

Got Fruit? How About Vegetables?

*You're the Cure—Increase Access
to Fruits and Vegetables in Your Community*

Resource List

The lesson provides suggested American Heart Association/American Stroke Association resources. You can tailor the lesson to your specific community needs. Add more resources or substitute different ones to make the lesson work best for your community.

Are mostly families attending? Pick at least one activity that engages children. For ideas, check out the American Heart Association's Healthier Kids resources (<http://bit.ly/1Hwez4p>).

Is the program aimed at adults? Keep participants interested by breaking them into small groups to review a resource. Ask each group to share what they learned with the full group.

No audiovisual equipment? No worries. Make copies of printed handouts. Ask participants to take turns reading aloud key messages.

Have a projector? Great. Use the slides to guide your talk. And download an American Heart Association video for one of your interactive activities.

Have a good Internet connection? Show one of the American Heart Association videos, break participants into groups to take an online quiz or give a demo of an online tool.

Think about which formats best teach the health messages to your community members. Consider what type of information is most motivating for your community.

The icon in front of each resource tells you the format of that activity. Below are tips on how to incorporate that activity into the lesson and how much time to budget for it.



Video: Play the video and engage participants in a discussion after the viewing.



Printed Handout: Ask volunteers to take turns reading the information on the handout.



Group Discussion: Break participants into small groups. Ask each group to review the resource and report what they learned to the full group.



Online Tool: Give a short demonstration of the tool. Encourage participants to make a note of the URL so they can access it from home.

Voices for Healthy Kids® Advocacy Toolkits

Voices for Healthy Kids is a joint initiative of the Robert Wood Johnson Foundation and American Heart Association. It works to help all young people eat healthier foods and be more active. Nearly one in three children and teens are overweight or obese. By engaging, organizing and mobilizing people in communities across the U.S., we make the healthy choice the easy choice in the places where children live, learn and play.

Our vision is to see every child with healthy foods and drinks at home and in school, safe streets for biking and walking, and places to play after school. We are working to ensure that the places where children live, learn and play make it easy and enjoyable for them to eat healthy foods and be active.

Toolkits are designed to help coalitions educate their communities on ways to make this vision a reality. Each toolkit includes how-to steps, as well as fact sheets, flyers, postcards, web banners and other messaging materials. Materials are available—in print or downloadable form.

Topics on eating better include:

- Healthy Food Financing Corner Stores Toolkit: Healthy Food Options Should Be Just Around the Corner
- Sugar-Sweetened Beverages Toolkit: Don't Sugarcoat Our Future
- Competitive Foods Toolkit: Make Food Choices an Easy 'A'
- Healthy Food Financing Toolkit: What's in Store for Us?

Download the toolkits: <http://bit.ly/1GtN5Zh>








Healthy Workplace Food and Beverage Toolkit

Anyone involved with procuring, providing or planning food and beverages in an organization/workplace—from vending machines to catered special events—can use this resource to learn how to make healthy changes.






The Healthy Workplace Food and Beverage Toolkit offers specific ways to increase access to fresh fruits and vegetables at work. Easily apply the guidance offered in this toolkit to fit the needs of your organization or office.

Download the toolkits: <http://bit.ly/1OB3MvF>





Point #1: Access to quality fruit and vegetables is VITAL for good health, including reducing risk of chronic diseases such as heart disease and obesity.

-  Fruits and Vegetables—Quicktime
(1 minute, 59 seconds)
<http://bit.ly/1HtcZSr>
-  Do You Know Your Powerhouse Fruits and Vegetables?
(5-10 minutes for small group discussion)
<http://bit.ly/1QGbo4X>
-  New Research: Eating More Fruits and Vegetables May Lower World's Stroke Risk (5-10 minutes for small group discussion)
<http://bit.ly/1GCMYH8>
-  Simple Cooking With Heart, Simple Cooking Recipes
(5-10 minute demo, internet connection required)
<http://bit.ly/1DFvJXN>
-  Fruits and Vegetables Can Lower Stroke Risk—Infographic
(3-5 minutes—pick sections to read aloud)
<http://bit.ly/1bbu2tT>
-  Seasonal Produce – Fall and Winter
(5-10 minutes for small group discussion)
<http://bit.ly/1OLZBaU>
-  Seasonal Produce – Spring and Summer
(5-10 minutes for small group discussion)
<http://bit.ly/1Karskq>

Point #2: Other communities have increased access to fruits and vegetables—we can, too.

-  The EmpowerMENT Challenge Video Series—Empower Your Cart
(1 minute, 53 seconds)
<http://bit.ly/1zluQlx>
-  Voices For Healthy Kids – Corner Stores Toolkit
(Order online, use resources on Increasing Fruits and Veggies at Work)
(3-5 minutes to read out loud)
<http://bit.ly/1GtN5Zh>
-  Healthy Workplace Food and Beverage Toolkit
(Order online, use resources on Increasing Fruits and Veggies at Work)
(3-5 minutes to read out loud)
<http://bit.ly/1OB3MvF>
-  Garden Community
(10-15 minutes for a quick walk-through of high-level features)
<http://bit.ly/1DIYMKR>
-  American Heart Association Teaching Gardens
(2 minutes, 56 seconds)
<http://bit.ly/1HxKfpY>

Point #3: You're the Cure: Volunteer, advocate, take action.

-  The New You're the Cure Website Tutorial
(4 minutes, 21 seconds)
<http://bit.ly/1P3UCm6>
-  You're the Cure Website demo
(5-10 minutes for demo of key website features)
<http://bit.ly/1bbuNDn>
-  Many Hearts, One Voice: You're the Cure on the Hill 2013
(3 minutes, 27 seconds)
<http://bit.ly/1bRdsRu>
-  You're the Cure: A Community Fighting Heart Disease and Stroke
(2 minutes)
<http://bit.ly/1GtNACI>



You're the Cure, A Guide for Advocates
(5 minutes to highlight key sections and encourage participants to download later)
<http://bit.ly/1HP2pE1>



Media advocacy: 101 Learn how media advocacy can help move important heart-healthy and stroke-smart public policies forward
(55 minutes, recording from a live webinar)
<http://bit.ly/1kHadK>