



American Heart Association®
Healthy for Good™

Healthy for Good™ **Educational Experiences**



Welcome Toolkit

WELCOME TO HEALTHY FOR GOOD™

We're excited to help you on the journey to bring healthy living to your community.

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

This toolkit will prepare you for your role in helping people reach their healthy living goals. We hope these resources will support your successful presentation of the health lessons.

WHAT IS THE HEALTHY FOR GOOD PROGRAM?

Healthy for Good is a community-based nutrition and well-being program. It focuses on helping people make healthy food, nutrition and lifestyle choices.

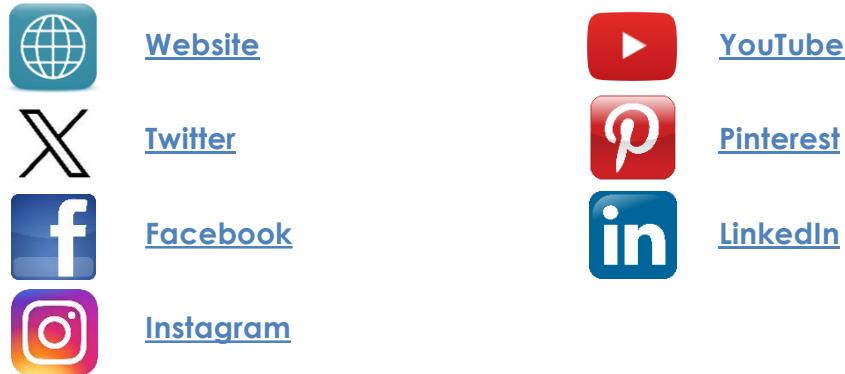
The program includes engaging components such as demos on healthy shopping and cooking.

Our goal is to educate people on how healthy food can help them accomplish their goals and reach their potential every day. This program focuses its impact on communities across the U.S. It is built on a framework that emphasizes literacy and culinary skills.

In the Healthy for Good program, people will:

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

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:



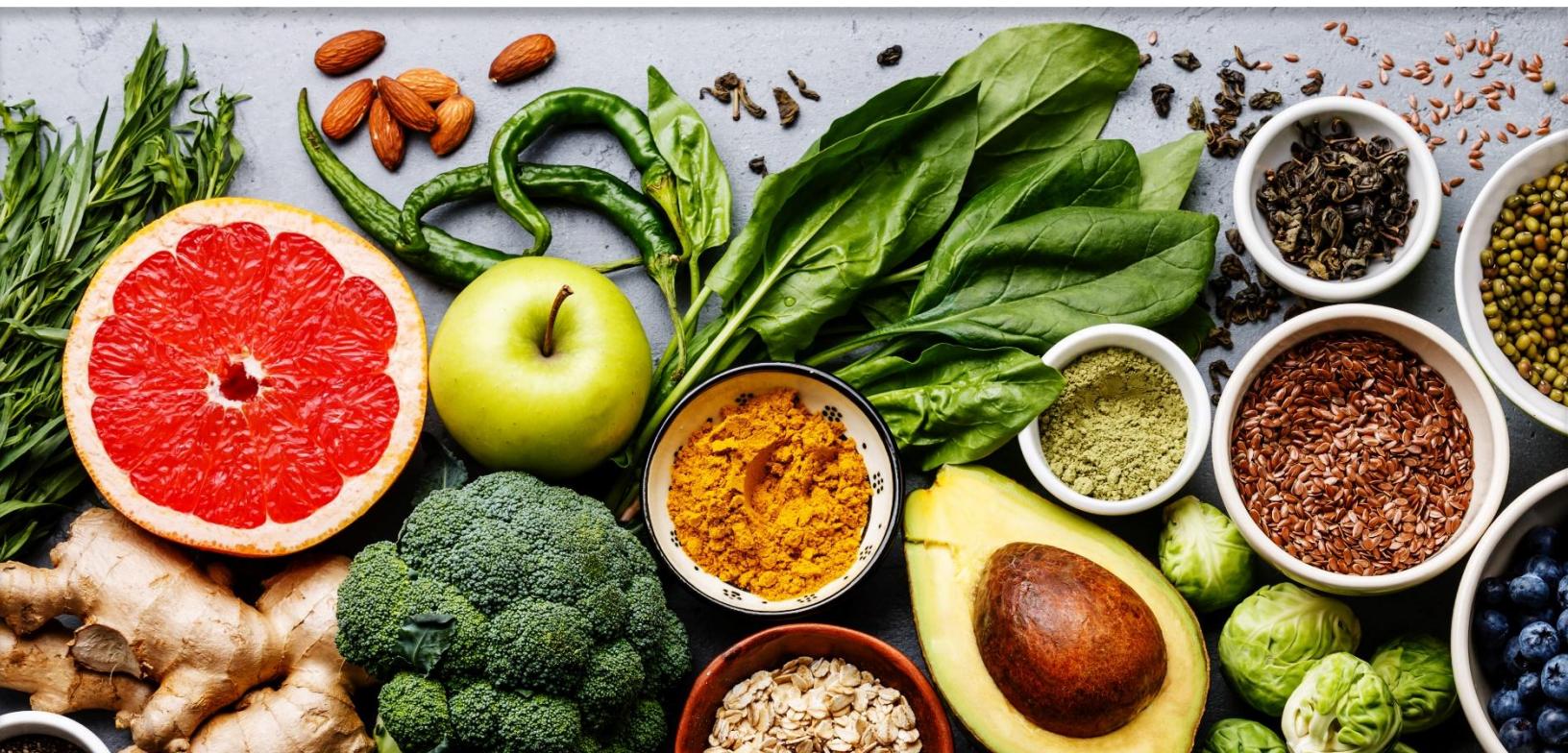
WHAT IS THE IMPACT OF HEALTHY FOR GOOD IN THE COMMUNITY?

Our goal is to help change people's food habits. This includes increasing intake of fruits, vegetables and whole grains. Community-based health and wellness programs can create a sense of empowerment and ownership which helps improve overall health.

YOUR ROLE AS A FACILITATOR

By leading a health lesson, you are playing a role in improving the health of your community. You will be helping them make healthy food, nutrition and lifestyle choices. Healthy for Good is here to help by providing resources that:

- Organize, promote and prepare for the program
- Deliver the health lesson
- Share your successes



TARGET AUDIENCE

Healthy for Good is geared towards people who do the meal planning and shopping for themselves, their families and friends. It's also helpful for anyone who wants to learn how to integrate healthy cooking and eating into their lives.

In this toolkit, you'll find resources to implement a successful health lesson, including steps on:

Schedule and format

Planning checklist and details

Supporting materials with additional resources.

Planning a Successful Health Lesson

SCHEDULE AND FORMAT

The Healthy for Good program can be delivered as often as you'd like. We suggest holding it in one of two formats:

- One-time health lesson
- As a series of lessons provided over a period of time.



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
Decide on program format and style	Decide on program format (one time or as a series)	15 minutes
Set date(s), time(s) and location(s) and reserve facility	Speak with your organization or community staff and administration to ensure date, location and time are open. Follow organization guidelines to get approval to reserve facilities.	1 week to get approval
Consider space and facility needs	Choose a space that's fitting for the audience. If you are doing food demos, you'll need a good-size surface for food prep. It should also be visible to the audience. Don't feel you need a full kitchen, just access to water! Consider a space that has a TV/computer, internet access, projector and plenty of seating. If you don't have access to technology, select a health lesson 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	<p>Volunteers can provide expertise for demos and activities. They help save you time in planning and executing the health lesson.</p>	1-2 weeks for volunteers to respond to request
Decide on Roles and Responsibilities	<p>Decide who is carrying out the lesson planning and administrative duties. This may include:</p> <ul style="list-style-type: none"> - Participant registration - Collecting evaluation surveys (if applicable) - Gathering necessary supplies - Set up and clean up <p>Here are some sample responsibilities:</p> <ul style="list-style-type: none"> - Lend expertise and help lead demos - Help plan the logistics such as date, time and location - Greet participants and help sign them in - Help set up and clean up - Promote the lesson 1-2 weeks to identify and clarify roles 	1-2 weeks to identify and clarify roles



VOLUNTEERS AND PRESENTERS, ROLES AND RESPONSIBILITIES

Volunteers are critical to the success and sustainability of this program. Use their expertise and desire to volunteer. Reach out to your local AHA office for volunteers, such as a chef, registered dietitian or public health professional. Contact them ahead of time to check if they can help on the needed day and time.

If you need to connect with your local AHA office, please contact us at healthyforgood@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. Edit it to fit your organization.	15-30 minutes
Decide on ways to promote the program	Decide how you will promote the program, such as email, Facebook, X, posting the flyer, etc.	15-30 minutes
Decide on program format and style	Decide on program format: - Single occurrence - Series of lessons	Begin promoting as early as 4 weeks
Get approval from the organization's administration to promote educational experience	Seek approval from the needed supervisors/ managers to post or distribute program materials.	2-3 weeks in advance (depending upon your organization's policies)

RECRUITMENT TIPS

Use these tips to help promote your program.

Every community serves a unique population. Presenters should explore ways to involve participants and organizations within the community. Provide enough time to advertise the program and generate interest. But don't allow too much time that participants are no longer available for dates/times.



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

- Promote the activities through existing relationships and channels (such as parent groups, vocational training participants, etc.)
 - Consider asking parents who are in an already established kids' program about their time, day and topic preferences.
- Customize the program invitation for your community. Highlight incentives (if applicable).
 - The organization can provide incentives using the funding allocated for this program. Check with the organization on the ability to include incentives before offering them.
 - Incentives can engage people by reinforcing their newly acquired knowledge. They also motivate attendance and participation. Incentives do not have to be expensive! Consider offering transportation tokens or other incentives to reduce barriers to attendance. For example, you can advertise that people can enter a blender raffle if they attend a certain number of lessons..
 - Consider finding incentives that support the theme of the health lessons:
 - Offer a healthy cookbook or an inexpensive kitchen appliance, such as a \$20 blender, for food and cooking lessons.



RECRUITMENT TIPS (CONTINUED)

- Reach out to people who have joined your organization's programs before. They may want to continue learning.
- Post program fliers on community or organization website and other social networking sites:
 - Facilitators can use Facebook, Instagram, X, etc., to post program information (date, time, location and how to RSVP).
 - Information can be emailed to 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 lesson logistics and reminders to volunteers (if applicable).	1 week in advance
Prepare educational experience materials	Download (if applicable) and print handouts (such as infographics, recipes and SMART handout). Secure necessary participant materials (pens, folders, etc.).	1-2 days in advance



RESOURCES

List the resources you will need for your health lessons. Decide what you already have at your organization. Every lesson will list the needed supplies, resources and groceries (if applicable).

You will also need to estimate the number of attendees. This will help you decide how many supplies and resources you need. Consider posting a **sign-up sheet** or adding an **RSVP** on program fliers.

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. Visit discount or thrift stores for basic kitchen supplies.

FOOD ALLERGIES/SENSITIVITIES

If you are leading food activities, pay attention to potential food allergies. Mention them to participants before any food taste testing. Some common food allergies may include: milk, peanuts/nuts, soy, wheat and shellfish.

SETUP

Review the lesson guide in advance and gather all needed supplies and resources. Purchase or gather general supplies, such as 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 health lesson)

TASK	DESCRIPTION	ESTIMATED TIME
Arrive early to set-up	Arrive early to ensure the space is clean. Give yourself enough time to set up chairs, tables and lesson 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 health lesson	Follow the lesson guide and complete the evaluation survey	70 minutes

STEP 5: WRAP IT UP (1-2 weeks after health lesson)

TASK	DESCRIPTION	ESTIMATED TIME
Send thank-you notes to volunteers	If volunteers helped, send a thank you note by email or paper.	30 minutes
Create a plan to promote community health	Consider planning the entire Healthy for Good health lesson series throughout the year. Ask participants if there are specific topics that interest them most.	Ongoing

CONGRATULATIONS ON IMPLEMENTING HEALTHY FOR GOOD!

See the Supporting Documents section for related resources and materials.



Supporting Documents

- [Health Lessons](#)
- [Icebreakers](#)
- [Goal Setting Activities](#)
- [Promotional Flyers](#)



HEALTH LESSONS

Below is a highlight of our health lessons.

THEME: GROCERY SHOPPING

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
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 WELL-BEING

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
The Role of Food and Your Health: Blood Pressure	The Role of Food and Your Health: Blood Pressure	Participants meet 1:1 with health professionals to talk about their blood pressure 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	Participants meet 1:1 with health professionals to talk about their cholesterol and blood sugar numbers and develop a plan of action, if applicable.
Meditation to Boost Your Well-being	Meditation to Boost Your Well-being	Participants are led through two short meditations and facilitated discussion as they share their experiences.



THEME: GLOBALLY INSPIRED HOME COOKING

EDUCATIONAL EXPERIENCE	VIDEO(S)	ACTIVITY DESCRIPTION
Beans + Rice= A Complete Protein for Global Nutrition	Globally Inspired Home Cooking with Beans and Rice How to Cook Dried Beans The Benefits of Beans and Legumes	Break into teams to practice preparing a different beans-and-rice recipe.





ICEBREAKER ACTIVITY IDEAS

Use one of these icebreakers at the beginning of your lesson to help participants get to know each other and you!

STEP ONE

Divide the group into teams of 3-5 members depending on the size of your group.

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.

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.

MY FAVORITE TEAM

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

WHY WE'RE HERE

Tell them they have two minutes to determine the top three reasons why they're here to learn more about the lesson topic.

MOST IMPORTANT FIVE

Tell them they have two minutes to determine their five favorite fruits (or vegetables or cultural dish).

GOAL SETTING ACTIVITIES

SMALL GROUP

1. Pass out the Setting **SMART** (Specific, Measurable, Achievable, Realistic, Time-bound) Goals handout. Divide the group into teams of 3-5 members depending on the size of the group.
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. Ask participants to raise their hands for which one they think fits the SMART goal criteria.
3. Tell participants why the correct goals fit the SMART criteria. Ask them to then come up with a SMART goal for themselves.





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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

Date/Time

Eat well:

practice easy, budget-friendly healthy cooking

Location

Shop well:

be a fearless, smart grocery shopper

Sign Up

Additional Details





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