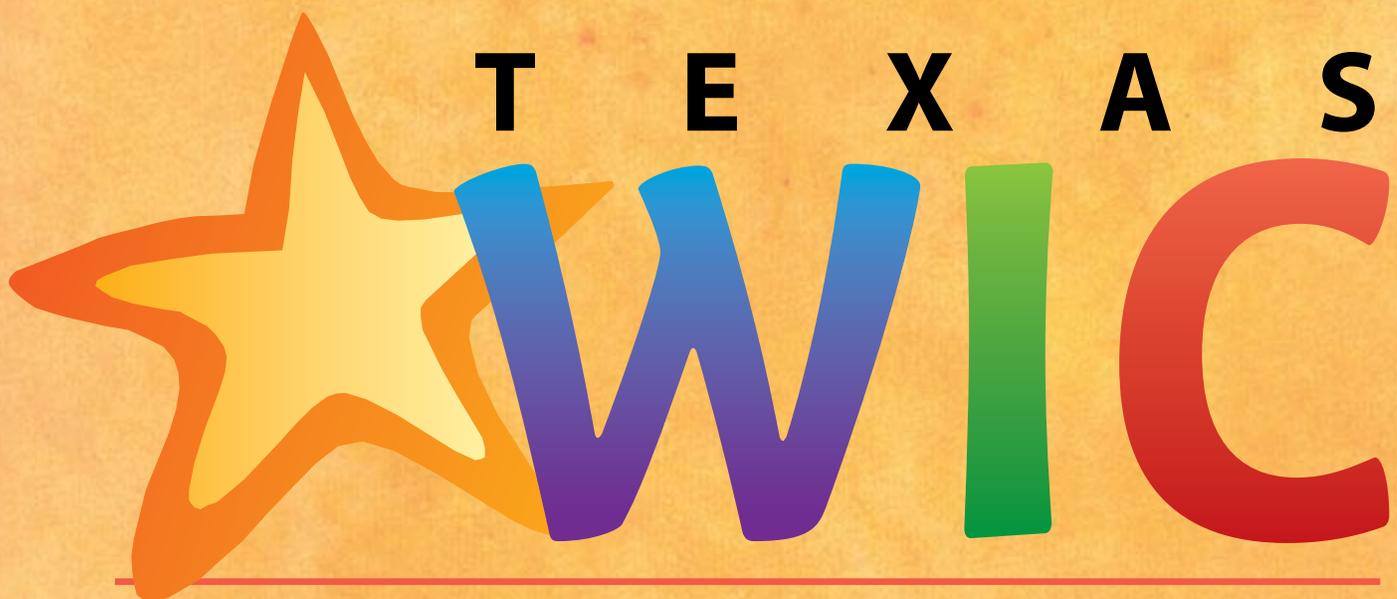


Coordinator Guide

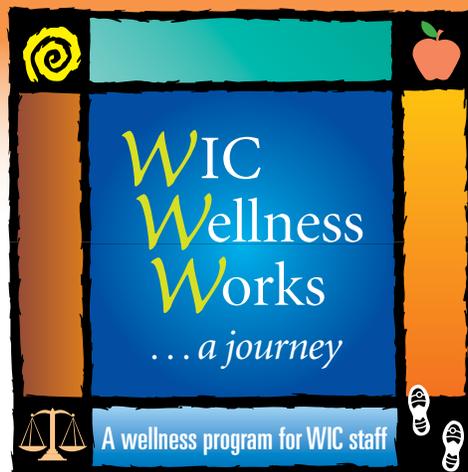


Smart Choices • Healthy Staff

WIC Wellness Works

WIC Wellness Works

This program is brought to you by The University of Texas **WIC Wellness Works** program. If your clinic would like to join this program and receive wellness information on a regular basis, please contact The University of Texas Wellness Team at UTWellness@austin.utexas.edu or (512) 471-4494.



WIC Wellness Works presents

Smart Choices, Healthy Staff! Coordinator Guide

Welcome to Smart Choices, Healthy Staff!
– a WIC Wellness Works program providing opportunities for Texas WIC staff to make the same healthy changes their participants will make when the new food package initiative rolls out in October 2009.

The Goal

Through your efforts and support of the *Smart Choices, Healthy Staff!* program, WIC employees will learn about the health benefits of whole grains, fresh fruits and vegetables, and low-fat milk and dairy foods. They will have an opportunity to:

- change their own eating habits;
- experience what it is like to make these changes themselves; and
- be ready to share their experiences with participants.

WIC employees will lead the way in making these healthy lifestyle changes.

Inside this packet you will find numerous ideas and activities for your staff. Use these materials to create a program that works for your agency or – get creative and come up with your own ideas! The key is to involve your staff in the new WIC food package and have fun!

Thank you for coordinating, supporting, and cheerleading this state-wide effort.

The University of Texas Wellness Team

Inside this packet you will find:

- Overview of the *Smart Choices, Healthy Staff!* program
- “Spicy Ideas” to enhance the *Smart Choices, Healthy Staff!* experience at the agency and clinic level for each initiative
- “Healthy Competitions” – Clinic to clinic or team or individual competitions
- Contact Information – Where to find help and motivation



Smart Choices, Healthy Staff! Coordinator Guide

Program Overview

Smart Choices, Healthy Staff! is a 12 week worksite wellness program featuring fresh fruits and vegetables, whole grains, and low-fat milk/low fat milk and low fat dairy foods. Employees will receive three individual educational packets addressing each of these areas.

We are asking you, as the agency or clinic point person, to support the program by:

-  Reading through this Coordinator Guide and the individual employee packets
-  Recruiting a *Smart Choices, Healthy Staff!* coordinator at each clinic
-  Promoting the *Smart Choices, Healthy Staff!* program
-  Identifying a few *Smart Choices* “Spicy Ideas” to try at your agency or clinic
-  Determining “Healthy Competition” activities to promote
-  Contacting us with questions, comments and stories of success
-  Determine how to award individual and clinic incentive items

Have Fun!

Agencies and clinics are encouraged to work together to create a fun, team building atmosphere to support WIC employees as they make personal changes in their food choices.

What materials are included with the program?

 Smart Choices, Healthy Staff! Coordinator Packet (this one)

 Employee Materials:

- Go with the Grain
- Brighten Up! with More Fruits and Vegetables
- Moving to Low-Fat Milk/ High-Calcium Foods

 Employee incentive items

The number of packets your agency receives is based on the number of employees at your agency. Each of the 3 individual packets provides three weeks of activities.

Smart Choices, Healthy Staff! At-A-Glance – What can you do to promote *Smart Choices, Healthy Staff!* at your agency? What materials will be available to help you lead the way? The chart below provides a brief overview of roles, materials, incentive items, and technical assistance available to help you lead your agency in making the healthy new food package changes: increasing fruit and vegetable intake, making at least half your grains whole, and moving to low-fat milk.

Position	Role	Materials	Incentive Items
Agency Smart Choices, Healthy Staff! Coordinator	<ul style="list-style-type: none"> –Coordinate Smart Choices, Healthy Staff! activities for the local agency coordinators –Distribute coordinator packets to clinic coordinators –Distribute employee materials to clinics for distribution to each employee –Implement kick-off, closing, and competition events for agency –Cheerlead for Smart Choices, Healthy Staff! at the agency level 	<p>–Smart Choices, Healthy Staff! Coordinator Guide</p> <ul style="list-style-type: none"> *Program Overview *At a Glance *Sample Calendar *Spicy Ideas *Healthy Competitions <p>Same as above</p>	<ul style="list-style-type: none"> – Clinic incentive items for Healthy Competition – <p>Smart Choices, Healthy Staff! Recognition certificates</p>
Clinic Smart Choices, Healthy Staff! Coordinator (optional)	<ul style="list-style-type: none"> –Coordinate Smart Choices, Healthy Staff! activities at the clinic level –Encourage employees to participate in packet activities –Cheerlead for Smart Choices, Healthy Staff! at the clinics 	<p>–Smart Choices, Healthy Staff! Informational Packets</p> <ul style="list-style-type: none"> *Go With the Grain *Brighten Up! with More Fruits & Vegetables *Mooving to Low-Fat Milk 	<ul style="list-style-type: none"> –Fruit & vegetable cookbook –Cutting boards
Clinic Employees	<ul style="list-style-type: none"> –Read employee packets –Participate in fun activities at work and at home 	<p>–Smart Choices, Healthy Staff! Informational Packets</p> <ul style="list-style-type: none"> *Go With the Grain *Brighten Up! with More Fruits & Vegetables *Mooving to Low-Fat Milk 	<ul style="list-style-type: none"> –Fruit & vegetable cookbook –Cutting boards
Technical Assistance	Contact Information	E-mail	Phone
University of Texas Wellness Staff	Gina Akin Robin Atwood Jennifer Krueger	gakin@mail.utexas.edu ratwood@mail.utexas.edu jengkrueger@yahoo.com	(512) 452-2944 (512) 443-0858 (512) 288-9396
State WIC Office	Shellie Shores	Shellie.Shores@dshs.state.tx.us	(512) 341-4516

Planning the *Smart Choices, Healthy Staff!* Program

- 1) Review the *Smart Choices, Healthy Staff!* materials.
- 2) Meet with your agency director to elicit their support.
- 3) **Recommendation:** It is highly recommended that agencies recruit clinic coordinators to provide clinic support for the *Smart Choices, Healthy Staff!* program for the three month challenge. If your clinics are part of the WIC Wellness Works program, contact your clinic wellness coordinators to be your contact. If not, all you need is a willing, energetic individual at each clinic. This is optional and not required.
- 4) Decide how your agency will implement the program! Each agency and clinic will determine the best and easiest way to implement *Smart Choices, Healthy Staff!* Those decisions may be based on resources available, frequency of agency and clinic meetings, and employee interest. The key here is *“Get on board and have fun!”*



The remainder of this guide provides ideas for the roll out for the *Smart Choices, Health Staff!* program but please modify it to fit your agency's needs.

Sample Calendar of Events for Smart Choices, Healthy Staff!

Ideally, *Smart Choices, Healthy Staff!* will be implemented in June, July, and August prior to the October rollout of the new food package to WIC participants. The program will feature a different food theme and packet each month. Kick-off the program at your next agency-wide staff meeting with fun activities found in the “Spicy Idea” section of this guide. Use the calendars below as a sample guideline for implementing the program at your agency! The key is to have FUN!

May

Monday	Tuesday	Wednesday	Thursday	Friday
4	5	6 Attend Breastfeeding Conference- general session for overview of Smart Choices, Healthy Staff! program	7 Attend Smart Choices, Healthy Staff! breakout session to learn more specific details 3:30 – 5:00	8 Attend alternate breakout session if not able to attend Thursday’s session 10:30 -12:00
11	12	13	14	15
Meet with Agency Director to gain support, receive input and recruit clinic coordinators.				
18	19	20	21	22
May 16 - May 29: Distribute employee packets to clinic coordinators, discuss promotional ideas, and determine healthy competition activities.				
25	26	27	28	29
May 11 - May 29: Plan your kick off activities for the agency and clinics. Get ready for the first employee packet, <i>Go with the Grain</i> .				

June

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
Kick off first <i>Smart Choices, Healthy Staff!</i> program. Employees receive <i>Go with the Grain</i> packet and clinics set up “Brag Board” on employee bulletin board.				
8	9	10	11	12
June 8 – June 26: Employees participate in <i>Go with the Grain</i> campaign. Agency/Clinic coordinators host activities.				
15	16	17	18	19
June 8 – June 26: Employees participate in <i>Go with the Grain</i> campaign. Agency/Clinic coordinators host activities.				
22	23	24	25	26
June 8 – June 26: Employees participate in <i>Go with the Grain</i> campaign. Agency/Clinic coordinators host activities.				
29	30			

July

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
6	7	8	9	10
Kick off fun activities. Distribute <i>Brighten Up! with More Fruits and Vegetables</i> packets to employees.				
13	14	15	16	17
July 13 – July 31: Employees participate in <i>Brighten Up! with More Fruits and Vegetables</i> campaign. Agency/Clinic coordinators host activities.				
20	21	22	23	24
July 13 – July 31: Employees participate in <i>Brighten Up! with More Fruits and Vegetables</i> campaign. Agency/Clinic coordinators host activities.				
27	28	29	30	31
July 13 – July 31: Employees participate in <i>Brighten Up! with More Fruits and Vegetables</i> campaign. Agency/Clinic coordinators host activities.				

August

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
Kick off <i>Mooving to Low-Fat Milk</i> activities. Distribute <i>Mooving to Low-Fat Milk</i> packets to employees.				
10	11	12	13	14
August 10 – August 21: Employees participate in <i>Mooving to Low-Fat Milk</i> campaign. Agency/Clinic coordinators host activities.				
17	18	19	20	21
August 10 – August 21: Employees participate in <i>Mooving to Low-Fat Milk</i> campaign. Agency/Clinic coordinators host activities.				
24	25	26	27	28
Hold <i>Smart Choices, Healthy Staff!</i> closing ceremonies at agency staff meeting in August or September.				

Agency Distribution of Materials

Distribute employee packets to clinic staff:

-  *Go with the Grain*
-  *Brighten Up! with More Fruits and Vegetables*
-  *Mooving to Low-Fat Milk and Low Fat Dairy*

Refer to the “Sample Calendar of Events” for the distribution schedule. However, there is no one right way to do this, implement the distribution method that works best for your agency.

Each packet is designed so that employees can work on one packet for 3 to 4 weeks and then move on to the next packet for another 3 to 4 weeks. Employees can participate on their own or clinic staff can work through the packets together.

June	July	August
<i>Go with the Grain</i>	<i>Brighten Up! with More Fruits and Vegetables.</i>	<i>Mooving to Low-Fat Milk</i>

Employee Incentives

Each employee will receive a cutting board, and cookbook. Agencies may determine how and when to distribute the individual incentives. Ask someone at each clinic to distribute one incentive item to employees at the end of each packet.

It is recommended that the incentives are distributed as employees complete each packet, not handed out at the beginning. Participants will feel a sense of accomplishment as they work toward changing their food habits and appreciate the recognition and reward at the end of each packet.

Healthy Competition Prizes

Everyone loves healthy competition. Your agency will be provided with incentive items to be used as prizes for clinics who participate in the “Healthy Competition.” See *Smart Choices, Healthy Staff!* “Spicy Ideas” for specific suggestions for healthy competitions.

Host Kick-off and Closing Celebrations

Kick off the *Smart Choices, Healthy Staff!* program at an agency-wide meeting. Select a fun activity from the “Spicy Ideas” list found on the next few pages or come up with one of your own. Host a closing celebration to award individual achievements as well as clinic achievements. Use the “Certificate of Individual Participation” found at the end of this guide.

The closing celebration is also a great time to talk about how everyone did — their successes and challenges. Again, an agency-wide meeting is a fun way to build excitement and foster team building. This is a great way to transition to supporting WIC participants as they make the same healthy changes in their eating habits.



Organize a cook-off

Taking it to the WIC participants

Finally, encourage employees to talk about how WIC participants will feel about making these same changes.



- What will make it easier for WIC participants to make these changes?
- Which change will be the most challenging for WIC participants and why?
- Will their challenges be similar to yours? If not, how will they be different?
- What additional barriers will WIC participants face?
- How can your agency and clinic support the WIC participants as they make these same changes?

”Spicy Ideas”

Smart Choices, Healthy Staff!

Want to add some “spice” to your *Smart Choices, Healthy Staff!* program? These tasty ideas will bring fun to your agency and clinic meetings while sparking some healthy interactions. Read through the list and identify which ideas will work for your agency and clinics. Use any of these or come up with your own ideas to use during the kick off, in the clinics, and during the closing celebration.

General Spicy Ideas

1 **Brag Board** – Encourage clinic employees to “brag” about the new foods they are trying. Simply clear some space on the clinic bulletin board and place the sample banner found at the end of this packet, or create your own header for the board, announcing the *Smart Choices, Healthy Staff!* “Brag Board” area. When employees try a new food or are attempting to switch to a healthier food, encourage them to write their accomplishments on a “Brag Board Card” (found in each employee packet) and post it for everyone to see. These visual reminders of what employees are doing will motivate everyone to make healthier food choices.

2 **Cook Offs/Recipe Contest** – Organize a cook-off by selecting one featured dish (for example, everyone makes whole grain muffins) that employees can make at home and bring to work to enter the cook-off contest. Ask an “impartial judge” or a non-WIC clinic employee to judge the best tasting item. Extend this idea to the agency and ask each clinic to enter their “winning” dish during a closing celebration which can be held at an agency wide meeting. Cooks can provide recipe cards. Offer multiple recipe categories to broaden the competition!

3 **Blind Taste Test** – Set up a taste test challenge with any of the new food package foods. For example, see what employees think about the taste difference among multiple types of milk (low-fat varieties and whole) or white bread vs. whole wheat bread. Blindfold participants and see if they notice differences between the less healthy food and the more healthy food. Encourage them to try taste tests at home with their families.

4 **Tasting Bar** – This is a great way to let employees try a variety of foods without the expense of buying all of them. Determine your theme – maybe it is whole grains or more specifically, cereals. Create a list of what is to be featured (whole oat cereals, oatmeal, etc.) and ask employees to bring in one or two food items to add to the bar. Or maybe create a salad tasting bar with a variety of leafy green lettuces (spinach, arugula, kale, chicory, red-leaf lettuce, romaine lettuce, spring salad mix). Providing these tasting opportunities offers a low-cost way for employees to explore healthier food choices by trying different products and finding the ones they like best.

Spicy Packet Activities

Smart Choices, Healthy Staff!

Try these ideas as clinic employees work through each individual packet or feature them at an agency level meeting.

Go with the Grain

Grain Exchange – A new take on an old idea, the Grain Exchange is organized just like your holiday white elephant gift exchange. Participants bring one whole grain product (box of brown rice, bag of whole wheat pasta, etc.), wrapped up so no one knows what it is, and place it on a table in the break room. During lunch, participants draw a number to see who goes first and then the exchange begins. The number one person chooses a grain to unwrap. The next person makes a choice of whether to open a new grain product or whether to “steal” an already opened grain. This is where it gets interesting!

If they steal a grain product, the person with the stolen grain has an option of stealing from someone else, or opening a new grain. This continues until somebody decides to stick with their grain. You cannot steal the grain that was stolen from you in that round. Go to the next person in order and repeat. The exchange continues until every grain has been opened and the last person keeps their grain.



This is a great opportunity to read labels and see if all the products are true whole grain products. Refer to the *Go with the Grain* packet for more information. You could even ask participants to provide a recipe with their “grain” so that everyone has a new recipe to try with the grain product they end up with, or everyone could be asked to cook a dish with their “grain” and bring it in on a designated potluck day.

Whole Grain Luncheon – Host a potluck luncheon that features whole grains. Refer to the *Go with the Grain* packet for ideas for lunch items. Additional suggestions include a healthy pizza using whole wheat crust or having healthy stuffings to go inside whole wheat pita pockets.



Brighten Up! with More Fruits and Vegetables



Smoothie Happy Hour – Celebrate the end of the work week with a smoothie happy hour. Ask employees to bring in apple juice, strawberries, bananas, peaches, raspberries, and any other fruit. Mix up a variety of batches, serve in small sample cups and toast the end of the work week.

Basket Full of Goodies – On Monday, place a large basket in the break room and let employees fill it up with fruits and vegetables. Participating employees can then grab any healthy snack out of the basket for a tasty treat.



Build a Salad – It's potluck salad day! Ask employees to bring one salad ingredient each and build a healthy lunch together. Make sure someone is bringing low-fat salad dressing. This is so yummy and easy to do, and is always a big hit!

Mooving to Low Fat Milk and Low Fat Dairy

Limbo: How Low Can You Go? – Since the milk message is about switching to low-fat milk, why not try a limbo contest to see how low everyone can go. Find a pole or use a rope and add some “beach” music for a fun break in the day. Discuss how challenges can come in different forms, the physical challenge of getting under the limbo bar or the challenge of changing a behavior such as moving to low-fat milk.



Yogurt Bar – Similar to the tasting bar, provide a variety of low-fat or non-fat vanilla yogurt in large serving containers and ask employees to bring in different fruit toppings such as strawberries, raspberries, blueberries, or blackberries. Provide small tasting cups (Dixie® paper cups are an easy option) so everyone has an opportunity to sample each variety.

Cereal & Milk Taste Test – Using the taste test format, have employees each bring in a whole grain cereal that they like and then have everyone try each cereal with different varieties of milk (whole, 1% and skim).



Healthy Competitions

We've saved the best for last. How do you win prizes? Your agency will be provided with incentive items to be used as prizes for clinics and employee created teams who want to participate in the "Healthy Competition." Clinics can compete between one another or employees may create their own teams (particularly if you are a one or two clinic agency).



Here are a few suggestions on the competitions:

Recipe Cook Off

– At the agency level, hold a recipe contest and ask the agency director or someone in your community to judge the best entry. Create different categories:

-  Greatest grain cuisine
-  Most creative recipe with low-fat milk
-  Most festive fruit salad
-  Brightest vegetable dish



Healthy Clinic Competitions

Decide what kind of inter-clinic or employee team competitions you want to encourage.

-  Reward clinics for greatest percent of employee participation.
-  Reward the clinics that held the most "Spicy Idea" activities for their employees.
-  Hold a drawing for clinics who hosted at least one activity from each food area (grain, fruits and vegetables, and milk).

Certificates of Individual Participation:

Recognize individuals for their participation and accomplishments with the *Smart Choices, Healthy Staff!* Recognition by using the certificate of participation enclosed in this mailing.

Additional colored copies can be printed off of <http://www.wicwellnessworks.org>



Come up with your own awards or categories, or use some of these. (A copy of the certificate is included in this packet.)

-  Fabulous Fruit Foodie
-  Vegetable Visionary
-  Whole Grain Go Getter
-  Low-Fat Maven or Master
-  *Smart Choices, Healthy Staff!*
_____ (fill in employee name)
-  Most Successful Bragger on the Brag Board

Contact Information for WIC Wellness Works

For more information:

This program is brought to you by The University of Texas WIC Wellness Works program. If your clinic would like to join this program and receive wellness information on a regular basis, please contact:

Jennifer Krueger at (512) 471-4494 or at UTWELLNESS@austin.utexas.edu

For questions about *Smart Choices, Healthy Staff!*, contact:

Gina Akin at (512) 452-2944 or UTWELLNESS@austin.utexas.edu

or

Shellie Shores at (512) 341-4516 or Shellie.Shores@dshs.state.tx.us.

Display this **Smart Choices, Healthy Staff Brag Banner** on the employee bulletin board. Encourage employees to use their personal brag cards found in the employee packets to ‘brag’ about the changes they are making.



Smart Choices, Healthy Staff

Here are the Healthy Food Choices
our Staff is Making.





WIC Wellness Works
Smart Choices, Healthy Staff



Smart Choices • Healthy Staff

Certificate of Participation

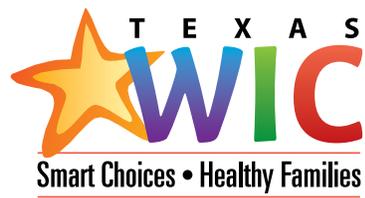
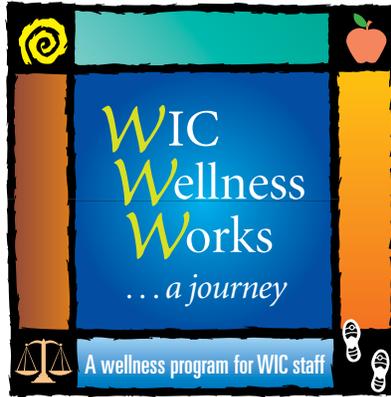
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By: _____

Date: _____





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