

CREATING A COMMUNITY HEALTHY EATING ADVENTURE

Pilot Phase

Pilot Adventure – Initial Planning

1

Week 1-3

- Planning team meets, read books - *Prevent and Reverse Heart Disease* or *Engine2 Diet*
- Choose your Pilot Team – invite energetic, “out there”, various community leaders (mayor, sports coach, teacher, restaurant owners...)
- Note –Your pilot team becomes your first coaches
- Order books for Pilot Team
- Arrange for lab vouchers or w/ lab company or your own machine (pre/ post FLP, glucose) for pilot month and community event month
- Schedule speaker or *Forks Over Knives* viewing (HEA consultation available).

Pilot Month

Month Two

3

- Newspaper articles for participants and HEA pilot
- Hold weekly pot lucks to support each other. Share “where to find it”, “how to”, recipes, how great you feel! Facebook.
- Pilot team share w/ family/friends/co-workers about what they are doing.
- Newspaper articles on potlucks - “what’s on the menu?”
- Do “post” labs
- Publicity about results

Month 1

Month 2

Pilot Team – Getting Ready

Week 4

2

- Meet w/ Pilot Team – review concept and create vision
- Presentation or movie on “the facts”
- “Give” out books
- Look at Healthy Eating Adventure Website
- Review “How To” sections
- Set up Face Book
- Pilot team - do labs & weights & BP, read books
- Recruit restaurants for HEA meals; and stores to sell books
- Call/meet w/ newspapers, PR resources



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Adventure Phase

Creating Community Event

Month Three

1

- Assign leader for each task:
 - » **Publicity** – flyers, posters, articles, ads
 - » **Book sales** – order, locations
 - » **Lecturer** for kick off (or movie) - Rip, Dr. Caldwell Esselstyn, Dr. Liz George
 - » **Venue**
 - » **“Kick off event” meal planners** (Coaches provide potluck or enroll a chef)
 - » **Materials** – Welcome letters, communication cards
 - » **Lab Vouchers** – and Set- up data excel
 - » **Sponsors**
 - » **Greeters/Tableers** – crucial at the event
 - » **Coaches** – from your Pilot Team
- Consider:
 - Show movies in the community – *Food Inc, King Corn, Forks Over Knives*
 - Mayor declare “Wellness Month”
 - Invite businesses to do a team challenge

Sustaining

3

- Continue potlucks - monthly works; every 3 months enroll restaurant to create meal.
- Keep books available
- Keep up facebook
- Create a team of “committed promoters” to keep it going and plan other events–
- It’s a lifestyle!

Month 3

Month 4

Follow Up

Adventure Month

Month Four

2

- Start w/ a “Kick off” event – and have people sign up to do 28-day Adventure
 - Assign to teams each with a coach
 - Remind to do pre/post weight / BP – need coordinator for data
 - Facebook, - share recipes, experiences
 - Use HEA Website
 - Exercise component – Meet in small groups; promote area fitness activities
 - Coach communicates with team members – email, phone calls, meet to shop
 - Potlucks weekly – Publicity
 - Post – Event Labs – compile results
 - Graduation (invite family, friends, press)
- * Publicity and “sharing stories” is key to including/shifting whole community, even if not all involved in actual HEA**

