



Five-A-Day Fruit and Vegetable Challenge

Coordinator's Guide

About the Challenge

This four-week challenge encourages participants to eat the recommended servings of fruits and vegetables each day. This challenge is designed for teams in an effort to build camaraderie between employees and to help participants stay motivated.

How the Challenge Works

Employees form teams of three to five participants. Each team designates a team captain. Team captains are responsible for collecting team members' servings totals, tracking the total servings eaten, and reporting team serving totals to the challenge coordinator.

Challenge Materials

- Initial, welcome, and wrap-up emails
- Promotional flier
- Pre- and post-challenge surveys
- Participant guide with personal fruit and vegetable tracker
- Fruit and vegetable recipes

Your Role as Coordinator

- Review the coordinator's guide.
- Choose a challenge start date.
- Develop a sign-up process.

Use the timeline on the following page to help promote and implement the challenge.

Questions?

Contact your Wellness Consultant or email us at wellness@pacificsource.com



Challenge Timeline

Item/Task	Timeline	Date
Review challenge materials	Six weeks before challenge begins	
Determine challenge goals	Six weeks before challenge begins	
Plan challenge materials and timing	Six weeks before challenge begins	
Plan other challenge activities, such as educational sessions (optional)	Six weeks before challenge begins	
Determine incentives (if any)	Five weeks before challenge begins	
Order incentives (if any)	Four weeks before challenge begins	
Send initial email	Two weeks before challenge begins	
Hang up promotional fliers	Two weeks before challenge begins	
Send welcome email and pre-challenge survey, and distribute challenge materials to participants	Friday before challenge begins	
Last day to collect email addresses of participants	Friday before challenge begins	
Begin the challenge	Challenge start date	
Send email with a recipe	Monday of week 1	
Send email with a recipe	Monday of week 2	
Send email with a recipe	Monday of week 3	
Send email with a recipe	Monday of week 4	
Send wrap-up email and feedback survey	Monday of week 5	
Review and compile survey data	Friday of week 7	