

BRIGHT FUTURES FOR WOMEN'S HEALTH AND WELLNESS

HEALTHY WOMEN BUILD HEALTHY COMMUNITIES TOOLKIT

For physical activity and healthy eating





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INTRODUCTION
WHAT IS IN THIS TOOLKIT?

INTRODUCTION





INTRODUCTION: WHAT IS IN THIS TOOLKIT?

Welcome to the **Healthy Women Build Healthy Communities Toolkit for Physical Activity and Healthy Eating!** This toolkit from the **Bright Futures for Women's Health and Wellness (BFHW) Initiative** is for women who want to improve the health of their communities. Women like you can take action to help people:

- Be more physically active
- Eat healthier

You can start by planning a physical activity or healthy eating event for your community. You **DO NOT** need special training to start a community activity. What you **DO** need is enthusiasm and the drive to make a difference in your community.



The Healthy Women Build Healthy Communities Toolkit is meant to be fun and useful. It will help you plan, carry out, and evaluate a physical activity and/or healthy eating event. The toolkit provides **10 Building Blocks**—ideas and tools to help you. Each building block starts with a question to get you thinking about the “who, what, when, where, why, and how” of planning a community activity. You can read the toolkit from front to back or one section at a time—however it best suits your needs.

The toolkit also includes real-life stories from women who took action in their communities to get people moving and eating healthier. Join other women across the Nation to boost physical activity and healthy eating in their communities! Then tell BFWHW about your activity, using the form at the end of this toolkit. **You CAN make a difference!**



SUCCESS STORY: SISTERS IN MOTION

"I used to exchange clothes with my girlfriends at a local program, and I found that a lot of my clothes were going to the 'too small' pile. When I had to give up my favorite brown suit, I decided that there would be no more giving away clothes that didn't fit. Instead, it was time to start an exercise plan. My friends and I borrowed a fun exercise tape, cleared out the furniture in my living room a few times a week, and started Sisters in Motion!



We had so much fun that we wanted to ask other women to join us. So we came up with a program that was exciting and appealing. We invited three good-looking, single men to teach us different kinds of exercise. We got the okay from a local community clinic to hold a 'Brothers Working Bodies' physical fitness class. We knew these men were popular in the community, but we didn't expect the response we got. People called, asking about what exercise clothes to wear, and on the first day of class, 80 women showed up!



We built a solid group with these women. Now we have all sorts of programs to keep us healthy—a walking group; a monthly support group; classes in vegetarian cooking (with no meat); and line, salsa, and belly dancing. We also took on the Black Women for Wellness 100-day challenge—walking 1 mile a day for 100 days.

To reach even more women, we found funding through Johnson & Johnson's Center for Excellence in Women's Health. This helped us grow into a more organized program.

When we started, the most important thing we did was to focus on ourselves. We found our needs were the same as the community's needs. We planned activities to help make lasting changes in our lives, not just quick fixes. We went from dealing with our own weight gain to a program of health and well-being through physical fitness, healthy food, friendship, and fun."

**PHYSICAL ACTIVITY AND
HEALTHY EATING ARE
IMPORTANT BECAUSE THEY:**

- Promote good health
- Lower the risk for heart disease, high blood pressure, certain types of cancer, type 2 diabetes, obesity, and osteoporosis (bone loss)
- Help to control weight
- Give you energy and make you feel good
- Help to build healthy bones and keep them strong



***WHERE TO START?
BUILDING BLOCK #1***

***LEARNING ABOUT
YOUR COMMUNITY***



WHERE TO START?



WHERE TO START? BUILDING BLOCK #1 LEARNING ABOUT YOUR COMMUNITY

To build a healthy community, you must first decide what part of your community to serve (your “target audience”). Then you must learn about the community’s needs and strengths—the first building block.

Choose a community where you feel comfortable and where you feel you can make a difference. This can be your neighborhood, workplace, school, faith-based or community center, club, or even your favorite hair salon.

An illustration of two people walking. The person on the left is a woman with dark hair in a ponytail, wearing a blue long-sleeved shirt and yellow pants. The person on the right is a man wearing a yellow tank top and blue pants. They are walking on a path with a yellow circular arc in the background. The background is split into purple and yellow sections.

UNDERSTANDING YOUR COMMUNITY'S STRENGTHS AND NEEDS

Once you choose your community, take a few minutes to think about the community and answer these questions about its strengths and needs:

- Do people in your community have a way to get information about why physical activity and healthy eating are important?
- Does the community offer ways to learn about healthy eating and cooking?
- Does the community offer ways to join different types of physical activities?

The *Checklists To Understand Your Community's Needs* on the next page will help you answer these questions and guide you in finding out about the needs of your community.

CHECKLISTS TO UNDERSTAND YOUR COMMUNITY'S NEEDS

The checklists ask questions about several types of communities—your neighborhood, your school, your workplace, and your faith-based or community center or club. These checklists can help you understand the community's strengths and needs when it comes to physical activity and healthy eating. Check the boxes that apply to your community. The unmarked boxes will help you decide what type of activity to focus on. You can use these questions or make up your own to look at the strengths and needs in other types of communities.

Your Neighborhood

- Are there sidewalks, walking paths, or biking routes?
- Are low-priced or free group exercise classes available?
- Are there parks with tennis courts, basketball courts, swimming pools, playgrounds, or walking/running trails?
- Are low-priced or free gyms or fitness centers nearby?
- Are there any sports teams open to community members?
- Do local grocery stores have information on healthy eating or tours that explain healthy eating?
- Do grocery stores have signs to explain and promote healthier foods, such as lean meats, fat-free and low-fat milk, fruits and vegetables, and foods made from whole grains?
- Is there a farmers' market that sells locally grown fruits and vegetables?
- Are classes available on healthy eating and cooking?
- Is there a community garden where people grow their own food?
- Do local restaurants offer and point out low-calorie, low-fat, and low-salt foods on their menus?

Your School

- Are physical education (PE) classes part of the regular school schedule?
- Are the school's gyms, pools, tracks, fields, courts, and/or trails open to the community during nonschool hours (before or after school, weekends, evenings, holidays, summer vacation)?
- Do student or family events—such as dances, field days, carnivals, and fundraisers—take place at the school?
- Are there activity programs for children with disabilities?
- Do vending machines offer healthy drinks and snacks, such as bottled water, 100% fruit juices, fat-free and low-fat milk, pretzels, nuts, and dried fruits?
- Are fruits and vegetables served for breakfast and lunch?
- Does the school cafeteria offer healthy foods each day?
- Does the school have garden projects?
- Are children and parents encouraged to bring healthy foods for parties, bake sales, fundraisers, and sporting events?
- Are classes offered that teach about healthy food choices?

Your Workplace

- Is information on physical activity and healthy eating posted on bulletin boards or in break rooms or cafeterias?
- Are stairs well lit and clearly marked with signs that point out their location?
- Is using the stairs instead of elevators and escalators encouraged at work? Are there posters that explain why using the stairs can help improve health?
- Are low-priced gym fees, an onsite gym, or exercise classes offered to employees?
- Does the cafeteria offer healthy foods each day?
- Are healthy potluck lunches encouraged?
- Are healthy drinks and foods, such as bottled water, 100% fruit juices, and fruit, offered during meetings?
- Are there healthy drinks and snacks, such as bottled water, 100% fruit juices, fat-free or low-fat milk, pretzels, nuts, and dried fruits, in the vending machines?



Your Faith-based or Community Center/Club

- Is information on physical activity and healthy eating posted on bulletin boards or in newsletters?
- Are there special events such as health fairs that focus on physical activity and healthy eating?
- Are members encouraged to bring healthy foods to events?
- Are there healthy drinks and snacks, such as bottled water, 100% fruit juices, fat-free or low-fat milk, pretzels, nuts, and dried fruits, in the vending machines?
- Are classes available on healthy eating and cooking?
- Are low-priced or free group exercise classes available?

**WHAT TO DO?
BUILDING
BLOCK #2
ACTIVITY IDEAS**



WHAT TO DO?



WHAT TO DO? BUILDING BLOCK #2 ACTIVITY IDEAS

Once you decide on your community and what its needs are, the second building block will help you choose an activity that promotes physical activity and/or healthy eating. Activities can be one-time events (for example, a community health fair), a series of events (for example, healthy cooking classes), or ongoing programs (for example, a weekly exercise group). To make a difference in your community, you could start out with one activity, and then build on it. For example, Mildred J. from Philadelphia, Pennsylvania, started a walking group at her workplace. A group of employees walked together three times per week—then they started lunchtime sessions with invited speakers to learn more about healthy lifestyles.

ACTIVITY IDEAS

Use the list of ideas below to choose and plan a fitness or healthy eating activity. In the blank rows, you can add your own ideas or those of other community members. (See the *Community Activity Interest Form* on page 14.)

NEIGHBORHOOD ACTIVITIES

<i>Focus on Healthy Eating</i>	<i>Focus on Physical Activity</i>
Start a garden to grow fruits and vegetables.	Start a walking, hiking, or stroller club.
Set up a farmers' market or a stand to sell fresh fruits and vegetables.	Plan a walk or dance.
Plan a picnic or a block party with healthy foods from around the world.	Lead active games or sports during a neighborhood picnic or block party.
Ask restaurants to offer and point out healthy food choices on their menus.	Start a group to take part in classes at a gym or fitness center.
Ask grocery stores to give out information on healthy eating, cooking, and food safety and storage.	Start sports teams and competitions, including those for people with disabilities.
Hold a healthy recipe contest.	Start a group to take part in a walkathon.
Plan tours of grocery stores that focus on healthy eating.	Ask officials to build tennis and basketball courts, playgrounds, soccer fields, and swimming pools.
Work with dietitians from the local health center, clinic, or hospital to start classes on healthy eating and cooking.	Ask officials to build well-lit, safe trails and activity stations in parks.

SCHOOL ACTIVITIES

<i>Focus on Healthy Eating</i>	<i>Focus on Physical Activity</i>
Start a school garden project for growing fruits and vegetables.	Start a Walk-to-School Day.
Ask the school principal about serving more fruits and vegetables in the cafeteria.	Ask the school principal about keeping the gym open during nonschool hours.
Check to see if the school vending machines can offer bottled water, 100% fruit juices, fat-free or low-fat milk, pretzels, nuts, and dried fruits.	Ask the school to set up active field trips, such as nature hikes.
Ask the school to post information on healthy eating in cafeterias.	Encourage the school to offer regular PE classes.
Ask if you can teach kids about fruit and vegetables through games or "edible art."	Start dances at a local high school.
Hold a contest for kids to make cafeteria table tents or tray liners that explain about fruits, vegetables, and other healthy foods.	Hold a contest for kids to make cafeteria table tents or tray liners that promote physical activities that are fun.
Ask the school principal if you can plan a "Taste of the World." Give out samples of healthy foods from around the world.	Check to see if the school can get a physical fitness expert to lead active games during recess.
See if kids can prepare and taste healthy snacks during school hours.	Encourage the school to start activity programs for children with disabilities.

SEASONAL ACTIVITIES

<i>Focus on Healthy Eating</i>	<i>Focus on Physical Activity</i>
Plan a summer picnic with healthy foods.	Start a group to rake leaves.
Pick apples or berries, and then prepare a healthy dessert.	Lead a group to shovel snow.
Hold a healthy holiday recipe contest.	Start a group to wash cars.
Plan holiday potluck dinners with healthy foods.	Lead beach sports, such as volleyball or Frisbee.



SUCCESS STORY: CROSSROADS' ANNUAL FOURTH-GRADE EXCELLENT BIKING ADVENTURE (CAFEBBA)

I am a fourth-grade teacher who loves telling kids that there are many fun physical activities they can do instead of watching TV. Since 1978, I have organized the Crossroads' Annual Fourth-Grade Excellent Biking Adventure (CAFEBBA) at Crossroads Park Elementary School. The idea for a bike ride grew from my hope to get kids moving and excited about biking—something I enjoy so much.



We get a lot of help from the parents, school, and community, so the 1-day, 20-mile event is free. In the weeks before CAFEBBA, volunteers from the local bike shop and hospital come to tell the kids about wearing helmets for safety. A police officer also teaches them about bicycle laws and places they can ride. On the day of the ride, all of our fourth graders—about 75 students—and as many parents as possible come. They bring their own sack lunches and coolers. A donated truck carries the bicycles to the trails. If a student doesn't own a bike, I arrange to borrow one.



Besides the bikes, the parents and school provide cell phones and first aid kits. Cell phones are a good way to reach people at different points along the trail and to alert others if there are any problems.

One of my proudest memories is CAFEBBA's 20th anniversary ride. We increased the distance from 15 miles to 20 miles that year. The school had some doubts about whether the kids could ride that far. But I knew they could—and they did! Every fourth grader finished that ride with a big sense of success and satisfaction. Now, at least three other schools in the district have a bike ride like ours, and other kids throughout the community want to ride too! It is great to be a part of that."

Carol M., 54—Des Moines, Iowa

FAITH-BASED OR COMMUNITY CENTER/CLUB ACTIVITIES

<i>Focus on Healthy Eating</i>	<i>Focus on Physical Activity</i>
Place articles, tips, and recipes about healthy eating on bulletin boards and in newsletters.	Place articles and tips about physical activity on bulletin boards and in newsletters.
Plan a health fair—give out information on healthy eating, recipes, and food samples.	Plan a health fair—give out information on physical activity and show how to do some sports or exercises.
Ask for bottled water, 100% fruit juices, fat-free or low-fat milk, pretzels, nuts, and dried fruits to be offered in vending machines.	Plan a walk or dance.
Work with dietitians from the local health center, clinic, or hospital to start classes on healthy eating and cooking.	Put up posters about the benefits of walking up and down stairs.
Promote healthy foods or potlucks at events.	Start group exercise classes.

WORKPLACE ACTIVITIES

<i>Focus on Healthy Eating</i>	<i>Focus on Physical Activity</i>
Place articles, tips, and recipes about healthy eating on bulletin boards and in break rooms and the cafeteria.	Place articles or tips about physical activity on bulletin boards and in break rooms and the cafeteria.
Ask the cafeteria to serve more fruits and vegetables.	Start a group to do stretching exercises during breaks.
Ask for bottled water, 100% fruit juices, fat-free or low-fat milk, pretzels, nuts, and dried fruits to be offered in vending machines.	Put up posters about the benefits of walking up and down stairs.
Promote healthy potlucks.	Start a walking club at lunchtime or after work.
Hold a contest for the best healthy recipe.	Arrange a group physical activity class at or near the workplace.

COMMUNITY ACTIVITY INTEREST FORM

To help plan your physical activity or healthy eating event, ask members of your community about their interests. Make copies of the form below and give them to people in your community. Ask them to fill out the forms and collect them, or have them mail the forms back to you. Please remember to add a return address and due date at the end of the form if people are asked to mail it back.

COMMUNITY ACTIVITY INTEREST FORM

Would you like to learn more about physical activity and healthy eating?

Please take a few minutes to fill out this form. Tell us if you would take part in a community event on physical activity and/or healthy eating. Your answers are needed to help us plan a community activity.

Age _____ Male Female

1. Would you like to learn how to eat healthier? Yes No

2. Would you like to learn how to do more physical activities? Yes No

3. Would you take part in any of these activities? *(Put a check next to the activities that interest you.)*

Classes:

Healthy eating and cooking Gym or fitness center classes

Groups or clubs:

Healthy cooking club Walking group (neighborhood or work)
 Grocery store tours Sports team Stroller club

Community picnic, block party, or health fair:

Play active games or sports Sample healthy foods and snacks
 Learn new sports Take part in healthy recipe contests
 Take part in a health screening Get information and recipes on healthy eating

Others: _____

4. What time of the week or day would be best for you to join a community activity?

5. Would you bring children to the activity? Yes No

6. Would you like to help plan a community healthy eating or physical activity event? Yes No
If yes, please write down your name and contact information so we can reach you.

Name: _____ Phone: _____

Address: _____

E-mail: _____

Thank you for taking the time out of your busy day to complete this form.

Please return this form by _____ to _____
(date) (address)



***WHO CAN HELP?
BUILDING
BLOCK #3
TEAMING UP
WITH PARTNERS***

WHO CAN HELP?



WHO CAN HELP? BUILDING BLOCK #3 TEAMING UP WITH PARTNERS

Teaming up with people and groups in your community will go a long way toward making your activity happen. Teaming up—or partnering—is the third building block.

Why are partners important? They can help you with:

- 🍎 Ideas, support, and/or feedback.
- 🍎 Reaching your target audience.
- 🍎 Site or facility space.
- 🍎 Experts and skills in physical activity and healthy eating.
- 🍎 Materials, staff (including volunteers), and/or funding.
- 🍎 Promoting the activity.



FORMING PARTNERSHIPS

Think about involving the following people and community groups as partners:

- **Family and friends:** Ask family and friends, neighbors, church members, and coworkers early on to help plan your activity or to give you feedback and support.
- **Community groups:** These include groups such as Boys and Girls Clubs, YMCAs, YWCAs, neighborhood and social organizations, park and recreation departments, and community centers. Community groups may be able to offer building or other facility space, staff (including volunteers), help with reaching people and spreading the word, and skills in planning activities and fundraising.
- **Places of worship and faith-based groups:** Many places of worship and faith-based groups already have community service and health-related programs. They may be able to give you space and staff, help to reach people, and offer skills in activity planning.
- **Health care providers:** Local hospitals, community health centers and clinics, and health departments often have experts who can teach a healthy eating class, carry out health screenings, and give you materials on physical activity and healthy eating. Often these services are free or very low cost.

- **Local businesses:** Grocery stores, supermarkets, sporting goods stores, fitness centers, beauty salons, dance studios, and restaurants can help. Local businesses may be able to cosponsor an activity or give prizes and free items, such as water bottles and food samples. They can also help to reach people by posting flyers and other information.
- **Community leaders:** School, faith-based, and health care leaders; neighborhood councils; chamber of commerce members; and fundraisers are just some of the community leaders who can help find extra funds and facilities. They can also spread the word about your activity.
- **Media:** Local television and radio stations, newspapers, magazines, and newsletters can help spread the word about your activity. They may also want to have someone attend the activity to write or air a story about it.

Approaching Partners

The best partners are the ones that share a common interest in your activity. Take a few minutes and write down a list of people and groups that you'd like to approach. Include names, titles, phone and fax numbers, and street and e-mail addresses. If you're already working with other people, ask them to help write the list.

Reaching Out to Partners

- Call or write to potential partners and set up a time to talk about your ideas for a community activity. (*See page 19 for a Sample Meeting Letter to Partners.*)
- Take notes when you meet with or talk to partners.
- Let the partners know what you'd like to do (your activity ideas and goals).
- Find out if and how the person or group wants to be involved in the activity.
- Talk about a few ways that the person or group might help as a partner. For example, the partner might give you space; funds; materials; staff; volunteers; free items, such as food samples and food items for cooking classes; and publicity. The partner could also help reach participants or find expert speakers.
- Review the main points of the meeting.
- Set up the next meeting date and time.



WORKING WITH PARTNERS

- Call or send thank you notes, and go over the partners' roles in the activity. (See page 20 for a *Sample Thank You Letter to Partners*.)
- Send the partner any extra information about the activity, such as goals, an outline or agenda, materials, and a timeline. (Refer to Building Block #5 for the *Sample Planning Timeline and Checklist*.)
- Set up the next meeting(s) that brings all the partners together.
- Get items ready for the next meeting, for example, a list of topics to discuss (agenda) and any other materials.
- During meetings, go over activity goals, partners' roles, how you're moving ahead with plans, and any activity needs.
- Learn from your partners, and use their ideas and feedback to plan the activity.
- Keep in touch, and thank the partners for their help during the activity.
- After the activity has ended, ask your partners to tell you what they thought went well, and what they thought could be made better. This "evaluation" is important for future planning.
- Let your partners know what participants thought about the activity.

SAMPLE MEETING LETTER TO PARTNERS

Be sure to change the letter so that it fits your physical activity and/or healthy eating event.

Type or print on letterhead or unlined, white paper.

October 5, 2005

John Smith
Rosedale Recreation Center
349 Washington Street
Rosedale, PA 31279

Dear Mr. Smith:

I am planning a community event that will focus on physical activity. The overall goals of the activity are to help build healthier communities by (1) informing people of the benefits of physical activity, (2) providing them with information on how to start and keep up a physical activity program, and (3) showing them proper warm-up techniques to avoid injury.

Since your group is already involved in the community, I would like to invite you to a meeting to learn more about the event and how we can team up to meet the activity goals. The meeting will be on October 20, 2005, at 2 p.m. at the Rosedale Library. Other groups in the community also are invited to attend this meeting. I hope that you or a coworker will attend.

Enclosed is information about the benefits of physical activity. If you have any questions or cannot attend the meeting, please call me at 393-6732.

I look forward to meeting you.

Sincerely,

Mary Brown
109 Jackson Street
Rosedale, PA 31278

SAMPLE THANK YOU LETTER TO PARTNERS

Be sure to change the letter so that it fits your physical activity and/or healthy eating event.
Type or print on letterhead or unlined, white paper.

October 21, 2005

John Smith
Rosedale Recreation Center
349 Washington Street
Rosedale, PA 31279

Dear Mr. Smith:

I would like to thank you for attending the recent meeting on October 20, 2005, to discuss how we can team up to plan and hold a community event that will focus on physical activity.

I am so pleased that your group would like to take part in planning this activity to help build healthy communities. I am grateful that you have agreed to provide facility space and will help to promote the activity on March 16, 2006.

The next meeting with all partners is scheduled for November 3, 2005, at 2 p.m. at the Rosedale Recreation Center.

Enclosed is a draft agenda. If you have any questions or cannot attend the meeting, please call me at 393-6732.

I look forward to our next meeting.

Sincerely,

Mary Brown
109 Jackson Street
Rosedale, PA 31278

***WHEN TO DO IT?
BUILDING
BLOCK #4
SETTING A DATE***



WHEN TO DO IT?



WHEN TO DO IT? BUILDING BLOCK #4 SETTING A DATE

Consider holding your community activity around a national health observance. Many health organizations, teachers, and community groups use a special day, month, or occasion to tell people about health risks, how to prevent disease, and to promote health events.

Use the list on the next few pages to help you decide when to have your community event. Or refer to www.healthfinder.gov/library/nho/nho.asp for more information on the special days, weeks, and months listed. Many of the groups that sponsor these observances also offer free or low-cost materials.

NATIONAL HEALTH OBSERVANCES (RELATED TO PHYSICAL ACTIVITY AND HEALTHY EATING)

Health Observance	Organization	Phone Number	Web Site
JANUARY			
Healthy Weight Week	Healthy Weight Network	701-567-2646	www.healthyweight.net
FEBRUARY			
American Heart Month	American Heart Association	800-242-8721	www.americanheart.org
National Girls and Women in Sports Day	Women's Sports Foundation	800-227-3988	www.womenssportsfoundation.org
National Wear Red Day (women's heart health campaign)	National Heart, Lung, and Blood Institute	301-592-8573	www.nhlbi.nih.gov
MARCH			
National Nutrition Month	American Dietetic Association	800-877-1600 ext. 4853	www.eatright.org
National School Breakfast Week	American School Food Service Association	703-739-3900 or 800-877-8822	www.asfsa.org
American Diabetes Alert Day	American Diabetes Association	800-342-2383	www.diabetes.org
APRIL			
National Youth Sports Safety Month	National Youth Sports Safety Foundation	617-367-6677	www.nyssf.org
National Public Health Week	American Public Health Association	202-777-APHA	www.apha.org
World Health Day	World Health Organization	202-974-3156	www.who.int/world-health-day
YMCA Healthy Kids Day	YMCA of the USA	888-333-YMCA	www.ymca.net

Health Observance	Organization	Phone Number	Web Site
MAY National High Blood Pressure Education Month	National Heart, Lung, and Blood Institute	301-592-8573	www.nhlbi.nih.gov
National Physical Fitness and Sports Month	President's Council on Physical Fitness and Sports	202-690-9000	www.fitness.gov
National Osteoporosis Awareness and Prevention Month	National Osteoporosis Foundation	202-223-2226	www.nof.org
National Stroke Awareness Month	National Stroke Association	800-STROKES	www.stroke.org
National Bike Month	League of American Bicyclists	202-822-1333	www.bikemonth.com
National Women's Health Week	U.S. Department of Health and Human Services, Office on Women's Health	800-994-9662	www.4woman.gov
National Running and Fitness Week	American Running Association and American Athletic Association	800-776-2732	www.americanrunning.org
National Employee Health and Fitness Day	National Association for Health and Fitness	716-583-0521	www.physicalfitness.org
National Physical Education Day	President's Council on Physical Fitness and Sports	202-776-0377	www.pe4life.org
National Walk to Lunch Day	America Walks	617-367-1170	www.americawalks.org
World Walking Day	World Walking Day	N/A	www.ivv.org/englishweltwandertag
Tennis Across America Day	President's Council on Physical Fitness and Sports	800-USPTA-4U	www.uspta.com
National Senior Health and Fitness Day	Mature Market Resource Center	800-828-8225	www.fitnessday.com

<i>Health Observance</i>	<i>Organization</i>	<i>Phone Number</i>	<i>Web Site</i>
JUNE National Trails Day	American Hiking Society	301-565-6704	www.americanhiking.org
JULY National Therapeutic Recreation Week	National Recreation and Park Association	800-649-3042	www.nrpa.org
AUGUST World Breastfeeding Week	World Alliance for Breastfeeding Action and La Leche League International	847-519-7730 ext. 286	www.lalecheleague.org
SEPTEMBER National Cholesterol Education Month	National Heart, Lung, and Blood Institute	301-592-8573	www.nhlbi.nih.gov
National Food Safety Education Month	International Food Safety Council	312-715-1010 ext. 712	www.nraef.org/index.asp
Healthy Aging Month	Educational Television Network, Inc.	610-793-0979	www.healthyaging.net
National 5 A Day Month	Produce for Better Health Foundation and National Cancer Institute	302-235-2329 and 800-4-CANCER	www.5aday.org and www.5aday.gov
National Family Health and Fitness Day USA	Health Information Resource Center	800-828-8225	www.fitnessday.com
National Women's Health and Fitness Day	Health Information Resource Center	800-828-8225	www.fitnessday.com

Health Observance	Organization	Phone Number	Web Site
OCTOBER			
National School Lunch Week	American School Food Service Association	703-739-3900 or 800-877-8822	www.asfsa.org
National Health Education Week	National Center for Health Education	212-463-4053	www.nche.org
International Walk to School Week	Pedestrian and Bicycle Information Center	919-962-7419	www.iwalktoschool.org
Walk to School Day	Partnership for a Walkable America	919-962-2358	www.walktoschool-usa.org
World Food Day	U.S. National Committee for World Food Day	202-653-2404	www.worldfooddayusa.org
NOVEMBER			
American Diabetes Month	American Diabetes Association	800-232-3472	www.diabetes.org
World Run Day	World Run Day	917-626-9623	www.runday.com

Other national holidays

Events can also be planned around a national holiday such as Mother's Day. In Omaha, Nebraska, for example, a local Sisters Together group held a Mother's Day of Wellness, Mind, Body, and Spirit. This health fair offered screening for blood pressure, cholesterol, and diabetes; a healthy cooking class; and health information. (See Success Story: *Sisters Together—Omaha Chapter* on the next page.)

Local events

Another choice is to plan an activity around a local event, such as a neighborhood party, the opening of a new grocery store or restaurant, or a communitywide festival—especially since you may be able to join advertising efforts.

Other considerations

Make sure the date and time you choose do not get in the way of other local events that would stop people from attending your activity. Also think about weather and time of year, especially for outdoor activities.



SUCCESS STORY: SISTERS TOGETHER— OMAHA CHAPTER

“My girlfriend’s daughter passed away from diabetes complications. When the doctor first told her she was diabetic, he gave her a prescription for medication, but didn’t give her any more information on how to manage her illness. At that time, I weighed 365 pounds, and I knew that obesity could set off diabetes. Since diabetes already ran in my family, I knew I had to take control of my weight. I learned from my girlfriend’s experience that if I didn’t get a hold of my own health problems, no one else would.

I looked into what I could do to help myself. I cut back on fried and fatty foods, and I really took care of myself. As a result, I have lost 165 pounds, gained a lot of knowledge, and started the Omaha chapter of Sisters Together.

While I was losing weight, someone gave me a book about Sisters Together and how to start healthy living activities in your own town. I knew that no group in my community was doing this, and I had so many ideas—walking groups, healthy cooking displays, and exercise classes. I linked up with two women who were also interested, and we set up the Omaha chapter working from my home.

We held our first big activity in May 2000 with a Mother’s Day of Wellness, Mind, Body, and Spirit health fair. Booths were set up for the groups that attended. The American Diabetes Association, for example, did a healthy cooking class and screened people for diabetes, high cholesterol, and high blood pressure at their booth. We had donated materials and created a positive buzz by going to





community meetings and talking up our plans. We also had articles in local newspapers; announcements on the Christian radio station; and flyers in the library, banks, beauty shops, and churches. We planned for 100 participants but got 225. This told me that our efforts to get noticed were well worth it! The great turnout also told me that our community needed the program.

Since then, we've signed up 195 members and have held other activities. We had a healthy holiday cooking workshop, and a day in the park for the community to meet our participants. At "The Doctor's In" event at the Urban League Family Resource Center, three doctors answered questions from the public. We also have an exercise group, whose participants have lost 286 pounds and 101 inches this year all together. Our walking group of 45 women has lost 190 pounds and 200 inches all together.

I consider those facts my success story. Hearing that someone was able to lose weight or get off blood pressure medicine or lower his or her blood sugar level is what makes this rewarding for me. I tell everyone that the program is not about me—it is about them and their personal commitment. I can only tell them my story, and hope I can move them to say, "If she can do it, I can too."

Mary H., 56—Omaha, Nebraska



HOW TO DO IT?
BUILDING
BLOCK #5
PLANNING
THE ACTIVITY

HOW TO DO IT?



HOW TO DO IT?

BUILDING BLOCK #5

PLANNING THE ACTIVITY

STEPS FOR SUCCESSFUL PLANNING

Set goals

After you choose an idea for your physical activity or healthy eating event, set a few clear, easy goals. This will keep you focused and help make your activity successful. Use the *Examples of Event Goals* box on the next page as a guide and change them to meet your community's needs.

Plan with partners (See Building Block #3)

Most partners will help with ideas for activities and ways to reach the target audience. Partners will also give you great advice on how to plan the activity and find expert speakers. They may give you support and resources. Involve partners early on!



EXAMPLES OF EVENT GOALS

Healthy eating:

- *To tell people about the benefits of healthy eating*
- *To give people information and recipes to help them and their families eat healthier*
- *To show people how to prepare healthy and tasty food*

Physical activity:

- *To tell people about the benefits of physical activity*
- *To give people information on how to start and keep up a physical activity program*
- *To show people how to warm up to avoid getting hurt*

Think about costs

Most activities will involve some costs. These costs may include:

- Photocopying materials for partners, the media, and participants
- Buying postage for flyers
- Buying supplies, such as posters and pens

You may also wish to have healthy food or drinks at your activity, or giveaway items.

Keep in mind that partners may be able to help with some or all of these costs.

Create a schedule or timeline

Allow as much time as possible to plan your activity. Having plenty of time will help you make sure that all parts of the activity are taken care of, including any possible problems. (Refer to the *Sample Planning Timeline and Checklist* at the end of this section.)

Prepare materials

Look over the physical activity and healthy eating materials in *Building Block #8*. With your partners, decide what to give out during the activity. Remember that you can get other materials from the groups that sponsor national health observances or from partners and expert speakers. Work with partners to prepare materials, such as flyers and posters, that you will need to promote the community activity. (See *Building Block #6*.)

SAMPLE PLANNING TIMELINE AND CHECKLIST

The amount of time needed to plan a community activity depends on the type of event or program, the number of people expected, and the partners or resources needed. **In general, you will need about 3–6 months to plan most activities.** The earlier you start, the better. For some large events, such as a community health fair, you may need up to 1 year to plan.

The checklist below is a **sample guide** for planning an activity. Your activity may not require all of these steps. It also might require other steps. For more information, please review the community planning resources listed in *Building Block #9*.

Before the Activity

- Choose the audience and the type of activity to plan.
- Write down the goals for your physical activity or healthy eating event.
- Set up and hold planning meetings with potential partners.
- Set a date and place for the activity. (Get permission to use the place if needed.)
- Write an agenda for the activity.
- Invite speakers and make sure they are available.
- Prepare items to promote the activity, such as flyers and posters.
- Obtain educational materials, supplies, prizes, and giveaway items.
- Arrange for audiovisual and other equipment as needed.
- Prepare a media list and media tools. (See *Building Block #6*.)
- Mail flyers and posters and/or post them on community bulletin boards.



KEYS TO A SUCCESSFUL PHYSICAL ACTIVITY OR HEALTHY EATING COMMUNITY EVENT

- ***Select the community to serve—your target audience. (Building Block #1)***
- ***Choose a physical activity or healthy eating event idea. (Building Block #2)***
- ***Form partnerships with family and friends, community or faith-based groups, local businesses, health care providers, community leaders, and the media. (Building Block #3)***
- ***Hold planning meetings with partners. (Building Block #3)***
- ***Choose a date and place for the activity. (Building Block #4)***
- ***Write down the goals for your physical activity or healthy eating event. (Building Block #5)***
- ***Use a checklist to help plan the activity. (Building Block #5)***
- ***Get the word out to the community and the media. (Building Block #6)***

- Send out media tools to those on your media contact list.
- Pack and bring materials and supplies to the activity site.
- As early as possible, set up the room or area where the activity will take place.

During the Activity

- Greet participants, other guests, partners, and speakers. Ask them to sign in so you can track who came to the activity.
- Hand out educational materials to the participants.
- Publicly thank your partners, speakers, and anyone else who helped plan the activity.
- Give out and collect the *Participant Feedback Forms*. (See *Building Block #7*.)

After the Activity

- Follow up on any special requests made during the activity.
- Send thank you letters to partners, speakers, media, and anyone else who helped to plan the activity or call to thank them.
- Look over the *Participant Feedback Forms*, and share results with your partners and anyone else who helped plan the activity.
- Share results with the media and ask them to write a follow-up article about the activity.



**HOW TO GET THE
WORD OUT?
BUILDING BLOCK #6
PROMOTING THE ACTIVITY**



HOW TO GET THE WORD OUT?



HOW TO GET THE WORD OUT? BUILDING BLOCK #6 PROMOTING THE ACTIVITY

Whether you plan a one-time event, a series of events, or an ongoing activity, you'll need to promote it—the sixth building block. This means getting the word out so that people will know about and take part in your activity.

Here are some ideas for getting the word out:

- Mail, fax, or hand out flyers, brochures, and newsletters to the community. For example, you can hand out flyers to parents at sports games.
- Place flyers, newsletters, and posters on neighborhood, workplace, grocery store, or community group bulletin boards.
- Use word of mouth—tell everyone you know about the activity and encourage them to attend.

- Get the media involved, especially if you're planning a large event—send news releases, advisories, articles, and public service announcements (PSAs) to the local media.
- Find people such as nutritionists or coaches who are experts on healthy eating or physical activity. Provide their names and phone numbers to local media stations for interviews.

CREATING PROMOTIONAL MATERIALS

Flyers, brochures, posters, newsletters, and/or media tools are needed to get the word out to the community. These materials should tell the story about your activity in a simple and clear way. (See pages 36–42 for examples.)

What information should you include? The *who*, *what*, *when*, *where*, *why*, and *how*:

- Name of activity
- *Who* the sponsors are
- *Whom* the activity is for
- *What* you want people to do (activity goal)
- *When* it will take place
- *Where* it will take place
- *Why* you are having the activity
- *How* to sign up or get more information

WORKING WITH THE MEDIA

Television, radio, and newspaper media can help get people's attention about your activity, so think about contacting the media or ask partners to do this for you. Media will find your event newsworthy if it's new, if the topic is already getting wide coverage (such as the problem with obesity in the United States), or if it's part of a national health observance or local festival.

Create a media list

This is a list of the media people you will contact about your activity. Depending on where you live, your media list may be a few names and stations or more. Ask your partners to help you make a list of reporters, television channels, radio stations, newspapers, and news editors. Include names, titles, telephone and fax numbers, and e-mail addresses. The library can also help you find information on the media. Try to find out about deadlines for sending news and about each media's preferences for how they would like to receive information, for example, by e-mail or fax, and add this to your list.

Prepare media tools

Here are some general tips for creating media tools. Examples of media tools are found at the end of this building block.

News advisories or releases: These are the most common tools for communicating with the media. A news (or media) advisory is a short announcement or invitation to an event or activity. A news (or press) release is usually more detailed and should include information about the activity and related health issues.

Tips:

- Use letterhead or good quality paper and include organization or contact name, address, and telephone number.
- Put “For immediate release” directly under, or to the left of, your contact information.
- Use a catchy title.
- Include the *who, what, when, where, why,* and *how*.
- For a news release, include interesting details or facts about physical activity or healthy eating in your community.
- Use short, clear sentences.
- Keep news releases short—one or two pages; news advisories should be one page.
- Go over news advisories and news releases carefully. Make sure there are no errors.

Public Service Announcements (PSAs): There are many different types of PSAs, such as prerecorded PSAs or PSA scripts for radio and television. PSAs are very short—usually 10, 30, 60, or 90 seconds in length. Consider writing a radio PSA script that will then be read on the air by a radio announcer. Unlike advertisements, PSAs are free to place, but you can't choose the times when your PSA will be read.

Tips:

- Have a catchy title.
- Give specific information or an action to take.
- Read the PSA to yourself and time it to make sure the length is correct.

Send information to the media

Send media tools—news advisories, releases, and PSAs—to the people on your media list at least 1–2 weeks before the activity. Also include background information about the benefits of physical activity or healthy eating. (*See Building Block #8.*) Give information about the organizers and partners, such as where they're located and what they do. Make a follow-up call to each contact on your media list to make sure that the tools were received, and answer any questions they may have about them.

SAMPLE FLYER OR POSTER



TAKE A WALK BREAK

Join the Premier Workers Lunchtime Walking Group!

- Be more physically active
- Build and keep strong bones, muscles, and joints
- Lower your stress level and have more energy
- Lower your risk of disease
- Feel good

The walking group is Fun, Free, and a great way to Get Moving. Plus you can socialize with your coworkers at the same time!

When: Tuesdays and Thursdays from noon to 1 p.m.

Where: Meet in the lobby at 11:55 a.m. We will walk on a neighborhood trail.

For more information, contact:
Denise Jackson at extension 113.

SAMPLE FLYER OR POSTER



COOKING FOR HEALTHY FAMILIES

Join the "Cooking for Healthy Families" Classes!

- Prepare healthy meals for yourself and your family
- Lower the risk of disease for yourself and your family
- Help control your weight
- Feel good

Classes will be Fun and Informative! And you will meet others like you in the community who want to cook tasty, healthy food for their families! Carol Jones, a mother and registered dietitian, will teach classes.

When: 4-week session, Wednesday, February 10, through Wednesday, March 10, from 6 to 7 p.m.

What:

- Class 1: Healthy Eating Basics
- Class 2: Cutting Saturated Fat, Cholesterol, and Calories
- Class 3: Losing the Salt
- Class 4: Healthy Potluck and Recipe Exchange

Where: Forest Lake Community Center, 145 Patterson Street

Cost: \$10 to cover the cost of materials

Sign up by January 10 by calling or e-mailing Sharon Walker at 342-7895 or swalker@forestlakecc.org.

For more information, contact: Sharon Walker at 342-7895.

The Forest Lake Community Center serves children, teenagers, and adults in the community by offering a range of services and classes, including fitness and nutrition classes. For more information on classes, please contact Sharon Walker at 342-7895.



SUCCESS STORY: THE LIFESTYLE CHALLENGE

“The idea for the Challenge was born out of a need. A few years ago, a group from the hospital where I work came to me because they wanted help losing weight. It was important for me, as a dietitian, to give them information about how to make healthy eating choices, but I also wanted to teach them about fitness—and I wanted them to have fun! I started the Lifestyle Challenge as a competition between departments.



I taught the group about nutrition and physical activity and then watched their progress, cheering them on all the way. At the end of the 15-week program, teams with the most combined weight loss or exercise minutes won small prizes—massage coupons or pedometers that were bought with the \$2 that everyone chipped in to join. The teams were more excited to win “bragging rights” than the goodies.

That sort of personal pride created a positive buzz. Before I knew it, other businesses, the local radio station, and even the state health agency jumped on the bandwagon! With so much interest, I have been able to get funding to expand the Challenge community wide. It has now grown from 72 hospital employees to about 350 people from the general public. This is exciting, because our town only has 7,500 residents.

The participants come from all walks of life. One team called “Three Generations” was a grandmother, parents, and teens. Some persons with physical and mental challenges do chair aerobics and upper-body exercises. Wherever they are in life, each person is as motivated, energetic, hard working, and positive about their health as the next.



Not only are these people making changes, our community is seeing a need for services that promote physical activity and healthy eating. Restaurants have started offering healthy meal options, and our town—which never had fitness facilities—raised \$2.25 million from private donations to build a \$10 million wellness center.

It's been amazing for me to watch this whole process. Something I do outside of my regular job has taken on a life of its own because of the enthusiasm of the participants. I'm glad that I was given the chance to share their story when the U.S. Department of Health and Human Services invited me to speak at their Healthy People 2010 Summit in Baltimore, Maryland, in 2003."

Michelle W., 34—Estherville, Iowa

SAMPLE NEWS ADVISORY

For Immediate Release
February 10, 2005

For More Information Contact:
Carol Baker, Community Outreach Manager
342-3988; cbaker@YMCAfl.org

Local Dietitian and Chef Bring Healthy Cooking to Forest Lake

- What:** Free talk and healthy cooking demonstration by Carol Jones, a registered dietitian, and John Henry, a local chef at City Grill restaurant.
- Why:** This event will kick off a series of community classes on healthy eating for National Nutrition Month.
- Where:** The Forest Lake YMCA
1322 Forest Lake Drive
Lakeside, MI 42105
- When:** Sunday, March 5
1 to 3 p.m.
- Who:** Sponsored by the Forest Lake neighborhood council, the Forest Lake YMCA, and City Grill restaurant.
- Other:** More than 50 local residents and community partners are expected to attend the event.

Ms. Jones and Mr. Henry will be available for brief interviews immediately following this event.

###

SAMPLE NEWS RELEASE

For Immediate Release

February 10, 2005

For More Information Contact:

Ann Smith, Community Walk Coordinator
342-9368; asmith@fl.org.

Forest Lake Starts an Annual Community Walk for Health

Lakeside, MI—The Forest Lake Neighborhood will sponsor an annual Community Walk for Health on May 14—the first of its kind in the area. Registration for the walk will take place from 8 a.m. to 10 a.m. at the Forest Lake Community Center. The 2-mile community walk will begin at the Community Center at 10 a.m. Walkers will follow a marked trail through the neighborhood and end back at the Center.

(Paragraph 1 should include the who, what, when, where, why, and how. Start with the location of the activity, both city and State.)

The Forest Lake Neighborhood Council is taking an active role to raise awareness of the health benefits of physical activity and to find ways to get people in the community to move more. By becoming more active, adults and children can lower their risks for many diseases; control their weight; build and maintain healthy bones, muscles, and joints; lower stress; and improve their self-esteem and feeling of well-being. "This walk is an important first step in focusing on the health of the community. We are pleased to hold this annual event for all members of the community," said Ms. Ann Smith, Community Walk Coordinator.

(Paragraph 2 should give more details about the event or activity.)

The Forest Lake Neighborhood Council and the Forest Lake Community Center sponsor the Community Walk for Health. The Council addresses the community's needs, including outreach and event planning. The Center serves children, teenagers, and adults in the community by offering a range of services and classes, including fitness and nutrition classes. For more information on classes, please contact Sharon Walker at 342-7895.

(Paragraph 3 should close with any other information about the organizers or sponsors, such as who the groups serve and where.)

More than 150 local residents and community partners are expected to attend the event. Ms. Smith, Community Walk Coordinator, will be available for a brief interview immediately following this event.

(Other paragraphs can include details such as expected number of people, photo opportunities, or interview information.)

###

SAMPLE 30-SECOND RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA)

For longer PSAs, add more information.

For Immediate Release

**Contact: Sharon Walker
Telephone number: 342-7895**

Radio PSA: 30 seconds

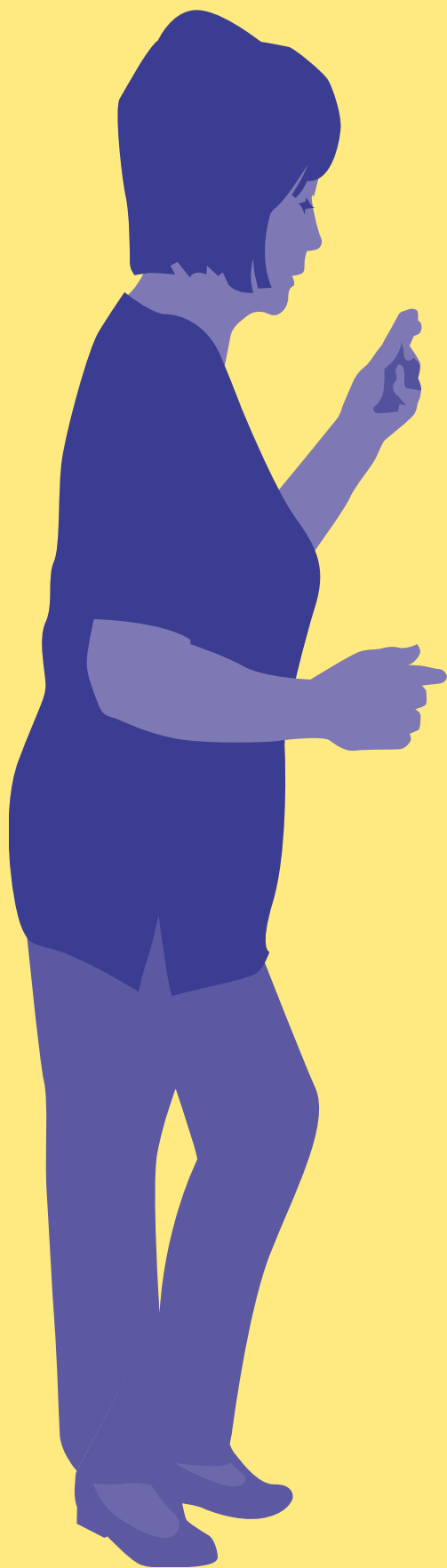
Healthy Cooking Classes

Cooking for Healthy Families

Join us! Take steps to build healthy habits and healthy families by attending cooking classes, now available through the Forest Lake Community Center. Learn how to prepare well-balanced, healthy meals to suit the tastes of your entire family. Classes start January 10, at 11 a.m. at the Forest Lake Community Center. To sign up or get more information, call Sharon Walker at 342-7895.



**HOW DID IT GO?
BUILDING
BLOCK #7
LESSONS LEARNED**



HOW DID IT GO?



HOW DID IT GO? BUILDING BLOCK #7 LESSONS LEARNED

EVALUATING THE ACTIVITY

It's important to evaluate your activity after it ends to see how it went, what people thought of it, and what lessons you've learned. Evaluation is the seventh building block. The information you collect can be used to plan other activities and to improve your efforts in the future.

Evaluation will help you learn:

- What worked well
- Whether you have met your activity goals
- What needs to be improved for next time
- How to improve the activity

How to evaluate an activity:

The end of this section has an *Activity Tracking Form* and a *Participant Feedback Form* to help you keep track of:

- What participants said about the activity
- How many people attended the activity
- How many materials were used or given to participants
- How much media coverage took place

Track people and materials:

Getting information or feedback from participants on how they found out about the activity, what they learned, and what they liked is a must! Ask people to fill out the *Participant Feedback Form* and collect it at the end of the event. If your activity takes place over a few weeks or months or is ongoing, you can ask participants to fill out the form in the middle or at the end of the activity.

Track promotional efforts:

Compare the number and type of promotional materials that you created and sent out with how people found out about your activity. For example, if you learn that most people heard about the activity through flyers, then you know that flyers worked well as a promotional material. (See the *Activity Tracking Form*.)

Track media coverage:

Learn what types of media were most interested in your activity. For future events, send press releases, advisories, and PSAs to these contacts. (See the *Activity Tracking Form*.)

Track partners and their reactions:

Write down who your partners were and what they provided. Also ask your partners what they thought went well and what needs to be improved. (See the *Activity Tracking Form*.)

How to use your evaluation results:

Go over the results from the *Activity Tracking Form* and the *Participant Feedback Forms*. Share this information with your partners and discuss the lessons you've learned. Your results should be used to plan and improve future activities. For example, as a result of the evaluation you may decide to:

- Hold activities on a different day or time.
- Keep activities that were successful and change those that weren't.
- Choose materials that better meet your community's needs.
- Make sure the activity goals meet the needs of the community.
- Promote the activity differently next time.
- Send information to the same or different media contacts.

ACTIVITY TRACKING FORM

Use the form below to help track and evaluate your activity. The information you collect will help you and your partners plan future activities.

ACTIVITY TRACKING FORM

Activity Title: _____ Activity Date: _____

Community (for example, your neighborhood, school, workplace): _____

Activity Goal(s): _____

At the Activity:

Number of adults: _____ Number of children: _____

Materials Given Out:

Number of handouts on: Physical activity: _____ Healthy eating: _____

Other: _____

Promoting the Activity:

Number of flyers, brochures, or newsletters mailed, faxed, or displayed: _____

Number of posters displayed: _____

Media Coverage:

Did the media attend the activity? Yes No

If so, what type? Radio: _____ Television: _____ Newspaper: _____ Other: _____

Were articles or stories printed in local newspapers or magazines? Yes No

Were public service announcements (PSAs) aired on local radio or TV stations? Yes No

Partners:

Names of partners and what they provided (for example, Forest Lake Community Center: two staff; \$200; 1,000 copies of fact sheets).

1. _____

2. _____

SUCCESS STORY: PHILLY FITNESS FOR LIFE



"I went to a camp, where I lost 65 pounds by learning how to eat healthy and do more activities like walking and dancing. At the end, the mayor gave a speech. He also had lost a lot of weight and talked about what it would be like outside of camp. He said the best thing we could do was to stay connected to each other and keep the support going.



I related to that completely. I did not want to lose the good feeling I had. I liked my new energy and how I looked. I wanted to share that with the world! So I started a support group, Philly Fitness for Life, for the ladies I went to camp with and anyone interested in healthy living.

It turns out a lot of people were interested. We grew from 9 to 84 members just by inviting our friends and families. We moved our monthly meetings from our homes to the church community room. Each person gives \$5 so we can have cooking classes and drawings for prizes, like healthy cooking books. We also have guest speakers, exercise, and sing and dance together. That is what life is all about—helping yourself and others to stay healthy!



It's better to be healthy and have the freedom to enjoy life, not just talk about aches and pains. My mom passed away from complications due to diabetes. Most of her later years were spent at the doctor's office. Me? I'm spending my older years doing fun things! I find that my excitement is catching—that is the key to starting a support group. Be an example, live it, and feel good about yourself—that's what motivates others."

Louise T., 69—Willow Grove, Pennsylvania

PARTICIPANT FEEDBACK FORM

Organizer: Give out the form below at the end of a one-time event or during an ongoing activity. Make sure you fill in the name of the activity and the activity goal before you copy and hand out the form. Decide in advance and tell people where they should leave their forms, for example, in a box in the activity room.

PARTICIPANT FEEDBACK FORM

Please take a few minutes to fill out and return this form. Your comments will help us plan future activities.

Name of activity: _____

Activity goal: _____

1. How did you hear about this activity? (Please check all that apply):

- Flyer
- Poster
- Radio or TV
- Friend or family
- Brochure
- Newsletter
- Newspaper
- Other

2. Was this a good time of day for you to attend a community activity? Yes No

If not, what day and time would be better for you? _____

3. Did the activity meet the goal(s) stated above? Yes No

4. Did you enjoy the activity? Yes No

Why/Why not? _____

Continued

PARTICIPANT FEEDBACK FORM (CONTINUED)

5. Describe something new you learned today or during this activity:

6. Did the physical activity or healthy eating event give you ideas to do at home?
 Yes No
7. Were the materials useful? Yes No
8. Would you attend another physical activity or healthy eating event? Yes No
9. What topics on physical activity or healthy eating would you like to learn more about?

If you would like to learn about our future events or help plan them, please provide the information below:

Name: _____

Address: _____

Telephone number: _____ E-mail address: _____

Thank you for filling out this form!

**WHAT TO USE?
BUILDING BLOCK #8
MATERIALS**



WHAT TO USE?



WHAT TO USE? BUILDING BLOCK #8 MATERIALS

This section includes materials on physical activity and healthy eating—the eighth building block—that you can copy and give out during your community activity. You can also use other materials from the groups that sponsor national health observances (*Building Block #4*) and from the groups listed in *Building Block #9*.

**Background materials for the media
(pages 51–54):**

- 🍎 *A Report of the Surgeon General: Physical Activity and Health for Women*
- 🍎 *Bright Futures for Women's Health and Wellness: Overview*

**Physical activity materials for participants
(pages 55–60):**

- 🍎 *Get Moving for the Health and Fun of It*
- 🍎 *Get Moving: Fun Physical Activities*
- 🍎 *Physical Activity Safety Tips*
- 🍎 *Sample Walking Program*

**Healthy eating materials for participants
(pages 61–70):**

- 🍎 *Healthy Eating Across the Lifespan*
- 🍎 *Important Nutrients*
- 🍎 *Understanding the Nutrition Facts Food Label*
- 🍎 *Serving Sizes*
- 🍎 *Healthy Tips for Eating Out*
- 🍎 *Healthy Recipes*

**Also included is a form to help participants
set goals for lifestyle changes (pages 71–74):**

🍎 *Setting Healthy Goals*

Asking participants to set healthy goals at the start of an ongoing program can help change and improve their physical activity and eating habits. You can ask people to look at their goals at the end of the program to see if they have met them. You can also send out physical activity and healthy eating tips to remind people about making lifestyle changes. Another good way to keep people on track is to ask them to put their written goals in a self-addressed envelope and have a friend mail it back to them in 2 to 4 months. This written list will help to motivate and remind people of their goals and track their success.



A REPORT OF THE SURGEON GENERAL: PHYSICAL ACTIVITY AND HEALTH FOR WOMEN

Key Messages:

- Physical activity need not be strenuous to achieve health benefits.
- Women of all ages benefit from a moderate amount of physical activity, preferably daily. The same effect of activity can be obtained in longer sessions of moderately intense activities (such as 30 minutes of brisk walking) or in shorter sessions of more strenuous activities (such as 15–20 minutes of jogging).
- Additional health benefits can be gained through greater amounts of physical activity. Women who can maintain a regular routine of physical activity that is of longer duration or of greater intensity are likely to have greater benefit. However, excessive activity should be avoided, because risk of injury increases with greater amounts of activity, as do the risks of menstrual abnormalities and bone weakening.
- Previously sedentary women who begin physical activity programs should start with short intervals (5–10 minutes) of physical activity and gradually build up to the desired level of activity.
- Women with chronic health problems, such as heart disease, diabetes, or obesity or women who are at high risk for these conditions,

should first consult a physician before beginning a new program of physical activity. Women over age 50 who plan to begin a new program of vigorous physical activity should first consult a physician to be sure they do not have heart disease or other health problems.

- The emphasis on moderate amounts of physical activity makes it possible to vary activities to meet individual needs, preferences, and life circumstances.

Facts:

- More than 60 percent of U.S. women do not engage in the recommended amount of physical activity.
- More than 25 percent of U.S. women are not active at all.
- Physical inactivity is more common among women than men.
- Social support from family and friends has been consistently and positively related to regular physical activity.

Benefits of Physical Activity:

- Reduces the risk of dying from coronary heart disease and of developing high blood pressure, colon cancer, and diabetes.
- Helps maintain healthy bones, muscles, and joints.
- Helps control weight, build lean muscle, and reduce body fat.

- Helps control joint swelling and pain associated with arthritis.
- Reduces symptoms of anxiety and depression and fosters improvements in mood and feelings of well-being.
- Can help reduce blood pressure in some women with hypertension.

What Communities Can Do:

- Provide environmental inducements to physical activity, such as safe, accessible, and attractive trails for walking and bicycling and sidewalks with curb cuts.
- Open schools for community recreation, form neighborhood watch groups to increase safety, and encourage malls and other indoor or protected locations to provide safe places for walking in any weather.
- Encourage employers to provide supportive worksite environments and policies that offer opportunities for employees to incorporate moderate physical activity into their daily lives.
- Provide community-based programs to meet the needs of older women, women with disabilities, women of racial and ethnic minority groups, and women with low incomes. Include childcare arrangements to encourage the participation of women with children.

- Encourage health care providers to talk routinely to female patients about incorporating physical activity into their lives.

For more information contact:

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

Division of Nutrition and Physical Activity,
MS K-46 4770 Buford Highway, NE
Atlanta, GA 30341-3724

1-888-CDC-4NRG or 1-888-232-4674 (Toll Free)
<http://www.cdc.gov>

The President's Council on Physical
Fitness and Sports

200 Independence Avenue, SW
Room 738H
Washington, DC 20201



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
The President's Council on Physical Fitness and Sports



BRIGHT FUTURES FOR WOMEN'S HEALTH AND WELLNESS: OVERVIEW

Bright Futures for Women's Health and Wellness (BFWHW) is a new Health Resources and Services Administration (HRSA) initiative that builds on the successful approach used in the Bright Futures for Infants, Children, and Adolescents Program.



The mission of BFWHW is to plan, develop, implement, and evaluate a variety of culturally competent consumer, provider, and community-based products to increase awareness and use of preventive health services for all women across their lifespan. BFWHW identifies opportunities for integrating prevention into self-care, culturally competent health care, and community action to achieve better physical, mental, social, and spiritual health through:

- Increasing women's use of preventive services
- Empowering women to share in health care decision making
- Encouraging women to practice prevention in their daily lives
- Increasing practitioner utilization of preventive health guidelines
- Supporting communitywide health promotion

Activities

The development of an organizational and conceptual framework for Bright Futures for Women's Health and Wellness began in 2001. Several guidelines, including those for osteoporosis screening, heart disease prevention, and depression screening, have been analyzed to compare age and periodicity of the recommended interventions. Professional and consumer preventive health literature for women and adolescent girls has been collected and analyzed. Further analyses of the literature, development of communications and evaluation strategies, and the creation of BFWHW products is underway.

BFWHW product development is guided by a Federal executive management committee chaired by Peter C. van Dyck, M.D., M.P.H., associate administrator for maternal and child health, HRSA, and a non-Federal steering committee. Members of the steering committee represent multiple disciplines and include consumer representatives. Federal and private organizations will be partners throughout the initiative.

A variety of resources are being created for consumers, community organizations, and health care providers. Evidence-based recommendations for age appropriate preventive health services delivery are the cornerstone of these tools. Communitywide health promotion activities to improve women's health are addressed as well.

Resources

Additional information on BFWHW will be available in the future from the HRSA Women's Health Web page: www.hrsa.gov/womenshealth.

The HRSA Information Center offers a wealth of women's health publications and resources. To see a complete list of offerings, visit www.ask.hrsa.gov or call toll-free, (888) ASK HRSA (275-4772).

GET MOVING FOR THE HEALTH AND FUN OF IT

Are You Physically Active?

Physical activity, or moving your body, is a good way to stay healthy and have fun. Look around—whether you live in the city, the country, or in between, you can find many ways to be active. You can take a walk, work in the garden, briskly push a baby stroller, climb the stairs, play soccer, or dance the night away.

For general health and fitness, adults should get at least 30 minutes of moderate physical activity most days of the week, preferably each day.

To prevent gradual, unhealthy weight gain, aim for 60 minutes of moderate-to-vigorous physical activity most days of the week. To lose weight, aim for 60–90 minutes of daily moderate physical activity while controlling calorie intake.

Children should get 60 minutes of moderate physical activity on most days of the week.

Moderate physical activity is any activity that takes about as much energy as a brisk walk. For the average person, this is a pace of about 2 miles in 30 minutes. No matter what you choose, you can do it all at once, or divide it into two or three parts during the day. Even small, 10-minute bursts of activity count toward your total.



DO I NEED TO SEE A DOCTOR BEFORE STARTING OR INCREASING MY ACTIVITY?

Most adults do not need to see their doctor before starting or increasing their activity level. However, you should speak to your doctor before starting a very active program if you are over age 40 (men) or 50 (women), or if you have one or more of the conditions below:

- *A health problem, such as heart disease, high blood pressure, diabetes, osteoporosis (bone loss), asthma, or obesity*
- *High risk for heart disease, such as a family history of heart disease or stroke, eating a diet high in saturated fat and cholesterol, smoking, or having an inactive lifestyle*



GET MOVING: FUN PHYSICAL ACTIVITIES *Make Physical Activity a Part of Your Day*

For	Try
Strength	Stretching, yoga, dancing
Healthy	Gymnastics, lifting weights, situps, pushups, carrying groceries or a child
Heart	Walking, running, biking, swimming, jumping rope, roller skating

Reasons To Get Moving

Physical activity may give you these benefits:

- Help you feel good
- Help you feel more energetic
- Boost your fitness level
- Help to build bones, muscles, and joints and to keep them strong
- Build endurance and muscle strength
- Improve flexibility and posture
- Help control weight
- Lower the risk of heart disease, some cancers, type 2 diabetes, and bone loss
- Help to control blood pressure
- Help you beat stress and the blues
- Help you sleep better



Try these physical activity ideas. Remember, even chores around the house count!

Everyday Activities and Chores

- Clean the house.
- Stretch or walk around during breaks at work.
- Mow the lawn with a push mower.
- Wash and wax your car.
- Plant and take care of a garden.
- Rake leaves.
- Shovel snow.
- Take your dog for a walk.
- Walk with friends through the shopping mall.
- Take the stairs instead of the elevator or escalator.
- Push your baby in a stroller.
- Stretch your arms and legs every day.
- Replace your coffee break with a brisk 10-minute walk.
- Walk with a friend to and from the bus stop or train station.
- Play with your children—tumble in the leaves, build a snowman, or dance to your favorite music.

WALKING TIPS:

- *Hold your head up, and keep your back straight.*
- *Bend your elbows as you swing your arms.*
- *Take long, easy strides.*

Sports and Play

- Dance or move to music.
- Walk briskly or jog around the neighborhood, park, or mall or on a treadmill.
- Jump rope.
- Ride a bicycle with friends or family.
- Take a class in aerobics, martial arts, or dance.
- Swim or do water aerobics.
- Work out with an exercise tape.
- Play tennis, basketball, volleyball, touch football, or softball.
- Play wheelchair sports.
- Take a nature walk.
- Lift weights.
- Work out in a gym.
- Exercise while watching TV—stretch, ride a stationary bike, or walk on a treadmill.
- Take a class in chair aerobics.
- Try a new activity each season, such as swimming or skating.
- Ask a family member to join you for a physical activity date.



SAMPLE WALKING PROGRAM

Walking is a great way for most people to get regular physical activity. To walk, you do not need special gear, other than a pair of good, comfortable walking shoes. Try walking around your neighborhood, park, or mall. Ask friends or family to join you for safety and fun!

Warm-up	Exercising	Cool Down	Total Time
Week 1: Walk 5 min	Walk briskly 5 min.	Walk more slowly 5 min.	15 min.
Week 2: Walk 5 min.	Walk briskly 7 min.	Walk 5 min.	17 min.
Week 3: Walk 5 min.	Walk briskly 9 min.	Walk 5 min.	19 min.
Week 4: Walk 5 min.	Walk briskly 11 min.	Walk 5 min.	21 min.
Week 5: Walk 5 min.	Walk briskly 13 min.	Walk 5 min.	23 min.
Week 6: Walk 5 min.	Walk briskly 15 min.	Walk 5 min.	25 min.
Week 7: Walk 5 min.	Walk briskly 18 min	Walk 5 min.	28 min.
Week 8: Walk 5 min.	Walk briskly 20 min.	Walk 5 min.	30 min.
Week 9: Walk 5 min.	Walk briskly 23 min.	Walk 5 min.	33 min.
Week 10: Walk 5 min	Walk briskly 26 min.	Walk 5 min.	36 min.
Week 11: Walk 5 min.	Walk briskly 28 min.	Walk 5 min.	38 min.
Week 12: Walk 5 min.	Walk briskly 30 min.	Walk 5 min.	40 min.
Week 13:	Build up your brisk walking time to 30–60 minutes, three to four times a week. Continue with at least three walking sessions during each week of the program.		

(min.) = minutes

Adapted from the National, Heart, Lung, and Blood Institute: The Practical Guide. Identification, Evaluation, and Treatment of Overweight and Obesity in Adults, October 2000.

PHYSICAL ACTIVITY SAFETY TIPS

- *Slow down if you are out of breath. You should be able to talk while exercising without gasping for breath.*
- *Drink water before, during, and after exercise.*
- *Limit hard exercise until 2 hours after a big meal. A short walk is okay.*
- *Wear supportive shoes, and use sunscreen when outdoors.*
- *Use the buddy system. Bring a friend along when you go swimming or walking so you have someone around if you need help.*

STOP EXERCISING AND CALL 9-1-1 RIGHT AWAY IF YOU FEEL ANY OF THE SIGNS BELOW FOR MORE THAN A FEW MINUTES:

- *Have discomfort or pain in the center of your chest*
- *Have discomfort in your arm(s), back, neck, jaw, or stomach*
- *Feel dizzy or sick*
- *Feel short of breath*
- *Break out in a cold sweat*





HEALTHY EATING ACROSS THE LIFESPAN

A balanced diet and regular physical activity are the building blocks of good health. Poor eating habits and too little physical activity can lead to weight gain and health problems. By eating right and being active, you can stay at or reach a healthy weight. Do it for yourself and your family!

What is a Healthy Diet?

A healthy diet means eating a wide range of foods. Every day, you should try to:

- **Drink plenty of water.** Fruits and vegetables contain water and can add to how much water you drink each day.
- **Eat a healthy breakfast with fruit, whole grains, and fat-free or low-fat milk or yogurt.** People who eat breakfast are less likely to overeat later in the day. Breakfast also makes you feel energetic and helps you to think and learn.
- **Choose whole grains, peas, and beans more often.** Try whole wheat breads, oatmeal, brown rice, lentils, or dried peas and beans. These are good sources of fiber. Fiber helps you feel full with fewer calories.
- **Eat a mix of colorful vegetables each day to get different nutrients.** Choose dark, leafy greens, such as spinach, kale, collards, and mustard greens. Choose reds and oranges, such as carrots, sweet potatoes, red peppers, and tomatoes.
- **Eat fresh or canned fruit more often than fruit juice to get more fiber.** Buy canned fruit packed in juice instead of syrup.
- **Choose lean cuts of meat, skinless chicken and turkey, fish, and seafood.** For less fat, bake, broil, and grill these foods.
- **Choose fat-free or low-fat milk, yogurt, or cheese.** Eat other calcium-rich foods, such as green leafy vegetables and tofu made with calcium.

- **Make sure to get iron and folic acid from what you eat and drink.** Good sources of iron include lean meats, turkey (dark meat), and enriched and whole grain products. Good sources of folic acid include oranges, orange juice, and folic-acid fortified grains and breakfast cereals. Cooked dry beans and peas and spinach are good sources of both iron and folic acid.
- **Use small amounts of fats and oils.** Olive, canola, and peanut oils; avocados; nuts and peanut butter; olives; and fish provide heart-healthy fat, but they are high in calories so use small amounts if you are watching your weight. Stay away from fats such as cream, butter, cracklings, and lard, which are not healthy for your heart.
- **Eat fewer sweets.** Limit foods and drinks that have a lot of added sugars, such as soft drinks, other sweetened drinks, and fruit drinks (such as lemonade) that aren't made with 100% fruit juice.
- **Eat a healthy snack if you don't have time for a meal.** Skipping meals can lead to overeating later in the day.
- **Take your time!** Eat only when you are hungry. Enjoy the taste, feel, and smell of your meal as you eat it. Remember, it takes about 15 minutes for your stomach to tell your brain that you are full.

- **If you choose to eat out, be careful how much you eat.** Restaurants (including fast food places) often serve amounts that are more than one serving. Large servings can lead to overeating and weight gain. Choose smaller portions. Order an appetizer and a green salad with low-fat or fat-free dressing. Share a main dish with a friend, or get a takeout container and save some food for another meal.

Quick and Easy Healthy Snack Ideas

- Low-fat or fat-free yogurt
- Oatmeal with low-fat or fat-free milk, or soy milk
- Whole wheat toast or rice cakes with a thin spread of peanut butter
- Fruit smoothie made with frozen fruit, low-fat or fat-free yogurt and juice
- Low-sugar cereal with low-fat or fat-free milk, or soy milk
- Fresh or canned fruits packed in water or juice.
- Sliced vegetables or baby carrots
- Dried fruit and nut mix
- Low-fat, microwaveable popcorn
- Pretzels



IMPORTANT NUTRIENTS

Iron, folic acid, and calcium are a few of the many nutrients that are important for women.

Why is calcium important?

Calcium is needed for strong, healthy bones and teeth and for the heart, muscles, and nerves to work well. Teenagers need more calcium than women in other age groups to build bones, and women over age 50 need more calcium to prevent bone loss during and after menopause.



Why is iron important?

Iron helps prevent iron-deficiency anemia, which can make you feel tired. This is especially important for young women who may develop iron-deficiency anemia due to heavy periods. When eating foods with iron, make sure that at the same time, you also eat vitamin C-rich foods, such as orange juice, red peppers, broccoli, and strawberries, so that your body can use the iron properly.

Why is folic acid important?

Folic acid is needed for healthy blood and overall growth. It also helps to prevent some birth defects during pregnancy.

<i>Important Nutrient</i>	<i>What Foods Have Them</i>
Calcium	<ul style="list-style-type: none"> • Low-fat and fat-free milk (including lactose-free or lactose-reduced milk) and milk products, such as yogurt, pudding, and cheese • Collards, turnip greens, kale, and Chinese cabbage contain small amounts of calcium
Iron	<ul style="list-style-type: none"> • Lean meats and turkey (dark meat) • Shellfish, such as shrimp, clams, and mussels • Cooked dry beans, peas, and lentils
Folic acid	<ul style="list-style-type: none"> • Oranges and orange juice • Dark green leafy vegetables, such as mustard greens or spinach • Folic-acid fortified grains, such as breads and rice



HOW TO EAT MORE OF THESE NUTRIENTS

Calcium:

- Eat cereal with *fat-free* or *low-fat milk* for breakfast.
- Try *fat-free* or *low-fat fruit yogurt, pudding, or smoothies* as a snack.
- Eat *greens* and cook them healthy style—seasoned with smoked turkey breast instead of fatback.

Iron:

- Eat a *lean beef* or *turkey* sandwich for lunch.
- Eat *fortified white rice* or *brown rice* with stir-fried vegetables.
- Eat raw vegetables with a *bean* dip.

Folic acid:

- Make salads with fresh *spinach* instead of lettuce.
- Drink *orange juice* with breakfast.
- Eat hearty and tasty soups like *black bean* and *lentil* soups.

UNDERSTANDING THE NUTRITION FACTS FOOD LABEL

The Nutrition Facts Food Label can help you make smart food choices by giving you information on serving sizes, calories, and nutrients, such as saturated and trans fats, cholesterol, sodium, fiber, vitamins, and minerals. Just look on the back of most food packages to find the label.

Sample label for Macaroni & Cheese

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

- Read the label to see if a food is a good source of a nutrient or to compare similar foods—for example, to find which brand of macaroni and cheese is lower in fat.
- The food label gives you information on the calorie content of the portions you eat. Check the serving size and the number of servings per container. Compare this to how much you actually eat.
- The food label must list nutrients that deal with health concerns, such as calories, calories from fat, total fat, saturated fat, trans fat, cholesterol, sodium, total carbohydrate, dietary fiber, sugars, protein, and vitamins A and C. Others are optional.
- The % Daily Values (DVs) that are listed on the right-hand side tell what percentage of a certain nutrient you'll get from one serving of that food. If you want to limit a nutrient, such as sodium, then choose foods with a lower % DV. If you want to eat more of a nutrient such as calcium, then choose foods with a higher % DV.

For more information on the Food Label, see

<http://www.csfan.fda.gov/~dms/transfat.html>.

SERVING SIZES

What is one serving? Here are some ways to help you figure out serving sizes:

<p>Bread, cereal, rice, and pasta: 1 slice of bread; 1 small tortilla; about 1 cup of cold breakfast cereal; or $\frac{1}{2}$ cup of cooked cereal, rice, couscous, or pasta (noodles). Choose more whole grain foods like whole wheat bread, brown rice, and oatmeal.</p>	<p>$\frac{1}{2}$ cup = size of a standard computer mouse</p> 
<p>Vegetables: $\frac{1}{2}$ cup of cooked, canned, or frozen vegetables; $\frac{3}{4}$ cup of 100% vegetable juice; or 1 cup of raw leafy vegetables, such as spinach or greens.</p>	<p>1 cup of greens = size of a baseball </p> <p>$\frac{1}{2}$ cup of vegetables = size of a standard computer mouse </p>
<p>Fruits: 1 medium piece of fruit; $\frac{1}{2}$ cup of chopped, cooked, frozen, or canned fruit; $\frac{1}{4}$ cup of dry fruit; or $\frac{3}{4}$ cup of 100% fruit juice.</p>	<p>$\frac{1}{2}$ cup of fruit = size of a standard computer mouse </p>
<p>Meat, poultry, fish, dry beans, eggs, and nuts: 2–3 ounces of cooked lean meat, poultry, or fish; $\frac{1}{2}$ cup of cooked dry beans or tofu; 1 egg; 2 tablespoons of peanut butter; or $\frac{1}{3}$ cup of nuts.</p>	<p> 3 ounces of meat or fish = size of a deck of cards or cassette tape</p> <p>2 tablespoons peanut butter = size of a roll of film </p>
<p>Milk, yogurt, and cheese: 1 cup of low-fat or fat-free milk or yogurt; $1\frac{1}{2}$ ounces of low-fat natural cheese; or 2 ounces of low-fat processed cheese.</p>	<p>$1\frac{1}{2}$ ounces of cheese = size of four dice </p>



HEALTHY TIPS FOR EATING OUT

If you know how, you can choose healthy foods when you eat out or order take-out food from stores and restaurants—including fast food restaurants. Here are some tips to help you watch your calories, fat (including trans and saturated fat), and sodium, which are important for overall health and weight control.

General Tips

- “Super value” meals usually mean super size portions and more calories and fat. Choose kid or regular size portions, share your meal with a friend, or take home half the meal. You can also order appetizers as your main meal if you want to cut down on the amount of food you eat.
- Order broth-based vegetable soups instead of cream soups.
- Leave all butter, gravy, or sauces off a side dish or main dish. Ask the server to put them on the side so you can choose how much to add.
- Choose broiled, grilled, or baked foods, such as a grilled chicken sandwich, instead of fried foods.
- Ask the restaurant to skip special sauces and to go easy on the mayonnaise and salad dressings.
- Choose sandwiches on whole grain bread instead of croissants and biscuits. Sandwiches made with chicken or turkey breast, lean roast beef or ham are healthier than creamy tuna and egg salad sandwiches. Use mustard as a spread instead of mayonnaise.
- Order a baked potato with vegetable toppings instead of ordering French fries. Limit high fat toppings like butter, margarine, sour cream, bacon bits, and cheese.
- Choose salads and ask for salsa or low-fat or fat-free salad dressings on the side. Limit high fat items, such as bacon bits, cheese, and creamy potato salads.
- Choose thin crust pizza with vegetable toppings instead of sausage, pepperoni, or extra cheese.
- Drink low-fat or fat-free milk, 100% fruit juices, or water in place of soda, sweetened teas, and milkshakes.
- Have fruit or low-fat or fat-free frozen yogurt for dessert.

HEALTHY RECIPES

Cooking healthy does not call for special ingredients. It just involves making dishes that are lower in unhealthy fats (saturated fat, trans fat, and cholesterol) and salt. Here are a few tasty recipes for you to try:

Bean and Macaroni Soup

This satisfying soup is virtually fat free—it uses just 1 tablespoon of oil for 16 servings.

- 2 cans (16 oz each) Great Northern beans
- 1 tablespoon olive oil
- ½ pound fresh mushrooms, sliced
- 1 cup onion, coarsely chopped
- 2 cups carrots, sliced
- 1 cup celery, coarsely chopped
- 1 clove garlic, minced
- 3 cups tomatoes, fresh, peeled, cut up (or 1½ lb canned, whole, cut up)*
- 1 teaspoon sage, dried
- 1 teaspoon thyme, dried
- ½ teaspoon oregano, dried
- to taste black pepper, freshly ground
- 1 bay leaf, crumbled
- 4 cups elbow macaroni, cooked

1. Drain beans and reserve liquid. Rinse beans.
2. Heat oil in 6-quart kettle. Add mushrooms, onion, carrots, celery, and garlic and sauté for 5 minutes.
3. Add tomatoes, sage, thyme, oregano, pepper, and bay leaf. Cover and cook over medium heat for 20 minutes.
4. Cook macaroni according to directions on package, using unsalted water. Drain when cooked. Do not overcook.
5. Combine reserved bean liquid with water to make 4 cups.
6. Add liquid, beans, and cooked macaroni to vegetable mixture.
7. Bring to boil. Cover and simmer until soup is thoroughly heated. Stir occasionally.

**If using canned tomatoes, the sodium content will be higher. Try “no salt added” canned tomatoes to keep sodium lower.*

Yield: 16 servings (Serving size: 1 cup) Each serving provides:

Calories:	158	Sodium:	154 milligrams
Total fat:	1 gram	Total fiber:	5 grams
Saturated fat:	less than 1 gram	Protein:	8 grams
Trans fat:	0 grams	Carbohydrates:	29 grams
Cholesterol:	0 milligrams	Potassium	524 milligrams

Chicken Stew*

Save leftovers for lunch the next day.

- 🍷 8 chicken pieces (breasts or legs)
- 🍷 1 cup water
- 🍷 2 small garlic cloves, minced
- 🍷 1 small onion, chopped
- 🍷 1½ teaspoons salt
- 🍷 ½ teaspoon pepper
- 🍷 3 medium tomatoes, chopped
- 🍷 1 teaspoon parsley, chopped
- 🍷 ¼ cup celery, finely chopped
- 🍷 2 medium potatoes, peeled and chopped
- 🍷 2 small carrots, chopped
- 🍷 2 bay leaves

1. Remove the skin and any extra fat from the chicken. In a large skillet, combine chicken, water, garlic, onion, salt, pepper, tomatoes, and parsley. Tightly cover and cook over low heat for 25 minutes.
2. Add celery, potatoes, carrots, and bay leaves and continue to cook for 15 more minutes or until chicken and vegetables are tender. Remove bay leaves before serving.

**This recipe is not a liquid stew; it is more like sautéed chicken and vegetables since it uses a small amount of water.*

Yield: 8 servings (Serving size: 1 piece of chicken) Each serving provides:

Calories:	206	Sodium:	489 milligrams
Total fat:	6 grams	Total fiber:	2 grams
Saturated fat:	2 grams	Protein:	28 grams
Trans fat:	0 grams	Carbohydrates:	10 grams
Cholesterol:	75 milligrams	Potassium	493 milligrams

Smothered Greens

These healthy greens get their rich flavor from smoked turkey, instead of fatback.

- 3 cups water
- ¼ lb smoked turkey breast, skinless
- 1 tablespoon hot pepper, freshly chopped
- ¼ teaspoon cayenne pepper
- ¼ teaspoon cloves, ground
- 2 cloves garlic, crushed
- ½ teaspoon thyme
- 1 stalk scallion, chopped
- 1 teaspoon ginger, ground
- ¼ cup onion, chopped
- 2 pounds greens (mustard, turnip, collard, kale, or mixture)

1. Place all ingredients except greens into large saucepan and bring to a boil.
2. Prepare greens by washing thoroughly and removing stems.
3. Tear or slice leaves into bite-size pieces.
4. Add greens to turkey stock.
5. Cook 20 to 30 minutes until tender.

Yield: 5 servings (Serving size: 1 cup) Each serving provides:

Calories:	80	Sodium:	378 milligrams
Total fat:	2 grams	Total fiber:	4 grams
Saturated fat:	less than 1 gram	Protein:	9 grams
Trans fat:	0 grams	Carbohydrates:	9 grams
Cholesterol:	16 milligrams	Potassium:	472 milligrams

SETTING HEALTHY GOALS

Setting healthy goals at the start of an ongoing program can help you change and improve your physical activity and eating habits. To set goals that are right for you, think about what you want to change and why, and what steps you can take to reach your goal. These changes don't have to be big. Even small steps can make a difference. Also, think about who can help you, and how you'll reward yourself for making these changes.

Use the following chart to set some easy goals for physical activity and healthy eating. Ask family and friends to help.



Sample Goal	Lose 10 Pounds
My reason for this goal	To be at a healthy weight and fit into my favorite dress for my sister's wedding
Steps I'll take	<ol style="list-style-type: none"> 1. Always eat three balanced meals each day. 2. Eat smaller portions at home and at restaurants. 3. Join the lunchtime walking group at work.
Who will help me	My family and friends
When I'll start	Today
When I'll meet my goal	By the wedding – in 3 months
How I'll reward myself for making progress toward my goal	Buy myself some flowers

HEALTHY GOALS

My Goal	
My reason for this goal	
Steps I'll take	1. 2. 3.
Who will help me	
When I'll start	
When I'll meet my goal	
How I'll reward myself for making progress toward my goal	

My Goal	
My reason for this goal	
Steps I'll take	1. 2. 3.
Who will help me	
When I'll start	
When I'll meet my goal	
How I'll reward myself for making progress toward my goal	



**WHERE TO GO
FOR MORE HELP?
BUILDING
BLOCK #9
OTHER RESOURCES**

WHERE TO GO FOR MORE HELP?



WHERE TO GO FOR MORE HELP? OTHER RESOURCES

The following list will help you find more information from trustworthy sources on women's health, nutrition/healthy eating, physical activity, and community activity planning related to healthy eating and physical activity. These resources are free or low-priced and can be copied for your use.

WOMEN'S HEALTH

Health Resources and Services Administration (HRSA)

U.S. Department of Health and Human Services
5600 Fishers Lane
Rockville, MD 20857
301-443-3376
www.hrsa.gov

HRSA Information Center
888-AskHRSA (888-275-4772)
www.ask.hrsa.gov

National Heart, Lung, and Blood Institute (NHLBI)

Heart Truth Campaign
Health Information Center
P.O. Box 30105
Bethesda, MD 20824-0105
301-592-8573
nhlbiinfo@rover.nhlbi.nih.gov
www.nhlbi.nih.gov/health/hearttruth/

National Women's Health Information Center

Office on Women's Health
U.S. Department of Health and Human Services
800-994-WOMAN (800-994-9662)
or 888-220-5446
www.womenshealth.gov

Centers for Disease Control and Prevention

WISEWOMAN
1600 Clifton Road
Atlanta, GA 30333
800-311-3435
www.cdc.gov/wisewoman/index.htm

NUTRITION/HEALTHY EATING AND PHYSICAL ACTIVITY

U.S. Department of Agriculture
Food and Nutrition Information Center
National Agricultural Library
10301 Baltimore Boulevard, Room 304
Beltsville, MD 20705-2351
301-504-5719
www.nal.usda.gov/fnic

National Heart, Lung, and Blood Institute
See NHLBI above for contact information

U.S. Department of Agriculture
Center for Nutrition Policy and Promotion
North Lobby, Suite 200
1120 20th Street, N.W.
Washington, DC 20036
202-418-2312
www.usda.gov/cnpp

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention
and Health Promotion

1600 Clifton Road

Atlanta, GA 30333

800-311-3435

www.cdc.gov/nccdphp/

***National Institute of Diabetes & Digestive
& Kidney Diseases***

Weight-Control Information Network (WIN)

1 WIN Way

Bethesda, MD 20892-3665

202-828-1025 or 877-946-4627

www.niddk.nih.gov/health/nutrit/win.htm

National Cancer Institute

5 A Day Program

EPN 232

6130 Executive Boulevard, MSC 7330

Bethesda, MD 20892-7330

800-4-CANCER

5aday.gov

U.S. Food and Drug Administration

Center for Food Safety and Applied Nutrition

5100 Paint Branch Parkway

College Park, MD 20740

Outreach and Information Center

888-723-3366

www.cfsan.fda.gov/list.html

Steps to a HealthierUS

U.S. Department of Health and Human Services

Office of Public Health and Science

Office of Disease Prevention and Health Promotion

200 Independence Avenue, S.W.

Hubert H. Humphrey Building, Room 738G

Washington, DC 20201

202-401-6295

www.healthierus.gov/steps/

***President's Council on Physical Fitness
and Sports***

200 Independence Avenue, S.W.

Room 738

Washington, DC 20201-0004

202-690-9000

www.fitness.gov

Other Federal Government Web sites:

www.healthfinder.gov

www.nutrition.gov

**COMMUNITY PLANNING
RELATED TO PHYSICAL ACTIVITY
AND HEALTHY EATING**

***National Women's Health
Information Center***

"Pick Your Path to Health"

Office on Women's Health

Department of Health and Human Services

800-994-WOMAN (800-994-9662) or

888-220-5446

www.4woman.gov

***National Institute of Diabetes & Digestive &
Kidney Diseases***

"Sisters Together: Move More, Eat Better"

See WIN above for contact information

[www.niddk.nih.gov/health/nutrit/sisters/
sisters.htm](http://www.niddk.nih.gov/health/nutrit/sisters/sisters.htm)

National Heart, Lung, and Blood Institute

"Hearts N' Parks Community Mobilization Guide"

See NHLBI above for contact information


[www.nhlbi.nih.gov/health/prof/heart/obesity/
hrt_n_pk/index.htm](http://www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/index.htm)

United States Department of Agriculture

***"Community Nutrition Action Kit—For People
Where They Live, Learn, and Play"***

Available online only

www.fns.usda.gov/tn/Resources/cnak.html

A stylized illustration of a woman with short dark hair and glasses, wearing a dark blue dress with a yellow collar. She is holding a microphone and pointing with her right hand. The background is yellow with white circular outlines.

***WHAT IS YOUR
STORY? BUILDING
BLOCK #10
SHARING YOUR STORY***

WHAT IS YOUR STORY?



WHAT IS YOUR STORY: SHARING YOUR STORY?

Sharing success stories from women who have made a healthy difference in their communities can inspire others to do the same—the tenth and final building block.

Bright Futures for Women's Health and Wellness encourages you to:

- Take action and build healthy communities by planning physical or healthy eating activities in your area.
- Tell us about the healthy differences you are making in your communities.

Send us your success stories

BFHW would like to hear about your success stories and may publish them in the future with your permission. If you'd like to tell us about your successful activities, please fill out the form on the next page and send it to BFHW. (The BFHW mailing address is on the next page.) Also, don't forget to include your name, street and e-mail address, and your telephone number, as well as the name, location, and dates of your activity.

MY SUCCESS STORY

Name of activity: _____

Date(s): _____

One-time event: _____ Ongoing activity: _____ Length: _____

Location: _____ Target audience: : _____

Goals: _____

What inspired you to plan this activity? _____

Your role: _____

Your partner(s) and their role(s): _____

Resources used: _____

How did you promote the activity? _____

Number of participants: _____

Did you get feedback from participants? Yes No If yes, what did they say? _____

How do you feel about what you did? _____

Would you do it again? Yes No

What would you do differently? _____

What tips do you have for other women who are interested in your activity idea? _____

Name: _____

Address: _____

Telephone number: _____ E-mail address: _____

Send your success story to:

Bright Futures for Women's Health and Wellness
Health Resources and Services Administration
Office of Women's Health
U.S. Department of Health and Human Services
5600 Fishers Lane
Rockville, MD 20857

