

HEALTHY CHOICES **CREATE** **BETTER HEALTH™**

CHALLENGE

Healthy Choices Create Better Health Challenges Toolkit
Nutrition Education through point-based health challenges

Extension
UtahStateUniversity®



Table of Contents

	<i>Page #</i>
Introduction	3
Getting Started	4
Implementation	5
Appendix	8

Introduction

The Goal of Create Better Health Utah (SNAP-Ed) (CBH) is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA Food Guidance. CBH provides strategies and interventions along with other

health promotion efforts, to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle. Through these efforts, it is hoped to prevent and postpone the onset of disease.

Healthy Choices Create Better Health Challenges are designed to improve health choices made daily. It will encourage persons eligible for SNAP to increase their fruit and vegetable intake, increase whole grain consumption, increase physical activity and increase family mealtime.

“ My kids wanted to go shopping with me to pick out the fruits and veggies. They also tried new things they never had before, without me even asking. ”

Program Summary:

The challenge runs for four weeks. Participants will earn points for engaging in healthy behaviors. Raffle tickets will be given based on the number of points

earned. Prizes will be donated from local organizations and partnerships. A drawing will be held at the end of the four weeks.

Purpose:

The purpose of this style of programming is to motivate participants to increase fruit intake, vegetable intake, whole grain intake, increase physical activity and family mealtime. And in the long run decrease risk of nutrition-related chronic disease (obesity).

“ I had so much fun with this challenge. I have never been so healthy and I plan to keep it that way. ”

Getting Started

Target audience

The Target Population for CBH is individuals who are SNAP participants or SNAP eligible. To be SNAP eligible, households must be at or below 185% of the Federal Poverty Guidelines. In addition to this guideline, locations that serve low-income populations and communities with 50% or more households eligible for SNAP also qualify for CBH services.

Budget

The university p-card **cannot** be used to purchase prizes. The p-card **can** be used for supplies, postage, copies and county travel.

Send letters to partnerships and local community businesses/organizations



Due to the fact that you can't use your p-card to purchase prizes, it is helpful to reach out to partnerships and local community businesses/organizations. Roughly 1 month before the implementation of your program, you will want to send out a letter, either digitally or physically, to request prizes. See Appendix B for a template letter you can send to your partnerships.

Some organizations that might be helpful to reach out to:

- Public Pools
- Public Library
- Recreation Office
- City Office
- Hospitals
- Cooking supply stores
- School District office

Recruitment

There are many ways to recruit and draw in participants. Take time to put in the effort to get the word out. Partnerships can be especially helpful with this. Below are some options to consider.

- Reach out to partners asking them to share the challenge flyer
- Request the school district or specific schools send out the flyer to parents
- Create a facebook event
- If feasible, include an ad in your local newspaper
- Leave fliers at qualified locations



See Appendix A for a flyer example (separate attachment is editable).

Registration

The flyer (Appendix A) says "To join the challenge, text or email the phrase *I'm up for the challenge* to (435) 555-555 or ambassador@usu.edu". You are welcome to edit this however works best for you. **Just make sure to edit the phone number and email to your information before sending it out.**

Implementation

The Point System

Over the course of four weeks each individual can earn points for certain healthy behaviors selected from USDA dietary guidelines. Below is a chart of the breakdown of the points.

Activity:	Points:
3 veggies a day	5 (per day)
2 fruits a day	5 (per day)
Make half your grains whole	5 (per day)
30 minutes of physical activity	5 (per day)
Attend the Creates series class	10 points (per class)
Follow us on social media	5 points (one-time)
Complete our pre/post survey	10 points (per survey)

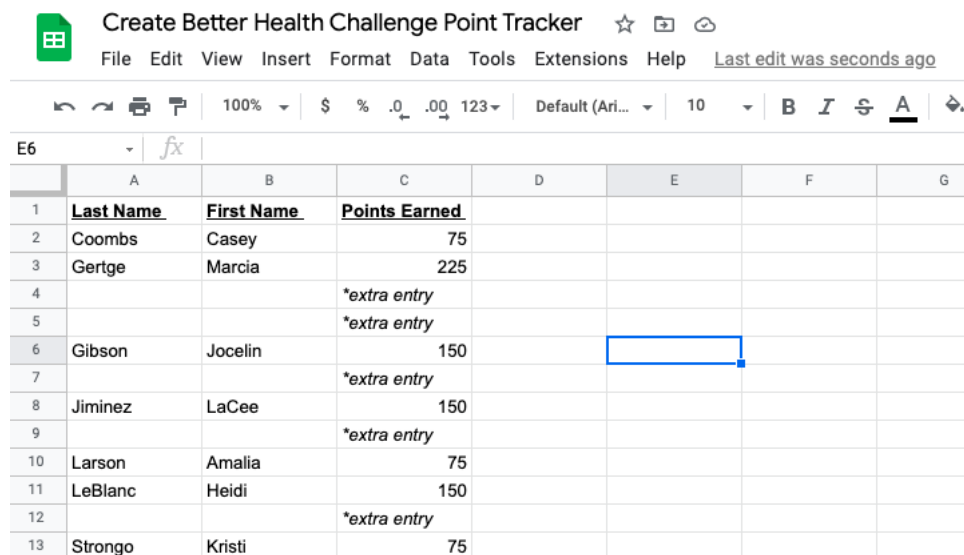
Tracking and Reporting Points

In a separate attachment a point tracker (Appendix C) is available to provide to your participants. You can either email it to them, or you can print hard copies. For every 75 points earned, participants receive an entry into the drawing.

Email participants each Friday with a request for them to report their points to you by Saturday night.

If you choose to do weekly prize drawings, you can do them each Monday. Or you can do one grand prize drawing at the end.

In a spreadsheet, keep track of all registered participants and their points. If they have earned multiple entries, add a line below their name (see example below).



The screenshot shows a Google Sheet titled "Create Better Health Challenge Point Tracker". The spreadsheet has columns for Last Name, First Name, and Points Earned. The data is as follows:

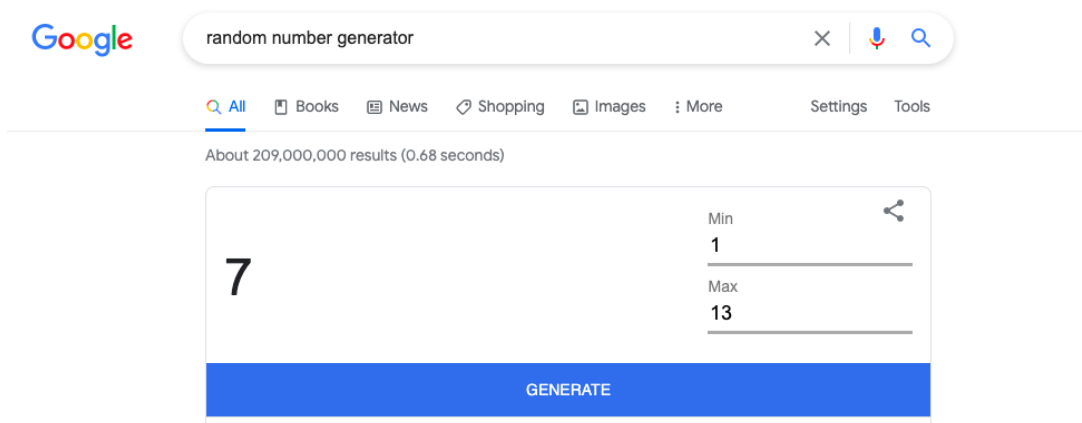
	A	B	C	D	E	F	G
1	Last Name	First Name	Points Earned				
2	Coombs	Casey	75				
3	Gertge	Marcia	225				
4			*extra entry				
5			*extra entry				
6	Gibson	Jocelin	150				
7			*extra entry				
8	Jiminez	LaCee	150				
9			*extra entry				
10	Larson	Amalia	75				
11	LeBlanc	Heidi	150				
12			*extra entry				
13	Strongo	Kristi	75				

Drawing for Prizes

Depending on the number of prizes received from donations, you may be able to do a drawing weekly or one drawing at the end of the four week program.

Using the google random number generator, input the number of entries you have from your spreadsheet in the "Max" section. Then select the name associated with the number produced by the generator.

For example, the random number generator below selected the number 7, so according to the spreadsheet above would mean Jocelin would be the selected winner.



Customizable options

It can be fun to customize the program to the time of year or to your county. Below are some ideas for you to consider:

- Create a Healthy Winter Challenge
- Create a Healthy Summer Challenge
- Create a Healthy New Year Challenge

Email Participants throughout the program

Regular contact with your participants during the four weeks is a great way to keep them motivated and engaged. At the first of the week send an email including your class times, a healthy recipe from the [blog](#), and any other helpful reminders. See appendix D for email templates for your participants. In addition to these weekly emails, send a reminder at the end of the week for participants to send in their points.

Appendix

A. Flyer (see separate attachment for editable version)

HEALTHY CHOICES **CREATE BETTER HEALTH.**

Challenge

Join Create Better Health for a fun four-week challenge. Earn points for healthy choices, like eating vegetables and being physically active. Win great prizes!

LOCATION: [Your County]

DATE: [Date Range]

COST: FREE

To join the challenge text or email the phrase I'm up for the challenge to
(###) ###-####
or
[ambassador]@usu.edu

CREATE SNAP-ED
BETTER HEALTH

Extension
UtahStateUniversity. 

This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's non-discrimination notice, see <https://www.usu.edu/equity/non-discrimination>.

HEALTHY CHOICES **CREATE BETTER HEALTH.**

en español

Desafío

Únete al desafío Create Better Health por 4 divertidas semanas. Gana puntos por cada elección saludable que hagas como comer vegetales o realizar actividad física, y gana premios!

LUGAR: [Your County]

FECHA: [Date Range]

COSTO: GRATIS

Para unirse al desafío envía un correo electrónico con la frase "quiero participar en el desafío" al
(###) ###-####
o
[ambassador]@usu.edu

CREATE en español
BETTER HEALTH

Extension
UtahStateUniversity. 

Este material se desarrolló con fondos proporcionados por el Supplemental Nutrition Assistance Program (SNAP en inglés) del Departamento de Agricultura de los EE.UU. (USDA siglas en inglés). Esta institución es un proveedor que ofrece igualdad de oportunidades. Utah State University es una institución de acción afirmativa e igualdad de oportunidades que está comprometida a mantener un ambiente laboral y de aprendizaje sin discriminación o acoso. Para mayor información sobre la política universitaria en contra de la discriminación vaya al sitio <https://www.usu.edu/equity/non-discrimination>.

B. Partnership letter

HEALTHY CHOICES **CREATE** BETTER HEALTH™

Dear *(name of organization)*:

We are excited to announce a Create Better Health Challenge in our community. This program will be free of charge and open to all residents who live in *(your county)*. It will be based off of a point system, and will run for four weeks. Individuals and families will earn points by engaging in healthy behaviors (eating fruits and veggies, staying active, etc...). Through the points earned, participants will qualify to win prizes. Historically, this style of program has proven to have significant positive impacts on the health choices of the participants.

We are writing to ask if you would consider donating a prize to this program. Some examples of prizes donated previously are: water bottles, aprons, jump ropes, hammocks, pickleball paddles and gift cards. Prizes that encourage continued healthy behaviors are especially appreciated.

If you are able to donate, please send donations to *(location)* before *(date)*. Or send an email to: *(your email)*, for it to be picked up.

Thank you in advance and best wishes from the *(your county)* Create Better Health team.

Sincerely,

(your name)



Extension
UtahStateUniversity®



HEALTHY CHOICES **CREATE** BETTER HEALTH™

POINT TRACKER

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	_____						
Week 2							
Week 3							
Week 4							_____

How to earn points

Activity:

- 3 servings of vegetables in a day
- 2 servings of fruit in a day
- Choose whole-grain foods for 2 meals or snacks
- 30 minutes of physical activity
- Attend a Create Better Health class

Points:

- 5 (per day)
- 5 (per day)
- 5 (per day)
- 5 (per day)
- 10 (per day)

Bonus points:

- Follow us on social media 5 points (one time)
- Complete the pre/post survey 10 points (per survey)



D. Weekly emails

HEALTHY CHOICES **CREATE** BETTER HEALTH™

CHALLENGE

Welcome to the Healthy Choices Create Better Health Challenge!

Each Monday during the challenge you will receive an email with a healthy recipe to try out and some helpful reminders. Attached to this email you will see a point tracker. This is where you track your points each week. It also has a breakdown of all the ways you can earn points. At the end of the week you will receive an email from us reminding you to send in your points. For every 75 points you earn, you get a ticket in our raffle. You can earn points from **(add program dates)**.

Please take two minutes to complete our pre-survey (and earn 10 bonus points!).

Survey link: https://usu.co1.qualtrics.com/jfe/form/SV_bQwYUeKoGHXwAQe

We wish you the best of luck! Please reach out with any questions.

Sincerely,

The **(add your county name)** Create Better Health Team



Extension
UtahStateUniversity®



This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's non-discrimination notice, see <https://www.usu.edu/equity/non-discrimination>.

HEALTHY CHOICES **CREATE** BETTER HEALTH™

CHALLENGE

Welcome to week #1 of the Healthy Choices Create Better Health Challenge! We are excited to have you participating with us. Use your point tracker to keep track of your points each day. At the end of each week, we will send out a link for you to report your points. For every 75 points you earn, you get a ticket in our raffle. **(include here how often you plan to have drawings, one at the end or once a week).**

Need a healthy recipe idea to get those veggies in? Check out this [Rainbow Frittata from](#) our blog.

Don't forget to participate in the [pre-survey](#) for 10 bonus points!

Interested in earning points by joining us for a Create Better Health Class? Here are this week's classes:

(Add your class times here)

We wish you the best in your efforts this week! You've got this!

Sincerely,

The **(add your county name)** Create Better Health Team



Extension
UtahStateUniversity®



This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's non-discrimination notice, see <https://www.usu.edu/equity/non-discrimination>.

HEALTHY CHOICES **CREATE** BETTER HEALTH™

CHALLENGE

Welcome to week #2 of the Healthy Choices Create Better Health

Challenge! How did you do last week? We hope you are finding fun new ways to Create Better Health. Check out [this fun way to take your pizza](#) to the next level!

Interested in earning points by joining us for a Create Better Health Class? Here are this weeks classes:

(Add your class times here)

Good luck this week!

Sincerely,

The (add your county name) Create Better Health Team



HEALTHY CHOICES **CREATE** BETTER HEALTH™

CHALLENGE

Welcome to week #3 of the Healthy Choices Create Better Health Challenge! Habits are often created when practiced for 21 days, so this week is key! Keep up those great habits, and earn some points!

Want a healthy treat to stay cool this week? Check out this [Berry Mint Popsicle](#) recipe from our blog. Don't forget to count your points for getting your fruit servings!

Interested in earning points by joining us for a Create Better Health Class? Here are this weeks classes:

(Add your class times here)

We wish you the best in your efforts this week! You've got this!

Sincerely,

The (add your county name) Create Better Health Team



Extension
UtahStateUniversity®



This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's non-discrimination notice, see <https://www.usu.edu/equity/non-discrimination>.

HEALTHY CHOICES **CREATE** BETTER HEALTH™

CHALLENGE

Welcome to week #4 of the Healthy Choices Create Better Health Challenge! It is the final week of our challenge. Push hard this week to earn as many points you can to increase your chances of winning the raffle.

Get your points with this recipe from our Kids Create blog, [Whole Grain Pasta and Peas!](#)

Interested in earning points by joining us for a Create Better Health Class? Here are this weeks classes:

(Add your class times here)

We wish you the best in your efforts this week! You've got this!

Sincerely,

The (add your county name) Create Better Health Team



Extension
UtahStateUniversity®



This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's non-discrimination notice, see <https://www.usu.edu/equity/non-discrimination>.