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 November 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 November 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.
NOV EAT SMART MONTH

THEME/TOPIC | HOLIDAY HEALTHY EATING GUIDE | ADDING COLOR TO YOUR HOLIDAY MENU
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Infographic | Good Fats and Bad Fats: The Facts on Healthy Fats |  
Articles | Holiday Healthy Eating Guide | How to Cook Healthier at Home
Social Media Images
Facebook Text | While turkey does contain the famed tryptophan, it’s not the only culprit to your post-dinner snooze. A heaping helping of #Thanksgiving classics like stuffing, potatoes and dessert may also be to blame for your foodcoma. Visit heart.org/HealthyForGood for more tips on making this holiday season healthier. #EatSmartMonth | Being mindful of portion sizes can help you be #HealthyForGood during the holidays, even when tempted by your favorite foods. Visit heart.org/EatSmart for more tips on having a healthier holiday season. #EatSmartMonth
Twitter Text
Recipes | Orange Glazed Turkey with Potatoes & Carrots | Turkey Bean Tostadas with Avocado Tomato Salsa
INFOGRAPHIC: The Facts on Fats

**THE FACTS ON FAT**

The American Heart Association recommends replacing bad (saturated) fats with good (unsaturated) fats as part of a healthy eating pattern.

**LOVE IT**

- **UNSATURATED (POLY & MONO)**
  - Lowers rates of cardiovascular and all-cause mortality
  - Lowers bad cholesterol & triglyceride levels
  - Provides essential fats your body needs but can't produce itself

**LIMIT IT**

- **SATURATED**
  - Increases risk of cardiovascular disease
  - Raises bad cholesterol levels

**LOSE IT**

- **ARTIFICIAL TRANS FAT, HYDROGENATED OILS & TROPICAL OILS**
  - Increases risk of heart disease
  - Raises bad cholesterol levels

Learn more at [HEART.ORG/EATSMART]
These easy tips and recipes will help you stay healthy and mindful as you celebrate the holidays with friends and family. You can eat well and be well this holiday season, with these tasty treats, party tricks and simple strategies.

ENJOY IN MODERATION.
Is it even possible to eat healthy during the holidays? Yes! And you can do it without FOMO or a lot of effort.

Grandma’s fudge is a family tradition, and your coworker’s cookies are calling you from the breakroom. Indulging a little won’t hurt — so lighten up! No, we mean that literally. Enjoy holiday treats in smaller portions, make healthy substitutions where you can, and plan ahead for merry meals that are healthy, too.

INCLUDE LOTS OF SEASONAL, COLORFUL FRUITS AND VEGETABLES.
Do you decorate for the holidays with a lot of color? Treat your plate the same way. Fruits and vegetables will add flavor, color and nutrients to holiday favorites. And they help you feel fuller longer so you can avoid the temptation to overeat.

SLASH UNWANTED CALORIES WITH EASY SWAPS AND SUBSTITUTIONS.
Learn where excess calories, sodium, saturated fat and added sugars are hiding in traditional holiday foods and beverages, and some easy swaps to avoid them. Our guide will show you how.

NAVIGATE HOLIDAY PARTIES LIKE A BOSS.
From the obligatory workplace parties to family get-togethers, your calendar may be bursting with opportunities to eat and drink outside of your regular routine. Make a plan that will help you resist plowing through the buffet table, like having a healthy snack beforehand.

SPRINKLE IN OPPORTUNITIES TO BE ACTIVE.
Keep the inevitable indulgences in check by staying active. Enjoy some winter sports for a change of pace, or schedule in a quick walk or workout before you head to the next party.
When you prepare and cook meals at home, 1) you’re in control of what you and your family are eating, 2) you can get inventive and inspired with your culinary creations, and 3) you save money.

Pretty much a no-brainer. So let’s bring cooking back to life!

You don’t have to be an experienced cook to prepare something everyone will love. Anyone can learn to cook healthy – yes, even you. Here are our top ten tips to get you started.

1. **Get inspired by healthy cookbooks**, cooking shows and blogs, and try new recipes that will “wow” your family.
2. **Choose healthier meats and proteins**, like chicken, fish and beans.
3. **Add color to your meals** with fruits and vegetables. Sneak ‘em in if you have to. And they all count! Fresh, frozen, canned and dried are all good choices, just watch out for excess salt and added sugars.
4. **Make healthy substitutions when you can**. Take baby steps over time to replace less-healthy ingredients in your family favorites.
5. **Break up with sneaky salt** and learn new ways to give food great flavor, including herbs, spices and other seasonings.
6. **Start a new love affair with salad**. No, not the lame two-ingredient kind you may have grown up with… The amazing, colorful, hearty salad that can stand on its own as a main entrée.
7. **Upgrade your fats**. Use healthy vegetable oils instead of butter, lard and tropical oils.
8. **Give your pantry a makeover!** If your cabinets, fridge and freezer are well-stocked with the right staple ingredients, it will be easier to make healthy meals.
9. **Learn new cooking methods and techniques**. Brush up your skills with our videos and how-to articles, or take a cooking class with friends.
10. **Relax!** Have fun in the kitchen and don’t take it all so seriously. We’ve all had our cooking fails and lived to tell.

So take a deep breath, step away from the takeout menu and give it a try!
While turkey does contain the famed tryptophan, it’s not the only culprit to your post-dinner snooze. A heaping helping of #Thanksgiving classics like stuffing, potatoes and dessert may also be to blame for your #foodcoma. Visit heart.org/HealthyForGood for more tips on making this holiday season healthier. #EatSmartMonth
Being mindful of portion sizes can help you be #HealthyForGood during the holidays, even when tempted by your favorite foods. Visit heart.org/EatSmart for more tips on having a healthier holiday season. #EatSmartMonth

Being mindful of portion sizes can help you be #HealthyForGood during the holidays. Visit heart.org/EatSmart for more holiday health tips.
**RECIPE:** Orange Glazed Turkey with Potatoes & Carrots

Per serving:
- 257 Calories
- 0.5 g Sat. Fat
- 389 mg Sodium

Makes 6 servings

Try this new Simple Cooking with Heart take on traditional turkey. Its seasoning gives the dish a base of flavor, and orange marmalade adds tangy sweetness. Serve with potatoes and carrots. Enjoy the taste of Thanksgiving year-round!

**INGREDIENTS**
- Nonstick Cooking spray
- 1.5 – 1.75 lb. boneless, skinless turkey breast (all visible fat discarded)
- 2 tsp. dried mixed herbs (mix a combination of any/all – rosemary, basil, parsley, tarragon, chives, thyme, sage)
- ¾ tsp. salt
- ½ tsp. black pepper
- ½ tsp. garlic powder
- 3 Tbsp. orange marmalade
- 1 lb. washed potatoes (can use any type of potatoes), cut into 1-inch pieces
- 1 Tbsp. extra virgin olive oil
- 4 medium carrots (peeled, cut into 1-inch pieces)

**DIRECTIONS**

1. Preheat oven to 375 degrees.

2. Spray a 9x13 inch casserole dish with cooking spray. Place turkey in the dish.

3. In a small bowl, mix dry ingredients (herbs, salt, pepper, garlic powder). Rub half of mixture over the turkey.

4. Spread marmalade over turkey.

5. Stir potatoes, carrots and oil in to remaining herb mixture. Place vegetables in dish around the turkey. Bake for 1 hour.

6. Remove from oven and let sit 5-10 minutes to allow juices to redistribute.
RECIPE: **Turkey and Bean Tostadas with Avocado-Tomato Salsa**

**INGREDIENTS**

**Salsa:**
- 2 cups chopped tomatoes (about 2 medium tomatoes)
- 1 medium avocado (halved, pitted, diced)
- 1 large ear of corn, husks and silk discarded, and kernels removed from the cob
- 1 – 2 medium fresh jalapeño peppers (seeds and ribs discarded, finely chopped)
- 2 Tbsp finely chopped red onion
- 2 Tbsp fresh lime juice

**Tostada:**
- Cooking spray
- 5 6-inch corn tortillas
- 8 ounces ground, skinless turkey breast
- 1 can no-salt-added black beans (rinsed, drained)
- 2 Tbsp water

**Per serving:**
- 260 Calories
- 1.0 g Sat. Fat
- 60 mg Sodium

**Serving size:** 1 tostada

Makes 5 servings

**DIRECTIONS**

1. In a small bowl, stir together all the salsa ingredients. Set aside.

2. Preheat the oven to 400°F. Line a baking sheet with aluminum foil. Lightly spray the foil with cooking spray.

3. Place the tortillas on the baking sheet. Lightly spray the tortillas with cooking spray. Using a fork, pierce the tortillas a few times to prevent them from filling with air. Bake for 5 to 6 minutes on each side, or until golden brown.

4. Meanwhile, in a medium nonstick saucepan, cook the turkey over medium-high heat for 3 to 4 minutes, or until no longer pink, stirring occasionally to turn and break up the turkey. Transfer the turkey to a plate.

5. In a large nonstick saucepan, cook the beans and water over medium-high heat for 5 minutes, or until heated through. Using a potato masher, coarsely mash the beans until they’re the consistency of refried beans. Remove from the heat. Stir in the ground turkey.

6. To assemble the tostadas, spread the bean and turkey mixture over each tortilla. Spoon the salsa over all.

Baked tortillas hold the same appeal as their fried counterparts in this tostada recipe—crunchy and delicious!