



REAL FOOD CHALLENGE



A TotalWellness Turnkey Wellness Challenge
to enhance employee health.



INTRO

Your employees are most productive at work when they feel their best. That's why we created the Real Food Challenge. It's a fun wellness campaign designed to motivate your employees to make simple, healthy food changes. We provide you with all the tools and resources you need to get started and roll it out.

The Real Food Challenge encourages employees to choose real food over fake, highly processed food. Most foods are processed – changed, prepared or packaged – in some way before we eat them. They fall somewhere on a spectrum from minimally processed (like salad mix, bagged dry beans, roasted nuts or frozen fruits and vegetables) to what nutrition experts refer to as highly or ultra-processed (like snack foods). If your employees eat a lot of highly processed foods, they risk getting too much sodium, added sugars and unhealthy fats. Highly processed foods contribute almost 60% of calories and 90% of added sugars in the American diet, according to a 2016 research study.

The goals of the challenge are:

- Create a culture of well-being within the workplace
- Get your employees choosing healthy foods.
- Drive greater wellness program participation.
- Create better employee well-being.

This challenge is designed to be held over a six-week period. Each week of the challenge educates employees about choosing real food. These weekly tips help keep participants interested and motivated throughout the challenge.

A challenge log is provided to record accumulated points. The participants are on the honor system and if they log their food swaps at least 25 times, we consider them an active member of the challenge. We recommend that you award active members with a certificate (one is provided for you) at the end of the challenge. If budget allows, provide prize drawings for those who earn 25 or more points.

Tips for a Successful Challenge:

- Complete planning worksheet on the following page to set-up details of your challenge.
- Promote challenge internally using the communication materials.
- Encourage and highlight executive/manager participation.
- Provide incentives or other prizes for participating.
- Hold a kick-off event to generate excitement for the challenge.

Planning Worksheet for HR/Wellness Team

Challenge Goals:

Challenge Time Frame:



Sign up start date | _____

Typically two weeks prior to the challenge start date.

Sign up end date | _____

We recommend that sign up period close one week after challenge begins.



Challenge start date | _____

Challenge end date | _____

Challenge Prizes or Awards

If budget allows, consider offering prize drawing for everyone who participates.

Challenge Champions:

Write down the names of employees who will help you spread the message and encourage others to participate.

Sample Time Line

Successful implementation of the Real Food challenge requires a solid plan. Here is a sample time line:

| Timing | Action | Comments |
|----------------|--------------------------------|---|
| One Month + | Finalize Details | Determine challenge goals, time frame, prizes and communication plan. |
| 3 Weeks Out | Communication Materials | Review templates and update with company specific details including dates/prizes. |
| 3 Weeks Out | Recruit Champions | Target potential champions, team captains or ambassadors throughout your organization and invite them to join in. |
| 2 Weeks Out | Start communicating challenge | Send out intro email and post fliers around office building. |
| 1 Week Out | Continue to promote | Encourage managers to get their employees to join in. |
| Week 1 | Post/Share Week 1 Flyer | Provide tips and encouragement for employees with flyer and email. |
| Week 2 | Post/Share Week 2 Flyer | Provide tips and encouragement for employees with flyer and email. |
| Week 3 | Post/Share Week 3 Flyer | Provide tips and encouragement for employees with flyer and email. |
| Week 4 | Post/Share Week 4 Flyer | Provide tips and encouragement for employees with flyer and email. |
| Week 5 | Post/Share Week 5 Flyer | Provide tips and encouragement for employees with flyer and email. |
| Week 6 | Post/Share Week 6 Flyer | Provide tips and encouragement for employees with flyer and email. |
| 1-3 Days After | Post Challenge Follow-Up Email | Thank everyone for participating. Award certificates and any prizes. |

PROMOTING THE CHALLENGE

Getting employees to participate in a wellness challenge can be a bit tricky sometimes. The key is to promote the challenge with some excitement. Here are a few tips and ideas to help get employees excited about the Real Food Challenge:

Make a company-wide announcement. This may seem a bit obvious, but it's so important that an announcement is made about the challenge. While it's good to advertise the challenge in an email or newsletter, not every employee reads the whole thing – and the note about the Real Food Challenge might be overlooked! Be sure to make a company-wide announcement and ask middle managers to communicate the challenge to their teams.

Provide an incentive. Incentives are a powerful way to increase employee participation. Offer some type of reward or incentive for employees who complete the Real Food Challenge. Some incentive ideas for participating employees include:

- A free, healthy lunch or dinner outing
- Gift cards
- Jeans day
- Free day of PTO
- Half-day Friday
- A free session with a dietitian
- A free massage
- Employee happy hour
- Entry for a raffle prize
- Reversed parking space
- Discounted gym membership
- Employer contribution to employee's FSA
- A healthy snack grab bag

Utilize social media. Social media is a great way to promote any type of wellness challenge. Encourage employees to document their Real Food Challenge on Instagram, Twitter, LinkedIn, or Facebook. Create a fun hashtag for employees to use on their social media posts so that they can easily be seen by their colleagues and anyone else participating in the challenge.

Get senior management involved. Senior managers and top executives can be powerful advocates for your Real Food Challenge. Ask upper management to promote the challenge and participate in it as well. This will help inspire employees of all levels of your organization to get involved.

Utilize marketing materials. Send out weekly email blasts to promote the Real Food Challenge and provide tips on participating in the challenge. Post eye-catching fliers in break rooms and popular areas of the company to promote the challenge. We included promotional posters and handouts to display in conference rooms, break rooms, and the office kitchen.

Host an event. Kick-off the Real Food Challenge with a fun event. Provide samples of delicious real foods to get employees talking. Include a fruit and veggie bar, smoothie or yogurt parfait bar, or omelet bar. Hand out recipe cards for healthy meal and snack ideas that employees can use during the challenge.