

# September




## National Health Observances



Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services

## Fruit and Veggies – More Matters Month

**Sponsor:** Centers for Disease Control and Prevention & Produce for Better Health Foundation (<http://www.fruitsandveggiesmorematters.org/>) 

Every September, Fruit and Veggies – More Matters Month promotes the health benefits of eating fruit and vegetables.

Fruit and vegetables are an important part of a healthy diet that can help protect you from:

- Heart disease
- Bone loss
- Type 2 diabetes
- High blood pressure
- Some cancers, such as colorectal cancer

Check out MyPlate.gov (<http://www.choosemyplate.gov/myplate/index.aspx>) to find out how many servings of fruit and vegetables you need based on your age, weight, level of physical activity, and gender.

## Get the Word Out

### Sample Media and/or Newsletter or Listserv Announcement

*Cut and paste this text into your newsletter, listserv, or press release. Add local details and quotes from your organization.*

Research shows that fruit and vegetables are important to maintain good health. Yet most of us aren't eating enough fruit and vegetables. This September, **[your organization]** is proud to participate in Fruit and Veggies – More Matters Month.

Eating the recommended servings of fruit and vegetables can help protect you from heart disease, bone loss, type 2 diabetes, and certain types of cancers. A diet rich in fruits and vegetables can also help you lose weight.

- Add details about your local activities.
- Include quote from your organization.






Check out MyPlate.gov (<http://www.choosemyplate.gov/myplate/index.aspx>) to find out how many servings of fruit and veggies you need based on your age, weight, level of physical activity, and gender.

For more information, visit **[insert your organization information]**.


### Is your organization on Twitter? Send tweets.





Sample tweets: Tips to increase your fruit and veggie intake.

The messages below are sample tweets. To send them via Twitter, click on the URL link provided after the “Tweet this message” phrase. Or, copy the message and paste it to your Twitter Stream and click post.

- Do you have a good recipe packed with fruits and/or veggies? Feel free to share. [Tweet this message: <http://twitter.com/share?text=Do+you+have+a+good+recipe+packed+with+fruits+and/or+veggies?+Feel+free+to+share.> 
- Health Tip: Eat fruit for dessert instead of sweets. Rainbow fruit salad recipe anyone? <http://1.usa.gov/jd4zr2> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/jd4zr2&text=Health+Tip:+Eat+fruit+for+dessert+instead+of+sweets.+Rainbow+fruit+salad+recipe+anyone?> 
- Looking for good, healthy recipes? @CDC\_eHealth has a recipe creator specifically for fruits and veggies: <http://1.usa.gov/iFtKbw> [Tweet this message: [http://twitter.com/share?url=http://1.usa.gov/iFtKbw&text=Looking+for+good,+healthy+recipes?+@CDC\\_eHealth+has+a+recipe+creator+specifically+for+fruits+and+veggies](http://twitter.com/share?url=http://1.usa.gov/iFtKbw&text=Looking+for+good,+healthy+recipes?+@CDC_eHealth+has+a+recipe+creator+specifically+for+fruits+and+veggies) 
- Share your newfound love for fruits and veggies with a loved one. Here’s a free e-card just for you: <http://bit.ly/kvx7ec> [Tweet this message: <http://twitter.com/share?url=http://bit.ly/kvx7ec&text=Share+your+newfound+love+for+fruits+and+veggies+with+a+loved+one.+Here's+a+free+e-card+just+for+you> 
- Curious about the health content of your current diet? This interactive e-health tool breaks it down for you: <http://bit.ly/lnXcQQ> [Tweet this message: <http://twitter.com/share?url=http://bit.ly/lnXcQQ&text=Curious+about+the+health+content+of+your+current+diet?+This+interactive+e-health+tool+breaks+it+down+for+you> 
- Q. How many fruits and veggies do I need?  
A. Everybody is different. Use this tool to find out what you need:

<http://bit.ly/khL8jD> [Tweet this message:

[http://twitter.com/share?url=http://bit.ly/khL8jD&text=Q.+How+many+fruits+and+v  
eggies+do+I+need?+A.+Everybody+is+different.+Use+this+tool+to+find+out+wh  
at+you+need:](http://twitter.com/share?url=http://bit.ly/khL8jD&text=Q.+How+many+fruits+and+v<br/>eggies+do+I+need?+A.+Everybody+is+different.+Use+this+tool+to+find+out+wh<br/>at+you+need:) 

- Health Tip: For a quick breakfast recipe—Top toasted whole-grain bread with peanut butter and sliced bananas. [Tweet this message: [http://twitter.com/share?text=Health+Tip:+For+a+quick+breakfast+recipe--  
Top+toasted+whole-grain+bread+with+peanut+butter+and+sliced+bananas.](http://twitter.com/share?text=Health+Tip:+For+a+quick+breakfast+recipe--<br/>Top+toasted+whole-grain+bread+with+peanut+butter+and+sliced+bananas.) 
- Health Tip: Next time you go shopping, buy a variety of fruits and vegetables in different colors. [Tweet this message: [http://twitter.com/share?text=Health+Tip:+Next+time+you+go+shopping,+buy+a+  
variety+of+fruits+and+vegetables+in+different+colors.](http://twitter.com/share?text=Health+Tip:+Next+time+you+go+shopping,+buy+a+<br/>variety+of+fruits+and+vegetables+in+different+colors.) 
- Did you know—Each month has its own fruit and veggie of the month? September's stars are chili peppers and figs: <http://bit.ly/iIURi5>  
[Tweet this message: [http://twitter.com/share?url=http://bit.ly/iIURi5&text=Did+you+know--  
Each+month+has+its+own+fruit+and+veggie+of+the+month?+September's+star  
s+are+chili+peppers+and+figs](http://twitter.com/share?url=http://bit.ly/iIURi5&text=Did+you+know--<br/>Each+month+has+its+own+fruit+and+veggie+of+the+month?+September's+star<br/>s+are+chili+peppers+and+figs) 
- Q. Why'd the tomato turn red?  
A. Check out this e-card to find out and share with a loved one: <http://1.usa.gov/jHhLcB> [Tweet this message: [http://twitter.com/share?url=http://1.usa.gov/jHhLcB&text=Q.+Why+did+the+t  
omato+turn+red?+A.+Check+out+this+e-  
card+to+find+out+and+share+with+a+loved+one:](http://twitter.com/share?url=http://1.usa.gov/jHhLcB&text=Q.+Why+did+the+t<br/>omato+turn+red?+A.+Check+out+this+e-<br/>card+to+find+out+and+share+with+a+loved+one:) 

### Send e-cards

- healthfinder.gov: Fruit and Veggies – More Matters  
(<http://www.healthfinder.gov/ecards/DisplayCard.aspx?CardID=23>)
- CDC: Fruit and Vegetable Budget Tips  
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=336&category=197>  
)

- View More E-Cards (<http://www.healthfinder.gov/ecards/cards.aspx?jscript=1>)

### Post a Web Badge


Add this free Web badge (<http://www.healthfinder.gov/nho/nhoBadges.aspx#sept>) to your Web site, blog, or social networking profile to show your support for Fruit And Veggies – More Matters Month.

### Get Involved

Take action to increase consumption of fruit and vegetables.

1. Ask a nutritionist or dietician to host a brown-bag seminar for your members or employees to discuss easy ways to get the recommended daily servings of fruit and vegetables.
2. Post information about one fruit or vegetable each day on your employee bulletin board with a quick and easy recipe to share.
3. Partner with your local farmers market to offer fruit and vegetables for sale at a discounted price.
4. Ask a local grocery store representative to present tips on how to save money when buying fruit and vegetables.
5. Conduct an onsite cooking demonstration using fruit and vegetable-inspired recipes.

Adapted from the Centers for Disease Control and Prevention.

Contact the Centers for Disease Control and Prevention (<http://cdc.gov/>) or the Produce for Better Health Foundation (<http://www.fruitsandveggiesmorematters.org/>)  at [TEaton@pphfoundation.org](mailto:TEaton@pphfoundation.org) for more information and materials.

### Related Tools on healthfinder.gov

- Eat Healthy (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=21>)
- Healthy Eating: Conversation starters (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=38>)
- Healthy Snacks: Quick tips for parents (<http://www.healthfinder.gov/prevention/ViewTool.aspx?toolId=1>)
- Heart Healthy Foods: Shopping list (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=2>)

- Help Your Child Stay at a Healthy Weight  
(<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=62>)
- Take Steps to Prevent Type 2 Diabetes  
(<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=73>)
- Watch Your Weight  
(<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=25>)

### Personal Health Tools

- Analyze My Plate Tool  
([http://www.fruitsandveggiesmatter.gov/activities/analyze\\_my\\_plate.html](http://www.fruitsandveggiesmatter.gov/activities/analyze_my_plate.html))
- Daily Food and Activity Diary  
([http://www.nhlbi.nih.gov/health/public/heart/obesity/lose\\_wt/diaryint.htm](http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/diaryint.htm))
- Heart Healthy Foods: Shopping list  
(<http://www.healthfinder.gov/prevention/ViewTool.aspx?toolId=2>)
- Healthy Snacks: Quick tips for parents  
(<http://www.healthfinder.gov/prevention/ViewTool.aspx?toolId=1>)
- My Pyramid Menu Planner  
(<http://www.mypyramidtracker.gov/planner/launchPage.aspx>)
- MyPlate.gov Daily Food Plan  
(<http://www.choosemyplate.gov/myplate/index.aspx>)
- My Pyramid Tracker (<http://www.mypyramidtracker.gov/>)
- Recipe Remix  
([http://www.fruitsandveggiesmatter.gov/activities/recipe\\_remix.html](http://www.fruitsandveggiesmatter.gov/activities/recipe_remix.html))

### More Information (Health A-Z)

- Fruits (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=333>)
- Vegetables (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=896>)

### Resources

- Centers for Disease Control and Prevention & Produce for Better Health Foundation (<http://www.fruitsandveggiesmorematters.org/>)  Fruit and Veggies – More Matters Month Sponsor
- Centers for Disease Control and Prevention, How to Use Fruits and Vegetables to Help Manage Your Weight  
([http://www.cdc.gov/healthyweight/healthy\\_eating/fruits\\_vegetables.html](http://www.cdc.gov/healthyweight/healthy_eating/fruits_vegetables.html))

- Centers for Disease Control and Prevention, Nutrition for Everyone: Fruits and Vegetables (<http://www.cdc.gov/nutrition/everyone/fruitsvegetables/>)
- Produce for Better Health Foundation, Why Fruits and Veggies? ([http://www.fruitsandveggiesmorematters.org/?page\\_id=3](http://www.fruitsandveggiesmorematters.org/?page_id=3)) 
- U.S. Department of Agriculture, Farmers Market Search (<http://apps.ams.usda.gov/FarmersMarkets/>)
- U.S. Department of Agriculture, Growing a Healthier You: Nutrition From the Farm to Your Table (<http://www.cnpp.usda.gov/KnowYourFarmer.htm>)

### Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize coworkers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

#### Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

### Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure he or she is available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local-access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, libraries, post offices, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

### On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

### Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.


Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic email alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer email alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid

## September 2011 Toolkit

media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at [healthfinder.gov](http://healthfinder.gov). You can contact us at [info@nhic.org](mailto:info@nhic.org) or send us a tweet @healthfinder (<http://twitter.com/healthfinder>) .

