



Aim for 5 Kick-off Event Facilitator Script

(Use these notes as talking points to help with your kick-off event or seminar).

• Welcome

- Welcome and thank you for participating in the kick-off event for the Aim for 5 Challenge.
- This event is meant to bring us together to add more fruits and vegetables to our meals each day. The [American Heart Association](#) recommends that adults get at least 4-5 servings of fruits and vegetables per day.
- The presentation will help us understand the principles of healthy eating, learn strategies to eat well, and develop an action plan to stay motivated to eat well.
- Next week, we will start our Aim for 5 challenge. I encourage you all to aim for 5 servings of fruit and vegetables each day. Find ways to incorporate even more plant-based foods in your daily meals!
- This can be done by blending fruits and vegetables in smoothies, using plant-based sauces and dips, making fruit and vegetables the center of each meal, and much more.

• Closeout- Aim for 5 Challenge and Email Campaign

- Using some ideas provided from the seminar today, explore new and creative ways to add more fruit and vegetables to your day. Also consider signing up for our Aim for 5 Challenge which is a 6-week challenge to encourage you to eat 5 servings a day. You will receive weekly emails with tips, recipes, resources, and more. You will also receive the Aim for 5 tracker to keep track of your 6-week journey.
- After the 6 weeks, you'll receive an email from me to be entered into a raffle!
- Fill out the sign-up sheet to receive the emails related to the challenge and to get notified about raffles!

