INTRODUCTION
Healthy for Life® is a community-based nutrition and wellbeing program created by Aramark and the American Heart Association to:

• Empower people to make healthy food and lifestyle choices.
• Help change attitudes and behaviors related to food and cooking.
• Equip people with new skills and habits for healthy living.

PURPOSE OF THE TOOLKIT
The January Healthy for Life Messaging Toolkit is part of a 12-month playbook for organizations with materials to promote for each month of the year. The Toolkit reinforces the wellbeing, cooking, grocery shopping and gardening messages from the Healthy for Life program. Many of the infographics and articles can also be found in the Healthy for Life educational experiences.

The January Toolkit breaks the month down by theme and provides you with turn-key content:

• Infographics
• Articles
• Social media graphics
• Facebook and Twitter messages
• Recipes

HOW TO USE THE TOOLKIT MATERIALS
• Promote through your organization website.
• Post on your social networking sites (such as Facebook, Instagram and Twitter).
• Email to organization members.
• Display in high traffic areas of your organization.

This Healthy for Life Messaging Toolkit was created by Aramark and the American Heart Association as part of our Healthy for Life® 20 by 20 Initiative. We are proud to be working together to help improve the health of all Americans.
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### Infographic
- **#ANTIRESOLUTION**
- **GOAL SETTING/HABIT FORMATION**

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21 Days of Gratitude

Looking for a way to jumpstart some healthy habits? Build up your baseline of positivity with #21DaysOfGratitude! Participating in this challenge can set you up for success, so you can be Healthy For Good. Follow along and share your progress on social!

Day 1: Write down 1 thing you’re really good at.

Day 2: Find 3 positive ways to describe yourself, write them down and put them somewhere you will see them.

Day 3: Take a photo of something you find beautiful (bonus points for posting it to social media!)

Day 4: If something frustrates you today, take a moment to reframe and find something that IS going your way.

Day 5: Take 2 minutes to list the awesome things your body can do, and remember them when you’re feeling down.

Day 6: Rename your alarm to a nice message, like “The Universe has your back!”, to help you start the day in a positive frame of mind.

Day 7: Think of something about your body that you tend to think of as less than perfect. Then, write a little note of appreciation about it.

Day 8: Look for someone to help today without expecting anything in return.

Day 9: Reach out to someone who could use some extra appreciation.

Day 10: Think of someone who makes your day better and invite them to lunch.

Day 11: Write a note of appreciation to someone you really care about.

Day 12: Offer a hug to someone you’re grateful for. Make it a genuine two-armed!

Day 13: Text someone and tell them why you’re grateful for them.

Day 14: Schedule some time to volunteer in your community. Don’t know where to start? Look for opportunities at heart.org/HEARTORG/volunteer

Day 15: Next time life doesn’t go your way, try to think of something about the situation that you can be grateful for.

Day 16: Take a moment to invite someone you’re thankful for to dinner.

Day 17: Write down what you’ve eaten today and be grateful for every item without judging any of it as “good” or “bad.”

Day 18: Pause before your next meal to sit in gratitude. Notice how yummy it looks and smells, and feel grateful to the person who prepared it (especially if it was you!)

Day 19: Think of someone whose cooking warms your soul and tell them how much their nourishment has meant to you.

Day 20: During your next meal, try to put your fork down between each bite and really enjoy the flavors, rather than wolfing it down.

Day 21: Take 2 minutes to reflect and write about how you feel after having participated in this challenge. Then, keep the ‘tude going all year long!

GET MORE WELLNESS TIPS AT HEART.ORG/HEALTHYFORGOOD
Making resolutions is easy, but like most things in life, consistent follow through is what creates results and sustains positive change. People of all ages and abilities benefit from being more active. Here are some strategies to help you stick with your physical activity goals after New Year’s resolutions begin to fade and old habits resume.

TAP INTO WHAT MOTIVATED YOU IN THE FIRST PLACE.

The health benefits of regular physical activity are too great to overlook. Regular activity may help lower your risk of high blood pressure, heart disease, stroke, diabetes and certain cancers. It’s a great way to deal with stress. And staying active can boost energy, mood, and overall wellbeing. Make a list of the benefits that matter most to you and keep it where you can review it often.

SET REALISTIC GOALS AND PLAN HOW YOU’LL MEET THEM.

Keep it real by taking small, sustainable steps. For example, a plan to achieve the goal of being active on most days of the week may start with walking 20 minutes a day, 3 days a week and gradually build up to 30 minutes, 5 days a week. Track your progress with a journal, website or mobile app.

SHARE YOUR GOALS AND PLAN.

Going public with friends and family members can give you a social support system and keep you on track when you feel tempted to quit. And you may find a workout buddy with similar goals.

HAVE A BACKUP PLAN.

Be ready to go to “Plan B” when life happens! If you prefer to exercise outdoors, find an indoor location like a mall or recreation center as an alternative in bad weather. Fit in some extra steps when work gets in the way of your workout. Or create an at-home workout for when you just can’t make it to the gym.

UNDERSTAND THAT LAPSES AND SETBACKS ARE NORMAL.

The key is to not get discouraged. Just jump back in and try to learn from whatever got off you track. Real change takes time. Your efforts will pay off with patience and persistence.
You’ve made the decision to start a physical activity program – the first major step toward becoming more active. But what’s next? Although physical activity is individualized and everyone’s goals are different, adults benefit most from at least 150 minutes of moderate physical activity each week. But everyone should answer the following questions before starting a routine.

1. HOW FIT ARE YOU NOW?
Your physical activity regimen will vary widely based on your current fitness level. Determine your starting point by assessing and recording your first fitness scores when you begin your program. If you continue to do this periodically, you’ll be able to track your progress.

To assess your aerobic and muscular fitness, flexibility and body composition, you should record:

- Your pulse rate before and immediately after walking one mile (1.6 kilometers);
- How long it takes to walk one mile;
- How many push-ups you can do in one set;
- How far you can reach forward while seated on the floor with your legs in front of you; (are your legs straight here and are you reaching toward your feet?)
- Your waist circumference (do you mean immediately above the hipbones?) at the level of your hipbones;
- Your body mass index.

2. DO YOU HAVE ANY HEALTH CONDITIONS?
If you have a chronic medical condition, such as diabetes or heart disease, you should talk to your doctor before beginning a new activity program. In general, healthy men and women who plan prudent increases in their weekly physical activity do not need to consult a healthcare provider before becoming active.

3. WHAT ACTIVITIES DO YOU ENJOY?
Research shows people are more likely to continue a fitness program they enjoy. If you have a blast on the dance floor, you might want to consider an aerobics class that includes dance moves. If you enjoy being around others, a gym membership or walking club might be a good bet. If you prefer to exercise alone, try workout DVDs and simple equipment you can use at home.
4. HOW MUCH ARE YOU WILLING TO PAY FOR FITNESS?

When choosing your fitness options, make sure they also fit your budget. If gym memberships and home exercise equipment are too pricey, consider cheaper options for getting in shape. Your nearby YMCA or recreation department may offer discounted fitness classes to local residents.

You might also consider walking, an inexpensive activity you can do almost anywhere. You can base a well-rounded fitness program around brisk daily walks and inexpensive hand-held weights or resistance bands.

NEXT STEP: GOAL SETTING

Using the answers to the above questions as a guide, you are now ready to set your goals.

- **General Goal** – If you are just starting out, a simple, straightforward goal could be to work toward meeting.

- **American Heart Association recommendations for physical activity in adults** – Current guidelines recommend 150 minutes a week of moderate aerobic activity or 75 minutes a week of vigorous aerobic activity or a combination of the two, plus two days of strength training.

- **Specific Goal** – If you have something more specific in mind, such as running a 5K race or completing a triathlon, create a plan on how you plan to reach that goal. Consider starting or joining a walking club or running club or triathlon group to get help with a training plan that will increase your stamina and strengthen your resolve.

- **Weight-Loss Goal** – If the goal of your physical activity program is to lose weight, you may want to speak to your doctor to determine a healthy amount to lose each week. Along with appropriate calorie intake, physical activity is an important part of losing weight and keeping it off. The amount of physical activity needed to achieve a healthy weight varies greatly from person to person.

You may want to ask what types and amounts of physical activity are recommended to reach your goal.

Clear goals can help motivate you when you’re not in the mood to get moving. Tracking your progress can also help you stick with the program.
It may be a New Year, but you don’t have to be a New You to make lasting changes. Join us for #21DaysofGratitude on January 8th to make your little step towards BIG changes so you can be #HealthyForGood! Learn more at heart.org/Gratitude, and be sure to share your progress on social!

Step away from THE RESOLUTIONS!
Woohoo! You made it to the last day of our challenge. Whether you nailed all 21 days or just a couple here and there, give yourself some gratitude today – because you’ve taken a big step toward being #HealthyForGood!

You made it through our challenge! Whether you did all 21 days or just a few, give yourself some gratitude – it’s a big step toward being #HealthyForGood!
RECIPE: **Whole-Wheat Cranberry Muffins**

Per serving:
- 143 Calories
- 0.5 g Sat. Fat
- 108 mg Sodium

Serving size: 1 muffin
Makes 12 servings

Get some fiber with these tasty muffins. Great as a breakfast or a quick snack on the go.

**INGREDIENTS**

- Cooking spray (optional)
- ¾ cup uncooked, quick-cooking oatmeal
- ½ cup whole-wheat flour
- ½ cup all-purpose flour
- ½ cup firmly packed light brown sugar
- ½ cup sweetened, dried cranberries
- ¼ cup toasted wheat germ
- 2 teaspoons baking powder
- ¼ teaspoon baking soda
- ¾ cup pineapple juice
- Egg substitute equivalent to 1 egg, or 1 large egg
- 1 tablespoon canola oil or 1 tablespoon corn oil
- 2 tablespoons unsalted sunflower seeds

**DIRECTIONS**

1. Preheat the oven to 400°F. Lightly spray a 12-cup muffin pan with cooking spray or put paper muffin cups in the pan.

2. In a medium bowl, stir together the oatmeal, flours, brown sugar, cranberries, wheat germ, baking powder, and baking soda. Make a well in the center. Pour the pineapple juice, egg substitute, and oil into the well, stirring until just moistened. Do not overmix; the batter should be slightly lumpy. Spoon the batter evenly into the muffin cups. Sprinkle with the sunflower seeds.

3. Bake for 11 to 12 minutes, or until a wooden toothpick inserted in the center of a muffin comes out clean. These muffins don’t need a cooling time before removing from the pan.

This recipe is brought to you by the American Heart Association’s Go Red For Women movement. Recipe copyright © 2016 by the American Heart Association. Look for other delicious recipes in American Heart Association cookbooks, available from booksellers everywhere or online at [https://recipes.heart.org](https://recipes.heart.org).
RECIPE: Better Breakfast Tostada with Avocado & Eggs

Per serving:
226 Calories
2.0 g Sat. Fat
227 mg Sodium

Serving size: 1 tortilla
Makes 4 servings

These tostadas – with corn tortillas that can be made a day in advance – are delicious enough for a weekend breakfast, but come together easily enough for a weekday one, too.

INGREDIENTS
- Cooking spray
- 4 6-inch corn tortillas
- 1 tablespoon canola oil or 1 tablespoon corn oil
- 1 medium red bell pepper (finely diced) or 1 medium green bell pepper (finely diced)
- ½ cup diced red onion
- 1 medium tomato (diced)
- 2 ounces fat-free cream cheese (cut into pieces)
- 2 large eggs
- 2 large egg whites
- 1 medium avocado (halved, pitted, mashed with a fork)
- ¼ cup chopped, fresh cilantro (optional)
- 2 teaspoons chopped pickled jalapeños (drained)

DIRECTIONS
1. Preheat the oven to 400°F. Line a baking sheet with aluminum foil. Lightly spray the foil with cooking spray.
2. Arrange the tortillas in a single layer on the baking sheet. Lightly spray the tortillas with cooking spray. Bake for 6 to 7 minutes on each side, or until golden brown.
3. In a medium nonstick saucepan, heat the oil over medium-high heat, swirling to coat the bottom. Cook the bell pepper and onion for 5 to 7 minutes, or until the bell pepper is tender and the onion is soft, stirring occasionally. Cook the tomato for 2 to 3 minutes, or until it releases its liquid. Stir in the cream cheese. Cook the vegetable mixture for 2 to 3 minutes, or until the cream cheese has melted. Remove from the heat. Transfer the bell pepper mixture to a small bowl.
4. In a separate small bowl, whisk together the eggs and egg whites with a fork.
5. Wipe the pan with paper towels. Lightly spray the pan with cooking spray. Cook the egg mixture over medium-high heat, or until the eggs are scrambled, stirring constantly. Remove from the heat.
6. Spread the avocado over each tortilla. Top with the vegetable mixture and scrambled eggs. Garnish with the cilantro and jalapeños.

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COOKING TIP:
The tortillas can be baked and stored in an airtight container for up to two days.

KEEP IT HEALTHY:
Using a combination of whole eggs and egg whites for scrambled eggs is a good way to lower the saturated fat in the dish without sacrificing flavor. A small amount of fat-free cream cheese adds creaminess.

TIP:
Triple the amount of vegetables in the recipe to have plenty on hand during the week to combine with whole-wheat pasta or extra-lean ground beef or turkey.