



Public Health Role Model & Champion Criteria

Share with us how you support Fruits & Veggies—More Matters®!

1. Supports Fruits & Veggies—More Matters brand by:

(Meet criteria for consideration as a Champion or Role Model)

- Using brand for non-edible products and services where appropriate.

2. Fruits & Veggies—More Matters visibility and support on organization's website:

(Meet 1 criteria for consideration as a Champion or Role Model)

- Link to FruitsAndVeggiesMoreMatters.org
- Copy/text about Fruits & Veggies—More Matters on web site, or through social media outlets such as Facebook and Twitter.

3. Healthy lifestyle values (eating well and physical activity) are deeply rooted in the organization's culture:

(Meet 1 criteria for consideration as a Champion; more than 1 for consideration as a Role Model)

- Magazines
- Consumer brochures
- Broadcast

4. Promotion of September, National Fruits & Veggies—More Matters Month:

(Meet 1 criteria for consideration as a Champion; more than 1 for consideration as a Role Model)

- Newsletter for employees that includes Fruits & Veggies—More Matters logo/brand messages, health messaging or tips and ideas on how to incorporate all forms of fruit and veggies (fresh, frozen, canned, dried, 100% juice) into daily meals and snacks.
- Company encourages physical activity and eating well, in particular all forms of fruit and veggies.
- Company makes a statewide or nationwide employee or grassroots base available in its efforts to spread the word about Fruits & Veggies—More Matters and/or increasing the consumption of fruits and vegetables, in all forms, for better health.
- Other

5. Supporter of the overall mission of increasing the consumption of fruits and vegetables:

(The breadth and depth of the written/submitted support will determine Role Model vs. Champion status)

6. Demonstrate success of the program outlined in #5:

- Skill-building
- Increased knowledge about the benefits of eating all forms of fruit and vegetables
- Increased fruit and vegetable consumption
- Other

7. Implement National Action Plan strategy(ies):

(meet 1 criteria for consideration as a Champion; more than 1 for consideration as a Role Model)

- Fruit & Vegetable education by:
 - Incorporating Fruits & Veggies—More Matters messaging, and/or materials, and the ‘all forms of fruit and veggies matter’ message in an appropriate setting such as:
 - In classroom or education session, cafeterias, WIC clinics, worksite, or websites
 - Via social media efforts
 - Via any other appropriate community outreach setting or mechanism
 - Supporting Fruits & Veggies—More Matters efforts year-long
- Support *Let’s Move Salad Bars to Schools* by:
 - Bringing a salad bar into a school and/or initiating fundraising effort to encourage donations to purchase a salad bar for a school (saladbars2schools.org)
 - Introducing smoothie bars, healthy fruit and vegetable vending, fruit and vegetable fundraisers or other ways to get fruits and vegetables into schools
- Addition of fruits and vegetables to menus/ food offerings
- Other