



# Take Action! Talking Points

## WHAT ARE THE BENEFITS OF TAKE ACTION!?

The goal of *Take Action!* is to promote fruit and vegetable consumption and regular physical activity. Good nutrition and physical activity are important parts of creating a healthy and productive workforce.

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### TIP:

It is helpful to tie in the goal of the program to the overall goals and objectives of your organization.

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## BENEFITS TO THE COMPANY

Over the last 15 years, much research has been done on worksite health promotion programs and their benefits to companies. Some of the benefits include:

- Better employee relations and morale
- Reduced absenteeism
- Enhanced recruitment and retention of healthy employees
- Lower health care costs

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### TIP:

Highlight the benefits that are especially important to your company, such as enhanced team building or a more alert and fit workforce.

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## BENEFITS TO EMPLOYEES

Nutrition and physical activity are important parts of achieving and maintaining good health. People who eat healthy foods and are physically active on a regular basis are at a lower risk for the major killers in the United States including heart disease, cancer, and type 2 diabetes.

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### TIP:

Again, make sure that you tie these health benefits back to the organization. A healthy workforce is a productive workforce.

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# Take Action! Talking Points (continued)

## WHAT RESOURCES ARE NEEDED FOR A SUCCESSFUL PROGRAM?

You must clearly communicate the resources you will need to start and maintain your *Take Action!* program. Determine what you will need before you meet with management. Do not forget to consider time, people, and space as resources. Here are some things that you may need:

- Time for the Program Coordinator, Planning Committee, and Team Captains to plan, promote, and coordinate the program
- Time for participants to attend the program's Kick Off event
- Time for everyone to celebrate the participant successes
- Space for committee meetings, the Kick Off event, and the Closing Celebration event
- Money for promotion materials, the Kick Off event, the Closing Celebration, and incentives

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### TIP:

Be creative when planning your *Take Action!* program and do not be afraid to think outside the box. And remember, there are many nutrition- and physical activity-related resources through the *Network for a Healthy California—Worksite Program* and other organizations, so don't feel like you have to recreate the wheel.

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