



PBH Online Resources

for **Worksite Wellness Managers**

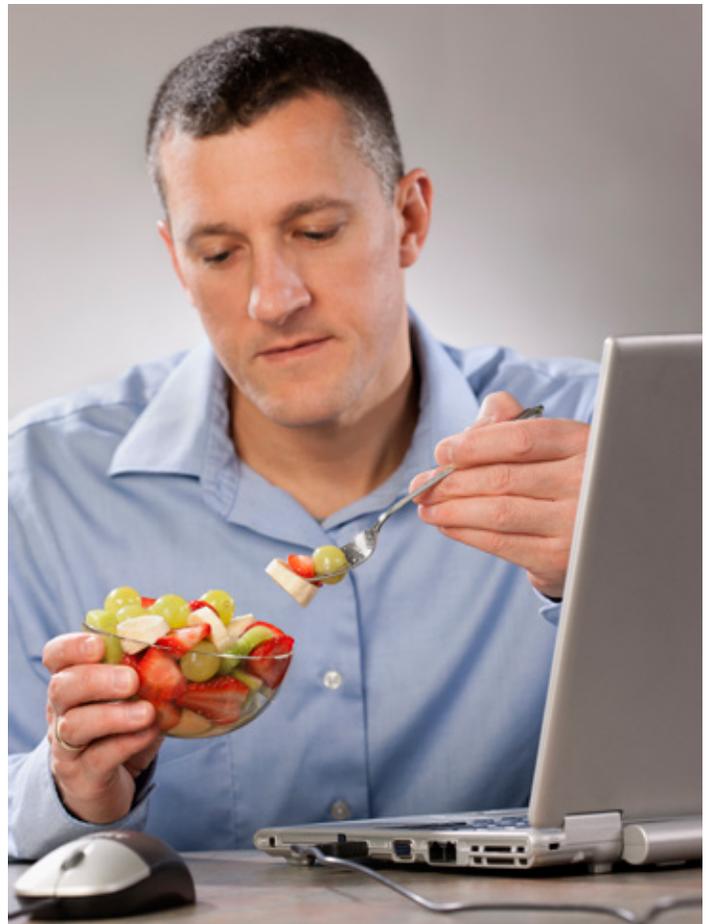
Updated July 2016

Introduction

To support your company's corporate wellness programs and help you find new ways to communicate, market, and promote your company's existing wellness efforts, Produce for Better Health Foundation's (PBH's) comprehensive array of online resources are here to help. Use them to improve the health and well-being of your employees, lower absenteeism, increase productivity and employee morale, and decrease your company's health care costs.

Did you know that . . . ?

- More than 60% of the U.S. adult population is overweight or obese, double the rate since 1980. (Overweight is defined as having a Body Mass Index of 25-29.9 or more; obesity, as 30 BMI or more. For example, a person who is 5'4" would be overweight at 145 lbs. and obese at 174 lbs.)
 - One-third of U.S. children and adolescents are either overweight or obese—today's children may be the first generation in history whose life expectancy is projected to be less than that of their parents, with poor diet being a primary contributor.
 - Billions of dollars are spent each year marketing foods of low nutritional value to children.
 - It is estimated that 50% of today's health care costs are attributable to health risks which can be modified by lifestyle behaviors such as diet and activity. In terms of diet, there is a large consumption gap when it comes to fruits and vegetables; Americans simply do not eat enough of them.
 - A growing body of research suggests eating fruits and vegetables may prevent chronic health problems, including heart disease, stroke, high blood pressure, diabetes, some cancers, and obesity.
 - In 2005, the U.S. spent \$2 trillion on health care, with employers paying more than a third of that cost. Nationally, corporate costs related to employee obesity alone total \$45 billion annually.
- Obese and overweight employees are typically absent 14 days a year more than normal-weight employees.
 - Organizations with employee wellness programs have a healthier workforce and lower health care costs. For every \$1 invested in a health and wellness program, \$3 is saved on health care costs.



Wellness Toolkit

Ideas and Materials

Workplace wellness programs have the potential to help employees adopt a healthy lifestyle. Key to this behavior change is making employees aware of the health benefits of adding more fruits and veggies to every meal and snack occasion. Through the Fruits & Veggies—More Matters® public health initiative, PBH provides information, materials, and resources to promote healthy eating through fruits and vegetables. Many of these resources contain action items that can be incorporated in a worksite wellness program to promote the health and well-being of employees.

Getting Started

- Enlist company support early on for your wellness promotion campaign. Discuss the Fruits & Veggies—More Matters health initiative with top management, along with your company's wellness goals and methods, timetable, and budget.
- Incorporate the [Fruits & Veggies—More Matters® Brand Messages](#) as part of your company's wellness mission, and post them on your website and in common areas throughout your worksite as reminders to eat healthy by including more fruits and veggies.
- Ask for a letter of endorsement and encouragement to be sent from top management or the CEO to all employees.
- Encourage company officials to speak and participate in meetings with employees about your wellness campaign. Invite the company CEO or a local celebrity to kick off your wellness program.
- Set a budget for your wellness program, including money for incentives and special events.
- Choose activities that encourage positive behavior change. Create an action plan to increase employee awareness of health issues, motivate workers to adopt healthy eating and lifestyle changes, and increase availability of fruits and vegetables in the workplace.

Creating Your Wellness Program

- Recruit committee members from all areas of your organization to help develop a worksite wellness campaign.
- Adopt a five-week pilot program to start.
- Plan some seasonal or holiday activities and events during those months of the year that offer access to fresh produce or special promotions in supermarkets and food service establishments. Include plans to celebrate National Fruits & Veggies—More Matters Month in September and National Nutrition Month® in March.
- Feature a Fruit or Veggie of the Month on your website, complete with recipes and a consumer column for each commodity. Everything you need is available in high resolution pdfs on the [PBHFoundation.org](#) website at [Fruit of the Month](#) and [Vegetable of the Month](#).
- Set challenging goals for your wellness promotion program. Establish benchmarks for employee participation, attendance at activities and events, etc.



Motivating Employees to Eat Healthfully

- Email messages to employees about the importance of eating a healthy diet.
- Add the Fruits & Veggies—More Matters® logo at the bottom of your corporate email and offer incentives to other employees who do so.
- Provide friendly tips to employees about ways to add more fruits and veggies to their day. Add [Fruits & Veggies—More Matters](#) to your company website so employees can access the [Top Ten Healthy Ways to Cook Fruits & Vegetables](#) and [Fruits and Veggies on a Budget](#).
- Share messages about healthy eating and how eating more fruits and veggies could have a positive impact in their lives. Check out resources like [Eating Fruits & Vegetables On the Go](#) to find simple ways that employees can improve their diet and their health.
- Increase awareness about the importance of good nutrition by conducting campaigns around a specific fruit or vegetable or a group of fruits and vegetables. Develop a plan for promoting these food items. Use multiple channels (email messages, bulletin board displays, posters, etc.) and have a simple message such as Fruits & Veggies—More Matters. For information on specific fruits or vegetables, visit our Fruit & Vegetable Nutrition Database.
- Bring in a dietitian from a local hospital or university extension office to talk about nutrition, heart-healthy diets, how to lose weight, and managing diabetes.
- Conduct “micro-campaigns” that focus on themes and resources available from these Fruits & Veggies—More Matters links:
 - [30 Ways in 30 Days to Stretch Your Food Budget](#)
 - [National Nutrition Month](#)
 - [Eat a Colorful Variety Every Day](#)
 - [Heart Health Month \(February\)](#)
 - [P.A.C.K. Assorted Colors for Kids Program](#) (For an annual calendar of various monthly celebrations, like Diabetes Month, consult the [National Health Observances Calendar](#).)
- Share information with employees that all forms of fruits and veggies — fresh, frozen, canned, dried, and 100% juice — count towards their recommended daily allowance!
- Hold regular meetings about your company’s wellness efforts and keep the momentum going by publicizing your own personal progress.
- Sponsor a walking or fitness plan for employees at your company.
- Add some nutrition information written in Spanish to your website and resource library for your Spanish-speaking employees. An English version of materials is provided, so it's easy to follow along in either language. Click here for a link to these materials: [Consumer Columns in Spanish](#).
- Conduct a company-wide competition between departments and locations based on healthy eating, how to add more fruits and veggies to meals and snacks each day, weight loss, physical fitness, and/or general health.
- Choose incentives for employees participating in your wellness activities that serve as healthy eating reminders.
- Organize a recipe contest and a recipe cook-off and award prizes to determine the top winner(s). Remind employees that recipes entered in the contest must be low in fat and not too high in sodium.
- Sponsor a special employee luncheon where only fruits and vegetables are served, and arrange for a guest speaker to talk about the health benefits of eating more fruits and vegetables.
- Conduct a trivia email contest about fruits and vegetables. Find all the information you need at [Fruits & Veggies—More Matters](#).
- Provide suggestions on healthy meals and snacks — visit [Fruits & Veggies—More Matters](#) for healthy recipes that employees will enjoy! Share this information in your employee newsletter, at meetings, and on your corporate website; remind employees how easy it is to add more fruits and veggies to meals and snacks.



- Put a bowl of fruits and vegetables in your department or work kitchen so that employees can grab a quick snack, or suggest keeping dried fruits in their desks for a quick and convenient mid-morning or afternoon snack.
- Post [50 Ways to Add More Fruits & Veggies](#) on your company website, or feature these consumer-friendly tips in your employee newsletter.
- Purchase healthy fruit gift baskets for employee recognition programs and awards.
- Find more than 100 nutrition education products to share with employees at PBHFoundation.org.
- Distribute Fruits & Veggies—More Matters nutrition education materials in the lunchroom or with paystubs.
- Display Fruits & Veggies—More Matters posters in the office, lunchroom, and other common areas at your worksite.
- Hold a cooking “fun fest” at work and invite employees to cook their favorite fruit and vegetable dishes. (Ask them to bring along copies of their recipe.)

Setting Up Social Support Systems

- Develop a buddy system so workers can help each other eat more fruits and vegetables each day.
- Share ideas with employees about how friends/relatives can assist each other to increase their consumption of fruits and vegetables.

Using Social Media Tools

- Encourage an employee from your worksite (or several employees on a rotating basis) to contribute a blog modeled after our Fruit & Vegetable Blog: [Stem & Stalk . . . Let's Talk](#).
- Coordinate with other locations or branches of your company to create your own LinkedIn or association groups.

Improving Cafeteria Options

- Offer healthy, tasty food to employees in your cafeteria. Choose menu items that are low in fat, high in fiber, and that contain fruits and vegetables. Information on many different types of fruits and vegetables can be found in the Fruit and Vegetable Nutrition Database.
- Place fruit like bananas, apples, and oranges in prominent, attractive displays near the cafeteria checkout lines to promote the sale of these healthy items.
- Offer menu specials with pre-set fruit or vegetable side dishes at discounted prices to encourage workers to try healthy meal options.
- Increase the number and variety of fruits and vegetables available in the cafeteria; making more healthy options available to employees will increase the amount of fruit and vegetables they are likely to eat.



- Change food preparation techniques, menus, and food offerings so employees can choose items that fit into a healthy diet.
- Provide a healthy lunch alternative with a salad bar that includes more low-fat fruit and veggie choices; offer packaged ready-to-go fruits and vegetables in serving lines; set up vegetable serving lines; and offer fruits in the dessert line.
- Offer single-serving packs of fruit and vegetables in your cafeteria as convenient and inexpensive ways for employees to add healthy choices to their lunch or to take with them for an afternoon snack.
- If you contract-out for food services, work with the food service contractor to develop menus and meals meeting the Dietary Guidelines for Americans, 2015. Menu and meal planning is an easy way to incorporate more fruits and vegetables in your cafeteria offerings.
- PBH offers great ideas for adding fruits and vegetables to your cafeteria or foodservice. View our Menu Additions for Cafeterias and Foodservice Departments online.
- Distribute copies of helpful nutrition tips in the cafeteria during lunchtime. The PBH website offers free, downloadable recipe cards that make inexpensive handouts. You will find healthy recipes for the Fruit and Veggie of the Month and seasonal recipes for Spring, Summer, Fall, and Winter. Just click, print, and the recipes are ready to give to your employees.
- Introduce a new fruit or vegetable to your cafeteria menu through promotions and taste tests.
- Proudly display Fruits & Veggies—More Matters signage throughout your cafeteria. Scroll through our online PBH Nutrition Education Catalog to find a variety of signs and posters.
- Ask your cafeteria/foodservice staff to create a report card on their healthy food offerings, including the percentage of sales attributed to healthy items.
- If you want tips to share with your foodservice operators about promoting healthy menu items to employees, be sure to take a look at Promotion Ideas for Foodservice Operators.

Offering Healthy Vending Machine Products

- Offer fruits and veggies in vending machines at work. This can be done by working with a local, for-profit vendor, or by buying vending machines for your worksite and stocking them with healthy foods.
- Beware of “fruit drinks” when you ask for juice to be added to machines. Be sure the beverage choices you are offering are 100% juice.
- Ensure that a wide variety of healthier products are available in vending-size packaging (dried fruit is a great form to include in a vending machine).
- Purchase a refrigerated unit to expand the number of healthy options you can sell (fresh fruit, salads, and low-fat yogurt with fruit added in).
- Support the sale of nutritious items such as fruits and vegetables by charging more for less healthy items and less for fruits and vegetables.



Promoting Salad Bowl Lunches

- Instead of ordering out for food during a working lunch, ask each participant to bring a salad ingredient (a great way to incorporate a variety of fruits and vegetables) in a serving container. Arrange the food on a table and have the meeting participants go through the line and build a

healthful salad. This is a great way to introduce your staff to fruits and vegetables they may not have considered adding to salads, and everyone will have a healthy, tasty lunch that costs considerably less than ordering out.

Creating Nutritious Food Policies for the Workplace

- Establish nutrition standards for food served at banquets and other company-sponsored events. Policies could address: inclusion of a variety of fruits and vegetables; healthful alternatives at all company meal functions; offering 100% juice instead of soda; and cafeteria foods that follow the U.S. Dietary Guidelines.
- Make it a practice to serve fruits, vegetables, or 100% fruit juices instead of donuts and soda at meetings.

Marketing Fresh Produce at Work

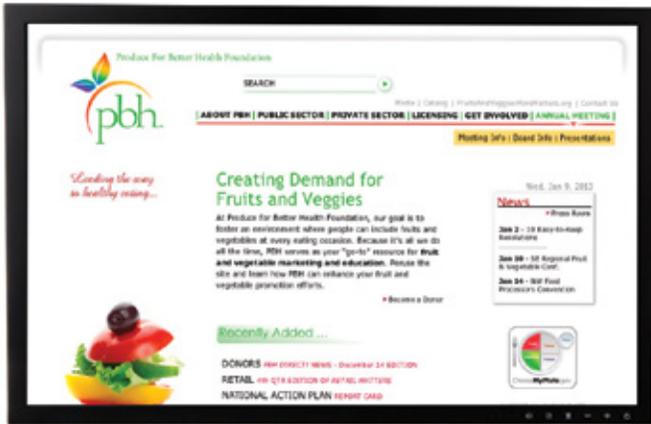
- Organize a Farmers' Market at your worksite through local farmers or through your employee base. Some of your employees may have gardens, and there may be extra harvest to be sold at your company's Farmers' Market. (For those employees interested in home gardening, you can provide information to them by adding a link to our Vegetable Garden How-to Guide.)
- Hold a kick-off event and conduct ongoing publicity about the market.
- Provide recipes for items sold at the market, especially for unusual commodities. Great recipes can be found at Healthy Cooking with Fruits and Vegetables.
- Proudly display Fruits & Veggies—More Matters signage throughout the market. Visit MoreMatters.org to find a variety of banners, signs, and posters you can display.

Get Involved in the Community

- See what's going on in your local community regarding fruits and vegetables. Link to our [Community](#) page to get ideas, and be sure to let employees know about events that support healthy eating.
- Encourage employees to take their children to a farmer's market or the supermarket so they can learn more about fruits and veggies. The Take Your Child to the Supermarket kit contains downloadable activity sheets and recipes to help parents or guardians introduce their kids to fruits and vegetables in a supermarket setting.
- Support a Salad Bar: Help increase the number of salad bars in our nation's schools. Organize a fund-raising event for employees to contribute to this effort led by first lady Michelle Obama. For more information, visit [Let's Move Salad Bars to Schools](#).



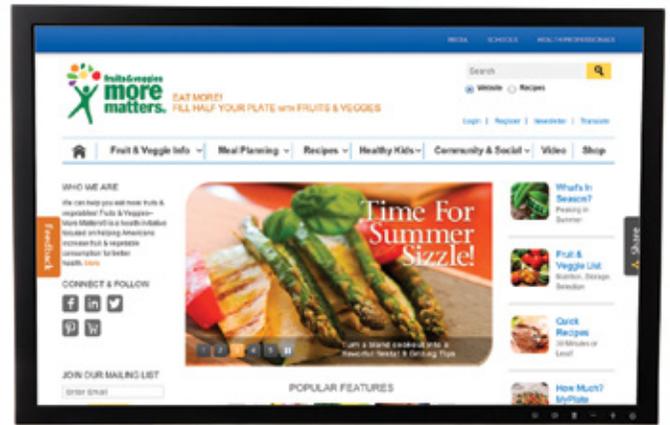
— PBH's Award-winning Websites —



Consumer Intermediaries Website

PBHFoundation.org

- Be sure to check out items in our **Retail Section** including the **Fruit & Veggie Opportunity Gap** worksheet (to determine the potential for increasing your company's ROI through increased fruit and vegetable sales).
- Join or view our **webinars** for CPEU's from the Commission on Dietetic Registration.
- Visit the **Public Sector** section of our 'influencer' website for new and useful information, including our **Fruit & Veggie Connection Magazine** and **Social Media Sample Tweets**.



Consumer Website

FruitsAndVeggiesMoreMatters.org

- Visit our **Fruit & Veggie Nutrition Database** for selection, storage, nutrition, and preparation tips.
- Search through our **Fruit & Vegetable Recipe Database** for over 1,000 healthy meal and snack ideas.
- Post activities that are going on in your local stores or community at **Fruit and Veggie Happenings**.
- Watch over 300 videos in our popular **Fruit & Vegetable Video Center** featuring Michael Marks, Your Produce Man, demonstrating how to select, store, and prepare fruits and veggies.



Website for kids ages 2-8

FoodChamps.org

This fun, interactive website with games, activities, and recipes was designed especially for children ages 2-8.



Social Media Resources

It's easy to stay connected with PBH (and get great ideas and content, whenever you need them) via our social media outreach.



Like us on Facebook

Fruits & Veggies—MoreMatters



Follow us on Instagram and tag us in your fruit & veggie pics.

fruitsandveggiesmorematters



Follow us on Twitter

Fruits_Veggies



Check out our weekly Mom's blog,

Stem and Stalk . . . Let's Talk



Join us on Pinterest

fvmorematters

PBH Consumer Research

PBH regularly conducts literature reviews, surveys, and consumer research related to fruit and vegetable consumption. This research could be beneficial as background information for worksite wellness coordinators. The data, analysis, and findings are used to help advance the consumption of fruits and vegetables as a way to improve America's public health. These reports are available at PBHFoundation.org/Research.

National Action Plan to Promote Health Through Increased Fruit and Vegetable Consumption, 2015 Report Card

A report card examining the nation's efforts to improve fruit and vegetable consumption. View the Executive Summary, the Full Report Card, or the Grades Only.

Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2007-2015

This survey of Gen X Moms identifies the psychosocial factors associated with fruit and vegetable consumption by Moms: the value they place on adding more fruits and vegetables to their family's meals and the problems they face in making this change.

Fruits, Vegetables, and Behavior Change: A Scientific Overview, 2010

This report provides a systematic review of studies examining the effectiveness of various behavior interventions on fruit and vegetable consumption.

Fruits, Vegetables, and Health: A Scientific Overview, 2010

This paper reports on studies examining the effects of fruit and vegetable intake on the risk of major chronic diseases.

Behavioral Economics and the Psychology of Fruit and Vegetable Consumption: A Scientific Overview, 2012

This paper explains how behavioral economics principles can be used to encourage consumers to eat healthfully, outlining 2 marketing strategies for increasing fruit and vegetable consumption.

State of the Plate: 2015 Study on America's Consumption of Fruits & Vegetables

This report provides important information about fruit and vegetable consumption in the U.S.



= Role Model and Champion Awards =

Each year at our annual meeting, PBH recognizes companies and organizations that have consistently shown a wide range of support for the Fruits & Veggies—More Matters® public health initiative. Learn more about **PBH's Public Health Role Model and Champion criteria** and how your company can become a Fruits & Veggies—More Matters Role Model or Champion.

Featured External Links

The following is a list of organizations and nutrition education websites that provide additional online information and resources:

CDC

The Centers for Disease Control and Prevention website has toolkit materials to help you plan, design, and manage an employee wellness program. For example, the **California Fit Business Kit** offers free tools and resources to help employers develop a workplace environment that supports healthy eating for workers.

American Cancer Society

The American Cancer Society offers customizable communication and promotion tools in its initiative, **Workplace Solutions: Building a Healthy Workforce**. In addition, you can find a **Workplace Solutions Assessment** that evaluates 15 evidence-based strategies for workplace health promotion.

American Diabetes Association

The American Diabetes Association website has nutrition information and recipes, meal planning and fitness tips, and **Create Your Plate**, six easy steps for managing diabetes and losing weight that you'll want to share with employees who are pre-diabetic or diabetic.

American Dietetic Association

The American Dietetic Association provides tips on timely topics, such as "What are my best snack options from a vending machine?", and tips for getting even the pickiest kids to eat more fruits and veggies. Be sure to check their section on **It's About Eating Right** for great ideas and resources you can include in employee newsletters.

American Heart Association

Follow the links at **Health Fair Kit** to download and print the latest American Heart Association educational materials.

USDA

In the **Dietary Guidelines for Americans, 2015**, the U.S. Department of Agriculture (USDA) outlines strategies for creating a healthy eating environment, both in the workplace and at home. At the new USDA **MyPlate** website, you'll find the tips, print materials, and interactive tools—the perfect resources for you and your employees. Look for a PDF of the **Consumer Brochure** and **Sample Menus** to share with employees. And, find out how your company can join other employers who have signed up to become USDA **Community Partners** to join the effort to help consumers make meaningful, healthy dietary changes based on the Dietary Guidelines.

Weight Watchers

If your company is interested in holding weekly Weight Watchers meetings in the workplace, find out more at **Weight Watchers Meeting Options**.

