



THE BASICS

Wellness Emphasis: Nutrition

Duration: 4 weeks

Tracking Mechanism: Log sheet

Theme: Take a tasty new approach to nutrition by incorporating more fruits and vegetables into your diet.

Goal: The goal is for participants to become aware of how many cups of fruits and vegetables they should be eating weekly, and how easy — and tasty — it can be to ensure that they are meeting their nutritional needs.

Incentive Prize Ideas: Fruit baskets, cutting board, cookbook, gardening tools, t-shirt, or farmer's market gift certificate.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- A diet high in fruits and vegetables is associated with decreased risk for several chronic diseases including heart disease, some forms of cancer, and type 2 diabetes. In addition, because fruits and vegetables have low energy density (i.e., few calories relative to volume), eating them as part of a reduced-calorie diet can be beneficial for maintaining a healthy body weight.
- Data from the 2005 Behavioral Risk Factor Surveillance System (BRFSS) revealed that only 32.6% of adults consume fruit two or more times per day and fewer than 28% eat vegetables three or more times per day. The results underscore the need for continued interventions that encourage greater fruit and vegetable consumption among U.S. adults.

THE WORD

"TAVi campaigns are easy to run: Our site coordinators appreciate the comprehensive set of materials provided, the step-by-step instructions, and the overall ease of implementing the programs."

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More Information

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