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science

More Matters! Fruit & Veggie Challenge

extracon.com | 901.405.1914 | info@extracon.com

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WELCOME TO THE MORE MATTERS FRUIT & VEGETABLE CHALLENGE!

The More Matters - Fruit & Vegetable Challenge:

- Encourages individuals to consume more fruits and vegetables.
- Educates individuals about how many fruits and vegetables they need for good health.
- Emphasizes the importance of choosing a variety of vegetables, especially dark-green and red and orange vegetables and beans and peas.
- Offers tips and suggestions for making half your plate fruits and vegetables at each meal and snack.

In this Challenge, participants will track the number of fruits & veggies per day they are eating. You will choose the timeline - we recommend 4 to 10 weeks. They will enroll and form teams online. Each team's score is based on the number of fruits & vegetables eaten per team member, per day. We offer several ways for them to record their progress – either online, via text message, or using our iPhone or Android apps. Participants can report up to 6 cups per day, so the winning teams will be the ones that consistently eat their fruits & veggies over time.

The manual provides a host of promotional materials to assist you in getting the word out about the upcoming More Matters - Fruit & Vegetable Health Challenge.

The More Matters - Fruit & Vegetable Health Challenge provides education about fruits and vegetables, as well as, a dose of inspiration to get started increasing consumption of these tasty treats. The educational resources included in the

manual focus on fruits and vegetables. They are intended to educate and inform the participant about why fruits and vegetables are important to health and to provide tips and suggestions that will assist the individual in successfully increasing his/her intake. Additionally, motivational e-mail messages are included and intended for the Coordinator to distribute to participants periodically throughout the challenge. The participant will feel a better sense of connection to the challenge when he/she receives regular communication from the Challenge Coordinator. The educational resources and motivational e-mails offer the Coordinator this opportunity.

Also included is a suggested implementation timeline. It is designed to assist you in organizing the planning, promotion, implementation, and evaluation tasks necessary to ensure the More Matters - Fruit & Vegetable Challenge is a success at your worksite.

We believe you will find that the More Matters – Fruit & Vegetable Challenge an ideal tool to promote fruit and vegetable intake among your employee population.

This Challenge includes realtime, online reports showing participation and engagement in the challenges. Our reporting supports a variety of incentive approaches to fit your program.

To learn more, schedule your demo with one of our health promotion experts at www.extracon.com/demo