



# 5-A-Day Challenge

## Focus Area: Healthy Eating

**Objective:** The 5-A-Day Challenge focuses on increasing fruits and vegetables as part of a healthy diet. The challenge starts by finding out the baseline number of servings of fruits and vegetables you currently eat each day. Then, a new goal for daily fruit and vegetable intake is set!

**Length of Challenge:** Four weeks (but can be shortened)

## Materials Needed:

- Sign-Up Sheet/Form (optional, but recommended)
- 5-A-Day Challenge Tracker
- Prizes (optional)

## Directions:

- Track your typical fruit and veggie intake for a one-week period.
- After figuring out your “baseline” fruit and veggie intake, set a new goal for yourself. (NOTE: It’s recommended that we aim to enjoy five servings of fruits and veggies each day. If this goal doesn’t feel realistic, please see our [S.M.A.R.T. Goal Setting Worksheet](#) to set a goal that is more attainable for you.)
- Each week of the challenge strive to meet your new goal.
  - Tally up your total weekly servings and divide by 7 to learn your average servings per day.
- At the end of the challenge, submit your challenge tracker to < **insert email** >.

**Regional/Satellite Offices & AWS Employees:** This challenge can be hosted across regional/satellite office and/or with AWS employees.

## Getting Started:

1. Decide the dates your "5-A-Day Challenge" will run.
2. Establish a sign-up period (for example, one week) before the challenge start date.
3. Determine how participants will submit their Challenge Tracker and how winners will be rewarded.  
*Remember: Challenge rewards do not have to be tangible. Announcing the "5-A-Day Challenge" winner(s) in an email, e-newsletter and/or flier are all great ways to give recognition!*
4. Announce the challenge to employees! (This can be done via email, e-newsletter, department intranet and/or fliers.)
5. At the close of the sign-up period (if you established one), contact all participants to share the following:
  - A welcome, congrats and/or thank you for participating in the challenge.
  - Dates of when the challenge will begin and end.
  - Instructions on how to play the "5-A-Day Challenge".
  - Details about how to submit their Challenge Tracker and how winner(s) will be rewarded.  
*NOTE: Don't forget to BCC participants if contacting them via email.*
6. Print or attach via email the "5-A-Day Challenge Tracker" and distribute to all participants.
7. Each week of the challenge send participants a friendly email reminding them to engage in the challenge and have fun with it. Your communication might include additional info related to the challenge, such as fun food facts, healthy recipes, tips and tricks, inspirational quotes and/or participant photos. (Request 'Sample Weekly Emails' from your wellness coordinator.)
8. As the four-week challenge comes near an end, send out a reminder to participants to submit their "5-A-Day Challenge Tracker" and announce the winner(s)!