is carrying out the educational experience implementation and administrative duties such as participant registration or collecting evaluation surveys (if applicable), and gathering necessary supplies, set up and clean up.

**RESOURCES**

List the resources you will need for your educational experiences and determine what you already have at your center. Every educational experience will list the necessary supplies, resources and groceries (if applicable). You will also need to gauge an approximation of how many attendees you to determine how many supplies and resources to gather. Consider posting a sign-up sheet or add a RSVP on program fliers to gain a better estimate.

- **Be resourceful!** If your center has a kitchen, check and see what supplies you may be able to use, ask local grocers for food donations or visit discount or thrift stores for basic kitchen supplies.

**FOOD ALLERGIES/SENSITIVITIES**

If you are implementing any food activities, please pay attention to any potential food allergies and mention them to participants before any food taste testing.

- Some common food allergies may include: milk, peanuts/nuts, soy, wheat, and shellfish.
**INCENTIVES**

Incentives are known to consistently engage participants throughout the program by reinforcing their newly acquired knowledge while motivating attendance and active participation. Consider offering transportation tokens or other community specific incentives to reduce potential barriers to attendance. For example, you can advertise that individuals can be entered into a blender raffle if they participate in a certain number of educational experiences.

- **Consider finding incentives that align with or support the theme of the educational experiences:** If you are facilitating a physical activity educational experience, raffle a yoga mat or Zumba DVD, or a healthy cookbook or an inexpensive kitchen appliance such as a $20 blender or toaster for educational experiences on food and cooking. Incentives do not have to be expensive!

**SETUP**

Review the educational experience guide beforehand and gather all necessary supplies and resources, including but not limited to:

- Recipes, infographics, handouts for participants
- Demo supplies:
  - Groceries
  - Bowls
  - Knives
  - Cutting boards
  - First-aid kit
  - Cleaning supplies: dishwashing soap, hand soap, hand sanitizer, dish towels, paper towels, wipes, garbage bags, sponge
  - Tasting/eating supplies: plates, cups, napkins, and forks/knifes/spoons
- Other: extension cord, aprons, plastic bags for leftovers, bins for carrying groceries/supplies
- Ability to play demo videos
- Purchase or gather general supplies (i.e. pens, folders – you will need enough for every participant).
- Set up the room with chairs/table to accommodate for group formations and clear visibility of demo space.
**ONE WORD**
1. Divide the group into teams of 3-5 members depending on how large of group you have.
2. Tell them they have one minute to come up with a word that describes why they want to learn how to be healthier.
3. After their time is up, ask one volunteer from each group to share their one word with the larger group.

**MY FAVORITE TEAM**
1. Divide the group into teams of 3-5 members depending on how large of group you have.
2. Tell them they have two minutes to come up with five things they have in common with each other.
3. After their time is up, ask one volunteer from each group to share their five common things with the larger group.

**MOST IMPORTANT FIVE**
1. Divide the group into teams of 3-5 members depending on how large of group you have.
2. Tell them they have two minutes to determine their five favorite fruits (or another health-related food/item such as vegetables or cultural dish).
3. After their time is up, ask one volunteer from each group to share their five favorite things.

**WHY WE'RE HERE**
1. Divide the group into teams of 3-5 members depending on how large of group you have.
2. Tell them they have two minutes to determine top three reasons on why they're here to learn more about that specific educational experience topic.
3. After their time is up, ask one volunteer from each group to share their top reason to the larger group.

**WHAT’S MY BARRIER?**
1. Divide the group into teams of 3-5 members depending on how large of group you have.
2. Tell them they have two minutes to go around the group and share their biggest barrier in achieving a healthy lifestyle. Ask one person to take notes on everyone’s barriers.
3. After their time is up, ask one volunteer from each group to share their barriers.
Bank of Goal-Setting Activities

SMALL GROUP
1. Pass out the Setting SMART (Specific, Measurable, Achievable, Realistic, Time-bound) Goals handout and divide the group into teams of 3-5 members depending on how large of group you have.
2. Tell them they have five minutes to draft a SMART goal for their group.
3. After their time is up, ask one volunteer from each group to share their goal.
4. Provide feedback.

LARGE GROUP
1. Pass out the Setting SMART Goals handout.
2. Write down 2 goals (One not-SMART and one SMART) on the whiteboard/chalkboard/poster and ask participants to raise their hands for which one they think fits the SMART goal criteria.
3. Instruct participants why the correct goals fit theSMART criteria and ask participants to then come up with a SMART goal for themselves.

References:
<table>
<thead>
<tr>
<th>Educational Experience</th>
<th>Video(s)</th>
<th>Activity Description</th>
<th>Handout(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chopped Salad Competition</td>
<td>Know Your Knives</td>
<td>Break into teams for a chopped salad competition to practice their mincing, chopping and cutting skills. The team who uses their knives as efficiently and safely throughout the salad prep, wins!</td>
<td>- Colorful Veggie Salad recipe&lt;br&gt;- Build a Healthier Salad&lt;br&gt;- Setting SMART Goals</td>
</tr>
<tr>
<td>Healthy Ingredient Swap</td>
<td>Healthy Recipe Swaps</td>
<td>Break into teams and compete to match ingredients to the correct measurements in order to create a healthy version of a creamy spinach dip.</td>
<td>- Creamy Spinach Feta Dip recipe&lt;br&gt;- Creamy Spinach Dip worksheet&lt;br&gt;- Conquer Cravings with These Healthy Substitutions&lt;br&gt;- Life is Sweet&lt;br&gt;- Setting SMART Goals</td>
</tr>
<tr>
<td>Sauté, Simmer &amp; Steam</td>
<td>Sauté, Simmer &amp; Steam</td>
<td>Break into teams to divide and conquer a heart-healthy recipe that requires the use of different healthy cooking techniques.</td>
<td>- Cauliflower Rice recipe&lt;br&gt;- Cauliflower Mash recipe&lt;br&gt;- Simply Simmer&lt;br&gt;- Setting SMART Goals</td>
</tr>
<tr>
<td>Tasty, Affordable Meals for Busy Families</td>
<td></td>
<td>Break into teams to practice cooking a simple, healthy and affordable one-dish meal packed with fruits and vegetables, lean protein, and grains.</td>
<td>- Black Bean Soup recipe&lt;br&gt;- Slow Cooker Savvy Tips&lt;br&gt;- Setting SMART Goals</td>
</tr>
<tr>
<td>EDUCATIONAL EXPERIENCE</td>
<td>VIDEO(S)</td>
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<td>HANDOUT(S)</td>
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<tr>
<td>Food Label Smarts</td>
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<td>Tour a mock grocery store and practice comparing food labels to identify healthier food choices.</td>
<td>❏ Black Bean Salad (or Salsa) recipe&lt;br&gt; ❏ Understanding Food Nutrition Labels&lt;br&gt; ❏ Side-by-Side Comparison&lt;br&gt; ❏ Setting SMART Goals</td>
</tr>
<tr>
<td>Pantry Makeover</td>
<td>Pantry Makeover</td>
<td>Create a delicious and nutritious meal using heart-healthy staples selected from a mock pantry.</td>
<td>❏ Black-Eyed Pea, Corn and Rice Salad recipe&lt;br&gt; ❏ Get Fresh with Fruits &amp; Vegetables&lt;br&gt; ❏ Kitchen Heart-Healthy Essentials&lt;br&gt; ❏ Setting SMART Goals</td>
</tr>
<tr>
<td>Smart, Fearless Shopper</td>
<td>Shop Smarter for Prices&lt;br&gt; Fresh, Frozen Vs. Canned &lt;br&gt; Shopping the Perimeter</td>
<td>Explore a grocery store to practice how to make heart-healthy and budget-friendly food choices.</td>
<td>❏ Big Green Monster Smoothie recipe&lt;br&gt; ❏ Seasons of Eating&lt;br&gt; ❏ Simple Cooking with Heart Grocery Guide&lt;br&gt; ❏ Shop the Perimeter&lt;br&gt; ❏ What is a Unit Price?&lt;br&gt; ❏ Setting SMART Goals</td>
</tr>
<tr>
<td>Weekly Meal Plan Made Easy</td>
<td></td>
<td>Explore various healthy recipes and create their own family's weekly plan and grocery list.</td>
<td>❏ Shop Smart and Save&lt;br&gt; ❏ Setting SMART Goals</td>
</tr>
<tr>
<td>EDUCATIONAL EXPERIENCE</td>
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</tbody>
</table>
| **Exercise Within Reach**                      | Exercise Within Reach                         | Break into groups and rotate through three stations with specific exercises of varying intensity levels. | ❑ The AHA's Target Heart Rate General Guidelines  
❑ Life's Simple 7: How to Be More Active  
❑ Exercise Descriptions  
❑ Setting SMART Goals |
| **Feed Your Potential**                        | Feed Your Potential                           | Practice cooking an easy and nutritious snack which includes all the major healthy food groups. | ❑ Apple Nachos recipe  
❑ Fruits & Vegetables Servings  
❑ 4 Ways to Eat More Fruits & Vegetables at Home  
❑ Setting SMART Goals |
| **The Role of Food and Your Health: Blood Pressure** | The Role of Food and Your Health: Blood Pressure | Meet 1:1 with health professionals to talk about their personal biometric numbers and develop a plan of action. | ❑ Life's Simple 7: How-to Manage Blood Pressure  
❑ The Salty Six  
❑ Setting SMART Goals |
| **The Role of Food and Your Health: Cholesterol & Blood Sugar** | The Role of Food and Your Health: Cholesterol  
The Role of Food and Your Health: Blood Sugar  
Facts on Fats | Meet 1:1 with health professionals to talk about their cholesterol and blood sugar numbers and develop a plan of action. | ❑ Life's Simple 7: How to Control Your Cholesterol  
❑ Life's Simple 7: How to Reduce Your Blood Sugar  
❑ Sip Smarter  
❑ Setting SMART Goals |
Get Healthy for Life!

DISCOVER WHAT HEALTHY FOOD CAN DO FOR YOU.

Join us in fun, hands-on group experiences that will teach you how to:

Be well:
learn your health numbers and goals

Eat well:
practice easy, budget-friendly healthy cooking

Shop well:
be a fearless, smart grocery shopper

Date/Time

Location

Sign Up

EARN MEALS, PRIZES AND MORE BY PARTICIPATING!
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_________ Date/Time

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_________ Sign Up