## POSITION DESCRIPTION

Title: Member, employee advisory board
Hours: $\quad 1$ 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.). Duration of board membership:

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


#### Abstract

Title: Worksite Coordinator

Hours: Minimum of 2 hours per week in addition to Employee-Advisory Board (EAB) meetings (one per month)


## Duration of Term:

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.
7. Assist with the promotion of Treatwell: 5 A DAY activities and events. Distribute and collect materials.
8. Attend group offsite training/orientation session with worksite coordinators from other worksites.



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



Enter a cooking contest and win prizes!
(1) Pick up a recipe card for a delicious and healthy snack
$\begin{array}{ll}\text { Date? } & \text { Wednesday, JULY } 19 \\ \text { Time? } & \text { 12:00 pm }\end{array}$
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:



## 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!!!




## 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:

| No concerns or <br> interest in changing <br> (pre-contemplation) | Considering options/ <br> beginning to change <br> (preparation) | Changes are made. <br> but relapses may occur <br> (maintenance) |
| :--- | :--- | :--- |
|  |  | Seriously attempting <br> to change <br> (action) |

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.

| Stage of <br> Change | Descriptions of <br> Change Process |
| :--- | :--- |

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


## Recommended Strategies

## Change Process

- 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.

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.

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

## RATE YOUR PLATE

for FAT and FIBER


WELLWORKS
The Dana-Farber Cancer Institute

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

- Meats:
such as beef, pork, lamb, veal
- Chicken, turkey
- Fish, Shellfish
- Breakfast and Luncheon meats
- Serving sizes of cooked meat, poultry, seafood, breakfast \& luncheon meats
- Split peas, lentils, dried beans such as kidney, lima, garbanzo
- Egg Yolks
- Milk
- Yogurt
- Cheese*, e.g. cheddar, American, Swiss
- Frozen dairy desserts
(1 Serving = $1 / 2$ Cup)
- Fats, oils
(for cooking and eating)
- Spreads e.g. butter, margarine, mayonnaise ( $\mathrm{t}=$ teaspoon)


## Column 1

Usually eat:
high-fat cuts e.g. spareribs, prime rib, regular hamburger, sausage, hot dogs (all kinds).

Rarely eat:
Chicken. turkey
Rare/y eat.

Usually eat:
High-fat varieties e.g. salami, bologna, sausage, bacon.

Usually eat:
large servings
( 7 oz . or more).

Rarely or never eat

Usually eat:
7 or more a week.

Usually use:
whole milk.
Usually use:
yogurt made from whole milk.
Often eat:
regular cheese.

Usually eat:
ice cream 3 or-more times a week.

Usually use:
butter, butter blends, shortening and/or lard.

Use:
8 t or more a day.

Column 2
Usually eat:
lean cuts, e.g. Beef-round. extra-lean hamburger, pork, lamb and veal-leg. loin.

## Usually eat:

2 servings or less a week.
Usually eat:
2 servings or less a week.
Usually eat:
lean varieties, e.g. turkey
breast, roast beef, $45 \%$ fat-
free luncheon meat.
Usually eat:
medium servings (4-6 oz.).

Usually eat:
at least twice a month.

Usually eat:
56 a week.

Usually use:
2\% low-fat milk.
Usually use:
lowfat yogurt.
Sometimes eat:
low-fat cheese.

Usually eat:
ice cream twice a week or less.

Usually use:
margarine and/or vegetable oil.

Use:
5-8 ta day.

Column 3
Always eat:
lean cuts or rarely/never eat meat.

Usually eat:
3 servings or more a week.

## Usually eat:

3 servings or more a week.
Always eat lean varieties:
or
rarely eat.

Usually eat:
small servings
( 3 oz . or less).

Usually eat:
once a week or more.

Usually eat:
4 or less a week or use choles-terol-free egg substitute.

Usually use:
$1 \%$ low-fat or skim milk.
Usually use:
non-fat yogurt.
Rarely eat:
cheese or eat only low-fat/ calorie-reduced cheese.

Never eat:
ice cream or usually eat
ice milk, frozen low-fat yogurt, or sherbet.

Always use:
margarine and/or vegetable oil.

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.

- Salad dressing
- Food preparation
-Snacks
- Sweets such as donuts, cookies, cakes, pies, sweets rolls, chocolate
- Breads, cereals and pasta (1 sewing = 1 slice or $1 / 2$ cup)
- Whole grain products such as whole wheat bread \& brown rice
- High fiber cereals, e.g. Oatmeal, bran cereals
- Fruits and Vegetables (1 serving = 1 slice or 1/2 cup)

Usually use: regular salad dressing.

Sometimes use: low-fat or low-cal dressing.

Sometimes eat:
fried foods, and/or cooked with added fat.

Sometimes eat:
chips, nuts, crackers.

Often eat: sweets.

## Usually eat:

2 servings or less a day.

Rarely or never eat.

Rarely or never eat

Usually eat:
1 serving or less a day
Usually eat:
fried foods, and/or cooked

Often eat:
chips, nuts, crackers.

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. Column 3 You are making MANY healthy choices.

## 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.


## Treatwell 5 A DAY

## Toll Free Numbers for Nutrition and Cancer Information

| 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!!

- Enter the fruit bowl drawing and WIN MORE 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-ADay 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.

# 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.

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

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)


## Date

## TREATWELL: 5 A DAY

KICKOFF UMBRELLA CHECK LIST
$\qquad$
Interventionist:
Health Center:
Kickoff Date: $\qquad$
MATERIALS: Three weeks prior to Kickoff;
[ ] Ann Marie's checklist submitted to her:
[ ] Paycheck stuffers/promotional materials ordered
[ ] EAB name tags ordered
[ ] Other materials to tailor/special order requested
STAFFING: Ten days prior to Kickoff arrange the following:
Staff helping to set up: $\qquad$
Date and time for set up: $\qquad$
Staff helping at Kickoff: $\qquad$
[ ] T shirts for staff and EABs
[ ] Directions given to staff
[ ] Meeting time and place (office or CHC):
PACKING: Ten days prior to Kickoff arrange the following:
[ ] Packing checklist with quantities submitted to Ann Marie
[ ] Date and time for 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 instructions and other arrangements submitted to Ann Marie
[ ] Unloading and unpacking arrangements made
PROCESS TRACKING: After the Kickoff:
[ ] Tickets counted and entered
[ ] Process tracking done. Be sure to code items used in addition to kits.

## KICKOFF MATERIALS REQUEST FORM

Health Center
Kickoff: DateTimeRoom or location
$\qquad$
Worksite Coordinator
$\qquad$
EAB Members
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Request for:Admission Tickets■
Number

$\qquad$
Date Needed

$\qquad$
To Be mailed to: $\qquad$
Name Tags ..... D
Date Needed
Team Roster ..... ■
Number
$\qquad$Date Needed
$\qquad$
Season ScheduleNumber

$\qquad$
Date Needed $\qquad$
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 FamilyFocus 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.

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

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

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




## 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

...Sign Up For A Team...

TEAM NAME:


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


## 5-A-DAY CHALLENGE

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


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


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

## 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, <br> or less <br> than <br> once per <br> WEEK | About 1 <br> time per <br> WEEK | 2-3 times <br> per <br> WEEK | 4-6 times <br> per <br> WEEK | About 1 <br> time <br> per <br> DAY | More <br> than 1 <br> time per <br> DAY | Score |
| Not counting juice, <br> about how often do <br> you eat fruit? |  |  |  |  |  |  |  |
| Not counting <br> potatoes or salad, <br> about how often do <br> you eat vegetables? |  |  |  |  |  |  |  |
| Green Salad? |  |  |  |  |  |  |  |
| Potatoes? |  |  |  |  |  |  |  |
| Beans, such as <br> baked beans, pintos, <br> kidney "beans, or in <br> chili? |  |  |  |  |  |  |  |
| Orange, grapefruit <br> or other fruit juice? |  |  |  |  |  |  |  |

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 <br> Points | $3$ <br> 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 many ways that you can increase the amount of fiber you eat.
11-15 There are some 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.

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 $\qquad$ (food)
from $\qquad$ to $\qquad$

Signed $\qquad$ Site $\qquad$

Date $\qquad$

[^0]
## 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. $\quad 24$ hours prior
c. $\quad 5-6$ 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

1) 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.
3) 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.
5) 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.
7) 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.
9) 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.
10) 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 <br> 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 <br> Diet Obsession: More Tips On Eating Healthy <br> Eating Healthy For Kids <br> Eating Healthy For Weight Control <br> Eating Healthy On A Budget <br> Food Safety: More Tips On Eating Healthy <br> Teen Scene | Turner Learning <br> 33 South Delaware Ave. Suite 202 <br> Yardly, PA 19067 800-344-6219 |
| Beans, Beans, Beans <br> Fruits: Nature's Candy <br> 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 <br> HTTP://WWW.CEE.UMN.EDU/UFV |
| The Food Guide Pyramid | National Health Videos INC. <br> 12021 Wilshire Blvd. <br> Suite 550 <br> Los Angeles, CA 90025 800-543-6803 |


| VIDEOS | Vendors |
| :--- | :---: |
| The Heart Care Program | Hall-Foushee Communications <br> 1313 5th Street South East <br> Site 306 <br> Minneapolis, MN 55414 <br> $800-478-3829$ |
| Jany Junkfood's Fresh Adventure | Food Play Productions <br> 251 Chestnut Ave. <br> Kid's Kitchen |
| Butrition Facts: The Ne2130 |  |
| 617-522-2096 |  |

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

Volume 2

## 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 welldeveloped "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.


[^1]
## Quickie Questions.

Question:<br>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!

## Question:

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.

```
G E B C A B A
O O B CRLI C
PNITRU GSNERE
ROSTACR
LNTPANIA
PEGRFUTIRA
PPREPES
GNAROE
M G N A O
LTCPUANAO
E ETSW 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.)


# Treatwell5A 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?
- How to get Five-A-Day
- Five-A-Day and Your Health
- 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 year 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.

| What is a Serving? |  |  |  |
| :--- | :--- | :---: | :---: |
| VEGETABLES | FRUITS |  |  |
| Count as a serving: | Count as a serving: |  |  |
| $1 / 2$ cup cooked or canned <br> vegetables | a whole fruit (medium <br> apple, pear, banana, or orange) |  |  |
| 1 cup raw leafy vegetables <br> (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 <br> 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 |  |  |  |

- 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.


## 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 | O | T | R | F | C | J | N | S |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| M | F | Q | W | T | P | F | I | B | E | R |
| Z | A | R | X | C | D | V | H | L | B | F |
| S | T | D | U | F | I | U | B | Y | R | I |
| L | K | H | J | I | E | A | F | D | A | V |
| Z | Q | T | V | I | T | A | M | I | N | E |
| X | W | L | C | E | M | S | U | Y | R | A |
| T | R | A | G | W | V | K | H | P | L | D |
| B | V | H | 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.


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.

## TREATWELL 5 A DAY CONTEST

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

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

# TREATWELL 5 A DAY <br> 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 (sulphurcontaining) and cabbage (cruciferous) families are thought to be responsible for this cancerprotection effect.

| Vegetable | Vitamin A <br> (Beta - <br> Carotene) | Vitamin C | Fiber | Folic <br> acid | Cruciferous |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Tomatoes | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |  |
| Leafy Greens <br> (eg. Romaine, <br> endive, escarole, <br> raddicio) | $\checkmark$ |  |  | $\checkmark$ |  |
| Carrots | $\checkmark$ |  | $\checkmark$ | $\checkmark$ |  |
| Red <br> Cabbage |  | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Broccoli | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Cauliflower |  | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Radishes |  | $\checkmark$ |  | $\checkmark$ |  |
| Garbanzo Beans | $\checkmark$ |  | $\checkmark$ | $\checkmark$ |  |
| Peppers |  | $\checkmark$ | $\checkmark$ | $\checkmark$ |  |
| Spinach | $\checkmark$ |  | $\checkmark$ | $\checkmark$ |  |

## 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

itemskids' bag
5 A DAY buttons ..... $\sqrt{ }$
5 A DAY pens$\sqrt{ }$
Big stickers (3) $\checkmark$
Tip sheet
Figs and recipes ..... $\sqrt{ }$
Cucucina Hispana ..... $\checkmark$
Post its ..... $\checkmark$
Pogs ..... $\sqrt{ }$
Coloring Books ..... $\checkmark$
(to be added to the bags)adult bag

## Fun with Fresh Fruits and Vegetables








## HEALTH CENTER

 BREAKROOM PROGRAM PROCEDURE1. 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) $\qquad$
SHARED ITEMS $\qquad$
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. <br> (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

## Order LESS often

Regular muffins
Danish pastries, donuts, coffee cake
Regular cream cheese
Butter, margarine
Regular granola

Eggs made/served with fat* Bacon, sausage

Fresh fruit, fruit salad
Skim or low-fat yogurt (with fruit)

## SNACKS / DESSERTS

## Order MORE often

Angel food cake
Cake without frosting

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)

Fried tortilla chips

## 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

Potato chips

## TREATWELL: 5-A-DAY CATERING GUIDELINES

## GOALS: (1) To increase servings of fruits and vegetables ordered. <br> (2) To reduce the selection of items high in fat and increase the choice of those high in fiber.

## 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, or stir-fried without fat*)

## Order LESS often

## Salads

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

## 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
Tacos
Pizza with pepperoni, sausage, meat
Cheeseburgers
Fried meat, chicken, and fish
Pasta dishes (made/served with cream, cheese, or oily sauces)
Vegetables (made/served with fat*)

## BEVERAGES

## Order MORE often

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

## Treatwell: 5-A-Day Tips for Ordering Out

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.

## Treatwell: 5-A-Day Tips for Ordering Out

## CHINESE

## Definitions

(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
$\boldsymbol{C h u}=$ 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
$\boldsymbol{K o w}=$ 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
$\boldsymbol{S h u}=$ 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
Szechaun = hot and spicey
$\boldsymbol{T s} \boldsymbol{a}=$ deep-fried
Yu Hsiang or Yu Hsing = stir fried with more oil than Kun Pao, usually with garlic (seafood flavor)

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.

# Treatwell: 5-A-Day Tips for Ordering Out 

## 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.
Jícama $=$ 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.
Quesadilla $=$ 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.
$\boldsymbol{S a l s a}=$ 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.

# Treatwell: 5-A-Day <br> Tips for Ordering Out 

## 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

# Treatwell: 5-A-Day Tips for Ordering Out 

## 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)
$\sqrt{ }$ 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 fatfree yogurt.

| ITEM | Label <br> Serving Size | Calories <br> (kcal) | Fat <br> (grams) | Fiber <br> (grams) | Sodium <br> $(\boldsymbol{m g})$ |  |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: |
| Akmak Crackers | 5 | $(1 \mathrm{loz})$ | 116 | 2 | 4 | 214 |
| Carrot | 1 medium | $(72 \mathrm{~g})$ | 31 | 0 | 2 | 25 |
| Cheez-It Crackers | 26 | $(30 \mathrm{~g})$ | 160 | 9 | 0 | 280 |
| Chips (potato) | 20 chips | $(1 \mathrm{oz})$ | 150 | 10 | 1 | 180 |
| Doritos (tortilla) | 12 chips | $(1 \mathrm{oz})$ | 140 | 7 | 1 | 170 |
| Fruit Bar | 2 bars | $(33 \mathrm{~g})$ | 120 | 1.5 | 0 | 140 |
| Hershey's Milk Chocolate | 1 bar | $(43 \mathrm{~g})$ | 230 | 13 | 1 | 40 |
| Orange | 1 medium | $(140 \mathrm{~g})$ | 62 | 0 | 3 | 0 |
| Oreo Cookies | 3 cookies | $(35 \mathrm{~g})$ | 160 | 7 | 1 | 220 |
| Peanuts (roasted) | $1 / 4$ cup | $(34 \mathrm{~g})$ | 200 | 16 | 2 | 150 |
| Pretzels (fat-free) | 10 | $(1 \mathrm{oz})$ | 110 | 0 | 1 | 340 |
| Raisins | $1 / 4$ cup | $(40 \mathrm{~g})$ | 130 | 0 | 2 | 10 |
| Reeses Peanut Butter Cups | 2 cups | $(1.6 \mathrm{oz})$ | 240 | 14 | 1 | 150 |
| Rice Cakes | 1 cake | $(17 \mathrm{~g})$ | 60 | 0 | 2 | 0 |
| Smartfood Popcorn | $13 / 4$ cups | $(1 \mathrm{oz})$ | 160 | 10 | 1 | 320 |
| Snickers Peanut Bar | 1 bar | $(2 \mathrm{oz})$ | 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 | CALORIES | $\underset{\text { (grams) }}{\text { SUGAR }}$ | VITAMINS |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | 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 <br> (e.g., Perrier, Seltzer, Spring) | 0 | 0 | 0 | 0 |
| Fruit Punch or Fruit Drink <br> (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 <br> (e.g., Coke, Pepsi) | 152 | 38 | 0 | 0 |
| Diet Sodas <br> (e.g., Diet Coke, Diet Pepsi) | 4 | 0 | 0 | 0 |

Ү Treatwell: 5-A-Day Best Bets!

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

V Treatwell: 5-A-Day Best Bets!

## VENDING MACHINE SURVEY BROOKSIDE COMMUNITY HEALTH CENTER

Do you use the vending machines? $\quad[\quad]$ YES
IF NO, why not? (Please check all that apply)
[ $\quad$ NO
$\left[\begin{array}{lll} & \text { I don't drink juice. } \\ {[ } & ] & \text { I don't drink soda. } \\ {[ } & ] & \text { The beverages are too expensive. } \\ {[ } & \text { I bring my own beverage(s). } \\ {[ } & \text { I buy beverages elsewhere. } \\ {[ } & \text { Other reason (please explain) }\end{array}\right.$

IF YES, would you like to see more, less, or the same number of the following beverages:


Are there any other juices or sodas that you would like to see in the vending machine?

Are you more likely to buy soda than juice now because sodas are cheaper?
[ ] YES
[ ] NO

Please place this questionnaire in the survey box in the mail room when you have finished.

## 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
$\downarrow$ 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 <br> (Kcal) | Carbohydrates (grams) | Fat <br> (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 <br> $(\boldsymbol{g r a m s})$ | Cholesterol <br> $(\boldsymbol{m g})$ | 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


## 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 ( NCl ) 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: $\mathbf{1 0 0}$ 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 Kickoff 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 <br> DANA-FARBER | HEALTH CENTER | KICK-OFF <br> DATE | \# EXPECTED <br> TO ATTEND |
| :--- | :--- | :--- | :--- |
| $\mathbf{1 0 / 1 1}$ | CODMAN SQUARE | $10 / 14$ |  |
|  | MANET | $10 / 18$ | 100 |
|  | LOWELL | $10 / 21$ | 100 |
|  |  |  | 100 |
|  |  |  |  |
| $\mathbf{1 0 / 3 1}$ | EAST BOSTON | $11 / 2$ | 200 |
|  | FALL RIVER | $11 / 2$ | 100 |
|  | MARTHA ELLIOT | $11 / 3$ | 100 |
|  |  |  |  |
|  |  |  | $11 / ?$ |
|  |  | $11 / 10$ | $11 / 9$ |
|  |  | $11 / 11$ | 250 |
|  | BROOKSIDE | $11 / 10$ | 100 |
|  | DIMOCK | 120 |  |
|  | SOUTH END | $11 / 17$ | 100 |
|  | GRT BROOK VAL | $11 / 17$ | 50 |
|  | GREATER NEW BED | $11 / 16$ | 50 |
|  |  |  | 50 |

## PROPOSED TYPES AND NUMBERS OF PRODUCE

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

## FOR DELIVERY ON: NUMBER

10/11 400
$10 / 31500$
$11 / 7 \quad 800$
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 <br> HEALTHIER EATING |  |  |
| :--- | :--- | :--- | :--- | :---: |
|  | VERY | SOME- <br> WHAT | LITTLE |  |

Which components did you find most helpful?

Which components did you find least helpful?

OTHER COMMENTS:

Notes to the Instructor: To be administered at the end of the Eatwell series.

Notes to the participant:
How many Eatwell sessions did you attend? $\qquad$
Please answer the following questions by indicating how important they are to you.

IMPORTANT

| I attended Eatwell because: | very | some <br> what | not | n/a |
| :--- | :--- | :--- | :--- | :--- |
| I was interested in health and <br> nutrition. |  |  |  |  |
| I was interested in weight loss. |  |  |  |  |
| I was concerned about my family's <br> health. |  |  |  |  |
| my friends encouraged me to attend. |  |  |  |  |
| my supervisor encouraged me to <br> attend. |  |  |  |  |

OTHER REASON:

| What prevented you from attending all <br> the sessions? | YES | NO | Some- <br> times | $\mathrm{n} / \mathrm{a}$ |
| :--- | :--- | :--- | :--- | :--- |
| 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 <br> style. |  |  |  |  |
| The timing of the sessions was not <br> convenient. |  |  |  |  |


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




[^0]:    Reprinted with permission from Treatwell, Division of Preventive/Behavioral Medicine, University of Massachusetts Medical Center, Worcester, MA.

[^1]:    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.

