



Aim for 5 Challenge

What is Aim for 5 Challenge?

Aim for 5 Challenge is a fun 6-week challenge that encourages participants to eat at least 5-servings of fruits and vegetables daily. The resources and activities associated with this challenge focus on healthy eating with creative options to help participants explore the colorful choices they can add to their daily routine.

Background

According to [CDC](#), Only 10% of American adults get the recommended fruits or vegetables intake. Eating a variety of fruits and vegetables provide many nutrients that are linked to improved energy levels, physical health, enhanced mood, and lower levels of depression; these effects contribute to higher productivity at work and greater well-being overall.

How to start Aim For 5 Challenge?

There are three components to this challenge.

- **Provide Support with 6-week challenge:** This component provides hands-on support to kick-off the challenge and to set participants up for success.
 - Participants will be invited to participate in a seminar followed by optional 1:1 coaching focused on healthy eating habits.
 - Consider ordering food demos and seminars (such as plant-based eating, intuitive eating) to support participants and help them better engage with each other and with the challenge.
 - Coaching and optional food demos can be requested by filling out this [Activity Request Form](#). Activities require 6-8 lead time.
- **Utilize Email Campaigns:** Use the [weekly email templates](#) to send participants motivational reminders each week of the 6-week challenge. The emails include weekly topics, activities, tips, and



recipes to support employees. There are also two email templates that can be sent prior to the weekly emails that introduce the campaign to participants.

- **6 Weeks of Tracking:** Participants will track and reflect on their daily servings of fruits and vegetables each day of the six weeks using the Aim for 5 [tracker](#). Additionally, they can use free mobile apps such as [Eat Five](#), [See How You Eat Food Diary](#), and [Simple Food Tracker Foodility](#) to track fruit and vegetable servings digitally.

Instructions

Consider logistics:

- **Plan Ahead.** SFHSS activities require 6-8 weeks of lead time. You'll need to coordinate the time, date, and location with the events and people involved in this challenge.
 - **Time & date.** Keep in mind alternative work schedules and heavy meeting/offsite days. Allow enough time for people to attend the seminar and food demos without feeling rushed. Coaching is a 15–20 minute individual appointment and Food Demos can be requested for 45-60 minutes in length.
 - **Location.** Consider the activities that you will be coordinating. If you have a seminar, you'll need chairs for people attending and possibly speakers. For coaching, you'll need a smaller space that offers privacy. If working remotely, the speaker/coach and participants will need to have access to video meeting platforms.
 - **Material Distribution.** Materials such as the tracker and



description of food demos and seminars can be emailed to participants in advance. If your workforce does not have email—be sure to print the material in advance to handout at the event.

- **Request Incentives.** Email well-being@sfgov.org to order prizes. SFHSS recommends a raffle prize approach with equal opportunity to all participants, to recognize effort over results.
- **Recruit Help.** The more the merrier. Invite your colleagues to help throughout the Aim for 5 Challenge.
 - **Email Distribution.** Choose a person with impact to help with sending out promotional email and [weekly reminders](#). Identify someone from your communications team, leadership, or someone who has access to the all-staff list serve.
 - **Onsite Registration.** If employees at your worksite don't have email access, take [sign-ups](#) for the seminar and in-person coaching. Setup a clipboard at your desk, on your door, or in the breakroom for easy sign-up. Check frequently and send reminders for registration, if needed. Weekly emails can also be printed out for participants each week as well as the relevant attachments.
- **Encourage Participation.** The more the merrier. Encourage participation by considering the following:
 - **Create teams.** Ask employees to create teams that can work together and keep each other accountable throughout the 6-weeks. Let them think of fun team names and



encourage them to keep each other motivated. Teams can also complete the weekly activities together and share pictures with SFHSS. Connect with us [here](#)!

- **Hashtags are for Coworkers.** Ask employees to take pictures of their weekly meals and activities. Create a hashtag for the Aim for 5 Challenge and ask employees to tag their photos when posting to social media. If you have a department social media account, post or spotlight these images on the work social media page, if people are comfortable.
- #Aimfor52021, #2021Aimfor5, #Aimfor5, #Aimfor5hss
SFHSS is on [social media](#) @ **sanfranciscohss** on Facebook and Instagram!





Start Aim for 5 Challenge @Work!

Request Aim for 5 Challenge Activities:

Download the [Activity Request Form](#) complete the request for the seminars below, and submit to well-being@sfgov.org.

There are two options for activities that align with the Aim for 5 Challenge.

- Most departments will order a seminar as an overview for employees to learn about incorporating healthy foods in their everyday diets.
- If appropriate, we recommend that you also provide an opportunity for optional 1:1 nutrition coaching—this offers customized individual level support for participants.

All employees will be invited, and this will act as your kick-off week, to help build momentum and community. Promote both events simultaneously and allow participants to sign up for the support that interests and works best for them. Here is an example timeline:

Monday	Tuesday	Wednesday	Thursday	Friday
	Eat Well Seminar		1:1 Nutrition Coaching	

For Everyone:

Eat Well- Nutrition Seminar

Eat Well is a 45-minute seminar that helps participants to learn the principles of good nutrition, strategies for healthy eating, and how to develop an action plan to stay motivated. Additional seminars can include plant-based eating, how to read food labels, and more.

(Optional)

1:1 Nutrition Coaching

20-minute appointments will be scheduled with a Wellness Coach to discuss healthy eating goals or concerns. Participants will discuss progress, overcoming challenges, staying motivated, goals, and more.



Advertise & promote:

Once your requested activities are confirmed, SFHSS will provide you with a confirmation. Now you're ready to start planning for your Aim for 5 Challenge!

1. Customize the promo [flyer](#) with your information and post in a highly visible location to advertise the Aim for 5 Challenge.
2. Encourage leadership to support staff attendance and to attend as well!
3. Consider identifying helpers and establishing roles:
 - Day of contact for the seminar—this person will attend the planning call with the instructor and be available to support them
 - Promotional influencers---spread the word about the challenge. Make announcements at staff meetings, post flyers, and send out emails. These influencers can help take sign-ups for the challenge and the kick-off event activities.

Host the Kick-Off Event:

Once your requested activities are confirmed, SFHSS Well-being will provide you with an email confirmation. Now you're ready to start planning for your Aim for 5 Challenge!

1. Make an announcement (using the [Aim for 5 Facilitator Script](#) before the Eat Well Seminar to highlight the Aim for 5 Challenge and email campaign.
2. Share the Aim for 5 Challenge and email campaign to everyone. Encourage employees to sign up for the email campaign if they haven't already to get the most guidance and resources from this challenge.
3. Maybe offer an incentive and raffle a prize to participants. Contact well-being@sfgov.org for options.



Start the 6-Week Challenge:

Once participants have signed up for the email campaign, they will be ready to start the challenge.

1. Distribute the [Aim for 5 Tracker](#) to all staff members. This will provide an opportunity for those who were not able to attend the seminar/coaching to still participate in the challenge.
2. Send weekly emails using the [Aim for 5 Email Campaign](#). These weekly emails are meant to encourage participants to incorporate more servings of fruits and vegetables. The emails include weekly topics, challenges, recipes, and tools.

Recognize Participation:

1. The weekly emails include an option for participants to share their pictures with the program coordinator(s) and possibly win prizes and be featured on social media accounts.
2. Compile all the submissions and create a slide show to share with staff (e.g., at all-staff meetings, team meetings). or print them out and post them at the workplace (e.g., break rooms, meeting rooms, bulletin boards). to help reinforce and support healthy movement habits at the workplace.
3. Also consider spotlighting these images on the work social media account using the hashtags provided above if people are comfortable. Additionally, forward these images to us on [social media](#)!

Need Additional Support? Contact well-being@sfgov.org