

A Year of Fruits and Veggies

Dear Worksite Coordinator,

The *Year of Fruits & Veggies* program is designed to be easy to use so that you don't need to spend hours each month on it. *A Year of Fruits & Veggies* provides fruit & veggie eating tips, recipes and health information once per month. These twelve modules are designed to send via e-mail each month to employees. Find each month's document on the Healthy North Dakota website at <http://www.healthynd.org/YearOfFruitsVeggies.html>

We have also included suggested texts to help you get the information about *A Year of Fruits and Veggies* to your co-workers in a way to help entice them to open up and read the monthly information.

Following is text for the e-mail subject lines and text for the e-mail bodies. You can use as is with the link to the month's module web page included in the e-mail body text. Or if an employee has limited internet connectivity, you can attach the PDF version to an e-mail. If an employee has no e-mail or internet connection, you can make copies of the PDF version and deliver as a paper document.

Also, IMPORTANT, there are three brief online surveys to send out, too, via e-mail.

You can start *A Year of Fruits & Veggies* any month of the year. However, **we need your help** to forward brief surveys to help us measure how well the program is working. There are three brief online surveys at the surveymonkey.com website – before you start, in the middle, and at the end.

Here are some step-by-step instructions for getting started and following through:

1. A few days before the first day of the month you start, create an e-mail message(s) to send to your entire staff. Copy and paste the text under "Welcome and Survey" into the body of the e-mail. Copy and paste the suggested e-mail subject line text from below into the e-mail subject line. Hit "Send." That's it!
2. First month: Locate your starting month <http://www.healthynd.org/YearOfFruitsVeggies.html>

Create an e-mail message(s) to send to your entire staff. Copy and paste the suggested e-mail subject line text from that month into the e-mail subject line. Copy and paste the e-mail body text into the body of the e-mail. Copy and insert this text and link right at the top of the e-mail text:

If you have not already done so, **before** you read this first month's information, please take a few minutes to complete the survey at [A Year of Fruits & Veggies "Before You Start" Survey](#)

3. **Keep track of the month you start.** Please set up a reminder for yourself that at the 6-month, or halfway point, you will forward an e-mail to participants asking them to take a halfway point survey.
4. Continue to send the monthly documents with the suggested text at the beginning of each month.
5. Six months after you start. At that point, it will be time to send out the “Half a Year of Fruits & Veggies – How is it Going?” survey link. Please copy, paste and send the text with link below prior to sending out your six month’s document.
6. Continue to send the monthly documents at the beginning of each month.
7. After the twelfth month you participate, the end of *A Year of Fruits & Veggies*, there is one more post-survey to send out to employees. The text insert below is titled, “*Congratulations! You’ve completed A Year of Fruits & Veggies*”

Thank you for participating! We appreciate your feedback. If you have questions, concerns or comments at any time, please feel free to contact Karen Ehrens, LRD karen@ehrensconsulting.com, 701-223-2616.

Welcome and Survey

e-mail subject line:

A Year of Fruits & Veggies Program Launch!

e-mail text:

Welcome to *A Year of Fruits and Veggies*! Taking part in this program will help you to

- celebrate the seasons,
- experience fruit and veggies in new ways,
- obtain new information about produce, and
- choose and find North Dakota-grown fruits and veggies.

Please read the linked “Welcome” module for how to get started and TAKE THE SHORT SURVEY (only 7 questions). Click here:

[A Year of Fruits & Veggies “Before You Start” Survey](#)

The goal of *A Year of Fruits and Veggies* is to help you eat more fruits and veggies. People who eat more generous amounts of fruits and veggies as part of a healthful diet are likely to have reduced risk of chronic diseases like stroke, diseases of the heart, and certain cancers.

Once a month for twelve months, you will receive information in an electronic format on: choosing fruits and veggies and how to prepare them, recipes, and health benefits. Another aim of *A Year of Fruits and Veggies* is to help people choose more North Dakota-grown fruits and veggies. Look for your first month's installment to arrive in a couple of days.

A Year of Fruits and Veggies is a project of Healthy North Dakota and was developed to help employers invest in the health of their businesses and their employees.

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Half a Year of Fruits & Veggies – How is it Going?

e-mail subject line:

Half a Year of Fruits & Veggies – How is it Going?

e-mail text:

Thank you for taking part in one half of a *Year of Fruits & Veggies*. We hope that this has been a tasty and inspiring experience for you. The developers want to know how it is working , so we have a short 7-question survey. Your answers will help us make improvements to the program as needed.

Click to take Survey

[Half a Year of Fruits & Veggies – "How is it Going?" Survey](#)

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Congratulations! You've completed A Year of Fruits & Veggies

e-mail subject line

Congratulations! You've completed A Year of Fruits & Veggies

e-mail text:

Thank you for taking part in *A Year of Fruits & Veggies*. You are another year older, but hope that you are feeling better than ever because you read about and took steps to improve your life by choosing, making and eating more fruits and veggies. We hope that this has been a tasty and inspiring experience for you. Please help us evaluate the program by taking one final short survey. Thank you, and keep on eating more fruits & veggies!

Click to take Survey

[You've Completed a Year of Fruits & Veggies Survey](#)

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January

e-mail subject line:

A Year of Fruits & Veggies – January: Healthy and Happy New Year!

e-mail text:

A Year of Fruits & Veggies - January

- celebrate the seasons,
- experience fruit and veggies in new ways,
- obtain new information about produce, and
- choose and find North Dakota-grown fruits and veggies.

In January, many of us resolve to move more and eat smarter. This month's information brings you information about how eating fruits and veggies can help you manage your weight, recipes for warming winter soups that can also help control weight. Add some color and tang to winter meals with tangerines.

<http://www.healthynd.org/YearOfFruitsVeggiesJanuary.html>

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February

e-mail subject line:

A Year of Fruits & Veggies - February Features Frozen Veggies

e-mail text:

A Year of Fruits & Veggies - February

- celebrate the seasons,
- experience fruit and veggies in new ways,
- obtain new information about produce, and
- choose and find North Dakota-grown fruits and veggies.

Citrus fruits grown in the U. S. are in season! But in the middle of winter, there are not many fresh vegetables in season from the U.S. That's why it's a great idea to keep some frozen

vegetables in your freezer. Read more about these delicious options and more in February's information.

<http://www.healthynd.org/YearOfFruitsVeggiesFebruary.html>

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March

e-mail subject line:

A Year of Fruits & Veggies – In March, Dreaming of and Planning for Summer

e-mail text:

A Year of Fruits & Veggies - March

- celebrate the seasons,
- experience fruit and veggies in new ways,
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- choose and find North Dakota-grown fruits and veggies.

Waken the winter months by trying new citrus fruit such as blood oranges. Broccoli tastes great many ways – raw, steamed or roasted; try a new way of preparing it. March is a great time to start dreaming of and planning for planting some of your own produce – learn more in this month's attached information.

<http://www.healthynd.org/YearOfFruitsVeggiesMarch.html>

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April

e-mail subject line:

A Year of Fruits & Veggies – In April, spring is tempting, preparing for gardening

e-mail text:

A Year of Fruits & Veggies - March

- celebrate the seasons,
- experience fruit and veggies in new ways,
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- choose and find North Dakota-grown fruits and veggies.

Here on the prairie, we are being tempted with the first timid steps of spring, but winter doesn't usually give up its hold until May. When trying to make sure that we are eating fruits and veggies year 'round, it's good to remember that all forms of fruits and veggies, including dried, can play a healthy part in your diet. Find information for planting some hardy seeds outside at the end of this month or starting seeds inside. Consider looking for space in your community garden if you don't have much of your own, and learn about Plant a Row for the Hungry!

<http://www.healthynd.org/YearOfFruitsVeggiesApril.html>

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May

e-mail subject line:

A Year of Fruits & Veggies – May Strawberries and Asparagus Mean Spring

e-mail text:

A Year of Fruits & Veggies - May

- celebrate the seasons,
- experience fruit and veggies in new ways,
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- choose and find North Dakota-grown fruits and veggies.

Strawberries and asparagus grown in the U.S. are surely signs of spring and re-growth. This month's message brings recipes for a simple strawberry dessert and techniques for cooking asparagus. Also read about some tips for growing vegetables in containers – when you don't have much space for a garden.

<http://www.healthynd.org/YearOfFruitsVeggiesMay.html>

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June

e-mail subject line:

A Year of Fruits & Veggies – June: Summer Fruits & Veggies Are Coming

e-mail text:

A Year of Fruits & Veggies - June

- celebrate the seasons,
- experience fruit and veggies in new ways,
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- choose and find North Dakota-grown fruits and veggies.

Plums are coming into season in your local grocery stores, and radishes may be springing up in your own garden. Some hints for choosing plums and using radishes are included this month. Keep kids busy in the garden and in planning meals.

<http://www.healthynd.org/YearOfFruitsVeggiesJune.html>

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July

e-mail subject line:

A Year of Fruits & Veggies – July: Stay cool as a cucumber and bite into blueberries!

e-mail text:

A Year of Fruits & Veggies - July

- celebrate the seasons,
- experience fruit and veggies in new ways,
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July is bursting with the first fruits of summer! Discover the North Dakota *Harvest Calendar* that shows when fruits and veggies are in season in our state. Learn more about cucumbers and how to enjoy them. Celebrate National Blueberry Month and stir up a quick new recipe for the 4th of July.

<http://www.healthynd.org/YearOfFruitsVeggiesJuly.html>

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August

e-mail subject line:

A Year of Fruits & Veggies – August: Find a Farmers Market Near You

e-mail text:

A Year of Fruits & Veggies - August

- celebrate the seasons,
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Did you know there are more than 40 farmers markets in North Dakota? Locate a farmers market near you. A new recipe for green beans has made it to your inbox this month. Enjoy refreshing watermelon – great for dessert or a snack. And find out more how to *Be Active Your Way*.

<http://www.healthynd.org/YearOfFruitsVeggiesAugust.html>

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September

e-mail subject line:

A Year of Fruits & Veggies – September: Celebrate North Dakota's Bounty

e-mail text:

A Year of Fruits & Veggies - September

- celebrate the seasons,
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September is a time of bounty in North Dakota, and it's Fruits & Veggies – More Matters Month! It's also Hunger Action Month. If you find great buys on foods in-season, or have so many veggies in your garden that you don't know what to do with, consider sharing your bounty with your local food pantry or soup kitchen. Find tips on how to choose a melon and ten ways to enjoy cabbage in your diet.

<http://www.healthynd.org/YearOfFruitsVeggiesSeptember.html>

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October

e-mail subject line:

A Year of Fruits & Veggies – October: Store and Savor Treasures from the Earth

e-mail text:

A Year of Fruits & Veggies - October

- celebrate the seasons,
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In October we switch gears into fall. Learn how to store late season produce like carrots and onions. You get some sweet and savory recipes for raspberries and winter squash.

<http://www.healthynd.org/YearOfFruitsVeggiesOctober.html>

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November

e-mail subject line:

A Year of Fruits & Veggies – November: Seasonal Celebrations

e-mail text:

A Year of Fruits & Veggies - November

- celebrate the seasons,
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Find suggestions for offering a good mix of healthy selections as you celebrate holidays with family and friends. Pears are at their peak; find out how to pick a pear. Bring a warm color to your plate with sweet potatoes.

<http://www.healthynd.org/YearOfFruitsVeggiesNovember.html>

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December

e-mail subject line:

A Year of Fruits & Veggies – December: Happy Healthy Holidays!

e-mail text:

A Year of Fruits & Veggies – December

- celebrate the seasons,
- experience fruit and veggies in new ways,
- obtain new information about produce, and
- choose and find North Dakota-grown fruits and veggies.

Make your worksite a healthy oasis with tips for healthy eating at work. Find recipes and information about the common apple and the un-common root vegetable – parsnips!

<http://www.healthynd.org/YearOfFruitsVeggiesDecember.html>

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