



# Communication Materials

## Messages for Table Tents, Intranet, and Newsletters

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### Topics Included

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## Food Guide Basics

Eat at least one dark green and one orange vegetable each day. Go for dark green vegetables such as broccoli, romaine, lettuce, and spinach. Go for orange vegetables such as carrots, sweet potatoes, and winter squash. They can help to reduce your risk of developing heart disease and stroke, cancer, and other chronic conditions.

Are you eating the same sandwich bread day after day? Try whole grain bagels, pita bread, and soft tortilla wraps for a change. Whole grain products are packed with fibre goodness.

Choose grain products that are lower in fat, sugar, and salt.

Have you tried soy lately? Like milk, fortified soy beverages contain calcium and protein and can be low in fat. Soy ... drink up!

You know your meat, but do you know your alternatives? One serving of legumes (dried peas, beans, and lentils), nuts and seeds, and tofu are high in protein and nutrients. With the exception of nuts and seeds, all are lower in fat.

Healthy eating is the sum total of all food choices made over time. It is the overall pattern of foods eaten—not any one food, meal, or a day's meals.

Are you enjoying life to the fullest? Eat well, be active, and feel good about yourself. That's Vitality!

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## Small Steps Matter

Do you want to eat healthier? Start with a small change.

Try ...

- 2% milk if you drink whole milk
- 1% milk if you drink 2% milk
- skim milk if you drink 1%

Making these changes will lower your fat intake!

Try ...

- brown rice if you eat white rice
- whole grain pasta if you eat white pasta
- fresh fruit if you drink fruit juice

Making these changes will increase your fibre intake!

Try ...

- a new recipe
- one new food a week
- different foods prepared in different ways

Making these changes will give you variety and enjoyment!

Try ...

- drinking water or milk instead of coffee or tea once or twice a day
- drinking one extra glass of water every day this week

Making these changes will help to keep your body hydrated!

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## Label Reading

To make smart food choices quickly and easily, compare the Nutrition Facts labels on products. Look at the percent Daily Value column: if there is 5% or less of the % Daily Value for a certain nutrient, there is a little of that nutrient. If there is 20% or more of the % Daily Value, there is a lot of that nutrient.

Keep saturated fat, trans fat, cholesterol, and sodium low, while keeping fibre, potassium, iron, calcium, and vitamins A and C high. Be sure to look at the serving size and number of servings per package. The serving size affects calories, amounts of each nutrient, and the % Daily Value.

Reading the label on a food package can help you to control your fat intake. Check the Nutrition Facts panel and choose foods that are lower in fat, especially saturated and trans fats. The list of ingredients can give you clues to the amount and type of fat: avoid or limit products with “hydrogenated oil” or “shortening” listed as a main ingredient.

*Nutrition Facts to Help You Make Informed Choices* ([www.hc-sc.gc.ca/fn-an/alt\\_formats/hpfb-dgpsa/pdf/label-etiquet/cr\\_tearsheet-cr\\_fiche\\_e.pdf](http://www.hc-sc.gc.ca/fn-an/alt_formats/hpfb-dgpsa/pdf/label-etiquet/cr_tearsheet-cr_fiche_e.pdf)) is a tear sheet from Health Canada that can be made into a table tent.

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## Portion Control

### Balance Your Plate, You'll Feel Great!

Fill  $\frac{1}{2}$  of your plate with VEGETABLES

For example:

- 250 mL (1 cup) salad = 1 serving
- 125 mL ( $\frac{1}{2}$  cup) of fresh, frozen or canned vegetables = 1 serving

Fill  $\frac{1}{4}$  of your plate with GRAIN PRODUCTS

For example:

- 125 mL ( $\frac{1}{2}$  cup) brown rice = 1 serving

Fill  $\frac{1}{4}$  of your plate with MEATS & ALTERNATIVES

For example

- 125 mL ( $\frac{1}{2}$  cup) or 75 g ( $1\frac{1}{2}$  oz) cooked fish, shellfish, poultry or lean meat = 1 serving

Round out this meal with

- 1 small whole grain roll the size of a hockey puck = 1 serving
- 250 mL (1 cup) of lower fat milk = 1 serving
- 1 medium-sized apple = 1 serving

These are all examples of 1 serving in *Eating Well with Canada's Food Guide*:

Did you know ... ?

Huge portions served in restaurants and cafeterias, and packaged foods are often 3–4 times larger than the standard recommended size. Choose the smaller serving size, eat only  $\frac{1}{2}$  of the portion you order, share with a friend, ask for a “doggie bag,” or try a kid’s meal.

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## Healthy Eating on the Go!

Eating on the go doesn't have to be hazardous. Try these foods on days that you want to graze:

- bagels or pita bread
- whole grain muffins
- yogurt or milk
- hard-cooked eggs or cheese
- cereal or dried fruit
- vegetables or fruit

Adapted with permission from the Capital Health and IWK Nutrition Health Promotion Campaign Team 2004

## Meal Planning on the Go

Plan meals and make your grocery list when waiting for an appointment, sitting on the bus, or watching television.

Adapted with permission from the Capital Health and IWK Nutrition Health Promotion Campaign Team 2004

Relax! Try to plan your meals for the week and prepare them ahead of time. Double the recipe or cook batch meals on the weekend and then freeze them for the rest of the week. All you need to do when you come home is reheat!

Adapted with permission from the Capital Health and IWK Nutrition Health Promotion Campaign Team 2004

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## Eating Out/On the Road

Tips for filling up with the goodness of salad bars:

- Eat vegetables with lower-fat dressing or a small amount of dip.
- Choose lean meat, eggs, beans, and lower-fat cottage cheese (less than 2% MF).
- Go easy on high-fat cheese, creamy salads (e.g., potato, macaroni), croutons, olives, bacon bits, nuts, and seeds.
- Choose whole grain bread as great low-fat filler.

Eating fast food can be healthy!

The next time you order fast food, try these suggestions:

- tacos or burritos with salsa and hold the cheese
- pizza with chicken and lots of vegetables
- smaller-sized burger, without the fries
- water or skim milk instead of a soft drink

Adapted with permission from the Capital Health & IWK Nutrition Health Promotion Campaign Team 2004

If you travel for your job, remember when you're "on the road" to try to eat every four to five hours. If you're busy and can't get to a restaurant, pack some easy-to-eat foods in your bag or car, like fresh fruits and vegetables, crackers and peanut butter, milk pudding, fruit juice boxes, raisins, or trail mix.

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## Healthy Eating on a Budget

Make a list before you go grocery shopping and stick to it! With your shopping list, you'll avoid higher-priced temptations and buy more low-cost items like legumes (dried peas, beans, and lentils).

Did you know that if you grocery shop on an empty stomach you'll probably buy more than you need? Have a meal or a light snack before you go and don't forget your list!

Eat breakfast at home or bring food with you when you're on the run. The cost of purchasing a muffin and a coffee every day can add up to \$50 per month!

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## Break the Fast! (Breakfast)

After you've gone all night without eating, refuel and jump-start your body's furnace by eating breakfast. Skipping breakfast can lead to overeating later in the day.

Breakfast is the most important meal of the day! Not only does it provide energy to refuel your body and mind, it increases your intake of fibre, vitamins, and minerals; improves your memory and performance; and helps control your body weight.

Pizza for breakfast? Why not? There are no rules to say that you have to eat traditional breakfast foods. Just go for a balanced breakfast—aim to include at least three of the four food groups.

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## Baggin' It (Packed Lunches)

Bored with your packed lunch? Avoid the “brown bag blues” by packing a wide range of foods for lunch. Here are some ideas:

- hummus on pita bread, raw vegetables, yogurt, 100% fruit juice
- whole grain tortilla filled with tuna salad, carrot sticks, grapes, milk (white or chocolate)
- banana muffin, boiled egg, celery sticks, milk (white or chocolate)
- cold pizza, oatmeal muffin, dried fruit, milk (white or chocolate)

Make your lunch a balanced one—aim for at least one food from each of the four food groups of *Eating Well with Canada's Food Guide*.

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## Food Safety

Food safety is always a concern. Safe food handling involves four simple steps: clean, separate, cook, and chill (Fightbac).

- Clean your hands and surfaces before and after food is prepared.
- Separate foods such as raw meat, poultry, and seafood from the rest.
- Cook the food to a temperature high enough to kill the harmful bacteria.
- Refrigerate food promptly. For lunch packs use insulated containers to keep hot foods hot. If you don't have access to a refrigerator at work, cold packs or frozen juice boxes can be used to keep cold food well chilled.

These measures ensure that your food tastes great and is safe to eat.

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## Snack Attack

Do you have just coffee during your morning break? Try ... Milk or fortified soy beverage with a low-fat muffin instead. This light snack will keep you energized until lunch.

Snacking on the go? Try these snack ideas:

- microwaved low-fat popcorn (snack-sized bag)
- whole wheat crackers with peanut butter, cheese, or hummus
- fresh fruit
- yogurt topped with whole grain cereal
- vegetables with low-fat dressing

Pack snack-size portions to have between meals—try whole grain crackers and peanut butter, plain popcorn, cold cereal, canned fruit, and milk pudding. Stock your desk or lunch box with these snacks—they may help to prevent overeating at your next meal.

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## Body Weight, Dieting, and Body Image

Set weight goals based on improving your total health rather than a number on the scale. A realistic and healthy weight loss is about one to two pounds per week.

Diets don't work! Fad diets and gimmicks promising quick weight loss are unbalanced, and many are too low in calories, protein, fat, vitamins, and minerals. Fad diets can lead to poorer health, and most weight lost is regained within one year!

Are you enjoying life to the fullest? Eat well, be active, and feel good about yourself. That's Vitality!

Accept yourself for who you are and how you look. Remember, healthy bodies come in all shapes and sizes. Be good to yourself too! Nurture or comfort yourself by having a hot bath with candles, buying yourself flowers, or watching a funny movie!

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## Asking Food Questions

Asking questions about food is a good way to learn about the organic and/or local food options as well as related environmental issues. Here are some of the possible questions.

Is organic better? Research shows that besides being free of synthetic chemicals (fertilizers, pesticides, antibiotics, and hormones), fresh organic food is usually higher in vitamin C, iron, and magnesium than non-organic food. Vitamin A, beta-carotene, and the B vitamins are usually the same. Buying organic is a personal choice—a choice that depends on availability, price, and personal preferences.

What is local food? Local food is food that is grown not far from where you live. It is fresher and tastes better. It has less chemicals and preservatives, as it has not been shipped from far-off places.

Why buy local? Buying local food has positive implications for our health, local economy, farmers, communities, and environment.

An easy way to get organic and local food is to know the availability season for different fruits and vegetables.

What is food security? Food security issues involve people's access to quality food that has been produced in a socially and environmentally responsible manner.

What is fair trade? Fair trade according to TransFair Canada refers to a system where farmers get fair compensation for their labour. Fair trade products are produced in an environmentally friendly manner; fair trade helps improve social conditions and services in the developing countries where the food is being produced; and the profit is invested in the growth of the local economy.

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## Shift Work and Healthy Eating

Did you know that shift workers can experience digestive problems? Eating small, frequent meals consisting of high-fibre and lower-fat foods and drinking 6 to 8 glasses of water each day can help.

If you're a shift worker, limit caffeine-containing foods such as coffee, cola, and chocolate. Caffeine may affect your sleep and irritate your digestive system.

Shift workers: Bring your own lunch and snacks from home. This will give you a wider variety of healthier foods to choose from. If you are using vending machines, go for healthy selections, such as cereal/ breakfast bars, pretzels, milk, juice, yogurt, soup, and small cans of baked beans.