



Fruits & Veggies—More Matters® Role Model and Champion Criteria

Submit your application to ImaRoleModel@pbhfoundation.org
by **January 5th** for the previous year's work

The following criteria must be met for consideration as a Fruits & Veggies—More Matters Public Health Champion or Role Model. Please provide examples, including photos, with your application submission.

1. **Supported Fruits and Veggies—More Matters through brand logo use by:** Placing the
 - Fruits & Veggies—More Matters logo on a non-edible product and/or service

2. **Promoted and amplified the Fruits & Veggies—More Matters website by:** *(Only need to meet 1 of the following 2 criteria)*
 - Linking to www.FruitsAndVeggiesMoreMatters.org
 - Placing copy/text about Fruits & Veggies—More Matters on your web site

3. **Supported the overall mission of increasing the consumption of fruits and vegetables. Explain and provide examples.** *(The breadth and depth of the support will determine Role Model vs. Champion status)*

Continued on the following page

4. Demonstrated that healthy lifestyle values (eating well and physical activity) are deeply rooted in the organization's culture by: *(Meet 1 criteria for consideration as a Champion; 2+ for Role Model)*

- Distributed a newsletter to employees that includes Fruits & Veggies—More Matters logo/brand messages, health messaging or tips/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.
- 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. Fruit & Vegetable education by incorporating Fruits & Veggies—More Matters messaging and/or materials: *(Meet 1 criteria for consideration as a Champion; 2+ for Role Model)*

- In workplace or on website
- Through social media efforts
- Through community outreach

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

Full Name _____

Title: _____ Organization: _____

Email: _____ Date: _____

Submit your application to
ImaRoleModel@pbhfoundation.org by **January 5th** for the
previous year's work