

LEADER'S GUIDE



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The Nutrition Resource Centre now coordinates the provincial dissemination and administration of the program. The new program name and accompanying logo are fresh and accommodate recommendations in Canada's Food Guide (2007).

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Colour It up...Go for More Vegetables and Fruit

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 food 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 should try to eat 7 to 8 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 eat fewer than five servings a day.

The Nutrition Resource Centre is pleased to present **Colour It Up...Go for More Vegetables and Fruit**. **Colour It Up** is a provincial program that helps women and their families learn to eat the number of servings of vegetables and fruit recommended by Canada’s Food Guide. The program is designed for women between the ages of 19 and 50.

The basis of this program is in social cognitive theory. This theory gives us certain methods we can use to make positive changes in our lives. These methods include positive reinforcement, goal setting and self-monitoring. Belief in our abilities, or self-efficacy, is also an important part of this approach. The discussions and activities in this program focus on helping women find ways to overcome difficulties and build confidence in their ability to eat more vegetables and fruit.

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 all women in Ontario and 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** 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**. 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 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 from age 19 to 50 are welcome. Since women often decide what the whole family eats, the program intends to reach their families as well. Many of the discussions and activities focus on concerns women have about feeding their children. Children are also included through a number of take home activities.

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. 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 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, daycare centres, and workplaces are other areas where you can reach women with your posters. You could also arrange to have information sent home with children at local schools.

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 from the CD-rom using a colour printer.

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** 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** 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 between the ages of 19 and 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:

Child Care

Since the program is aimed at women with families, it is very important to offer childcare. Arrange to have it in the same building as your program. If this is not possible, arrange to offer it elsewhere. Be sure to screen childcare providers and ensure they have some training in first aid, childcare and emergency procedures for your program site.

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.

Time

It is impossible to find a time in the day when all women can get together. Many working women are unable to attend a daytime program. 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?

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. Let the woman know they can do it. Tell them that each session helps build the skills and strategies to eat more vegetables and fruits. 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** 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 Budget Worksheet

Based on a group with 10 participants

Item	Estimated Cost	Actual Cost
Resources		
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	
Food Costs		
Veggie Fruit Snack Breaks		
6 Snacks	\$150.00	
Uncommon Vegetables and Fruit Activity	\$15.00	
Child Care Snacks		
6 Snacks	\$30.00	
Incentives		
Session incentives		
10 incentives x 6 sessions	\$75.00 - \$150.00	
End of program prizes or gifts	\$75.00 - \$150.00	
*Child Care		
2 child care providers x 6 sessions	\$200.00 - \$240.00	
*Transportation		
bus tickets or taxi coupons	\$180.00 - \$300.00	
*Room Rental		
6 session	Varies with location	
TOTAL	\$815.00 - 1125.00 (not including room rental cost)	
*Optional items.		

C. Background Readings

The purpose of **Colour It Up** 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**,
- 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** 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*

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 the knowledge, skills and confidence they need to eat more vegetables and fruit and achieve the recommended 7 to 8 Food Guide Servings each day.

Colour It Up Key Messages:

- 1) Go for more vegetables and fruit. Eat 7 to 8 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 children enjoy vegetables and fruit
- 10) Everyone can find a way to eat more vegetables and fruit

Key Message #1: Go for more vegetables and fruit. Eat 7 to 8 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 is designed for women from age 19 to 50. The recommended number of servings for this group is 7 to 8 servings per day. Unfortunately, most women are not meeting this recommendation. A recent study showed that more than half of Canadian women do not eat even five servings of vegetables and fruit. This program will help women go for more vegetables and fruit and achieve the recommended 7 to 8 Food Guide Servings per day.

Colour It Up 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.

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.

So what is it about vegetables and fruit that make them so special? Well, vegetables and fruit offer much more than just a few nutrients. Here is a closer look at what vegetables and fruit have to offer:

Vegetables and Fruit High in Vitamin C

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

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.

Phytochemicals

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.

Agriculture and Agri-Food Canada provides a list of functional food components and their health benefits. Visit www.agr.gc.ca

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.

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.

Vegetables and Fruits High in Beta-Carotene

Apricots • Cantaloupe
Carrots • Mangoes
Pumpkin • Squash
Sweet Potatoes

Vegetables and Fruit High in Fibre

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

High in Folate

Many vegetables and fruit, especially leafy greens, oranges, cantaloupe and cauliflower, are rich sources of folate. Folate is an important vitamin for women to include before and during early pregnancy. Health Canada recommends that women eat foods that are rich in folate everyday. As well, all women who could become pregnant should take a vitamin pill that has 0.4 milligrams of folic acid, the supplement form of folate. Folate is a vitamin that reduces the risk of some serious birth defects called neural tube defects (NTD). Neural tube defects affect the baby's growing brain and spine. One common neural tube defect is spina-bifida.

Vegetables and Fruit High in Folate

Beets • Broccoli
Brussels sprouts • Cauliflower
Cantaloupe • Corn
Romaine Lettuce • Oranges
Peas • Spinach

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, 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.

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

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 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.

For more information on organic foods, visit the Organic Agriculture Centre of Canada website www.organiccentre.ca. See the Recommended Resources section for more references on pesticides and organic 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.

Visit the Health Canada Website at www.hc-c.gc.ca for more information on biotechnology and genetically modified foods.

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 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 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. 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 to 8 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.

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. **Colour It Up** helps dispel this myth 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

For more information on preparing and storing vegetables and fruit check out the Canadian Produce Marketing Association website: www.cpma.ca

- 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
- Pack 100% fruit juice boxes in your family's lunches
- 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.

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 for the whole family. 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.
- 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.

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

Key Message #9: Help children enjoy vegetables and fruit

Vegetables and fruit provide important nutrients for growing children and teenagers. The number of Food Guide servings recommended each day depends on a child's age. The chart on page 13 shows the recommended servings for each age group.

Vegetables and fruit can be a challenging food group for many children. It seems that parents and children have more struggles over eating vegetables and fruit than any other food group. It is normal for very young children to have a fear of trying new foods. Young children also have variable appetites from day to day which makes a consistent intake of vegetables and fruit difficult. For older children and teenagers, the influence of peers, the media and busy schedules make it difficult to consume the right amount of vegetables and fruit.

Often, parents have grown up having vegetables pushed on them by anxious parent who assume they won't like them. These attitudes are then passed to their children. Parents can be positive role models by offering a variety of vegetables and fruit and every meal and by not forcing children to eat them. The more children are exposed to vegetables and fruit, the more they will accept them without any pressure at all.

Parents get advice about feeding their children from many different sources. Much of the advice is focused on tricking children into eating vegetables and fruit, either by hiding them in other foods or dressing them up to look like toys. **Colour It Up** takes a different approach. This program helps parents establish a positive feeding relationship with their children. The first step is to respect the lines of responsibility:

- **Parents are responsible for what their children are given to eat. Children are responsible for how much; and whether they eat.**

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

- Avoid power struggles
- 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
- Offer a variety of vegetables and fruit
- Set a good example
- Offer new vegetables and fruit several times
- Dress up vegetables and fruit but don't trick your family
- Involve your child in buying and preparing vegetables and fruit

For more information on feeding children refer to the resource section of the leader's guide for recommended book titles.

Key Message #10: Everyone can find a way to eat more vegetables and fruit

Eating 7 to 8 Food Guide Servings of vegetables and fruit everyday may seem difficult for some women. But it's easier than you think! Vegetables and fruit come in a variety of shapes, sizes and flavours. They can be eaten raw or cooked, enjoyed at any meal or snack, and prepared and served in thousands of different ways. Everyone can find at least one appealing new way to enjoy more vegetables and fruit!

Colour It Up challenges participants' beliefs and attitudes about 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 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 recommended 7 to 8 Food Guide Servings of vegetables and fruit each day.

Helping People Make Changes

The *Colour It Up...Go for More Vegetables and Fruit* 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 to 8 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 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. Positive reinforcement encourages 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, 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 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.

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** 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. Most expensive items, you may wish to offer as a draw. Choose items that best fit your budget.

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
- Vegetable and Fruit stuffed toys*
- 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 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 introduces participants to the idea of recording what vegetables and fruit they eat, and the feelings, thought and behaviours that arise. This is known 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. 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 make participants aware of what they are eating and the amounts.

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.

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 to 8 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.
- **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.

- **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. 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** 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** 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**. For example, the Eat Smart restaurant program and Heart Health initiatives.

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 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 for information on pick-your-own farms in your area.

Eat Smart! Ontario's Healthy Restaurant Program

Through its "Award of Excellence" program, Eat Smart! offers recognition to Ontario restaurants that offer a variety of healthier food choices on the menu, meet exceptional standards in food safety, and offer more non-smoking seating than is required. Look for the Eat Smart! symbol. To find Eat Smart! restaurants in your area, visit the Eat Smart! website: www.eatsmart.web.net.



APPENDICES:

Appendix III

Recommended Resources

1) HEALTH CANADA

Eating Well with Canada's Food Guide

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
- My Food Guide: online interactive tool (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

Biotechnology: Novel Foods and Genetically Modified Foods

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) 5 TO 10 A DAY: ARE YOU GETTING ENOUGH?

www.5to10aday.com

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

Order or download campaign materials:

- Brochures, pamphlets, factsheets and tips
- Recipes
- *Add It Up! and A Handful of Colour* posters
- Grocery list with magnet
- Freggie Tales Newsletter for children aged 6-12

3) DIETITIANS OF CANADA

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

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

Consumers and health professionals in Ontario can call and speak to a Registered Dietitian.

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

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

5) CANADIAN FOOD INSPECTION AGENCY (CFIA)

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)

310-1101 Prince of Wales Drive, Ottawa, Ontario K2C 3W7

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

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

Sir John Carling Building, 930 Carling Ave, Ottawa, Ontario K1A 0C7

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

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

- Basic set of food model pictures
- Expanded set of food model pictures (includes more culturally diverse foods)

9) FOODLAND ONTARIO

www.foodland.gov.on.ca

Website includes:

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

10) HARVEST ONTARIO

www.harvestontario.com

Provides 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

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

12) HOMECANNING.COM

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

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

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

Durand and Graham Ltd.

2006

Order online 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

Recommended Books on Feeding Children

Your Child's Weight: Helping Without Harming

Ellyn Satter
Kelcy Press, Madison, WI
2005

Child of Mine: Feeding with Love and Good Sense

Ellyn Satter
Bull Publishing Company, Palo Alto, CA
2000

Secrets of Feeding a Healthy Family

Ellyn Satter
Kelcy Press, Madison, WI
1999

Coping with a Picky Eater: A Guide for the Perplexed Parent

William G. Wilkoff
Distican Publishing
1998

APPENDICES:

Appendix IV

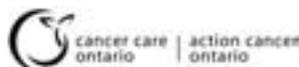
Poster

Note that an unmarked poster is available for download and adaptation for all facilitators on the www.colouritup.ca website.



Date _____ Time _____

Location _____ Host Agency _____



APPENDICES:

Appendix V

Recipes

Soups

Chilled Carrot-Orange Soup
Kale and Sausage Soup
ABC Vegetable Soup
All-Season Raspberry Soup
Three Sisters Soup
NEW - Curried Mixed Veggie
and Lentin 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
Pumpkin Bake
Sweet 'n' Sour Red Cabbage
with Balsamic Vinegar
Spicy Peach Chutney
Mango Salsa
Corn and Black Bean Salsa
Thai Banana Salsa

Main Dishes

Moroccan Beef Stew
Create Your Own Stir-Fry

Chinese Cabbage Stir Fry
Macaroni and Cheese Forest
Curried Chicken and Nectarines
Hawaiian Chicken
Colour It Up Vegetable Pasta Sauce
Chicken Cacciatore
Vegetarian Lasagna
Vegetarian Chili
Turkey and Vegetable Stew
with Dumplings
Swiss Chard Vegetable Frittata
All Star Vegetable and Cheese Pasta
Mediterranean Pasta
Colour It Up Vegetable Pizza
Pumpkin Berry Pancakes
Tuna Mandarin Roll-Ups
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
Pineapple Surprise
Cocoa Zucchini Cake
Plum Buttermilk Muffins
NEW - Tropical Smoothie
NEW - Wholesome Pumpkin Muffins
NEW - Summer Fruit Compote
NEW - Anytime Fruit Compote
NEW - Apple Pie Shake