Messaging Toolkit

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 October 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 October 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.
### OCTOBER COOL WEATHER FITNESS MONTH

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| Infographic          | Warm Up with Cool-Weather Workouts  
[heart.org](http://heart.org) | What to Wear When You Work Out Infographic  
[heart.org](http://heart.org) |
| Articles             | How to Stay Active in Cold Weather  
[heart.org](http://heart.org) | How to Move More Anytime, Anywhere  
[heart.org](http://heart.org) |
| Social Media Images  | ![Image](image1.png)                                      | ![Image](image2.png)                                      |
| Facebook Text        | Grab some layers for a fall weather workout! Cool, crisp air is here, so you can #MoveMore in the great outdoors without being weighed down by heat and humidity. For more tips on being #HealthyForGood, visit [heart.org](http://heart.org)/MoveMore. | With winter around the corner, now may be a good time to create your indoor workout plan. Yoga, circuit training and dancing are all great ways to #MoveMore without leaving the warmth of your living room. For more tips on staying active in cool weather, visit [heart.org](http://heart.org)/HealthyForGood. |
| Twitter Text         | Grab some layers for a fall workout! Cooler air is here, so you can #MoveMore in the great outdoors. For more tips on being #HealthyForGood, visit [heart.org](http://heart.org)/MoveMore. | Yoga & circuit training are great ways to #MoveMore without leaving the warmth of home. For more tips, visit [heart.org](http://heart.org)/HealthyForGood. |
| Recipes              | Chicken Zucchini Enchiladas  
[heart.org](http://heart.org) | Slow Cooker Mexican Chicken Soup  
[heart.org](http://heart.org) |
INFOGRAPHIC: Move More for Whole Body Health

GET STARTED! JUST ADD MODERATE INTENSITY AEROBIC ACTIVITY

10+ MINUTES 2+ TIMES EACH DAY

AND AIM FOR

150+ MINUTES EACH WEEK

LEARN MORE AT HEART.ORG/MOVEMORE
INFOGRAPHIC: **What to Wear When You Work Out**

**DRESS** FOR WORKOUT SUCCESS

Sometimes the right gear can make or break your sweat sesh. With a few simple tweaks, you can get your wardrobe workout-ready in no time.

### STAY WELL-HEELED
- Get fitted by a professional at an athletic store.
- Give your feet room to swell with a slightly larger size than you’d typically wear.
- Choose a shoe based on comfort, not on its construction.
- Replace your shoes when they no longer feel supportive.

### BE SEEN
- Wear lighter colors to stay visible at dawn and dusk.
- Use reflective clothing, tape and vests.
- Attach LED lights or reflectors to your shoes.

### SUPPORT YOURSELF
- Invest in a sports bra that’s supportive but not too tight.
- Men need support too! Spring for some breathable athletic underwear.

### WEATHER UP
- Choose moisture-wicking fabrics instead of cotton.
- When it’s cold, dress in layers.
- Invest in a lightweight rain jacket with air vents.
- Wear hats, scarves and gloves to keep warmth in.

### PROTECT YOUR SKIN
- Avoid blisters with double-layered athletic socks.
- Wear thin layers with flat seams to reduce chafing.
- Look for UV-blocking clothing, hats and sunglasses.

**EAT SMART | ADD COLOR | MOVE MORE | BE WELL**

LEARN MORE AT [HEART.ORG/HEALTHYFORGOOD](http://HEART.ORG/HEALTHYFORGOOD)
When winter blows in, you can pull the blankets over your head and go back to sleep—or you can suit up and head out for an outdoor winter adventure! The American Heart Association offers these tips for working out in the cold of winter.

There’s no reason you need to take a break from physical activity when the temperature drops. In fact, exercising in cooler weather has some distinct advantages over working out in warmer weather.

**TIPS TO KEEP IN MIND**

1. **No heat and humidity to deal with.** Winter’s chill might even make you feel awake and invigorated.

2. **You may be able to work out longer in cold weather**—which means you can burn even more calories.

3. **It’s a great way to take in the sunlight (in small doses).** Not only can light improve many people’s moods, it also helps you get some vitamin D.

4. **Exercise boosts your immunity during cold and flu season.** Just a few minutes a day can help prevent simple bacterial and viral infections, according to the Centers for Disease Control and Prevention.

**ARTICLE: How to Stay Active in Cold Weather**

Try these outdoor activities:

- Brisk **walking** or hiking
- Jogging or running
- Raking leaves
- Shoveling snow
- Ice skating
- Sledding
- Cross-country skiing
- Snowshoeing

**STAY WARM, STAY SAFE**

Staying warm and dry when heading out to exercise in cold weather is all about layers. A little preparation can keep you safe from cold weather hazards like hypothermia and frostbite.

Cold temperatures, strong winds and damp conditions (like rain and snow) steal your body heat. For example, according to the National Weather Service, a 30-degree day with 30-mile-an-hour wind feels like about 15 degrees. And if you get wet (from rain, snow or perspiration) that effect is only magnified. That’s why layers of clothing are so important. They help trap the heat and form a kind of insulation against the elements.

Resist your instinct to start layering with cotton. Once cotton becomes wet with sweat or snow, the moisture is trapped and will actually make you feel colder (and heavier). For your first layer, you want something that pulls moisture away from your skin, like the moisture wicking fabrics used in high-performance sportswear. Next, add a layer of fleece; finally, top with a thin waterproof layer.
KNOW THE SIGNS
Hypothermia means the body temperature has fallen below 35 degrees Celsius or about 95 degrees Fahrenheit. It occurs when your body can’t produce enough energy to keep the internal body temperature warm enough. It can kill you.

Symptoms can include:
- Lack of coordination
- Mental confusion
- Slowed reactions
- Slurred speech
- Cold feet and hands
- Shivering
- Sleepiness

Children and the elderly may be at more risk because they may have limited ability to communicate or impaired mobility. Elderly people may also have lower subcutaneous fat and a diminished ability to sense temperature, so they can suffer hypothermia without knowing they’re in danger.

STAY HYDRATED
Don’t forget to drink water when exercising in cooler weather. Thirst isn’t the best indicator that you need to drink.

BYE-BYE, COUCH POTATO!
If the winter weather prevents you from getting outside, don’t just reach for the remote. Make your time inside count. There are many ways to get physical activity indoors—no gym required. Hand weights or resistance bands are a great addition, but not necessary. You can also wear a heavy backpack to add intensity to your workout.

Try these indoor activities:
- Home workout circuit
- Dancing
- Active housework like vacuuming and sweeping
- Mall walking
- Bowling
- Roller skating
- Yoga or other fun group classes at your local gym, studio, or community center
- Stair climbing

FIT IN FITNESS
Follow the American Heart Association physical activity recommendations to improve your quality of life. Whether you’re aiming for at least 150 minutes of moderate exercise or at least 75 of vigorous exercise each week, or an equal combination of both, you can break either down into 10-minute sessions sprinkled throughout your day.

WHAT IF I’M RECOVERING FROM A CARDIAC EVENT OR STROKE?
Some people are afraid to exercise after a heart attack. But regular physical activity can help reduce your chances of having another heart attack.

The AHA published a statement in 2014 that doctors should prescribe exercise to stroke patients since there is strong evidence that physical activity and exercise after stroke can improve cardiovascular fitness, walking ability and upper arm strength.

If you’ve had a heart attack or stroke, talk with your doctor before starting any exercise to be sure you’re following a safe, effective physical activity program.
It’s really not that hard to fit in fitness. You can get up and move just about anytime, anywhere to be more physically active and stay healthy. And every 10-minute session counts toward the goal of at least 150 minutes per week of exercise. Every time you stand up and do something, you’re taking a step in the right direction.

Think outside the gym to move more at home, outdoors and just about anywhere.

GET THE WHOLE FAMILY MOVING MORE AT HOME.
Finding ways to be more active around the house sets a good example for kids and can help you stay on top of housework. You can combine exercise with other activities, like watching TV, cleaning or cooking.

- **Make active chore cards.** Let each family member draw a card each day with a different active task that needs to be done. Cleaning up after dinner, walking the dog, taking the trash out, folding laundry and unloading the dishwasher are all good ways to get your family up off the couch – and get the chores done.

- **Clear some space, put on some music, and take a dance break!** It can re-energize a study session, lazy Sunday or game night. Let each person take a turn as DJ so everyone’s favorites get played.

- **Put the screens on hold.** Instead of heading right for the TV or game console after dinner, make that family activity time. Take a walk, practice a sport, or play a game of hide-and-seek.

- **Tune into fitness during TV time.** Walk or jog in place or on a treadmill, lift weights, or do yoga while you watch your favorite shows. Break up a TV binge with a 10-minute activity session between episodes. Or challenge each other to see who can do the most burpees, push-ups or jumping jacks during commercial breaks.

- **Shake up your family’s after-school/after-work routine.** Join your kids for a bike ride or shoot some hoops before starting on homework and chores. You’ll all feel better and think better.

- **Play actively with pets.** Throw a ball or stick for the dog to fetch. Lead the cat on a string chase around the house.

- **Include active games** in family game night, like Twister, charades and hide-and-seek

- **Keep a list of kid-friendly activities handy** for when you hear “I’m bored.”

- **Choose toys for your kids that encourage physical activity,** such as balls, skateboards, hula hoops and jump ropes.

- **Keep exercise equipment out** where it can easily be used for a quick workout.

- **Instead of always having the TV on for company or background noise,** play music that inspires you to get up and move.

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IF THE GREAT OUTDOORS IS YOUR THING, TAKE YOUR WORKOUT OUTSIDE.

Being outdoors can make exercise seem more like play, so you may enjoy it more and stick with it. Dress in layers so you’re ready for changes in temperature and weather. And don’t forget hats, sunglasses and sunscreen.

- **Plan family outings that include physical activity**, like hiking, canoeing or swimming. Even a simple trip to the park can get you all up and moving.
- **Explore your neighborhood or city** – or see the sights in new areas – on foot or by bike.
- **When the weather’s nice**, bike or walk to nearby destinations like school, the grocery store or coffee shop.
- **At the beach**, hunt for shells, play frisbee or fly a kite instead of sitting and watching the waves.
- **At a picnic**, join in on a game of bocce ball, horseshoes or croquet.
- **At the lake**, rent a kayak, canoe or paddleboard.
- **At the park**, play with your kids instead of just watching them play. Unleash your inner child with a game of catch or tag.
- **When golfing**, walk instead of using a cart.
- **Get your garden on**. Gardening, mowing and yard work are a great way to get active outdoors. No yard? No problem! Try container gardening or a local community garden.
- **After a heavy rain**, put on some old clothes, grab some towels, and take the kids out for good old-fashioned mud fight.
- **Instead of getting together with friends for coffee or lunch**, do something active, like hiking or biking.

WANT EVEN MORE WAYS TO SQUEEZE A LITTLE MORE ACTIVITY INTO YOUR LIFE?

Find opportunities to be more active in everything you do. Every step counts. Get creative in your quest to move more!

- **Park farther away from the entrance and walk the extra distance**. Wear your walking shoes and sneak in an extra lap or two around the mall or store.
- **Change up date night**. An evening out with your spouse or bestie doesn’t have to mean dinner and a movie. Try activities that would be fun to do together, like bowling, miniature golf, dancing or indoor rock climbing.
- **If you’re in a city with a bike share program**, sign up so that a bike ride is always an option when you’re out and about.
- **Find the stairs and use them**. You won’t have to wait for the elevator, and you’ll get some extra steps into your day.
- **Always wanted to learn how to ballroom dance**, practice karate or shoot a bow and arrow? Take lessons or find an online tutorial and teach yourself. It’s never too late to pick up a new skill and get more active.
- **When you’re out walking**, throw in some wall push-ups, lunges and other exercises. Or do short, one-minute intervals at a faster pace to boost the intensity.
- **When you find yourself waiting somewhere or standing in line**, do some micro-movements that won’t be easily noticed by others, like glute squeezes, abdominal contractions and pelvic floor exercises. Your core will thank you!
- **Get active for a good cause**. If you love to help others, active fundraising events like the Heart Walk are a great way to do something healthy while giving back. Volunteering in your community can also be a moving experience. Think packing boxes of donated goods at the food bank or helping clean up a park or playground.
Grab some layers for a fall weather workout! Cool, crisp air is here, so you can #MoveMore in the great outdoors without being weighed down by heat and humidity. For more tips on being #HealthyForGood, visit heart.org/MoveMore.
With winter around the corner, now may be a good time to create your indoor workout plan. Yoga, circuit training and dancing are all great ways to #MoveMore without leaving the warmth of your living room. For more tips on staying active in cool weather, visit heart.org/HealthyForGood.

Yoga & circuit training are great ways to #MoveMore without leaving the warmth of home. For more tips, visit heart.org/HealthyForGood.
RECIPE: **Chicken Zucchini Enchiladas**

**INGREDIENTS**

**Enchilada Sauce:**
- 2 Tbsp vegetable or canola oil
- 1 Tbsp whole-wheat flour
- 6 oz canned, no-salt-added tomato paste
- 1 cup low-sodium chicken or vegetable broth
- 1 Tbsp chili powder
- 1 tsp cumin
- ½ tsp onion powder
- ½ tsp garlic powder
- 1 Tbsp brown sugar blend
- Optional: ½ – 1 jalapeño pepper (diced)

**Zucchini Enchilada:**
- Cooking spray
- 4 medium zucchini (thoroughly washed)
- ½ medium white or yellow onion (diced)
- 2 clove minced garlic
- ½ medium bell pepper (any color) diced
- 2 Tbsp chopped, fresh cilantro
- 2 boneless, skinless, all visible fat discarded chicken breasts (cooked, shredded)
- ¼ cup low-fat, shredded cheddar cheese

**DIRECTIONS**

**Enchilada Sauce:**
1. Coat a large skillet with cooking spray. On medium heat, add in flour and stir until smooth.
2. Gradually, stir in tomato paste, broth, chili powder, cumin, onion powder, garlic powder and brown sugar blend.
3. Bring to a boil, stirring occasionally. Reduce heat and simmer until thickened, approximately 5-10 minutes.

**Zucchini Enchilada:**
1. Preheat oven to 400.
2. Spray a 9x13 baking dish with cooking spray.
3. Slice zucchinis in half lengthwise. Using a small spoon or melon baller, scoop out seeds and flesh of zucchini, leaving walls of the zucchini about ¼ inch thick. Rough chop the zucchini scrapings and set aside in a small bowl.
4. Coat large skillet with cooking spray. On medium heat, add onion, garlic, bell pepper and jalapeno, if desired, to the skillet, and cook 3-5 minutes until onions become translucent.
5. Add chopped zucchini, cilantro, and chicken and cook about 3 more minutes, until zucchini is tender.
6. Place the zucchini boats in the sprayed 9x13 baking dish, cut-side facing up. Spoon a light coating of enchilada sauce over each zucchini boat.
7. Spoon chicken mixture in to zucchinis, dividing equally among the eight boats.
8. Spoon remaining enchilada sauce over chicken mixture, dividing equally among the eight boats.
9. Sprinkle cheese over enchiladas and bake in preheated oven for 40-45 minutes until cheese is melted and zucchinis are cooked through.

Chill out when the weather’s warm and treat yourself to this frozen drink that’s a blend of seasonal fresh raspberries and fresh lemon juice.

Per serving:
- 293 Calories
- 2.4 g Sat. Fat
- 181 mg Sodium

Serving size: 2 enchiladas
Makes 4 servings
**RECIPE:** Slow Cooker Mexican Chicken Soup

**INGREDIENTS**
- 1 ½ lbs boneless, skinless chicken breasts (all visible fat discarded)
- 1 lb baby carrots
- 1 medium onion (chopped)
- 1 medium potato, chopped into ½-inch cubes
- 1 medium bell pepper (chopped)
- 1 can no salt added, diced tomatoes (undrained)
- 1 can no salt added tomato sauce
- Juice from 1 medium lime
- 1 Tbsp chopped, fresh cilantro
- 2 tsp cumin
- 2 tsp chili powder
- 4 medium garlic cloves (minced)
- 1 tsp salt
- 1 tsp pepper
- 4 cups fat-free, low-sodium chicken broth

**DIRECTIONS**
In a large bowl, stir together all the ingredients except the broth. Transfer the mixture to a 1-gallon resealable plastic freezer bag. Place the bag flat in the freezer and freeze.

**DIRECTIONS FOR COOKING**
Thaw the bag overnight in the refrigerator. Pour the contents of the bag into a slow cooker. Pour in the broth, stirring to combine. Cook, covered, on low for 6 to 8 hours, or until the vegetables are tender and the chicken is no longer pink in the center. Just before serving, transfer the chicken to a cutting board. Using a fork, shred the chicken. Stir the shredded chicken back into the soup.

This entrée soup has all the makings of traditional Mexican cuisine, highlighting the flavors of cilantro, lime, tomatoes, and chili powder. Enjoy with corn tortillas.

Per serving:
- 198 Calories
- 0.8 g Sat. Fat
- 592 mg Sodium

Makes 6 servings