



LunchWell Employer Guide

Healthy employees make healthy companies.

The idea behind LunchWell is that big changes often start with small acts. LunchWell gives you the tools to help employees create healthy eating habits by making small changes to how they eat — and think about — lunch.

Healthy, energetic employees not only experience fewer absentee days and are more productive, they can save their employers thousands of dollars in medical expenses and disability claims each year.¹ But for time-crunched employees, healthy eating often falls by the wayside during the busy work day.

A growing problem. A simple solution.

How an employee spends his or her lunch hour helps determine their energy level and mood for the rest of the day. **A recent survey² revealed that:**

About **58%** of U.S. workers skip lunch every day if they're too busy

43% reported that they take about 15 minutes or less for lunch during their work day

15% say they eat lunch in their car

And how does eating an unhealthy lunch make employees feel?

20% said they got nauseous or had problems concentrating or thinking

33% felt tired or moody

50% said they are more likely to indulge in unhealthy foods as between-meal snacks

33% confessed to overeating at the next meal if they skipped the previous one

What's more, unhealthy lunch habits can contribute to a number of long-term health problems including:

- High blood pressure and cholesterol
- Type 2 diabetes
- Heart disease or Stroke
- Gallbladder disease
- Osteoarthritis
- Sleep apnea and respiratory problems
- Some cancers
- Pregnancy complications

These statistics show lunch isn't just a meal, it's a major factor in your employees' productivity and health. LunchWell helps you become a catalyst for change in your employees' well-being.





LunchWell presents employees with healthy lunch options that help guide them to eat a more balanced meal so that they can:

- Maintain energy levels, stay productive on the job and lower their risk of serious, costly illnesses
- Choose wisely among the options available to them at lunch time
- Balance moderation with the right portions
- Get the most nutrition out of the calories consumed
- Enjoy healthier eating whether they pack a lunch or dine out

A complete campaign.

Included in this campaign, you will find information, how-tos and other educational material to help you be the catalyst for healthful changes in your organization.

LunchWell is organized into four groups. Each includes a collection of materials providing information, tips, and guides on related topics – from making healthier food choices to general nutritional information on food groups. A month-long campaign will mean you'll switch the materials out weekly. If you choose to run a longer campaign - say, eight weeks, then switch the materials every two weeks. Choose what works best for your organization.

Each piece is designed to be actionable, that is, to help employees change their behaviors, and easily “digestible,” focusing on a single topic and providing concise information.³



How to make LunchWell a success

LunchWell has the most impact when leaders are actively engaged in the program. We've found the recipe for success combines the informational materials in addition to hosting activities to reinforce each group's theme.

Communication is key

LunchWell is divided into four groups, each with a theme related to healthy eating. The groups contain a variety of materials from posters that you can hang up in break rooms to fliers that you can email directly to employees.

At the beginning of each week or kickoff of that particular group, we suggest sending out an email to employees introducing the “Menu” theme and letting them know what to look for. Here are some sample emails you can use and modify.



GROUP 1 - HEALTHIER CHOICES

Subject Line: Introducing LunchWell - On the Menu: Healthier Lunch Choices

Body: Let's face it: most of us are too busy during the week to give much thought to what we eat for lunch. This often means we reach for whatever's convenient. And that means not always choosing healthy and nutritious foods.

To help with this, we will be launching a new four-part program aimed at helping us turn lunch into an opportunity to be healthier and feel better. We're not talking about making major changes, instead we'll be focused on the small improvements we can make that have a big impact on our health.

To kick us off, we'll start with Healthier Choices Made Easy.

Check your inbox and look for materials around the building with information.

Heartfelt Thanks - learn about the health benefits of whole grains

Shop Smart. Shop Healthy. - tips on making healthier choices at the grocery store

Feed the Machines Less. Feed Yourself Better. - discover healthier snack choices than what's found in most vending machines

As the LunchWell program continues, please let me know if you have any questions or suggestions.



GROUP 2 - DAIRY SMART

Subject Line: LunchWell Part 2 - On the Menu: All About Dairy

Body: We hope our kickoff of LunchWell helped you find even small ways to make healthier changes to your lunch habits. *[add a personal example of how it's influenced you]*

Now, we focus on an important food group: Dairy. An important source of protein, calcium, and other vitamins and nutrients, dairy can (and should) be part of a healthy, balanced diet. We'll be learning about how to incorporate dairy into your lunches in a healthy way.

We'll also look at how to determine healthy portion sizes using the palm of your hand and healthier beverage choices.

Don't Forget the Dairy - get recommendations on low-fat dairy items to incorporate into a healthy lunch

Calcium Burst - helpful facts on the benefits of this important mineral

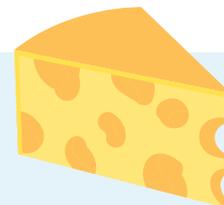
Better Beverage Choices - ideas for healthier beverage options

Portion Sizes Made Easy - a visualization of a healthy portions of many kinds of food

Red Flag Foods - a list of common menu items and ingredients to avoid

[here is an opportunity to recognize an individual or team member for achievement or leadership]

Let's keep up the momentum!



GROUP 3 - PROTEIN POWER

Subject Line: Part 3 - On the Menu: Protein Power

Body: LunchWell is in full swing now! *[add a personal example of how it's influenced you or recognize team or individual]* Let's focus next on protein's role in a healthy lunch. We'll also learn how to identify healthy and unhealthy foods on menus for when we dine out.

Protein Primer - information on a variety of sources of protein from meat, dairy and legumes

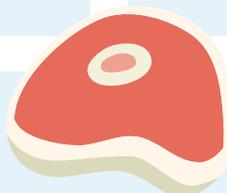
Protein: Your Body's Building Blocks - learn about the health benefits of protein in a diet

Substitution Solutions - helpful tips on choosing healthier food and beverage options

Be In the Know When You Dine Out - a guide for identifying healthier menu items at restaurants

3 Questions to Find the Healthy Answer - a series of questions to help employees make healthier decisions when dining out

You're getting healthier! Way to go! *[insert personal insight - also an opportunity to announce a group event (e.g., salad bar catering)]*





How to make LunchWell a success (cont'd)



GROUP 4 - GETTING THE MOST BENEFIT FROM HEALTHY FOODS

Subject Line: Conclusion - On the Menu: Reaping the Harvest of Healthy Foods

Body: As we enter the last phase of LunchWell, let's take time to recognize the progress we've made. Here are some individuals who have most fully embraced healthier lunch habits. *[add appropriate recognition/insights]*

To wrap up the campaign, we'll focus on healthy habits — small changes you can make that have a big impact on your diet (and waistline!).

Small Changes. Smaller Waist. - discover ways to maintain healthy eating habits to lose weight

Get the Most From Healthy Foods - a guide to the healthiest parts of several foods

Sweet Variety - a visualization of many common fruits and the vitamins and minerals they contain

One Serving. Many Benefits. - all about vegetables and the vitamins and minerals they contain

Better Habits. Better Health. - a guide to help you build healthier eating routines every day

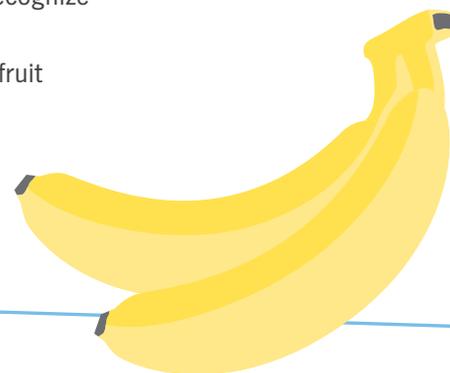
To celebrate the completion of LunchWell, I'm pleased to announce *[insert information about "wrap" party for the program]*

Suggested Activities:

Keep participation high by including activities related to each theme. Below are a few examples, but feel free to get creative!

- Provide incentives to increase participation and to motivate employees to eat a healthier lunch.
- Offer exciting new healthy menu options in the cafeteria, if your workplace has one.
- Host a salad "potluck" lunch where everyone brings a healthy salad ingredient.
- Conclude the program with a wrap party where you can give out awards and recognize employees who have made progress.
- Host a whole-grain swap week, or challenge associates to bring in five pieces of fruit (all must be gone by end of week).

Ultimately, LunchWell belongs to you. We want you to be able to drive positive changes in your employees' health as well as for your company's bottom line.



Sources

1 Centers for Disease Control and Prevention website (accessed October 2014): www.cdc.gov; and National Institutes of Diabetes and Digestive and Kidney Diseases website (accessed October 2014): www.diabetes.niddk.nih.gov; and the U.S. Dept. of Health and Human Services web site (accessed October 2014): www.surgeongeneral.gov/topics/obesity/calltoaction/fact_whatcanyoudo.htm.

2 From "What About Lunch", a telephone survey report to Kenner, LA-based Smoothie King Franchises Inc. The national telephone survey was conducted May 9-17, 2005, by an independent research firm, with a sample of 1,000 adults between the ages of 18 and 54.

3 Treatwell 5-A-Day, Dana Farber Cancer Institute, Glorian Sorensen, PhD, MPH, Principal Investigator. NCI Grant Number: 3R01CA59728.