



American Heart Association®

EmPOWERED to Serve™

Eating Smart with Fruits & Vegetables

#EmPOWERChange

EATING SMART WITH FRUITS & VEGETABLES | Lesson Overview

Welcome

- What is EmPOWERED to Serve™?
- Program Topic and Urgent Community Need

Health Lesson:

Eating Smart with Fruits and Vegetables

- Add more color, crunch and flavor with produce.
- Embrace ways to include a variety of fruits and vegetables in your daily meals.
- Take action to help improve access to fruits and vegetables for everyone.

Closing Thoughts

- Your Voice Matters
- Online Resources



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EmPOWERED to Serve™

WHAT IS EMPOWERED TO SERVE?

EmPOWERED to Serve is a movement inspiring those who are passionate about driving change through health justice in their communities.

We are catalysts for change, empowering the equity equation.

AHA's Mission Statement:
To be a relentless force for a world of longer, healthier lives.



POINT 1: Add More Color, Crunch and Flavor with Produce.

Add color to your diet by eating more fruits and vegetables.

Eating **2 to 2½ cups (4 to 5 servings) EACH** of fruits and vegetables every day as part of an overall healthy diet may reduce your risk for cardiovascular disease, including heart attack and stroke.



MORE HEALTH BENEFITS

Adding more fruits and vegetables to a healthy diet is a powerful step toward a healthier, longer life. It may help you to:

- Manage weight
- Control blood pressure
- Reduce the risk of some cancers, such as colon cancer
- Reduce the risk of chronic health problems, such as diabetes
- Support healthy digestion



COMMUNITY NEED

But, *most* of us don't eat enough fruits and vegetables to meet our body's needs:

- **About 75%** of the U.S. population has an eating pattern that is low in fruits and vegetables.
- **Only 1 in ten** adults meets the recommendations for fruit and vegetable consumption.
- Men and younger adults eat the fewest fruits and vegetables.

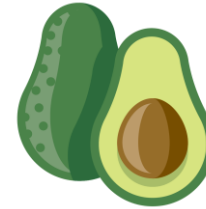


WHAT IS A SINGLE SERVING OF FRUIT?

The following are examples of a single serving of fruit:



**1 medium
Apple**



**½ medium
Avocado**



**1 small
Banana**



**4 large
Strawberries**

Recommended Daily Amount of Fruit: 2 to 2½ Cups (4 to 5 Servings)



WHAT IS A SINGLE SERVING OF VEGETABLES?

The following are examples of a single serving of vegetables:



**5 to 8
Broccoli florets**



**Half a large
Sweet Potato**



**6 Baby
Carrots**



**1 cup of raw
Spinach**

Recommended Daily Amount of Veggies: 2 to 2½ Cups (4 to 5 Servings)



HELPFUL TIPS TO PRODUCE THE BEST RESULT

- Fresh, frozen, canned, and dried all count toward your daily servings
- Make half your plate fruit and vegetables
- Choose whole fruits and vegetables when possible
- Try to eat a variety of vegetables
- Look for fruit that's packed in its own juice and 100% fruit juice with no sugar added
- Look for low-sodium or no-salt-added canned vegetables and 100% vegetable juice with no salt added



POINT 2: Embrace ways to include a variety of fruits and vegetables in your daily meals and snacks.

Dip 'em, Sip 'em, Freeze 'em

- Chop raw veggies into bite-size pieces and dip them in hummus or low-fat salad dressing.
- Drink fruit-and-veggie smoothies of all colors.
- Freeze 100% fruit juice in an ice cube tray to make mini popsicles.
- Freeze fruit (like grapes or banana slices) for a refreshing treat.



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EASY ADDITIONS TO EVERY MEAL

Find easy ways to add fruits and vegetables to each meal, such as:



Breakfast

- Add bananas, raisins or berries to your cereal
- Eat chopped veggies with eggs or potatoes



Lunch

- Eat a piece of fruit instead of chips
- Add sliced veggies to your sandwich



Dinner

- Toss chopped fruit with salad greens
- Add cooked green peas to mac and cheese



CHALLENGE YOURSELF TO EAT MORE COLOR

RED & PINK	ORANGE & YELLOW	GREEN	WHITE	BLUE & PURPLE
Beets	Acorn Squash	Asparagus	Bananas	Blackberries
Raspberries	Apricots	Broccoli	Cauliflower	Blueberries
Red Apples	Cantaloupe	Collard Greens	Mushrooms	Eggplant
Red Bell Peppers	Carrots	Green Beans	Onion	Figs
Strawberries	Oranges	Green Bell Peppers	Parsnips	Grape Juice
Tomatoes	Peaches	Kale	Potatoes	Plums
Watermelon	Sweet Potatoes	Spinach	Turnips	Red Cabbage



VIDEO: Add More Color To Your Life



JOIN THE HEALTHY FOR GOOD MOVEMENT

Get science-based information for you-based motivation.

Healthy for Good™ is a movement to inspire you to lead a healthier life by taking one small step at a time.

Go to heart.org/healthyforgood to find tips, videos and recipes.



POINT 3: Take Action for Better Access

Fruits and vegetables are vital for good health, but not everyone has access to them.

In many urban and rural communities, corner stores, convenience stores, bodegas and gas stations are the only places to buy food. These stores may have limited options and/or sell produce that's very expensive.



THE NEED FOR BETTER ACCESS

How frequently we eat fruits and vegetables often depends on whether we can buy them locally.

Neighborhood access to healthy food is a growing concern. Lack of access has a profound effect on diet quality.



HOW IS AHA ADVOCACY HELPING?

AHA advocates for policies that:

- Increase the availability of and access to fruits, vegetables and other nutritious foods in all communities.
- Improve the foods available in schools, early care and educational settings and public places.



TAKE ACTION IN YOUR COMMUNITY

- 1. Contact your city and state leaders to let them know what food access is like in your community.**
- 2. Find ways to spread the word about nutrition assistance programs, such as SNAP, WIC and school meals.**
- 3. Assess the availability and affordability of fresh, frozen and canned fruits and vegetables offered by local retailers. Create a petition to request more variety, improve affordability or advocate for better signage/placement.**



TAKE ACTION IN YOUR COMMUNITY

- 4. Meet with an after-school or daycare program representative to discuss serving more fruits and veggies for snacks.**
- 5. Organize a letter-writing campaign and set up a meeting with state leaders.** For example, ask for funding to host a farmers' market in an under-served community.
- 6. Sign up for "You're the Cure" and then send a note to your Congressperson advocating for healthier meals at school.**



INVESTING IN COMMUNITY SOLUTIONS

The EmPOWERED to Serve Business Accelerator™ supports entrepreneurs who design solutions to improve health in their under-resourced communities.

- The program's goal is to address health disparities and create health equity for all by investing in community solutions.
- Recently funded projects have focused on greater access to affordable care and healthy foods and diabetes management.



INVESTING IN COMMUNITY SOLUTIONS

Candidates take part in eight-weeks of MBA-style business training.

For projects with a focus on healthy food access, AHA has provided over \$146,500 in funding as well as training almost a dozen social entrepreneurs and their nonprofits.



Learn more at empoweredtoserve.org



YOUR VOICE MATTERS

We all have the power to make a difference by speaking out for policies that help build healthier communities and healthier lives.

Join **You're the Cure** today and be among the first to know when major policy initiatives pass or when your help is needed to advocate for a healthy future.



Text **EMPOWER** to **46839** to join today!



USE YOUR VOICE TO CREATE HEALTHIER COMMUNITIES

You can help us work to draw communities together on the path to building a sustainable culture of health.

Go to [EmPOWEREDtoServe.org](https://www.EmPOWEREDtoServe.org)

Sign up to become an ambassador and learn how you can be a part of the movement!

Join us as we impact the health of ALL in our communities!



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WRAP-UP

We appreciate your thoughts!

Tell us what you liked best.

Email us at:
empoweredtoserve@heart.org



WE ARE **EMPOWERED TO SERVE**

...serve our health, serve our community



The American Heart Association requests that this document be cited as follows:
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