



The Fruit and Veggie Challenge – Human Resources Guide

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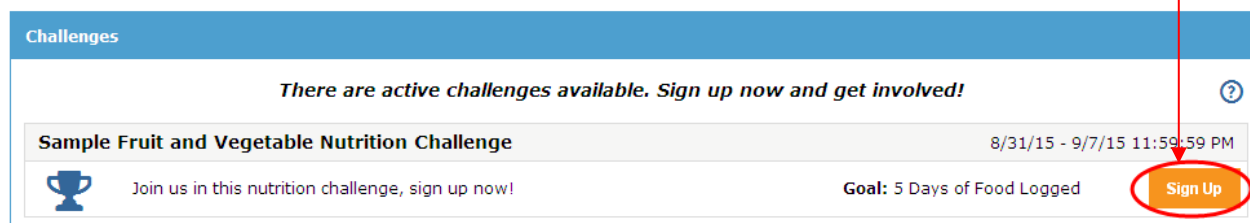


Challenge Overview

To successfully complete the Fruit and Veggie Challenge, a participant must log at least one serving of fruit and one serving of vegetables per day for a total of 24 days, over the course of the 6week challenge period (an average of four logging days a week).

How do participants get started and keep track of their progress?

Step 1) Log in to the ahealthyme site (www.ahealthyme.com/login) and click on the “Sign-Up” button on the challenge widget on the ahealthyme homepage.



Step 2) Select your company’s name from the drop-down option. Click “Sign Up Now.”

Once participants enroll, they receive an email confirmation.

Sample Fruit and Vegetable Nutrition Challenge

Join us in this nutrition challenge, sign up now!

Description
This 6 week long nutrition challenge is designed to promote and encourage participants to increase their consumption of fruits and vegetables. During this challenge you will track your food in the Food Log on a daily basis. You will learn about new ways to increase your fruit and vegetable consumption. So sign up and let's start improving our eating habits.

Goal
Log:
2 serving(s) of Fruit
2 serving(s) of Vegetables
a day for at least 5 days a week. 5 days of food logged total

Start/End
8/31/15 - 9/7/15

Sign Up Period
8/24/15 - 9/6/15

Concurrent
Yes - can be taken with other concurrent challenges

My Team
Select your team:
H2Know (my current team)

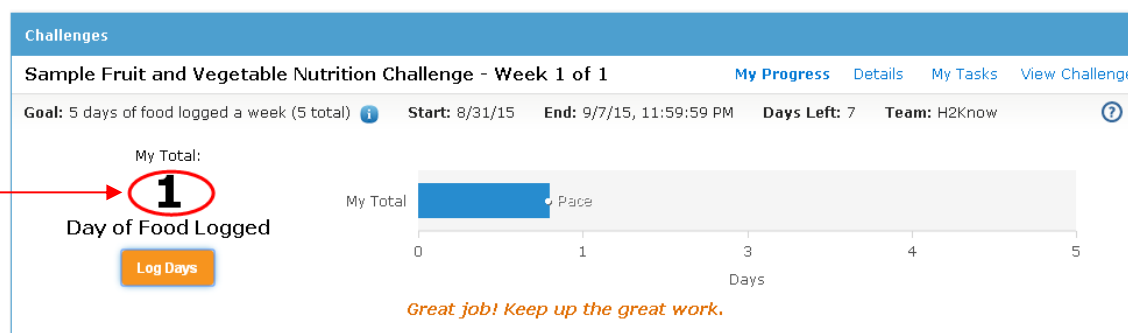
Primary challenge on dashboard
☒ Make Primary Challenge

Sign Up Now Close



The Challenge Widget will be available on ahealthyme 7 days before the challenge begins. It will update during the challenge to reflect the participant's serving total.

The challenge bar will display the TOTAL number of days the participant needs to reach (24) and a progress bar with the individual's current total.



If a participant “falls behind” at any point in the challenge, the progress indicator on the Challenge Widget will display an off-pace message encouraging the participant to **start logging food!**

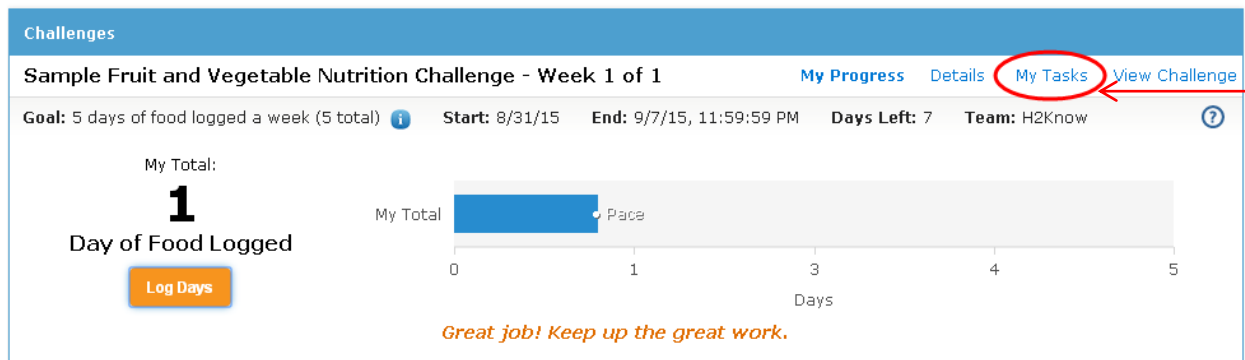
At the end of the challenge, participants will receive their “percentage complete” for the challenge in a “challenge has ended” email. The Challenge Widget will change to a “Challenge Concluded” Widget.

Challenge Tasks

In addition to logging at least one serving of fruit and one serving of veggies a day for a total of 24 days (over the course of the six week challenge), participants can complete two optional tasks:

- 1) Read the **How to Log Food** instructions: a detailed description of the food logging process
- 2) Read the **What is a Serving Cheat Sheet**: fruit and veggie serving size examples

Tasks will appear in the challenge widget under **My Tasks** – click the hyperlink to see tasks appear:



Challenges

Sample Fruit and Vegetable Nutrition Challenge - Week 1 of 1		My Progress	Details	* My Tasks	View Challenge
How to Log Food - Week 1		Do this now Due: 09/06/2015			
Set Your Challenge Mobile Phone Reminder - Week 1		Do this now Due: 09/06/2015			
* Log Your Fruits and Veggies - Week 1		Do this now Required: 09/06/2015			
Walking for Exercise - Week 1		Do this now Due: 09/06/2015			
Watch a video: Walking Improves Balance - Week 1		Do this now Due: 09/06/2015			

Tasks will also appear in the To-Do list on the homepage.

[To-Do List](#)

Challenges	
▼ Sample Fruit and Vegetable Nutri... - Week 1 of 1 Details	
How to Log Food	Do this now Due: 09/06/2015
Set Your Challenge Mobile Phone Reminder	Do this now Due: 09/06/2015
Walking for Exercise	Do this now Due: 09/06/2015
Watch a video: Walking Improves Balance	Do this now Due: 09/06/2015

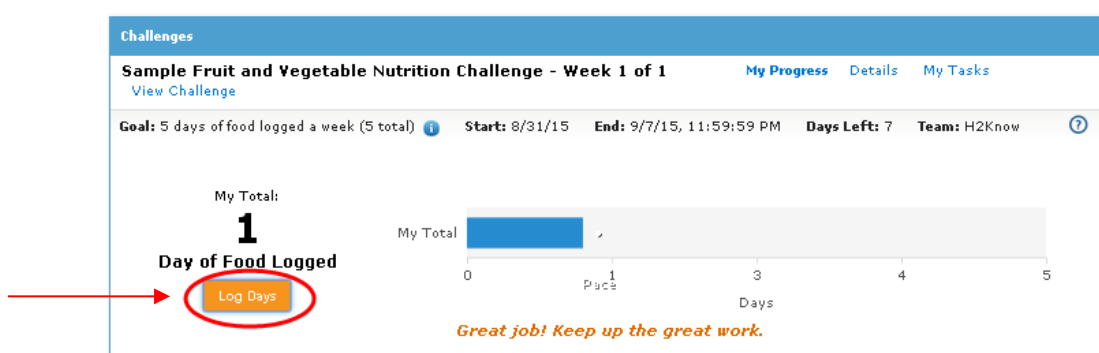


How to Use the Fruit and Veggie Tracker

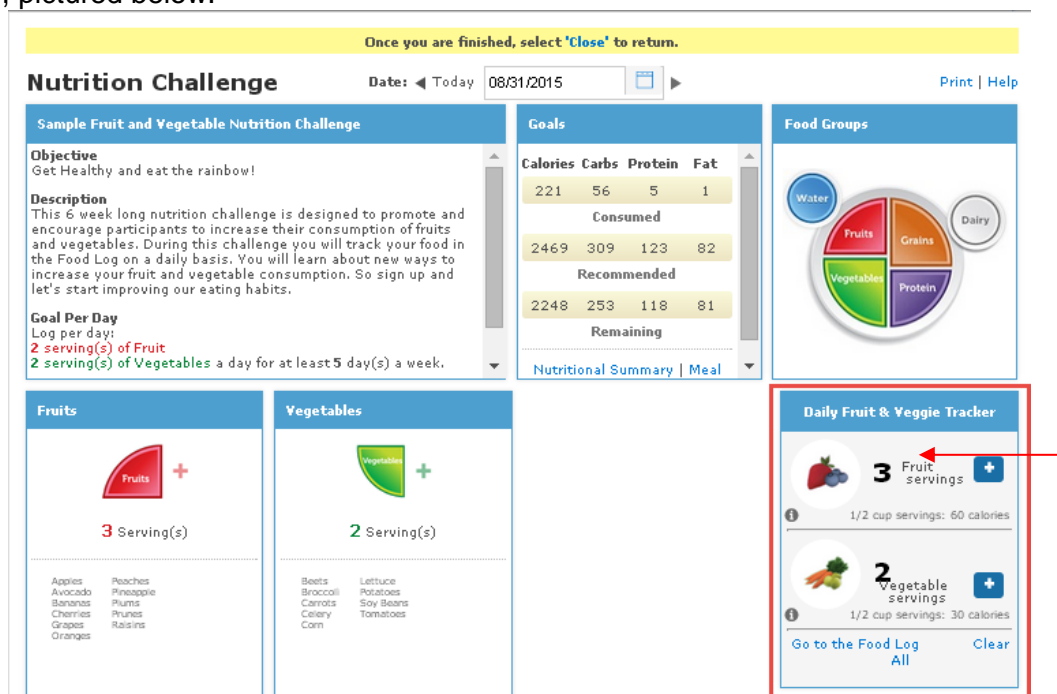
There are two ways to navigate to the **Fruit and Veggie Tracker**.

Option 1:

1) Click on the “Log Now!” button.

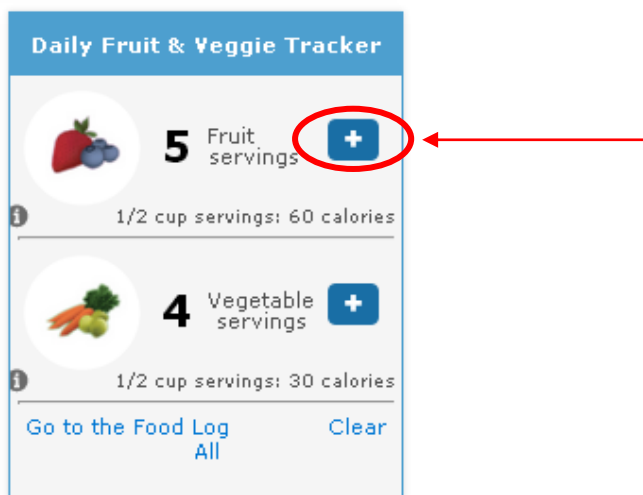


2) You are directed to the Nutrition Challenge page. Here, you'll see the **Fruit and Veggie Tracker**, pictured below.





3) Click on the + sign button as many times as needed to track a fruit or veggie serving. Caloric ranges are displayed.



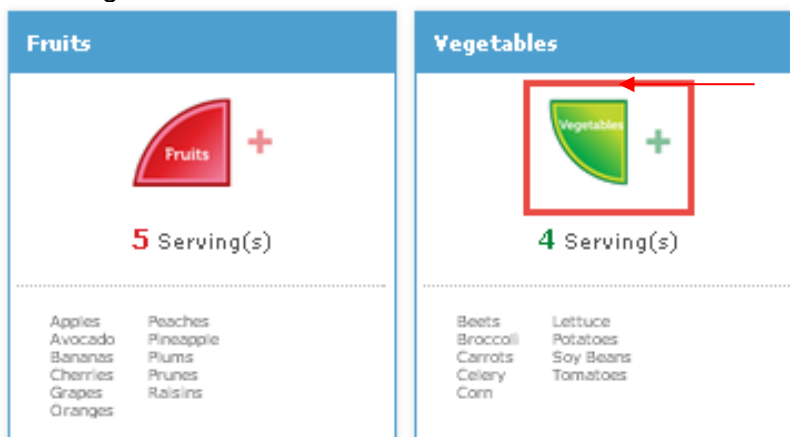
OR

Option 2:

Click the images of the fruit and veggie pieces in the left hand corner of the Nutrition Challenge page.

This will open another screen. Here, search for the type(s) fruits and veggies you've eaten. Click the pie piece to add them to the Tracker (the Fruit and Veggie Tracker will automatically convert your fruits and veggies to serving sizes).

Note: depending on the amount of the food entered in the Food Log, a participant may end up with less than one serving.





Calories	Carbs	Protein	Fat
0	0	0	0
Consumed			
2012	252	101	67
Recommended			
2012	252	101	67
Remaining			

Nutritional Summary

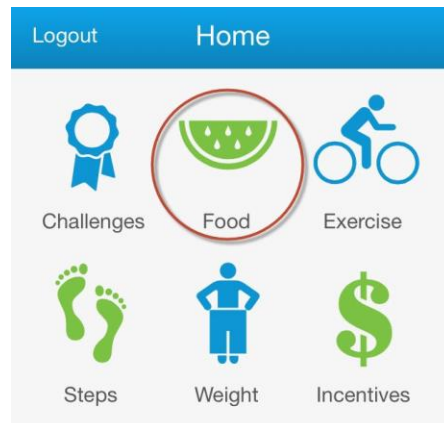


How to Track Using the HealthyNow App

Log your servings of fruits and veggies using the HealthyNow app. To download the HealthyNow app:

- Go to: www.ahealthyme.com/login.
- Click on “**Activate the HealthyNow app**” on the homepage for instructions and your personal access code to start the download.

1) Click on the “Food” icon.

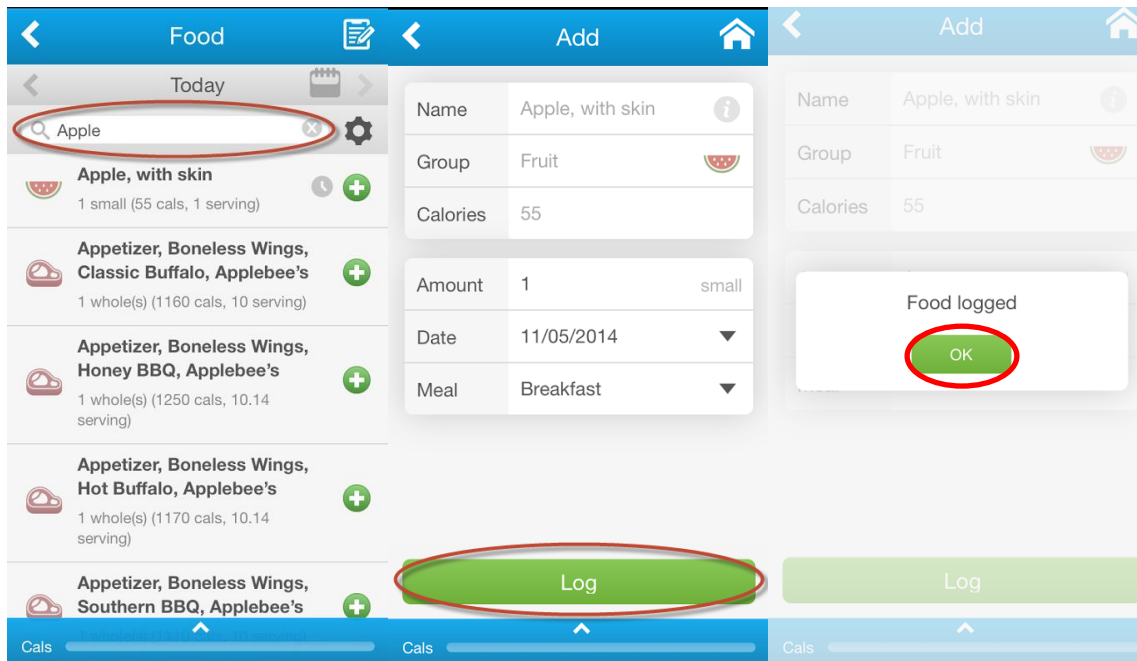


- 2) Enter the fruit or veggie into the search tool.
- 3) Click “**Log**” to confirm the correct fruit or veggie serving.
- 4) A “**Food logged**” text box will appear. Click “**OK**.”

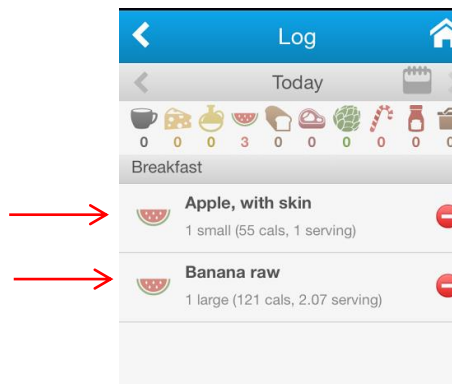
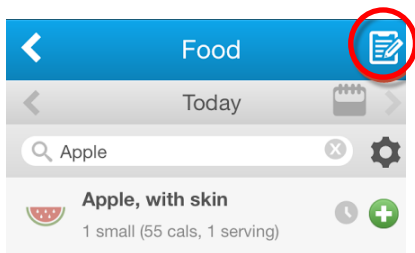
ahealthyme®

Everything to live a healthier life

Nutrition challenge



5) Click the food log icon to return to the food log. The food log will show all fruits and veggies tracked to-date and the serving amount.





Key Dates

Challenge Breakdown

Challenge sign-up period begins.	Monday, September 21
Challenge launches.	Monday, September 28
Challenge enrollment ends at 11:59 PM. Please note the sign-up period ends on a Sunday.	Sunday, October 4
Challenge ends at 11:59 PM. Please note that participants must log their fruits and veggies prior to the end of the challenge for days logged to count toward their cumulative total.	Monday, November 9

Recommended Timing of Communications

<i>Coming Soon</i> notification	Monday, September
<i>Enrollment is Open</i> notification	Monday, September 21
<i>Enrollment is Closing</i> notification	Wednesday, September 30



Email Promotion: Get Your Employees to Participate!

To encourage participation, we've provided you with several promotional email templates (see the "Sample Promotional Emails" section below for the full templates):

Email communications:

Coming soon teaser: To be sent one week before the enrollment period begins. It provides a brief overview of the challenge and reward specifics (if applicable).

Enrollment is open: To be sent a week before the challenge begins (first day of enrollment). It provides a brief overview of the challenge and reward specifics (if applicable).

Enrollment is closing: To be sent a few days before the challenge enrollment period ends. It provides a brief overview of the program and reward specifics (if applicable).



Challenge Communications and Sample Emails

Each week, starting on the first day of the challenge, participants will receive an email encouraging them to log their fruits and veggies. The weekly email will also link to a healthy fruit or veggie recipe.

In addition to weekly emails sent out every Monday during the challenge, individuals will also receive the following auto-generated email communications based on their challenge activities:

Auto-generated emails:

- **Just signed up** - When a participant enrolls in the challenge
- **Starting reminder** - Lets enrolled participant know the challenge is starting soon (sent two days before the challenge starts)
- **Challenge ending soon** - Sent five days before the challenge end date
- **Challenge has ended** - Notifies participants that the challenge has ended. The email will provide the percent of the challenge goal completed by the individual.

Sample Promotional Emails

We've put together three sample emails we strongly recommend you send to your employees before the start of the **Fruit and Veggie Challenge**. Please include your specific incentive or reward information, if applicable.

1. Coming soon teaser

Subject line: ahealthyme Fruit and Veggie Challenge Coming Soon!

Want to earn [reward details]? Then participate in our upcoming **Fruit and Veggie Challenge** on ahealthyme! The challenge starts [date].

To successfully complete the **Fruit and Veggie Challenge** and earn [reward details] you must log at least one fruit and veggie a day for a total of 24 days over the course of the six week challenge (an average of four logging days a week). You can log your food using the Fruit and Veggie Tracker via the challenge widget on the ahealthyme homepage or by clicking on the food icon on the Healthy Now app and logging your fruits and veggies from your mobile device.

Just remember, you must log both a fruit and veggie serving to receive credit for the day.

We'll send out more details once the challenge enrollment period opens!



2. Enrollment is open

Subject line: Fruit and Veggie Challenge: Registration is now Open!

Want to earn [\[reward details\]](#)? Then participate in our **Fruit and Veggie Challenge** on ahealthyme! Enrollment is now open, just log in to ahealthyme and click on **sign up** in the challenge widget. The challenge will officially start on [\[date\]](#).

To successfully complete the **Fruit and Veggie Challenge** and earn your [\[reward details\]](#), you must log at least one fruit and veggie a day for a total of 24 days over the course of the six week challenge (an average of four logging days a week). You can log your food using the Fruit and Veggie Tracker via the challenge widget on the ahealthyme homepage, or by clicking the food icon in the Healthy Now app and logging your fruits and veggies on your mobile device.

Also, don't forget to complete your challenge tasks by going to the To-Do section on your homepage. The optional tasks show you how to log fruits and veggies on ahealthyme and provide examples of serving sizes.

3. Enrollment is closing

Subject line: It's not too late to join the Fruit and Veggie Challenge on ahealthyme!

Enrollment is closing soon for the Fruit and Veggie challenge. You still have until Sunday, at 11:59 pm [\[date\]](#), to sign up!

To successfully complete the **Fruit and Veggie Challenge**, you must log at least one fruit and veggie a day for a total of 24 days over the course of the six week challenge (an average of four logging days a week). You can log your food using the Fruit and Veggie Tracker via the challenge widget, or by clicking on the food icon in the Healthy Now app and logging your fruits and veggies on your mobile device.

Also, don't forget to complete your challenge tasks by going to the To-Do section on your homepage. The optional tasks show you how to log fruits and veggies on ahealthyme and provide examples of serving sizes.

Don't miss out on [\[reward details\]](#). Register now, before it's too late!



Earn Rewards By Eating Well! Fruit and Veggie Nutrition Challenge Starts <DATE>

Challenge yourself

Make smart food choices! To successfully complete this challenge, you will need to eat at least one fruit and one veggie a day for 24 days (an average of four times a week) over six weeks. You must log your healthy choices using the ahealthyme fruit and veggie challenge tracker.

How it works

Log in to the ahealthyme site (www.ahealthyme.com/login). Click on the challenge widget and log your fruits and veggies using the fruit and veggie tracker. For tracking on the go, use the Healthy Now app! Click the food icon in the Healthy Now app to log your fruits and veggies.

Each week, you will get a reminder email to log fruits and veggies, plus a healthy recipe!

Your reward

Participants who successfully log both one fruit and one vegetable for 24 total days will earn [incentive details, if applicable].

Key dates

Challenge sign-up period starts.	<DATE>
Challenge begins!	<DATE>
Challenge enrollment ends.	<DATE>, 11:59 PM.
Challenge ends. Complete your challenge tasks before this date!	<DATE>, 11:59 PM.

Look for an email with sign-up information and details!