

Take Action!

Take Action! is a free, 10-week, Web-based program that will help to make positive changes in employee wellness through nutrition and physical activity at the worksite. Employees set their own goals for fruit and vegetable consumption or physical activity and are placed into teams to support each other in reaching their individual goals. Implementing this program not only improves worksite teamwork and morale, but also sets the stage for ongoing improvements to be made at the worksite to promote healthy eating and physical activity.



1. PLANNING PHASE

- Solicit management support for *Take Action!*, a flexible, 10-week program that encourages employees to eat fruits and vegetables and be physically active on a regular basis.
- Recruit Planning Committee members and Team Captains.
- Plan your *Take Action!* kick off event.
- Secure incentive items (e.g., t-shirts, water bottles, healthy snacks, jump ropes, exercise balls).

2. PROMOTION PHASE

- Distribute promotional materials (e.g., emails, flyers, or announcements at meetings).
- Conduct your *Take Action!* kick off event.
- Register participants at the kick off event and have them set their *Take Action!* goals.



3. ACTIVITY PHASE

- Conduct program activities and workshops that support the goals of the *Take Action!* program (e.g., healthy cooking demonstrations, disease prevention and early detection lectures, or physical activity demonstrations such as tai chi, yoga, or different types of dances).
- Provide ongoing support to Team Captains as they provide support to the program participants.
- Reward participants with incentive items for goal accomplishments.
- Provide a closing celebration at the end of the 10-week program.

4. EVALUATION PHASE

- Collect and analyze program evaluation forms from the mid point and end point of the program to determine how many participants reached or exceeded their goals.
- Share the results with management and employees.

For more information, please visit the contact section of the *Take Action!* Web site at www.takeactionca.com.

Visit www.networkforahealthycalifornia.net/worksites or www.takeactionca.com to view or download *Take Action!*.