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 April 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 April 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.
<table>
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<tr>
<th>THEME/TOPIC</th>
<th>MOVE MORE AT WORK</th>
<th>MOVE MORE AT HOME</th>
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<td>Articles</td>
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<td>Fit in Walking: Morning, Noon or Night</td>
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<td>Social Media Images</td>
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<td>Facebook Text</td>
<td>Try some leg lifts under your desk or take an extra lap after your morning meeting. There's always a way to #MoveMore, no matter how packed your calendar is. Follow along this month or visit healthyforgood, heart.org for more tips and tricks to #MoveWithHeart.</td>
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INFOGRAPHIC: Is Your Workout Working?

**IS YOUR WORKOUT WORKING?**

Check the chart to see how your favorite aerobic activities affect your health goals according to your weight. These are the number of calories burned per hour by a 100-, 150-, and 200-lb person doing each exercise.

<table>
<thead>
<tr>
<th>LBS</th>
<th>Walking (3 mph)</th>
<th>Jogging (5.5 mph)</th>
<th>Running (6 mph)</th>
<th>Swimming (12 mph)</th>
<th>Bicycling (12 mph)</th>
<th>Jump Rope</th>
<th>Tennis</th>
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</table>

LEARN MORE AT HEART.ORG/MOVEDMORE
INFOGRAPHIC: Make Every Move Count

When you Move More every day, you can reach some pretty big goals over time. With motivation, dedication and great foot support, your small daily steps can add up to huge strides. Let your feet take you places you never thought possible!

10 Minutes of stretching is like walking the length of a football field

2.5 Hours of walking every week for a year is like walking across the state of Wyoming

30 Minutes of singles tennis is like walking a 5K

1 Hour of dancing every week for a year is like walking from Chicago to Indianapolis

20 Minutes of vacuuming is like walking one mile

30 Minutes of grocery shopping every other week for a year is like walking a marathon

EAT SMART | ADD COLOR | MOVE MORE | BE WELL

Sources: [http://www.purdue.edu/wellnessweek/activities.html](http://www.purdue.edu/wellnessweek/activities.html)

For more ways to add activity to your life, visit HEART.ORG/MOVEMORE
ARTICLE: **How to Be More Active at Work**

**WORK OUT AT WORK**

If you’re like most American adults, you spend most of your waking hours at work and struggle to fit everything else (like exercise) into your “free time.” And who are we kidding, sometimes by the end of the work day there’s little time or energy left for getting active.

What if you could work out while you work, without having to carve out a big chunk of time? You can – by taking all those little opportunities to move more throughout your day. Just because you have a desk doesn’t mean you have to sit at it for eight hours straight.

**TRY SOME OF THESE WAYS TO MOVE MORE**

- Take the stairs instead of the elevator whenever you can, for at least a floor or two. Once that gets easier, add another floor.
- Instead of using the breakroom or restroom nearest your workstation, use one farther away, maybe even on another floor – and take the stairs each time you go.
- If you sit at a desk, make it a habit to stand up every time you make or answer a phone call. March in place or pace in a circle to keep moving.
- Stuck on a long call or need an energizing break? Stand up and do some basic strength and balance exercises, like squats, desk push-ups, wall sits, calf raises, tree pose and chair pose.
- Keep small hand weights or a resistance band at your desk for bicep curls, lateral raises, rows, and overhead presses. Watch demos online or work with a fitness trainer to make sure you’re doing exercises correctly to avoid injury.

- Walk to a coworker’s desk or office to talk instead of using email, IM or the phone. The personal interaction is an added bonus!
- Traveling for work? Take along a jump rope or resistance band to use in your hotel room. Bring workout clothes, shoes and a swimsuit to take advantage of the hotel fitness center or swimming pool.
- Join or start a recreational sports league at your workplace.
- Form a walking club or team to walk together at work and raise money for charity events like a [Heart Walk in your area](#).
- Schedule walking meetings for informal discussions and brainstorming. Use a voice memo app on your phone to capture notes. You may find you’re more creative on your feet!
- Get off the bus or train a few blocks early and walk the rest of the way to work or home. If you drive to work, park as far away from the entrance as you can.

**CONTINUED ON NEXT PAGE >**
• Walk to a nearby restaurant for lunch instead of driving or ordering in.

• Explore your options for using a standing desk, treadmill desk or sit-stand desk riser. Alternate sitting and standing throughout the day, with lots of walking and stretching breaks.

TIPS FOR SUCCESS
You may be saying, *uh uh, that would never work at my office!* But you may be surprised. Here are some tips to make it a little easier to transition to standing and moving more at work.

• Wear comfortable shoes and clothing you can move in easily or keep a pair of sneakers at your desk.

• Use a cushioned floor mat and other support to avoid foot and leg fatigue when standing.

• Ask a coworker to be your “work out at work” partner. Remind and support each other to move more throughout the day. You’ll help keep each other accountable and motivated!

• Schedule physical activity time on your work calendar — and treat it like an important appointment.

Is your workplace interested in getting employees more active? A worksite physical activity program and a culture of activity can increase productivity, reduce absenteeism, lower turnover and reduce healthcare costs. Find out more information about the [American Heart Association’s Workplace Health Solutions](https://www.americanheart.org/en/professional-professional-developement/education-resources/workplace-health-solutions).
Walking is one of the most versatile forms of exercise, because you can do it just about anytime, anywhere. These tips will help you get your walk on at the right time for you.

### LIKE TO MOVE AS SOON AS YOUR FEET HIT THE FLOOR?
- Before you go to bed, get your walking clothes and shoes ready so it’s easy to put them on quickly and head out the door.
- Eat a piece of fruit or a few spoonfuls of yogurt for a quick fuel-up.
- Walking to your favorite jams may help get you moving. Just make sure you can still hear traffic.
- If it’s still dark, wear reflective clothing or carry a light.
- Be sure to stretch a bit at the end of your walk. Watch a morning news show or check your email while stretching.

### IS LUNCHTIME THE ONLY BREAK IN YOUR BUSY DAY?
- Schedule your lunchtime walk in your work calendar. Think of it as an important appointment.
- Keep everything you need for walking at work. This way you won’t find yourself saying “I forgot my shoes. I can’t go.”
- Recruit some coworkers to join you. You can keep each other on track.
- Depending on your walking pace, the weather and how much you sweat, you may be able to wear your work clothes and just put on athletic shoes. Or you may prefer to change into a t-shirt.
- In cooler weather, you might need a jacket, hat or gloves. If you’re walking briskly, you’ll heat up in about 10 minutes, so don’t overdress.
• Bring your lunch or pick a route where you can grab a quick healthy meal at the end of your walk.

IS WORKING OUT AFTER WORK YOUR IDEA OF HAPPY HOUR?
• Have a light snack about an hour or two before you leave so you don't experience an energy dip and talk yourself out of walking. Try yogurt, a handful of almonds or a piece of fruit.
• Pick a route without heavy traffic because rush hour can increase air pollutants.
• Do some shoulder rolls and other warm-ups to release the stress of the day before heading out.
• If it's already dark, wear reflective clothing or carry a light.

EVERY STEP COUNTS
Most adults should try for at least 150 minutes (2.5 hours) a week of moderate intensity activity. A 30-minute walk on at least five days a week is a good start. But what if you're so tight on time that you can't spare a half hour every day? Then get creative and break up your activity into 10- or 15-minute sessions. For example:
• In the morning, park or get off the bus/train about 10 minutes away from your job and walk briskly to work.
• At lunch, walk for 10 minutes around where you work, indoors or outdoors.
• At the end of the day, walk briskly for 10 minutes back to your car or station.

And there you have an easy 30-minute daily workout! Remember, exercise is any kind of physical activity that gets your heart rate up for at least 10 minutes at a time.
SOCIAL MEDIA: Work Out While You’re Hard at Work

Try some leg lifts under your desk or take an extra lap after your morning meeting. There’s always a way to #MoveMore, no matter how packed your calendar is. Follow along this month or visit heart.org/HealthyForGood for more tips and tricks to #MoveWithHeart.

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SOCIAL MEDIA: 9 to 5 and Feelin’ Fine

You can always #MoveMore, even if you’re chained to a desk. Stretch your arms up, touch your toes. Every little movement adds up to help you be #HealthyForGood.
**RECIPE:** [Jerk Tilapia Fish Tacos with Zoodle Slaw](#)

A zucchini slaw is a refreshing and unique twist for this Mexican, seafood entrée fish taco recipe, which packs a wallop of flavor while also hitting all the healthy criteria.

**INGREDIENTS**

For the Fish Taco:
- ¼ teaspoon ground black pepper
- 1 cup grated carrots (about 1 medium-large peeled carrot)
- 1 cup chopped cilantro
- ¼ cup fat-free, plain Greek yogurt
- 1-2 chopped jalapeño peppers (optional)
- 2 tablespoons low-fat mayonnaise
- ½ teaspoon salt
- ½ cup chopped scallions
- 2 tablespoons granulated sugar substitute
- 3 tablespoons white vinegar
- 2½ cups grated zucchini (from approximately 1 medium-large zucchini)

For the Jerk Seasoning:
- ¼ teaspoon ground black pepper
- ¼ teaspoon ground cayenne
- ¼ teaspoon ground cinnamon
- ½ teaspoon ground cumin
- 1 teaspoon garlic powder
- ½ teaspoon ground nutmeg
- ½ teaspoon onion powder
- 1½ teaspoons dried parsley
- 1 tablespoon granulated sugar substitute
- 1½ teaspoons sweet paprika
- 1 teaspoon thyme

Per serving:
- 392 Calories
- 2.1 g Sat. Fat
- 410 mg Sodium

Serving size: 3 tacos
Makes 4 servings

**COOKING TIP:**
Tilapia can be substituted with any 6-ounce white fish fillet; choices include flounder, halibut, cod, and haddock.

**KEEP IT HEALTHY:**
Using a majority of plain fat-free or low-fat yogurt along with 1 to 2 tablespoons of mayonnaise like in this recipe is a good way to keep the traditional taste of cole slaw while making it a lot healthier.

**TIP:**
If you’re unfamiliar with “zoodles,” they are skinny strips of zucchini that can be used in various recipes, including as a sub for pasta noodles. Use a spiralizer or a box grater to create them, or buy them pre-shredded in the grocery store.
For the Zoodle Slaw:
- 4, 6-ounce tilapia fillets
- ⅛ teaspoon salt
- 1 tablespoon canola oil (divided)
- 12 (4.75-inch) corn tortillas, to serve
- ½ avocado, diced, to serve

DIRECTIONS

For the Zoodle Slaw:
1. In a large bowl, add the dressing ingredients: yogurt, mayonnaise, vinegar, sugar substitute, pepper, and salt. Whisk together with a fork.
2. Meanwhile, place a box grater into a medium bowl and grate enough zucchini for 2½ cups and 1 cup carrots.
3. Prepare the remaining vegetables by chopping the cilantro, scallions, and (optional) jalapeño.
4. Add all the slaw vegetables into the large bowl with the dressing. Use a spatula or tongs to toss together. Let sit until needed for the fish tacos.

For the Fish Taco:
1. In a small bowl, add all the seasonings for the jerk seasoning. Use a spoon to stir until combine.
2. Coat the fish in about half the jerk spice mixture, using your fingers to spread the spice mixture onto both sides of each fillet. (Reserve remaining spice mixture in a sealed container for up to 1 month.) Sprinkle salt over the fish.
3. In a large nonstick pan, warm ½ tablespoon oil over medium-high heat. Add 2 fillets, cooking until spices are caramelized and the fish easily flakes with a fork, about 5 minutes per side, depending on fillet thickness. Transfer to a plate and repeat sautéing process with remaining 2 fillets.
4. To assemble the fish tacos: Wrap the corn tortillas in a wet paper towel and heat in the microwave until warm, 30 seconds to 1 minute. Break fish into large pieces with a fork. Place the fish pieces, slaw, and diced avocado onto a platter for easier assembly. Into the center of each tortilla, add fish and top with slaw. Garnish with a few pieces of diced avocado and serve.
**RECIPE:** [Jerk Chicken with Grilled Hasselback Zucchini and Avocado Dipping Sauce](#)

**Per serving:**
- 335 Calories
- 3.0 g Sat. Fat
- 405 mg Sodium

**Serving size:**
- 3 oz chicken
- 2T dipping sauce
- 1 zucchini

**Makes 4 servings**

The coolness of the avocado dipping sauce tames the heat of the jerk chicken.

**INGREDIENTS**

**For the Chicken:**
- 8 large green onions (coarsely chopped)
- 2 medium fresh jalapeño peppers (seeds and ribs discarded, optional)
- 4 medium garlic cloves
- 4 sprigs fresh thyme
- 2 tablespoons honey
- 4 tablespoons fresh lime juice (divided use)
- 1 tablespoon ground allspice
- 1 tablespoon cider vinegar
- 1 teaspoon ground cinnamon
- 1 teaspoon ground ginger
- 1 to 2 tablespoons water, as needed, and 1 to 2 tablespoons water, as needed, divided use
- 4 boneless, skinless chicken breasts (about 4 ounces each), all visible fat discarded
- Cooking spray
- ¼ teaspoon black pepper
- ¼ teaspoon salt

**COOKING TIP:**
You can make this recipe using the oven. Preheat the oven to 400°F. Place the chicken on a foil-lined baking sheet. Bake on the top rack for 35 to 45 minutes, or until the chicken registers 165°F on an instant-read thermometer. Broil for 2 minutes to brown, if desired. Meanwhile, pack the zucchini tightly in a baking dish. Bake on the bottom oven rack for 35 minutes, or until tender. Remove from the oven and sprinkle with the panko mixture. Bake for 5 minutes.

**KEEP IT HEALTHY:**
Using the hasselback cut with a sprinkle of herbs and a drizzle of oil is a way to infuse flavor in a variety of foods, such as potatoes, sweet potatoes, zucchini, and squash.

**TIP:**
For a spicier dish, use 1 or 2 habanero peppers, which add fruitiness along with a pow of heat, in place of the jalapeños.
RECIPE: Jerk Chicken (continued)

For the Zucchini:
- 4 medium zucchini
- ½ cup plain or whole-wheat panko (Japanese-style bread crumbs)
- ¼ cup shredded Parmesan cheese or ¼ cup grated Parmesan cheese
- 1 tablespoon canola or corn oil
- ½ teaspoon dried Italian seasoning (crumbled)
- ¼ teaspoon salt
- 1 medium avocado (halved, pitted, coarsely chopped)
- ¼ cup fat-free sour cream

DIRECTIONS
1. In a food processor or blender, process the green onions, jalapeños, and garlic for 30 seconds, or until finely chopped. Add the thyme, honey, 2 tablespoons lime juice, allspice, vinegar, cinnamon, and ginger. Process until smooth. Add 1 to 2 tablespoons of water if the marinade is too chunky and process until smooth.
2. Put the chicken in a large shallow dish. Add the marinade, turning to coat. Cover and refrigerate for 4 to 24 hours, turning occasionally.
3. When the chicken has marinated, lightly spray the grill with cooking spray. Preheat on medium high.
4. Drain the chicken, discarding the marinade and wiping most of it off the chicken. Sprinkle the pepper and salt over the chicken. Grill for 6 to 8 minutes on each side, or until it registers 165°F on an instant-read thermometer. Transfer the chicken to a plate. Cover with aluminum foil.
5. Cut each zucchini crosswise into ¼-inch slices without cutting all the way through in a hasselback cut. (It’s okay if you cut all the way through and break the zucchini. Just proceed as directed.) Gently fan the zucchini to open.
6. Place a double layer of aluminum foil on the grill. Make a large “boat” of foil to snugly hold the zucchini so they don’t move around. Grill the zucchini without turning for 15 minutes, or until golden brown and almost tender.
7. In a small bowl, stir together the remaining zucchini ingredients. Sprinkle the panko mixture over the zucchini. Grill for 1 to 2 minutes. Remove from the grill.
8. Meanwhile, in a medium bowl, using an immersion, or handheld, blender, purée the avocado, sour cream, and the remaining 2 tablespoons lime juice until smooth. Add the remaining 1 to 2 tablespoons of water if the sauce is too thick. (You can also process the sauce in a food processor or blender until smooth.)
9. Serve the zucchini and sauce with the chicken.