



American Heart Association.  
Healthy for Good™

# EAT SMART MONTH

Nourish yourself, your family  
and your community



## 2020 Planning Guide

[heart.org/HealthyforGood](https://heart.org/HealthyforGood)

#HEALTHYFORGOOD

EAT SMART

MOVE MORE

BE WELL





## OVERVIEW



Let's celebrate Healthy for Good's Eat Smart Month in November with family, friends, co-workers, neighbors and community members.

[Healthy for Good](#)<sup>™</sup> inspires, motivates and encourages everyone to live healthier and create lasting change, one small step at a time. The approach is simple: Eat Smart, Move More and Be Well.

Every day during the month, Healthy for Good will share tasty — and healthier — recipes, practical tips on meal planning and basic cooking skills, interactive fitness videos, and ways to practice gratitude and connect with others. It will all help us Eat Smart to Be Well this holiday season and beyond. Let's nourish our hearts and minds together!

The guide includes information on:

- Promotions
- Communications
- Resources



## CELEBRATING HEALTHY FOR GOOD'S EAT SMART MONTH IS AS EASY AS 1-2-3!



### 1. **Sign up** to receive the [Eat Smart Month Daily Holiday Hacks](#).

- Starting on November 1, in celebration of Eat Smart Month, you'll receive daily recipes, tips, interactive videos and much more to Eat Smart to Be Well this holiday season.



### 2. **Share** on social media and use [#EatSmart](#) [#HealthyforGood](#).

- Be sure to follow and like the Healthy for Good [Facebook](#)/[Twitter](#) channels all month long.
- Let's fill our channels with pictures and/or videos of you and your families in action — preparing the recipes or getting active! Let us know which tips/recipes were your favorites, which ones your kids liked best and which ones you will adopt!



### 3. **Join** Healthy for Good.

- When you [join](#), you'll receive a **FREE** digital Taste of the Holidays recipe booklet.
- You'll get tips throughout the year on how to Eat Smart, Move More and Be Well.





## PROMOTIONS

Use these ABCs to encourage people to participate and engage them all month long!

- A** **Activate a variety of promotions** to engage a wider audience and build excitement.
- B** **Be a good role model.** Participate in the [Eat Smart Month Daily Holiday Hacks](#), post about it and encourage others to follow your lead.
- C** **Communicate with others** about the [Eat Smart Month Daily Holiday Hacks](#) through your social media.
- D** **Distribute the Eat Smart Month promo video** to encourage others to participate in the [Eat Smart Month Daily Holiday Hacks](#).
- E** **Email the Eat Smart activities and resources.** Send the [ready-to-go emails](#) or create your own.
- F** **Follow the Healthy for Good Facebook and Twitter channels** all month long.
- G** **Give a shout-out to families, friends, employees and/or community members** who participate in the [Eat Smart Month Daily Holiday Hacks](#) to help, inspire, encourage, rejuvenate and motivate you during the holiday season.
- H** **Host an online heart-healthy cooking demonstration.**
- I** **Inform others about the Eat Smart Month Daily Holiday Hacks** through your website and link to [heart.org/EatSmartMonth](http://heart.org/EatSmartMonth).
- J** **Join Healthy for Good** to receive tips on how to Eat Smart, Move More and Be Well and encourage others to do the same.
- K** **Keep encouraging others to join** the [Eat Smart Month Daily Holiday Hacks](#) with messaging on how and why and motivate others to stay engaged.
- L** **Like your favorite posts on the Healthy for Good Facebook and Twitter channels** all month long.
- M** **Make a Healthy for Good recipe or two** from the [Eat Smart Month Daily Holiday Hacks](#) and share photos. Encourage others to try the Healthy for Good recipes and post their photos.
- N** **Nourish the need for healthy eating information** by organizing an online presentation (or in-person, if appropriate and safe) with a member from your community farmers' market or local grocery store produce manager. Use the opportunity to help connect people to options for purchasing affordable fruits and vegetables in your area.



**O** Offer **healthy eating tips**. Start with the [Eat Smart to Be Well](#) articles (English & Spanish).

**P** Partner with a **community health expert**, such as a registered dietitian nutritionist, to conduct a webinar or online call (or in-person presentation, if appropriate and safe) to share nutrition tips and encourage people to sign up for the [Eat Smart Month Daily Holiday Hacks](#).

**Q** Queue up these [cooking skill videos](#) and share them.

**R** Recognize those who have made **significant efforts to live healthy**. Ask permission to use their story and post it on social media as a source of inspiration for others.

**S** Shop at [ShopHeart.org](#) for **incentives or prizes** to participate in the [Eat Smart Month Daily Holiday Hacks](#). Check out the heart-shaped measuring spoons, apron, Romaine Calm and Carrot On salad container and Healthy for Good cutting mat.

**T** Thank participants for signing up. Send them a personalized handwritten note or email.

**U** Unite participants by building a **sense of community** through social channels and uplifting them with a shared purpose through a positive mindset.

**V** Video yourself or a family member making a **Healthy for Good recipe**. Post the video on the Healthy for Good [Facebook](#) page or [Twitter](#) channel.

**W** Watch out for your local **Heart Walk Experience and sign up!** Our reimagined Heart Walk Experience is designed to get more people moving across the nation while raising funds to save lives. Together, we will make the world a healthier place, but we can't do it alone. Say yes to health and say yes to saving lives! Visit [HeartWalk.org](#) for details for your local event.

**X** Xpress gratitude this holiday season and post it on social media. Encourage others to share their reflections of gratitude.

**Y** Yield better engagement by making participation simple and fun. Share the [Eat Smart Facebook filter](#), encourage a buddy system, create daily or weekly activities and post participants' cooking videos.

**Z** Zero in on the 1-2-3s of Eat Smart Month:

1. Sign up for the [Eat Smart Month Daily Holiday Hacks](#).
2. Share on social media and use #EatSmart #HealthyforGood.
3. Join [Healthy for Good](#).

For more promotional resources, including flyers, banners and videos, go to [heart.org/EatSmartMonth](#) to download.



# COMMUNICATIONS

Use these messages to promote participation in Eat Smart Month. Customize them to fit your needs and add a personal touch when possible for greater appeal to your audience.

## Support/Endorsement Request to Your Company's HR Department or Executive Leadership

I am requesting your approval to kick off a healthier way of living for our employees by celebrating Healthy for Good's Eat Smart Month in November.

Every day in November, the American Heart Association's Healthy for Good™ will inspire, motivate and encourage people to live healthier and create lasting change. It's simple: Making small changes in our lifestyle can create big differences in our health.

A poor diet is a leading risk factor for heart disease and stroke — which can impact length and quality of life. Promoting healthier eating in our workplaces, schools and communities is an important way to help people live longer and healthier.

We'll get free resources and support to help us get on a healthier path. So, I would like your support for our participation in the American Heart Association's Eat Smart Month.

Thanks!

## Initial Messaging to Staff and/or Participants

Heart disease and stroke affect many of us in this country. Beating these deadly diseases isn't about radical fad diets and exercise trends. Improving our health and well-being is about taking small steps each day to change how we eat and move. These small steps can add up to a big change — a change for a longer, healthier life.

During November, the American Heart Association will encourage us to eat smart to be well and commit to a healthy lifestyle. Participating in Healthy for Good™ and celebrating Eat Smart Month are as easy as 1-2-3!

1. [Sign up](#) for the **Eat Smart Month Daily Holiday Hacks** to receive a daily recipe or tip during the month to help inspire, motivate and encourage you this holiday season.
2. **Follow and like the Healthy for Good [Facebook](#)/[Twitter](#) channels.** Share Healthy for Good recipes and tips. Let's learn from each other.
3. [Join Healthy for Good](#) and receive a **FREE** Taste of the Holidays recipe booklet. You'll also receive tips throughout the year on how to Eat Smart, Move More and Be Well.

Can I count you in?





## Follow-Up Messaging

During November, we'll join millions of people across the country to get Healthy for Good™ by taking steps toward a healthier lifestyle.

Being part of it is as easy as 1-2-3!

1. [Sign up](#) for the **Eat Smart Month Daily Holiday Hacks** to receive a daily recipe or tip during the month to help inspire, motivate and encourage you this holiday season.
2. **Follow and like the Healthy for Good [Facebook](#)/[Twitter](#) channels.** Share Healthy for Good recipes and tips. Let's learn from each other.
3. [Join Healthy for Good](#) and receive a **FREE** Taste of the Holidays recipe booklet. You'll also receive tips throughout the year on how to Eat Smart, Move More and Be Well.

All month long, Healthy for Good will share recipes, healthy eating tips, cooking skill videos and more. Just simply [sign up](#). Let's enjoy a healthy holiday season together.

## Day Before Event Messaging

Tomorrow marks the start of our Eat Smart to Be Well celebration! If you've already signed up, congratulations on making the first small step to a healthy lifestyle. If you haven't signed up yet, it only takes a minute. Simply go to [heart.org/EatSmartMonth](http://heart.org/EatSmartMonth).

There's two other ways to participate. You can:

- Follow the Healthy for Good™ [Facebook](#) and/or [Twitter](#) channels to share and learn even more tips.
- [Join the American Heart Association's Healthy for Good](#) (if you have not done so already) and receive tips throughout the year on how to Eat Smart, Move More and Be Well.

We hope you'll choose all three.

Happy Eat Smart Month!

## Post-Event Messaging

Thank you for celebrating Eat Smart Month with us. We had great participation and many of you committed to building a healthy lifestyle. [\[ADD MORE HERE IF DESIRED, e.g., announcement of winners, pledges, etc.\]](#) We encourage you to keep it up and continue to be Healthy for Good™. To find more resources, join Healthy for Good and help the American Heart Association be a relentless force for a world of longer, healthier lives by visiting [heart.org/HealthyforGood](http://heart.org/HealthyforGood).



## RESOURCES

The American Heart Association has many resources to help people eat and live healthier. Visit [heart.org/HealthyforGood](https://heart.org/HealthyforGood) or these specific sites:

### CPR

Get information on emergency cardiovascular care training, including programs for schools and workplaces.

### CycleNation

Find out how to get involved in CycleNation, empowering people all across the nation to use road bikes, stationary bikes, spin classes and more to get heart and brain healthy all while raising funds for community programs that will help prevent heart disease and stroke.

### Heart-Check Food Certification Program

Learn about how our Heart-Check mark on food packaging helps people find foods in the grocery store that can be part of their healthy eating plan.

### Heart Walk

Find out how to get involved in your local Heart Walk.

### Move More Together

Celebrate physical activity during April.

### NFL PLAY 60 App

Learn about the NFL PLAY 60 App, which is a free, family-friendly resource to get kids moving 60 minutes every day all year long.

### Recipes

Discover how easy, budget-friendly and delicious healthy cooking can be.

### School Events

Find information about offering the Kids Heart Challenge/American Heart Challenge in your school.

Connect with Healthy for Good on [Facebook](#) and [Twitter](#).

[Sign up](#) to receive Healthy for Good tips, tools and more in your inbox.