



# Healthy for Life<sup>®</sup>

## Educational Experiences



# Welcome Toolkit

The American Heart Association and Aramark are working together to help improve the health of all Americans 20% by 2020.

Healthy for Life<sup>®</sup> is a registered trademark of Aramark

## WELCOME TO HEALTHY FOR LIFE® 20 BY 20!

We're excited to help you on the journey to bringing healthy living to your community through our educational experiences.

You've taken the first step towards empowering yourself and community to make healthy food, nutrition and lifestyle choices. Together, we can change your food and health attitudes and behaviors, equipping individuals with new skills and habits.

This toolkit will prepare you for your important role in helping individuals and families accomplish their healthy living goals. We hope these resources will support your successful implementation of the educational experiences.

The [Healthy for Life® Facilitator Hub](#) will be your go-to resource where you can access:

- Online orientation
- Science and evidence-based tools and resources (educational experiences, handouts, videos, etc.)
- Implementation support resources (Funding Toolkit, Cost Calculator, and Media Toolkit)
- Coming soon! Private Healthy for Life® facilitator community group

## 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.

The program incorporates interactive components such as demonstrations on healthy shopping and cooking.

Ultimately our goal is to equip individuals and families on how healthy food can help accomplish their goals and reach their potential every day. This program focuses its impact on communities across the U.S. and is built on a framework that emphasizes literacy and culinary skills.

In the Healthy for Life® program, individuals will:

- Gain new skills to prepare and experience healthy food
- Receive culturally relevant healthy recipes
- Budget and shop for healthy foods
- Increase level of comfort with healthy foods



This effort is part of Healthy for Life® 20 By 20, the AHA and Aramark's five-year initiative to improve the health of Americans 20% by 2020. We're striving to help everyone be a relentless force for a world of longer, healthier lives. Learn more about the American Heart Association by visiting our website or following us on social media:



[Website](#)



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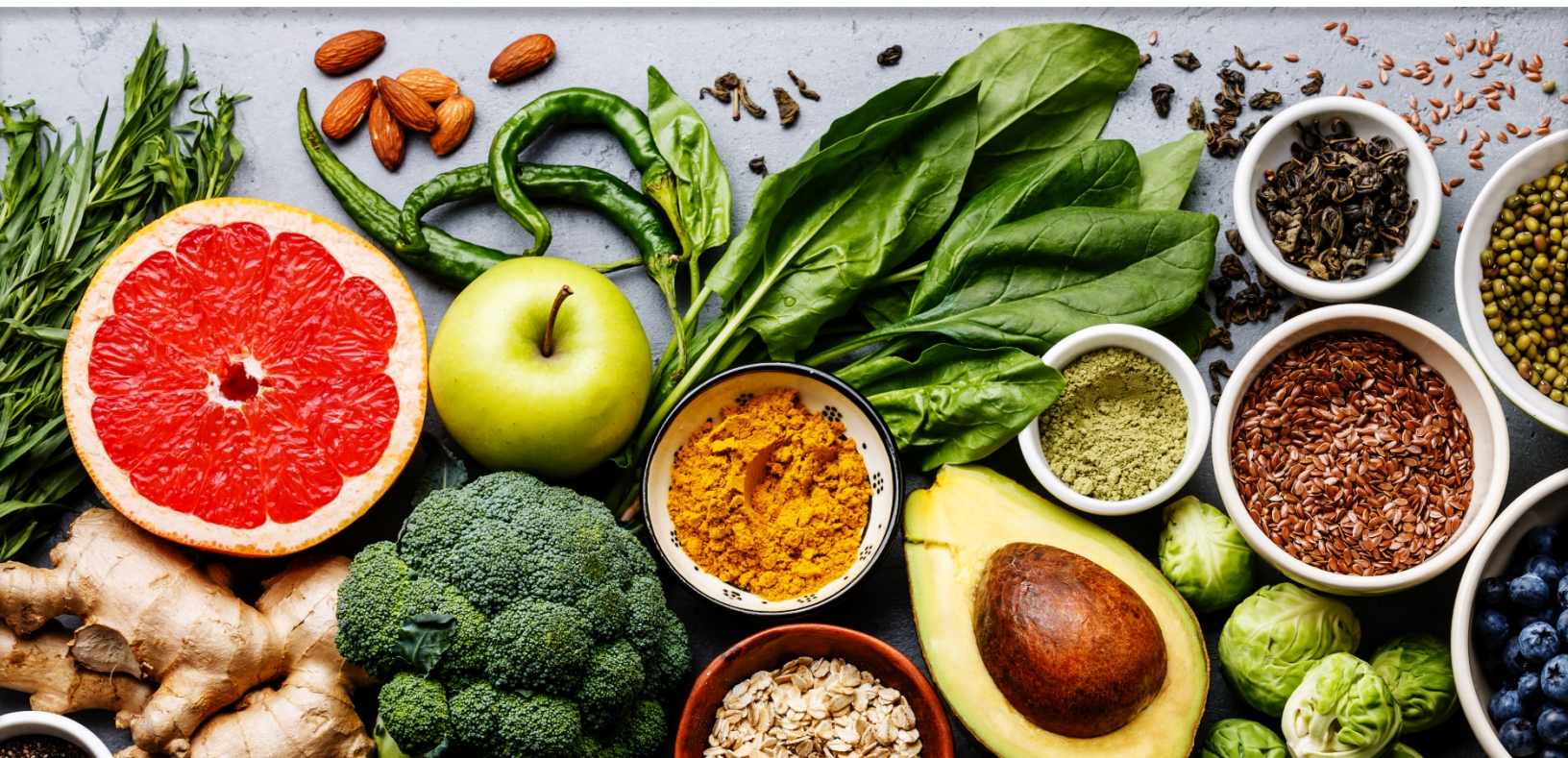
## WHAT IS THE IMPACT OF HEALTHY FOR LIFE® IN THE COMMUNITY?

Through this program, our goal is to change dietary practices including increasing consumption of fruits, vegetable, and whole grains. Community-based health and wellness programs create a sense of empowerment and ownership which helps improve overall health.

## YOUR ROLE AS A FACILITATOR

By presenting 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. Healthy for Life® is here to help by providing resources that:

- 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 meal planning and shopping for themselves, their families, friends, and anyone interested in learning new ways to integrate healthy cooking and eating into their lives.

In this toolkit, you'll find resources on implementing a successful educational experience, including steps on: schedule and format, planning checklist and details, and supporting materials with additional resources.

# Planning a Successful Educational Experience

## SCHEDULE AND FORMAT

The Healthy for Life<sup>®</sup> program can be delivered as often as you'd like. 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 to ensure behavior change: 4 educational experiences every 2-3 months.



## PLANNING CHECKLIST

Use the checklist below to help deliver a successful program, with additional details provided.

### STEP 1: GET STARTED (4-6 weeks in advance)

TASK	DESCRIPTION	ESTIMATED TIME
Download and read welcome toolkit	Guide to planning and executing a successful program	30 minutes
Download and read educational experience guide(s) from the <a href="#">Healthy for Life® Facilitator Hub</a>	Guide to planning and executing a specific educational experience (resource list, talking points, etc.)	1 hour
Determine program format and style	Determine program format (single occurrence or as a series of educational experiences)	15 minutes
Set date(s), time(s) and location(s) and reserve facility	Communicate with your organization or community staff and administration to ensure date, location and time are open. Follow organization guidelines to obtain approval to reserve facilities.	1 week to get approval
Consider space and facility needs	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. If you don't have access to technology, select a educational experience with limited technical needs.	1 week to select space and get approval



## STEP 1: GET STARTED (4-6 weeks in advance)

TASK	DESCRIPTION	ESTIMATED TIME
Find volunteers	Volunteers can provide expertise for demos and activities and help save you time in planning and executing the educational experience.	1-2 weeks for volunteers to respond to request
Determine Roles and Responsibilities	<p>Determine who is carrying out the educational experience planning and administrative duties. This may include participant registration or collecting evaluation surveys (if applicable), and gathering necessary supplies, set up and clean up. Here are some sample responsibilities:</p> <ul style="list-style-type: none"><li>• Lend expertise and help lead demonstrations</li><li>• Help plan the logistics (i.e. date, time and location)</li><li>• Greet participants and help sign them in</li><li>• Help set up and clean up</li><li>• Promote the educational experience</li></ul>	1-2 weeks to identify and clarify roles



## VOLUNTEERS AND PRESENTERS, ROLES AND RESPONSIBILITIES

Volunteer involvement is critical to the success and sustainability of this program. Use their expertise and desire to volunteer. Reach out to your local American Heart Association office for volunteers such as a chef, registered dietitian or public health professional. Make sure to contact them ahead of time to secure availability for the needed day/time.

If you need to be connected with your local American Heart Association office, please contact us at [healthyforlife@heart.org](mailto:healthyforlife@heart.org).

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

TASK	DESCRIPTION	ESTIMATED TIME
Customize program invitation flyer	Use the template provided in the additional resources section and customize it to fit your organization.	15-30 minutes
Determine ways to promote the program	Determine the ways you will use to promote the program (e.g., email, Facebook, Twitter, posting the flyer, etc.)	15-30 minutes
Determine program format and style	Determine program format (single occurrence or as a series of educational experiences)	Begin promoting as early as 4 weeks
Receive approval from the organization's administration to promote educational experience	Seek approval from the necessary supervisors/ managers to post or distribute program materials.	2-3 weeks in advance (depending upon your organization's policies)





## RECRUITMENT TIPS

Use these recruitment tips to help promote your program.

Every community serves a unique population and presenters should explore innovative strategies for involving participants and organizations within the community. Make sure to provide enough time to advertise the program and generate interest in potential participants, but not too much time that participants are no longer available for program dates/times.



These are suggestions for tailoring your recruitment plan from current Healthy for Life® facilitators:

- Promote the activities through existing partner relationships and channels (*e.g. parent groups, vocational training participants, etc.*)
  - Consider asking parents who are in an already established kid's program about their time, day and educational experience topic preferences.
- Customize program invitation for your specific community. Highlight incentives (*if applicable*).
  - The organization can provide incentives using their funding allocated for this program. Check with the organization on the ability to include incentives for the program before offering to participants.
  - 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 offer 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!



## RECRUITMENT TIPS (CONTINUED)

- Reach out to individuals who have previously participated in your organization’s programs. They may have momentum and would like to continue learning.
- Post program fliers on community or organization website and various social networking sites:
  - Facilitators can utilize Facebook, Instagram, Twitter, etc. to disseminate the program’s information (*provide date, time, location, and how to RSVP*).
  - Information can be emailed out to all community members and posted in high traffic areas of the organization.



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

TASK	DESCRIPTION	ESTIMATED TIME
Confirm program logistics	Confirm facilities and equipment needs. Including the space, equipment, and technology. Send educational experience logistics and reminders to volunteers (if applicable).	1 week in advance
Prepare educational experience materials from the <a href="#">Healthy for Life® Facilitator Hub</a>	Download (if applicable) and print handouts (e.g., infographics, recipes, SMART handout). Secure all necessary participant materials (i.e. pens, folders).	1-2 days in advance



## RESOURCES

List the resources you will need for your educational experiences and determine what you already have at your organization. Every educational experience will list the necessary supplies, resources and groceries (if applicable). Access these at [Healthy for Life® Facilitator Hub](#).

You will also need to gauge the approximate number of attendees to determine how many supplies and resources to gather. Consider posting a sign-up sheet or add an RSVP on program fliers to get a better estimate.

Be resourceful! If your organization 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.

If you'd like more information or tips on how to find funding to implement Healthy for Life®, check out the [Healthy for Life® Funding Toolkit](#).

## 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.

You may also want to print off and use the [food liability disclaimer](#).

## SETUP

Review the educational experience guide beforehand and gather all necessary supplies and resources. Purchase or gather general supplies (*e.g.*, pens, folders – you will need enough for every participant). Identify other set-up needs such as AV equipment, chairs, etc.



## STEP 4: FACILITATE IT (Day of educational experience)

TASK	DESCRIPTION	ESTIMATED TIME
Arrive early to set-up	Arrive early to ensure the space is clean and to give yourself enough time to set up chairs, tables, and educational experience materials.	60-90 minutes in advance
Greet and sign-in participants	You may assign a volunteer/employee to sign-in participants while you greet them and show them where to sit.	30 minutes in advance
Conduct the educational experience	Follow the educational experience guide	70 minutes

## STEP 5: WRAP IT UP (1-2 weeks after educational experience)

TASK	DESCRIPTION	ESTIMATED TIME
Send thank-you notes to volunteers	If volunteers helped, send a thank you note by email or paper. See Stewardship section of the <a href="#">Funding Toolkit</a> for examples.	30 minutes
Create a plan to promote community health	It is important for your participants to continue with their momentum. Consider planning the entire Healthy for Life® educational experience series throughout the year. Ask participants if there are specific topics they are most interested in learning about. Share <a href="#">educational experiences list of topics</a> with them.	Ongoing

## CONGRATULATIONS ON IMPLEMENTING HEALTHY FOR LIFE®!

See the Supporting Documents section for related resources and materials.



# Supporting Documents

- [Educational Experiences](#)
- [Icebreakers](#)
- [Goal Setting Activities](#)
- [Promotional Flyers](#)



## EDUCATIONAL EXPERIENCES

Below is a highlight of our educational experiences. Full details and related materials for each educational experience can be found on the [Healthy for Life® Facilitator Hub](#).

We're always working on something new! Additional experiences will be added as they're developed.

## THEME: COOKING SKILLS AND FOOD

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Chopped Salad Competition	Know Your Knives	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!
Healthy Ingredient Swap	Healthy Recipe Swaps	Break into teams and compete to match ingredients to the correct measurements in order to create a healthy version of a creamy spinach dip.
Sauté, Simmer & Steam	Sauté, Simmer & Steam	Break into teams to divide and conquer a heart-healthy recipe that requires the use of different healthy cooking techniques.
Tasty, Affordable Meals for Busy Families		Break into teams to practice cooking a simple, healthy and affordable one-dish meal packed with fruits and vegetables, lean protein, and grains.



## THEME: GROCERY SHOPPING

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Food Label Smarts	Food Label Smarts	Tour a mock grocery store and practice comparing food labels to identify healthier food choices.
Pantry Makeover	Pantry Makeover	Create a delicious and nutritious meal using heart-healthy staples selected from a mock pantry.
Smart, Fearless Shopper	Shop Smarter for Prices Fresh, Frozen Vs. Canned Shopping the Perimeter	Explore a grocery store to practice how to make heart-healthy and budget-friendly food choices.
Weekly Meal Plan Made Easy		Explore various healthy recipes and create their own family's weekly plan and grocery list.



## THEME: YOUR WELLBEING

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Exercise Within Reach	Exercise Within Reach	Break into groups and rotate through three stations with specific exercises of varying intensity levels.
Feed Your Potential	Feed Your Potential What is a Serving?	Practice cooking an easy and nutritious snack which includes all the major healthy food groups.
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, if applicable.
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, if applicable.





## THEME: GARDENING IN YOUR NEIGHBORHOOD

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Eat a Rainbow: Colorful, Seasonal Fruits and Veggies	Simple Persian Salad	Prepare and taste a colorful heart-health dish.
All the Flavors of the Garden	Zucchini Salad	Practice making a nutritious and delicious dish using fresh herbs.



## THEME: GLOBALLY INSPIRED HOME COOKING

Each experience includes a global influence map. Select the recipe or introduce something new resonating with your community.

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Beans + Rice= A Complete Protein for Global Nutrition	<p>Globally Inspired Home Cooking with Beans and Rice</p> <p>How to Cook Dried Beans</p> <p>The Benefits of Beans and Legumes</p>	Break into teams to practice preparing a different beans-and-rice recipe.
Chicken – A Healthy Protein Choice	<p>Trimming Chicken</p> <p>Cutting A Whole Chicken</p>	Break into teams to practice preparing a different chicken recipe.
Corn – A Whole Grain for Global Nourishment	<p>Globally Inspired Home Cooking with Corn</p> <p>Shucking Corn</p> <p>Cutting Corn Off the Cob</p>	Break into teams to practice preparing a different corn recipe.
Potatoes – Healthy Carbohydrates for Energy All Over the Globe	<p>Globally Inspired Home Cooking with Potatoes and Sweet Potatoes</p> <p>Slicing Potatoes into Fries</p>	Break into teams to practice preparing a different potato recipe.

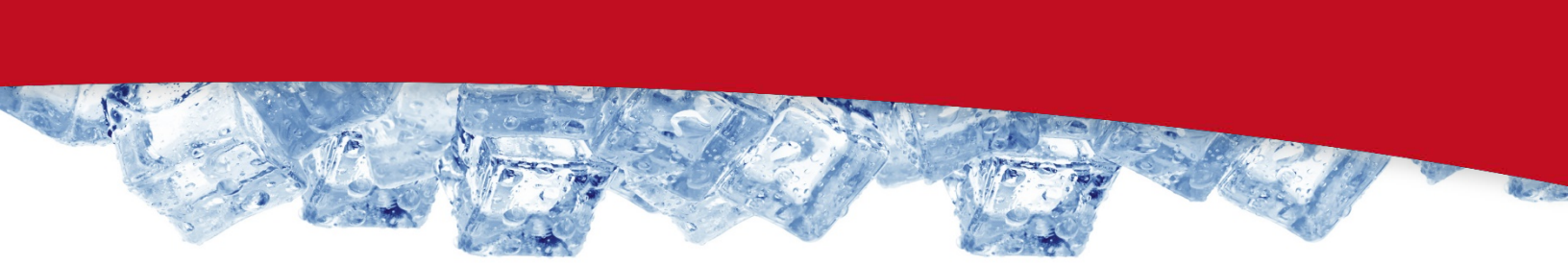


## THEME: GROWING HEALTHY HABITS

Focused on Middle School aged youth.

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Eating For A Stronger, Healthier You	Creamy Tomato Soup	Break into teams to practice incorporating the major food groups into a classic healthy dish.
Decode Nutrition Facts Labels	Food Label Smarts Turkey Chili	Practice grocery shopping for a healthy recipe and practice cooking the dish.
Become A Sharper Chef	Sliced Fruit with Honey-Vanilla Yogurt Dip Know Your Knives	Break into teams and practice knife skills making a tasty and healthy snack.
Fuel Up To Move More	Kid-Friendly Blueberry-Cottage Cheese Pancakes	Break into teams and rotate through three stations: stretching, muscle strengthening, and a cardio station. Also, prepare a nutrition-packed kid-friendly recipe.





## ICEBREAKER ACTIVITY IDEAS

Use one of these icebreaker activities at the beginning of your educational experience to help participants get to know each other and you!

### STEP ONE

Divide the group into teams of 3-5 members depending on how large of group you have.

### STEP TWO

Choose a discussion topic from below.

### STEP THREE

After their time is up, ask one volunteer from each group to share their five favorite things

### SELECT FROM THE FOLLOWING TOPICS

#### ONE WORD

Tell them they have one minute to come up with a word that describes why they want to learn how to be healthier.

#### MY FAVORITE TEAM

Tell them they have two minutes to come up with five things they have in common with each other.

#### MOST IMPORTANT FIVE

Tell them they have two minutes to determine their five favorite fruits (or another health-related food/item such as vegetables or cultural dish).

#### WHAT'S MY BARRIER?

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.

#### WHY WE'RE HERE

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.

## 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

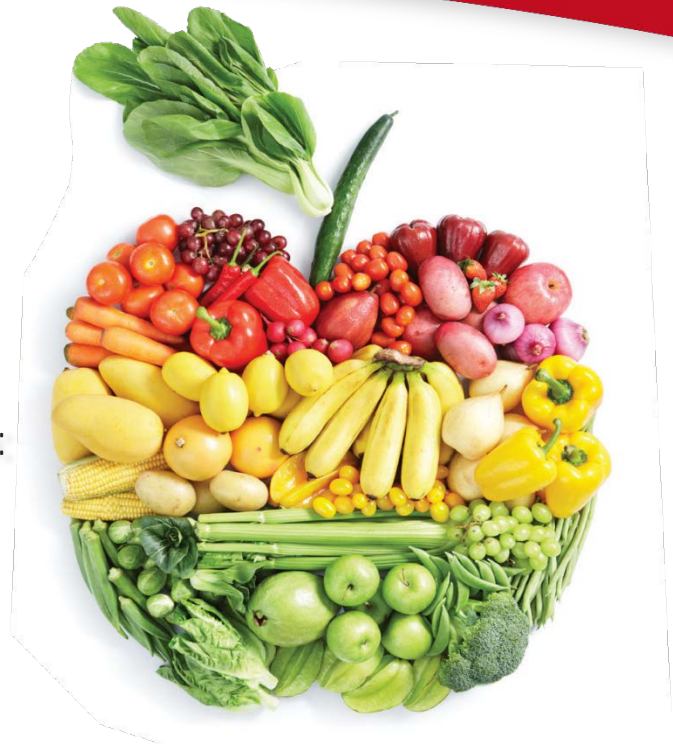
1. Pass out the Setting **SMART** Goals handout.
2. Write down 2 goals (One not-SMART and one SMART) on the whiteboard/chalkboard/poster and ask participants to raise their hands for which one they think fits the SMART goal criteria.
3. Instruct participants why the correct goals fit the SMART criteria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



# 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

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Date/Time

**Eat well:**  
practice easy, budget-friendly healthy cooking

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Location

**Shop well:**  
be a fearless, smart grocery shopper

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Sign Up

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Additional Details



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Date/Time

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Location

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Sign Up

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Additional Details

**HEALTHY FOR LIFE® EDUCATIONAL EXPERIENCES**

