

# LEADER'S GUIDE



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With funding from the Ontario Women's Health Council, Cancer Care Ontario developed an adaptation of the TAKE Five program for women over the age of 45.

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# Colour It up...Go for More Vegetables and Fruit 50+

## A. Introduction

Eating a variety of vegetables and fruit every day can make us healthier. It makes us less likely to develop certain types of cancer, heart disease, stroke, obesity and other diseases. The World Cancer Research Fund and the American Institute of Cancer Research say that “...consumption of five servings or more of a variety of vegetables and fruit could, by itself, decrease overall cancer incidence by at least 20%”.

The Vegetables and Fruit group is the most prominent arc in the rainbow on Canada’s Food Guide. The number of Food Guide Servings recommended each day is higher than any other food group. Women over the age of 50 should try to eat 7 Food Guide Servings of vegetables and fruit each day. Unfortunately, most Canadians do not choose enough vegetables and fruit. One study showed that more than half of Canadian women 50 to 65 years of age eat fewer than five servings a day.

The Nutrition Resource Centre is pleased to present **Colour It Up...Go for More Vegetables and Fruit for women 50+**. **Colour It Up 50+** is a provincial program that helps women over 50 years old learn to eat the number of servings of vegetables and fruit recommended by Canada’s Food Guide. The program has been adapted from the original Colour It Up...Go for More Vegetables and Fruit program designed for women between the ages of 19 and 50. The adapted program addresses issues and topics that help women over the age of 50 eat more vegetables and fruit. For example, cooking for one or two, changing lifelong habits, influences from husbands or partners and coping with physical limitations in the kitchen.

The basis of this program is in social cognitive theory. This theory gives us insight into how to make positive changes in our lives. These methods include positive reinforcement, goal setting, self-monitoring and social support. For women over the age of 50, outcome expectations or the belief that eating more vegetables and fruit will lead to health benefits is an important part of this approach. Belief in our abilities, or self-efficacy, is also important. The discussions and activities in this program help women develop strong beliefs in the benefits of vegetables and fruit. The program also helps women find ways to overcome difficulties and build confidence in their ability to eat more vegetables and fruit.

Other social-psychological theories also help us understand how women over the age of 50 can change behaviours. There are many social and psychological barriers and issues that are unique to women over the age of 50. For example, female role expectations, making time for self-care, and the belief that they are too old to change. Discussions and activities in this program help women understand these issues. Women begin to overcome attitudes and perceptions that prevent them from engaging in healthy behaviours.

As you review the program materials, you will notice that providing participants with nutrition information about vegetables and fruit is only a small part of the program. There is a greater emphasis on the more effective behavioural change strategies. As you deliver the materials, focus on the activities and discussions that incorporate these strategies.

This program is for women in Ontario over 50 years old. It tries to be aware of their different needs. Activities, handouts and recipes can be used for women living in rural and urban communities, and in Northern and Southern regions. They take into account different cultures, religions, incomes, and abilities to read.

Everything you need to deliver the program successfully in your community is in the **Colour It Up 50+** Program Leader's Guide. Be sure to read through the entire Guide before you get started. The Guide includes:

- Information on how to organize the program in your community
- Background readings, including information about nutrition, how to help people change their behaviour, and how to be a successful group leader
- Program materials, including detailed outlines of the 6 sessions, along with handouts, forms and activity materials
- A number of valuable resources

Have fun with **Colour It Up 50+**. Your community will thank you for showing them how to go for more vegetables and fruit!

## **B. Getting Started**

This section answers commonly asked questions and outlines the five steps you need to follow to prepare for the program. The five steps are:

- Connect with the community
- Promote your program
- Gather your resources
- Break down barriers
- Establish a budget

### **HOW Colour It Up 50+ WORKS**

The program lasts six weeks. Each week women attend a session that is two hours long. Each session includes a warm-up activity, discussions, hands-on activities and a veggie fruit snack break. It is important to deliver the complete program to ensure that participants experience the intensity and duration required to promote behaviour change.

#### **Who is the program for?**

All women over 50 years old are welcome. Discussions and activities focus on issues that are important to women over the age of 50. An important aspect of the program is the social supports that develop between women at a similar life stage.

Some participants might ask if their husbands or male partners can attend the program with them. Explain that the program is designed for women and the discussions and activities are geared to women.

### **Who should facilitate the program?**

Ideally, a registered dietitian will lead the sessions. They have the knowledge of nutrition needed to explain ideas and answer questions.

When one is not available, another health professional, a community volunteer trained in nutrition or a person with experience leading groups can lead the groups. The leader's guide includes nutrition background information and tips to help present ideas. If the leader is not a nutrition expert, she should try to find one who can provide advice or guidance.

Two people may lead the sessions. This adds to the program in many ways. A team that includes a health professional and a trained peer volunteer works very well. Both should have experience working with older adults. Peer volunteers make a stronger connection between the participants and the materials, especially if she comes from the same cultural or economic background.

Other volunteers can be used to help with snack preparation, photocopying, room set-up and clean-up.

### **Is there cooking involved in the program?**

Each session includes a Veggie Fruit Snack Break where a healthy vegetable and/or fruit recipe is served. Recipes are included in the leader's guide. Some recipes are easy to prepare and do not require cooking. Others require more time and full kitchen facilities. To save time, you can prepare the snack yourself before the session or arrange for volunteers to help. You may also get the women involved in making the snack. This could be done one of two ways:

Use the Snack Break sign up sheet. Ask one or two people to sign up for a week they can help prepare the snack. Ask them to arrive early that week.

Make each session two and a half hours long to allow time for the whole group to help prepare the snack.

In addition to the recipes provided in the leader's guide, you may choose to use your own recipes or recipes that are shared by group participants.

A quick snack idea is to offer two or three unusual vegetables and fruit at each session. This introduces participants to new choices and may stimulate discussion on buying, storing and preparing those foods.

### **Where should the program take place?**

Find a location in your community that is easy to get to. Community health centres or public health units are good places to start. Wherever you run the program, make sure there is a room large enough for your group. If you plan to involve participants in making the snack for the Veggie Fruit Snack Break, you will need a place that has a kitchen.

### **What is the best size for a group?**

**Colour It Up 50+** is based on discussion, exchange and participation. Very small groups and very large groups make it difficult to have meaningful discussions. A group between 9 and 15 is ideal.

### **Does the program have to be run over six weeks?**

Yes, the program should be delivered in two hour sessions over a six week period. In order for behaviour change to happen, participants need sufficient exposure to the materials and enough time to digest them. Shortening the length of the sessions or reducing the number of weeks would reduce the intensity and duration needed for the program to be successful. It is also important to offer all the sessions in the order outlined in the leader's guide. Encourage participants to attend all of the sessions.

If a session needs to be postponed due to a holiday or staff illness you may wish to check in with participants at some point during the week and remind them to come back to the next session.

### **Connect With The Community**

One of the first steps is to find partners who are involved in nutrition and health education and promotion. These may include community health centres, your local public health department, hospitals, area family physicians and dietitians. For suggestions, see Appendix II. Ask these community partners to help promote the program. Provide them with copies of posters/flyers to post or distribute.

Your partners may also wish to become involved in other ways. They may be able to provide a registered dietitian to lead some or all of the sessions. If they can't, see if they are willing to offer the support of a registered dietitian who can give advice and guidance to the leader when needed.

Agencies, community service organizations, church groups and local businesses may have other resources to contribute. Many places have free promotional items such as key chains that can be used as rewards for participants. Your local grocery store may be open to offering coupons. Explore the opportunities available in your community.

Space, food, transportation and childcare are some of the resources you may ask these organizations to donate or offer "in kind". Be sure to publicly recognize any and all voluntary contributions.

## Promote Your Program

Once you decide when, where and how you will run your program and who your partners will be, the next step is to promote your program. There is a poster template in Appendix IV or you can make your own. Put posters up. Make flyers available at your agency and other community agencies that work to promote health and nutrition. Grocery stores, libraries, churches, women's groups and senior's centres are other areas where you can reach women with your posters.

To recruit women over the age of 50, interactive methods such as personal invitations or referrals have been shown to be the most effective. Individuals or groups who work closely with women over the age of 50 are among the best sources to help you recruit participants. Provide information about the program to primary health care professionals such as physicians, nurse practitioners and registered dietitians. Women over the age of 50 value the recommendations of their health care providers. Personal referrals are a strong motivator for women to participate in the program.

Take advantage of free advertising in the community information segments of your local newspapers, radio stations and cable TV. Submit a press release to your local media. Ask for an interview. You never know, your story might appear in a community newspaper or even on the six o'clock news. If your budget allows, buy advertising in a newspaper or on the radio.

Be sure to ask women to pre-register for your program. Keep a list of names and telephone numbers. Call participants just before the first session to remind them to come.

## Gather Your Resources

The outlines for each of the six sessions specify the handouts, overheads and activity materials you will need for each session. Master copies of all of these are included in the Program Materials section of this manual. Make sure you make enough copies of the handouts for all the participants. You can copy activity materials onto heavy paper like cardstock. If you laminate them you can use them over and over again. If you would like any of these materials in colour, simply print using a colour printer from the CD-ROM or download from the online files.

The healthy eating messages in **Colour It Up 50+** are based on Eating Well with Canada's Food Guide.

Information on ordering Food Guide materials can be found in Appendix III: Recommended Resources. Canada's Food Guide is also available in many different languages. Refer to Appendix III for more information.

Participants also need the collection of recipes and the guide *Vegetables and Fruit A to Z*. Master copies of these resources are included in the Leader's Guide. Copy these onto your choice of paper and distribute them during the first session.

To save on time and cost of photocopying, you may wish to have your photocopying done by an outside business.

For some sessions, we have suggested additional resources and materials. Before you begin the program, read through each session to determine what you need. If you need these resources or materials, be sure you order them well before the sessions start. Prepare a kit for each session that includes all the materials you need. This will make it easier to keep things together for the next time you run the program.

Take some time to review the background readings in the leader's guide and the background information provided in the session outlines. You may also wish to do some additional research or talk to a dietitian to increase your comfort level with the material.

The amount of time you will need to organize and prepare for **Colour It Up 50+** will vary depending on your experience facilitating groups and your knowledge of nutrition and health. Set aside at least 3 to 5 hours per session to make copies of handouts, gather materials and review background information. You might consider volunteers to help with some of these tasks.

### Reading Level of Handouts and Activity Materials

The handouts and activity materials in **Colour It Up 50+** have been prepared at a Grade 8 reading level. For groups with lower literacy levels or English as a second language, some handout and activity materials may be inappropriate. Assess the needs of your group. You may choose not to use some written materials or to change the way written activities are delivered.

## **Participant Binders or Folders**

At the beginning of the program, give participants a binder or folder. This will help them keep handout materials together. If you choose binders, you may wish to include dividers to separate handouts, monitoring and goal setting forms, recipes and the *Vegetables and Fruit A-Z* guide. Distribute the recipes and A-Z guide at the first session. Distribute handouts and activities at each session. If participants have been given three ring binders, be sure to punch holes in the handouts before you distribute them.

Since many of the handouts include activities or recipes participants might like to try at home, they may take their binders home each week. However, it is important to remind participants to bring the binder back to each session. It is best to give handouts at the beginning of each session, rather than all at the same time. This way, if participants forget to bring their binders back they will not require another set of handouts.

## **Display Materials**

To reinforce your messages about vegetables and fruit, put up posters, pictures or banners around the space you have chosen for the sessions. Resource materials that promote vegetables and fruit are listed.

You may also wish to create a vegetable and fruit tabletop or bulletin board display. Include information on the benefits of vegetables and fruit and examples of what Food Guide Servings look like. Leave the display up throughout your program. You may also refer to it during your discussions and activities. Check with your local health department to see if they have a vegetable and fruit display. Ask if you could borrow it.

Many organizations have banners, posters and other display materials available free of charge. Refer to the Recommended Resources section for ordering information.

## **Cookbook Lending Library**

Setting up a cookbook lending library is a great way to encourage participants to try new recipes. Gather a variety of healthy cookbooks and bring them to each session. If you feel comfortable loaning them out, make a sign up sheet and encourage participants to take a different cookbook home each week. Recommended cookbooks are listed in the Recommended Resources section.

## **Break Down Barriers**

It is important to ensure that all women over the age of 50 can access the program within your community. When you are planning, consider what things in your community could prevent women from coming and how will you deal with them. Here are some solutions to obvious barriers:

## Transportation

The lack of transportation can be a major barrier to attending the program. In rural communities, organize a transportation service or encourage car-pooling. In urban communities, you may wish to provide bus tickets, taxi chits or taxi discount coupons for woman on limited incomes. Take advantage of seniors transportation services that may be available.

## Time

It is impossible to find a time in the day when all women can get together. Many women have work and other commitments during the day. Others won't go out in the evening, especially in the winter. Times may also be limited by your program site or working hours. Ask the participants what time is best for them. If possible, offer the program at different times. For example, in the spring you might offer the program in the evening and in the fall offer it during the day.

## Location

In large cities and rural areas that spread over a wide geographical region, it is best to vary the location of the program. For example, in the spring you might offer the program in the western part of the region, in the fall you might offer it in the eastern part of the region.

There are a number of other factors to consider when choosing a location. Does the building have a comfortable room that is large enough for your group? Is the building wheelchair accessible? Are there washroom facilities? Is there a well-equipped kitchen? Is the building welcoming for woman of various cultural and religious backgrounds?

## Physical Limitations

Physical disabilities such as arthritis, limited mobility, vision or hearing impairments can make it difficult for some women to participate. Discuss any special needs with individuals before the program begins. Discuss how their needs can be accommodated. For example, explain that activities can be modified to reduce the amount of text for the visually impaired. Personal amplification devices could be borrowed for the hearing impaired.

## Perceptions

Some women may feel they do not have the personal skills or resources to participate in the program. They may not feel the program is right for them because of past experiences or some idea they may have about such programs. They may feel at their age they are unable to learn or change. Let the women know they can do it. Appeal to the health benefits of healthy eating as an important motivator for women over the age of 50. Tell them that each session helps build the skills and strategies to eat more vegetables and fruit. Let them know that the program offers practical supports.

## Establish Your Budget

Before you begin, you will need to consider how much it will cost to deliver **Colour It Up 50+** and work out a budget. A sample budget is found in the chart below. Estimates of cost are provided based a six-week program and a group of 10 women. Costs may vary depending on your location, group size and how you choose to deliver your program. Please note that the items marked with '\*' are optional.

## Colour It Up 50+ Budget Worksheet

Based on a group with 10 participants

Item	Estimated Cost	Actual Cost
<b>Resources</b>		
Participants Binders		
10 binders	\$30.00	
10 sets of dividers	\$10.00	
Food Model Pictures	\$20.00	
Photocopying/Printing		
~100 sheets/ participant	\$20.00	
*Lamination of activity materials		
3 Sets of Activity Cards	\$30.00	
<b>Food Costs</b>		
Veggie Fruit Snack Breaks		
6 Snacks	\$150.00	
Uncommon Vegetables and Fruit Activity	\$15.00	
<b>Incentives</b>		
Session incentives		
10 incentives x 6 sessions	\$75.00 - \$150.00	
End of program prizes or gifts	\$75.00 - \$150.00	
<b>*Transportation</b>		
bus tickets or taxi coupons	\$180.00 - \$300.00	
<b>*Room Rental</b>		
6 session	Varies with location	
<b>TOTAL</b>	\$605.00 - 875.00 (not including room rental cost)	
*Optional items.		

## C. Background Readings

The purpose of **Colour It Up 50+** is to help women make changes. As the leader, you can most effectively do that if you understand

- the key messages of **Colour It Up 50+**,
- how to help people make changes, and
- what makes a good leader.

This section includes information on these three topics.

The session outlines include additional background information and discussion points for the leader. The background information provided in **Colour It Up 50+** is designed to give you the basic knowledge you will need to effectively deliver the six sessions. The Recommended Resources section of the leader's guide suggests additional references if you wish to gain a more thorough understanding of the program topic areas. You may choose to provide some of these references to participants who are seeking information beyond the scope of the program.

### Key Messages of *Colour It Up...Go for More Vegetables and Fruit 50+*

As you go through the session outlines, you will find that there are several key messages repeated throughout the program. These messages challenge what people think about vegetables and fruit. They also give women over 50 the knowledge, skills and confidence they need to eat more vegetables and fruit and achieve the recommended 7 Food Guide Servings each day.

#### **Colour It Up 50+ Key Messages:**

- 1) Go for more vegetables and fruit. Eat 7 Food Guide Servings every day
- 2) Enjoy the many health benefits of vegetables and fruit
- 3) Choose a variety of colours and tastes
- 4) Choose fresh, frozen, canned and dried – there is always something available
- 5) Vegetables and fruit are safe to eat
- 6) Vegetables and fruit are affordable
- 7) Discover fast and easy ways to prepare vegetables and fruit
- 8) There are simple solutions to storing vegetables and fruit
- 9) Help family members enjoy vegetables and fruit
- 10) Make eating vegetables and fruit an important part of self-care.

**Key Message #1: Go for more vegetables and fruit. Eat 7 Food Guide Servings every day.**

Eating Well with Canada's Food Guide encourages people to choose a variety of food from each of the four food groups:

Vegetables and Fruit,

Grain Products,

Milk and Alternatives, and

Meat and Alternatives.

Canada's Food Guide also recommends that people include a small amount of unsaturated fat each day. This includes vegetable oils such as canola, olive and soybean oils and soft margarines.

In addition, Canada's Food Guide encourages people to choose foods lower in fat, sugar and salt. This can be achieved by preparing vegetables and fruit and grain products with little or no added fat, sugar or salt and by selecting lower fat milk alternatives and lean meat and alternatives. It is also important to limit foods and beverages high in calories, fat, sugar or salt. Foods such as cakes, French fries, ice cream and fruit flavoured drinks not part of the four food groups.

Eating Well with Canada's Food Guide is in the shape of a rainbow. The different sizes of the arcs in the rainbow show the amount of each food group in a healthy eating pattern. Healthy eating includes a lot of vegetables, fruit and grains.

The Vegetables and Fruit group is the most prominent arc in the rainbow on Canada's Food Guide. They should make up the largest part of the diet. The recommended number of servings of vegetables and fruit is different for people at different stages of life and is different for males and females. The chart below shows the recommended number of Food Guide Servings for Vegetables and Fruit.

Recommended Number of Vegetable and Fruit Food Guide Servings per Day

	Children			Teen		Adult			
Age in Years	2-3	4-8	9-13	14-18		19-50		51+	
Sex	Girls and Boys			Female	Male	Female	Male	Female	Male
Vegetables and Fruit	4	5	6	7	8	7-8	8-10	7	7

**Colour It Up...Go for more Vegetables and Fruit 50+** is designed for women over the age of 50. The recommended number of servings for this group is 7 servings per day. Unfortunately, most women are not meeting this recommendation. A recent study showed that more than half of Canadian women 50 to 65 years of age do not even eat five servings of vegetables and fruit. This program will help women over 50 achieve the recommended 7 Food Guide Servings per day.

Colour It Up 50+ is based on Eating Well with Canada's Food Guide. Be sure to read "Eating Well with Canada's Food Guide. A Resource for Educators and Communicators". See the Recommended Resources section for ordering or downloading information.

A common question is, "What is a Food Guide Serving of Vegetables and Fruit?"

The Vegetables and Fruit food group includes vegetables and fruit in many forms such as fresh, frozen, canned and dried. Vegetable and fruit juices are also included in this group if they are 100% juice. Some products with "vegetable" or "fruit" in their names or on their packaging are made up of mainly fat or sugar or are very high in salt. Fruit candies, vegetable chips, fruit jams, ketchup and vegetable or fruit drinks or punches do not fit in the Vegetables and Fruit group.

The size of each Food Guide Serving is based on a reference amount and not on what people might spoon onto their plate or pour into a glass. For example, just 1/2 a cup of 100% fruit juice counts as one Food Guide Serving. This means the average juice box counts as two servings of fruit. Not every vegetable or fruit you eat counts as a serving. A stir-fry made with 10 different vegetables does not mean you ate 10 servings. A Food Guide Serving of vegetables is 1/2 a cup. If you eat 1 1/2 cups of stir fry then you are really getting 3 servings of vegetables.

Here are some general guidelines for serving sizes:

1 medium fresh vegetable or fruit

125 mL (1/2 cup) cut-up fresh, frozen or canned vegetable or fruit

250 mL (1 cup) salad or raw leafy greens

125 mL (1/2 cup) cooked leafy green vegetables

60 mL (1/4 cup) dried fruit

125 mL (1/2 cup) 100% vegetable or fruit juice

See *Vegetables and Fruit A-Z* for Food Guide Serving sizes of specific vegetables and fruit.

Canada's Food Guide can be adapted for different cultural eating styles. When talking about serving sizes, be sure to include examples of vegetables and fruit that are common to your participants. Translated versions of Canada's Food Guide are available in 10 different languages. Refer to Appendix III for ordering information. Give participants the translated food guides as needed.

**Key Message #2: Enjoy the many health benefits of vegetables and fruit**

Thousands of studies from around the world agree that eating lots of vegetables and fruit reduces the risk of many types of cancer. In fact, if all people did was eat 5 or more servings of vegetables and fruit each day, cancer rates could drop by at least 20%. A diet with lots of vegetables and fruit also reduces the risk of heart disease and stroke. And if that's not enough, people who eat lots of vegetables and fruit are also less likely to have weight problems or suffer from bowel troubles.

**Vegetables and Fruit High in Vitamin C**

Broccoli • Brussels sprouts  
Kiwifruit • Cantaloupe  
Oranges • Papaya  
Peppers • Strawberries

These health benefits are especially appealing to women over the age of 50. The belief that eating vegetables and fruit can improve health is a strong motivator for women over the age of 50.

Here is a closer look at what vegetables and fruit have to offer women over the age of 50:

### Antioxidant Vitamins

Antioxidant means “against oxygen”. As the body uses oxygen, it releases free radicals. Free radicals are harmful forms of oxygen. If they are not stopped by antioxidants, free radicals may lead to cancer and other diseases. Antioxidants also help keep the immune system strong and healthy.

Vegetables and fruit are rich in vitamin C and beta-carotene. These vitamins are antioxidants. They reduce the risk of some types of cancer, heart disease and stroke, and cataracts.

### Vegetables and Fruits High in Beta-Carotene

Apricots • Cantaloupe  
Carrots • Mangoes  
Pumpkin • Squash  
Sweet Potatoes

### Phytochemicals

Agriculture and Agri-Food Canada provides a list of functional food components and their health benefits. Visit [www.agr.gc.ca](http://www.agr.gc.ca)

Phytochemicals are natural plant compounds that help prevent disease in many different ways. Some phytochemicals act as antioxidants just like vitamin C and beta-carotene. Others reduce the risk of cancer by stopping normal cells from changing into cancerous cells.

Over 4000 phytochemicals have been identified. Many are linked to reducing the risk of cancer.

Others are responsible for reducing the risk of heart disease and stroke. They may also reduce the risk of eye diseases and may even help slow some processes of aging.

All vegetables and fruit contain varying amounts of phytochemicals. The best way to benefit from all the different phytochemicals is to enjoy a variety of vegetables and fruit everyday. Foods that have health benefits beyond the nutritional value they provide are known as Functional Foods.

### Vegetables and Fruit High in Fibre

Berries • Broccoli  
Brussels sprouts • Kiwi  
Mango • Papaya  
Pear • Peas  
Prunes • Pumpkin

### High Fibre

Vegetables and fruit are high in fibre. Fibre makes stools softer and bulkier which helps them pass more quickly and easily. This helps prevent constipation as well as loose bowel movements. A diet high in fibre also helps reduce the risk of bowel diseases like diverticulosis and haemorrhoids. Some studies show that fibre may also reduce the risk of bowel cancers.

### Low Fat

With the exception of avocado and coconut, vegetables and fruit are low in fat and calories but high in nutrition. Choosing vegetables and fruit instead of higher fat, higher calorie foods helps people achieve and maintain a healthy weight.

## Promote a Healthy Body Weight

Vegetables and fruit are low in fat and calories but high in nutrition. Choosing vegetables and fruit instead of higher fat, higher calorie foods helps people achieve and maintain a healthy weight.

Loss of lean muscle and less physical activity make it difficult for many women over the age of 50 to maintain a healthy weight. Fad diets are often unsafe and almost always fail. The best way to lose weight for women over the age of 50 is to emphasize vegetables and fruit and whole grains, an approach based on Canada's Food Guide. Moderate physical activity is also important.

## Rich Source of Many Important Nutrients

Most vegetables and fruit are packed with vitamins and minerals. Dark green and orange vegetables and orange fruit are especially good sources of vitamin C, vitamin A and folate, just to name a few. These vitamins help keep skin, eyes, blood and other tissues healthy. Some vegetables such as broccoli, kale, and other greens provide a source of calcium. Women over the age of 50 need extra calcium to help keep bones healthy and strong.

### Vegetables and Fruit High in Calcium

Broccoli - Brussels Sprouts -  
Collard Greens – Kale –  
Oranges – Orange Juice  
with Calcium Added -  
Squash

## Key Message #3: Choose a variety of colours and tastes

Eating Well with Canada's Food Guide encourages people to eat at least one dark green and one orange vegetable each day. Dark green vegetables such as asparagus, broccoli, Brussels sprouts, romaine lettuce and spinach are rich sources of folate. Orange vegetables such as carrots, pumpkin, squash and sweet potatoes are rich in carotenoids such as beta-carotene. Some orange-coloured fruit such as apricots, cantaloupe, mango and papaya are also high in carotenoids.

Colourful vegetables and fruit contain a variety of phytochemicals which offer many health benefits. All vegetables and fruit have something different to offer. Enjoy a variety of colours and tastes to get the benefits of all the vitamins, minerals and phytochemicals.

## Key Message #4: Choose fresh, frozen, canned and dried – there is always something available

It is a common belief that frozen and canned vegetables and fruit are not as nutritious as fresh vegetables and fruit. It is not true. Studies comparing fresh cooked vegetables with canned and frozen products show very few differences in most nutrients.

During the winter months or in regions where there is less fresh produce available,

For more information on canned food and nutrient comparisons between canned, frozen and fresh foods refer to the Recommended Resources section.

frozen and canned vegetables and fruit are healthy alternatives. They are often less expensive than fresh produce and offer the variety we need for a healthy diet.

Frozen, canned and dried vegetables and fruit are packed and processed shortly after they are picked when the nutrients are at their peak. Freezing or canning helps preserve the nutritional quality of vegetables and fruit.

Eating Well with Canada's Food Guide encourages people to choose vegetables and fruit prepared with little or no added fat, sugar or salt. Canned vegetables usually contain added salt. Rinse with water or choose "low salt" brands. Some frozen vegetables come with added seasonings and sauces which may add too much fat or salt. Look at the Nutrition Facts table of the packaging to check the salt and fat content. Canned fruit is often packed in syrup. Avoid the extra sugar by choosing unsweetened frozen fruit or fruit packed in water or juice.

Although 100% vegetable and fruit juices fit into the Vegetables and Fruit food group, Canada's Food Guide recommends that people choose vegetables and fruit more often than juice. Eating vegetables and fruit helps people get more fibre, fewer calories and feel more satisfied than drinking juice.

### **Key Message #5: Vegetables and fruit are safe to eat**

It seems there will always be controversy about the safety of vegetables and fruit. Today's consumers are concerned about the use of pesticides, wax coatings and biotechnology. There will likely be debate about these issues for years to come. But, the bottom line is vegetables and fruit are safe to eat. Without a doubt, these issues will come up during the program. Use the following information to guide your responses.

#### **Pesticides and Organic Foods**

The amount of pesticide residue that remains on food is quite small. Cancer experts say that the cancer risk from such small amounts of pesticides is low. Smoking, inactivity, unhealthy diets and exposure to the sun are much bigger risks. The health benefits of eating more vegetables and fruit outweigh any health risks from pesticide residue. However, to make sure your vegetables and fruit are as clean as possible, wash very well, peel when you can and remove the outer leaves of lettuce and cabbage.

Many consumers choose organic foods with the mistaken belief that they are safer and healthier. Organic food has no more nutrition than regular food. Small differences have been shown in some foods but nothing of significance. For example, organic fertilizer has been shown to increase iron, phosphorous and sodium in spinach but conventionally grown spinach had higher calcium. As for safety, like regular foods, organic food is safe although it is not risk free. Natural pesticides and environmental

For more information on organic foods, visit the Organic Agriculture Centre of Canada website [www.organiccentre.ca](http://www.organiccentre.ca). See the Recommended Resources section for more references on pesticides and organic foods.

pollutants leave toxic residues too. It is still important to wash organic produce well.

Some people may choose organic foods for environmental or ethical reasons. Organic farming practices help protect the environment by not using chemical pesticides or synthetic fertilizers. You will pay extra for these benefits. Organic produce can cost up to three times as much as regular produce.

Visit the Health Canada Website at [www.hc-c.gc.ca](http://www.hc-c.gc.ca) for more information on biotechnology and genetically modified foods.

### **Wax Coatings**

Protective wax type coatings are used on some vegetables and fruit. A very small amount is used to increase freshness and appearance of fresh produce. Apples, oranges, peaches, melons, peppers, cucumbers and turnips are a few examples of the foods that may have wax type coatings. Health Canada makes sure that these coatings are safe for consumers. If you are still concerned, however, washing vegetables and fruit in warm water will remove most of the coating. Peeling before eating will remove all of the coating.

### **Biotechnology and Genetically Modified Foods**

Biotechnology refers to the biological processes that are used to make new products for agriculture, the environment, industry and medicine. Most people equate biotechnology with genetic engineering. However, biotechnology can also refer to more traditional production methods such as using enzymes to make cheese and using microorganisms to make wine. New food products that are developed through science are known as novel foods.

In Canada, genetic engineering is used to improve taste and nutrition and to make certain crops easier to grow and ship. Genetic engineering involves transferring genes from one organism to another or altering the expression of genes. Most genetically modified foods are familiar plant foods like corn, potatoes, tomatoes, soy, flax and canola.

In 1995, the Flavr Savr™ tomato was approved for sale. It was the first genetically modified vegetable or fruit to be approved in Canada. The gene that causes tomatoes to soften as they ripen was altered in the Flavr Savr™ tomato. The result is a tomato that has a longer shelf life and a better flavour.

To date, over 70 novel and genetically modified (GM) foods have been approved for sale in Canada. Vegetables such as potatoes and corn have been genetically modified to resist insects and disease. Soybeans have been genetically modified to tolerate herbicides. Through continued research, other vegetables and fruit that resist disease or are more nutritious may become available.

Like any new science, biotechnology is complex and controversial. Some consumers are concerned about genetically modified foods. Some people question the impact of introducing new plant species on the environment. Others believe it is morally wrong to interfere with nature. There are also health concerns. The transfer of genes from one

species to another may create new allergens. Vegetarians who do not want to consume animal genes are also concerned.

**Colour It Up 50+** does not address biotechnology but it is a topic that may come up. So what should you tell participants who have concerns?

- Before new products of biotechnology are released, they are evaluated for safety. Government regulations are in place to approve or reject new products.
- A labeling system is currently being created. It will help consumers identify and understand foods developed through biotechnology.
- In Canada, organic farmers do not use biotechnology. Look for “certified organic” foods.
- Health Canada launched a new "Canada Organic" logo on July 21, 2007. The logo can be used on products that have been tested and certified by the Canadian Food Inspection Agency. The stamp of approval will only be displayed on food that meets Canada's standards. See [www.inspection.gc.ca](http://www.inspection.gc.ca) for more details.

### **Key Message #6: Vegetables and fruit are affordable**

It is a common belief that eating vegetables and fruit is expensive. People of all income and education levels believe that eating more vegetables and fruit costs too much. Even many dietitians and nutrition educators hold this bias. Women over 50 whose children have left home often find it more expensive to buy vegetables and fruit for one or two. The fact is, it does not have to cost a lot to eat more vegetables and fruit each day. It is important as a facilitator to present the message to participants that vegetables and fruit are affordable. Here are some new ways to think about the cost of vegetables and fruit:

- Remember that serving sizes are small. For example, one medium fruit or vegetable, 1/2 cup juice or 1/2 cup of vegetables each count as a serving. Think of how little it costs for one banana, one sweet potato or one carrot. The 7 Food Guide Servings of vegetables and fruit recommended for women every day costs very little.
- Buying fresh vegetables and fruit is usually affordable when you buy in season.
- Frozen and canned vegetables and fruit are always affordable. Think about how many servings of vegetables come in a bag of frozen vegetables.
- Removing some of the less nutritious foods in your grocery cart will make room for vegetables and fruit in your food budget.
- When it does seem that vegetables or fruit are expensive, think about the nutritional value for the amount of money spent. Sometimes it is worth spending a little extra when you consider the nutrition and health benefits you will receive.
- There are many ways to save money on vegetables and fruit. Growing your own, canning or preserving or joining a food buying club (e.g. The Good Food Box) are just a few options.

For more information on preparing and storing vegetables and fruit check out the Canadian Produce Marketing Association website: [www.cpma.ca](http://www.cpma.ca)

## Key Message #7: Discover fast and easy ways to prepare vegetables and fruit

Many people feel that vegetables and fruit are difficult to prepare and take too much time. Women who cook for one or two find it hard to prepare vegetables and fruit in smaller quantities. **Colour It Up 50+** helps dispel these myths by giving participants new ideas. The program offers many opportunities to discuss and share preparation ideas. The Veggie Fruit Snack Break gives participants a chance to taste fast and easy recipes.

There are many fast and easy ways to enjoy vegetables and fruit. Consider these ideas:

- Spend less time chopping. Buy pre-cut vegetables and salad mixes
- Steam or cook frozen vegetables for a side dish, or add them to a stir fry
- Use the microwave to quickly cook vegetables
- Grab a piece of fruit, dried fruit, carrot sticks, or red and green pepper sticks at snack time
- Choose canned fruit for an easy dessert
- Keep a fruit bowl filled on the counter or table. It's easier to choose fruit for a snack when it is right in front of you.
- Keep healthy frozen meals on hand for times when you don't feel like cooking. Buy meals with plenty of vegetables. Add fresh or cooked vegetables, a bowl of vegetable soup or fruit for dessert.

The leader's guide is packed with many other fast and easy ways to enjoy a variety of vegetables and fruit. Many of the handouts give simple and tasty ideas cooking for one or two. Check out the recipe section and *Vegetables and Fruit A-Z* for more great ideas.

## Key Message #8: There are simple solutions to storing vegetables and fruit

Get the most out of vegetables and fruit by following a few simple guidelines:

- Store vegetables and fruit separately in the refrigerator. Fruits naturally produce ethylene gas, which causes vegetables to spoil.
- Ripen fruits such as peaches, kiwifruit, mangoes, pears and avocados on the counter and then store them in the refrigerator. Fruit is ripe if it gives to gentle pressure when squeezed and smells sweet.
- To help fruits ripen on the counter, place them in a paper bag, loosely closed. The ethylene gas produced by the fruit helps them ripen. You can help fruit ripen even faster by adding a ripe banana or an apple to the bag.
- Berries, cherries, grapes and pineapples don't ripen once they are picked. They are best eaten as soon as possible.

For more information on storing, freezing and canning vegetables and fruit, refer to the Recommended Resources section.

- Some vegetables and fruit are best left at room temperature. For example, bananas, tomatoes, potatoes, sweet potatoes, squash and onions.
- Before vegetables and some fruits are frozen they must be blanched. Blanching is cooking the vegetable for a short period of time. It helps set the colour and texture. For fruits such as peaches, it helps remove the skin.
- Vegetables and fruit can be stored in the freezer for up to one year. Be sure to cover or wrap them well to prevent freezer burn. Fruits such as pears, sweet cherries, citrus fruit, kiwifruit and pineapple do not freeze well.

### Key Message #9: Help family enjoy vegetables and fruit

Throughout their lives, most women focus on nurturing others. Traditionally, women have been responsible for meal preparation for their husbands or partners and their children. As they become grandmothers, many women also take an interest in feeding their grandchildren. Some women over the age of 50 may even become responsible for feeding aging parents.

Women often experience challenges and frustrations in trying to get family members to eat more vegetables and fruit. Husbands or partners may be resistant to changing their eating patterns. Teenage or adult children may prefer less healthy food choices. Grandchildren may be picky eaters. **Colour It Up 50+** provides opportunities for women to explore these frustrations and discover strategies to help family members be more receptive to vegetables and fruit.

Here are 10 simple ways to help family enjoy vegetables and fruit:

- Involve your family in menu planning
- Use gentle praise
- Cook one meal
- Have meals and snacks at regular times and always include vegetables and fruit
- Eat together and make eating times pleasant
- Do not force children or adults to eat vegetables and fruit
- Offer a variety of vegetables and fruit
- Dress up vegetables and fruit but don't trick your family into eating them
- Make vegetables and fruit appealing
- Include vegetables and fruit for special family occasions

For more information on healthy eating for families refer to the resource section of the leader's guide for recommended book titles.

## **Key Message #10: Make eating vegetables and fruit an important part of self-care**

Women often live their lives caring for others rather than caring for themselves. Women focus on the needs of husbands or partners, children, grandchildren and even aging parents. Many women have had to balance caring for their families with a career or job. This leaves little time or energy for self-care. As children leave home and women enter retirement, they may have more time for self-care, but often are still unable to focus on themselves rather than others.

**Colour It Up 50+** stresses the importance of self-care. Eating 7 servings of vegetables and fruit a day is identified as a key self-care activity. The program encourages participants to explore the reasons why they should engage in self-care. The health benefits of eating vegetables and fruit are seen as an important reason for many women over the age of 50. Activities and discussions aim to strengthen participants' belief that eating vegetables and fruit can improve health.

**Colour It Up 50+** challenges other beliefs and attitudes that may get in the way of eating more vegetables and fruit. It helps participants discover ways to make eating vegetables and fruit easy and enjoyable. It also gives participants the skills and confidence to make changes to their eating habits. Through social support and personal goal setting, participants will identify realistic ways to include more vegetables and fruit. Incentives and rewards will help participants achieve these goals, bringing them closer to eating the number of servings of vegetables and fruit recommended by Canada's Food Guide.

## **Helping People Make Changes**

The *Colour It Up...Go for More Vegetables and Fruit 50+* program helps women make changes in how they eat. It gives participants the knowledge, skills, and confidence needed to eat more vegetables and fruit and achieve the recommended 7 Food Guide Servings each day.

The discussions and activities in this program are based on strategies that promote behaviour change rather than simply providing nutrition information.

**Colour It Up 50+** addresses the psychological barriers to behaviour change that are unique to women over the age of 50. Women have many roles and responsibilities throughout life – as caregiver, homemaker, career woman, supporter, etc. These female role expectations leave little time or motivation for self-care. Other barriers for women over the age of 50 are age expectations. Many women over the age of 50 feel they are too old to learn new behaviours or change old ones. Discussions and activities help identify these patterns of thinking and discover solutions to overcome these barriers.

**Colour It Up 50+** helps women change their eating habits through personal goal setting

and self-monitoring. It encourages them to question how they think about buying, storing, preparing and eating vegetables and fruit. Social support and positive reinforcement encourage participants to continue healthy eating habits.

### **Changing Beliefs and the Way People think about Fruits and Vegetables**

Many times people have an automatic thought, belief, or misunderstanding they are not aware of. For example, many women believe that vegetables and fruit are too expensive. This will stop them from even thinking about buying more of them.

The first step to changing beliefs and thoughts is to become aware of automatic thoughts. The second step is to think in a new way. The third step is to reward thinking these new thought.

Group discussions give participants a chance to become more aware of their beliefs. Activities challenge these beliefs and help participants change their thoughts about vegetables and fruit.

### **Principles of Behaviour Change**

As stated in the introduction, this program is based on social cognitive theory. This theory gives us methods people can use to make positive changes in their lives. The methods include enhancing self-efficacy, outcome expectations, social support, positive reinforcement, goal setting and self-monitoring. Below are an explanation of those terms and a description of how they work.

#### **Self-Efficacy**

Self-efficacy is a person's strong belief in her ability to make a change in her life or about herself. It is how well she feels she can do things. Self-efficacy also influences the amount of effort someone will put into making a change and how hard she will keep trying when things get difficult. Usually, as self-efficacy increases so does a person's ability to do the things they want to. A person with strong self-efficacy believes she can deal with the challenges involved in making a change.

**Colour It Up 50+** gives participants many opportunities to feel successful at eating more vegetables and fruit. The program also helps participants find ways to deal with difficulties by learning from others and trying new ideas among supportive people. As participants move through the program their self-efficacy will be enhanced, making it more likely that changes will continue.

#### **Outcome Expectations**

Outcome expectations are the beliefs people have that performing a behaviour will lead to health benefits. For women over the age of 50, improving health and addressing existing health problems is perhaps the strongest motivator for behaviour change. **Colour It Up 50+** strengthens the belief that women have in the health benefits of vegetables and fruit. Throughout the program, the health benefits of vegetables and fruit are discussed. Health benefits are also related to goal setting and self-monitoring. As they make changes, women begin to see how eating more vegetables and fruit improves their health and well-being.

## Social Support

Women over the age of 50 benefit from the program's emphasis on social support. The program allows women to share ideas and form friendships. This social support encourages participation and helps influence behaviour change.

## Positive Reinforcement

Positive reinforcement is giving someone a reward (or incentive) immediately after they do something that is desirable. The goal of positive reinforcement is to strengthen our ability to continue a specific desirable behaviour. Giving the reward immediately after the desired behaviour occurs (or is observed) encourages the person to continue to do the desired behaviour again.

Incentives are used throughout the **Colour It Up 50+** program. Participants should be rewarded for attending each session, for completing activities and ultimately, for eating more vegetables and fruit.

In order for the incentives to work, they must be meaningful to that person. What is meaningful will vary from one person to the next. For example, one person may find praise very rewarding. They will continue the behaviour that earned them praise. Other people may be uncomfortable being praised or may find it unpleasant. Praise will not encourage them to keep doing that behaviour. Ask the women in your group what kind of a response or reward works best with them.

Always make a clear link between incentives and the desired behaviour. For example, at the beginning of each session give participants a gift and explain that it is a reward for attending the session. Organize a draw for larger items to reward people for attending all sessions. Invite participants to put a ballot in the draw each time they attend and have a draw at the end of the sessions.

Give praise as a positive reinforcer or incentive freely to participants who share success stories or when they complete activities. It is important to be genuine when giving praise. Try to praise specific behaviours.

Be sure to focus on desirable behaviours and ignore undesirable behaviour. For example, some women will say they began eating more vegetables and fruit while other people may joke that the only vegetable they ate was potato chips. Give praise and attention or small token gifts to those who ate more vegetable and fruits. Ignore the potato chip comments by either saying nothing or not giving token gifts. This makes it less likely she will do this again.

Remember to keep the overall session friendly and fun. Keep your tone upbeat and encouraging. People want to have a good time while at these sessions and feel they are enjoying the time they spend learning and sharing. It is important that they leave each session feeling positive about the experience. This, of course, will increase the chances that they come back for the next session.

Here are a variety of ideas for incentive gifts and prizes. Some ideas are free or of minimal cost. More expensive items, you may wish to offer as a draw. Choose items that best fit your budget. The Nutrition Resource Centre offers several incentives available for ordering.

Smaller items could include:

- Fresh vegetables and fruit
- Vegetable and Fruit stickers
- Healthy eating buttons, note pads, magnets or tote bags
- Small kitchen utensils (i.e. vegetable peelers, vegetable scrubbers, cutting boards, steamers)
- Vegetable and fruit themed kitchen gadgets (i.e. trivets, timers, tea towels, lunch bags, placemats, napkins, tins)
- Vegetable and fruit storage containers or juice jugs
- Fruit scented lotions or soaps
- Bus tickets or taxi coupons to cover transportation to and from the program

Larger items could include:

- Grocery gift certificates
- Food baskets (i.e. Good Food Box)
- Cookbooks
- Magazine subscriptions
- Gift certificates for cooking classes
- Gift certificates for exercises classes or YMCA
- Kitchen items such as food choppers, blender, vegetable and fruit serving platters

\* Refer to the Recommended Resources section or contact the Nutrition Resource Centre for information on ordering these materials

## Personal Goal Setting

Participants are encouraged to set small, achievable goals aimed at eating more vegetables and fruit. Allow time for this at the end of each session. Ask women to set a “SMART” goal. A SMART goal

- is Specific
- can be Measured
- can be Achieved
- is Rewarded
- has a Time Limit

Encourage participants to reward themselves when they reach their goals. A reward may be as simple as a checkmark or sticker on a calendar. Other rewards might be planning

a special outing, renting a movie or asking family for praise.

It is important that rewards are meaningful and motivating. Almost anything can be used as a reward, but it best not to use “junk food” as a reward.

Give participants copies of the “Personal Goal Sheet” to record their goals. Master copies of this form are included with the handouts in each session. Encourage participants to keep these sheets in a separate section of their binders or folders. This way they can easily look back on their progress.

A personal goal ‘theme for the week’ is included in each session outline. If participants have trouble setting a goal, suggest they choose one that relates to the theme for the week. The themes are: Breakfast, Lunch, Supper, Snacks and Grocery Shopping.

At the beginning of the program, some participants may not be ready to make changes in their eating habits. Reassure those participants that it is okay not to set a personal goal. They may be able to set goals later on, when they have gone through some of the program.

## Self-Monitoring

**Colour It Up 50+** introduces participants to the idea of recording what vegetables and fruit they eat, and the feelings, thoughts and behaviours that arise. This is know as self-monitoring. The “Vegetable and Fruit Checklist” is a simple form that allows participants to identify the number of servings of vegetables and fruit they eat each day. Checking off what is eaten usually helps women make healthier food choices because they become more aware of what they are eating when they have to keep a record. There is also space on the checklist to record how they felt each day. This can help women see the link between eating 7 servings of vegetables and fruit a day and improved health and well-being. Master copies of this form are included with the handouts in the first three sessions.

It is important not to overwhelm participants with this activity. If participants begin to view it as a chore, the checklist will no longer have a positive effect. Encourage participants to complete the “Vegetable and Fruit Checklist” for only two or three days each week. Let them know this activity only lasts for three weeks. If some participants want to continue, encourage them and provide additional copies of the checklist. Self-monitoring alone is not enough to maintain behaviour change but it makes participants aware of what they are eating and the amounts.

## Other Social-Psychological Theories

Other social-psychological theories also help us understand how women over the age of 50 can change behaviours. **Colour It Up...Go for More Vegetables and Fruit for women 50+** incorporates theories of empowerment, self-in-relation and objectification.

Below is an explanation of these theories and how they are used in **Colour It Up 50+**.

## **Empowerment Theory**

Empowerment theory helps people take control of their own behaviour change. It encourages women to challenge the negative ways they look at themselves and focus on building their strengths. Social support is an important aspect of this theory. It helps participants of a group take responsibility for their own learning needs by defining their own barriers and developing their own strategies for change.

**Colour It Up 50+** helps women discover their own barriers and solutions to eating more vegetables and fruit. Discussions and activities allow women to challenge their negative ‘self talk’ and the ‘cons’ of making changes. Instead, women are encouraged to build on strengths and discover positive solutions. Goal setting, establishing rewards and self-monitoring are tools that help participants take control of their own behaviour change.

## **Self-in-Relation Theory**

Self-in-relation theory emphasizes the importance of relationships throughout women’s lives. The relationships women have with others (as caregivers, spouses, friends, etc.) are viewed as an important motivation in life. Exploring these relationships is a key step to behaviour change.

**Colour It Up 50+** provides many opportunities for women to reflect on their relationships. The influences of husbands or partners, children and grandchildren are discussed throughout the program. Activities help women see how their relationships influence their ability to eat vegetables and fruit. The program helps women discover solutions for coping with these influences.

## **Objectification Theory**

Objectification theory is based on the belief that women view themselves primarily as they feel other’s view them. Women are socialized to consider themselves as objects that are evaluated based on appearance. This emphasis on appearance leads women to pay too much attention to outward appearance, with little awareness of internal body states.

Through consciousness-raising activities, **Colour It Up 50+** helps women discover and overcome the attitudes and perceptions about women over the age of 50. Discussions allow women to explore personal experiences with eating, body and health.

## Behaviour Change in Action

Here are some examples of how these principles work.

### 1. Our environment affects our behaviour.

Example: If a plate of vegetables and fruit is the only snack food provided at a friend's place, you are more likely to eat them. If only potato chips are offered, there is not much chance you will be eating vegetables and fruit.

### 2. Our beliefs, environment, and behaviour are constantly interacting. A change in one affects the others.

Example: If you believe in the benefits of eating vegetables and fruit (personal belief), you will stock your fridge with more vegetables and fruit (environment). This will lead to eating more vegetables and fruit (behaviour).

### 3. We must have knowledge and skills before we can change our behaviour.

Example: Having the knowledge and skills to select, prepare and store vegetables and fruit gives you the ability to eat them.

### 4. We learn by observing others

Example: you get a new vegetable and fruit idea after visiting a friends' house for dinner

### 5. Our experiences and what we see others doing affect our expectations.

Example: If you watch someone else eat a vegetable or fruit and enjoy it, you are more likely to try it. If you do try it and find it enjoyable, you are more likely to eat it again.

### 6. We are more likely to make a change if there is more of an incentive.

Example: As you see the positive results that come from eating more vegetables and fruit (such as feeling better about yourself or getting rewards), you are more likely to eat vegetables and fruit again.

### 7. The more strategies we learn to help control our own behaviour, the more likely we will be able to maintain the change.

Some of the ways to control our behaviour and increase our self-efficacy are: setting goals, monitoring our progress and rewarding ourselves. Example: You set a goal to eat 7 Food Guide Servings of vegetables and fruit each day. You record the number of servings you eat each day and reward yourself when you are successful. These activities increase your awareness of these behaviours and keep you focused on eating more vegetables and fruit. They also make the behaviour your responsibility.

**8. Behaviours will continue if they are rewarded or positively reinforced.**

Example: If your family praises you for making vegetables the way they like them, chances are you will prepare them this way more often.

**9. The more self-efficacy we have about doing things, the more likely we will find ways to do it.**

Example: The more confident you are about being able to eat vegetables and fruit, the more successful you will be. You will find ways to eat vegetables and fruit even when faced with challenges. The more success you have in meeting these challenges, the more your self-efficacy will grow.

**10. Our emotions can cloud how we think about changing our behaviour.**

Example: Changing eating habits can be emotionally difficult. If you become frustrated or stressed about trying to eat more vegetables and fruit, you may feel that it is 'just too much' and give up.

### **3. Being a Successful Leader**

Facilitating a group is exciting and challenging. To help make your experience a success, keep the following points in mind:

- **Have fun!** People are more likely to learn in a relaxed and friendly environment. Make discussions and activities enjoyable by using humour or sharing your own experiences in a light-hearted way.

Understand the needs of older learners. Women over the age of 50 differ from younger women as learners. Older women tend to be more reflective in their thinking. With a lifetime of experience to draw on, they like to relate new knowledge to past experiences. Older women need time to absorb and apply new information. A slower learning pace is preferred. Women over the age of 50 also may have physical barriers to learning such as vision or hearing impairments or mobility problems. The following are some suggestions for working with older learners:

- Allow participants to share personal experiences. Encourage them to draw on life experiences for examples.
- Encourage social interaction within the group. Group discussions, even if they are not completely on topic, are valuable learning opportunities for women over 50.
- Provide a clear agenda of the session. Avoid sudden changes.
- Try not to rush activities and discussions. Provide enough time for all aspects of learning.
- Be sure visual aids are well lit and large enough to read.
- Read printed materials aloud when you can.
- Speak loudly and clearly.

- **Encourage participants to get involved.** Each session opens with a warm up activity. The fun and interactive nature of these activities helps set the tone for the rest of the session. Encourage participants to contribute to discussions and activities but never put anyone on the spot. If you run into problems with one person dominating the discussions, try these ideas:
  - Ask other participants for comments
  - End the discussion by saying something like, “We should get moving before our time is up”.
  - Use non-verbal cues such as avoiding eye contact
  - Do not argue with challengers. If someone does not agree with the information the best thing to do is say something like, “That’s very interesting, I’ve never heard anything like that before.” Don’t wait for a response to your comment. Move right along.

Keep the discussion focused. It is important to allow participants to share their ideas, thoughts and experiences. But time is limited. You may often have to cut discussions a little short. You will also have to get discussions back on topic. Be especially careful to limit discussions about chronic diseases, or special dietary needs. Remind participants that the focus of this program is on eating more vegetables and fruit.

Encourage participants to connect with a dietitian one-on-one to talk about other nutrition issues.

- **Let participants learn from each other.** Encourage participants to share ideas, personal stories and tips for eating more vegetables and fruit. Allowing participants to share information lets them know that they are valued members of the group. This shared information may not always be correct, but as the leader you can try to build on comments to deliver a positive message. The Veggie Fruit Snack Break offers a more informal opportunity for participants to exchange ideas and share experiences.
- **Be flexible.** Each group you work with will be different. It will be up to you to look at your group and decide how to deliver the activities. When literacy is an issue, it is best to complete activities in the large group or break into smaller working groups of three or more. When possible, read overheads, activity sheets and discussion questions aloud.
- **Respect differences.** It is important to recognize that individuals in your group may come from a variety of cultural, social and educational backgrounds. Consider how culture, income or knowledge may influence food choices or preparation methods. Allow participants to share their cultural differences. Provide adapted resources such as the translated versions of Canada’s Food Guide to participants as needed. When presenting information or giving suggestions, be sensitive to those on limited incomes and those with lower literacy levels.

- **Focus on the needs of your group.** Your group may have specific needs based on location or culture. For example, in northern rural communities, access to fresh vegetables and fruit may be an issue. For new immigrants in a large urban community, the issue may be that they are unfamiliar with Canadian produce. Whatever the issues may be, try to tailor your discussions to the issues and needs of your group.
- **Know your limits.** **Colour It Up 50+** may be delivered by registered dietitians or group leaders who are not nutrition experts. There is no doubt that women will ask questions that you cannot answer. Do not feel that you have to know the answers to everything. When you can't answer a question, just say so. Refer the person to an appropriate resource, or find the answer yourself and follow up with the participant at a later date.



# Appendices

- I. Forms
- II Community Supports and Resources
- III Recommended Resources
- IV **Colour It Up 50+** Poster
- V Recipes



# Veggie Fruit Snack Break Sign-Up Sheet

Up to \_\_\_\_\_ people may sign up to help make the snack each week.  
(number)

Please come at \_\_\_\_\_ to help make the snack.  
(time)

Week	Name	Phone Number	Recipe(s)
Session 1			
_____ date			
Session 2			
_____ date			
Session 3			
_____ date			
Session 4			
_____ date			
Session 5			
_____ date			
Session 6			
_____ date			

## APPENDICES:

# Appendix II

## Community Supports and Resources

### Your Local Health Unit

Your local health unit can offer many supports and resources. Promoting healthy eating is part of their role. Your health unit may be able to offer the support of a registered dietitian or resources such as display or printed materials. Health units also deliver programs that complement **Colour It Up**.

### Community Health Centres

Community Health Centres offer a variety of community based health services and programs. Many include dietitians who can provide nutrition counselling to community members. Community Health Centres may wish to become involved in **Colour It Up** by offering staff support, resources and even space to run the program.

### Community Programs that Promote Vegetables and Fruit

Many communities offer programs and activities that promote vegetables and fruit. Check with your local health unit or community health centre to see what is available in your community.

#### The Good Food Box

The Good Food Box is a non-profit food buying club that makes fresh vegetables and fruit available to community members at an affordable price. This program relies on volunteers and support from community agencies to help pack and distribute boxes of vegetables and fruit. Community members order and pay for their box at the beginning of month. Later that month they receive their box.

#### Community Gardens

Community gardens offer community members the opportunity to garden. A group of people come together to grow their own vegetables, maintain the garden and share the harvest.

#### Farmers Markets

Local Farmers Markets can be found in communities across Ontario. Farmers markets offer a bounty of fresh and often local vegetables and fruit. Call 1-800-387-FARM(3276) or visit [www.farmersmarketsontario.com](http://www.farmersmarketsontario.com) for information in your area.

## Community Kitchens

Community kitchens are small groups of people who prepare meals together to divide among their families. Groups usually meet once or twice each month at convenient neighbourhood locations.

## Cooking groups or classes

Health units, community health centres, community colleges and grocery stores offer a variety of different cooking groups and classes. Healthy eating programs, canning and preserving workshops and gardening classes may also be offered in some communities.

## Pick-your-own farms

There are many pick-your-own farms in Ontario. Strawberries, raspberries, apples, tomatoes, cucumbers, squash, beans, peas, and pumpkins are just some of the produce that can be picked from fields in Ontario. Check out the Harvest Ontario website [www.harvestontario.com](http://www.harvestontario.com) for information on pick-your-own farms in your area.

## Eat Smart! Program

Through its Award of Excellence, Eat Smart! offers recognition to Ontario schools, workplaces and recreation centres that meet exceptional standards in nutrition, food safety, and a smoke-free environment. To find Eat Smart! school, workplace or recreation centre in your area, visit the Eat Smart! website: [www.eatsmartontario.ca](http://www.eatsmartontario.ca)

## Senior's Meal and Dining Programs

Many Ontario communities offer non-profit meal programs for older adults. Perhaps the most well-known is Meals on Wheels. Meals on Wheels programs are operated by community service agencies to provide healthy meals to seniors in their homes. Other programs such as congregate dining programs and senior's social clubs offer healthy meals and social support to seniors in a community setting.



## APPENDICES:

# Appendix III

## Recommended Resources

### 1) HEALTH CANADA

#### Eating Well with Canada's Food Guide

[www.healthcanada.gc.ca/foodguide](http://www.healthcanada.gc.ca/foodguide)

1 800 O-Canada (1 800 622-6232)

Order or download Canada's Food Guide resources from Health Canada or contact your local health unit.

- Eating Well with Canada's Food Guide
- Eating Well with Canada's Food Guide. A Resource for Educators and Communicators.
- Eating Well with Canada's Food Guide - First Nations, Inuit and Métis
- Translated versions of Canada's Food Guide
- My Food Guide: online interactive tool ([www.healthcanada.gc.ca/foodguide](http://www.healthcanada.gc.ca/foodguide))

#### Canadian Nutrient File, 2007

Search online for foods in the Canadian Nutrient File

[http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/index\\_e.html](http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/index_e.html)

#### Biotechnology: Novel Foods and Genetically Modified Foods

[http://www.hc-sc.gc.ca/sr-sr/biotech/food-aliment/index\\_e.html](http://www.hc-sc.gc.ca/sr-sr/biotech/food-aliment/index_e.html)

Look for information on:

- The approval process for novel foods
- Approved genetically modified and novel foods
- Policy and regulations
- Labelling

## 2) Fruits and Veggies – Mix it up!™

[www.fruitsandveggies.ca](http://www.fruitsandveggies.ca)

Tel: (613) 226-4187 Fax: (613) 226-2984

**Fruits and Veggies – Mix it up!™** is designed to help Canadians find new ways to eat their fruits and veggies each day as part of a balanced diet and active lifestyle for their better health. **The Mix it up!™** website, [fruitsandveggies.ca](http://fruitsandveggies.ca) is full of helpful information and practical tips, a growing collection of recipes, useful tools including a meal planner, storage guide and servings guide.

Other resources include:

- Access to the **Fruits and Veggies – Mix it up!™** online community on Twitter (@FruitsNVeg), Facebook as well as our blog – The Mix.
- Materials available for purchase including posters and brochures
- Information about the Freggie™ and Freggie Friday™ children's programs.

## 3) DIETITIANS OF CANADA

[www.dietitians.ca](http://www.dietitians.ca)

The Eat Well Live Well section of the website offers a variety of online activities, factsheets and tips.

### EATracker

[www.eatracker.ca](http://www.eatracker.ca)

Consumers can track food and activity choices online. EATracker assesses food choices and provides personalized feedback on calories and essential nutrients and compares this to the recommendations for age, gender and activity level. It also determines body mass index and provide information on achieving and maintaining a healthy weight.

### EatRight Ontario

Toll free in Ontario: 1-877-510-5102, 9 am to 5 pm – Monday to Friday

EatRight Ontario provides easy-to-use nutrition information to help people make healthier food choices. Registered dietitians provide visitors with feature articles on food and nutrition, meal planning advice, healthy eating tips and recipes. EatRight Ontario allows individuals to ask nutrition-related questions and receive feedback by phone or email from a registered dietitian. Nutrition tools and links offer many additional resources.

#### 4) CANADIAN CANCER SOCIETY

Ontario Division, 1639 Yonge Street, Toronto, Ontario M4T 2W6

Tel: (416) 488-5400 Fax: (416) 488-2872

Toll free consumer information: 1-888-939-3333

[www.cancer.ca](http://www.cancer.ca)

#### 5) CANADIAN FOOD INSPECTION AGENCY (CFIA)

[www.inspection.gc.ca](http://www.inspection.gc.ca)

CFIA informs Canadians about safe food-handling practices and various food-safety risks through website information and factsheets. Order or download information on:

- Allergy Alerts/Food Recalls
- Food Allergens
- Causes of Food Borne Illness
- Food Safety Tips and Facts
- Specific Products and Risks
- Food Packaging and Storage
- Restaurant and Food Service Inspection

#### 6) CANADIAN PRODUCE MARKETING ASSOCIATION (CPMA)

162 Cleopatra Drive, Ottawa, Ontario, K2G 5X2

Tel: (613) 226-4187 Fax: (613) 226-2984

[www.cpma.ca](http://www.cpma.ca)

Website includes:

- Consumer fact sheets
- Home Storage guide for Fresh Fruits and Vegetables
- Freezing Fruits and Vegetables
- A Guide to microwave Cooking Fresh Fruits and vegetables
- Availability Guide: What's Available and When

## 7) AGRICULTURE AND AGRI-FOOD CANADA

1341 Baseline Road, Ottawa, Ontario, K1A 0C5

Tel: (613) 759-1000 Fax: (613) 759-7977

[www.agr.gc.ca](http://www.agr.gc.ca)

Provides a list of functional food components (phytochemicals) and their health benefits that health professionals and consumers can use as a quick reference tool.

## 8) DAIRY FARMERS OF ONTARIO

6780 Campobello Road, Mississauga, Ontario L5N 2L8

Tel: 1-866-392-9929

[www.teachnutrition.org](http://www.teachnutrition.org)

- Set of food picture cards

## 9) FOODLAND ONTARIO

[www.foodland.gov.on.ca](http://www.foodland.gov.on.ca)

Website includes:

- Availability Guide
- Produce Facts
- Pick Your Own
- Recipes

## 10) HARVEST ONTARIO

[www.harvestontario.com](http://www.harvestontario.com)

Provides recipes, fresh fruit and vegetable availability guide and information on pick-your-own farms in Ontario.

### **11) HEART AND STROKE FOUNDATION OF ONTARIO**

1920 Yonge Street, 4th Floor, Toronto, Ontario M4S 3E2

Tel: (416) 489-7100 Fax: (416) 489-6885

[www.heartandstroke.ca](http://www.heartandstroke.ca)

Provides information on healthy eating, physical activity and healthy weight.

### **12) HOMECANNING.COM**

[www.homecanning.com](http://www.homecanning.com)

Provides canning basics, guidelines and step-by-step procedures to can safely at home

### **13) ORGANIC AGRICULTURE CENTRE OF CANADA**

[www.organicagcentre.ca](http://www.organicagcentre.ca)

Credible information on organic research in Canada regarding soils and crops, livestock, market information, food and health.

### **14) SPECTRUM NASCO EDUCATIONAL SUPPLIES LTD.**

150 Pony Drive, Newmarket, Ontario L3Y 7B6

Tel: 1-800-668-0600 Fax: 1-800-668-0602

[www.spectrumed.com](http://www.spectrumed.com)

Call or email to request catalogue to order:

- Life/Form® food replica models
- Vegetable and fruit mylar balloons
- Vegetable and fruit stickers
- Vegetable and fruit stuffed toys

# Recommended Books and Cookbooks

## Simply Great Food

Dietitians of Canada

Patricia Chuey, Eileen Campbell and Mary Sue Waisman

Robert Rose Inc.

2007

## Cook Great Food

Dietitians of Canada

Robert Rose Inc.

2001

## The New Lighthearted Cookbook

Anne Lindsay

Key Porter

2005

## Anne Lindsay's Lighthearted Everyday Cooking

Anne Lindsay

Macmillan Canada

2004

## Weekday Wonders

Rose Reisman

Penguin Canada

2004

## **Heart Smart**

Bonnie Stern

Random House of Canada

2006

## **The Vitality Cookbook**

Monda Rosenberg and Frances Berkoff

Harper Collins Publishers Ltd.

1995

## **More Vitality Cooking: Full Flavored, Easy Recipes Brimming with Fruits and Vegetables**

Monda Rosenberg and Frances Berkoff

Harper Collins Publishers Ltd.

1995

## **Meals for Good Health**

Karen M. Graham

Robert Rose Inc.

2008

Order online [www.mealsforgoodhealth.com](http://www.mealsforgoodhealth.com) or call 1-866-733-9409

## **Dr. Richter's Fresh Produce Guide**

Dr. Henry Richter

2005

Available at many grocery stores or order online  
[www.henryrichtermd.com/Books.htm](http://www.henryrichtermd.com/Books.htm)

## **Secrets of Feeding a Healthy Family**

Ellyn Satter

Kelcy Press, Madison, WI

1999

APPENDICES:

## Appendix IV

### Poster

Note that an unmarked poster is available for download and adaptation for all facilitators on the [www.colouritup.ca](http://www.colouritup.ca) website.



Date \_\_\_\_\_ Time \_\_\_\_\_

Location \_\_\_\_\_ Host Agency \_\_\_\_\_



## APPENDICES:

# Appendix V

## Recipes

### Soups

Chilled Carrot-Orange Soup  
Portuguese Green Soup  
Cream of Any-Vegetable Soup  
All-Season Raspberry Soup  
Three Sisters Soup  
Speedy Vegetable Soup for One  
NEW - Curried Mixed Veggie and Lentil Soup

### Salads

Beet and Apple Salad  
Nappa, Mango and Pear Salad  
Tossed Greens with Mandarin Oranges  
Strawberry and Spinach Salad  
Green and Red Pepper Salad  
NEW - Fruit and Couscous Salad  
NEW - Middle Eastern Pita Salad  
NEW - Nappa Cabbage Salad

### Vegetable and Fruit Side Dishes

Bannock with Currants  
Spinach Dip  
Tzatziki Cucumber Dip  
Guacamole Dip  
Colour It Up Broiled Vegetable Kabobs  
Pineapple Stuffed Squash  
Sweet Potato Baked Fries  
Harvard Beets in Minutes  
Sweet 'n' Sour Red Cabbage  
with Balsamic Vinegar  
Spicy Peach Chutney  
Mango Salsa  
Corn and Black Bean Salsa

### Main Dishes

Moroccan Beef Stew  
Create Your Own Stir-Fry

Chinese Cabbage Stir Fry  
Rotini with Ricotta and Summer Vegetables  
Curried Chicken and Nectarines  
Hawaiian Chicken  
Colour It Up Vegetable Pasta Sauce  
Chicken Cacciatore  
Vegetarian Lasagna  
Vegetarian Chili  
Turkey and Vegetable Stew  
with Dumplings  
Vegetable Frittata  
Vegetable Bread Pudding  
Mediterranean Pasta  
Black Bean Tostadas  
French Toast with Fruit  
Tuna Mandarin Roll-Ups  
Southwest Quinoa Salad Wraps  
NEW - Easy Stuffed Skillet Peppers  
NEW - Thai Salmon and Veggie Rice  
NEW - Fresh Vegetable Roll  
NEW - Sun-dried Tomato Hummus

### Desserts

Raspberry Yogurt Sauce  
Blueberry Sauce  
Strawberry Nutmeg Dip  
Colour It Up Fruit Salad  
Fruit Crisp  
Bases for Fruit Crisps  
Homemade Fruit Yogurt  
Strawberry Freezer Jam  
Plum Buttermilk Muffins  
NEW - Tropical Smoothie  
NEW - Wholesome Pumpkin Muffins  
NEW - Summer Fruit Compote  
NEW - Anytime Fruit Compote  
NEW - Apple Pie Shake