The food we eat directly and indirectly affects our physical and mental well-being. It is the fuel that keeps our bodies going. Just like it is a smart decision to put unleaded gasoline in your car, it is essential that we make smart decisions to eat foods that are good for our bodies and promote health.

Healthy eating can help to prevent several chronic diseases and conditions including heart disease, stroke, some cancers, diabetes, high blood pressure, arthritis, osteoporosis and depression. A healthy balanced diet with plenty of activity helps maintain a healthy body weight.

Your worksite wellness committee can take steps to enhance the health of employees at your worksite by helping them eat smart. The following sections of this workbook provide suggestions and guidelines for implementing several such options.
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SECTION I

EAT SMART ACTIVITY
This Eat Smart Activity includes ready-to-use materials (such as announcements, posters, handouts, etc.) that can be used by the wellness committee to jumpstart wellness programs at their worksite. Success with these activities will help in increasing management support and employee interest in future, long-term programs.

The following outlines the purpose, materials needed and action steps for completing the activity. The “Extra” section of the activity identifies some things that are not required for the activity to be successful but will greatly assist in improving employee morale for participation in wellness activities.

Even though this activity promotes participation of individual employees, the committee should strive to accomplish changes in worksite policies and environments that support a healthy lifestyle. These changes will make it easier for employees to adopt healthy behaviors, make healthier lifestyle choices at work and reduce the risk for long-term chronic diseases.

BROWN BAG DAY...THE HEALTHY WAY

PURPOSE

The “Brown Bag Day...The Healthy Way” activity will encourage employees to bring their own lunch from home as a means to eat smart and achieve good health. A home made lunch will help employees eat a healthier, smaller portion meal with fewer calories, fat and sugar as compared to a lunch bought at a fast food restaurant. It may also help them incorporate more fruits, vegetables, whole grains and low-fat dairy products into their diet.

MATERIALS NEEDED

- Notice to announce the activity (Appendix A)
- Motivational posters/signs (Appendices B and C)
- Brown Bag Lunch handout (Appendix D)
- Eat Smart Recipes (Appendix E)
- Tasty Tips for Eating Smart at Work poster (Appendix F)
- Message Board
ACTION

1. Select the Brown Bag Day Coordinator(s)

(May be more than one person depending upon the size of the worksite.)

2. Adopt one day of every week as the “Brown Bag Day.” Invite employees to bring a homemade lunch that day. You may combine the day with another activity such as outdoor eating (“Brown Bag Picnic”) or a staff meeting (“Brown Bag Meet and Eat”) or any other appropriate worksite event.

3. Announce the Brown Bag Day activity to employees. Notices should be posted about one to two weeks before the start of the actual activity, at several places in the worksite including the employee notice board, restrooms, lunch/break room, or other high-traffic areas. Clearly specify the start and the end date of the event (recommended duration is 6–8 weeks).

4. Display motivational posters and signs at several locations to encourage and support the employees in their efforts to eat smart and bring their lunch from home. Several such posters are provided in Appendices B and C; you can choose to use these or create your own.

5. Provide information on healthy brown bag lunches prior to the event. Copy and distribute the “Brown Bag Lunch” handout provided in Appendix D.

6. Put up a Brown Bag message board at a prominent location in the worksite. This may be a part of the notice board or a separate board placed near the employee notice board, in the lunch/break room or some other appropriate place.

EXTRA:

Depending upon the level of support from upper management and the availability of resources for wellness activities at your worksite, the wellness committee may incorporate the following as an add-on to the activity.

- **Management Input**—Management may provide fresh fruits or 100% fruit juice for employees on Brown Bag Day. These may be placed in the lunch/break room or some other common area that is easily accessible to all employees.

- **Incentives**—Employees who bring their own home made lunch each week during the entire activity period may be given incentives such as a t-shirt, insulated mug, gift certificate to the local farmer’s market or cash bonus depending upon the availability of funds.
7. The activity coordinator should post the following information on the Brown Bag message board for interested employees—

- Day of the week that has been adopted as the Brown Bag Day.
- Time and location for the lunch.
- "Recipe(s) of the Week" section that features one or two new recipe(s) each week. Several healthy recipes are provided in Appendix E that can be rotated on the message board.
- "Recipe Exchange" section that invites employees to share the favorite, easy-to-fix recipes ideal for a brown bag lunch.

8. At the end of the "Brown Bag Day—The Healthy Way" activity remind employees that even though the activity has come to an end, it should not be an end of their efforts to eat smart and achieve/maintain good health.
SECTION II

INDIVIDUAL AND GROUP RESOURCES

EAT SMART
The worksite wellness committee may offer educational classes for employees to support/encourage them in their decisions for healthy eating. The educational sessions may be presented as a series of Lunch & Learn presentations. This is a popular means of providing basic or advanced level information on a selected topic of interest. A guest speaker may be invited to share the information with the employees or a video presentation may be scheduled during the lunch break period.

**GUEST SPEAKERS**

- One advantage of having a guest speaker present to employees is that questions can be answered during or after the session.
- The guest speaker should know the audience he/she will be addressing. Different presentations might be suitable for female groups, male groups or employees who are concerned about a particular health topic.
- The guest speaker should be notified of the time frame allowed in advance. If the presentation is not designed to take the entire meal break, staying on schedule becomes important.

- The guest speaker should be a recognized authority on nutrition such as a Registered Dietitian or Nutritionist from your local health department or hospital. You can access a list of nutrition professionals in your area by visiting [www.eatright.org](http://www.eatright.org), which is sponsored by the American Dietetic Association.
- A listing of health professionals in your community is located at [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com).

**FILM PRESENTATIONS**

- Presenting information to employees using DVD or film is an easy and convenient means of conducting “Lunch & Learn” sessions.
- Select DVDs or films that fit the Lunch & Learn time frame and are designed for adults.

- Preview the DVD or film to assure that it is appropriate for your worksite and the audience. Remember that food is viewed differently in different cultures and content chosen should respect employee diversity.
Employees at your worksite may benefit by participating in individual activities conducted by the worksite wellness committee. Examples of such one-time/short-term activities are:

**BROWN BAG DAY**

Adopt one day of every week or month as the “Brown Bag Day.” Invite employees to bring a homemade lunch that day. You may combine the day with another activity such as outdoor eating (“Brown Bag Picnic”) or a staff meeting (“Brown Bag Meet and Eat”) or any other appropriate worksite event to give it a new twist each time.

Provide information on healthy brown bag lunches prior to the event. See Appendix D for a handout on Brown Bag Lunches.

**OUT TO A TASTY LUNCH**

Plan a lunch with other employees at a nearby local restaurant where each employee orders a healthy choice from the menu. Request additional plates so portions can be shared and/or tasted by others. Many restaurants have nutrition and menu information online so you can plan your meals in advance. See Appendix G for suggestions for eating healthier at popular fast food places.

**COOKING CLASS**

Organize a cooking demonstration for the employees at your worksite during the meal break. Make sure that the person who is invited to demonstrate is a talented cook with knowledge of healthy food choices. You may try to contact a Registered Dietitian or Nutritionist from your local health department or hospital.
RECIPE EXCHANGE

Use an existing bulletin board or open wall space to start and maintain a recipe exchange. The worksite wellness committee may decide to change the recipe every week or post three to four different recipes at the same time for a period of one month. Employees can copy these recipes and compile them into their personal cookbooks.

Recipe themes can be changed every month to add interest to the exchange. For example, the January theme might be “Whole Grains” and all recipes featured in January would include whole grains. More suggestions for monthly themes are provided below.

• January “Whole Grains”
• February “Milk and Cheese”
• March “Versatile Vegetables”
• April “Lean Meats and Protein”
• May “Flavorful Fruits”
• June “Low-Fat Cooking”
• July “Delicious Desserts”
• August “Super Snacks”
• September “Vegetarian Tastes”
• October “Low Sodium Cooking”
• November “Smart Drinks”
• December “Holiday Feasts”

While selecting recipes, try to include culturally diverse recipes so that all employees at your worksite may be involved in the exchange. Include some vegetarian recipes or suggestions to substitute ingredients to make vegetarian alternatives.

Also, make sure that the recipes are “healthy” or come from a recognized health source. Generally speaking there is no one definition of “healthy foods” or “healthy eating.” All foods can be a part of a healthy diet, but many organizations have developed criteria to identify “healthy” foods. Visit www.MyEatSmartMoveMore.com for recipes and healthy eating tips and advice.
SECTION III

RESOURCES FOR WORKSITE POLICIES

EAT SMART
WHAT IS MEANT BY A POLICY?

A policy can be a law or a regulation. It can be a written rule, or a common practice. Policies can support healthy behaviors and lead to increased healthy eating.

We can write policy at any level. Organizations such as worksites, and communities such as a school district, can have policy. On a higher level, state law can be policy. Policies can create change in our surroundings that help us improve our eating habits. For example, an informal worksite policy could require that water, healthy snacks and meals be provided at meetings and events. It could also require that healthy foods be available in vending machines.

WHY DO WE NEED POLICIES TO SUPPORT GOOD NUTRITION IN THE WORKPLACE?

• Chronic health problems can affect an employee’s work attendance and job performance. Additionally, treatments for preventable chronic diseases increase the cost of health care for every employee.

• The role of good nutrition in the prevention of chronic disease has been thoroughly studied and shown to be substantial. Healthy eating can reduce employee risks of heart disease, some cancers, diabetes and osteoporosis. Foods high in nutrients and low in calories can help employees to manage weight and work towards a healthy weight to reduce the risk of type 2 diabetes. Healthy food choices can help manage blood pressure and reduce the risks associated with high blood pressure such as stroke and kidney disease.

• In addition to obtaining the physical benefits of healthier eating, employees may have a greater level of job satisfaction when management adopts policies that attest to the value of the employee both as a worker and as a person.

The following pages provide a range of formal and informal policy suggestions to increase and support healthy eating for employees during the workday.
WHAT ARE INFORMAL POLICIES?

Some employers may agree to implement “informal” policies to support healthy eating practices for their employees. These policies may or may not be written but should be publicly supported and widely communicated to employees during staff meetings, in newsletters, email announcements or other employee events. Participation and compliance to these policies would be voluntary.

WHAT ARE FORMAL POLICIES?

An informal policy often times leads to a formal, written policy. A formal policy would include a statement of intent by the employer and would be applicable to all employees. For instance, several departments may begin to offer healthy food/beverage alternatives at all of their staff meetings. Senior management may see that this informal policy should become a formal, written policy for all employees attending staff meetings and other events. The policy may read:

Effective (date) it is the policy of (this worksite) to offer some healthy food choices, including fruits and vegetables; low-fat milk and dairy products; foods made from whole grains; and water at meetings/events/celebrations where food is served. All employees share in the responsibility for adhering to and encouraging compliance with this voluntary practice.

(To implement the above policy see Appendix H for “Guidelines for Healthy Foods and Beverages at Meetings, Gatherings and Events.”)

Other examples of such formal policies may include:

Effective (date) it is the policy of (this worksite) that vendors serving this site will provide some identified healthier choice foods (lower sodium, lower calorie, fruits, nuts, etc.) in each vending machine.

EXAMPLES:

- Healthy food/beverage alternatives at worksite functions that serve food/beverages (including activities like meetings, employee training, etc.).
- Subsidize food service costs so that healthy choices can be offered at the same or lower price than less healthy items.
- Worksite supported weight management or healthy eating programs (support group, nutrition classes, and healthy cooking class).
- Worksite supported classes on disease management of conditions affected by diet and physical activity (e.g. diabetes, hypertension, heart disease, and cancer).
- Healthy eating and physical activity training to worksite employees designated to provide training to fellow employees.

(See section on “Vending Machines” for detailed guidelines and suggestions.)

Effective (date) it is the policy of (this worksite) that the cafeteria or food vendor serving this site will provide some identified healthy food choices (lower sodium, lower calorie, fruits, etc.) each day and for every shift of employees.

(See section on “On-site Cafeteria” for detailed guidelines and suggestions.)
Effective (date) it is the policy of (this worksite) to inform all employees of the benefits of breastfeeding and services available to support women who return to work while still breastfeeding their baby. A private, quiet space on or near the worksite will be provided for women to breastfeed their baby or to express milk for later feedings.

See Appendix I for an example of a Sample Healthy Eating Policy for your worksite.

Remember that this Sample (although in written form) can be a representative of an informal or a formal policy. The worksite wellness committee will guide the promotion of healthy eating programs and serve as the leader in advocating for new policies and policy changes. The ultimate goal is to introduce and promote policies that get employees to eat smart at work.
SECTION IV

RESOURCES FOR WORKSITE ENVIRONMENTS

EAT SMART
Vending machines are the only source of food in some work environments. Whether your workplace already has a vending machine or you are planning to install one, vending machines can provide a variety of healthy food and beverage choices to the employees.

GUIDELINES FOR HEALTHY VENDING OPTIONS

Choose a member from the worksite wellness committee to serve as the lead coordinator for incorporating healthy options in vending machine(s) at your workplace.
Coordinator: _______________________________________

Option 1: As a worksite wellness team, you can review the options currently available in the vending machines, on your own, and work with your vending machine vendor and management to substitute healthier alternatives. Refer to Appendix J for a suggested list of healthy snacks and beverages that can be offered in vending machines at your workplace.

The Eat Smart North Carolina: Snacks and Drinks guide provides valuable information to help your wellness committee plan healthy snacks and drinks for vending machines and for office functions.
Do employees at your worksite often go to the same local restaurants for their meals? If the employees are limited in where they can go for lunch due to distance, availability or time constraints, then the worksite wellness committee can collaborate with the local restaurants to offer healthy food choices at comparable/reduced prices.

**Appendix H** offers guidelines and suggestions for healthy meals at receptions and catering. These guidelines can help employees to plan healthy meals when eating out. Additionally, many restaurants provide menu and nutrition information online, so that you can plan meals in advance.

**Appendix G** also provides some suggestions that employees at your worksite can adopt to incorporate enough servings of fruits and vegetables in their daily diet while eating at popular fast food places. It also provides simple tips on eating smart at fast food places.
Fresh fruits and vegetables are always good choices but are not always easily available to employees at work.

The worksite wellness committee can work with local farmers in the area and arrange for the set up of an on-site farmer’s market. Some local farmers might be willing to bring their fresh produce to the worksite during meal breaks or before/after work hours to let employees purchase fresh fruits and vegetables. Easily available fruits and vegetables can encourage increased consumption and contribute to a healthier diet.

The following guidelines may be helpful if the worksite wellness committee chooses to establish an on-site farmer’s market.

For detailed guidance see Appendix K, Bring Fresh Produce to your Setting guide. You can also download this guide at www.eatsmartmovemorenc.com.

GUIDELINES FOR ON-SITE FARMER’S MARKET

• Identify a safe location at your worksite (parking lot, playground, lawns, etc.) or in the neighborhood where one or more produce sellers can park and the employees can walk and shop.

• Visit the local farmer’s market in your area and talk to the farmers to find out if they are willing to bring their produce to your worksite. Information about farmer’s market locations across North Carolina can be obtained from the Department of Agriculture and Consumer Services.

• Choose, in agreement with the potential farmers, the days of the week and time schedules that are feasible for the seller and match the usual work hours of employees at your worksite.

• Publicize the location and times of the produce sale among the employees by posting signs on bulletin boards, announcements in staff meetings, email announcements or other means appropriate for your worksite.
If your worksite does not have vending machines or an on-site cafeteria, one way to provide healthy snacks is to organize an Honor System Snack Rack. The snacks in the Snack Rack can be sold at a price lower than most vending machines, giving employees the double benefit of healthy choices and saving money.

GUIDELINES FOR STARTING HONOR SYSTEM SNACK RACK

• Set up a snack rack table with a basket for snacks and a container for collecting money. The snack rack may be set up in the lunch/break room or any other convenient location that is easily accessible to the employees.

• Choose a member of the worksite wellness committee or any other volunteer employee to be the Snack Rack manager. The wellness committee members or other volunteers may decide to sign up as the manager on a weekly schedule so that the responsibility is shared.

• Purchase healthy snacks in bulk quantities from a grocery store or a warehouse store. (See Appendix J for information about healthy snacks and beverages.) The amount and type of food and beverage items for the Snack Rack should be decided depending upon the availability of storage facilities, especially for perishable items (such as juice, milk, fresh fruits, etc.).

• Reimburse the Snack Rack manager for the purchases as soon as possible. The company/institution may be willing to pay for the cost of the snacks for the first time. Then the Snack Rack should be self-sustaining.

• The Snack Rack manager should monitor the supplies and make a decision about restocking the table in accordance with the purchases that the employees make. This individual should also keep the key to the money collecting container. They can put the snack rack and container away at the end of the day, and bring it back again at the beginning of the next day.
Literature racks are a convenient means to keep the idea of healthy eating visible in the workplace. Commercial literature racks are available from office and library supply stores. Simple and inexpensive literature holders can be made from attractive plastic or ceramic flower pots, baskets and other office/household items.

Use an attractive holder in a highly visible location to hold handouts/one-pagers, brochures and pamphlets on healthy eating. Several ready-to-use handouts are available at www.eatsmartmovemorenc.com or www.myeatsmartmovemore.com.

BULLETIN BOARDS

Healthy eating messages displayed on bulletin boards in high traffic areas can encourage employees to adopt and maintain healthy behaviors. Ask management to place a bulletin board in a prominent place at the worksite for wellness information. Examples of posters and motivational quotes are available in Appendices B and C. These can be downloaded at www.eatsmartmovemorenc.com/Worksites.html. Additionally, handouts can be downloaded at www.eatsmartmovemorenc.com.

Be sure to change messages regularly so that employees do not become desensitized. Generally, after seeing the same message 10-20 times, people no longer “see it.” A good rule of thumb would be to change posters, messages and handouts once a month.
HEALTH MESSAGES displayed in high traffic areas can both inform employees of the facts and reinforce healthy behaviors.

The posters should be changed regularly depending upon the number of times employees pass by the message. Generally, after seeing the same message 10–20 times, people become desensitized to it and no longer “see” it. A good rule of thumb would be to change posters/messages once a month. Leaving the poster spot empty for a couple of weeks may also increase response to a new poster message.

See Appendix B for some examples of posters/messages that can be printed from www.eatsmartmovemorenc.com/Worksites.html. Appendix C contains samples of several motivating quotes related to nutrition and healthy eating. These quotes are provided as a ready-to-print size at www.eatsmartmovemorenc.com/Worksites.html. Post different quotes at different places at your worksite and switch around every week or post the same quote at several places and change it after one to two weeks.
IDENTIFY A SPACE/ROOM TO BE THE “MEAL BREAK ROOM.”

One way to support eating smart at work is to provide an appropriate space where employees can safely store and prepare healthy foods. Pleasant and clean surroundings for meal breaks add to the enjoyment and relaxation during the meal period. Consider providing the following features/equipment for use by employees:

- Sink for washing hands, fruits, vegetables, soiled dishes, etc.
- Microwave Oven
- Toaster Oven or Conventional Stove
- Refrigerator
- Measuring Cups

Employees may be willing to combine personal resources to stock the Lunch Room with the above or some other equipment for convenient meal preparation.

IDENTIFY A SPACE/ROOM FOR BREASTFEEDING MOTHERS

Nursing women who return to work before weaning their infants need a quiet, private place to nurse their baby or express breast milk for later feedings. A large proportion (70%) of employed mothers who have children under three years of age work full time. About one-third of these mothers return to work within three months, and about two-thirds within six months after the baby is born. The workplace should provide a supportive environment for these mothers to continue breastfeeding. Breastfeeding is a right that should be protected, promoted and supported within the workplace. Appendix L, Businesses Leading the way in support of Breastfeeding provides guidance for worksite policies and environmental changes related to breastfeeding. You can also download this guide for free at www.eatsmartmovemorenc.com.
Water comprises two-thirds of our bodies and though it is one of the most important nutrients, it is often neglected. It is required for several body functions and inadequate water can cause dehydration. Even mild dehydration can cause body fatigue and difficulty in concentrating.

Vending machines in some worksites provide only sodas that are loaded with calories and are of little nutritional value to the body. Making drinking water more available and visible throughout the day at your worksite may encourage employees to drink water instead of sodas and other sugar loaded beverages.

GUIDELINES:

• Make drinking water available by installing water fountains or water coolers in break/lunch rooms, lobbies and hallways. If budgetary constraints do not allow for the installation of these, then encourage employees to contribute a small donation each month for the purchase of bottled drinking water.

• Serve bottled water or water from pitchers at staff meetings and other functions as an alternative to soda and other flavored/sweetened beverages. Add lemon, lime or cucumber slices or fresh mint leaves to add flavor to the water.

• Make bottled water available in vending machines at your worksite. Discuss the potential for adding water to the beverage machine, with the vending machine contractor or other concerned personnel.

• Encourage employees at your worksite to drink more water throughout the day and to choose water as a beverage instead of other sweetened drinks. Incorporate the message of drinking more water into any existing health and fitness programs offered at the worksite. (See Appendix B for a promotional poster to encourage employees to drink more water.)

(Adapted from Colorado Physical Activity and Nutrition Program Worksite Resource Kit)
COMING SOON!

Brown Bag Day—THE HEALTHY WAY

This activity will help you boost your nutrition and achieve better health by helping you to EAT SMART.

Bring your own home-made lunch every ____________ and eat with your co-workers.

NO DIETING INVOLVED. SUCCESS IS EASY.

The activity will begin on ____________________________
and end on ____________________________

Remember to check the Brown Bag Message Board every week for updates, recipes and more!

Don’t be left out! Join the FUN!

For more information about Brown Bag Day, contact the activity coordinator ____________________________
at ____________________________

This activity is presented by your Worksite Wellness Committee.

WorkWell NC
APPENDIX B: Posters

Available for individual download from www.eatsmartmovemorenc.com/Worksites.html
APPENDIX B: Posters

Available for individual download from www.eatsmartmovemorenc.com/Worksites.html

The Label Language

Know what some terms mean when choosing low fat, low calorie and low sodium items.

<table>
<thead>
<tr>
<th>PHRASE</th>
<th>WHAT IT MEANS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FATS</strong></td>
<td>Less than 0.5 grams per serving</td>
</tr>
<tr>
<td><strong>Low saturated fat</strong></td>
<td>1 gram or less per serving</td>
</tr>
<tr>
<td><strong>Low fat</strong></td>
<td>3 grams or less per serving</td>
</tr>
<tr>
<td><strong>Reduced fat</strong></td>
<td>At least 25% less fat than regular version</td>
</tr>
<tr>
<td><strong>Light in fat</strong></td>
<td>Half the fat of the regular version</td>
</tr>
<tr>
<td><strong>SODIUM</strong></td>
<td>Less than 20 milligrams per serving</td>
</tr>
<tr>
<td><strong>Low sodium</strong></td>
<td>35 milligrams or less per serving</td>
</tr>
<tr>
<td><strong>Low sodium meal</strong></td>
<td>140 milligrams or less per 3 1/2 ounces</td>
</tr>
<tr>
<td><strong>Very low sodium</strong></td>
<td>140 or less milligrams per serving</td>
</tr>
<tr>
<td><strong>Reduced or less sodium</strong></td>
<td>At least 25% less sodium than regular version</td>
</tr>
<tr>
<td><strong>Light in sodium</strong></td>
<td>Half the sodium of the regular version</td>
</tr>
<tr>
<td><strong>SODIUM FREE OR SALT FREE</strong></td>
<td>No salt added to the product during processing</td>
</tr>
<tr>
<td><strong>CALORIES</strong></td>
<td>Less than 5 calories per serving</td>
</tr>
<tr>
<td><strong>Low calorie</strong></td>
<td>40 calories or less per serving</td>
</tr>
<tr>
<td><strong>Reduced or less calories</strong></td>
<td>At least 25% fewer calories than regular version</td>
</tr>
<tr>
<td><strong>Light or lite</strong></td>
<td>Half the calories of the regular version</td>
</tr>
</tbody>
</table>

Remember

PORTION SIZE—Buy a Kid-Size Meal and ENJOY THE TOY!

Smart Ways to RIGHT-SIZE Your Portions

There’s no need to give up your favorite foods to manage your weight or improve your health. The bigger problem is not WHAT we eat, but HOW MUCH we eat. The key to healthful and delicious eating is to downsize your portions at breakfast, lunch, dinner and especially snack time.

Listen to your body’s cues.
- Prepare less food for meals.
- Start with a small serving.
- Use small dishes and glasses.
- Slow down the pace of eating.
- Eat half, wait 20 minutes.
- Never eat out of the bag.
- Think before you order.
- Always go for the small size.
- Share, share, share.
- Eat half, take half home.
- Eat regular meals and snacks.

TASTY TIPS FOR Eating Smart at Work

1. Pack food and beverages for the week ahead.
- Spend an hour getting organized on Sunday and save time and money all week long. Wash fruit, bag vegetables, slice cheese and fill water bottles for the week ahead.

2. Shop up on nutritious meals.
- Stock up on nutritious meals that are low in calories and fat, and are packed with vitamins and minerals.

3. Pack lunch while you cook dinner.
- You can cook once and eat twice by making “planned-overs” at dinner-time. Make an extra serving of rice and pack it up to take to work.

4. Take advantage of convenience.
- Supermarkets feature an amazing array of single-serve healthy options—perfect for when you’re on the go.

5. Add nutrition to your commute.
- It’s easy, it’s tasty and it’s not messy! Pack a piece of string cheese, a squeezable yogurt, an apple or a bag of grape tomatoes for the car, bus or train.

6. Pump up with protein power.
- Many office treats are all sugar and fat. For long-lasting brain and body power, add some protein with nuts, seeds, soynuts, yogurt, milk, jerky and nutrition bars.

7. Switch to a fruit dish.
- Instead of a cookie jar or candy dish, switch to a fresh fruit bowl or a jar filled with different, delicious, dried fruit like mango, pineapple, apricots, plums and craisins.

8. Drink to your health.
- Staying well-hydrated helps you think more clearly, be less cranky and do less mindless munching. It is also one of the best skin treatments in the world.

9. Treat yourself well.
- When it’s not your birthday, get yourself a small treat. Stop working, stop looking at the computer and treat yourself to a small treat. It’s okay to have a small treat once in a while, just be sure to choose a healthy treat.

10. Use the M.I.T. principle for treats.
- Make it yourself, try it out on your own and then share. Stop buying, stop buying. It’s okay to buy treats once in a while, but be sure to choose healthy treats.
APPENDIX B: Posters

Available for individual download from www.eatsmartmovemorenc.com/Worksites.html
APPENDIX C: MOTIVATIONAL QUOTES

Available for individual download from www.eatsmartmovemorenc.com/Worksites.html

“To eat is a necessity, but to eat intelligently is an art.”
—La Rochefoucauld

“I’ve been on a diet for two weeks and all I’ve lost is two weeks.”
—Totie Fields

“I saw a few die of hunger, of eating, a hundred thousand.”
—Benjamin Franklin

“You don’t have to cook fancy or complicated masterpieces—just good food from fresh ingredients.”
—Julia Child

“We never repent of having eaten too little.”
—Thomas Jefferson

“He that takes medicine and neglects diet wastes the skills of the physician.”
—Chinese Proverb
APPENDIX C: MOTIVATIONAL QUOTES

“Those who think they have no time for healthy eating, will sooner or later have to find time for illness.”
—modified from Edward Stanley (1826-1893) from The Conduct of Life

“The wise man should consider that health is the greatest of human blessings. Let food be your medicine.”
—Hippocrates

“Never eat more than you can lift.”
—Miss Piggy

“The first wealth is health.”
—Ralph Waldo Emerson

“We are what we repeatedly do.”
—Aristotle

“You can’t change where you came from. You can change where you are going.”
—Anonymous

Available for individual download from www.eatsmartmovemorenc.com/Worksites.html
A Lot of Nutrition in a Little Brown Bag

**IF YOU BRING YOUR LUNCH FROM HOME,** you’re bagging a bargain. Besides being easy on your wallet, homemade meals can be good for your health as well. The portion size, calories and fat content are under your control. At the same time, you can serve yourself a delicious variety of vegetables, fruits, whole grains and beans that lower the risk of cancer and other chronic diseases.

The most popular lunches people purchase to eat at the office are sandwiches, wraps and salads. These can be full of hidden fats and calories and poor nutritional choices. One way to get a true bargain is to make your own.

Before you start making the central dish of your brown-bag lunch—usually the traditional sandwich—consider its main ingredient. Since about 60 percent of a sandwich is bread, find bread made of whole-grain flour. Some breads are dark brown, but there may not be many, or any, whole grains in them. Caramel color or molasses is often added to give a deep color.

Whole grains, which are much more nutrient-dense than refined white flour, are full of fiber and filling. They are rich in many health-protective substances, like antioxidants, phytochemicals, vitamin E, folic acid, zinc, selenium and magnesium. When selecting a loaf of bread, the ingredient label should list as the first item either “100 percent whole grain” or the word “whole” followed by the grain used.

Try purchasing different kinds of whole-grain breads, if a particular one doesn’t appeal to you. Multi-grain breads with oats on the outside tend to be slightly sweeter. For a wonderfully soft and chewy taste, bake your own with whole-wheat flour, or look for freshly baked loaves. Whole-grain tortillas and pita bread are also great alternatives that you may prefer.

**HERE ARE SOME FAST AND EASY IDEAS TO HELP YOU PACK YOUR BAG WITH PIZZAZZ AND GOOD HEALTH.**

- **Pocket Sandwich:** Spread prepared hummus inside a whole-wheat pita. Fill it with slices of cucumber, onion, tomato and green bell pepper with lettuce or spinach. Add green or black olives and a little feta cheese, if desired.

- **Mediterranean Pasta:** Mix leftover, preferably whole-wheat pasta, like bowties, with halved cherry tomatoes, sliced mushrooms, canned and rinsed artichoke hearts and green and black olives. Toss with lowfat Italian or tomato vinaigrette dressing. Garnish with oregano and basil. Sprinkle on Parmesan cheese, if desired.

- **Hearty Bean and Veggie Sandwich:** Rinse and mash canned white beans with lowfat plain yogurt, mustard and fresh dill. Spread on whole-grain bread. Top with spinach leaves and slices of cucumber, tomato and onion.

- **Spicy Chicken Salad Sandwich:** Stir low-fat mayonnaise into leftover, diced chicken or turkey. Add chopped celery, red bell pepper, halved red grapes and curry powder. Serve on whole-grain bread with fresh spinach and tomato slices.

(Source: American Institute for Cancer Research)
Chicken Pasta Salad

7 servings

**INGREDIENTS**
- 2 cups cooked small seashell pasta (about 1 cup uncooked)
- 1 1/2 cup canned chicken (drained)
- 1 cup diced bell pepper (red or green or a combination)
- 1 cup shredded yellow squash (about 1 medium squash)
- 1/2 cup sliced carrots
- 1/2 cup sliced green onion
- 1/2 cup canned corn kernels (drained)
- 1/2 cup frozen peas (thawed)
- 1 can (15 ounces) black beans (rinsed and drained)
- 1/2 cup fat-free Italian dressing

**Prep Time:** 30 min.
**Cook Time:** 10-12 min.
**Calories per serving:** 229
**Fat per serving:** 6 grams

**INSTRUCTIONS**
1. Cook pasta according to package directions, drain; rinse.
2. Combine first nine ingredients in a large bowl.
3. Toss gently with salad dressing (fat-free Ranch dressing may be substituted for Italian).
4. Chill for several hours to blend flavors.

Adapted from Colormehealthy.com

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Turkey Sloppy Joes

6 servings

**INGREDIENTS**
- 1 pound ground turkey or lean ground beef
- 1/4 cup chopped onion
- 1/2 cup ketchup
- 3 tablespoons barbecue sauce
- 1 tablespoon yellow mustard
- 1 tablespoon vinegar
- 1 1/2 teaspoon Worcestershire sauce
- 1/2 teaspoon celery seed
- 1/4 teaspoon pepper
- 6 whole wheat hamburger buns

**Prep Time:** 15 min.
**Cook Time:** 10 min.
**Calories per serving:** 236
**Fat per serving:** 3 grams

**INSTRUCTIONS**
1. In a nonstick skillet, cook the turkey and onion for 5 minutes or until turkey is no longer pink.
2. Add the next seven ingredients; simmer for 10 minutes. Stir occasionally.
3. Serve on buns.

Adapted from Colormehealthy.com
Stuffed Bell Peppers
4-6 servings

INGREDIENTS
• 1 pound lean ground turkey
• 1/3 cup finely chopped onion
• 1 can (15 ounce) tomato sauce (divided)
• 1/4 cup water
• 1 teaspoon salt
• 1/8 teaspoon pepper
• 1/2 cup uncooked instant rice
• 4 medium green peppers

INSTRUCTIONS
1. Crumble turkey into a 1-1/2 quart microwave safe bowl; add the onion.
2. Cover and microwave on high for 3-4 1/2 minutes or until meat is browned; drain.
3. Stir in 1/2 can of tomato sauce, water, salt, and pepper.
4. Cover and microwave on high for 2-3 minutes.
5. Stir in rice; cover and let stand for 5 minutes.
6. Remove tops and seeds from the peppers; cut in half length-wise.
7. Stuff with the meat mixture.
8. Place in an ungreased, microwave safe, shallow, baking dish.
9. Spoon remaining tomato sauce over peppers, cover and microwave on high for 12-15 minutes or until peppers are tender.

Tangy Citrus Chicken
8 servings

INGREDIENTS
• 8 boneless skinless chicken breasts
• 1 can (6 ounces) frozen lemonade concentrate, thawed
• 1/2 cup honey
• 1 teaspoon rubbed sage
• 1/2 teaspoon ground mustard
• 1/2 teaspoon dried thyme
• 1/2 teaspoon lemon juice

INSTRUCTIONS
1. Place chicken breasts in a 13"X9"X2" baking dish coated with nonstick cooking spray.
2. In a small bowl, combine remaining ingredients; mix well.
3. Pour half the sauce over the chicken.
4. Bake, uncovered at 350 degrees for 20 minutes.
5. Turn chicken; pour remaining sauce on top.
6. Bake 15-20 minutes longer or until meat juices run clear.
Cheese Spinach Noodles

6 servings

INGREDIENTS
• 8 ounces egg noodles
• 10 ounce package frozen chopped spinach, thawed and drained
• 1/2 teaspoon dried basil
• 1 tablespoon dried parsley flakes
• 1 cup fat-free or low-fat cottage cheese
• 1/4 to 1/2 teaspoon salt (to taste)
• 2 tablespoons Parmesan cheese

Prep Time: 20 min.
Cook Time: 15 min.
Calories per serving: 104
Fat per serving: 1.5 grams

INSTRUCTIONS
1. Cook noodles according to package directions.
2. While noodles are cooking, cook the spinach in a skillet for 5 minutes.
3. Add basil, parsley, cottage cheese, and salt to spinach. Cook 2 to 3 minutes, or until heated.
4. Drain noodles and toss in large serving bowl with spinach mixture.
5. Top with Parmesan cheese.

Adapted from Colormehealthy.com

Oven Fried Chicken Legs

6 chicken legs

INGREDIENTS
• 6 chicken legs, skinned
• 1/2 cup skim milk
• 1/2 cup dry bread crumbs
• 1/3 cup grated Parmesan cheese
• Salt and pepper, to taste

Prep Time: 20 min.
Cook Time: 45 min.
Calories per serving: 134
Fat per serving: 4 grams

INSTRUCTIONS
1. Heat oven to 375 degrees.
2. Remove skin from chicken. Place in a shallow pan.
3. Pour milk over chicken. Refrigerate while you prepare the coating.
4. Mix bread crumbs, cheese, salt, and pepper in a shallow bowl.
5. Roll the chicken in breadcrumb mixture, coating well.
6. Place chicken on a lightly greased baking sheet.
7. Bake at 375 degrees for 45 minutes.

NOTE: You can use any chicken parts for this recipe. Try boneless, skinless chicken breasts cut into strips to make chicken fingers.

Adapted from Colormehealthy.com
**Garden Bow Tie Pasta**

*6 servings*

**INGREDIENTS**
- 1 can (12 ounces) tuna, drained and flaked
- 1/2 pound bow tie pasta
- 2 tablespoons olive oil
- 1 cup sliced onions
- 1 cup chicken broth
- 3 tablespoons fresh thyme or 1 tablespoon dried thyme
- 4 cups frozen vegetable medley
- garlic salt and pepper to taste

**Prep Time:** 10 min.  
**Cook Time:** 20-25 min.  
**Calories per serving:** 311  
**Fat per serving:** 6 grams

**INSTRUCTIONS**
1. Cook pasta according to package directions, drain; rinse.  
2. In large skillet, heat olive oil over medium-high heat; sauté onions for 3-5 minutes.  
3. Add broth and continue cooking 2 minutes.  
4. Add thyme, tuna, vegetables, and mix gently.  
5. Add pasta; season with garlic salt and pepper.  
6. Heat 3-4 minutes or until broth is reduced. Garnish option: grated Parmesan cheese.

Adapted from Colormehealthy.com

**Easy Chicken Pot Pie**

*6 servings*

**INGREDIENTS**
- 1 1/3 cups frozen mixed vegetables, thawed (peas only, if preferred)  
- 1 cup canned chicken  
- 1 can (10 1/4 ounces) condensed reduced-fat cream of chicken soup  
- 1 cup Reduced Fat Bisquick  
- 1/2 cup skim (fat-free) milk  
- 1 egg

**Prep Time:** 15 min.  
**Cook Time:** 30 min.  
**Calories per serving:** 235  
**Fat per serving:** 6 grams

**INSTRUCTIONS**
1. Heat oven to 400 degrees.  
2. Mix vegetables, chicken, and soup and place in ungreased 9" pie plate.  
3. Stir, in a medium bowl, remaining ingredients until blended to make batter.  
4. Pour batter on top of chicken mixture.  
5. Bake 30 minutes or until golden brown.

Adapted from Colormehealthy.com
**Impossibly Easy Cheeseburger Pie**

*6 servings*

**INGREDIENTS**
- 1 pound extra lean ground beef
- 1 cup chopped onion
- 1/2 teaspoon salt
- 1 cup shredded fat-free Cheddar cheese
- 1/2 cup Reduced Fat Bisquick
- 1 cup skim (fat-free) milk
- 2 eggs

**PREP TIME:** 20 min.
**COOK TIME:** 25 min.
**CALORIES PER SERVING:** 314
**FAT PER SERVING:** 14 grams

**INSTRUCTIONS**
1. Heat oven to 400 degrees.
2. Coat 9" pie plate with non-fat cooking spray.
3. Cook ground beef and onion until beef is brown; drain.
4. Stir in salt.
5. Spread in pie plate and sprinkle with cheese.
6. In a medium bowl, stir remaining ingredients until blended; Pour over beef mixture.
7. Bake 25 minutes or until a knife inserted in center comes out clean.

Adapted from Colormehealthy.com

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**Fifteen-Minute Soup**

*4 servings*

**INGREDIENTS**
- 1 can (16-ounce) great northern beans
- 1 cup water
- 1 teaspoon (1 cube) beef or chicken bouillon
- 2 cans (16-ounce) tomatoes
- 1 small onion, chopped
- 1 teaspoon garlic salt (or regular salt)
- 1 tablespoon oil or margarine (optional)
- 1 package (10-ounce) frozen, chopped spinach
- 1/2 cup macaroni (elbow or any other shape)

**PREP TIME:** 15 min.
**COOK TIME:** 6-8 min.
**CALORIES PER SERVING:** 106
**FAT PER SERVING:** 1 gram

**INSTRUCTIONS**
1. In a 2-quart saucepan, combine all ingredients except spinach and macaroni.
2. Heat until liquid comes to a boil.
3. Stir in and break up spinach; bring to a boil again.
4. Stir in macaroni and simmer until macaroni is tender, about 6 to 8 minutes.

Adapted from Colormehealthy.com
Chicken Quesadillas
4 servings

INGREDIENTS
• 4 flour tortillas (10”)
• 1 can (10 ounces) chicken-white meat
• 2 tablespoons chunky salsa
• 1/2 cup Monterey Jack Cheese shredded
• 1/4 cup chopped white onions
OPTIONAL: 1/4 cup chopped green chilies, dash of cayenne pepper

Prep Time: 10 min.
Cook Time: 6-8 min.
Calories per serving: 388
Fat per serving: 14 grams

INSTRUCTIONS
1. Preheat oven to 350 degrees F.
2. Completely drain chicken.
3. Mix salsa, chicken, onions, (cayenne pepper, green chilies).
4. Put tortillas on baking sheet.
5. Place 1/4 of the chicken mixture on half of each tortilla.
6. Sprinkle 1/4 of the cheese on top of the chicken mixture; fold tortilla over filling.
7. Put in oven for 3 minutes; flip and cook on other side for 3-5 minutes until slightly brown.
8. Take out of oven and cool for 3 minutes; cut each folded tortilla into 3 wedges.

Adapted from Colormehealthy.com

Tuna Burgers
6 servings

INGREDIENTS
• 1 can (12 ounces) tuna, drained and flaked
• 1 1/2 cups bread crumbs; divided
• 1 cup (4 ounces) shredded Cheddar cheese
• 1 egg; lightly beaten
• 1/2 cup non-fat peppercorn ranch salad dressing
• 1/4 cup sliced green onion (optional)
• 1 tablespoon olive oil

Prep Time: 10 minutes
Cook Time: 10 minutes
Calories per serving: 308
Fat per serving: 11 grams

INSTRUCTIONS
1. In a medium bowl, combine tuna, 3/4 cup breadcrumbs, cheese, egg, salad dressing and onion.
2. Form six patties; coat each side with remaining 3/4 cup bread crumbs.
3. Heat oil in non-stick skillet over medium heat.
4. Cook patties 3-5 minutes on each side until golden brown.

Adapted from Colormehealthy.com
**Macaroni and Cheese***

*6 servings*

**INGREDIENTS**
- 8 ounces elbow macaroni
- 14½ ounces canned tomatoes
- 2 cups non-fat cheddar cheese, shredded
- 1 Tablespoon sugar
- 3 cups broccoli, steamed, fresh

**Calories per serving:** 258
**Fat per serving:** 1 gram

**INSTRUCTIONS**
1. Preheat oven to 350 degrees. Cook macaroni according to package directions.
2. Drain and mix other ingredients.
3. Pour in baking dish and cook for 30 minutes.
4. Serve with 1/2 cup steamed broccoli.

First Baptist Church of Severn: From the kitchen of Carol Blount

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**Mixed Vegetable Casserole***

*6 servings*

**INGREDIENTS**
- 1/2 pound string beans, halved (1 1/2 cups)
- 6 potatoes, peeled and cubed
- 6 carrots, peeled and halved
- 1 1/2 cups mushrooms, sliced (1/4 pound)
- 3 Tablespoons margarine
- 1/2 Tablespoon lemon juice
- 1/2 teaspoon salt and 1/2 teaspoon pepper

**Calories per serving:** 200
**Fat per serving:** 6 grams

**INSTRUCTIONS**
1. Put potatoes and carrots in a skillet on the stove top, cover with hot water.
2. Cover pan, simmer for 10 minutes, add beans, cover and simmer additional 5 minutes.
3. Add mushrooms, and simmer 10 more minutes.
4. Finally, add margarine, lemon juice, salt and pepper.
   Toss lightly until margarine melts.

St. Phillip AME Church: From the kitchen of Denise McAllister

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*Official 5 A Day Recipe—Reprinted with permission from:
A Taste of 5 A Day—Black Churches United for Better Health Cookbook*
# Green Treasure Salad*

*4 Servings*

**INGREDIENTS**
- 1 cup green-skinned apple
- 1 cup green seedless grapes
- 1/2 cup miniature marshmallows
- 1/2 cup lemon-flavored yogurt
- 2 Tablespoons slivered almonds

**Prep Time:** 10 minutes  
**Calories per serving:** 124  
**Fat per serving:** 3 grams

**INSTRUCTIONS**
1. Cut the apple into four pieces and remove the core and seeds.
2. Cut into pieces.
3. Mix together the apple pieces, grapes, marshmallows, yogurt, and almonds.

Recipe provided by the California Table Grape Commission

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# Quick Fruit Salad*

*6 Servings*

**INGREDIENTS**
- 2 cans (8 1/4 ounces) mandarin oranges (16 ounces)
- 2 cans (8 1/4 ounces) pineapple tidbits, packed in own juice
- 24 miniature marshmallows
- 1/3 cup shredded coconut
- 8 ounces non-fat sour cream
- 16 leaves of lettuce

**Calories per serving:** 158  
**Fat per serving:** 2 grams

**INSTRUCTIONS**
1. Drain fruit
2. Mix together oranges, pineapple, marshmallow, coconut and sour cream.
3. Chill for 30 minutes.
4. Serve on lettuce.

First Baptist Church of Halifax: From the kitchen of Gwendolyn Bynum

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*Official 5 A Day Recipe—Reprinted with permission from: A Taste of 5 A Day—Black Churches United for Better Health Cookbook*
### Broccoli Baked Potatoes

**6 servings**

**INGREDIENTS**
- 6 medium potatoes
- 3 stalks broccoli
- 1/4 cup skim milk
- 1 cup shredded cheddar cheese
- 1/8 tsp. pepper

**Calories per serving:** 315  
**Fat per serving:** 6 grams

**INSTRUCTIONS**
1. Scrub potatoes; make shallow slits down the middle lengthwise.
2. Bake until done, 30 to 60 minutes—350 degree F oven.
3. Peel broccoli stems. Steam whole stalks just until tender and chop finely.
4. Carefully slice the potatoes in half and scoop the insides into a bowl with the broccoli.
5. Add the milk, 3/4 cup cheese and pepper, mash together until mixture is pale green with dark green flecks.
6. Heap into potato jackets and sprinkle with remaining cheese.
7. Return to oven to heat through (about 15 minutes).

Recipe provided by the Idaho Potato Commission

### Spinach Lasagna*

**6 servings**

**INGREDIENTS**
- 1 box of lasagna noodles (9 noodles)
- 2 cups spinach (frozen or fresh), well drained and patted dry
- 1/2 cup peas (frozen or canned)
- 2 teaspoons sugar (granulated)
- 1/4 cup celery and onion, chopped
- 1/2 cup mozzarella cheese
- 1/2 cup low-fat spaghetti sauce

**Calories per serving:** 184  
**Fat per serving:** 3 grams

**INSTRUCTIONS**
1. Cook lasagna noodles according to directions on box.
2. Cook spinach, peas, celery and onions on stove top until vegetables are soft, add sugar.
3. In a glass pan or casserole dish, layer lasagna noodles and spinach mixture.
4. Top with mozzarella cheese and sauce.
5. Continue the above until you reach your third layer.
6. Spread sauce over top layer, and bake for 45 minutes 350 degrees.

Mt. Hebron AME Zion Church: From the kitchen of Diana Oliver

*Official 5 A Day Recipe—Reprinted with permission from: A Taste of 5 A Day—Black Churches United for Better Health Cookbook
1. Pack food and beverages for the week ahead.
Spend an hour getting organized on Sunday and save time and money all week long. Wash fruit, bag vegetables, slice cheese and fill water bottles for the week ahead.

2. Stock up on nutrition.
Fill your desk drawers, office fridge and briefcase with a healthy variety of tasty snacks and quick meals like instant oatmeal, trail mix and microwave-able entrees.

3. Pack lunch while you cook dinner.
You can cook once and eat twice by making “planned-overs” at dinner-time. Make an extra serving or two and pack them to-go as you clean up the evening meal.

4. Take advantage of convenience.
Supermarkets feature an amazing array of single-serve healthy options—perfect for desktop dining. Go for cereal in a cup, tuna in a pouch or fruit in pop-top cans.

5. Add nutrition to your commute.
It’s easy, it’s tasty and it’s doesn’t have to be messy! Pack a piece of string cheese, a squeezable yogurt, an apple or a bag of grape tomatoes for the car, bus or train.

6. Pump up with protein power.
Many office treats are all sugar and fat. For long-lasting brain and body power, add some protein with nuts, seeds, soynuts, yogurt, milk, jerky and nutrition bars.

7. Switch to a fruit dish.
Tempted by the cookie jar or candy dish? Switch to a fresh fruit bowl or a jar filled with different, delicious, dried fruit like mango, pineapple, apricots, plums and craisins.

8. Drink to your health.
Staying well-hydrated helps you think more clearly, be less cranky and do less mindless munching. It is also one of the best skin treatments in the world.

9. Treat yourself well.
When it’s time to eat, give yourself a real break. Stop working, stop rushing and give yourself a few minutes to really savor whatever you are eating.

10. Use the K.I.S.S. principle for candy.
Keep It Small Sweetie! Skip those expensive, high-calorie, king-size bars. Slowly savor a chocolate kiss or enjoy a “fun-size” version of your favorite candy treat.
FAST FOOD SURVIVAL GUIDE

1. Order a kid’s meal. You will get less food for less money.
2. Share your meal with a family member or friend.
3. Order water instead of soft drinks.
4. Don’t super-size. Super sizing usually provides more fries, more soft drink and more calories.
5. Think twice when ordering the value meal combo. They usually contain larger serving sizes.
6. Don’t always order the large hamburger.
7. Choose fast food only occasionally. Eat and prepare more meals at home.
Eat Smart North Carolina: Guidelines for Healthy Foods and Beverages at Meetings, Gatherings, and Events

Eating is one of life’s greatest pleasures. There are many foods from which to choose, and many ways to build a healthy lifestyle. This leaves a lot of room for choice. The Dietary Guidelines for Americans were designed to help people enjoy a variety of foods while ensuring good health. These Guidelines encourage eating a variety of foods and balancing food with physical activity. Having healthy foods and drinks available at events makes sense and supports good health.

Imagine a North Carolina where:

- children and adults can choose from a variety of tasty foods and drinks at community events, schools, civic, professional and religious centers. This includes fruits, vegetables and lower-fat, lower-calorie options. Water is always available to drink.
- caterers, restaurant owners, and other food and drink companies provide healthy foods and drinks in healthy amounts for customers.
- employees can buy healthy snacks in vending machines at work and can choose healthy foods in meetings and classes.
- foods and beverages are served in smaller portions.
- healthy foods are offered at potlucks, meetings, health fairs, religious functions and other community events.

Eat Smart, Move More... North Carolina is a statewide movement that encourages people to eat healthy and be physically active wherever they live, learn, earn, play and pray. We need your help to create a North Carolina where people view Eating Smart and Moving More as a normal part of everyday living! Think healthy eating is boring? Doesn’t taste good? Costs more? Think again! Try colorful fruits and vegetables, tasty whole grain breads, and pastas seasoned with delicious herbs and spices. You can eat and serve these tasty foods without blowing your budget. “Eating Smart” does not mean every single food you eat (or serve) has to be low in fat or high in fiber. It does mean

balancing less-healthy foods and drinks with healthier ones. It also means serving helpings that support good nutrition without too many calories.

EAT SMART NORTH CAROLINA: Guidelines for Healthy Foods and Beverages at Meetings, Gatherings, and Events is a tool for anyone who is in charge of food-related events. Making simple changes to foods and drinks you offer at group and community events gives North Carolinians disease-fighting foods and the energy boost they may need without worries about too many calories or too much unhealthy fat.

Why Should We Be Worried?
Our food choices, lifestyle and surroundings all affect our health. We know that choosing the right foods can prevent diseases and help us live better lives. Most North Carolinian’s diets are low in fruits, vegetables and whole grains, and are high in fat, saturated fat and sugars. Eating a steady diet of unhealthy foods and drinks is associated with four of the 10 leading causes of death: heart disease, some types of cancer, stroke and type II diabetes. Health problems related to poor nutrition and physical inactivity cost North Carolinians about $24.1 billion each year in medical care costs, lost productivity and workers’ compensation.2

The N.C. Division of Public Health developed the following guidelines because the link between diet and health is so strong. Health experts are also seeing growing numbers of people at an unhealthy weight in our state. The guidelines will help meeting planners choose lower-fat, lower-calorie foods and drinks for events. As users of this guide, we can model our commitment to good health by making our meetings and events healthier, and sharing that vision with others across our state. Most importantly, by following these guidelines, you can improve your own health and the quality of your life. You may also reduce your risk for long-term diseases such as heart disease, cancer and diabetes. So think about all of the food-related events you are involved in (meetings, trainings, church suppers, fundraisers, luncheons, receptions, etc.) and promote good health by using some of the suggestions listed in this guide.

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GUIDELINE 1

Offer healthy food choices at breakfasts, lunches, dinners, potlucks and receptions.

There are many healthy and tasty options for foods and beverages. Fruits and vegetables are low in calories and high in vitamins, minerals and fiber. Portion sizes are important, too. Portion sizes have grown over the years. Larger helpings of high-calorie, high-fat foods contribute to overweight in adults and children. Offer smaller portions of foods and beverages. Offer lower-calorie beverages—water, low-fat milk, and unsweetened teas. Offer baked, roasted or grilled meats and fish, served with vegetables prepared without added fat.

GUIDELINE 2

Offer only healthy foods at mid-morning or mid-afternoon meeting breaks.

Food is everywhere we go, all day, every day. Mid-morning and mid-afternoon meeting breaks often involve eating food. With many of us struggling to control our weight in our food-filled surroundings, it’s good to think twice about whether or not it’s necessary to offer food at meetings, presentations and seminars, especially mid-morning and mid-afternoon. Help create a norm that food does not have to be everywhere. Food does not have to be the way we get people to attend. If you do provide food, offer only fruits, vegetables and/or other healthy foods. Or, offer a physical activity break instead. Turn on some music and get people to dance or move around.

GUIDELINE 3

Identify and promote healthier food and beverage providers.

Healthy food and beverage options for meetings, gatherings and events can be purchased in many places: restaurants, grocery stores, farmer’s markets, caterers, food distributors, just to name a few. Once you have identified the businesses that are willing to provide high quality, healthier foods at a reasonable price, compile and share that information with others in your community. For example, if you have worked with a caterer who has been willing to alter their menu offerings or adjust their recipes to decrease fat or increase fruit options, share that caterers name with others. By promoting these businesses with friends and colleagues, it not only helps the business grow, but it sends a message into the community that healthy foods and beverages are a priority. In turn, this may mean that vendors begin to carry more items and be able to provide them at a lower cost. It’s a win-win situation.
**GUIDELINE 4**

**Keep food safe to eat.**

Foods that are safe from harmful bacteria and viruses are vital for healthy eating. From farm to table, everyone shares the responsibility of keeping food as safe as possible by washing hands and surfaces often; separating raw, cooked, and ready-to-eat foods while shopping, preparing, and storing; cooking and chilling foods to a safe temperature; and serving foods safely. Your local health department or cooperative extension agency can provide you with more suggestions.

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When group leaders role-model healthy eating and physical activity, it makes a powerful statement. Show your members or employees that you are concerned about their health and well-being. Sign a formal or informal Eat Smart North Carolina Healthy Foods policy (see page 11.) Share this document with other leaders in your community. Challenge them to lead by example too. Buy healthy foods when you dine out. Prepare and eat healthy meals at home. Do not forget to build physical activity into your events as well. Encourage physical activity in your organization and “walk the talk” yourself. Visit the Eat Smart Move More...North Carolina Web site for other ways to promote healthy eating and physical activity wherever you live, learn, earn, play and pray: [http://www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com).

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**Tips for stocking a healthy vending machine**

Ask your vendor about including some of these:

- Baked chips
- Reduced-fat cookies and crackers
- Reduced-fat chips
- Fig bars
- Pretzels
- Canned fruit (lite or packed in own juice)

**FOR REFRIGERATED UNITS**

- 100% fruit or vegetable juices
- Yogurt (flavored, low-fat, non-fat or fat-free)
- Milk (skim or 1%)
- Reduced-fat cottage cheese or pudding
- Fresh fruit
- Mini carrots or other prepackaged vegetables
- Salads with low-fat/non-fat dressing choices
- Bottled water

**Tips for selecting foods lower in fat and calories**

- Ask the caterer to use lower-fat or fat-free preparation methods, to serve added fats like dressings or condiments on the side, and to provide you with the number of calories and fat grams in entrées if available.
- Select lower fat entrées—approximately 12 to 15 grams of fat or less.
- Include fresh fruit.
- Include at least one vegetable—fresh or cooked, with no butter or cream sauces added.
- Choose entrées in tomato-based sauces rather than cream, butter, or cheese sauces.
- Choose lower-fat/lower-calorie desserts, such as cut-up fresh fruit with low-fat fruit yogurt dip, low-fat ice cream or frozen yogurt, sherbet or sorbet, or angel food cake with fruit topping.
Suggestions for Foods and Beverages

BEVERAGES
• Ice water
• Bottled spring or sparkling water—regular or flavored, with no added sugar
• 100% fruit or vegetable juices—avoid large-size bottles
• Skim or 1% milk (regular or lactose-free)
• Coffee—regular and decaffeinated
• Tea—regular and herb teas—hot or cold; unsweetened
• Soy beverage

SNACKS
• Fresh fruit—cut up and offered with low-fat yogurt dip
• Raw vegetables—cut up and offered with fat-free or low-fat dressing or salsa dip
• Pretzels—served with mustard dip
• Tortilla chips—baked and offered with salsa dip
• Popcorn—lower-fat (5g fat or less/serving)
• Whole-grain crackers—(5g fat or less/serving)
• Angel food cake with fruit topping
• Beverages from “Beverages” list

BREAKFAST MEETINGS
• Fresh fruit
• Yogurt—flavored non-fat or fat-free
• Bagels—3-1/2” diameter or less; serve with low-fat cream cheese, jam or jelly
• Muffins—small or mini (5g fat or less/muffin)
• Fruit bread (5g fat or less/1 oz slice)
• Granola bars—low-fat (5g fat or less/bar)
• Beverages from “Beverages” list

CATERED LUNCHES & DINNERS
• Select an entrée with no more than 12 to 15 grams fat
• Always offer a vegetarian entrée
• Avoid fried foods or cream sauces
• Include fresh fruit
• Include at least one vegetable—fresh or cooked, with no butter or cream sauces
• Serve salads with dressing on the side—offer at least one low-fat or fat-free dressing
• Include whole-grain breads

Box Lunch Sandwich Ideas
• Offer a vegetarian option
• Whole-grain breads or pita wraps—prepared without butter/margarine, mayonnaise/salad dressing
• Meats, poultry or marinated tofu—low-fat (3g fat/oz)
• Cheese—1 oz
• Toppings of lettuce, sprouts, tomatoes, onions, pickles, mustard, catsup, low-fat mayonnaise
• Pretzels or baked chips (7g fat or less/oz)
• Fresh fruit

CATERED RECEPTIONS
• Fresh fruit—cut up and offered with low-fat yogurt dip
• Raw vegetables—cut up and offered with fat-free or low-fat dressing, salsa or tofu dip
• Raw vegetable salads marinated in fat-free or low-fat Italian dressing
• Pasta, tofu, and vegetable salads with fat-free or low-fat dressing
• Cheese—cut into 3/4” squares or smaller
• Whole grain crackers—5g fat or less/serving
• Fish—not fried
• Lean beef or turkey—1 oz. slices
• Cake—cut into small 2” squares
• Angel food cake slices with fruit topping
• Beverages from “Beverages” list

Tips for food preparation to cut fat and calories
• Serve salad dressings on the side, and offer low-fat or fat-free dressings.
• Consider serving baked, broiled, or oven-fried chicken or grilled fish.
• Season greens, cabbage, and string beans with smoked turkey instead of fatback or salt pork.
• When making potato salad, macaroni salad, and chicken salad, use less mayonnaise and substitute a lower-fat dressing in your recipe.
• Select leaner cuts of meat. Remove the skin from chicken before you cook it.
• Skim fat from gravies before serving.
• Choose lower-fat/lower-calorie desserts: cut up fresh fruit with low-fat fruit yogurt dip; low-fat ice cream or frozen yogurt; sherbet or sorbet; angel food cake with fruit topping
• Include beverages from “Beverages” list
### CALORIES & FAT IN POPULAR FOOD & BEVERAGE ITEMS

*All amounts given for calories and grams of fat are approximate.*

<table>
<thead>
<tr>
<th>FOOD ITEM</th>
<th>CALORIES</th>
<th>GRAMS OF FAT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beverages</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee Creamer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fat-free—skim milk</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Half &amp; half</td>
<td>20</td>
<td>1.7</td>
</tr>
<tr>
<td>Milk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fat-free—skim milk</td>
<td>86</td>
<td>Trace</td>
</tr>
<tr>
<td>Low-fat—1% milk</td>
<td>102</td>
<td>2.5</td>
</tr>
<tr>
<td>Reduced fat—2% milk</td>
<td>121</td>
<td>5</td>
</tr>
<tr>
<td>Whole milk</td>
<td>150</td>
<td>8</td>
</tr>
<tr>
<td>Regular Soft Drink</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 oz can</td>
<td>150</td>
<td>42g sugar</td>
</tr>
<tr>
<td>20 oz bottle</td>
<td>250</td>
<td>70g sugar*</td>
</tr>
<tr>
<td><em>This is more than 17 tsp. sugar</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Breakfasts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bagels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-1/2&quot;</td>
<td>180</td>
<td>1</td>
</tr>
<tr>
<td>4-1/2&quot;</td>
<td>330*</td>
<td>3</td>
</tr>
<tr>
<td><em>This is the equivalent of 4 slices of bread</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cream Cheese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low-fat</td>
<td>60</td>
<td>2.5</td>
</tr>
<tr>
<td>Regular</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>Blueberry Muffins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small: 2-1/2&quot;</td>
<td>160</td>
<td>4</td>
</tr>
<tr>
<td>Large: 3-1/2&quot;</td>
<td>250</td>
<td>9</td>
</tr>
<tr>
<td>Croissant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular size</td>
<td>230</td>
<td>12</td>
</tr>
<tr>
<td>Apple Danish</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular size</td>
<td>260</td>
<td>13</td>
</tr>
<tr>
<td>Glazed Doughnut</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular size</td>
<td>240</td>
<td>14</td>
</tr>
<tr>
<td><strong>Snacks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chips (1 oz, about 12 chips)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baked or low-fat potato</td>
<td>130</td>
<td>5</td>
</tr>
<tr>
<td>Regular potato</td>
<td>150</td>
<td>10</td>
</tr>
<tr>
<td>Baked or low-fat tortilla</td>
<td>125</td>
<td>4</td>
</tr>
<tr>
<td>Regular tortilla</td>
<td>140</td>
<td>7</td>
</tr>
<tr>
<td>Pretzels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular size</td>
<td>110</td>
<td>1</td>
</tr>
<tr>
<td>Cookies (chocolate chip)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small: 2-1/2&quot;</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>Large: 4&quot;</td>
<td>280</td>
<td>14</td>
</tr>
<tr>
<td>Carrots, Baby</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 medium (1 cup)</td>
<td>65</td>
<td>0</td>
</tr>
<tr>
<td>Orange</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 medium (1 cup)</td>
<td>85</td>
<td>0</td>
</tr>
<tr>
<td>Yogurt (8 oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonfat with fruit</td>
<td>230</td>
<td>0</td>
</tr>
<tr>
<td>Lowfat with fruit and low-calorie sweeteners</td>
<td>238</td>
<td>3</td>
</tr>
<tr>
<td>Nonfat with low-calorie sweeteners</td>
<td>125</td>
<td>0</td>
</tr>
</tbody>
</table>
## Appendix H: Guidelines for Healthy Foods and Beverages at Meetings

### Calories & Fat in Popular Food & Beverage Items

#### Lunches & Dinners

*Total recommended calories and fat for lunch = 600-700 calories and 23g fat or less (based on 2000 calories/day)*

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Calories</th>
<th>Grams of Fat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunches &amp; Dinners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total recommended calories and fat for dinner = 700-800 calories and 27g fat or less (based on 2000 calories/day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sauces</td>
<td>Marinara (tomato-based)</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Alfredo (cream-based)</td>
<td>200</td>
</tr>
<tr>
<td>Salad Dressings</td>
<td>Fat-free</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Regular</td>
<td>150</td>
</tr>
<tr>
<td>Submarine Sandwich</td>
<td>~6 inch sub</td>
<td>456</td>
</tr>
<tr>
<td>Tossed Salad without dressing</td>
<td>1½ cups</td>
<td>33</td>
</tr>
<tr>
<td>Pasta with Meatballs in Tomato Sauce</td>
<td>9 oz (~1½ cups)</td>
<td>309</td>
</tr>
<tr>
<td>Beef Stir Fry with White Rice</td>
<td>9 oz (~2 cups)</td>
<td>433</td>
</tr>
<tr>
<td>Cheesecake</td>
<td>Bakery style</td>
<td>460</td>
</tr>
<tr>
<td></td>
<td>(1/10 slice of 12” cake)</td>
<td></td>
</tr>
<tr>
<td>Ice Cream</td>
<td>Regular vanilla</td>
<td>140</td>
</tr>
</tbody>
</table>

#### Receptions

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Calories</th>
<th>Grams of Fat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception Salad Dressings</td>
<td>Fat-free</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Regular</td>
<td>150</td>
</tr>
<tr>
<td>Pasta Salads</td>
<td>Low-fat Italian dressing</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>Regular creamy dressing</td>
<td>350</td>
</tr>
<tr>
<td>Egg Rolls</td>
<td>Chicken</td>
<td>215</td>
</tr>
<tr>
<td>Spring Rolls</td>
<td>Vegetable, fresh—not fried</td>
<td>80</td>
</tr>
<tr>
<td>Buffalo Wings</td>
<td>Barbecued</td>
<td>85</td>
</tr>
<tr>
<td>Chicken Drummette</td>
<td>Barbecued</td>
<td>85</td>
</tr>
<tr>
<td>Snack Crackers</td>
<td>Reduced fat whole grain</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>Regular butter-flavored</td>
<td>130</td>
</tr>
<tr>
<td>Cake</td>
<td>Angel</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>Chocolate</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>Carrot</td>
<td>240</td>
</tr>
</tbody>
</table>
### COMPARISONS OF FOOD & BEVERAGE OPTIONS

#### CHOOSE . . .

<table>
<thead>
<tr>
<th>For Beverages</th>
<th>INSTEAD OF . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>carbonated (with no sugar), coffees or teas, 100% fruit or vegetable juices</td>
<td>flavored soft drinks or fruit-flavored drinks or sweet tea</td>
</tr>
<tr>
<td>1% low-fat or skim milk</td>
<td>whole or 2% milk</td>
</tr>
</tbody>
</table>

#### For Breakfasts

<table>
<thead>
<tr>
<th>For Breakfasts</th>
<th>CHOOSE . . .</th>
<th>INSTEAD OF . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>fresh fruits, dried fruits, unsweetened juices</td>
<td>sweetened canned fruits and juices</td>
<td></td>
</tr>
<tr>
<td>low-fat yogurt</td>
<td>regular yogurt</td>
<td></td>
</tr>
<tr>
<td>small bagels—3-1/2” or smaller</td>
<td>regular or large bagels</td>
<td></td>
</tr>
<tr>
<td>small or mini muffins—2-1/2” or smaller</td>
<td>regular or large muffins</td>
<td></td>
</tr>
<tr>
<td>small low-fat muffins or low-fat granola bars</td>
<td>muffins, croissants, doughnuts, sweet rolls, pastries</td>
<td></td>
</tr>
<tr>
<td>toppings of light margarine, low-fat cream cheese, jam or jelly</td>
<td>regular butter, cream cheese, peanut butter</td>
<td></td>
</tr>
<tr>
<td>unsweetened cereals</td>
<td>sweetened cereals</td>
<td></td>
</tr>
<tr>
<td>whole-grain waffles and French toast</td>
<td>waffles or French toast made from white bread</td>
<td></td>
</tr>
<tr>
<td>whole-grain bread or English muffin</td>
<td>white bread or English muffin</td>
<td></td>
</tr>
</tbody>
</table>

#### For Lunches or Dinners

<table>
<thead>
<tr>
<th>For Lunches or Dinners</th>
<th>CHOOSE . . .</th>
<th>INSTEAD OF . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>salads with dressings on the side</td>
<td>salads with added dressing</td>
<td></td>
</tr>
<tr>
<td>low-fat or fat-free salad dressings</td>
<td>regular salad dressings</td>
<td></td>
</tr>
<tr>
<td>soups made with vegetable puree or skim milk</td>
<td>soups made with cream or half-and-half</td>
<td></td>
</tr>
<tr>
<td>pasta salads with low-fat dressing</td>
<td>pasta salads made with mayonnaise or cream dressing</td>
<td></td>
</tr>
<tr>
<td>sandwiches on whole-grain breads</td>
<td>sandwiches on croissants or white bread</td>
<td></td>
</tr>
<tr>
<td>lean meats, poultry, fish, tofu (3g fat/oz)</td>
<td>high-fat and fried meats, bacon, poultry with skin, cold cuts, oil-packed or fried fish</td>
<td></td>
</tr>
<tr>
<td>baked potatoes with low-fat or vegetable toppings</td>
<td>baked potatoes with butter, sour cream, and bacon bits</td>
<td></td>
</tr>
<tr>
<td>steamed vegetables</td>
<td>vegetables in cream sauce or butter</td>
<td></td>
</tr>
<tr>
<td>whole-grain bread or rolls</td>
<td>croissants or white rolls</td>
<td></td>
</tr>
<tr>
<td>margarine without trans-fatty acids</td>
<td>butter</td>
<td></td>
</tr>
<tr>
<td>lower-fat/lower-calorie desserts: fresh fruit, low-fat ice cream, low-fat frozen yogurt, sherbet, sorbet, angel food cake with fruit topping</td>
<td>higher-fat and higher-calorie desserts: ice cream, cheese cake, pie, cream puffs, large slices of cake</td>
<td></td>
</tr>
</tbody>
</table>
## CHOOSE . . .

### For Receptions

<table>
<thead>
<tr>
<th>Choose</th>
<th>Instead of</th>
</tr>
</thead>
<tbody>
<tr>
<td>fresh vegetables, cut up and served with low-fat dressing, salsa or tofu dip</td>
<td>tempura or deep-fat fried vegetables</td>
</tr>
<tr>
<td>cut-up fresh fruits</td>
<td>fruit tarts, pie, cobbler</td>
</tr>
<tr>
<td>grilled or broiled chicken without skin</td>
<td>fried chicken, chicken with skin</td>
</tr>
<tr>
<td>miniature meatballs made with lean meat</td>
<td>large meatballs made of high-fat meat, meatballs served in gravy or high-fat sauces</td>
</tr>
<tr>
<td>broiled or poached seafood: shrimp, fish, scallops, oysters, clams</td>
<td>deep-fat fried seafood, seafood in high-fat sauces</td>
</tr>
<tr>
<td>mushroom caps with low-fat cheese</td>
<td>stuffed mushrooms with high-fat cheese stuffing or mushrooms marinated in oil</td>
</tr>
<tr>
<td>miniature pizzas made with English muffins, tomato sauce, mozzarella cheese, and mushrooms</td>
<td>pizza with pepperoni, Italian sausage or other high-fat meats</td>
</tr>
<tr>
<td>vegetable spring rolls—fresh, not fried</td>
<td>egg rolls</td>
</tr>
<tr>
<td>small cubes of cheese (3/4” squares or smaller)</td>
<td>large slices of cheese</td>
</tr>
<tr>
<td>whole grain crackers (5g fat or less/serving)</td>
<td>regular crackers</td>
</tr>
<tr>
<td>low-fat, “lite” popcorn (5g fat or less/serving)</td>
<td>regular popcorn</td>
</tr>
<tr>
<td>baked or low-fat chips, pretzels</td>
<td>regular chips</td>
</tr>
<tr>
<td>dips made of salsa, low-fat cottage cheese, hummus or low-fat salad dressings</td>
<td>dips made from regular mayonnaise, sour cream, cream cheese or cheese sauce</td>
</tr>
<tr>
<td>small slices of cake (2” square)</td>
<td>large slices of cake</td>
</tr>
</tbody>
</table>

### For Snacks

<table>
<thead>
<tr>
<th>Choose</th>
<th>Instead of</th>
</tr>
</thead>
<tbody>
<tr>
<td>cut-up fresh fruits and/or vegetables</td>
<td>chips or cookies</td>
</tr>
<tr>
<td>whole-grain crackers (5g fat or less/serving)</td>
<td>regular crackers</td>
</tr>
<tr>
<td>low-fat, “lite” popcorn (5g fat or less/serving)</td>
<td>regular popcorn or buttered popcorn</td>
</tr>
<tr>
<td>baked or low-fat chips, pretzels</td>
<td>regular chips</td>
</tr>
<tr>
<td>small slices of cake (2” square)</td>
<td>large slices of cake</td>
</tr>
</tbody>
</table>
### Sample Breakfast Menu

<table>
<thead>
<tr>
<th>Assorted mini-bagels or muffins</th>
<th>Assorted 100% juices (orange, grapefruit, tomato, apple)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(some whole-grain or bran)</td>
<td>Low-fat milk (1% or less), soy beverage</td>
</tr>
<tr>
<td>Assorted reduced-fat cream cheese</td>
<td>Coffee (regular and decaf), tea (regular and herbal), hot chocolate (made with skim milk), and non-fat creamer</td>
</tr>
<tr>
<td>(plain, vegetable, strawberry, honey nut, etc.)</td>
<td></td>
</tr>
<tr>
<td>Assorted fresh fruit (sliced honeydew and cantaloupe, grapes, bananas, sliced oranges)</td>
<td></td>
</tr>
<tr>
<td>Peanut butter</td>
<td>Water</td>
</tr>
</tbody>
</table>

### Healthy Break

Consider replacing a food break with a physical activity break! Or, include a physical activity break with the following:

<table>
<thead>
<tr>
<th>Assorted whole fruit and fruit skewers</th>
<th>Assorted fruit juice (100%), vegetable juices, and bottled water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trail mix, granola bars</td>
<td>Coffee (regular and decaf), tea (regular and herbal), hot chocolate (made with skim milk), and non-fat creamer</td>
</tr>
<tr>
<td>Low-fat yogurt</td>
<td></td>
</tr>
</tbody>
</table>

### Sample Lunch and/or Dinner Menus

<table>
<thead>
<tr>
<th>Grilled (or baked) chicken sandwich on whole-grain bread with lettuce, tomato and pickle</th>
<th>Mixed green salad with a variety of fresh raw vegetables (low-fat dressing on the side)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sliced seasonal fruit</td>
<td>Baked potato with salsa and/or vegetable topping or Pasta Primavera in light sauce</td>
</tr>
<tr>
<td>Pretzels/baked potato chips</td>
<td>Fresh fruit salad with yogurt topping</td>
</tr>
<tr>
<td>Low-fat ice cream or frozen yogurt</td>
<td>Low-fat milk (1% or less), soy beverage, (regular and decaf), tea (regular and herbal), hot chocolate (made with skim milk), non-fat creamer, and bottled water</td>
</tr>
<tr>
<td>Low-fat milk (1% or less), soy beverage, (regular and decaf), tea (regular and herbal), hot chocolate (made with skim milk), non-fat creamer, and bottled water</td>
<td></td>
</tr>
<tr>
<td>Baby spinach salad with fresh strawberries and seasoned pecans (low-fat raspberry dressing on the side)</td>
<td></td>
</tr>
<tr>
<td>Italian baked chicken or seasoned baked chicken</td>
<td></td>
</tr>
<tr>
<td>Brown rice</td>
<td></td>
</tr>
<tr>
<td>Steamed green beans</td>
<td></td>
</tr>
<tr>
<td>Whole-grain rolls, margarine</td>
<td></td>
</tr>
<tr>
<td>Angel food cake with fresh strawberries and light whipped topping</td>
<td></td>
</tr>
<tr>
<td>Low-fat milk (1% or less), soy beverage, (regular and decaf), tea (regular and herbal), hot chocolate (made with skim milk), non-fat creamer, and bottled water</td>
<td></td>
</tr>
<tr>
<td>Baked pork chops with peach salsa or Barbecue baked pork chops</td>
<td></td>
</tr>
<tr>
<td>Baked sweet potato</td>
<td></td>
</tr>
<tr>
<td>Garden peas</td>
<td></td>
</tr>
<tr>
<td>Whole-grain rolls, margarine</td>
<td></td>
</tr>
<tr>
<td>Cupcake</td>
<td></td>
</tr>
<tr>
<td>Low-fat milk (1% or less), soy beverage, (regular and decaf), tea (regular and herbal), hot chocolate (made with skim milk), non-fat creamer, and bottled water</td>
<td></td>
</tr>
</tbody>
</table>
Sample Healthy Foods Policy

For use where foods or beverages are served.

Whereas:
_____________________________________________ (worksite name) is concerned about the health of our employees: and

Whereas:
People have become more and more interested in eating better and being more active; and

Whereas:
Heart disease, cancer and stroke—the top three causes of death in North Carolina—are largely affected by what we eat and how active we are; and

Whereas:
Foods such as fruits, vegetables, whole grain breads and pastas and low-fat dairy products are better choices for preventing many diseases.

Therefore:
Effective _________________ (date), it is the policy of _________________________________ _______ (worksite name) that all activities and events (examples of events may include: meetings, potluck events, catered events, community sponsored events i.e. health fairs, etc.) sponsored or supported by this organization will always include one or more of these healthier items:

• Fruits and/or vegetables
  Examples of such items include fresh, frozen, canned or dried fruits (such as grapefruit, oranges, apples, raisins or 100% fruit juices) and fresh, frozen or canned vegetables.

• Low-fat milk and dairy products
  Examples include skim/nonfat or 1% milk; lowfat and fat-free yogurt; cheese and ice cream.

• Foods made from grains (like wheat, rice and oats), especially whole grains
  Examples include low-fat whole wheat crackers, bread and pasta; whole grain ready-to-eat cereal, low-fat baked tortilla chips, pita bread.

• Water

Signature ___________________________________ Title ___________________________________
Have you ever found yourself at a snack bar or vending machine in search of a quick bite during the day? Or have you packed snacks and drinks for yourself or your child’s soccer game and wondered what are smart choices? If so, this guide is for you.

**What are snacks?**
Snacks are foods and drinks we eat in between meals to satisfy hunger or boredom. For some people, a snack may be a quick meal replacer. We may also snack mindlessly while watching TV or doing some other activity.

**Why think about snacks and drinks?**
It is now more common in America to be overweight than to be at a healthy weight. While weight gain can be a result of many factors, the basic reason is calorie imbalance. Weight gain occurs when we eat and drink more calories than we need. Americans’ calorie intake has increased during the past several years and continues to rise. Most of these extra calories usually come from food purchased away from home, sweet and salty snacks, soft drinks and large portion sizes.

**Calories from snacks and drinks often push our daily calorie intake above what we need to achieve a healthy weight.**

**To snack or not to snack?**
Snacks are important for small children and perhaps a few adults with very high calorie needs, who don’t eat enough food at meals to grow, heal or perform. But for most of us, snacks are often a source of extra calories—usually from foods that we eat too much of already.

Before you pick up a snack, ask yourself if you are really hungry. If you aren’t, skip it. When you do need to eat a snack, make a smart choice. Smart snack choices can help us to eat foods that we usually don’t get enough of—mostly fruits and vegetables or low-fat dairy and whole grains. Smart snacks can also help us bridge the time between meals so that we don’t come to lunch or dinner overly hungry and unable to make healthy choices.
Fruits and vegetables are excellent snacks for almost anyone. They are a nutritious substitute for high-calorie snack foods such as chips and cookies. Fruits and vegetables are good choices not only because they are low in calories and high in fiber, vitamins and minerals, but also because they can decrease the risk for certain cancers and heart disease. Additionally, fruits and vegetables come in a variety of forms—fresh, frozen, canned and dried. Dairy foods and whole grains can also be healthy snacks. Look for those that are low-fat and low-sugar.

Choose fruits, vegetables, low-fat dairy, whole-grain foods or nuts in small portions for snacks.

Right-size your snacks

Portion control is key in ensuring that snacks don’t provide too many calories. Eat snacks in small portions. Snacks are meant to hold us until our next meal and should not replace a meal. Pick up a small-size snack, share a large snack with a friend, or save some for later.

The size of the package matters. Usually, we eat more from larger packages or bowls, without realizing it.

Try these simple tips to control portions:
- Divide the contents of one large package into several small bags or containers.
- Try single serving packs.
- Avoid eating straight from the package. Instead put a small portion into a bowl or other container.

Ultimately, the most important thing for a smart snack is calories. Think about how much you eat when you usually eat snacks.

Plan ahead and divide up the contents of a large package into small bags or containers before you start eating.
Control mindless munching

It is easy to overeat and still not feel satisfied if we eat snacks when we are doing something else such as driving, reading, watching TV or working on the computer. We tend to eat more when we have easy access to food and are distracted. It is better to slow down and really enjoy what you are eating—you’ll eat less and enjoy it more. Be aware of cues to eat. Only eat snacks when you are truly hungry. Large portions, food smells and colors can overcome our body’s ability to tell us when we are full or just not hungry. If you need to snack while doing something else, portion your snack into a separate small bowl or container.

Try these simple “out of sight, out of mind” tips:
- Get rid of the candy dish or replace it with a fruit bowl.
- Move healthier options to eye level.
- Don’t buy tempting snacks such as cookies, chips or ice cream. If you do buy these, place them out of sight, such as on a high shelf or at the back of the freezer.
- Store bulk purchases out of sight.

Smart on-the-go snacks include fresh fruits and vegetables, raisins or other dried fruit, whole-grain cereal and crackers, nuts in small portions, low-fat granola bars, baked chips and rice cakes.

Plan your snacks

Planning ahead can help you make smart snack choices. Try these simple tips to help you plan and prepare snacks:
- Carry a snack bag with you when you leave home for the day. It is a good way to eat healthy and save money.
- Include seasonal fruits and vegetables on your shopping list. They will be less expensive and taste great.
- Find healthier options for the kinds of snacks that you usually crave—sweet, sour, salty, savory, crunchy, chewy, etc. For example, if you are looking for something sweet, eat an orange or an apple. For something salty, grab a small portion of nuts or low-fat popcorn.
- Organize a healthy snack shelf or drawer at home.
- Keep healthy snacks in small portions at work or in the car.

Calories in all foods and drinks (no matter what, when or how much) count towards your total for the day.
Re-think your drink

For many of us, the availability of high-calorie sodas and fruit drinks makes it easy for us to grab a drink on the go—without thinking about how many calories we’re drinking. Studies show that we usually don’t do a good job of reducing calories from other foods after drinking high-calorie drinks. Since our bodies don’t register the calories from drinks, it is important that we choose our drinks very carefully. Choose water and diet drinks instead of regular sodas and fruit drinks.

Try these simple tips to re-think your drink:

- Carry a water bottle with you throughout the day.
- Stock your refrigerator with a jug or bottles of water.
- Drink carbonated water.
- Add slices of lemon, lime, cucumber or watermelon to water.
- Choose calorie-free diet drinks.
- Add a splash of 100% fruit juice to plain sparkling water to make a low-calorie drink.
- Try hot or cold tea or herb tea (without added sugar or sweetened with calorie-free sweeteners).
- Make your coffee with calorie-free sweetener and low-fat milk, or have black coffee.

Choose lower-calorie drinks to save you lots of calories during the day.

Drinking non-diet soft drinks is clearly associated with increased body weight.
## Eat Smart Snacks

<table>
<thead>
<tr>
<th>Snack</th>
<th>Serving Size for 1 Unit (1 Unit = 100 calories)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRUITS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple</td>
<td>1 large</td>
<td>Choose fruits from different color groups—red, blue/purple, orange/yellow, green and white to add taste and variety. Fruits are a good source of several vitamins, minerals and fiber.</td>
</tr>
<tr>
<td>Banana</td>
<td>1 medium</td>
<td></td>
</tr>
<tr>
<td>Blueberries</td>
<td>1 cup</td>
<td></td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>1 1/2 cups cubes</td>
<td></td>
</tr>
<tr>
<td>Cherries</td>
<td>20 pieces</td>
<td></td>
</tr>
<tr>
<td>Grapefruit</td>
<td>1 large</td>
<td></td>
</tr>
<tr>
<td>Grapes</td>
<td>30 small</td>
<td></td>
</tr>
<tr>
<td>Oranges</td>
<td>1 medium</td>
<td></td>
</tr>
<tr>
<td>Peaches</td>
<td>2 medium</td>
<td></td>
</tr>
<tr>
<td>Pear</td>
<td>1 medium</td>
<td></td>
</tr>
<tr>
<td>Strawberries</td>
<td>2 cups</td>
<td></td>
</tr>
<tr>
<td>Watermelon</td>
<td>2 cups</td>
<td></td>
</tr>
<tr>
<td>Fruit, canned in fruit juice</td>
<td>1 cup</td>
<td></td>
</tr>
<tr>
<td>Raisins</td>
<td>3 Tbsps</td>
<td></td>
</tr>
<tr>
<td>Dried fruit, no added sugar</td>
<td>1/4 cup</td>
<td></td>
</tr>
<tr>
<td><strong>VEGETABLES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baby carrots</td>
<td></td>
<td>Choose vegetables as a snack (sometimes with a low-fat or fat-free dip). Vegetables are a good source of vitamins, minerals and fiber.</td>
</tr>
<tr>
<td>Broccoli florets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celery sticks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherry tomatoes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cucumber slices</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pepper slices</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DAIRY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fat-free yogurt, fruit flavored (sugar-free)</td>
<td>6 oz.</td>
<td>Choose low-fat or fat-free dairy options for a protein rich snack. These choices are excellent sources of calcium.</td>
</tr>
<tr>
<td>Cottage cheese, low-fat (2%)</td>
<td>1/2 cup</td>
<td></td>
</tr>
<tr>
<td>Cottage cheese, fat-free</td>
<td>1 cup</td>
<td></td>
</tr>
<tr>
<td>String cheese, reduced-fat</td>
<td>1 stick</td>
<td></td>
</tr>
<tr>
<td><strong>NUTS AND SEEDS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Almonds, roasted</td>
<td>13 pieces</td>
<td>A small handful of nuts can satisfy your craving for something salty and be a source of several nutrients at the same time.</td>
</tr>
<tr>
<td>Mixed nuts, roasted</td>
<td>1 Tbsp</td>
<td></td>
</tr>
<tr>
<td>Peanuts, roasted</td>
<td>1 Tbsp</td>
<td></td>
</tr>
<tr>
<td>Sunflower seeds, roasted</td>
<td>1 Tbsp</td>
<td></td>
</tr>
<tr>
<td>Walnuts</td>
<td>8 halves</td>
<td></td>
</tr>
<tr>
<td><strong>OTHERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheerios, plain</td>
<td>1 cup</td>
<td></td>
</tr>
<tr>
<td>Frosted Mini Wheats Bite-Size</td>
<td>12 biscuits</td>
<td></td>
</tr>
<tr>
<td>Peanut butter</td>
<td>1 Tbsp</td>
<td></td>
</tr>
<tr>
<td>Popcorn, no butter</td>
<td>3 cups</td>
<td></td>
</tr>
<tr>
<td>Potato chips, baked</td>
<td>20 chips</td>
<td></td>
</tr>
<tr>
<td>Rice Chex</td>
<td>1 cup</td>
<td></td>
</tr>
<tr>
<td>Tortilla chips, baked</td>
<td>20 chips</td>
<td></td>
</tr>
<tr>
<td>Whole-wheat crackers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Granola bars</td>
<td>Depends on brand</td>
<td>Read the food label to find a 100-calorie portion.</td>
</tr>
<tr>
<td>Trail mix</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For ideas and tips on how to Eat Smart and Move More in the real world, visit [www.MyEatSmartMoveMore.com](http://www.MyEatSmartMoveMore.com)
APPENDIX J: SNACKS AND DRINKS, PAGE 6

LOOK FOR THE FOLLOWING...

CEREAL
- 200 or fewer calories per serving
- 6 or fewer grams of sugar per serving
- At least 3 grams dietary fiber per serving

BAR
- 200 or fewer calories per bar
- 5 or fewer grams of sugar per 100 calories
- At least 3 grams dietary fiber per bar

Smart Snacking at the Vending Machine or Convenience Store

There are times when we are away from home, get hungry and realize that we have forgotten to pack a healthy snack. The only options may be to visit a vending machine or stop by a convenience store.

The following are some options for a smart snack at these venues.

- Baked chips
- Low-fat microwave popcorn
- Fig bars

• Nuts in small portions
• Whole-grain crackers
• Bottled water
• Diet drinks

Make sure to look for packages that provide a single serving. Often, what seems to be a small package may provide more than one serving. Read the food label to check how many servings are in the package. If there is more than one serving in a package, share it with a friend or a co-worker.

Convenience stores usually offer more choices. Look for low-fat yogurt cups, string cheese, flavored skim milk (with no added sugar) and fresh fruit (usually near the check-out counter).

REFERENCES

Eat Smart North Carolina: Bring Fresh Produce to Your Setting

Fruits and vegetables are healthy and taste great. Grocery stores provide one option for purchasing produce, however many of us are looking for ways to buy locally grown produce in other convenient settings. Eat Smart North Carolina: Bring Fresh Produce to Your Setting is a planning and resource guide for anyone who would like to have fruits and vegetables, especially locally grown, available to buy in their worksite, place of worship, neighborhood or at any gathering place through a partnership with a produce vendor. This guide highlights:

- why fruit and vegetable consumption is important to the health, environment and economy of North Carolina.
- options and resources available to work with farmers or produce vendors to bring and sell more locally grown fresh fruits and vegetables to consumers in a variety of settings.

Benefits to Purchasing and Eating More Locally Grown Fruits and Vegetables

Health, taste and variety—Eating fruits and vegetables is one of the most positive health habits adults and children can have. Unfortunately, less than one in four North Carolinians eat five or more servings a day of fruits and vegetables. People who eat more fruits and vegetables as part of a healthy diet have reduced risks of chronic diseases, including stroke, type 2 diabetes, some forms of cancer and heart disease. People who eat more produce are also more likely to have healthy body weights. Eating a variety of colorful fruits and vegetables provides a wide range of nutrients and fiber. Eating plenty of produce is a great way to eat smart while adding color, taste and variety to our diets.

Healthy environment—The average meal in the United States travels 1,300 miles before reaching your plate. A head of lettuce traveling from California to North Carolina uses 36 times more fossil fuel energy in transport than it provides in food energy. Supporting local growers helps reduce energy consumption, which in turn is good for the environment. Sustainable farms conserve soil, keep water sources in our communities clean, and provide a habitat for wildlife. Keeping farmers on the land also preserves open space and helps our rural communities remain vibrant places to live.

Healthy economy—It has been estimated that every $1 spent on locally produced foods returns (or circulates) $3–$7 within the community. Consumers buy produce (and other goods) from local farmers, who buy farm supplies from local businesses. Those businesses help to keep people in the community employed, and in turn they spend their money back in the community. This helps to encourage a thriving community and increases economic health. Also, when farmers have direct access to consumers, they are able to keep more of each dollar earned from their sales because the middle-man is eliminated. This increases profits to producers and keeps their farms competitive with the traditional retail chain stores. Purchasing local produce not only improves the local economy, it also helps consumers stretch their food dollars and get high quality fruits and vegetables.

Other Advantages to Purchasing Local Produce
- Produce that is harvested, delivered and/or purchased on the same day has far fewer food safety or contamination risks. Food that travels long distances often passes through many handlers, multiple trucks or storage spaces.
- Farmers are vested in the community where they live and farm.
- Personally interacting with the farmers who grow our food helps us and our children appreciate where our food comes from and creates important social relationships within our community.
Options Available to Bring Fresh Produce to Your Setting

There are many options available in a community to bring fruits and vegetables to the places where people live, learn, earn, play and pray. Choosing the option that is right for your organization will depend on many factors, including your setting, budget, timeline and the farmers/vendors in your community. However, the core of any decision should be choosing the option that best ensures that the distributor of the produce (either a farmer or vendor) will have a consistent and ample source of customers to make it a worthwhile business option, and that customers conveniently get high-quality produce at a competitive price.

Here are some options to explore:

**Farmers markets** are common facilities or sites where several producers gather on a regular basis to sell various fresh meats, fruits, vegetables and other food products directly to consumers. The market may be incorporated; sponsored by a municipality, business or community-based organization; or simply a gathering place for growers and customers based on tradition. Regardless of its organizational structure, farmers markets allow growers an opportunity to sell their produce directly to consumers while providing consumers access to a variety of local produce in one location.

**For more information:**
USDA Farmers Market Resource Guide
www.ams.usda.gov/farmersmarkets/
Consortium/FMCRGresourceGuide.pdf

Other fresh produce venues

- **Mini mobile markets** are a smaller version of farmers markets and are supported by the North Carolina Department of Agriculture and Consumer Services. The goal of these markets is to assist businesses/organizations in setting up a market day on their property that not only brings nutritious North Carolina grown food to the worksite or community group, but also promotes socializing. The program is designed for any on-site location where people gather (worksites, community center, place of worship) on a regular basis. It is a way to provide convenient access to healthy food for busy people. Market days are tailored to satisfy the facility’s environment (e.g., space, customer needs, etc.). It can be as simple as one farmer and a truck, or it can be an exciting event with cooking demonstrations or wine tasting.

**For more information:**
Division of Marketing
North Carolina Department of Agriculture and Consumer Services
Phone: (919) 733-7887
www.GotToBeNC.com

- **Produce vendor markets** are set up at a given site and resemble a farmers market stand. One or more local produce vendor(s) (generally not a farmer) arrange to sell produce and other goods, which may or may not be locally grown, to consumers. Produce sold may come from state, national or international destinations, similar to items available in a retail setting like a grocery store. While this type of market may be a great way to promote a local fruit and vegetable distributor or may be easier to set up, it may not provide all of the same benefits as the options described above since the produce may not be locally grown.

**For more information and a toolkit on this topic:**
CDC Garden Market Toolkit
www.cdc.gov/nccdphp/dnpa/hwi/toolkits/gardenmarket/index.htm

Purchasing locally grown produce is a great way to support NC farmers. However, identifying and securing farmers in your community may not always be easy. There are many reasons a farmer may decline to sell by this direct marketing method in your setting. Be patient and ask your local county cooperative extension office and other contacts for assistance or referrals.
• **Community Supported Agriculture (CSA)** is a direct partnership between a local farmer and individual consumers who commit to a yearly membership subscription. People may join a CSA on their own or as part of a setting-supported program (e.g., a worksite or congregation). CSA members buy shares in a farmer’s crop prior to the growing season, and in return they receive a healthy supply of fresh produce (usually weekly) from that farmer throughout the growing season. Farmers may deliver produce to a central (or more than one) pick-up site at a predetermined time, or the CSA members may come directly to the farm on designated days. Most CSAs inform their members in advance which produce items to expect on each delivery day, which helps in making home storage decisions and in menu planning.

Direct produce sales by this advance payment system allows the farmer to receive a fair price and relieves them of much of the burden of marketing during their busy harvest time. Members of the CSA also share in the risks of farming, including unpredictable environmental influences that might affect crop output. There are generally different levels of financial buy-in, which net different amounts of produce at delivery time. Some CSA farms also engage members in assisting with actual work on the farm in exchange for a lower price on their subscription. This shared arrangement creates a sense of personal value, ownership and responsibility for the farmer, the individual and the community. Ultimately, the consumer benefit, in addition to the fresh produce, is the intimacy of knowing the farmer and how the food was produced.

For more information:
USDA’s Alternative Farming Systems Information Center

• **Cooperative produce delivery or a buying club** is a direct partnership between a local produce vendor (e.g., a wholesaler, receiver, distributor and/or importer of fruits and vegetables) and consumers at a site, workplace or neighborhood. Fresh produce is delivered at regular intervals to that site or the members go to the vendor and pick up the produce themselves. People within the site pool their financial resources in order to purchase bulk fruits and vegetables (which may be in any form, and either locally produced or not) at wholesale prices. At the same time, they are building a social network.

Produce items are ordered in advance by the site coordinator, generally arrive or get picked up in bulk quantity, are paid for at the time of delivery or pickup, and are divided up among the buying club customers. This option can feature local/regional produce if you ask for it, as well as national and imported produce. Check with food/produce distributors, fruit and vegetable wholesalers, food brokers or consultants, or the local food service company, restaurant, etc., that they supply.

For more information:
National Cooperative Grocers Association, www.ncga.coop/

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**Other Options Available**

Known by several other names, there are other options for bringing fresh produce into your setting. Variations include community and school gardens, tailgate markets, community co-op stores, farm stands and others. No matter what the name implies or how it is set up, all of these approaches operate with the same goals. They take advantage of common spaces where people gather on a regular basis, making it convenient for the consumer and providing a consistent source of high-quality produce for better health. These strategies bring local economic stability, contribute to a sustainable environment, and create occasions for education and social gatherings. Also, they give consumers a measure of control within the global food system and present a unique opportunity to know where their food comes from and how it was produced.
Steps to Success

Now that you’ve explored the choices, it’s time for action. Not all steps listed here are needed—depending on the option you choose—and there may be additional considerations unique to your location.

**Partnership and Assessment**

1. **Identify a champion.** This may be you or another person in your setting. A champion is going to make sure that the program is successful by pulling together the partners and the plan and keeping enthusiasm going.

2. **Talk to agricultural and health professionals** in your community about your options for improving access to locally grown fruits and vegetables in your setting. Research what is already working in your community. Some professionals to talk with include Cooperative Extension Agents, local health department and soil conservation staff, Master Gardeners, local farmers, and North Carolina Department of Agriculture and Consumer Services officials.

3. **Assess and ensure management/leadership buy-in.** Determining who this is depends on your organizational structure. In a worksite, it may be an administrative executive, human resource manager, legal counsel, security or property manager, or others with decision-making authority. Regardless of the setting, engaging leadership buy-in is a crucial part of the process. Work with these key people to determine the best options for your setting. Discuss time commitment, responsibilities, the budget and resources available. Be realistic, especially in the beginning. You can always modify or enhance the program once it is established.

4. **Establish a planning committee.** Seek members with administrative, communication, legal, health promotion, marketing/promotions and gardening or farming experience and expertise.

5. **Assess need and interest at your setting** to purchase more fruits and vegetables. Consider sending on-line surveys, using a paper survey, or talking informally at gatherings to gauge interest. At larger worksites, the workplace may be willing to host an on-line survey on its website. Make sure there is broad interest and support for bringing produce to your setting to ensure success and ongoing support. You may also want to assess whether people are already able to conveniently attend an existing farmers market in the area. If this is the case, devise a plan to promote the use of the existing market to the people in your setting.

Having a dedicated staff or volunteers is a key success factor for developing and managing your project, especially at the beginning.
Planning

**Develop a project timeline.** Allow ample time to complete each step of the project. Remember, things may take longer than expected. Consider when the season starts and what time will be convenient for both the customers and the vendor(s)/farmer(s).

**Address any legal and policy considerations.** The type of agency or setting you represent will dictate whether any federal, state or local government regulations or ordinances are in effect. These could affect the vendor(s) selection, location, procurement procedures, or any contractual agreement with the vendor(s). Seek out the appropriate legal counsel or administrative input required by the unique characteristics of your setting.

**Select the farmers/vendors.** Identify the appropriate produce farmer(s)/vendor(s) based on your project and timeline. Talk with the farmer(s)/vendor(s) about interest generated in the project and discuss whether this project meets their direct marketing needs.

**Get to know the product.** The local, state and federal agencies responsible for oversight of different types of farm or processed products vary by location and sometimes by counties. For example, state food and drug ordinances require that homemade ice cream sold for profit must originate from an inspected kitchen specific to dairy products.

**Determine the market or program structure.** Have a clear understanding about items that will be sold and how the products will be delivered. Popular standards include: produce must be grown within a 75-mile radius and locally sourced when product is in season; signage must be posted indicating organic or locally grown; and non-edible farm products such as soaps, yarn, flowers, etc. are allowed or excluded.

*The CDC Garden Market Toolkit Suggests the Following for a Federal Property Market*

- Follow a competitive bidding process to select a vendor, if required.
- Execute a legal contractual agreement between your company/agency and the vendor.
- Research existing policies or contracts regarding who has the legal or contractual right to sell food on your property. For example, federal agencies must comply with the Randolph-Sheppard Act.
- Research whether county or local ordinances require permits or zoning approval for market operation.
- Verify that liability insurance policies provide adequate coverage for your organization and the vendor.
- Verify that the vendor has the required business licenses (if applicable) and general liability insurance.

These steps should all be considered but are not in any specific order. Your steps to success will depend on what is right for your setting.
• Work with management/leadership and vendor to develop a contract for services.
• Devising a clause or rule that gives you the option to terminate vendor participation based on your guidelines.
• Develop market rules, either formal or informal, to prevent misunderstandings, avoid questions of favoritism, promote quality assurance, and maintain acceptable business practices. A lot of examples of rules and contracts are available on the web. Rules, memorandums or contracts should be signed and kept by all parties and should contain clauses for changes as situational needs arise.
• Decide if any vendor fees are appropriate. Many on-site markets do not charge vendors a space fee for participation. The vendors are considered to be invited guests on the property specific to a predetermined time, event and purpose. On-site markets are often considered by organizers as a value-added benefit to the people at that setting. This eliminates the need for market incorporation or a fee structure.
• Determine payment options for customers. Examples include cash, checks, credit card, use of WIC or Senior Farmer’s Market vouchers, and Electronic Benefits Transfer cards for the Secure Supplemental Nutrition Assistance Program.

Determine logistics. Working as a team can ensure success. Your team should consider these issues and delegate the responsibilities appropriately.
• Ensure adequate shading for vendor(s) and customers.
• Provide access to electricity for vendors for electronic payment option or refrigeration needs.
• Locate available water access for the vendor(s) and customers.
• Use signs to inform shoppers and vendor(s) of the nearest bathroom facilities.
• Have well-established communication plans to inform shoppers and vendor(s) of cancellations due to severe weather (rain is not usually a reason to cancel, but a hurricane would be). Unless it is a one-time event, “rain dates” are not usually successful.
• Ensure that there is parking for loading and unloading produce. In most cases, it is not practical for farmers to transport their products beyond where they park.
• Make sure that good food safety and sanitation measures are followed by the vendor(s) and customers. Discuss whether on-site refrigerators or other storage arrangements are available for customers to use if their produce is perishable and will not be going home right away.
• Clarify roles of everyone involved.
• Determine the hours of operation and/or the pick up and delivery methods for CSA or produce delivery options. It makes sense to determine the market hours or delivery schedules based on the majority of customers’ schedules.

Determine your criteria for success and develop an evaluation plan. It is important to evaluate the success of your project to improve it in the future and to let management/leadership know how well the project does. Ideas include surveying customer and vendor satisfaction and keeping track how many people purchased items. You may also want to assess customers’ before-and-after fruit and vegetable consumption. Many of the North Carolina and national resources listed in this document provide you with more ideas, tools and resources for evaluating your project.
ADVERTISING AND COMMUNICATIONS

There are many ways to create excitement and business for your program. Be creative when planning how you will promote your new project.

- Identify your target audience. Decide who you want to come to your market or join your CSA and find out how they get information (e.g., newspapers, fliers, radio or word of mouth).
- Use effective ways to communicate your project (e.g., e-mails, posters, announcements, etc.). The planning team is likely the best source to generate excitement and attendance for your produce project.
- Invite your local media, organizational leaders and local dignitaries to a promotional event.
- Identify people responsible for each promotional activity.
- Develop a budget and timeline for communication activities.
- Develop promotional materials like fliers and posters letting people know about the project. Make sure they are in well-trafficked areas.
- Identify or develop educational resources such as recipes, healthy eating brochures, food safety materials, and handling and storage tips to complement the fruits and vegetables that will be sold (see page 10 for resources). For examples of posters promoting healthy eating, see www.EatSmartMoveMoreNC.com.
- Think fun, lots of color, and enthusiasm for promoting your program.

PROGRAM KICK-OFF AND MAINTENANCE

Prepare a kick-off activity or celebration for the first day of your project and use lessons learned to make it even better the next time.

- Arrive early and help your vendor(s) set up (if applicable).
- Hand out or post educational materials.
- Bring extra supplies (paper and markers to make signs, staple guns or tape, boxes or bags to hold produce, etc.).
- If your venue is outdoors, be prepared for the weather.
- Arrange for a cooking demonstration or taste testing.
- Give door prizes or other incentives.
- Document your success along the way. This information will help in demonstrating your success and planning for the future
  — Take photos at your events.
  — Hand out short surveys to assess customer satisfaction and suggestions.
  — Find a way to record the number of people attending the kick-off and routinely document participation throughout the program.
  — Ask the vendor(s)/farmer(s) to track sales or report their satisfaction with sales as the program moves forward.
- Pull together your planning team, celebrate your successes, and make plans to continue to improve the program.

REFERENCES

2. Centers for Disease Control and Prevention, National Fruit and Vegetable Program Guidebook, Draft 3.07.
NC Successes

Duke Farmers Market Program
Duke University in Durham, North Carolina established its LIVE FOR LIFE® program as the institution’s employee health promotion program. LIVE FOR LIFE® provides a variety of resources such as fitness programs, smoking-cessation assistance and health education to support employees’ pursuit of healthy lifestyles. After a LIVE FOR LIFE® health risk assessment revealed that Duke employees did not get the daily recommended amount of fruits, vegetables and fiber, the University began hosting a farmers market between the hospital and the clinic. Since 2002, each Friday during the spring and every other Friday during the summer, staff, faculty, patients and students shop for local fruits, vegetables and other food items at the market. Between nine and twelve farmers sell produce and other goods to up to 600 shoppers. Duke was one of the first hospitals in the country to host a farmers market and has since inspired others to use their facilities to promote fruit and vegetable consumption through on-site markets.

For more information, contact:
LIVE FOR LIFE® at Duke
Phone: (919) 684-3136
lflprogm@mc.duke.edu
www.hr.duke.edu/farmersmarket/index.html

NC Church Lot Farmers Markets
The Rural Life Committee of the NC Council of Churches set up 14 new church parking lot or church-based tailgate farmers markets. Besides getting fresh and nutritious foods, surveys show that a major reason people go to these markets is the fellowship and community contact. The group made certain that low income households could use WIC and food stamp program benefits for the fresh food.

For more information, contact:
North Carolina Council of Churches
Phone: 919-828-6501
ncocf@nccouncilofchurches.org

Research Triangle Institute (RTI) International Community Supported Agriculture
In 2002, RTI International, located in Research Triangle Park, teamed with the Center for Environmental Farming Systems (www.cefs.ncsu.edu) and the NC Cooperative Extension Service to organize and establish a Community Supported Agriculture program. In 2003, the program was turned over to an all volunteer staff of RTI International employees and the farms participating in the program. Once a week, on Thursday afternoons between 4 and 6 p.m., CSA members come to RTI and pick up their share(s) from the farmers. Although they encourage CSA memberships, many of the farmers bring “extras”, allowing the RTI program to also offer a “mini farmers market.” They have three vegetable farmers, one fruit farmer, one flower farmer, and one meat and egg farmer participating in the program. The program has enjoyed continual growth, making every year more successful than the previous.

For more information, contact:
Celia Eicheldinger (celia@rti.org) or Erin Newton (eon@rti.org)
www.rti.org/csa

For how to set up a workplace CSA modeled after the RTI project, see:
www.cefs.ncsu.edu/rticsa.htm

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For how to set up a workplace CSA modeled after the RTI project, see:
www.cefs.ncsu.edu/rticsa.htm
Resources

The resources listed below are just a sampling of the many that are available. Please visit www.fruitsandveggiesnc.com for a more detailed list.

**Farmers Markets**
United States Department of Agriculture (USDA) Agricultural Marketing Service
www.ams.usda.gov

National Association of Farmers’ Market Nutrition Programs
www.nafmnp.org

www.openair.org

Project for Public Spaces—Farmers Market Policy: An Inventory of Federal, State, and Local Examples
www.pps.org

The Farmers Market Project: Resources to connect to those interested in on-site farmers’ markets
www.farmersmarketsusa.org

**Worksite Farmers Markets**
Kaiser Permanente Farmers’ Market Resource Guide and Health Care Without Harm Coalition—Going Green: A Resource Kit for Pollution Prevention in Health Care—Farmers’ Markets on Hospital Grounds
www.noharm.org

**Other Produce Markets**
CDC Garden Market Toolkit
www.cdc.gov/nccdphp/dnpa/hwi/toolkits/gardenmarket/index.htm

Farmers Market Guidebook, Division of Marketing—North Carolina Department of Agriculture and Consumer Services
www.ncagr.com/markets/index.htm

**Finding Farmers Markets and Farmers in NC**
North Carolina Department of Agriculture
www.ncagr.com

NC Farm Fresh Program
www.ncfarmfresh.com

LocalHarvest
www.localharvest.org

North American Farmers’ Direct Marketing Association
www.nafdma.com

**Community Supported Agriculture**
United States Department of Agriculture, National Agriculture Library, Alternative Farming Systems Information Center
www.nal.usda.gov

Sustainable Agriculture Research and Education
www.sare.org/csa/index.htm

Center for Environmental Farming Systems, NC State & A&T Universities—Workplace Community Supported Agriculture: Connecting Local Farms to Local Employers
www.cefs.ncsu.edu

**Fruit and Vegetable Nutrition Resources**
NC Fruits and Veggies Nutrition Coalition
www.FruitsAndVeggiesNC.com

Eat Smart Move More NC Consumer Information
www.MyEatSmartMoveMore.com

Eat Smart Move More NC Programs and Resources
www.EatSmartMoveMoreNC.com

Produce for Better Health Foundation—Fruits & Veggies—More Matters™ Consumer Website
www.fruitsandveggiesmorematters.org

Centers for Disease Control and Prevention (CDC) National Fruit and Vegetable Program
www.fruitsandveggiesmatter.gov

**Additional Resources**
Appalachian Sustainable Agriculture Project (Western North Carolina Local Food Guide)
www.buyappalachian.org

Carolina Farm Stewardship Association
www.carolinafarmstewards.org

The Community Food Security Coalition
www.foodsecurity.org

The W.K. Kellogg Foundation—Food Systems and Rural Development
www.wkfd.org

Agricultural law publications, public policy and guides from Drake University Law School
law.drake.edu

Farm-to-Fork Meat Buying Clubs
www.ncchoices.com

Eating Locally Grown/Raised Foods (the Slow Food Movement)
Slow Food Asheville: www.slowfoodasheville.org
Slow Food Charlotte: www.slowfoodcharlotte.org
Slow Food Piedmont: www.slowfoodpiedmont.org
Slow Food Research Triangle: www.slowfoodtriangle.org
Women with infants and toddlers make up a large part of today’s workforce. Forty percent of mothers return to work within three months of giving birth, and one-half return within six months.\(^1\)

Many factors affect a woman’s decision to return to work. Topping that list is her infant’s nutrition needs and overall health. Breast milk has long been considered best for babies’ health. Unfortunately, only 51 percent of North Carolina mothers continue to breastfeed their babies after eight weeks. Mothers cite returning to work as one of the main factors impacting that decision.\(^2\)

Mothers who want to continue to breastfeed after returning to work face numerous challenges. Often, there is little privacy for pumping breast milk or insufficient break time during work to pump. There may not be adequate refrigeration or proper facilities to wash equipment.

Employers can help. The N.C. Division of Public Health and its many partners recommend that North Carolina businesses protect, promote and support breastfeeding. Eat Smart North Carolina: Businesses Leading the Way in Support of Breastfeeding is a planning and resource guide for employers who want to support their breastfeeding employees and customers. These important policies and services are easy to put into practice at minimal cost to businesses.

A nationally recognized resource for businesses implementing or strengthening worksite breastfeeding support programs is the U.S. Department of Health and Human Services publication, The Business Case for Breastfeeding: Steps to Creating a Breastfeeding Friendly Worksite. Additional information on this publication can be found in the resource section of this guide.

Breastfeeding is considered the best choice for infant feeding by
- The World Health Organization (WHO)
- UNICEF
- The Centers for Disease Control and Prevention (CDC)
- The American Academy of Pediatrics
- The American Association of Family Physicians
- The American College of Obstetricians and Gynecologists
- The American Public Health Association
- The American Dietetic Association

and is recommended for at least the first year and preferably for the second year of a baby’s life.

**Why Should Businesses Support Breastfeeding?**

**Overall Cost Savings**
Breastfed babies are well babies. Parents spend less time away from work caring for sick children. Fewer doctor visits reduce health care costs. Businesses that provide breastfeeding support services save $3 for every $1 spent on these services.\(^3\) This saves $400 per baby in the first year of life.\(^3\)

**Decreased Absenteeism**
Employees who breastfeed their babies are less likely to miss work with a sick child.\(^4\)

**Increased Employee Retention**
Businesses with breastfeeding support programs have a retention rate for all employees of 94.2 percent compared to the national retention rate of 59 percent.\(^5,6\)

**Increased Employee Job Satisfaction**
Mothers who participate in employer sponsored breastfeeding support programs report having an overall positive work experience and less stress due to fewer child illnesses.\(^7\)

**Employee Recruitment Incentive**
Female employees value businesses that provide breastfeeding support.

**Positive Business Image**
Businesses that provide breastfeeding support for their patrons enjoy customer loyalty. Employees, customers and the community at large view businesses that support breastfeeding as family-friendly.\(^4\)

Many businesses receive local, state and national recognition for supporting breastfeeding.
Benefits of Breastfeeding

Businesses benefit from breastfeeding. Babies, women and families benefit as well.

**Babies**
Breastfed babies are healthier babies. Compared to babies who are formula fed, breastfed babies have stronger immune systems and are:

- less likely to have allergies
- less likely to be obese
- less likely to develop type 1 and type 2 diabetes
- less likely to suffer from lower respiratory illnesses like pneumonia and bronchitis
- less likely to have gastrointestinal infections
- less likely to have middle ear infections
- less likely to develop asthma
- less likely to die from SIDS (Sudden Infant Death Syndrome).

**Mothers**
Breastfeeding benefits mothers as well. Women who breastfeed their babies are:

- less likely to develop breast cancer
- less likely to develop ovarian cancer
- less likely to develop diabetes
- less likely to develop osteoporosis.

Breastfeeding mothers recover faster from labor and delivery. They also return to their pre-pregnancy weight sooner.

**Families**
Breastfeeding is more cost effective than bottle-feeding for families. Families spend $1,200 to $1,500 a year on formula per child.

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**North Carolina’s Vision:**
North Carolina mothers will be enabled to begin their children’s lives by breastfeeding—the best possible foundation for infant and young child feeding.


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**Citations**


What Can Businesses Do to Support Breastfeeding?

Write a Breastfeeding Policy for Your Business

Working mothers say that they value their employer’s written support for breastfeeding. A clear and public statement can also boost a company’s public image. Posting a written policy in a public place, such as a lobby or break room, informs employees and customers about services and available support.

<table>
<thead>
<tr>
<th>A Sample Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Breastfeeding Support Policy for        Date: __________</td>
</tr>
<tr>
<td>Employer: ______________________________</td>
</tr>
<tr>
<td>1. Our business supports its breastfeeding employees.</td>
</tr>
<tr>
<td>2. Breastfeeding employees are allowed a flexible schedule for nursing or expressing milk. The time allowed will not exceed the normal time allowed for lunch and breaks. For time above and beyond normal lunch and breaks, employees can use leave or the employee can work an adjusted schedule.</td>
</tr>
<tr>
<td>3. A private room (not a toilet stall or restroom) will be available for employees to breastfeed their baby or express milk. The room will have electrical outlets for an electric breast pump and a sink close by for washing hands and rinsing pump parts.</td>
</tr>
<tr>
<td>4. The nursing mother’s area/room will be easily accessible for all breastfeeding employees and contain a comfortable chair with arms, a small low table, and other equipment as necessary.</td>
</tr>
<tr>
<td>5. A refrigerator will be available for safe storage of expressed milk. Breastfeeding women will provide their own containers, and milk stored in the refrigerator will be clearly labeled with name and date. If a refrigerator is not available, mothers can bring in a small, insulated lunch bag with re-freezable ice for storing their milk.</td>
</tr>
<tr>
<td>6. All employees and customers will be informed of this policy.</td>
</tr>
</tbody>
</table>

(Adapted from Oregon Department of Human Services’ How to Become a Breastfeeding Mother Friendly Employer)

Create Support Systems

Breastfeeding mothers benefit from support both in the workplace and in their community. Businesses can support breastfeeding by:

- Creating email list serves, newsletters, nursing buddies and support group meetings to provide employees ways to discuss breastfeeding and receive support from others.
- Building breastfeeding support into other worksite wellness programs.
- Providing education to all employees on the benefits of breastfeeding and breastfeeding policies.
- Providing information to employees about support services available online and in the community.
- Contracting with a lactation consultant.

Provide a Nursing Mother’s Room for Employees and Customers

Nursing Mother’s Rooms are private spaces for women to breastfeed their babies or express milk. Businesses that provide a Nursing Mother’s Room enable breastfeeding mothers to meet the needs of their babies while still meeting workplace demand.

It is important to create a plan for using the room so that women will have less wait time for the room and miss less time from work. Schedule room use based on employees’ schedules. Offer sign up times via email or on a clipboard. Post an “Occupied” notice on the door when the room is in use.

Provide Flexible Breaks and/or Work Schedule Options for Your Employees

Businesses can offer breastfeeding employees temporary work schedule changes. These changes enable mothers to breastfeed or express milk and may include:

- Telecommuting/working from home.
- A flexible break in the morning and afternoon for pumping. Employees may come in to work earlier, stay later or take a shorter lunch to make up for these breaks.
- A gradual return to work with fewer hours per day.
- Part-time employment.
- Compressed work week: working longer hours four days during the week in order to take one day off to be at home with the baby.

Breastfeeding or expressing milk takes little time. Women usually need 2–3 breaks that range from 15 to 30 minutes each, not including setup and cleanup. The need for breaks becomes less frequent as babies age and begin eating solid foods.
What Can Businesses Do to Support Breastfeeding?

A Nursing Mother’s Room Includes:

- Clean, comfortable space with lockable door. Do not use restrooms, as they are not clean, comfortable or private.
- Chair for mother
- Low table for breast pump
- Wastebasket
- Electrical outlet for breast pump
- Electric breast pumps (employers can rent or purchase pumps, or a mother can provide her own. Some health insurance companies reimburse the cost of an electric breast pump for their members. There are also organizations that loan electric pumps.)
- Pump kits—one per mother (Employers can purchase or mothers can provide their own.)
- Refrigerator or ice chest to store milk (Store breast milk in a separate refrigerator—not the employees’ refrigerator—or a mother can provide her own cooler.)
- Sink with hot water for washing pumping equipment
- Towel and soap
- Sanitizer for spills
- Other suggested items: bulletin board, pictures, library of breastfeeding resources, comment box, footstool, and tape and permanent pen to label milk containers

The cost for a nursing mother’s room can range from $145 to $1,680 depending on accommodations.

SUCCESS STORIES

“I ATTENDED THE BREASTFEEDING SERIES that my employer offers at work which is led by my employer’s lactation educator. They gave me all kinds of information about things that I might run into and also let me know they were there to support me if I needed it. There is also a Nursing Buddies list at my office in case I need advice or encouragement from other breastfeeding moms and a nursing listserv and lending library with books and videos on pregnancy and breastfeeding.

When my son was just a few days old, we met with the lactation educator and made sure we were doing everything correctly. This was helpful because you want to make sure that your child is being well nourished. I also purchased a pump through my employer. It’s a quality pump at a discounted rate.

All of this support took away a lot of the anxiety about breastfeeding. I had a plan in place for when I returned to work. It’s so hard to return to work as it is but this allows you to still feel connected to your child. It may end up keeping you at your job when otherwise you might have decided to not work. It takes away a lot of anxiety about returning to work which helps you focus on your workload. Plus you are missing less work with a sick child since breastfeeding boosts the child’s immune system. I would work through lunch to account for the time that I was breastfeeding and I would also work from home some in the evenings to make up for any extra time.

I felt happier for being there for my son and for my job. I felt there was a happy balance which is important. I feel very lucky that my employer is supportive of family and work. I couldn’t imagine being anywhere else.”

—Leslie Anderson, Employee at SAS, Cary, N.C.

“I CHOSE TO RETURN TO WORK 3 MONTHS after the birth of my baby so that I could continue my career along with my new mom career. It was a hard road at first, but I was determined to continue breastfeeding even after returning to work. My employer has supported my decision to breastfeed by offering a nursing mother’s room where I was able to pump milk for my baby on the schedule that he would normally breastfeed. It was important to me to provide the best for him and I feel like I have been able to do this and continue my career as well. Without the support and understanding of my employer, I would have had to give up breastfeeding as soon as I returned to work.

If I could tell businesses one thing about their employees and breastfeeding, it would be this: While many mothers want to continue their career, many have spent six or more weeks with their child every moment and coming back into the workplace is a big change. By simply providing them with a private place to pump and breaks when needed, you are supporting one thing in their family’s life that is so important to them and can make the difference between choosing to stay at a job or not.

Breastfeeding is nutritionally the best option for babies and is also financially easier than bottle-feeding which is important to a lot of people right now. It only takes away a few moments from your work day, but it will mean so much to women to have support from their employer in continuing to care for their child as they choose, for as long as they choose. My child is 9 months old now and I continue to breastfeed. I never even thought that I would, but now I’m so glad I did!”

—Keri Stepp, Employee at Henderson County Health Department, Hendersonville, N.C.
Examples of Business Breastfeeding Support

Both large and small businesses have successfully supported breastfeeding. The table below highlights several possibilities. When deciding which options are best, consider the number of women who need support as well as the resources available to your business and the type of business setting.

<table>
<thead>
<tr>
<th>BASIC</th>
<th>BETTER</th>
<th>BEST</th>
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<tbody>
<tr>
<td><strong>BASIC</strong></td>
<td><strong>BETTER</strong></td>
<td><strong>BEST</strong></td>
</tr>
<tr>
<td>Written Business Policy</td>
<td>Written Business Policy</td>
<td>Written Business Policy</td>
</tr>
<tr>
<td>• Employer allows break time for breastfeeding or expressing milk, including time for cleanup.</td>
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</tr>
<tr>
<td>• Employer allows creative use of vacation days, personal time, sick days and holiday pay after childbirth.</td>
<td>• In addition, employer allows part-time work, job sharing, compressed work week or telecommuting.</td>
<td>• In addition, mother can bring child to work, caregiver can bring child to workplace, or on-site day care is available.</td>
</tr>
<tr>
<td>• Employer allows two breaks and a lunch period during an 8-hour workday for expressing milk or breastfeeding.</td>
<td>• Employer allows expanded unpaid breaks during the workday for expressing milk or breastfeeding.</td>
<td>• Employer counts nursing breaks as paid working time.</td>
</tr>
<tr>
<td><strong>Support Systems</strong></td>
<td><strong>Support Systems</strong></td>
<td><strong>Support Systems</strong></td>
</tr>
<tr>
<td>• Employer tells pregnant employees about breastfeeding policy.</td>
<td>• Employer educates all new employees, supervisors and coworkers about the breastfeeding policy.</td>
<td>• In addition, employer offers breastfeeding education to employees who are expectant fathers.</td>
</tr>
<tr>
<td>• Employer provides a list of community resources for breastfeeding support.</td>
<td>• Employer contracts with lactation consultant on “as needed” basis.</td>
<td>• Employer hires a skilled lactation care provider to coordinate a breastfeeding support program.</td>
</tr>
<tr>
<td><strong>Nursing Mother’s Room</strong></td>
<td><strong>Nursing Mother’s Room</strong></td>
<td><strong>Nursing Mother’s Room</strong></td>
</tr>
<tr>
<td>• Employer provides a clean, private, comfortable space (that is not a bathroom) with a lockable door and an electrical outlet for pumping. Room is outfitted with table and comfortable chair, sink, soap, water and paper towels.</td>
<td>• Employer provides a Nursing Mother’s Room for exclusive use of breastfeeding women. Room is outfitted with table and comfortable chair, sink, soap, water and paper towels. The room may also have a bulletin board for displaying baby pictures.</td>
<td>• Employer provides a Nursing Mother’s Room for exclusive use of breastfeeding women. Room is outfitted with table and comfortable chair, sink, soap, water and paper towels. The room may also have a bulletin board for displaying baby pictures, a breastfeeding library and soft music.</td>
</tr>
<tr>
<td>• Employee provides own breast pump.</td>
<td>• Employer provides one, multi-user electric breast pump, and employees provide their own pump kits.</td>
<td>• Employer provides one multi-user electric breast pump and pump kits (one per employee); employer provides additional multi-user electric pumps if needed.</td>
</tr>
<tr>
<td>• Employee supplies cold packs and coolers for milk storage.</td>
<td>• Employee supplies cold packs and coolers for storage of milk.</td>
<td>• Employer provides a small refrigerator for storage of milk.</td>
</tr>
<tr>
<td><strong>Serve as a Role-Model Business</strong></td>
<td><strong>Serve as a Role-Model Business</strong></td>
<td><strong>Serve as a Role-Model Business</strong></td>
</tr>
<tr>
<td>• Employer encourages other businesses to support breastfeeding and shares successes and resources.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## RESOURCES

**Use the resources listed below for more information about breastfeeding and how your business can support breastfeeding mothers and customers.**

<table>
<thead>
<tr>
<th>Resources in North Carolina</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Carolina Breastfeeding Institute</strong>&lt;br&gt;www.sph.unc.edu</td>
<td><strong>N.C. Nutrition Services Branch</strong>&lt;br&gt;Breastfeeding Support&lt;br&gt;www.nutritionnc.com&lt;br&gt;Includes a workplace training packet, information about breastfeeding basics and breastfeeding support contact information available through local agency WIC programs in N.C. (some resources available in Spanish)</td>
</tr>
<tr>
<td><em>Includes breastfeeding research articles and information about how breastfeeding is being promoted at the state, national and international levels</em></td>
<td><strong>Promoting, Protecting, and Supporting Breastfeeding—A North Carolina Blueprint for Action, 2006</strong>&lt;br&gt;www.nutritionnc.com&lt;br&gt;www.eatsmartmovemore.com&lt;br&gt;North Carolina's plan for increasing breastfeeding rates and support in the state</td>
</tr>
</tbody>
</table>
| **Eat Smart Move More:**<br>North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Disease<br>www.EatSmartMoveMoreNC.com<br>North Carolina's plan for decreasing obesity, which includes goals, objectives and strategies that support breastfeeding | **Additional Resources**

**Breastfeeding.com, Inc.**<br>www.breastfeeding.com<br>Answers common questions and provides information about babies with special needs |
| **La Leche League of North Carolina**<br>www.lllofnc.org | **The Mayo Clinic**<br>www.mayoclinic.com<br>Provides information for mothers on breastfeeding positions, schedules, feeding amounts, breastfeeding versus formula and transitioning to work |
| Offers breastfeeding support via phone, monthly meetings and lending libraries | **National Healthy Mothers Healthy Babies Coalition**<br>www.hmhb.org<br>Provides information on research in the areas of pregnancy and breastfeeding |
| **Mid South Lactation Consultants Association**<br>www.midsouthlca.org | **The National Women's Health Information Center**<br>U.S. Department of Health and Human Services<br>www.eatsmartmovemore.com<br>North Carolina's plan for increasing breastfeeding rates and support in the state |
| Provides a listing of lactation consultants | **Promoting, Protecting, and Supporting Breastfeeding—A North Carolina Blueprint for Action, 2006**<br>www.nutritionnc.com<br>www.eatsmartmovemore.com<br>North Carolina's plan for increasing breastfeeding rates and support in the state |
| **My Eat Smart Move More**<br>www.myeatsmartmovemore.com | **Additional Resources**

**Breastfeeding.com, Inc.**<br>www.breastfeeding.com<br>Answers common questions and provides information about babies with special needs |
| Connects moms with resources on the benefits of breastfeeding and organizations that offer support | **The Business Case for Breastfeeding**

**Health Resources and Services Administration**

**U.S. Department of Health and Human Services**

http://ask.hrsa.gov/index.cfm<br>Provides detailed information on the benefits of business breastfeeding support and gives numerous examples of ways to support breastfeeding employees |
| **North Carolina Breastfeeding Coalition**<br>www.ncbfc.org | **International Lactation Consultant Association**

www.ilca.org<br>Provides listing of lactation consultants available in each state |
| Provides information on the activities of the state’s breastfeeding coalition and links to resources available in North Carolina | **La Leche League International**

www.llli.org<br>Includes detailed information about breastfeeding with suggested books for further reading |
| **N.C. HealthSmart Worksite Wellness Toolkit**<br>www.EatSmartMoveMoreNC.com | **March of Dimes**

www.marchofdimes.com<br>Includes breastfeeding picture guides and information on how to schedule feedings (also available in Spanish) |
| Detailed information on creating a worksite wellness program | **World Health Organization**

www.who.int<br>Provides information on the importance of breastfeeding both in the U.S. and internationally |
| **United States Breastfeeding Committee**<br>www.usbreastfeeding.org | **United States Department of Agriculture (USDA), Special Supplemental Nutrition Program for Women, Infants and Children (WIC)**<br>www.fns.usda.gov |
| **United States Department of Health and Human Services, Center for Disease Control and Prevention**<br>www.cdc.gov<br>Includes research related to breastfeeding and provides resources for breastfeeding mothers |
| **International Lactation Consultant Association**

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