POSITION DESCRIPTION

<u>Title:</u> Member, employee advisory board

Hours: 1 hour per month at employee advisory board meeting plus several hours

per month on Treatwell: 5 A DAY activities.

Membership:

Members will be selected to represent a broad range of departments and cultural/ethnic/racial groups in the health center (e.g. administration, medical department, clerical staff, maintenance department, line workers, the health center newsletter, food service, etc.). <u>Duration of board membership:</u>

1 year but members can serve several terms.

Summary:

The employee advisory board is critical to the success of Treatwell: 5 A DAY. Board members will reflect the interests of a broad range of employees throughout the health center. They will help the Treatwell: 5 A DAY staff adapt the Treatswell: 5 A DAY program for specific worksites. Employee participation is essential to help Treatwell: 5 A DAY determine how to present the program effectively to the employees and to serve as program spokespersons in the worksite.

Responsibilities:

- 1. Attend meetings of the advisory board.
- 2. Provide information about the health center's characteristics to the Treatwell: 5 A DAY staff.
- 3. Work with the Worksite Coordinator and the Intervention specialist to develop, plan and deliver the annual intervention plan.
- 4. Negotiate with administration for those items required to implement Treatwell: 5 A DAY program.
- 5. Identify perceived employee interests regarding programming in targeted risk factor areas to the Treatwell: 5 A DAY staff.
- 6. Advise Treatwell: 5 A DAY staff on the best methods for the promotion and delivery of programs and activities.
- 7. Assist the Treatwell: 5 A DAY interventionist with:
 - ~ Promotion of Treatwell: 5 A DAY programs and activities.
 - Distribution and collection of promotional and educational materials needed for Treatwell: 5 A DAY programs and activities.
 - **Staffing of Treatwell: 5 A DAY programs and activities.**
 - Securing financial and material resources, including incentives.
- 8. Convey Treatwell: 5 A DAY messages to other employees.

POSITION DESCRIPTION

Title: Worksite Coordinator

Hours: Minimum of 2 hours per week in addition to Employee-Advisory Board

(EAB) meetings (one per month)

<u>Duration of Term</u>:

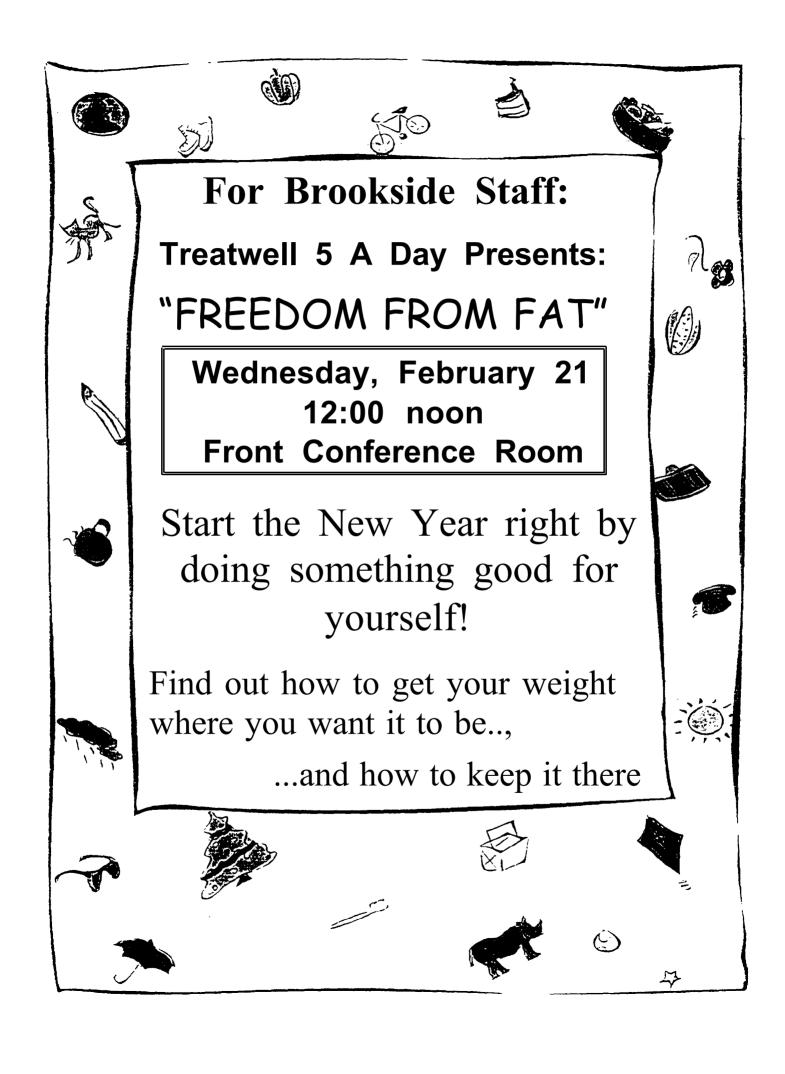
To be decided by worksites or the length of the intervention period

Summary:

The position of Worksite Coordinator is critical to the success of the Treatwell: 5 A DAY program in your worksite. The major function of the coordinator is to help the Treatwell: 5 A DAY staff adapt the program to each worksite and its employees. His/her role is essential in helping determine how to present the program effectively and to serve as the Treatwell: 5 A DAY spokesperson in the worksite.

Responsibilities:

- 1. Serve as co-chairperson with the Intervention Specialist.
- 2. Assure representation of all strata of health center personnel on the EAB.
- 3. Attend monthly meetings of the EAB.
- 4. Coordinate (or nominate other employee) on-site post baseline survey administration.
- 5. Serve as a communication link between Treatwell: 5 A DAY staff and:
 - a. EAB: Convey suggestions for Treatwell: 5 A DAY activities and programs based on employees' perceived wants and needs.
 - b. Health center management: Negotiate administrative matters regarding Treatwell: 5 A DAY survey, activities and programs.
- 6. Attend periodic meetings with Treatwell: 5 A DAY staff to discuss program implementation details.
- 7., Work with other EAB members to arrange meeting times, places, equipment and food for Board meetings and other Treatwell: 5 A DAY events. Secure space for the resource center.
- 8. Assist with the promotion of Treatwell: 5 A DAY activities and events. Distribute and collect materials.
- 9. Attend group offsite training/orientation session with worksite coordinators from other worksites.





Featuring 5 A DAY recipes!

See _____

to sign up.

WHEN:

TIME:

WHERE:

The special theme is:



Don't Miss the *Treatwell:* 5-A-Day Snacking Campaign!





(1) Pick up a recipe card for a delicious and healthy snack

Date? Wednesday, JULY 19

Time? 12:00 pm Place? The Kitchen

(2) Bring your prepared dish

Date? Wednesday, JULY 26

Time? 12:00 pm Place? The Kitchen



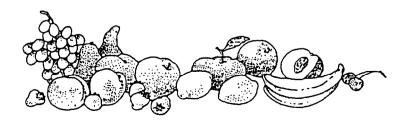




Receive a cookbook just for entering the contest!

Win a beautiful fruit bowl* if your dish is chosen as the best-tasting!

EVERYONE - COME TRY NEW SNACKS AND DECIDE WHO WINS! PARTICIPATE IN A GUESSING CONTEST!



*Prize is subject to change.

TAKE THE CHALLENGE!!

Do you eat 5 fruits and vegetables each day?

Could you eat more?

Brookside Staff: Join your co-workers in a 5 A Day Challenge!!!

During the week of MARCH 25 - 29, the team that eats the highest number of fruit and vegetable servings wins!!

Don't miss it!!

It's Fun and Easy!!

First Prize -- TREATWELL T-SHIRT

Second Prize -- 5-A-DAY INSULATED LUNCH BAG

Third Prize -- 5-A-DAY SANDWICH SAVER



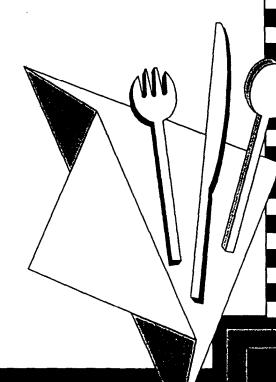
FIND THE FAT

- Identify major contributors of fat to your diet.
- Calculate an individual fat intake range according to guidelines for a healthy diet.
- Learn how to track your fat intake.



WHEN:

WHERE:



Please join us for... **Eatwell**

IT'S ALL WRAPPED UP!

Zeroing in on Eating Out

- What are the healthiest choices in your favorite restaurants?
- Plan ahead for dining out and maintaining a healthy diet

Packing a Bag Lunch

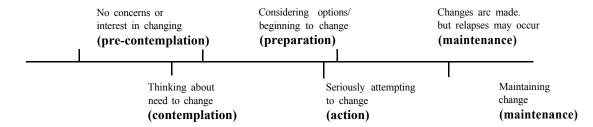
- Assess a "typical" bag lunch according to recommendations for a healthy diet.
- Learn ways to include more fruits, vegetables, and low-fat foods in lunches eaten at work.

WHEN:

WHERE:

Address Employee Readiness to Change Behavior

When it comes to any behavior change, employees are all at different stages of readiness for behavior change. Activities have been designed with this in mind. The chart below reviews the different stages of behavior change:



Wellness programs have been traditionally directed at people who are ready to take action. In the average worksite, this group usually accounts for fewer than 10% to 20% of the employees. Most employees fall into the pre-contemplation or contemplation stages of change, meaning that they have not yet begun to consider a change or that they are only thinking about changing. Action-oriented activities and programs will have little effect on employees who have not yet committed to making any changes.

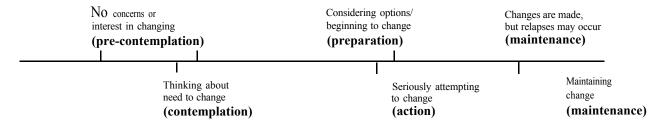
The chart on the following page outlines the recommended approaches for planning activities for employees who are at different stages of readiness for behavior change. One strategy is to encourage small steps, such as substituting 2% milk for whole milk, moving gradually from consuming whole milk to 2% milk to 1% milk and finally to skim milk.

Behavior Change Strategies

Stage of Change	Descriptions of Change Process	Recommended Strategies
Pre-contemplators and contemplators Goal: use promotion/ awareness activities to help people begin to consider changing and to move people into action stage	 unaware of long term consequences of behavior lack confidence in their ability to change or do not want to think about changing think about change but lack the skills defensive because of social pressure to change ambivalent about changing because the pros and cons of the behavior seem equal 	 support multiple awareness activities provide information provide a supportive atmosphere proactively seek out employees personalize the risk with a selftest encourage experimentation emphasize simple skills encourage small steps
Preparation/Action Goal: get people well prepared take action and actively assist people to take action	 see the cons of the risk behavior outweighing the pros have already made small behavior changes (e.g. reducing number of cigarettes smoked) ready to commit to an action date 	 offer skill building opportunities promote use of self-help materials/workbooks offer self-help groups hold worksite contests
Maintenance Goal: support and sustain behavior change	 trying to incorporate lifestyle changes when others around them are not may relapse or returned to old ways feel over-confident or want to give-up 	 provide environmental supports (e.g. restrictive smoking policy) promote support systems (e.g. buddies, families, groups) provide skills for maintenance (e.g. booklet on handling stress without cigarettes) recognize employees who have made changes use hotlines

Stages of Readiness to Change Behavior

You can expect employees are to be at different stages of readiness for behavior change. Activities have been designed with this in mind. The chart below reviews the different stages of behavior change:



Wellness programs have been traditionally directed at people who are ready to take action. In the average worksite, this group usually accounts for fewer than 10% to 20% of the employees. Most employees fall into the pre-contemplation or contemplation stages of change, meaning that they have not yet begun to consider a change or that they are only thinking about changing. Action-oriented activities and programs will have little effect on employees who have not yet committed to making any changes.

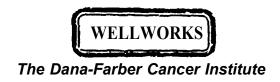
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Adapted from the Working Well Coordinators Guide. M.D. Anderson Cancer Center, University of Texas, Houston, Texas.

RATE YOUR PLATE

for FAT and FIBER





Directions: For each food group, circle the phrase that best describes the way you usually eat. If you are a **Vegetarian**, omit the first 5 items.

Food	Column 1	Column 2	Column 3
 Meats: such as beef, pork, lamb, veal 	Usually eat: high-fat cuts e.g. spareribs, prime rib, regular hamburger, sausage, hot dogs (all kinds).	Usually eat: lean cuts, e.g. Beef-round. extra-lean hamburger, pork, lamb and veal-leg. loin.	Always eat: lean cuts or rarely/never eat meat.
● Chicken, turkey	Rarely eat: Chicken. turkey	Usually eat: 2 servings or less a week.	Usually eat: 3 servings or more a week.
• Fish, Shellfish	Rare/y eat.	Usually eat: 2 servings or less a week.	Usually eat: 3 servings or more a week.
Breakfast and Luncheon meats	Usually eat: High-fat varieties e.g. salami, bologna, sausage, bacon.	Usually eat: lean varieties, e.g. turkey breast, roast beef, 45% fat- free luncheon meat.	Always eat lean varieties: or rarely eat.
 Serving sizes of cooked meat, poultry, seafood, breakfast & luncheon meats 	Usually eat: large servings (7 oz. or more).	Usually eat: medium servings (4-6 oz.).	Usually eat: small servings (3 oz. or less).
 Split peas, lentils, dried beans such as kidney, lima, garbanzo 	Rarely or never eat	Usually eat: at least twice a month.	Usually eat: once a week or more.
● Egg Yolks	Usually eat: 7 or more a week.	Usually eat: 56 a week.	Usually eat: 4 or less a week or use choles- terol-free egg substitute.
• Milk	Usually use: whole milk.	Usually use: 2% low-fat milk.	Usually use: 1 % low-fat or skim milk.
● Yogurt	Usually use: yogurt made from whole milk.	Usually use: lowfat yogurt.	Usually use: non-fat yogurt.
 Cheese*, e.g. cheddar, American, Swiss 	Often eat: regular cheese.	Sometimes eat: low-fat cheese.	Rarely eat: cheese or eat only low-fat/ calorie-reduced cheese.
● Frozen dairy desserts (1 Serving = 1/2 Cup)	Usually eat: ice cream 3 or-more times a week.	Usually eat: ice cream twice a week or less.	Never eat: ice cream or <i>usually eat</i> ice milk, frozen low-fat yogurt, or sherbet.
 Fats, oils (for cooking and eating) 	Usually use: butter, butter blends, shortening and/or lard.	Usually use: margarine and/or vegetable oil.	Always use: margarine and/or vegetable oil.
 Spreads e.g. butter, margarine, mayonnaise (t = teaspoon) 	Use: 8 t or more a day.	Use: 5-8 t a day.	Use: 4 t or less a day.

^{*}Cheese is high in fat but a good substitute for meat in a meal. Note that 2 oz. cheese has about the same amount of fat as 3-4 oz. meat. Aim to eat no more than 4 oz. of cheese a day, and preferably low-fat cheese.

(t = teaspoon)

Sometimes use: Alwavs use: **Usually** use: Salad dressing low-fat or low-cal dressing. regular salad dressing. low-fat or low-cal dressing. Usually eat: **Usually** eat: Sometimes eat: Food preparation fried foods, and/or cooked foods cooked by other methfried foods, and/or cooked ods e.g. broiling, steaming with, added fat, with added fat. baking, etc. without added fat Usually eat: Sometimes eat: Often eat: Snacks fruit, vegetables, low-fat crackchips, nuts, crackers. chips, nuts, crackers. ers, plain popcorn, pretzels. Often eat: Sometimes eat: Rarely or never eat: Sweets such as sweets. sweets. sweets. donuts, cookies, cakes, pies, sweets rolls, chocolate Usually eat: **Usually** eat: **Usually** eat: Breads, cereals and 3-5 servings or less a day. 6 servings or more a day. 2 servings or less a day. pasta (1 sewing = 1 slice or 1/2 cup) Sometimes eat. Usually eat. Rarely or never eat. Whole grain products such as whole wheat bread & brown rice Always eat. Rarely or never eat Sometimes eat. • High fiber cereals, e.g. Oatmeal, bran cereals **Usually** eat: **Usually** eat: **Usually** eat: • Fruits and Vegetables 4 servings or less a day 5 servings or more a day. 1 serving or less a day (1 serving = 1 slice or 1/2 cup)

IF MOST OF YOUR CIRCLED ANSWERS ARE IN:

Column 1 There are **MANY** ways you can make your eating pattern healthier. Column 2 There are **SOME** ways you can make your eating pattern healthier. You are making **MANY** healthy choices. Column 3

GOAL SETTING

To improve health, the first change I will make in my eating pattern is:

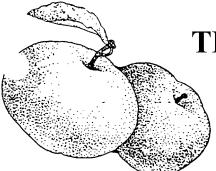
- Changes in eating patterns do not happen overnight. If you find most of your answers are in Column 1, make changes in your eating pattern which move you gradually to Column 2 and finally to Column 3.
- Changes made over time are more likely to become changes you can live with for a lifetime!
- Discuss this form with a Wellworks staff member.
- Refer to the Wellworks Nutrition Guidelines for additional information.

Adapted from "Rate Your Plate" of Memorial Hospital of Rhode Island.

Treatwell 5 A DAY

<u>Toll Free Numbers for Nutrition and Cancer</u> <u>Information</u>

For Info. about:	Dial this #:	Provided by:
CANCER	1-800-4-CANCER	Cancer Information Service
CANCER	1-800-ACS-2345	American Cancer Society
NUTRITION	1-800-366-1655	American Dietetic Association
NUTRITION & FOOD SAFETY	1-800-426-8271	National Food & Dairy Council
PESTICIDES	1-800-858-7378	National Pesticide Telecommunications Network
MEAT & POULTRY	1-800-535-4555	USDA
SEAFOOD	1-800-328-3474	American Seafood Institute

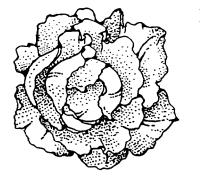


TREATWELL 5-A-DAY TEAM

GAME PROGRAM

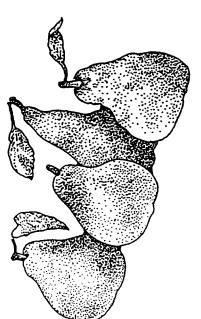
GRAND PRIZE DRAWING

Enter your admission ticket to win the grand prize!!!



SALAD BOWL

- Sample some salad
- Pick-up some new salad recipes
- Guess the salad ingredients & WIN PRIZES!!!

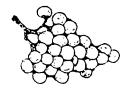


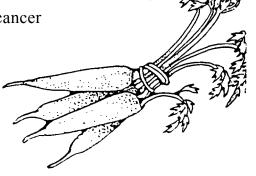
FRUIT BOWL

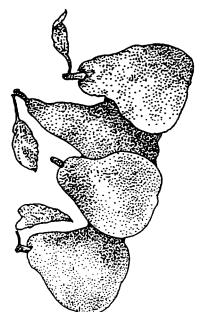
- Have some fresh fruit
- Get some great fruit salad recipes
- Are you eating enough fruits and vegetables? Test your intake!!
- drawing bowl **MORE** Enter the fruit and **WIN** PRIZES!!!

CANCER INFORMATION SERVICE

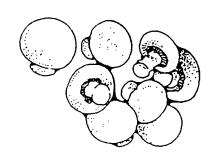
- Learn more about how to prevent cancer
- Pick-up some free give-aways











CORE EVENT: KICKOFF

Definition: This event will occur at the beginning of the intervention period. EAB's

will meet to plan and assist DFCI's staff in developing the activities.

Duration: Variable. Over a period of 2 hours approximately, (e.g., during lunch

time) DFCI's staff and EAB members will carry out the kickoff event. Employees at health centers will participate in the kickoff for as long as

they are able to.

Objectives: The objectives of the kickoff are to build awareness among workers of the

Treatwell 5-A-Day program, messages, name, logo, purpose and activities; promote awareness among workers of the relationship between consumption of fruits and vegetables and cancer prevention; promote the CIS; motivate workers to participate in Treatwell 5-A-Day activities; and motivate workers to increase their consumption of fruits and vegetables.

Core Elements: The kickoff will include: promotion, distribution of the Treatwell 5-A-

Day brochure, a quiz with a prize drawing, a taste test of fruits and vegetables ("Salad Bowl" and "Fruit Bowl"), recipe cards, and distribution

of 5 A DAY materials.

Optional

Elements: Self-assessment with feedback

Audience: All employees of health centers in the intervention groups.

E:/5ad/kick/kickoff.bib

Treawell: 5 A Day Kick-off August 31, 1994

Tables/Stations

1) **"ADMISSION GATE"** (near entrance to kick-off area; decorated with crepe paper streamers and helium-filled *Treatwell: 5 A Day* balloons)

Signs:

- ♦ "Treatwell: 5 A Day Admissions Gate" sign for wall or table
- ♦ "Make the Play...Eat 5 A Day" poster for wall

Materials on table:

- ♦ *Treatwell: 5 A Day* brochures
- ♦ Treatwell: 5 A Day bags
- ◆ "Team Roster" listing EAR members (offensive line), Worksite Coordinator (quarterback), Intervention Specialist (team coach or manager), and 5 or more fruits and vegetables each day (defensive line).
- ♦ "Make the Play...Eat 5 A Day" NFL team schedule tip cards
- "Game Program" listing kick-off activities
- ◆ "Season Schedule" listing upcoming *Treatwell: 5 A Day events, i.e.* EatWell, Fit In Five, campaigns, etc.
- container to collect entries for the grand prize drawing
- ♦ Treatwell: 5 A Day pens
- grand prize (juicer, dehydrator, food processor, wok, steamer?)

Activity:

♦ Employees bring their payroll stuffer "tickets" to the table, fill them out with their name, and enter the drawing for the grand prize. We can have extra "tickets" for employees who don't have one. Give each employee a *Treatwell: 5 A Day* brochure, "roster", "program", "schedule", bag, and pen. Guide them to other activities.

2) "SALAD BOWL"

Signs:

- "Salad Bowl" 'sign 'for wall or 'table
- "Create a Salad" dangler to hang from the ceiling
- "Eat More Salads" poster for wall

Materials on table:

- ♦ A large bowl of vegetable salad with a variety of fat-free salad dressings (containers for serving, forks, napkins, utensils for serving)
- "Eat More Salads" brochures
- ♦ 5 A Day vegetable salad recipe cards (2-3?)
- "List the Players and Score!" quiz
- pencils and clipboards
- container for prize drawing entries
- prize for drawing

Activities:

- ♦ Employees sample a mixed vegetable salad (premixed, prepared salad greens; other leafy greens; broccoli and cauliflower florets; carrots; onions; different colors and kinds of peppers; cucumber; cherry tomatoes; assorted beans, i.e. kidney, pinto, garbanzo) with fat-free salad dressings. Encourage them to pick up a brochure and recipes.
- "Sensational Salads" videotape (if there is convenient access to a VCR)
- Employees take the "List the Players and Score!" quiz (an activity sheet with enough blanks for each item in the salad; the answers can be on the back along with nutritional information, i.e. the "defensive players" and their role on the team to prevent cancer)
- ♦ Employees fill out ticket for drawing

3) "FRUIT BOWL"

Signs:

- ♦ "Fruit Bowl" sign for wall or table
- "Eat More Fruits and Vegetables" poster for wall
- ♦ 5 A Day "Eat More Fruits and Vegetables" pennant flag for table
- ♦ "What is a Serving?" 11" x 7" easel for table

Materials on table:

- ♦ A large bowl of fresh fruit, napkins
- ♦ "Eat More Fruits and Vegetables" brochures
- pencils and clipboards
- ♦ 5 A Day fruit salad recipes (2-3?)
- ◆ Treatwell: 5 A Day "apple" post-its
- container for prize drawing entries
- prize for drawing

Activities:

- Employees can select fresh fruit, Encourage them to take the recipes and a pad of post-it notes.
- Employees can complete the self-assessment activity in the "Eat More Fruits and Vegetables" brochure.
- Employees enter the drawing by writing their name on a post-it note.

4) CIS PROMOTION

Signs:

♦ "Cancer Information Service" sign for wall or table

Materials on table:

- ♦ CIS rolodex cards
- "Questions and Answers About the Cancer Information Service" fact sheet

5) **MISCELLANEOUS**

- football cutouts (set of four)
- ♦ 11" expandable football
- ◆ Treatwell: 5 A Day balloons for each table
- "fruit + vegetables = lower cancer risk" banner
- ♦ *Treatwell: 5 A Day* T-shirts for Worksite Coordinator, EAB members, and Interventionist

6) **PROMOTION**

- ♦ Signs
- Payroll stuffers (designed like football tickets with date, time, etc.)
- ♦ Other (based on Worksite Coordinator and EAB input)

TREATWELL: 5 A DAY KICKOFF *UMBRELLA CHECK LIST*

Interventionist:	Health Center:	
Kickoff Date:		
MATERIALS:	Three weeks prior to Kickoff;	
[] Ann Marie's che	cklist submitted to her:	
[] EAB nan	stuffers/promotional materials ordered ne tags ordered terials to tailor/special order requested	
STAFFING:	Ten days prior to Kickoff arrange the following:	
Staff helping to set	up:	
Date and time for se	et up:	
Staff helping at Kic	koff:	
[] T shirts for staff [] Directions given [] Meeting time an		
PACKING:	Ten days prior to Kickoff arrange the following:	
[] Packing checklis	t with quantities submitted to Ann Marie	
[] Date and time for	or all materials packed to be ready for pick up agreed upon	with Ann Marie
[] # of participants	expected given to Judy for food calculation	
[] Food packing in	structions and other arrangements submitted to Ann Marie	
[] Unloading and u	unpacking arrangements made	
PROCESS TRACI	KING: After the Kickoff:	
[] Tickets counted	and entered	
[] Process tracking	done. Be sure to code items used in addition to kits.	E:\5ad\kick\checklis.all

KICKOFF MATERIALS REQUEST FORM

Time Room or location Worksite Coordinator EAB Members Request for: Admission Tickets Number To Be mailed to: Name Tags Date Needed Team Roster Number Number Date Needed Season Schedule	Health Center		
Request for: Admission Tickets Number To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Team Roster Number Date Needed Season Schedule	Kickoff: Date		
Worksite Coordinator EAB Members Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule	Time		
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags	Room or location		
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule	Worksite Coordinator		
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags	EAB Members		
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule			
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags			
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule			
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule			
Request for: Admission Tickets Number Date Needed To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule			
Admission Tickets Number			
To Be mailed to: Name Tags Date Needed Team Roster Number Date Needed Season Schedule			
Name Tags Date Needed Team Roster Number Date Needed Season Schedule	Number	Date Needed	
Date Needed Team Roster Number Date Needed Season Schedule	To Be mailed to:		
Number Date Needed Season Schedule			
	·-	Date Needed	
Number Date Needed	Season Schedule Number	Date Needed	

SPECIAL INSTRUCTIONS:

01/03/95 Campaigns

Definition:

A campaign is an orchestrated set of intervention activities that lasts more than one day. Themes might address such topics as "Eating Fruits and Vegetables on a Budget"; "5-A-Day for 5 Weeks; or "Holiday Ideas with Fruits and Vegetables." Campaigns have been timed to coincide with national 5-A-Day campaigns and will include promotion of the CIS Hotline. To attract attention high-visibility activities will be planned for each week of the campaign, such as food demonstrations featuring fruits and vegetables, distribution of fruit and vegetable recipes and taste tests.

Objectives:

The objectives of the campaign are as follows:

- 1. To build awareness among workers of the Treatwell 5-A-Day name, logo, programs and activities and the CIS Hotline;
- 2. Promote awareness among workers of the relationship between health and diet with the emphasis on the roles of fruits and vegetables;
- 3. Motivate workers to participate in Treatwell 5-A-Day activities.
- 4. Motivate workers to eat more fruits and vegetables;
- 5. Provide workers with the skills that they need to purchase and prepare fruits and vegetables;
- 6. Provide opportunities for workers to practice new skills.

In addition to items listed above the Worksite Plus Family-Focus objectives include:

- 1. Provide workers with information and activities regarding family influences on eating patterns.
- 2. Provide take home materials such as coupons and puzzles and games for children.

By March, 1996 all intervention worksites will have conducted at least two 5-A-Day campaigns in conjunction with the national campaign. At the end of the intervention time at least 50 percent of the employees will have participated in each campaign.

Core Elements:

Each campaign will include:

- 1. Promotion
- 2. A contest component; prizes will be awarded at the end of the campaign.
- 3. Distribution of educational materials
- 4. Taste tests
- 5. Distribution of 5-A-Day recipes
- 6. Promotion of eating pattern messages.
- 7. Promotion of all hotines

Optional Elements

Optional elements of the-campaign-would spring from the input of the EABs. This is a great opportunity for the members of this committee to become involved and take more ownership of the program.

If an EAB seems to be struggling with ideas for campaigns the Intervention Specialists could have ideas available for campaigns.

Activities:

Suggested Activities

- 1. Give "Fruits and Vegetables an Honored Place" Campaign
 - EAB members will collect favorite recipes from staff members. The EAB will select a. few recipes and encourage those individuals to find ways to add fruits or vegetables to their recipes.
- 2. "Pick-Up Sticks Campaign"

In this campaign we could encourage staff member to eat different vegetable sticks (carrot, celery, cucumber, and squash).

- 3. National Promotion:
 - Stock-Up: Frozen/Canned/Dried F&V (Jan.-Apr. 1995)
 - Snacking: Apr.-Sept. 1995
 - Microwave Veggies: Late Sept. Mar. 1996
 - Summer Olympics: Juice/Fruit at Breakfast (Apr.-Sept. 1996)
 - Make It Visible: Late Sept.-March 1997

Audience

- 1. The employees in the Worksite Only Intervention condition
- 2. The employees and their families in the Worksite Plus Family Intervention condition.

Promotion:

Method of promotion include: Payroll stuffers, newsletter, posters, voice mail, employee monthly meetings, and home mailings.

Incentives

- 1. Grand prize
- 2. A small Weekly Incentive

Personnel:

- 1. Treatwell Staff
- 2. Worksite Coordinator
- 3. Health Center Nutritionist
- 4. EAB Members
- 5. Consultants

Recommended Materials

- 1. The education materials will depend on the theme we choose for the campaign.
- 2. During the course of the year the National Five A Day Program will have campaigns that we can align our program.

TAKE THE CHALLENGE!!

Enter the Manet Community Health Center's 5-A-Day Challenge!

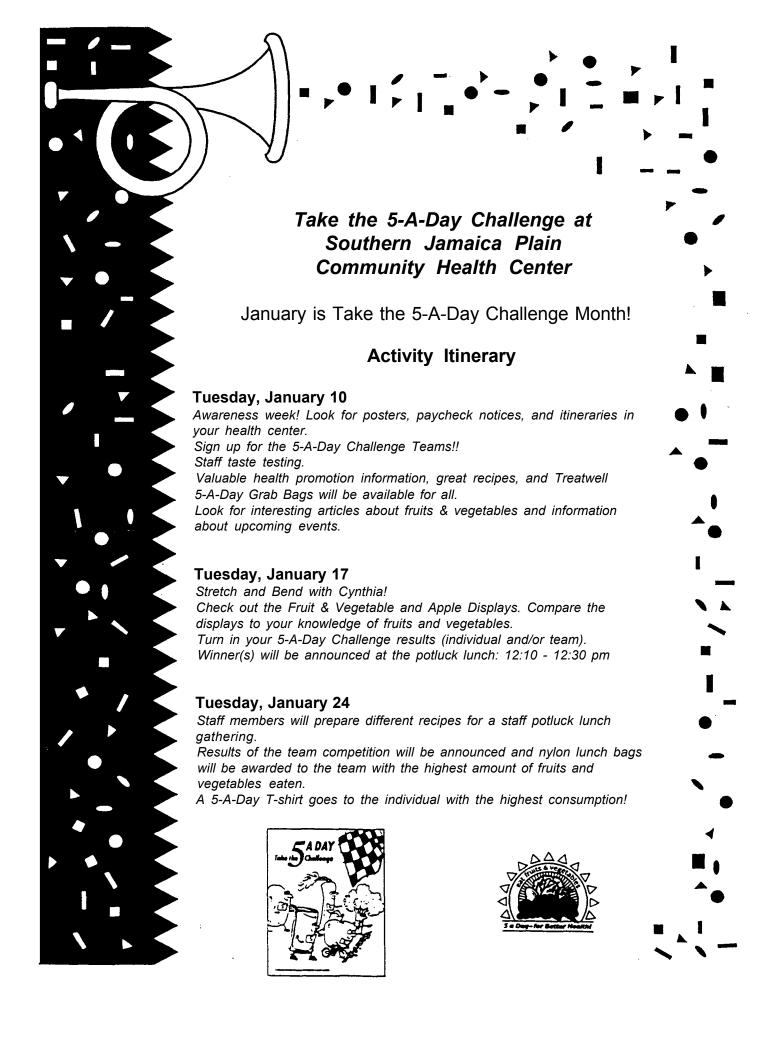
First, you will volunteer to be on a 5-A-Day Challenge Team.

Sign up with a 5-A-Day Board Member at your site!!!

Then, during the week of January 22 - 26, keep a daily record of the number of fruit and vegetable servings that you eat.

The team who has eaten the highest number of fruit and vegetable servings wins! Each member of the winning team gets a prize!!







Enter the Codman Square Health Center 5-A-Day Challenge!

During the week of January 22-26, keep a daily record of the number of fruit and vegetable servings that you eat. The team that eats the highest number of fruit and vegetable servings wins!

Each member of the winning team gets a prize.

1st prize- 5-A-Day Nylon Lunch Bag **2nd prize-** 5-A-Day Sandwich Saver

3rd prize- 5-A-Day Mug

Individual with the highest number of servings wins a 5-A-Day T-shirt





Take the Challenge!!!!

...Sign Up For A Team...

TEAM NAME:		
NAME	<u>DEPT</u>	<u>EXT</u>
1		
2		
3		
4.		
5		



Once a team of 5 people have been formed, please choose a team captain and a team name. Team captains will be responsible for collecting the data from each team member every day for the week of Jan. 22-26 and submitting them to the Nutrition office or mailbox. Results of each team's progress will be posted in the staff lounge every day. I will provide each team with food records and score sheets.

If you want to take part in the challenge and are not on a team, then call the Nutrition Office at x 139 and I will place you on a team.

Please submit this form, when completed, in the Nutrition Mailbox. no later than Wednesday. January 17

Good Luck!! And Happy and Healthy Eating!!



5-A-DAY CHALLENGE

TEAM NAME	Number of Fruits and Vegetables Consumed				mom . r	
	Monday	Tuesday	Wednesday	Thursday	Friday	TOTAL
1.						
2.						
3.						
4.						
5.						
TEAM TOTAL						

TEAM NAME	Nur	Number of Fruits and Vegetables Consumed					
	Monday	Monday Tuesday Wednesday Thursday Friday					
1.							
2.							
3.							
4.							
5.							
TEAM TOTAL							

TEAM NAME	Nu	Number of Fruits and Vegetables Consumed				
	Monday	Tuesday	Wednesday	Thursday	Friday	TOTAL
1.						
2.						
3.						
4.						
5.						
TEAM TOTAL						

FRUIT AND VEGETABLE SCREENER

Think about your eating habits over the past year or so. About how often do you eat each of the following foods? Check one column for each food.

	(0)	(1)	(2)	(3)	(4)	(5)	
	Never, or less than once per WEEK	About 1 time per WEEK	2-3 times per WEEK	4-6 times per WEEK	About 1 time per DAY	More than 1 time per DAY	Score
Not counting juice, about how often do you eat fruit?							
Not counting potatoes or salad, about how often do you eat vegetables?							
Green Salad?							
Potatoes?							
Beans, such as baked beans, pintos, kidney "beans, or in chili?							
Orange, grapefruit or other fruit juice?							

TOTAL SCOPE =

To Score:

For each food, write the number that is at the top of the column you checked, in the box at the far right. Add up the numbers in the boxes and compare your total score to the categories on the back of this sheet.

If Your Score Is:

20 or more You're doing very well! This is the desirable score on this screener.

15 to 19 You should eat more fruits and vegetables.

less than 15 Your diet is probably low in important nutrients. You should find ways to increase the fruits and vegetables you eat every day.

* Adapted from the **Simplified Fiber/Fruit/Vegetable Screener** developed by Gladys Block, Ph.D., School of Public Health, University of California, Berkeley.

WELL WORKS

FIBER FITNESS

Determine the columns below that most closely describes you eating habits during any given week in the past year. Circle that description and enter the points at the top of that column on the line at the far right.

Fiber Group	0 Points	1 Points	2 Points	3 Points	My Points
High fiber breakfast cereal	Rarely or never eat	Usually eat 3 or less times a week	Usually eat 4-6 times a week	Usually eat 7 or more times a week	
Fruit	Rarely or never eat	Usually eat once a day	Usually eat twice a day	Usually eat 3 times a day or more	
Vegetable	Rarely or never eat	Usually eat once a day	Usually eat twice a day	Usually eat 3 times a day or more	
Edible skins of fruits & vegetables	Rarely or never eat	Usually eat once a day	Usually eat twice a day	Usually eat 3 times a day or more	
Whole-grain bread	Rarely or never eat	Usually eat once a day	Usually eat twice a day	Usually eat 3 times a day or more	
Dried Peas, Beans and Lentils	Rarely or never eat	Usually eat once a month	Usually eat 2-3 times a month	Usually eat once a week or more	
Brown Rice	Rarely or never eat	Usually eat twice a month or less	Usually eat 2-3 times a month	Usually eat once a week or more	
				TOTAL	

SCORING

If your total score is:

0 - 10	There are <i>many</i> ways that you can increase the amount of fiber you eat.	

16 - 21 You're doing a *great job* eating foods with plenty of fiber. Keep up the good work.

11 - 15 There are **some** ways that you can increase the amount of fiber you eat.

NOTE: The choices in the 3-point column represent WellWorks fiber recommendations. Changes in eating patterns happen over time--not over night. Choose one fiber group at a time and gradually increase your intake of that food until it corresponds to the recommendation in the 3-point column.

During the coming week I will increase my consumption of		(food)
from	to	
Signed	Site	
Date		

Reprinted with permission from Treatwell, Division of Preventive/Behavioral Medicine, University of Massachusetts Medical Center, Worcester, MA.

MEN'S NUTRITION QUIZ

- 1) If you want to build muscle, you need to eat more protein.
 - a. True
 - b. False
- 2) Before working out, the best time to eat a meal is:
 - a. 1-2 hours prior
 - b. 24 hours prior
 - **c.** 5-6 hours prior
 - d. More than 6 hours prior
- 3) A food product labeled "no cholesterol" is also fat-free.
 - a. True
 - b. False
- 4) Osteoporosis is a woman's disease.
 - a. True
 - b. False
- 5) If you're within the correct weight range for your build, could you still be too fat?
 - a. Yes
 - b. No
- 6) Light beer is a healthier choice than regular beer because it has less fat.
 - a. True
 - b. False
- 7) Which breads are the best/lowest fat choices for making deli sandwiches?
 - a. Rye, Italian, and French breads
 - b. Croissants and buttermilk biscuits
 - c. Multi-grain rolls and hoagie buns
- 8) Taking extra vitamins will enhance physical performance.
 - a. True
 - b. False
- 9) To reduce your risk of prostate cancer, you should:

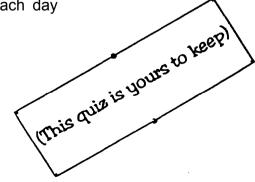
Reduce fats in your diet

b. Increase dietary fiber

Eat at least 5 servings of fruits and vegetables each day

- d. All of the above
- 10) Prostate cancer is common in men under age 50.
 - a. True
 - b. False

Quiz adapted from the American Dietetic Association.



MEN'S NUTRITION QUIZ ANSWERS

- b. False Muscles are "built" by weight-bearing exercise, such as weight lifting. Protein is needed by the body for repair, growth, and maintenance of body tissues -- including the growth of muscles. But eating more protein than your body needs will not result in more muscle growth. To get an idea of how much protein you need each day, look at the palm of your hand. This is about the size of a 5 ounce piece of beef, chicken, or fish -- more than enough daily protein for most men.
- 2) **b. 2-4 hours prior** A pre-workout meal eaten two to four hours before exercise can provide energy without discomfort.
- **b. False** Some foods, such as salad dressings, potato chips, and peanut butter may have no cholesterol because they come from plant rather than animal sources, but they may be loaded with fat. High intakes of dietary fat and dietary cholesterol both tend to raise blood cholesterol levels.
- 4) **b. False** It affects both sexes. Osteoporosis is the result of bone loss over time. Because men have a larger bone mass than women, the onset of the disease occurs later in men.
- **a. Yes** Even if you're at a healthy weight, your body fat content may be higher than recommended for a healthy person. To be sure you are fit, not fat, check with a registered dietitian or physician.
- 6) **b. False** All beers are fat-free. Beer consists of water, carbohydrate, and alcohol. However, light beer is lower in calories due to less carbohydrate and alcohol.
- a. Rye, Italian, and French breads AND c. Multi-grain rolls and hoagie buns Croissants and buttermilk biscuits are loaded with fat; therefore, you're better off choosing the others, which contain very little fat. For optimal nutrition, choose at least three of your daily bread servings from among whole-grain varieties. Whole grain foods are necessary to achieve adequate levels of dietary fiber and other necessary nutrients.
- 8) **b. False** There is no scientific evidence that taking extra vitamins will increase performance. In fact, excess amounts of some vitamins can be harmful.
- d. All of the above Although scientists have not proven that diet can prevent prostate cancer, preliminary studies have shown that a low fat, high fiber diet may reduce your risk. In addition, some of the nutrients in fruits and vegetables may help prevent prostate and other types of cancer.
- **b. False** The disease is uncommon before age 50. An annual exam is recommended after age 40. In addition, it's important to eat a high fiber, low fat diet that is also rich in fruits and vegetables.

VIDEOS	Vendors	
5-A-Day Program Merchandising The 5-A-Day Way	Produce For Better Health 1500 Casho Mill Rd. Newark, DE 19714 302-738-7100	
The ABC's Of Children's Nutrition Diet Obsession: More Tips On Eating Healthy Eating Healthy For Kids Eating Healthy For Weight Control Eating Healthy On A Budget Food Safety: More Tips On Eating Healthy Teen Scene	Turner Learning 33 South Delaware Ave. Suite 202 Yardly, PA 19067 800-344-6219	
Beans, Beans, Beans Fruits: Nature's Candy Vegetables For Variety	Nutra-ED/CSL 204 West Maple Independence, MO 64051 Fax: 816-836-2646	
Diet, Nutrition, and Cancer	American Institute for Cancer Research 1759 R Street Washington, DC 20009 800-843-8114	
Exercise Videos	University of Minnesota University Film and Video HTTP://WWW.CEE.UMN.EDU/UFV	
The Food Guide Pyramid	National Health Videos INC. 12021 Wilshire Blvd. Suite 550 Los Angeles, CA 90025 800-543-6803	

VIDEOS	Vendors
The Heart Care Program	Hall-Foushee Communications 1313 5th Street South East Suite 306 Minneapolis, MN 55414 800-478-3829
Jany Junkfood's Fresh Adventure Kid's Kitchen	Food Play Productions 251 Chestnut Ave. Boston, MA 02130 617-522-2096
Nutrition Facts: The New Food Label	Family Experience Production INC P.O. Box 5879, Dept. NL Austin, TX 78763-5879 512-494-0338

May 8, 1997

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Take Five!



Take a few minutes and read this page. It can make a world of difference for you and your household!



Volume 2 March 1996

What Are Antioxidants?

Oxygen is the key to life. As a stable molecule, it gives us energy. But when it becomes unstable, it produces "free radicals." Instead of helping the body, free radicals can cause damage and multiply to form more free radicals. To fight the formation of these harmful molecules, our bodies have a well-developed "first aid kit" called "antioxidants."

Antioxidants can fight the formation of free radicals and repair the damage they cause. Some antioxidants are made by the body; others are found in the foods we eat. The best known dietary antioxidants are vitamins C and E and beta carotene (a form of vitamin A). All of these nutrients are found in plant foods.

Vitamins C and E are the principal natural antioxidants in the body and they work together.



The Health Connection

There is growing scientific evidence that antioxidant vitamins may be important in preventing cancer, heart disease, and other chronic diseases of aging. The body's own defenses against free radical damage are never quite adequate. Therefore, a daily intake of a wide variety of fruits and vegetables is necessary to provide the additional defense.

Did You Know?

People who eat greater amounts of fruits and vegetables tend to have lower rates of cancer of the lung, cervix, mouth, throat, esophagus, pancreas, rectum, breast and especially the bladder, stomach, and colon.

What Foods Contain Antioxidants?

Fruits and vegetables high in beta carotene are easy to identify because of their intense green or yellow-orange color. The best vegetable sources are **carrots**, sweet potatoes, pumpkin and other orange winter squashes, spinach, **broccoli**, and most dark green leafy vegetables. Fruits rich in beta carotene are cantaloupe, pink **grapefruit**, nectarines, apricots and **mangoes**.

Vitamin C (ascorbic acid) can be found in most fruits and vegetables. Rich sources are citrus fruits, such as **oranges** and grapefruit, strawberries, tomatoes, **peppers**, broccoli, **turnip greens** and other greens, **cabbage**, **sweet potatoes**, **plantains**, white potatoes and **cantaloupes**.

The best sources of vitamin E are vegetable oils and products made from them such as margarine. Vitamin E is also found in wheat germ, corn, nuts, seeds, olives, asparagus, spinach and other green leafy vegetables.

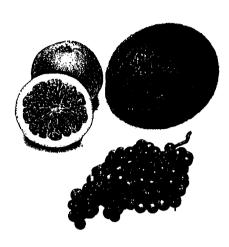
Source:

Adapted from Food & Nutrition News and Reviews, UMASS Extension, Winter 1994, Volume 2, No. 3.

Keep meals colorful.

They're good looking and good for your health!

Turn the page for family fun!



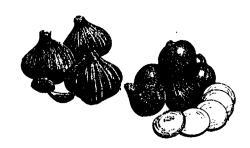
Are There Other Anti-Cancer Compounds?

There are hundreds of different compounds that may help our bodies defend against viruses, cancers and other disesases.

Phytochemicals are one group of these small anti-cancer compounds that are found in plant foods. They include such substances as *indoles*, *isothiocyanates and dithiolthiones*. Phytochemicals appear to interact with different stages of the cancer process. They may slow, stop or, in some cases, reverse the process.

Phytochemicals are found especially in cabbage family vegetables, citrus fruits, grapes, soybeans and other beans, grains and plant foods from the garlic and onion family.

See if you can recognize another important characteristic of cabbage family vegetables on Side 2.



This project is conducted by University of Massachusetts Extension in collaboration with the Dana-Farber Cancer Institute, the Massachusetts Department of Public Health and the Harvard School of Public Health. Issued by University of Massachusetts Extension, Robert G. Ilelgesen, Dean, in furtherance of the Acts of May 8 and June 30, 1914; employment. University of Massachusetts, US Department of Agriculture, and Massachusetts counties cooperating.

Quickie Questions.....

Question:

Many people I know, including my kids and friends, eat very few fruits and vegetables. Is is OK to take vitamins instead?

Answer.

It is best to eat the food, not the supplements, because you won't get fiber and all the compounds in foods we are still learning about. More and more studies point to the benefits of fruits and vegetables rather than taking a pill. Beta-carotene, when taken in a pill form is not protective against cancer but foods high in beta-carotene are, which means it could be other phytochemicals in the foods which are responsible for the anti-cancer effect. Taking a high dose of one nutrient in a pill can reduce the absorption of other nutrients or have other more harmful effects. Results from recent research have shown that supplements of beta-carotene may actually increase the risk of certain cancers. Although a supplement with no more than 100% of the RDA for a nutrient is usually safe, it is less expensive and more tasty to get nutrients from food!

Ouestion:

I know some nutrients are lost during cooking. Are there any tips for making sure I get the most from the fruits and vegetables I eat?

Answer

The level of nutrients in fruits and vegetables is affected by storage and preparation methods. Some nutrients are lost when food is exposed to heat, light, and air, others are more stable. To keep all the antioxidant vitamins in foods, try these tips; 1) Wash, cut and cook produce as close to serving time as possible. 2) Use the least amount of water in cooking. Steam, microwave, pressure cook, or heat vegetables (and fruits) in a covered pan with a small amount of water. 3) Cook vegetables with the skin on. Many nutrients are found under the skin and will be lost when vegetables are peeled before being cooked.

Can You Recognize This Cancer-Fighting Characteristic?

There are a lot of fruits and vegetables that are rich in vitamins, minerals, and a variety of disease-fighting antioxidants. Certain vegetables also possess another characteristic that has been associated with lowering your risk of cancer. Ask your family to help unscramble the names of these cancer-fighting fruits and vegetables to find the hidden word that describes this trait. The names of these fruits and vegetables can be found on page one. From each word copy the letter in brackets onto the dotted line below.

GEBCABA
OOBCRLIC
PNITRU GSNERE
ROSTACR
LNTPANIA
PEGRFUTIRA
PPREPES
GNAROE
MGNAO
LTCPUANAO
EETSW TPOATO

YOUR ANSWER

(_)_____ _(_)____ _(_)____ _(_)____ ____(_)__ ____(_)__ ____(_)__ ____(_)__ ____(_)__



Hint: This characteristic is a word for vegetables in the cabbage family. It describes the cross-like pattern that appears in the buds or flowers of vegetables like kale, rutabaga, turnips, bok choy, mustard greens, and broccoli.

(Answer below.)

Delicious Express......Fast recipes for families on the go!

Broccoli and Red Pepper Medley

Makes 4 servings

1 head broccoli (about 1 1/2 pounds)

; 2 Tbs. water

1/2 tsp. olive oil

1 small red bell pepper, seeded and diced

1/3 cup thinly sliced leek, white part only

1/2 tsp. dried thyme

2 Tbs. grated Parmesan cheese

Wash and trim broccoli. Use the florets and about 1 inch of the stems. Cut the florets into 1/2-inch slices. In a 10-inch round microwaveable baking dish or glass pie plate, arrange florets in the center with stems around the outside. Sprinkle with water. Cover tightly with vented plastic wrap and microwave on high for 5 minutes or until very crisp. Let stand, covered, for 3 minutes.

Uncover and dot with oil. Sprinkle pepper, leeks, and thyme over the top. Re-cover with vented plastic wrap and microwave on high for 1 minute. Let stand, covered, for 3 minutes. Sprinkle with cheese and serve.

This is an official 5 A Day recipe.

Rainbow Fruit Salad

Makes 12 servings

1 large mango, peeled and diced

2 cups fresh or frozen blueberries

2 bananas, sliced

2 cups fresh strawberries, halved

2 cups seedless grapes

2 oranges, peeled and sliced

1 kiwi fruit, peeled and sliced

Honey Orange Sauce:

1/3 cup unsweetened orange juice

2 Tbs. lemon juice

1 1/2 Tbs. honey

1/4 tsp. ground ginger

dash of nutmeg

Prepare the fruit. Combine all ingredients for sauce and mix. Just before serving, pour the sauce over fruit.

Adapted from the National Heart, Lung, and Blood Institute.

Answer: Cruciferous

Treatwell 5 A Day

Dana-Farber Cancer Institute, Massachusetts Department of Public Health, University of Massachusetts Cooperative Extension System, and Harvard School of Public Health



Vol. 1 No. 1

March-April 1995

IN THIS ISSUE:

- What is Five-A-Day?
- Five-A-Day and Your Health
- How to get Five-A-Day
- Cook With Your Family
- Five-A-Day Fun

What is Five-A-Day?

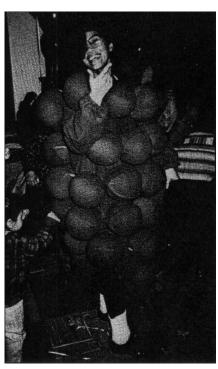
Have you noticed a new logo in the produce section of your supermarket? Have you seen the same logo around your Health Center?

Well, there is something going on! Five-A-Day is a national nutrition education program to encourage people to eat 5 or more servings of fruits and vegetables every day, in order to reduce the risk of chronic disease, particularly cancer. The message of the program is quite simple: "Eat five or more servings of fruits and vegetables every day for better health."

The Massachusetts Five-A-Day Coalition, co-chaired by the Massachusetts Department of Public Health and Department of Food and Agriculture, has reached thousands of consumers, from preschool children to seniors. Emphasizing the importance of daily consumption of fruits and vegetables, statewide activities used special promotions, displays, recipe-sharing, contests, puppets, and food demonstrations. These diverse activities were conducted at elder meal sites, WIC and Head Start programs, supermarkets, universities, voluntary and

professional organizations, food banks, hospitals and local health agencies.

During 1994, special coalition events included a Fresh Fruit and Vegetable Festival on Boston City Hall Plaza in June, and participation in the Eastern States Exposition in Western Massachusetts in September. This June the Coalition will celebrate



Brenda Carruthers, a staff member of Mattapan Community Health Center participating in a Family Festival in December, 1994.

Fresh Fruit and Vegetable Month by distributing fresh fruit and vegetable samples, as well as information on local farmers' markets and places to pick your own fresh fruits (like strawberries)! Watch for the fruit and vegetable characters and the locations for the special events.

Treatwell: Five-A-Day is a four vear nutrition education program and research project taking place in 22 Massachusetts Community Health Centers. It looks at ways of promoting consumption of fruits and vegetables among employees of community health centers and their families. More than 3,000 employees from many backgrounds and cultures are taking part. You may have been part of some of the special events like the Five-A-Day Kick-offs.

Up to this moment, 15 kickoffs have taken place at different health centers. During 1995 and 1996 Treatwell: Five-A-Day folks will be working with you and your family to offer on-site workshops, family festivals and learn-at home programs. Fit in 5, a learn-at-home nutrition program for the whole family is coming this Spring. All family members of health center employees are encouraged to take part. Treatwell: Five-A-Day is for the whole family

Five-A-Day and Your Health

Eating more fruits and vegetables can help you reduce your risk of developing cancer or other serious chronic diseases. People who eat five or more servings of fruits and vegetables - every day - have half the cancer risk of people who eat one serving or less per day.

According to the National Cancer Institute, we can significantly reduce our cancer risk if we eat:

- at least five servings of fruits and vegetables a day
- at least 20-30 grams of dietary fiber every day
- a low fat diet, with no more than 30% of calories from fat

Eating more fruits and vegetables can actually help you reduce the amount of fat and increase the amount of fiber in your diet. At present, few people in the United States eat 5 servings of fruits and vegetables a day.

Comments from a Treatwell: Five-A-Day participant

Folks at South End Community Health Center switch from pizza to fruit and salad.

"We used to order pizza and soda at the Fuller house staff meetings, but since the Kick-off, we now order salad and fruit, and less pizza. The Kick-off definitely had an impact."

-David Belton, South End Community Health Center.

Tips for Serving Sizes

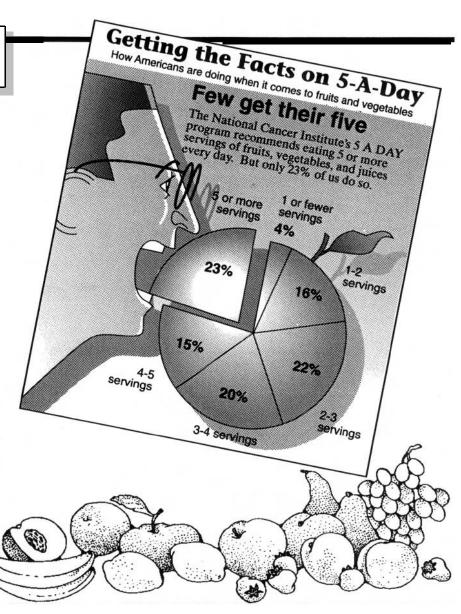
Get 5 servings of fruits and vegetables a day.

Eating five servings of fruits and vegetables a day does not mean that you and your family have to change everything you eat. People who have increased their consumption of fruits and vegetables have enjoyed it a lot.

Fruits and vegetables make good quick snacks. Keep fresh vegetable sticks and small fresh fruits washed and ready to eat in your refrigerator. Dried fruit such as apricots, apples and bananas make great always-ready snacks. Make 5 a day a family affair:

- Have a contest in your family: keep track of who eats 5 a day
- Go to the produce department and ask your child "Is it a fruit or a vegetable?"
- Look for fruits and vegetables in other parts of the store canned, frozen, salad bar and in other foods like soups, frozen dinners and baked goods.
- A little bit here and there throughout the day can add up. While a piece of lettuce on a sandwich isn't quite a serving, if you add a tomato slice and some sprouts and fresh sliced cucumber you may come up with a whole serving!

(continued on next page)



- Have some juice instead of soda when you or your children are thirsty.
- Offer your children fruit instead of candy as a snack or dessert.

These are some ideas to measure serving sizes:

- Think in terms of a half cup for most fruits and vegetables.
- Use measuring cups to get you started.

• If you pack a lunch, put cut up
veggies or fruit in the same reusable
1/2 cup or 1 cup container so you
automatically include one or two
servings.

• Some items (like 6-ounce individual cans of juice) come in standard sizes. Use them as a guide.

What is a Serving?					
VEGETABLES	FRUITS				
Count as a serving:	Count as a serving:				
1/2 cup cooked or canned vegetables	a whole fruit (medium apple, pear, banana, or orange)				
1 cup raw leafy vegetables (a small salad)	a grapefruit half				
6-8 carrot sticks (3" long)	a melon wedge				
1 medium potato	1/4 cup dried fruit				
3/4 cup vegetable juice	1/2 cup berries				
1/2 cup cooked or canned dry beans or peas	1/2 cup cooked or canned fruit				
	3/4 cup fruit juice				
Dietary guidelines for Americans, United States Department of Agriculture, 1993					

We need your help!

If you have any comments, or if you want to submit articles or announcements for future issues of this Newsletter, please contact any member of the Treatwell: Five-A-Day Employee Advisory Board in your health center, or send your comments to:

Evelyn Stein Project Coordinator Community Based Research Dana-Farber Cancer Institute 44 Binney Street Boston, MA 02115 (617) 632-3153

Cook With Your Family

Make this recipe with your family. Have fun, learn, try something new, and enjoy with this Five-A-Day recipe!

Vegetables and chili

Ingredients:

1 Tbsp. vegetable oil

2 medium onions, chopped,

2 carrots, finely chopped

4 cloves garlic, minced

1 sweet red pepper, chopped

1 green pepper, chopped

2 canned jalapenos, finely chopped

2 Tbsp. chili powder

1 tsp. cumin

1 cup cooked kidney beans

1 cup cooked pinto beans

1 28-ounce can low-salt tomatoes, chopped, reserve juice

1/2 tsp. freshly ground pepper

2 tsp. cilantro, finely chopped (optional)

While your partner measures the oil and warms it in a large nonreactive soup kettle over low heat, you can chop the onions, carrot, red and green peppers, jalapenos, tomato and cilantro. Young children can help gather ingredients, and measure cups of beans and tomatoes. Older children can help wash and chop vegetables.

Add the onion, carrot, garlic, red and green peppers, and jalapenos to the oil. Cover the kettle and cook the vegetables until they are very soft, about 10 minutes. Remove the lid, add the chili powder and the tomatoes and their juice. Increase the heat to medium and bring the chili to a simmer. Adjust the heat to maintain simmer and let the chili

cook for 20 minutes. Stir in the salt, pepper, and cilantro and serve. Your partner and you have cooked vegetarian chili! It makes 4 servings and it is an official Five-A-Day recipe.

Nutrient analysis per serving: calories, 252; fat, 5 g; cholesterol, 0 mg; fiber, 13 g; sodium, 353 mg; percent calories from fat, 19%.

Five-A-Day Fun

Get help from all your family to find the following Treatwell: Five-A-Day key words in less than 5 minutes!

FIVE A DAY
FRUITS
VEGETABLES
TREATWELL
DIET
FAT
FIBER
VITAMIN

HEALTH

L	K	U	О	Т	R	F	С	J	N	S
M	F	Q	W	T	P	F	I	В	E	R
Z	A	R	X	C	D	V	Н	L	В	F
S	T	D	U	F	Ι	U	В	Y	R	Ι
L	K	Н	J	I	E	A	F	D	A	V
Z	Q	T	V	I	T	A	M	I	N	Е
X	W	L	C	Е	M	S	U	Y	R	A
F	R	A	G	W	V	K	Н	P	L	D
Т	R	E	A	T	W	Е	L	L	X	A
В	V	Н	L	K	J	G	F	D	W	Y

Treatwell: Five-A-Day RAFFLE

Consume fruits and vegetables and have the chance of winning a prize!!! Give your Treatwell: Five-A-Day worksite coordinator the following ticket with any proof of purchase of fruits and vegetables (a receipt of either fresh food or vegetables, frozen or canned foods containing fruits and vegetables, vegetable soup, or fruit desserts) before May 31, 1995, and you will be eligible to

win one Treatwell: Five-A-Day prize! Results will be communicated to Treatwell: Five-A-Day worksite coordinators and to winners by June 15, 1995.

Treatwell: Five-A-Day RAFFLE
Name:
Health Center:
Telephone:
Please attach any proof of purchase of fruits and vegetables to this coupon. Give this ticket to your Treatwell: Five-A-Day worksite coordinator before May 31, 1995.

We appreciate the support of Star Market and Shaw's Supermarkets in the preparation of this Newsletter.

Do you need more information?

For information and comments about Treatwell: Five-A-Day activities at your health center please contact your worksite coordinator or any Employee Advisory Board member.

If you need general information about the Treatwell: Five-A-Day program please contact:

Evelyn Stein Project Coordinator Community Based Research Dana-Farber Cancer Institute 44 Binney Street Boston, MA 02115 (617) 632-3153

TREATWELL 5 A DAY CONTEST

There are 24 summer fruits and vegetables in this poster; can you name them?

1. 13.

2. 14.

3. 15.

4. 16.

5. 17.

6. 18.

7. 19.

8. 20.

9. 21.

10. 22.

11. 23.

12. 24.

c:\5ad\poster.con

TREATWELL 5 A DAY CONTEST

Here are the 24 summer fruits and vegetables shown in the poster.

24. Tomatoes

1. Apricots	13. Green beans
2. Blueberries	14. Limes
3. Cantaloupe	15. Mango
4. Cherries	16. Melon
5. Chili peppers	17. Nectarines
6.Corn	18. Peaches
7. Cucumbers	19. Pears
8. Grapes	20. Plums
9. Green Peppers	21. Radishes
10. Iceberg Lettuce	22. Snow Peas
11. Looseleaf lettuce	23. Summer Squash

12. Watermelon

TREATWELL 5 A DAY

QUIZ

Can you guess the 12 ingredients in the superbowl salad!

1.

2.

3.

4.

5.

6.

8.

10.

11.

12.

TREATWELL 5 A DAY

QUIZ ANSWERS

Check your answers and see why they are important for cancer prevention.

For the past 20 years, scientists have consistently found that people who eat *greater* amounts of fruits and vegetables have *lower* rates of five of the most common cancers (lung, breast, rectum, prostate and bladder).

Nutrients such as Beta-carotene (which the body can make into Vitamin A), Vitamin C and Folic acid, and certain compounds found especially in citrus fruit, the onion (sulphur-containing) and cabbage (cruciferous) families are thought to be responsible for this *cancer-protection effect*.

Vegetable	Vitamin A (Beta - Carotene)	Vitamin C	Fiber	Folic acid	Cruciferous
Tomatoes	√	√	√	√	
Leafy Greens (eg. Romaine, endive, escarole, raddicio)	√			✓	
Carrots	✓		√	√	
Red Cabbage		✓	✓	V	✓
Broccoli	√	√	√	✓	√
Cauliflower		√	√	✓	√
Radishes		√		✓	
Garbanzo Beans	√		√	✓	
Peppers		√	√	✓	
Spinach	√		√	√	

CORE INTERVENTION: Family Festivals

Definition:

Staff will identify/plan a worksite event in the Worksite-plus-family intervention sites in which family members of employees will be invited to participate. Examples of these events include a company picnic or Holiday party. Treatwell 5-A-Day activities will be incorporated to this event. One Family Festival will be conducted each intervention year.

Objectives

Treatwell objective:

To increase support of the employees by family members in making healthy dietary choices, and in particular, to increase the employee's intake of fruits and vegetables.

Participant objectives:

After participating in the Family Festival, participants will be able to:

- (1) Identify the relationship between diet and health and with a special focus on fruits and vegetables;
- (2) Identify fruits and vegetables that they can include in their meals and snacks;
- (3) Sample several fruits and vegetables;
- (4) Take home recipes for using fruits and vegetables.

Program Elements:

- (1) Distribution of culturally appropriate materials
- (2) Taste test of fruits and vegetables (core)
- (3) Promotion of healthful snacks
- (4) Games and prizes for children and their families (core)
- (5) Videos (or CD ROM) on healthy eating/diet and health
- (6) A comic character such as Carrotman or foodplay to entertain and educate children (core)

Suggested activities to fulfill objectives and program elements

- Face painting for the children.
- Fruit and vegetable taste testing and games/contests
- Recipe contests.
- Polaroid pictures of children as a vegetable/fruit character (e.g. Mr. Pop Corn, or Ms. Broccoli) or simply have the child have their picture taken with a vegetable/fruit character. The characters can be drawn on cardboard with a cutout for the face.

Other support activities:

- Participation of EAB members in the planning, promotion and execution of the festival.
- EAB members will review and promote materials targeted for the festival.
- Promote Eating Pattern Messages
- Provide educational materials that are culturally appropriate and at the appropriate

reading level.

Audience:

Employees and their families

Promotion

Through the usual worksite channels: Paycheck stuffers, newsletter, posters, home mailings, etc.

Incentives/Prizes

- 1. Grand prize
- 2. Small prizes
- 3. Balloons for children

Personnel:

Treatwell staff Carrotman Barbara Storper or Raspberry Rose

(The brochure describing "Food Play" indicates the actual performance time as 50 minutes. Based on a conversation with "The Carrot Man" his performance length varies from 30-45 minutes depending upon the grade level of the children in the audience).

Recommended Materials:

- 5-A-Day Recipes
- Barbara Storper's Recipes
- "Video" (undecided)
- 5-A-Day Adventure (on CD-Rom)
- "How'd You Do Your Five Today?" (refrigerator card) Dole
- "Kid's Cookbook" Dole
- "How to Steer Your Family to Healthier Eating? SNE/McDonalds
- "Healthful Eating: A Family Affair."
- "Change of Plate"
- Kansas Lean Materials (optional)

Treatwell: 5 A Day Family Festival

Family members of employees at each Worksite-Plus-Family site will be invited to a worksite event which incorporates *Treatwell: 5 A Day* activities. One family festival will be conducted each year.

The family festival will include:

- promotion
- contests
- prizes
- nutrition education performances
- distribution of materials
- distribution of recipes
- taste tests of fruits and vegetables

Optional activities include:

- video tapes
- computer programs
- games for children and their families
- food demonstrations

Family Festival Plans

Judy and Candy 4/95

- For sites that have family picnics, get-togethers, etc. we will "piggy-back" whenever possible. For example, New Bedford has a family picnic in August that is self-contained and well-attended. This will be a good forum for our message.
- However, when a family event is not possible due to lack of interest/funds, we will attempt to deliver a complete dose in fragments. For example, schedule a performance by Barbara Storper in a central location and invite many sites to attend, or, send home an activity sheet for children.
- In addition, whenever we conduct a campaign, we will add-on a family component. For example, with a Bean Campaign, send home a sprouting kit for kids/other family members.

Some Family Festival Alternatives:

- Bean Campaign w/family component
- Barbara Storper performance
- Family Festival in a box
- Fitness Campaign with family fund-raising walk (pick an existing fund-raiser)
- Video library for each site (3-4 videos that are available for employees to "rent.")

Resources:

- Brochures: Help Kids Eat, Healthful Eating: A Family Affair
- Family Festival in a Box: Pogs, stickers, taste-test activity, word games, crossword puzzles, other activities "stolen" from 4&5 of Fit in Five.
- videos
- Dole recipe book and refrigerator sticker activity
- DFCI 5 A Day staff-generated flyers and worksheets.
- ??Bulletin board for promotion of family festivals and campaigns??

East Boston Neighborhood Health Center Picnic 6/10/95

Contest for kids: color in "Fun with Fruits and Vegetables", put name and age on sheet to enter into raffle for prizes.

Contest for teenagers and adults: Guess the fruit and vegetable (Summer poster): give raffle ticket and answer sheet when they return their answers. Collect teenager and adult tickets seperately, because there is one prize for each group.

Age	Prize
under 7	stuffed fruit (doll)
8 - 12	face painting kit
13 - 20	X-Large T-shirt
21 plus	Sablone's coupon

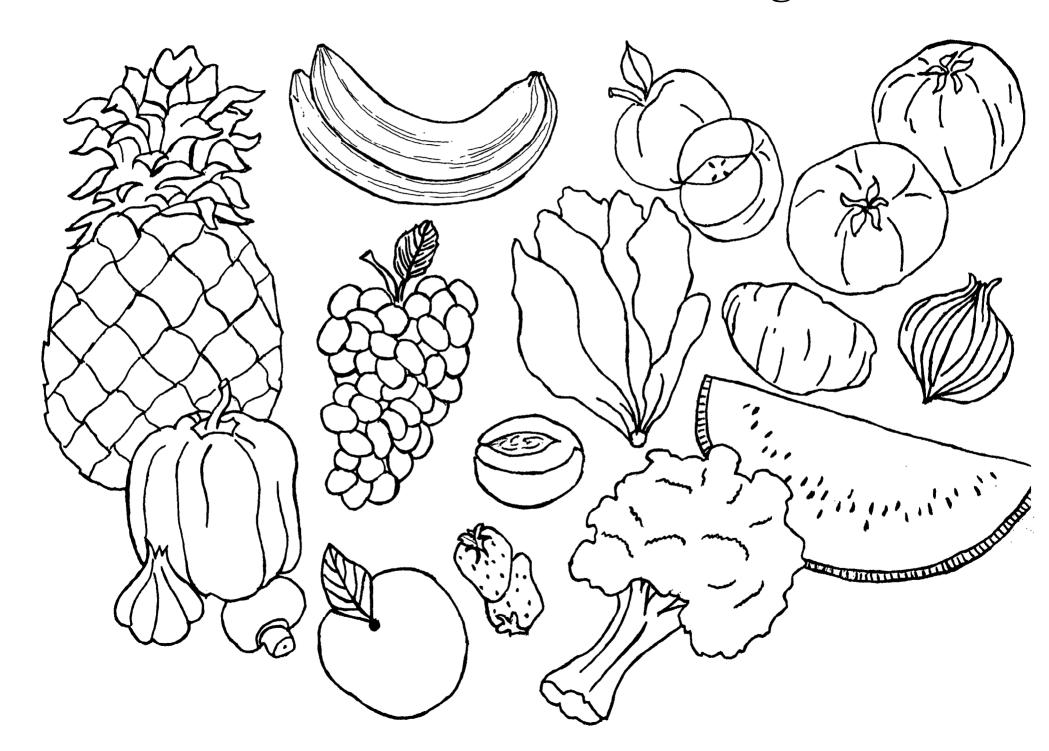
Spanish Charlie Brown brochure to be added to the bags as needed. Please add the coloring books to all the kids' bags.

Polaroid photos of kids with a fruit or vegetable can be given to them.

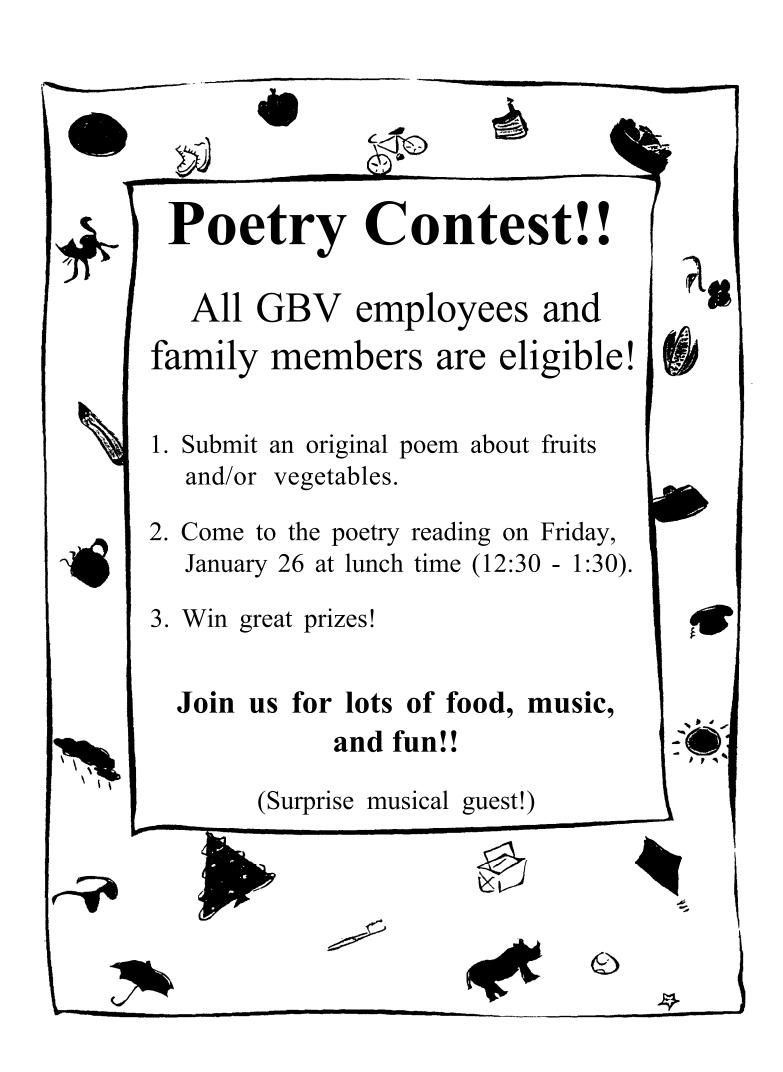
6/7 EBNHC PICNIC

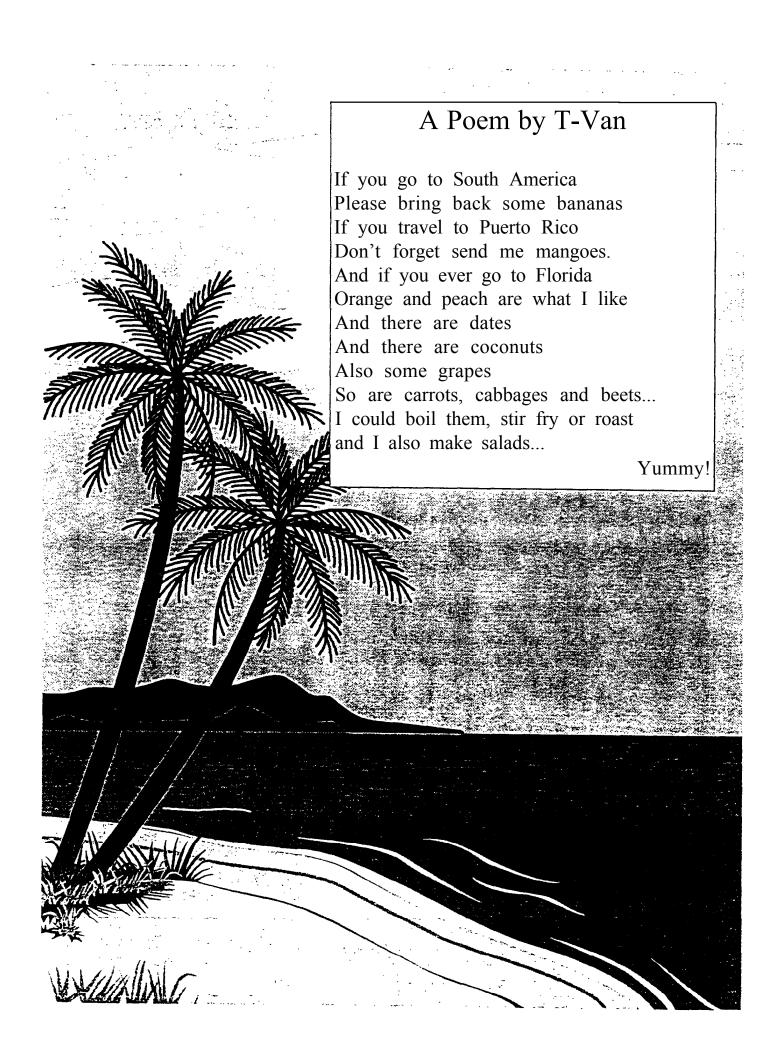
items	kids' bag	adult bag
5 A DAY buttons	\checkmark	
5 A DAY pens	\checkmark	V
Big stickers (3)	\checkmark	
Tip sheet		√
Figs and recipes		✓
Cucucina Hispana		\checkmark
Post its		\checkmark
Pogs	\checkmark	
Coloring Books (to be added to the bag	√ gs)	

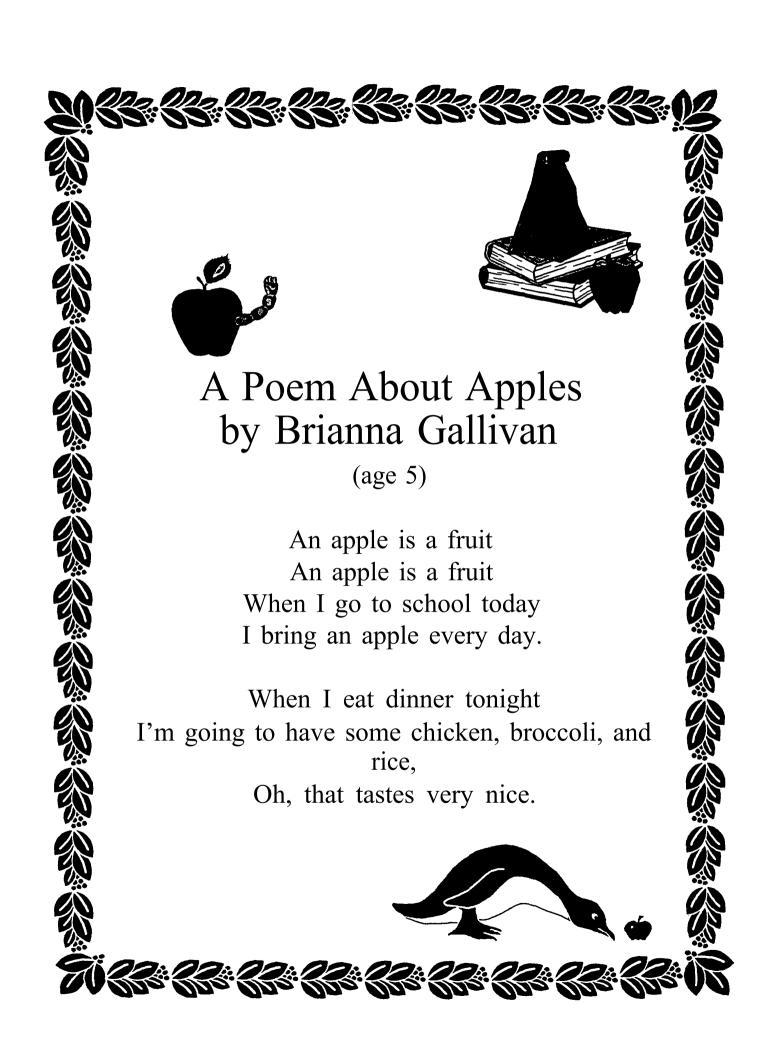
Fun with Fresh Fruits and Vegetables

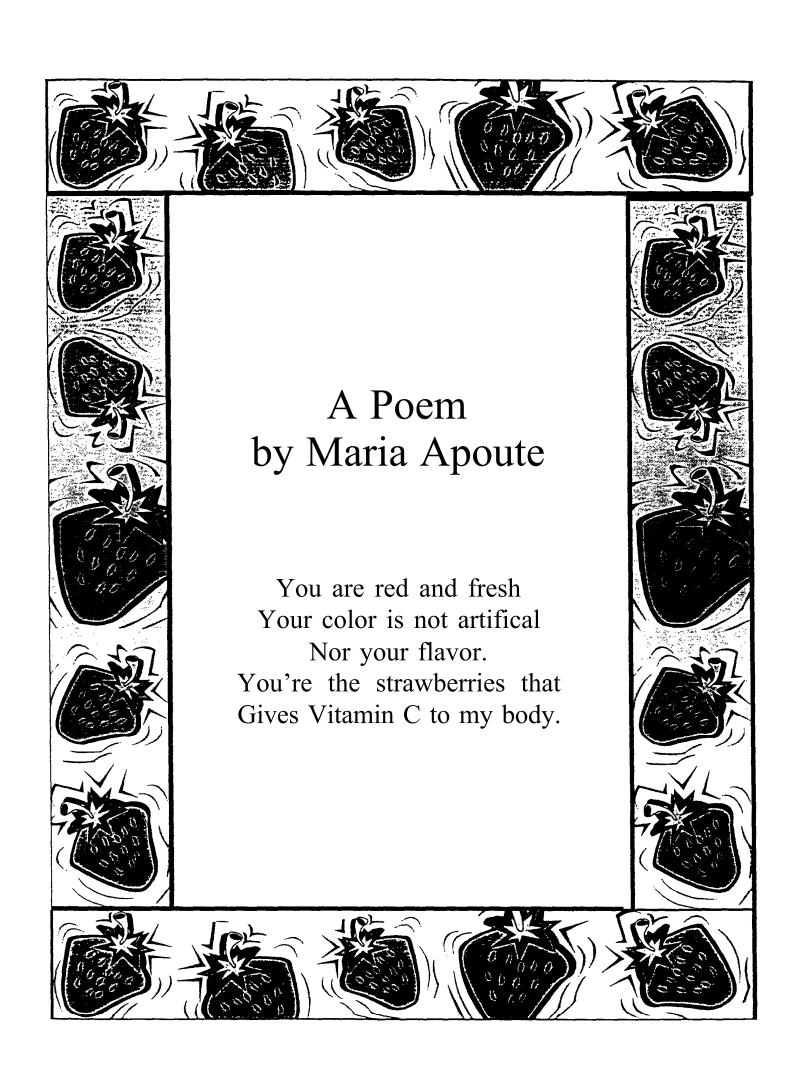












BREAKROOM PROGRAM PROCEDURE

- 1. Inform EABs of program (Feb/March).
- 2. Determine if program is environmental or not, ie. Ask EAB if there are key people responsible for supplying anything, even coffee, in the breakrooms. (Judy to check with WCS)

NAME(S)			
SHARED IT	EMS		

IF NOT ENVIRONMENTAL (ie. no shared food or beverages):

3. You will supply signs, posters, literature for breakrooms. Judy to supply food samples for taste tests (food industry donations).

IF ENVIRONMENTAL:

- 3. Judy (or you) to explain program to key individuals, and to offer guidelines.
- 4. Time permitting, Judy will do a tour of breakrooms and update the baseline assessment.
- 5. Judy to make signs and/or labels and you to put up (with EAB).
- 6. EAB to promote (publicity, event, taste test.)
- 7. Introduce new items and ideas (Judy to provide them; DFCI coordinator to introduce them)
- 8. You and/or H.C. nutritionist to inform staff of how to continue program.
- 9. Judy to provide resources for healthy alternatives for food and beverages to you to share with key individuals

TREATWELL 5-A-DAY

VENDING MACHINE PROGRAM PROCEDURE

(Where there is an * Health Center nutritionist and/or DFCI coordinator coordinator may assist or take over.)

- 1. DFCI coordinator to explain program to EABs and to assess need and interest in change of machine offerings. If need be, a survey skewed towards healthy choices can be conducted (Judy will design; EAB to administer/collect and collate).
- 2. Health Center staff who deal(s) with vendors will be identified by WCS (Judy) and EAB. Judy will explain program; assess interest; tour the facilities; update baseline assessment.
- 3. Judy to verify vendor rep. from WCS. Contact vendor; explain program; obtain support/ assess interest in changes; offer guidelines/ goals of program; review list of recommended items and determine which could be implemented.
- 4. If vendor is not supportive, Judy* to show results of survey to vendors as leverage to try new items in the machines.
- 5. Judy* to introduce new items to try out and EAB to report back on acceptance/ sales.
- 6. Judy to produce signs/ labels and DFCI coordinator to put them up (to introduce program and label appropriate items); labeling will continue throughout program.
- 7. EAB to promote program eg. notice in the HC newsletter/ posters/ taste test...
- 8. DFCI coordinator and H.C. nutritionist to inform key staff and EAB how to continue program. (Give guidelines and recommended list of items, and resources.)

HEALTH CENTER CATERING PROGRAM PROCEDURE

- 1. Explain program to EAB (Feb/March)
- 2. Ask EAB and (Judy to verify from WCS) whether any food is ordered out, and if so, who does most of the ordering. Please give Judy list of names and what they usually order.

IF KEY PEOPLE CAN BE IDENTIFIED, THE FULL PROGRAM CAN BE OFFERED. IF NOT, GENERAL GUIDELINES AND A TRAINING SESSION WILL BE OFFERED TO THE EAB.

FULL PROGRAM:

- 3. Explain program to key individuals
- 4. Contact key person(s); describe the program and our goals, and offer guidelines for ordering.
- 5. Ask EAB and key individuals for examples of menus used to order from. Health Center staff will be encouraged to attend EATWELL session on eating out. One to one training to be offered by Judy or interventionist.

MINIMAL PROGRAM:

6. Train EAB, offer guidelines, determine with the EAB who to distribute guidelines to (it could be to all employees).

Guidelines will be tailored for each site according to extent (just fruits and veg/ fat and fiber or whole diet, and according to types of foods ordered.

TREATWELL: 5-A-DAY CATERING GUIDELINES

GOALS:

- (1) To increase servings of fruits and vegetables ordered.
- (2) To reduce the selection of items high in fat and increase the choice of those high in fiber.

BREAKFAST

Order MORE often

Low-fat or fat-free muffins

Bagels, whole grain bread, fruit bread

Low-fat or fat-free cream cheese Jams, jellies, fruit butters

Whole grain cereals (e.g., Weetabix, All Bran, Fiber One, Bran Buds, Kelloggs NutriGrain, oatmeal, low-fat granola)

Pancakes French toast

Fresh fruit, fruit salad

Skim or low-fat yogurt (with fruit)

Order LESS often

Regular muffins

Danish pastries, donuts, coffee cake

Regular cream cheese Butter, margarine

Regular granola

Eggs made/served with fat*

Bacon, sausage

SNACKS / DESSERTS

Order MORE often

Angel food cake Cake without frosting

Cake without hosting

Air-popped or low-fat popcorn

Low-fat cookies (e.g., Fig Newtons, graham crackers,

meringues, ginger snaps)

Low-fat or fat-free yogurt (with fruit) Sorbet, low-fat, frozen yogurt

Fresh fruit or fruit salads

Baked tortilla chips, salsa Low-fat vegetable dip

Low-fat, whole grain crackers (e.g., Akmak)

Pretzels, Pita bread, baba ganouj

Fruit breads

Rice cakes (with Low-fat cottage cheese and fruit)

Order LESS often

Cheese cake, pies, tarts, tortes, ice cream cakes,

brownies

Regular cakes (especially with frosting or cream)

Regular popcorn with added fat*

Regular cookies (e.g., chocolate chip, Oreos, oatmeal

raisin, Pecan Sandies)

Regular ice cream or yogurt

Fried tortilla chips

Potato chips

^{*}fat = oil, butter, margarine, mayonnaise, cream

TREATWELL: 5-A-DAY CATERING GUIDELINES

GOALS:

- To increase servings of fruits and vegetables ordered. **(1)**
- To reduce the selection of items high in fat and increase the choice of those high in fiber. **(2)**

LUNCH

Order MORE often

Salads

Vegetable salads (with turkey, chicken, ham, low-fat cheese, beans, lentils, and/or chickpeas) Pasta salad (mixed with vegetables)

Dressing

Low-fat or fat-free

Sandwiches

On whole grain breads with vegetables, lean cuts of meat (e.g., roast beef, porkloin, ham, turkey, chicken, or fish -- without fat*)

Condiments / Add-Ons

Fat-free mayonnaise, mustard, cranberry sauce, applesauce, ketchup, horse radish, tomato, lettuce, onions, cucumbers, sprouts, green peppers

Main Dishes

Small portions of lean meat Tortillas (corn *or flour*) Pizza with vegetables Bean dishes (e.g., chili with little, if any, lean meat) Chicken, fish, and shellfish prepared without fat* All types of pasta/rice/bulgur (made/served with "light" sauces like tomato or vegetable) All types of vegetables (steamed, baked, roasted, raw,

Order LESS often

Salads

Tuna, chicken, or egg salad (made with regular mavonnaise)

Dressing

Regular dressings (e.g., blue cheese and mayonnaise)

Sandwiches

With cold cuts (like bologna, salami, or corned beef); sausages, hot dogs; meat, fish, or poultry that is fried, baked, or broiled in fat* (with added cheese or cream); BLT, Rueben

Condiments / Add-Ons

Regular mayonnaise, margarine, butter, sour cream, cheese sauces, oil, gravies, cream

Main Dishes

Large servings of meat Pizza with pepperoni, sausage, meat Cheeseburgers Fried meat, chicken, and fish

Pasta dishes (made/served with cream, cheese, or oily

Vegetables (made/served with fat*)

BEVERAGES

Order MORE often

or stir-fried without fat*)

100% fruit juice Skim or 1% milk Seltzer or sparkling waters 100% vegetable juice

Order LESS often

Fruit drinks/punches Whole or 2% milk sodas, colas Cream or nondairy creamer in coffee/tea

^{*}fat = oil, butter, margarine, mayonnaise, cream

CHINESE

Ask if dishes can be prepared *without*, or *with* very *little*, *oil* (Chinese food is usually cooked to order).

Lift food out of its sauce with a fork or chopsticks, to reduce the amount of sauce consumed.

Be aware that noodles and rice, whether pan-fried or stir-fried, *absorb the oil* in which they are fried. Choose fried noodles and fried rice less often.

Order more rice and fewer entrees -- try 1 cup of rice (or more) to each 1 cup of entree.

For dishes like Sweet and Sour Pork, most of the fat is in the batter -- take it off before eating.

Ask for sauce on the side.

Appetizer

Choose appetizers that are *steamed* or *boiled*, rather than fried. It is OK to request that they be prepared this way (e.g., wontons, dumplings, Peking ravioli, silver thread rolls).

Choose *clear broth* soups (e.g., egg drop lemon, hot and sour, wonton, seafood).

Avoid anything fried (e.g., crispy noodles, egg rolls, fried chicken wings, terryaki nuggets, pork strips, fried shrimp, gold fingers).

Main Course

Choose dishes that are *steamed* or *boiled* (e.g., pickled/steamed vegetables, boiled/steamed rice, soup, curry).

If you do choose dishes that are fried, request stir-fried, rather than pan-fried; they tend to use *less* oil (e.g., Chow Mein, Chop Suey, Moo Shi, Kung Pao).

Ask for plain boiled or steamed, rather than *fried* rice.

Beware of dishes that are described as **rich** (probably fried or with fatty sauce), **nuggets** (usually deep fried), **combination** (usually include something deep fried), or **fried in batter**, or have **nuts** in addition to meat.

Dessert

Most Chinese desserts are OK to choose. They generally include *lychees* (Chinese fruit), *loquats*, or *fortune cookies*.

CHINESE

Definitions

Szechaun = hot and spicey

Tsa = deep-fried

(Please be aware that translations are not consistent and that cooking in restaurants varies, as does the amount of oil used.)

Bean Curd = Tofu (soybeans) *Cantonese* = plain, a little sweet, not too oily *Chien* = shallow-fried *Ching* = steamed *Chop Suey* = low fat dish, mostly vegetables, little meat Chow Mein = fried noodles, stir fried vegetables/meat, small amount of oil used Chu = boiled*Crab Rangoon* = deep fried crab claw Crispy = fried (usually deep fried, often in a batter) Egg Foo Young = deep fried omelet **Hunan** = usually spicy *Hung-Shu* = cooked in large quantities of dark soy sauce and water *Jum* = poached Kow = roasted**Kun Pao** = stir fried (usually with peanuts) *Lo Mein* = pan-fried soft noodles Moo Go = mushroom**Moo Shi** = low fat dish, mostly vegetables, little meat Oyster Sauce = made from seafood **Pan** Fry = larger amount of oil used to fry vegetables/meat/noodles/rice Shu = barbecued**Silver Thread Roll** = steamed bun (like a bagel), sometimes stuffed Stir Fry = small amount of oil used to fry vegetables/meat/noodles/rice Subgum Style = mixture of stir-fried vegetables/meat

Yu Hsiang or Yu Hsing = stir fried with more oil than Kun Pao, usually with garlic (seafood flavor)

MEXICAN

Order more often

Order less often

Appetizers

Tomato, vegetable, and/or bean-based soup (e.g., tortilla soup, fideo soup, black bean soup, and gazpacho); any type of salad that doesn't come in a deep-fried bowl (e.g., jícama salad); ceviche; **baked** tortilla chips with salsa.

Meat and/or cheese-based soup (e.g., pozole and chili con queso); anything fried and/or topped with cheese and/or sour cream (e.g., nachos and stuffed potato skins); *fried* tortilla chips.

Main Course

Dishes with lean meats (e.g., chicken or seafood), beans (if not refried), and vegetables; dishes that contain lettuce, tomato, salsa, and other vegetables (e.g., soft tacos, tostadas, and vegetable fajitas); dishes made without frying (e.g., burritos, quesadillas, and tamales); taco salad if eaten without the deep-fried shell (bowl) and with beans (not refried), chicken, or seafood.

"Combination" platters as they usually include sour cream, refried beans, Spanish/Mexican rice, cheese, and fried items; dishes that contain *a lot of* meat and/or cheese (e.g., enchiladas, tacos, and burritos made with beef); *fried* entrées (e.g., chimichangas, flautas, chiles rellenos, and taquitos).

Side Orders and Toppings

Steamed tortillas; plain (not fried) white, brown, or yellow rice; black beans or plain pinto beans; salsa and/or pico de gallo for extra flavoring; guacamole (if not made with mayonnaise) -- guacamole is high in mono-unsaturated fat, but if made with mayonnaise it will also be high in saturated fat.

Fried tortilla chips; Spanish/Mexican rice; refried beans; sour cream; extra cheese. Ask for sour cream and cheese "on the side" so you can control how much you eat; or have them left off your plate completely.

Dessert

Fresh fruit, fruit sherbert, frozen (virgin) Margarita.

Flan, fried ice cream, sopapillas.

MEXICAN

Definitions

Burrito = flour tortilla rolled or folded around beef/beans/chicken/seafood and cheese, then baked.

Carnitas = pork

Carne = beef

Ceviche = fish marinated in lime juice, cilantro, onions, and sometimes tomatoes.

Chile Relleno = green Chile (hot pepper) filled with cheese, then deep fried.

Chili Con Queso = chili with cheese

Chimichanga = flour tortilla rolled around beef/beans/chicken/seafood and cheese, then deep-fried.

Chorizo = sausage

Cilantro = leaves of coriander used as flavoring or garnish; very common in Mexican food.

Enchilada = corn tortilla softened in hot oil and rolled around beef/beans/chicken/seafood and cheese (or just cheese), then baked; served smothered in red, green, or mole sauce.

Fajita = stir-fried beef/chicken/seafood and vegetables wrapped in a steamed flour tortilla.

Fideo Soup = tomato-based soup with angel hair pasta.

Flan = dessert custard made with milk/cream and egg yolks, then baked with a caramel glaze.

Flauta = corn tortilla filled with beef/chicken/beans/seafood (and/or cheese), sour cream, and salsa, then deep fried (similar to a taco, but tortilla is rolled like a flute).

Gazpacho = spicy soup made from tomatoes, onions, peppers, and cucumbers; served cold.

Guacamole = pureed or mashed avocado mixed with onion, lemon juice, and tomato or salsa.

Jalapeño = small, plump, dark green Mexican hot pepper.

Jicama = crisp white root vegetable; usually served raw in a salad with oranges and lettuce.

Mole = spicy sauce made with chiles and usually chocolate; used as a dip or served over an entree.

Nachos = deep-fried tortilla chips smothered in cheese and extras like beef/beans/chicken/seafood, sour cream, guacamole, jalapeño peppers, olives, and tomatoes.

Picante = hot (spicy).

Pica de Gallo = tomatoes, onions, and jalapeño peppers.

Pozole = soup made with pork, cracked corn, and vegetables.

Ouesadilla = flour or corn tortilla filled with cheese and jalapeño peppers, then grilled or baked.

Refried Beans = mashed pinto beans fried in oil and then cooked with lard, bacon, and/or cheese.

Salsa = spicy sauce, usually red or green tomatoes with chili or ground chili alone.

Soft Taco = warmed flour tortilla filled with beef/beans/chicken/seafood, cheese, lettuce, and tomato (similar to a taco, but tortilla is only warmed, not fried).

Sopapilla = square of deep-fried dough; usually eaten as a dessert with butter and honey.

Spanish/Mexican Rice = rice sauteed in shortening, then cooked with onions, peppers, and tomatoes.

Taco = deep-fried corn tortilla shell filled with beef/beans/chicken, cheese, lettuce, and tomato.

Taco Salad = beef/beans/chicken/seafood, cheese, tomatoes, olives, lettuce, sour cream, and guacamole served in, deep-fried flour tortilla bowl.

Tamale = vegetable or meat filling wrapped in corn dough and steamed inside a corn husk.

Taquito = corn tortilla filled with cheese, then deep fried.

Tortilla = round, thin cake of unleavened cornmeal or wheat flour bread.

Tortilla Soup = chicken, vegetable, and tomato soup with corn tortilla strips.

Tostada = deep-fried flat corn tortilla topped with beef/beans/chicken/seafood, cheese, lettuce, and tomato.

ITALIAN

General Tips:

CHOOSE Italian food that is: pan-seared, baked, or broiled; is covered with a light wine or lemon sauce, fresh basil/tomato sauce, or spicy plum tomato sauce; and go for the (plain) pasta and vegetables!

AVOID Italian food that is: deep-fried; topped with cheese, butter, oil, or a cream sauce; is stuffed; or is loaded with sausage or bacon.

Ask for LESS oil: in salad dressing (or ask for dressing on the side) and in the preparation of the meat, fish, poultry, pasta, and vegetables.

Order MORE pasta and eat LESS meat, chicken, and fish. Share with someone or take home a "doggy" bag.

Have a side order of VEGETABLES as an appetizer.

Key to Italian Words:

Affogato = poached

All'arancia = orange sauce

Al limone = lemon sauce

Al vino bianco = white wine sauce

Al vino Marsala = sweet red wine sauce

Antipasto = an assortment of appetizers

Bechamelle = cream sauce

Bolognese = meat-based tomato sauce

Broccoli gratinati = broccoli prepared with cheese

Brodo = broth-based soup

Bruschetta = buttery bread

Cacciatore = tomato/vegetable-based red wine sauce

Calamari = squid

Cannelloni = stuffed pasta, usually with ricotta cheese and meat

Eggplant parmigiana = breaded, fried eggplant

prepared with cheese, and tomato sauce

Focuccia = oily bread

Formaggio = cheese

Gelato = ice cream

Giardiniera = marinated iii vinegar

Gnocchi = potato, egg, and flour dumplings

Granita = Italian ice (dessert)

Grissini = bread sticks

Insalata mista = mixed salad

Lasagna = layered pasta, usually with cheese, meat,

and tomato sauce

Manicotti = stuffed pasta, usually with cheese, meat,

and tomato sauce

Marinara = tomato-based sauce

Matremanna = sausage

Olio = oil

Pancetta = bacon

Pasta e fagioli = pasta and beans

Pasta primavera = pasta with vegetables in cream sauce

Pepperoni ripieni = stuffed peppers

Pesto = basil, pine nuts, oil, and garlic sauce

Piccatta = hot (peppery) tomato/vegetable-based sauce

Polenta con fungi = cornmeal with mushrooms

Pommodoro = tomato

Proscuitto = smoked (raw) ham

Proscuitto e melone = smoked (raw) ham and melon

Putanesca = tomato-based sauce generally with olives,

capers, and mashed anchiovies

Ravioli = stuffed pasta, usually with cheese and meat

Risotto = fried raw rice and vegetables simmered in

broth, Parmesan cheese added

Spiedini di pollo = chicken kebobs

Tortellini = stuffed pasta, usually with cheese and/or

meat

Veal parmigiana = breaded, fried veal prepared with cheese and tomato sauce

Verde = green (salad)

Vitello alla milanese = breaded, fried, thin veal cutlets

ITALIAN

Order more often

Appetizer

Salad: Green, mixed, Caesar, or squid salad; salad with tomato, cucumber, and only a small amount of oil & vinegar; Chefs salad with lean meats (e.g., turkey, ham) and only a small amount of (or fat-free) dressing.

Soup: Minestrone or any other broth-based soup; soup with vegetables, pasta, and/or beans.

Bread: Any kind without added oil or butter; bread sticks.

Other: Steamed mussels or clams, smoked ham with melon, polenta with mushrooms.

Main Course

Pasta: Prepared without added oil or butter; stuffed pasta if filling is low fat (e.g., chicken, vegetables)

Entreé: Any meat, poultry, or fish prepared without added oil or butter -- i.e., grilled, dry-broiled, baked, steamed, poached, stewed; chicken kabobs.

Sauce: Tomato- or vegetable-based sauces, wine sauces, red or white clam sauce, orange or lemon sauces.

Pizza: With vegetables and lean meat toppings.

Side Dish: Pasta with tomato sauce, or plain; vegetables without butter or oil (e.g. baked stuffed tomatoes); vegetables marinated in vinegar.

Dessert

Italian ices, cappucino, Amaretto cookies, Biscotti.

Order less often

Appetizer

Salad: Salads with a large amount of oil and/or creambased dressing

Soup: Cream-based soups or chowders, sausage soup.

Bread: Buttery or oily breads, garlic bread (plain or with mozzarella).

Other: Antipasto items that are marinated in oil; salami, cold cuts, sausage.

Main Course

Pasta: Stuffed pasta if the filling is high fat (e.g., cheese, sausage); any pasta prepared/served with butter, pesto, cheese, oil, cream; with meaty sauces; with bacon, sausage, or meatballs.

Entreé: Meat, chicken, or fish with cheese; processed meats like sausage or salami; breaded and fried dishes.

Sauce: Any cream-based.

Pizza: With sausage, pepperoni, bacon, meatballs, extra cheese.

Side Dish: Pasta with oil, butter, or meaty tomato sauce; vegetables prepared with oil; pasta stuffed with cheese or sausage.

Dessert

Tiramisu, Zuppa Inglese, ice cream, spumoni, tortoni, cannoli.

Treatwell: 5-A-Day

Best Bets for Snacks!

- ✓ FRUITS -- fresh, dried, or canned in juice
- ✓ **VEGETABLES** -- any form *without* added salt or fat (e.g., carrot sticks, celery sticks, peppers, and radishes)
- ✓ and... air-popped popcorn, pretzels, bagels, rice cakes, baked chips, fat-free granola bars, low-fat whole grain crackers (e.g., Akmak, rye), Fig Newtons, Gingersnaps, fat-free cookies, and fat-free yogurt.

ITEM	Label Serving Size		Calories (kcal)	Fat (grams)	Fiber (grams)	Sodium (mg)
Akmak Crackers	5	(1oz)	116	2	4	214
Carrot	1 medium	(72g)	31	0	2	25
Cheez-It Crackers	26	(30g)	160	9	0	280
Chips (potato)	20 chips	(1oz)	150	10	1	180
Doritos (tortilla)	12 chips	(1oz)	140	7	1	170
Fruit Bar	2 bars	(33g)	120	1.5	0	140
Hershey's Milk Chocolate	1 bar	(43g)	230	13	1	40
Orange	1 medium	(140g)	62	0	3	0
Oreo Cookies	3 cookies	(35g)	160	7	1	220
Peanuts (roasted)	1/4 cup	(34g)	200	16	2	150
Pretzels (fat-free)	10	(1oz)	110	0	1	340
Raisins	1/4 cup	(40g)	130	0	2	10
Reeses Peanut Butter Cups	2 cups	(1.6oz)	240	14	1	150
Rice Cakes	1 cake	(17g)	60	0	2	0
Smartfood Popcorn	1 3/4 cups	(loz)	160	10	1	320
Snickers Peanut Bar	1 bar	(2oz)	310	20	1	150

Choose FRUIT or VEGETABLE Juice to Get Your 5-A-Day

- ♥ Juices are a rich, *natural* source of sugar (fructose), vitamins, and minerals.
- Fruit drinks/punches contain only a *small* amount of fruit juice, *added* vitamins, and *added* sugar.
- Sodas are made from *added* sugar (sucrose) and contain NO vitamins and NO minerals naturally.

12 OUNCES	CALODIES	SUGAR	VITAMINS	
12 OUNCES	CALORIES	(grams)	C (mg)	A (RE)
♥ 100% Fruit Juice (e.g., Orange Juice)	175	44 (natural)	85	5
♥ 100% Vegetable Juice (e.g., V-8 Juice, Tomato Juice)	69	17 (natural)	129	425
Bottled Water (e.g., Perrier, Seltzer, Spring)	0	0	0	0
Fruit Punch or Fruit Drink (e.g., Hawaiian Red Fruit Punch, Orange/Pineapple Drink)	175	44	85	5
Juice Cocktail (e.g., Cranberry Juice, Apple Quenchers)	207	52	129	1
Sodas (e.g., Coke, Pepsi)	152	38	0	0
Diet Sodas (e.g., Diet Coke, Diet Pepsi)	4	0	0	0

Choose FRUIT or VEGETABLE Juice to Get Your 5-A-Day

Juices are a rich, *natural* source of sugar (fructose), vitamins, and minerals. Fruit drinks/punches contain only a *small* amount of fruit juice, *added* vitamins, and *added* sugar. Sodas are made from *added* sugar (sucrose) and contain NO vitamins and NO minerals naturally.

13 OUNCES	CALODIES	SUGAR	VITAMINS	
12 OUNCES	CALORIES	(grams)	C (mg)	A (RE)
♥ 100% Fruit Juice (e.g., Orange Juice)	175	44 (natural)	85	8
♥ 100% Vegetable Juice (e.g., V-8 Juice, Tomato Juice)	69	17 (natural)	129	425
Bottled Water (e.g., Perrier, Seltzer, Spring)	0	0	0	0
Fruit Punch or Fruit Drink (e.g., Hawaiian Red Fruit Punch, Orange/Pineapple Drink)	175	44	85	5
Juice Cocktail (e.g., Cranberry Juice, Apple Quenchers)	207	52	129	1
Sodas (e.g., Coke, Pepsi)	152	38	0	0
Diet Sodas (e.g., Diet Coke, Diet Pepsi)	4	0	0	0

VENDING MACHINE SURVEY BROOKSIDE COMMUNITY HEALTH CENTER

Do you use the vending macl	nines?	[] YES	[] NO	
IF NO, why not? (Please che	ck all that app	oly)		
[] I don't drink juice. [] I don't drink soda. [] The beverages are too [] I bring my own bever [] I buy beverages elsew [] Other reason (please exp	rage(s). rhere. rlain)			rages:
Diet Coke	More	Less	Same Number	
Pepsi	More	Less	Same Number	
Diet Pepsi	More	Less	Same Number	
Seltzer	More	Less	Same Number	
Orange Juice	More	Less	Same Number	
Apple Juice	More	Less	Same Number	
Ginger Ale	More	Less	Same Number	
Are there any <i>other</i> juices or	sodas that yo	ou would like to	see in the vending machine?	
Are you more likely to buy s	oda than juic	e now because	sodas are cheaper?	
[] YES []	NO			
Please place this question have finished.	onnaire in	the survey bo	ox in the mail room wh	en you

Thank you very much for your helpful feedback!

Treatwell: 5-A-Day Best Bets for Baked Goods!

- **♥** Whole *grain* breads and rolls
- **♥** Fat-free or low-fat muffins made with blueberries, raisins, bananas, cranberries, oatmeal, bran, whole wheat flour, or cornmeal
- **♥** Whole wheat, rye or oatmeal bagels with added fruits eg. raisins, blueberries and cranberries.

Compare bagels, muffins, and other baked goods:

1 MEDIUM SERVING	Calories (Kcal)	Carbohy-drates (grams)	Fat (grams)	Cholesterol (mg)	Dietary Fiber (grams)
Blueberry Muffin	274	41	10	40	1.5
Bran Muffin	334	61	9.5	37	7.5
Fat Free Oatmeal Muffin	73	14	0.6	0	2
Donut	304	41	14	36	1
Whole wheat Bagel	304	65	1	0	5
Plain Croissant	139	14	8	32	0.5
Fruit Danish	295	41	14	19	1
Coffee Cake	210	32	8.5	11	1
Whole Wheat Bread	66	12.5	1	0	2
White Bread	67	12	1	0	.5
Toaster Pastry/Pop	204	37	5	0	1

Compare coffee creamers!

	Serving Size	Fat (grams)	Cholesterol (mg)	Calories
Skim milk powder *	1 teaspoon	0.0	0.0	8
Lowfat (1%) milk *	1 tablespoon	0.2	0.6	6
Lowfat (2%) milk *	1 tablespoon	0.3	1.1	8
Whole milk	1 tablespoon	0.5	2.0	9
Sealtest non-dairy creamer	1 teaspoon	0.0 - 0.9	0.0	10
Half and half	1 tablespoon	1.7	5.6	20
Non-dairy creamer	1 tablespoon	2.9	9.9	29

^{*} Best Bets from Treatwell: 5-A-Day

TREATWELL 5 A DAY

CAFETERIA PROGRAM STEPS

(Where there is an * Health Center nutritionist and/or DFCI coordinator coordinator may assist or take over.)

- 1. DFCI coordinator to explain program to EAR.
- 2. Judy to identify Food Service/Chef Manager; DFCI coordinator and EAR to verify.
- 3. Judy* to contact FS mgr/ Chef, explain program, tour the facilities; determine action plan; offer guidelines and recipes.
- 4. Label/ sign items; put up sign to introduce program. (Judy to make signs and labels; DFCI coordinator who to put them up)
- 5. EAR to promote cafeteria program.
- 6. Judy* to train FS staff and HC staff to be able to continue program to some extent.
- 7. Judy to offer resources/ guidelines to do "complete" cafeteria program (ie. addressing total diet) if there is interest.

PROPOSED

A. RUSSO AND SONS and TREATWELL 5 A DAY COLLABORATIVE PROJECT

TREATWELL 5 A DAY PROJECT

The Dana-Farber Cancer institute, Harvard School of Public Health, Massachusetts Department of Public Health, and the University of Massachusetts have received funding from the National Cancer Institute (NCI) to conduct a worksite nutrition intervention project entitled, "Treatwell 5 a Day for Better Health". The goal of the project is to encourage workers in fourteen community health centers across Massachusetts to consume 5 or more servings of fruits and vegetables each day, thus reducing their risk for cancer.

We are seeking the collaboration of produce wholesalers and retailers because we believe they could greatly enhance this project. The objective of the project is to encourage employees to change their eating behavior, i.e., **eat more fruits and vegetables.** We know that behavior change is difficult; but we also know that if people have a chance to *try* a new behavior, they are more likely to adopt it than if they just hear about it in classes or read about it in brochures.

BENEFITS

A. Russo and Sons would benefit from an enhanced public image associated with community service and increased visibility due to the attributions given **A. Russo and Sons** on project materials and in project activities. *Treatwell* 5 a *Day* staff would visibly acknowledge **A. Russo and Sons's** contributions in all activities in which your product and/or educational materials are being used. Your generosity would be noted by signs indicating the names of the individual producers who contributed. If you have signs or brochures, we would be happy to display them as well.

PROPOSAL

We are requesting a contribution from **A. Russo and Sons** to enhance our campaign to increase the consumption of vegetables at the East Boston Neighborhood Health Center on October 4th, 1995.

Specifically, we need: 100 Mini Pumpkins

We will pick them up on the morning of Wednesday, October 4.

PROPOSED NEW ENGLAND PRODUCE/TREATWELL 5 A DAY FOR BETTER HEALTH COLLABORATIVE PROJECT

The Treatwell 5 A DAY Project

The Dana-Farber Cancer Institute, Harvard School of Public Health, Massachusetts Department of Public Health and the University of Massachusetts have received funding from the National Cancer Institute (NCI) to conduct a worksite nutrition intervention project, entitled, "Treatwell 5 a Day for Better Health". The goal of the project is to encourage workers in 14 community health centers across Massachusetts to consume 5 or more servings of fruits and vegetables each day, thus reducing their risk for cancer. Employees and their families in fourteen Massachusetts Community Health Centers will receive interventions such as taste tests, food demonstrations, campaigns, classes and tours of markets and producers to encourage increased consumption of fruits and vegetables. Eight health centers will serve as control groups and will receive no project intervention.

We are seeking the collaboration of produce wholesalers and retailers, particularly of 5 A DAY liscensees, because we believe they could greatly enhance this project. The objective of the project is to encourage employees to change their eating behavior, i.e., **eat more fruits and vegetables.** We know that behavior change is difficult; but we also know that if people have a chance to try a new behavior they are more likely to adopt it than if they just hear about it in classes or read about it in brochures. Thus, if community retailers and wholesalers provide samples of their product to be given along with the project health education messages, we believe workers and their families are much more likely to actually increase their consumption of fruits and vegetables.

The Treatwell project has just begun, and will continue for another 20 months. We will be conducting campaigns, classes, taste tests, contests and other activities, all with the goal of increasing fruit and vegetable consumption.

Benefits

New England Produce will benefit from an enhanced public image associated with community service and increased visibility due to the attributions given New England Produce on project materials and in project activities. Treatwell 5 a Day staff will **visibly acknowledge** New England Produce contributions in all activities in which their product and/or educational materials are being used. Your generosity will be noted by signs indicating the names of the individual producers who contributed, as well as New England Produce. If you have signs or brochures, we would be happy to display them as well.

The Treatwell 5 a Day Project will benefit from a strengthened educational impact from New England Produce contributions of foods for tasting.

Worksite employees and New England Produce customers will benefit from increased opportunities to adopt cancer-preventing eating patterns.

PROPOSAL

What we are requesting, is for contributions from New England Produce to enhance our Kick-off activities in the 14 health centers which will occur between October 14th and November 17th, 1994. The 14 Kick-Off dates are listed below, as well as the suggested delivery dates. As we discussed, the deliveries would be to the Dana-Farber Cancer Institute and not to the health centers themselves.

PROPOSED DELIVERY DATES FOR NEW ENGLAND PRODUCE

DELIVERY to DANA-FARBER	HEALTH CENTER	KICK-OFF DATE	# EXPECTED TO ATTEND
10/11	CODMAN SQUARE	10/14	100
	MANET	10/18	100
	LOWELL	10/21	100
10/31	EAST BOSTON	11/2	200
	FALL RIVER	11/2	100
	MARTHA ELLIOT	11/3	100
11/7	BROOKSIDE	11/?	100
	DIMOCK	11/10	250
	SOUTH END	11/9	100
	GRT BROOK VAL	11/11	120
	GREATER NEW BED	11/10	100
11/14	S.J.PLAIN	11/17	50
	WINDSOR ST	11/17	50
	MATTAPAN	11/16	50

PROPOSED TYPES AND NUMBERS OF PRODUCE

TYPES: AN ASSORTMENT OF APPLES, BANANAS, GRAPES, PEARS, TANGERINES, KIWI, AND ANYTHING ELSE IN SEASON?

FOR DELIV	ERY ON:	NUMBER
10/11		400
10/31		500
11/7		800
11/14		200

DELIVERY

We are located at 454 Brookline Avenue, on the block next to the Dana-Farber, and there is a parking lot behind the building, on Deaconess Street. We have an arrangement for loading and unloading with the parking attendant, who can notify us immediately of a delivery.



EATWELL

Participants' Evaluation Form

Please indicate how helpful each component of this session was in helping you choose and eat a heathier diet.

SESSION COMPONENT	HELPFUL TOWARDS HEALTHIER EATING			
	VERY	SOME- WHAT	A LITTLE	NOT AT ALL
Activities				
Group Interaction/ Participation				
Taste Test				
Handouts				
Goal Setting and Home Activities				
Information Given By Instructor				

Which components did you find most helpful?

Which components did you find least helpful?

OTHER COMMENTS:

EATWELL3/PARTEVAL.FOR

EATWELL PARTICIPANT EVALUATION FORM

Notes to the Instructor: To be adminis Eatwell series.	tered	at th	ne end	of the
Notes to the participant:				
How many Eatwell sessions did you attend	?		_	
Please answer the following questions by they are to you.	indic	ating	how im	portant
	I	MPORT.	ANT	
I attended Eatwell because:	very	some what	not	n/a
I was interested in health and nutrition.				
I was interested in weight loss.				
I was concerned about my family's health.				
my friends encouraged me to attend.				
my supervisor encouraged me to attend.				
OTHER REASON:				
What prevented you from attending all the sessions?	YES	NO	Some- times	n/a
No one could cover for my duties.				
I didn't have time.				
My supervisor would not permit it.				
The subject did not interest me.				
I did not like the Instructor's				

The timing of the sessions was not convenient.

Have you used any of the new skills that you learned in Eatwell?	YES	NO	Some- times	n/a
I eat more fruits daily.				
I eat more vegetables daily.				
I encourage my family to eat more fruits and vegetables.				
I encourage my co-workers to eat more fruits and vegetables daily.				
I read more food labels than I used to.				
I choose foods lower in fat when I shop.				
I choose foods lower in fat when I cook.				
I choose foods lower in fat when I eat out.				
I eat more foods high in fiber.				
I choose dairy products lower in fat.				
I eat smaller servings of meat.				

