



Make the better choice an easy choice

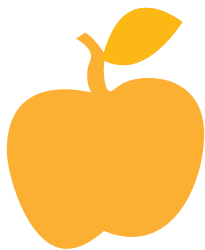
Your guide to better-for-you worksite nutrition

Your employees make many food-related choices at work each day. From the cafeteria to beverage and snack vending machines, they have a lot of options. But are they better-for-you?

With HealthPartners yumPower, you can help your employees make better choices by starting a worksite food revolution! HealthPartners yumPower is all about finding tasty, better-for-you foods that power the body and help your employees live the best life possible.

Why is this important? Because better-for-you food is key to improving and maintaining employee health.

As you prepare to make changes in the worksite, there are five important areas you should think about. While you explore each, consider your culture, where you're going to start, how you plan to reach your goals and what will have meaning for employees.



TASTY TIP:

Did you know people make more than 200 food-related decisions each day? With so many choices, employers have an opportunity to make the better choice an easy choice.

1 Get commitment and support

How supportive are your leaders of better-for-you eating? Better-for-you food change is easier when organizational leaders become visible supporters. Ultimately, leaders can be great ambassadors and their support can have a positive impact on better-for-you nutrition at the worksite.

Here are some ideas to consider around commitment and support:

- Ask leaders to serve as role models by publicly making better-for-you choices
- Highlight leadership support and commitment in employee communications

Specific to commitment and support, you can get started with:

- Better-for-you company pledge

2 Create food policies, guidelines and recommendations

Effective food policies, guidelines and recommendations can support a culture of better eating. They can include policies around what food vendors serve in a cafeteria, guidelines about which foods are better-for-you or recommendations for vending machine items.

Give careful consideration to each, and allow them to guide a discussion around better-for-you foods at the worksite. Then, put each to paper so they're available for reference.

When developing policies, guidelines and recommendations, keep the following in mind:

- Maintain a positive tone. Title documents and policies as "suggestions" or "recommendations."
- Offer many options and include suggestions that allow for treats and beverages.

To learn more, view these toolkit items:

- Nutrition guidelines
- Catering choices



3 Establish food service and vending agreements

Food service vendors can be valuable partners in making better-for-you change. To get them on board, explain what it is you're doing and why you're doing it. If appropriate, engage them in the planning process. Consider using contracts and agreements to ensure your partners understand and adhere to your worksite vision and change plan.

Some contract and provision ideas:

- Ask your vendor about available vending and purchase technologies (e.g., vending machine rewards cards, user purchase history, payment methods, etc.)

- Reporting is not always provided by food service vendors. Ask your vendor about available reporting and how you can use it to make regular item changes. If appropriate, you can ask that reporting guarantees be added to your contract

For more information, download these toolkit pieces:

- Vendor tips
- Vending plan-o-gram
- Vendor letter

4 Make the better choice an easy choice

There are many ways you can engage employees to make the better choice and easy choice. For example, you can encourage better decision making by helping employees understand the link between food choices and overall health.

Here are some ways to engage employees:

- Be mindful of portion control (e.g., smaller package sizes, serving utensils, to-go boxes, etc.)
- Consider where vending machines and cafeteria food are placed. You can make better-for-you items more prominent by placing them in high traffic areas.

In addition, you can encourage employees to make better-for-you choices with the use of discount pricing strategies. For more information, check out these toolkit pieces:

- Additional programs
- Pricing strategies



5 Develop a communications and implementation plan

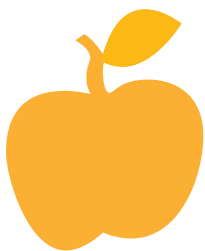
Use your organization's communications channels to spread the word about better-for-you nutrition. Consistent communications will show your employees how committed the organization is to their well-being. For best results, use a year-round communications strategy that will reinforce better-for-you with your employees.

Here are some communications ideas for you to implement:

- *Frequently provide a sample of better-for-you vended and cafeteria items or give them out at high-visibility events*
- *Provide education messages at the point of sale and/or choice*
- *Promote all of the yumPower tools available — web, mobile and text*

Get started with these toolkit pieces for employees:

- *Example employee messages*
- *Salad bar three-step*
- *Tasty snack alternatives*



TASTY TIP:

How big are the serving containers in your cafeteria?

Research indicates dish size will determine how much we eat. When a serving tray is large, people take and eat more food. When it's small, they take and eat less.

For more tasty tips and useful resources, visit yumpower.com.