



Public Health Role Model & Champion Criteria

Are you a Fruits & Veggies—More Matters® Role Model?

1. **Supports Fruits and Veggies—More Matters brand by:**
(Meet criteria for consideration as a Role Model)
 - Using brand for non-edible products and services where appropriate.

2. **Fruits & Veggies—More Matters visibility and support on organization’s website**
(Meet 1 criteria for consideration as a Role Model)
 - Link to www.FruitsAndVeggiesMoreMatters.org
 - Copy/text about Fruits & Veggies—More Matters on web site

3. **Supporter of the overall mission of increasing the consumption of fruits and vegetables**
(The breadth and depth of the support will determine Role Model vs. Champion status)

4. **Healthy lifestyle values (eating well and physical activity) are deeply rooted in the organization’s culture**
(Meet 1 criteria for consideration as a Champion; more than 1 for consideration as a Role Model)
 - Newsletter for employees that includes Fruits & Veggies—More Matters logo/brand messages, health messaging or tips and ideas on how to incorporate fruits and veggies into daily meals and snacks.

 - Company encourages physical activity and eating well.

 - Company makes a statewide or nationwide employee or grassroots base available in its efforts to spread the word about Fruits & Veggies—More Matters and/or increasing the consumption of fruits and vegetables for better health.

 - Other

5. Implement National Action Plan strategy(ies)

(meet 1 criteria for consideration as a Champion; more than 1 for consideration as a Role Model)

- Fruit & Vegetable education by:
 - Incorporating Fruits & Veggies—More Matters messaging and/or materials in an appropriate setting such as:
 - In classroom or education session, cafeterias, WIC clinics, worksite, or websites
 - Via social media efforts
 - Via any other appropriate community outreach setting or mechanism
 - Supporting Fruits & Veggies—More Matters efforts year-long
- Support Let's Move Salad Bars to Schools by:
 - Bringing a salad bar into a school and/or initiating fundraising effort to encourage donations to purchase a salad bar for a school (www.saladbars2schools.org)
 - Introducing smoothie bars, healthy fruit and vegetable vending, fruit and vegetable fundraisers or other ways to get fruits and vegetables into schools
- Addition of fruits and vegetables to menus/ food offerings
- Other

6. Demonstrate success of the program outlined in #5

- Skill-building
- Increased knowledge about the benefits of eating fruits and vegetables
- Increased fruit and vegetable consumption
- Other