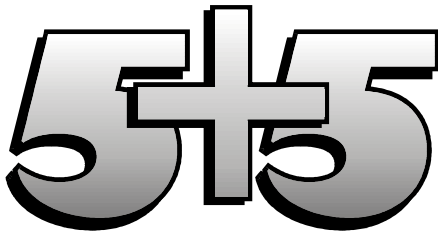


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## Section Two

### The Food Five: Nutrition Program Strategies

#### Introduction

Imagine starting a health promotion program that can make a difference in your community. With its simple message and clearly defined goals, the 5 A Day for Better Health Program has become the “Food Five” in the 5 Plus 5 nutrition/physical activity program. In this 5 Plus 5 guide, you’ll discover new ways to implement programs that will increase North Dakotan’s consumption of fruits and vegetables to a minimum of five servings per day. Use the suggested activities in this section of the manual to plan and implement the nutrition component of your community’s 5 Plus 5 Nutrition/Physical Activity Program. For suggestions about how to construct the physical activity component or the “Physical Five” of your 5 Plus 5 program, see Section 3 of this manual.

#### The National 5 A Day for Better Health Program

**The national 5 A Day Program has a simple, positive message for Americans: eat five to nine servings of fruits and vegetables each day as part of a high-fiber, low-fat diet.** The goal of the program is to increase fruit and vegetable consumption to 5 servings a day for 75 percent of Americans by 2010. This is the first nationwide health promotion program to focus on the role of fruits and vegetables in reducing the risk of cancer and other chronic diseases.

The national 5 A Day Program is distinctive as a partnership between government and the food industry. It is sponsored jointly by the National Cancer Institute (NCI), a government agency of the U.S. Department of Health and Human Services, and the Produce for Better Health Foundation (PBH), an independent, nonprofit consumer education foundation of the fruit and vegetable industry.

To provide leadership for the state and facilitate statewide coordination of 5 A Day program activities, state and territorial health departments are licensed by NCI to serve as state health authorities for the program. Licensure lends scientific credibility to the program at the state and local level. The North Dakota Department of Health was licensed in August 1993. Most local public health agencies have been sublicensed to carry out 5 A Day activities in their communities.

NCI has developed guidelines for groups interested in participating in the 5 A Day Program. These guidelines are designed to provide consistency and insure the integrity of the health message. To be eligible to use or develop materials (including ad copy) for your 5 Plus 5 program using the traditional 5 A Day Program logo and messages you will need to review and familiarize yourself with the NCI guidelines. Your local 5 A Day nutritionist is aware of these guidelines and can assist you in this process. The guidelines are posted on the 5 A Day website at [www.5aday.org](http://www.5aday.org). For more information, contact your local public health unit or:

Susan Mormann  
Cardiovascular Health Program Manager  
North Dakota Department of Health  
600 E. Boulevard Ave.  
Bismarck, N.D. 58505-0200  
Phone: 701.328.2367

## Program Ideas

Your ideas and efforts toward combining the “Food Five” and the “Physical Five” will make a tremendous impact on your community. The following pages contain lists of suggested places to conduct your Food Five activities, ways to communicate about 5 Plus 5 events, and specific suggestions for community 5 Plus 5 programs. We encourage you to involve community partners in planning, implementing and evaluating all 5 Plus 5 program activities. Use your imagination and have fun spreading this important message!

## Places for 5 Plus 5 Activities

Listed below are some places where the 5 Plus 5 message could be communicated. Select those that work best for you!

### State/Local Events

Carnivals	Commodity festivals
Concerts	Health fairs
	County fairs

### Food Distribution

Cafeterias	Correctional facilities
Grocery stores	Hospitals
Long-term care facilities	Farmers’ markets
Senior centers	WIC
Food stamp mailings or food stamp offices	Meals on Wheels
Schools, school meals and after-school-care programs	

### Sporting Events

Baseball games	Basketball games
Fitness centers	Football games
Little League	Swimming pools
Soccer games	Hockey/figure skating arena

### Schools

Classrooms	Colleges
Day care centers	Fund-raisers
Grade school	Nurse’s office
Middle school	High school
Open houses	Private schools
PTA	

### Civic Community Services

Libraries	Museums
Jaycees	Town parades/festivals
Rotary Clubs	Boy Scouts/Girl Scouts
YMCA/YWCA	4-H/FFA
Other Service groups (Moose, Elks, Lions, Kiwanas, etc.)	

### Businesses

Bathrooms/locker rooms	
Bulletin boards	Checkout counters
Coffee break rooms	Dentists’ offices
Doctors’ offices	Lunch rooms
Waiting rooms	Weather people
Video rental stores	Religious events
Church socials	Church newsletters
Church programs	Fund-raisers
Youth group activities	Diet centers
Health clubs	Weight Watchers
Media	Advertisements
Books	Disc jockeys
Food writers	Health writers
Magazines	News editors
Newspapers	Other media
Politicians	Shopping malls
Sports figures	

### Local Health Groups

Cancer societies	Dietetic associations
Heart associations	Public health offices
Cooperative Extension Agents, Expanded Food & Nutrition Education Program (EFNEP) and Family Nutrition Program (FNP)	

## 5 Plus 5 Communications Tools

Listed below are various tools that can be used to communicate the 5 Plus 5 message in many of the places listed on the previous page. Some tools will simply inform people of the need to eat 5 daily servings of fruits and vegetables. Others will actually motivate behavior change. Use the method that will work best for your audience.

### To create awareness, try:

Ad copy	Ads
Badges	Balloons
Books	Brochures
Bulletin boards	Bumper stickers
Buttons	Displays
Electronic mail	Exhibits
Fund-raisers	Magazines
Lesson plans	Newsletters
Mascots	Posters
Newspapers	Radio
Press releases	Slide presentations
Receipt stubs	Sweatshirts
Songs	Television
T-shirts	
Videos	
Answering machine messages	
Public Service Announcements	

### To motivate consumers, try:

Awards	School field trips
Contests	Taste-testings
Rewards	

### To develop skills, try:

- Cooking demonstrations
- Food handling demonstrations
  - How to plan, select low-fat and use fruit and vegetable menu items
  - How to select and use low-fat fruit and vegetable snacks
- Recipes
- Tours at grocery stores

### To provide social support, try:

- Developing a buddy system
- Reaching children through their parents
- Encouraging family/friends
- Giving fruit and vegetable gift baskets
- Reaching parents through their children

### To provide environmental support, try:

- Convenient fruits and vegetables in grocery stores, convenience stores, schools and workplaces
- Offering meals and menus with more fruits and vegetables in schools, restaurants and workplaces
- Pre-prepared fruits and vegetables
- Offering snacks with more fruits and vegetables at home and where childcare is provided
- Local and state proclamations
- Vending machines that dispense fruits, vegetables and 100% fruit juices

## Ideas for Activities

### ■ Grocery Store Activities

Grocers may have limited time to devote to projects, but they often become enthusiastic partners. Increased fruit and vegetable consumption benefits people and increases sales. Grocers may be able to donate products or money for a project or put you in touch with suppliers who will. Since grocery stores are (or can be) participants in the 5 A Day program, they may be able to donate 5 A Day promotional materials or brochures for 5 Plus 5 activities. For tips on approaching and working with grocery store personnel, contact, Susan Mormann at 701.328.2367 for a copy of *Supermarket Strategy Guide*.

### Awareness Activities

#### Encourage your grocer to use creative displays

— Display frozen and/or canned juice beside the salad bar; place 5 A Day signs in the fruit and vegetable section of the frozen food aisle; set up end-aisle or checkout displays with ice buckets containing bags of pre-cut carrots or 100% juice; place 5 A Day and 5 Plus 5 brochures at the front door, at the checkout, and next to in-store circulars.

**Product donations** — Help your grocer hold a canned fruit and vegetable drive for a charitable group or food bank as part of a 5 Plus 5 event. Many community groups (Jaycees, scouts, etc.) are excellent at setting up events and may be willing to

help. Encourage local grocers to donate products and 5 A Day brochures to help create awareness. Point out that the added publicity will help draw attention to the grocery store with minimal effort on the grocer's part.

**Conduct in-store polls** — Allow consumers to “vote” for their favorite fruits and vegetables. Take polls throughout the store to include fresh, frozen, dried and canned produce. Promote a daily tabulation to health reporters and the media. Give a “cents-off” coupon to voters.

**Radio coverage** — Involve your local radio station. Work with them and your grocer to set up a live remote from the grocery store or other activity location. The grocer can advertise sale items while they announce your event.

**Print publicity** — Help your grocery store's public relations or consumer affairs professional develop a press release to send to local media about joint 5 Plus 5 activities.

**Community attention** — Ask to block off a section of the grocery store parking lot as the end or beginning of a 5 Plus 5 fun run or walk to generate excitement and pull in passing traffic.

**Television coverage** — Notify local radio and television stations in your area about 5 A Day Week events and other 5 Plus 5 promotions. Ask your grocer or local growers to donate fruit and vegetable baskets to give to local television personalities; bring your mayor into the store to officially proclaim 5 A Day Week in your town or kick off a 5 Plus 5 event.

**Raffles and contests** — Help your grocer arrange to hold a raffle in the produce department every 5 hours for a week, with the prize being whatever a customer can buy in 5 minutes; give every 55th customer \$5 off their fruit and vegetable purchase; offer every 555th customer a \$55 fruit and vegetable shopping spree — fresh, frozen, canned, or dried. Check with authorities regarding the legality of and/or licensing requirements for holding raffles or contests.

**Make it memorable** — Have the grocery store promote a farmer's market theme in the parking lot with tents, flowers, fruits and vegetables, hay bales, etc.; place picnic tables and juice bars outside the store with 5 A Day banners. Promote 5 Plus 5 at local farmer's markets.

**Incentives** — Encourage local grocers to offer coupons or sales on fruits and vegetables for customers. Try conducting 5 for \$1 sales, or buy 5 – get one free. Help promote the activities.

**Promote the program** — Assist retailers with food demonstrations. Use sampling, demonstrations, or tip cards to remind consumers that the 5 A Day goal is not a difficult one. Show how fruits and vegetables can be combined with non-fat dips or seasonings, added to entrees, or included in healthy soups or other easy meals.

## **Skill Development Activities**

**In-store education** — Hold seminars in local stores featuring recipes that utilize fruits and vegetables, quick meals for busy families, economical choices, etc. Have the grocers provide products for demonstration during the presentation. Offer classes on fruit bowl arranging or making fruit and vegetable gift baskets.

**Community support** — Ask local grocers to help support cooking contests by providing products, or give support to local groups by teaching members how to select and prepare fruit and vegetables.

**Make sure they get the message** — Help train produce managers and other grocery store employees to answer 5 A Day and 5 Plus 5 questions. Encourage them to offer inexpensive solutions to healthful eating (fruits and vegetables in season, frozen and canned alternatives to out of season fruits and vegetables), and have employees wear fruit and vegetable ties, aprons, T-shirts, or buttons during 5 Plus 5 promotions.

Remind shoppers that pasta, seasonings, low-fat dressings and other healthy items can add variety to their usual fruit and vegetable choices. Survey customers to determine the success of your efforts.

**Interaction** — Work with your grocer to teach target groups of customers about 5 A Day and 5 Plus 5. This could include conducting a session about how to select, store, and prepare fruits and vegetables; conducting food demonstrations and samplings; giving store tours to teach customers how the produce department works, or reading food labels.

**Customer education** — Provide assistance to your grocer in stocking displays of brochures, flyers, or signs explaining how to buy, store, and prepare fruits and vegetables. (Trade associations often have this type of information available.)

Encourage local grocers to work with merchandisers/suppliers to obtain appropriate educational

materials, incentives and special prices on products for promotions of community 5 Plus 5 activities. Suggest and/or supply appropriate materials available from health organizations and other reliable sources.

### **Policy/Environmental Change Actions**

**Increase access to fruits and vegetables** — Ask your grocer to increase the number and quality of fresh produce; encourage the produce manager to increase the number of pre-cut, pre-packaged fruits and vegetables that are more convenient for consumers; ask the grocer to increase the number of frozen and canned fruits and vegetables available in the store; encourage grocers to consider home-delivery of foods including fruits and vegetables to shut-ins and seniors.

## **■ Community Activities**

### **Awareness Activities**

**Community involvement** — Make 5 Plus 5 part of the activities of scout groups, service clubs, etc.; provide brochures or tip cards and hang posters in local schools, corporate cafeterias, retirement homes, and fitness centers.

**Special community events** — With your grocer's permission, help bring groups to the store for produce department tours; organize educational seminars, samplings, or other activities; arrange garden and orchard tours with local growers; sponsor a spokesperson to teach your community about the benefits of eating more fruits and vegetables; hold a kids' photo contest and give prizes for the cutest fruit and vegetable outfit.

**Educational activities** — With grocery store personnel, start a shopping club for seniors; encourage them to shop during certain hours when staff can assist them. Ask your grocer to consider home delivery. Work with community partners to send brochures to office buildings promoting lunches that include fruits and vegetables. Ask your grocer to provide fruit and vegetable snacks for schools and conduct school tours through the store.

**Health programs** — Conduct health screenings or other programs at appropriate locations and events. Offer blood pressure checks, cholesterol checks, smoking cessation seminars, or other health education programs that complement 5 Plus 5 events.

**Sponsor a community health fair and forum** — Work with other medical, nutrition, fitness and dietetic organizations in your area to organize an event promoting good health and 5 Plus 5. Invite your local congressional representative to provide an update and perspective on healthcare reform. Be sure to invite the media!

**Effective Health Fairs** — Health fairs can help raise awareness but have not been shown to be effective in promoting behavior change. They can serve an important community health purpose by bringing health education and preventive health services directly to a community, many of whose members may not have direct access to the information and services.

Suggested questions to consider when considering participating in health fairs:

- Will the event attract the number and type of community members you are trying to reach?
- Are the sponsoring organizations reliable and well organized?
- Is the event underwritten by one or more organizations/businesses?
- Is the event likely to be sustained and expanded in subsequent years?
- Are the logistics doable as far as providing an opportunity for education and interaction as well as staffing (suggest no event last longer than four hours)?
- Will there be opportunities to follow-up with participants?
- What are the networking opportunities with other participating agencies?
- Can the event be leveraged to provide pre- and post-event health education via media?
- Can the event be used for health education advocacy purposes?
- Are there community relations benefits to participation in the event?

*From the Physical Activity Digest listserv messages posted in November 2002.*

**Work with hospitals** — Set up 5 Plus 5 information booths in their cafeterias. Promote 5 Plus 5 on tray liners, table tents, napkins, aprons, and other promotional items. Inquire about opportunities to promote the program in the hospital's newsletters.

**Work with other organizations** — Help stage a media event; ask community partners to provide products, materials, or prizes for activities.

**Media outreach** — Stage a media blitz for 5 Plus 5 that includes conducting radio and TV interviews with local health professionals; working to publish 5 Plus 5 articles in local newspapers and newsletters and in the food and health columns of leading local magazines; and using local, state or national celebrity spokespersons for 5 Plus 5 PSAs. Send fruit and vegetable gift baskets and 5 Plus 5 information to local media. Include a press kit about 5 Plus 5 and a list of all current local/state program activities.

**Industry partnerships** — Partner with industry leaders to stage activities in farmers' markets and grocery stores. Include tours, food demonstrations (for school children), coupon programs with WIC participants, and booths at agriculture and county fairs that focus on 5 A Day and 5 Plus 5.

**Community outreach** — Distribute 5 A Day and 5 Plus 5 brochures at health fairs; give away balloons at amusement parks; use a fruit/vegetable mascot at a community fair and distribute stickers; write an article about 5 Plus 5 for a school or college newspaper; offer a 5 Plus 5 service badge or 5 Plus 5 projects to get a badge for boy/girl scouts; use fruit gift baskets from your local grocer for Little League fund-raisers; distribute 5 A Day and 5 Plus 5 brochures through your local WIC program or senior centers.

**Contests** — Work with your local radio station to offer free fruits and vegetables to the fifth caller who answers the fruit/vegetable trivia question; conduct a recipe contest and have a recipe cook-off to determine the winner — try this with the PTA, local celebrities, etc. — and put the recipes that qualify as 5 A Day recipes together in a recipe book. Use the recipe book as a school fund-raiser or a food bank fund-raiser. Remember, recipes promoted as part of the program should meet the 5 A Day recipe criteria, which may be viewed on the Internet at [www.5aday.com/html/industry/criteria.php](http://www.5aday.com/html/industry/criteria.php).

**Team efforts** — Get in touch with appropriate local partners and form a local 5 Plus 5 coalition to plan 5 Plus 5 program activities and events. Include grocery store personnel in your coalition.

**Sponsor “mall walks”** — Work with your local shopping malls and senior citizen groups. Distribute materials and fruit and vegetable samples and offer tips promoting fruits and vegetables as the “fitness fuel.”

**Community sporting events** — Provide fruits and vegetables at organized sporting events, including Little League, high school, college and professional events. Have fruits and vegetables available at concession stands, and provide fruit as a treat for team members after the game. Run 5 Plus 5 ads in programs.

**Sponsor a 5 Plus 5 5K Fun Run/Walk** — Draw attention to your area's recreation/fitness trails. Encourage people of all ages and abilities to come out and walk by making the walk non-competitive. Work with local television and radio stations to promote your 5 Plus 5 run and to encourage the public to participate. Find sponsors for fruit and vegetable juice refreshment during and after the run.

**Events** — Many cities and towns host community days, fairs or other special events. Have interested volunteers participate in these events through exhibits, games, or fruit and vegetable samplings or demonstrations to help spread the 5 Plus 5 messages.

**Mentoring** — The combined influence of a number of different organizations may help gain the endorsement of local celebrities. Sports figures, local government representatives, and business leaders attract attention. Well-informed spokespersons can appear at media events, on television or radio PSAs, give interviews to the print media, or promote 5 Plus 5 in public appearances. Select the 5 Plus 5 mentors with care; negative publicity can sink a program or event.

**Government support** — With the attention generated from the combined efforts of community partners, declarations of support can be gained from mayors or other government figures.

## **Skill Development Activities**

**Menu planning** — Help consumers plan a healthy menu that includes their 5 A Day. Provide 5 A Day recipe cards with shopping lists or make meal suggestions along with instructions about how to select and prepare the ingredients.

**Convenience** — Teach classes emphasizing how easy it is to include five to nine servings of fruits and vegetables daily. Include ideas such as putting a bowl of fruit in the kitchen so that family members can see it and grab the fruit; providing quick and easy salad bars; stocking up on fresh, frozen, canned, and dried fruits and vegetables to last you through the week so that you're never short on your “food five.”

**Quick and easy** — Reinforce through a class or demonstration the convenience of eating more fruits and vegetables. Show how to pop frozen vegetables or pre-packaged, cut-up produce into the microwave; add raisins to the morning cereal; add fruits to lunch boxes; and identify low-fat fruit/vegetable menu items.

**Dining out** — Develop tips about how to select low-fat menu items containing fruits and vegetables. Encourage asking for low-fat fruit and vegetable dishes.

**Friends/relatives** — Offer tips about how friends and relatives might assist each other in dietary change.

**Gardening** — Contact your local county office of the NDSU Extension Service for information about gardening. Some counties offer master gardening classes. Establish a community garden for those who have no garden space at home (see the Team Nutrition Community Action Kit, available in county extension service offices). Promote use of “Heritage Plants” grown by Native Americans and early pioneers. Promote container gardening. (Grow a salad on your step!) Help local day care providers provide a gardening experience for children (either container gardening or small plot).

### **Policy/Environmental Change Actions**

**In schools** — Encourage menu planners to provide fruit and vegetable choices daily; work with the school administration and school board to develop policies about the types of food available to students outside the cafeteria in vending machines, bake sales and concession stands; work with the school to help establish nutrition education as part of the curriculum.

**In senior settings** — Encourage menu planners to provide fruit and vegetables choices daily; work with menu planners to prepare and serve vegetables in a form that is pleasing to elderly people’s palates and is easy to chew.

**In the community at large** — Encourage community organizations to plan to include fruits and vegetables when food is served at community functions.

## ■ **Worksite Activities**

### **Awareness Activities**

**Spread the word** — Offer coupons, 5 A Day information, or 5 Plus 5 messages with company paychecks.

**Corporate wellness programs** — Have 5 Plus 5 food and fitness brochures, tip cards, and posters in exercise rooms and cafeterias for those who do their workouts at work. Sponsor a guest speaker on fitness and a healthy diet; have a company-wide 5 Plus 5 contest with free fitness club memberships to those who eat their 5 A Day; or have a nutritionist conduct seminars on how to incorporate fitness and 5 a Day into everyday life.

**Contests** — Promote contests among employees to find out who eats their 5 A Day. Hold a 5 A Day recipe contest in which each staff member brings a favorite 5 A Day recipe. Prizes could include a fitness club membership, fruits and vegetables, a fruit/vegetable T-shirt or sweatshirt or a fruit/vegetable gift certificate for use at a garden center.

- **Build motivation** — Encourage local worksites to hold a company picnic for employees to kick off their participation in 5 Plus 5.
- **5 Plus 5 teams** — Have staff members join together in small groups or pairs to help each other increase the number of fruits and vegetables in their daily diets. By eating lunch, shopping, snacking, or planning meals together, team members can encourage each other to incorporate the “food five” into their daily routines.
- **Office events** — Plan and prepare a 5 A Day menu for an end-of-the-week office picnic, party, lunch or other event. Have everyone contribute a 5 A Day dish, and ask that recipes and nutrition information for the dishes be available for others to take home. Prizes (such as fruit and vegetable gift baskets, coupons, T-shirts or aprons) can be given for the recipe that is best-tasting, easiest, most creative, etc.
- **Promote the program** — Conduct promotional activities at worksites by distributing brochures and incorporating the 5 Plus 5 messages in existing wellness programs or cafeterias.

### **Policy/Environmental Change Actions**

In October 2001, the North Dakota Department of Health commissioned a survey, *Health and Wellness in the Worksites of North Dakota*, which obtained responses from more than 1100 employ-

ers. North Dakota worksites offer foods to employees through vending machines, cafeterias, snack bars or outside vendors who come into the worksite to provide food. A minority of respondents indicated that “healthy” foods — fruits, vegetables, yogurt or milk — are available to employees at their worksites. Employees with access to a cafeteria or snack bar have access to healthier food choices than those who have access only to vending machines. When working with employers, help them see how they can support their employees’ healthy lifestyles by creating a healthy work environment.

**In the break room** – Encourage employers to provide refrigerators to facilitate employees bringing fruits and vegetables meals and snacks; encourage employers to offer 100% fruit and vegetable juices in vending machines.

**In the board room** – Encourage employers to set policies that encourage the serving of fruits, vegetables and juices during meetings and other employer functions.

## ■ Activities for Children

### Awareness Activities

**Children’s tours** — Firsthand experience is a great way for kids to learn about fruits and vegetables. Work with community partners to arrange tours of retail produce departments, orchards, farms, or other operations.

**Work with schools** — Ask food distribution companies servicing schools to offer 5 A Day materials for use in cafeterias or special school programs. Standard 5 A Day materials are available through the Produce for Better Health Foundation (PBH), or 5 A Day logos and/or information may be added to already existing posters, table tents, tray liners, etc. Encourage placing a wide variety of fruits and vegetables on the menu. Salad bars are popular with students of all ages. Create special in-school events such as a 5 Plus 5 rally, poster contest, and/or student poll or election for favorite fruits and vegetables.

**Carnival** — A carnival kit and guidebook are available to help educate students and community members about healthy eating and physical activity. The kits include games, posters and easy-to-follow guidelines. They are available through school’s teacher centers.

**Promote the program** — Conduct a “back to school” 5 Plus 5 promotion with teachers and school food service by distributing promotional materials for display in cafeterias and classrooms, and encourage foodservice personnel to prepare and promote tasty fruit and vegetable dishes. Students who eat breakfast and lunch at school can choose three or more servings of fruits and vegetables daily.

**Poster contests** — With the help of community partners, contact local schools to run a community poster contest. Include teachers and school foodservice personnel. Challenge kids to learn about or eat 5 A Day to help make the message memorable — and reach parents, too. Offer rewards for kids who eat 5 A Day for a week and prizes for those who can name the most fruits and vegetables. For prizes, try fruit and vegetable coupons or recognition in a local paper. Call the local paper ahead of time to inform them of special events.

**Buddy system** — Develop a buddy system for 5 Plus 5 participants so that peers can reinforce each other’s healthy eating habits.

**Healthy choice reward** — Reward children for making healthy food choices. Randomly place a color sticker or dot on the bottoms of the fruits/vegetables or containers. Award winners with coupons for free healthy fruit or vegetable snacks.

### Skill Development Activities

**Activities** — Make a fruit/vegetable craft every day of the week. For instance, on Monday, make a chart so that children can keep track of their 5 A Day; Tuesday, draw your favorite fruit/vegetable; Wednesday, make a snack with fruits and vegetables; Thursday, make paper designs by dipping cut-up potato in ink; Friday, make a reward for eating 5 A Day every day of the week.

**Make it fun** — Some ideas for fun, memorable activities include coloring books, simple cook-books, music or games that teach kids to recognize different kinds of fruits and vegetables.

**Reach parents, too** — Ask kids to keep track of how many fruits and vegetables they eat each day to involve parents. Charts, worksheets or handstamps can be used to keep track of fruits and vegetables eaten during mealtime or snacks. Or have kids plan their family’s fruit and vegetable intake for one week.

## Policy/Environmental Change Actions

**Where kids are** — Track the availability of fruits and vegetables wherever kids congregate: parks, zoos, church events, community centers, after-school programs, recreation centers. Make suggestions to the food suppliers to have them include fruits, vegetables and juices as options for children and families.

**Healthy school environment policies** — Work with a school nutrition team to improve the school nutrition environment, from the classroom to the cafeteria to the afterschool bake sale. Assess the school's policies with tools such as the CDC's *School Health Index* or the USDA Team Nutrition resource, *Changing the Scene*. The *School Health Index* may be downloaded or ordered at <http://www.cdc.gov/nccdphp/dash/SHI/index.htm> Information about ordering a copy of the *Changing the Scene* resource manual at no charge may be found at <http://www.fns.usda.gov/tn/Resources/changing.html>

## ■ Cafeteria/Lunchroom/Restaurant Activities

### Awareness Activities

**Signs** — Develop signs or table tents indicating which menu items are low-fat 5 A Day choices.

**Be in control** — Promote messages that show how eating right will make consumers feel more in control of their lives (e.g. grabbing a banana as they go out the door is a fast and simple way to keep control of their health).

**Provide information** — Have 5 A Day brochures or other educational materials available in cafeterias or lunchrooms, and include information about what your company is doing for the 5 Plus 5 program; make sure a 5 A Day brochure is on each customer's food tray; use 5 A Day or make 5 Plus 5 tray liners; have cafeteria employees wear 5 Plus 5 buttons, aprons or T-shirts; inform food service employees of the importance and logistics of their role in promoting 5 Plus 5 activities.

**Promote a different color of fruit or vegetable during each day of the week** — (e.g. Monday is anything orange; Tuesday is anything white; Wednesday is anything red; Thursday is anything purple; and Friday is anything green).

**Celebrate a different nationality and the produce used in that diet each day of the week** — (e.g. Monday is Chinese with stir-fry; Tuesday is Mexican with corn and salsa; Wednesday is German with potatoes and cabbage; Thursday is Italian with tomato base; Friday is all-American with apples and pumpkin, etc.).

**Incentives** — Offer free fruits and vegetables for every 5 purchased; or offer free passes to a local gym with a purchase or consumption of 5 A Day for a week.

**Promote the Program** — Work with local restaurants and associated growers to sponsor special events and promotional activities, such as cook-offs, contests, fairs, and booths. For technical assistance in planning and implementing your 5 Plus 5 nutrition component, contact your local 5 A Day nutritionist or Susan Mormann, 701.328.2367.

### Skill Development

**Education** — Teach a fruit and vegetable nutrition education program focusing on a different group of fruits and vegetables each day of the week.

**Promote** — "points to remember" each day of the week (e.g., Monday is vitamin C rich day; Tuesday is vitamin A rich day; Wednesday is cruciferous vegetable day; Thursday is high-fiber day; and Friday is a-bit-of-every-color day).

**Convenience** — Demonstrate easy-to-prepare fruit and vegetable recipes or preparation tips in cafeterias, and provide recipe cards for staff to take with them.

**Tips** — Offer customers tips about how to ask a chef to prepare a low-fat fruit or vegetable dish; or how to select fruits and vegetables for after school or work snacks.

## Policy/Environmental Change Actions

**Every day** — Encourage menu planners to provide fruit and vegetable choices daily; encourage menu planners to plan daily specials that feature fruits and vegetables.

**Chefs** — Work with chefs to feature locally grown or seasonal fruits and vegetables in recipes. Feature these recipes and preparation tips on food pages of local papers, and hold food demonstrations at retail stores.