



PUT MORE COLOR IN YOUR LIFE AT EVERY MEAL.

Benefits - You Are What You Eat!

1. How will Colorful Choices help me?

- It is the simplest nutrition program ever — no calorie counting, no weighing, no measuring.
- Tracking your produce for 6 weeks will help you create a healthy habit for life.
- The tips and recipes will help you make eating 5 servings of fruits and veggies delicious.
- Participating with family, coworkers, and fellow retirees will make it easier to make the healthy choices.
- You can win prizes. There will be weekly opportunities to win a prize for participating in the program.

2. Why is the Health Service System sponsoring Colorful Choices for employees, retirees, and their families?

It's easier together! 80% of participants in the Colorful Choices program reported eating fewer than 5 servings of fruit and vegetables each day however 75% indicated they were planning to eat more fruits and vegetables in the next 6 months. Competing in the Colorful Choices challenge is a great way to work with your coworkers and family to commit to eating more fruits and veggies!

No matter what your nutrition goals are, eating more fruits and vegetables will help.

A diet rich with vegetables and fruits is exceptionally healthy. Putting produce first can reduce your risk of obesity, heart disease, some cancers, diabetes, and hypertension while increasing energy. You can make these the most colorful years of your life!

3. Will I lose weight participating in Colorful Choices?

Many people do, but that is not the main goal of the program. Studies do show that people who get a higher percentage of their overall calories from vegetables and fruit are more likely to maintain a healthy weight. However, if you're watching calories for weight control, limit beans (like black, navy, pinto, kidney, white, garbanzo, lima, and lentils) and starchy vegetables (like potatoes, sweet potatoes, green peas, and corn) to 1 serving/day and fruit to 2 servings/day. Remember to limit dressings, spreads, and sauces with added fat and/or salt.



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The Challenge – Sneak A Little Color Into Every Meal or Snack.

1. What is Colorful Choices?

It may be the simplest nutrition program ever — no calorie counting, no weighing, no measuring. Just easy-to-remember daily selections of colorful produce — more than 120 to choose from! It shows you how to improve your overall health and increase your energy through colorful selections of vivid vegetables and fabulous fruit. You'll be surprised how easy it is to put produce first.

2. When does the program start and end?

The 6-week Colorful Choices program starts on Monday, April 1 and runs through Sunday, May 12. Registration will begin on Wednesday, March 11, 2018.

3. Who can participate?

Employees, retirees, and family members of the City & County of San Francisco, Unified School District, Superior Courts, and City College are eligible to participate. Colorful Choices is all about healthy eating patterns anyone, at any age, can adopt. You can participate as an individual or as part of a team (teams include 2-20 people).

4. How does it work?

Your goal is to eat at least 5 produce servings each day, with a minimum of 3 vegetables — in red, orange, yellow/white, green, and blue/violet. Maximize the points you earn each day by eating at least 3 vegetables and 2 fruits.

Scoring is based on a point system:

- Vegetable serving = 2 points
- Fruit serving = 1 point
- Top Choice* selection = 1 bonus point.

** While all produce is good for you, a Top Choice selection may offer extra health benefits; examples are blueberries, broccoli, pumpkin, spinach, and tomatoes. Each time you record a Top Choice you get the fruit or vegetable points, plus a bonus point. Note: For 1/2 servings, each point value is halved: 1/2 vegetable serving is 1 point, 1/2 fruit serving .5, and Top Choice selections .5.*

5. Does Colorful Choices involve a special diet or supplements?

No. The goal of the program is to enhance your daily eating habits to include more vegetables and fruits, using a color theme. A balanced diet packed with produce is the best way to be sure you're getting all the nutrients your body needs for optimum health and energy.



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Team Competition - It's Easier Together!

1. How does the team competition work?

The goal of team participation is to reinforce healthy eating with a fun, friendly competition that emphasizes the overall goals of Colorful Choices. Teams recorded five times the amount of produce when compared to individual participants.

Scoring is based on a point system: vegetable servings = 2 points, fruit servings = 1 point, and Top Choice selections = 1 bonus point. For 1/2 servings, each point value is halved.

Teams that are able to track 30 days or average 5 servings of produce a day will be randomly selected to win a team prize.

2. Do I have to join a team or can I go it alone?

Although you can participate on your own, Colorful Choices is even more fun when you're on a team. And numerous studies show that you're more likely to stick with healthy habits when supported by others. Remember, teams can include 2-20 people.

3. Can anyone start a team?

Yes. After you register, click the Team page to get started and invite others to join. The person who starts the team is the team leader. Remember, teams consist of 2-20 members (yourself and 1-19 others) — as soon as a second person registers and accepts your invitation, your team is formed.

4. Do team leaders have any special responsibilities?

Your only responsibility is to make sure at least 1 other person joins your team. You can have up to 19 participants on your team, for a total of 20 team members (including yourself). Encourage them to register before the challenge begins. All team members are responsible for recording their own produce choices as well as encouraging and supporting each other in Colorful Choices.

Should your team win one of the team prizes, you will be responsible for picking up the team prize at the San Francisco Health Service System.

5. How many people can be on a team?

There can be a total of 2 to 20 people on a team. This would include the team leader and 1 additional individual up to 19 additional individuals.

6. Can I participate on more than 1 team?

No, you can only participate on one team.



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7. I am a team leader, am I able to participate on another team other than my own?

No, participants are only able to participate on 1 team. Team leaders are the leader of their own team, therefore are unable to participate on any other team than their own.

8. I am having difficulty with the team feature (e.g. joining a team or inviting individuals to be a part of a team, etc), who do I contact to help me out?

Use the CONTACT link located at the bottom of the webpage or go to <https://sfhss.colorfulchoices.com/info/contact>. Complete the information and a Colorful Choices representative will be able to assist you.



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Registration - Live The Healthy Way, Eat Your 5 A Day!

1. How do I register?

Start by visiting <http://sfhss.com/well-being/colorful-choices-challenge> and click on the “Register Today” button. This will take you to the Colorful Choices page where you can register.

2. Can I register from a smartphone or tablet?

No, it is recommended that participants register for Colorful Choices from a computer. However, once you’re registered there is an app you can download to easily track your fruit and vegetable intake. Participants who downloaded the mobile application, consumed more produce daily and tracked their produce points more days than participants who did not.

3. Is there an app I can download?

Yes, there is a free mobile app available for download for most [Android](#) and [iOS](#) devices. Participants who downloaded the mobile application in the 2016 challenge, consumed more produce daily and tracked their produce points more days than participants who did not.

Simply search “Colorful Choices” in [Google Play](#) or the [iTunes](#) store to download the mobile app. The app allows you to log your daily produce, review your team status and view various recipes plus much more! Be sure to register for Colorful Choices on a computer before downloading and logging into the mobile app.

4. I participated in last year’s Colorful Choices challenge, do I need to re-register?

Yes, although you participated in last year’s challenge the information has not been saved. You will need to recreate a user name, password and complete the registration process.

5. I am having trouble logging in to register, what should I do?

The Colorful Choices platform provides the best user experience with the following web browsers: Chrome, Firefox, Safari and Internet Explorer (IE) 11+ and higher. If you have an older version of IE, copy and paste the URL into a new web browser for the best user experience. If you experience further issues while registering or logging your produce, we encourage you to use the CONTACT link at the bottom of the webpage and a Colorful Choices representative will be able to assist you.



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6. I have already registered, but I am having trouble logging back into my account, what should I do?

If you forgot your password, click the “Forgot Password” link and type your email address associated with your Colorful Choices account. The system will then send an email which is active for 60 minutes that will allow you to reset your password. If you are unsure what your registered email address is, use the CONTACT link located at the bottom of the webpage or go to <https://sfhss.colorfulchoices.com/info/contact>. Complete the information and a Colorful Choices representative will be able to assist you.

7. I got locked out of my account, what should I do?

If you forgot your password, click the “Forgot Password” link and type your email address associated with your Colorful Choices account. The system will then send an email which is active for 60 minutes that will allow you to reset your password. If you are still experiencing issues, use the CONTACT link at the bottom of the webpage or go to <https://sfhss.colorfulchoices.com/info/contact>. Complete the information and a Colorful Choices representative will be able to assist you.

8. Who do I contact for support?

If you are having difficulty logging in or creating an account click [HERE](#).

For all other questions, you can contact the HSS Well-Being team by email at well-being@sfgov.org or calling 415-554-0643.



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Tracking Progress – A Little Effort Can Go A Long Way!

1. Do I have to record my choices online every day?

It's not required, but if you record your choices daily, you'll enjoy the full experience of Colorful Choices as you watch your individual and team progress. Downloading the app might make it easier to help you keep track. If you're unable to log in every day, [use the paper log](#) and update your servings online when you can.

Log your choices everyday: Monday-Sunday. The last day to log your choices as an individual and a team is Sunday, June 3.

Make it easier, download the app. Participants who downloaded the mobile application in the 2016 challenge, consumed more produce daily and tracked their produce points more days than participants who did not. Simply search "Colorful Choices" in Google Play or the iTunes store to download the mobile app. The app allows you to log your daily produce, review your team status and view various recipes plus much more! Be sure to register for Colorful Choices on a computer before downloading and logging into the mobile app.

2. Can I track weekly instead of daily?

Yes, however in order to track a weeks' worth of produce, you will need to use the calendar located above the produce list on the Log Produce tab to toggle between dates you need to log for. Drag and drop the produce into the blender and be sure to click SAVE. If you are logging on your Summary tab, click the appropriate date/header and a dropdown will appear. Select your serving size and click the appropriate produce and the system will save automatically.

3. I participated last year, will I be able to see my progress and how I tracked?

Unfortunately the Colorful Choices platform needs to be rebuilt from year to year, therefore all information that would have been logged from last year's challenge will not be saved.

4. Should I eat more than 5 servings/day?

Colorful Choices allows you to record up to 9 choices/day, as either full or half servings. If you're watching calories for weight control, limit beans (like black, navy, pinto, kidney, white, garbanzo, lima, and lentils) and starchy vegetables (like potatoes, sweet potatoes, green peas, and corn) to 1 serving/day and fruit to 2 servings/day.

For more information on a healthy serving recommendation based on your age, gender and activity level click [HERE](#).



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5. What if I want to log a produce items that's not listed?

Choose an item that's a similar color and closely related. For example, cranberries could be a substitute for goji berries and spinach can substitute for any dark green leafy vegetable. Although our comprehensive produce list couldn't include all possibilities, it shows the most popular and familiar choices.

6. What is a serving size?

Here are some typical serving size examples. [Print this reference of serving sizes.](#)

7. Can I track ½ of a servicing size or do I have to track whole portions?

You have the ability to track whole and ½ servings. Once you choose the date of the month to enter your produce, click the button on the top of the page to indicate a full or ½ serving.

8. What's a Top Choice?

While all produce is good for you, a Top Choice may offer extra health benefits.

To enhance your score with the fewest calories, focus on the underlined items in this Top Choice list:

- | | | |
|--|----------------------|------------------|
| • Beans
(edamame/soy,
lentil, garbanzo,
black, kidney,
pinto, black eyed
pea, navy) | • <u>Cauliflower</u> | • Raspberries |
| • <u>Blueberries</u> | • Cranberries | • <u>Spinach</u> |
| • <u>Broccoli</u> | • <u>Kale</u> | • Strawberries |
| • <u>Brussels sprouts</u> | • Kiwi | • Sweet potato |
| | • Oranges | • <u>Tomato</u> |
| | • Pomegranate | |
| | • <u>Pumpkin</u> | |

9. What if I have questions about the program?

Use the CONTACT link at the bottom of each page on the website. A Colorful Choices representative will respond within 1 business day.



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Confidentiality

1. Do I have to participate in Colorful Choices?

No. Participation in Colorful Choices is completely voluntary. Individuals are encouraged to participate to help them consume at least 5 servings of fruits and vegetables daily.

2. How is my information used?

The information participants track (for example, produce logged) will be compiled with other participants' information and displayed in aggregate form. Answers to the registration and evaluation questions will be used in aggregate reports about the program. Email addresses will be used by the Health Service System to provide information about the program and weekly educational messages. Individual participant email addresses and physical addresses may be used by the Health Service System to provide prizes to participants. Participant email addresses and other information that is provided within the program will not be shared.

3. How is the information I enter stored?

Personal information is stored under strict security measures as outlined in the [Privacy statement](#). Participation data is compiled with other participants' data for summary reports.



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Prizes

1. How can I win prizes?

There are FIVE Ways to win a prize:

1. **Register Early:** Register by April 1 to be entered to win in a raffle.
2. **Enter the Weekly Contests:** Each week SFHSS will send an email to all participants. The email will highlight tips and tools to keep you motivated in making healthy choices throughout the 7-week challenge.

There will also be a weekly contest that you can participate in by submitting a response to well-being@sfgov.org. Instructions will be provided in the email and 5 random winners will be notified each week.
3. **Participate with a Team:** Teams can be between 2-20 participants. Start a team or join a team to keep on another motivated. Teams that track the highest produce points will be provided a team prize at the end of the challenge.
4. **Complete the Challenge Evaluation:** All participants will be invited to complete the challenge evaluation through the Colorful Choices portal. Be sure to complete the evaluation to be entered to win in a raffle.
5. **Stay Engaged Throughout the Challenge (for Grand Prizes):**
 - **Share Your Story:**
You'll be asked to share your Colorful Choices experience at the end of the challenge. Share a story about your success in reaching your produce goals or how the Challenge has helped you to make healthier choices. We want to hear your story! Participants that share their story will be entered to win a grand prize.
 - **Log 5 servings of Fruits and Vegetables each Day:**
Aim to track 5 servings of produce each day to meet the recommendation of daily servings. Participants that meet the recommendation will be entered to win a grand prize.
 - **Log 5 or more days each week.**
Challenges are designed to help you establish a healthy habit. Colorful Choices can help you to create a healthy eating habit that adds more color into each meal. Set a goal to log each day, so that you can see you progress in increasing you produce intake. Participants that log 5 or more days each week of the challenge will be entered to win a grand prize.



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2. How do I enter into the weekly contest?

On Mondays during the program, participants will receive an email. That email will provide instructions about the weekly contest. Follow the instructions to be entered to win.

3. Who is eligible to win the weekly contest?

Employees and retirees who register for Colorful Choices will all be able to win. Read the weekly email for details.

4. When are weekly contest entries due each week?

The weekly contest will be announced on Monday and entries are due by Friday.

5. When are the weekly winners announced?

The winner will be notified in a separate email from well-being@sfgov.org no later than Wednesday of the following week.

6. What prizes will be given out for the program?

Prizes include items such as an activity tracker and other nutrition-related gifts.

7. If I won, how do I obtain my prize?

You will receive instructions when you are notified that you are a winner.

8. I never received my prize, who do I contact?

well-being@sfgov.org or call 415-554-0643.