

# 5 A DAY YOUR WAY



## Ambassador Toolkit



**Dear WorkWell NYC Ambassador,**

March is National Nutrition Month, and WorkWell NYC is celebrating with the **5 A Day Your Way Challenge!** The week-long challenge kicks off on **Wednesday, March 18<sup>th</sup>**.

The **5 A Day Your Way** challenge encourages employees to strive for 5 servings of fruits and vegetables every day as part of a healthy diet. Fruits and vegetables pack a flavorful punch and contain many nutrients we all need to keep our bodies working well.

By participating in the challenge, employees will receive access to daily prompts, a personal tracker, meal planning tips, and more! Healthy eating goes beyond the work day, so we will also be sharing ideas and inspiration on our WorkWell NYC Instagram account.

We're excited to add a NEW **worksite component** to this challenge for 2020! To help build community around eating healthy, WorkWell NYC will be offering ambassadors supplies to set up a **5 A Day Your Way @ Work** poster display. Participating worksites will have a chance to win a worksite cooking demonstration with a professional chef!

The following pages contain all the information you need to set up a **5 A Day Your Way @ Work** poster display at your site and make this a fun, successful challenge for your employees.

We look forward to going for 5 a day with you and your employees. Cheers to fruits and veggies!

*Afia Bediako*

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## CHALLENGE OVERVIEW

**5 A Day Your Way** is a fun, interactive challenge where participants are encouraged to strive for 5 servings of fruits and vegetables every day! The challenge will take place from **Wednesday, March 18<sup>th</sup> – Tuesday, March 24<sup>th</sup>**.

There are three ways to participate in the challenge:

### JOIN AS AN INDIVIDUAL



All employees, regardless of location, can sign up at [bit.ly/5aday2020](https://bit.ly/5aday2020).

Participants will receive daily prompts, a personal tracker, meal planning tips and more via email. Participants who submit their tracker at the end of the challenge will be entered into a drawing to win a WorkWell NYC healthy eating prize!

- **Your role:** Promote the challenge to employees and encourage registration. We encourage you to sign up too!

### JOIN AS A TEAM



To encourage participation and to build a shared community around healthy eating, you can display the **5 A Day Your Way @ Work** poster at your worksite.

The **5 A Day Your Way @ Work** poster is a space for participants to share how they get to 5 servings of fruits and vegetables each day. It serves as a source of encouragement and inspiration to promote healthy eating at work and beyond.

Worksites that submit a photo of their completed poster will be entered into a drawing to win a worksite cooking demonstration with a professional chef!

- **Your role:** Engage actively with your employees during the challenge by setting up a **5 A Day Your Way @ Work** poster at your worksite and encouraging participation.

### FOLLOW US ON INSTAGRAM



New this year, follow us on Instagram [@workwellnyc](https://www.instagram.com/workwellnyc) for challenge information, nutrition facts, meal prep ideas, grocery shopping tips, and more.

We also encourage participants to share how they get to 5 a day by posting a picture with the hashtag **#5ADayYourWay** – their posts may even be featured on our page!

- **Your role:** Share the [@workwellnyc](https://www.instagram.com/workwellnyc) account with your work teams. Encourage them to post about their journey throughout the challenge. Lead by example and share your own progress, too!

# GETTING STARTED

## STEP 1: Register your worksite

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Complete the registration form [here](#) (or visit [bit.ly/5adayposterrequest](http://bit.ly/5adayposterrequest)) by **Tuesday, February 18<sup>th</sup>** to enroll your worksite in **5 A Day Your Way @ Work**.

All ambassadors that register will receive a shipment of posters and supplies no later than March 13<sup>th</sup>.

### Helpful Hints:

- Make sure to get permission from leadership to designate a space to hang your **5 A Day Your Way @ Work** poster(s) during the challenge. Each poster is 24" x 36".
- Please make sure your full address is entered correctly. Errors may cause delivery delays.
- Estimate how many employees will participate based on the total number of employees at your site and previous participation in wellness programming.

## STEP 2: Plan for success

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Your shipment from WorkWell NYC will include:

- 5 A Day Your Way @ Work poster(s)**
- Removable **mounting tape** for hanging
- Post-its** (*for employees to write on and post*)
- Pens**



### Helpful Hints:

- Find a highly visible space to hang your poster, like a wall, bulletin board, or table. Consider hanging your poster in the kitchen, pantry, or near the fridge if you have one!
- You may want to tape or clip an envelope next to the poster to hold the post-its and pens, so they are easily accessible for employees.
- Make a plan to monitor the poster on a regular basis to ensure posts align with the spirit of the challenge. This will also help you assess how many employees are participating and if you need to send reminder emails to keep the momentum up!

- ❑ **5 A Day Your Way** isn't the only thing you can do to celebrate National Nutrition Month at your worksite! Below are some other activities and programs that you can offer to encourage healthy eating:
  - **Book a nutrition workshop:** WorkWell NYC offers a variety of nutrition workshops on topics like meal planning and eating healthy on the go. Request a workshop [here](#).
  - **Host a salad social:** A salad social is a great way for co-workers to socialize while enjoying a healthy lunch. Check out [this handy guide](#) to hosting a salad social at your worksite.
  - **Host a webinar screening:** Join WorkWell NYC for a [healthy eating webinar](#) on March 24<sup>th</sup> at 1:00pm. Book a room with internet access and a screen and invite your co-workers to watch the webinar together to celebrate the last day of the challenge!

### **STEP 3: Spread the word**

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Now, it's time to get the word out and invite your co-workers to participate in the challenge!

Promotional materials (flyers and email templates) will be provided for registered Ambassadors to use at their worksite. Please [contact us](#) if you have any questions about using these materials – WorkWell NYC is here to help you make this challenge a success!

#### **Helpful Hints:**

- ❑ Recruit agency leadership and managers to help you spread the word and encourage staff to participate.
- ❑ Hang flyers where many employees will see them, such as elevator banks, common areas, and kitchens.
- ❑ Send reminder emails in the week leading up to the challenge. Repetition is key to keep wellness initiatives on the top of employees' minds!
- ❑ Recruit wellness champions and other interested co-workers to help you spread the word. Never underestimate the power of word-of-mouth!

## STEP 4: Launch

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The challenge begins on **Wednesday, March 18<sup>th</sup>**, so make sure to set up your **5 A Day Your Way @ Work** by then! Hang your poster(s) and make sure the pens and post-its are located nearby.

Encourage employees to grab a post-it, share how they go for 5 a day, and place it on the poster.

### Helpful Hints:

- Lead by example! Be one of the first to share your way to 5 a day to encourage others to join in.
- Keep the momentum up throughout the challenge with emails, shout-outs, and encouragement.
- Recruit wellness champions and other interested co-workers to help you spread the word. Never underestimate the power of word-of-mouth!

## STEP 5: Enter to win!

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Once the challenge is over, it's time to enter to win! Individual participants and worksites can both enter into drawings to win fun prizes.

### INDIVIDUAL PARTICIPANTS:



Participants who submit their **5 A Day Your Way** tracker at the end of the challenge will be entered into a drawing to win a WorkWell NYC healthy eating prize!

Trackers can be submitted at [bit.ly/5adaytracker](http://bit.ly/5adaytracker).

### PARTICIPATING WORKSITES:



Worksites that submit a photo of their poster at the end of the challenge will be entered into a drawing to win a cooking demonstration with a professional chef!

Submit a photo of your poster at [bit.ly/5adaypostersubmission](http://bit.ly/5adaypostersubmission).