

A top-down view of various fresh ingredients scattered on a white surface. In the top left, a white bowl contains several large, cooked shrimp. Next to it is a sliced lime. In the top right, a metal tray holds several small, round, white vegetables, possibly cherry tomatoes or baby eggplants. On the right side, there are fresh green herbs, including basil and a sprig of rosemary, along with a sliced tomato. In the bottom left, there are asparagus spears and a scattering of small, dark and light brown grains or seeds. In the bottom center, there is a single scallop shell. In the bottom right, there is a glass bottle of yellow oil and more green leafy vegetables.

EATING CLEAN

wellbeing challenge

A SIX-WEEK CHALLENGE

Eating Clean Challenge

Description: This six-week challenge is designed to help participants build sustainable eating habits by prioritizing whole foods, increasing fruit and vegetable intake, and making simple swaps that reduce highly processed options.

Challenge Goal & Tracking: Track fruit and vegetable consumption and log 5 servings of fruits and vegetables at least 5 days a week to be eligible for [Client-specific rewards or prizes.]

Steps to Enroll (*Included in enrollment messages)

This challenge begins [DATE]. To sign up:

- Visit the [mobile app](#) or [web-based portal](#).
- Click the **Eating Clean** banner on the **Today** screen.
- Click **Enroll** and you're all set!

Tracking Instructions (*Included in all weekly messages):

Here's how to log your Clean Eating activity:

- Access the [mobile app](#) or [web-based portal](#).
- Select **Health Tracking** from the main menu and go to the **Vegetable/Fruit** tracker.
- Enter the date you are tracking and the number of servings consumed.
- Once completed, click the **Add** button to save your entry.

Notice of Challenge Requirements (*Included in all messages)

Complete the challenge goal and log the required activity in the inHealth Wellbeing app or web portal by [date/time] for all six weeks to [earn/qualify for] [insert reward or incentive].

Final Message:

[Optional and Client-specific. Can be used to announce winners or provide information/instructions regarding rewards, etc. Client must provide specific desired content via Help Ticket]

Introduction/Enrollment Message

Join the **Clean Eating Challenge!**

Ready to build healthier eating habits? Small changes in your diet can have a big impact on your overall health. This 6-week challenge is your opportunity to commit to healthier eating habits, one step at a time.

Each week, focus on creating a new healthy habit and track your progress through the Wellbeing mobile app. The goal is simple: log 5 servings of fruits and vegetables at least 5 days a week, from Monday through Sunday.

[Button] [What is a Serving?](#)

Small, consistent improvements lead to meaningful long-term results. Start where you are and build from there.

Join today and take the first step toward eating cleaner and feeling better!



Week 1: Small Changes

This week sets the foundation.

Eating clean starts with real food. Choose options that are minimally processed and closer to their natural state. These foods provide fiber, protein, and essential nutrients without excess added sugars or unnecessary ingredients.

You do not need to overhaul your diet. Start with small, intentional upgrades.

Focus on These Habits:

- Add vegetables to at least two meals each day
- Choose whole fruits instead of juice
- Include a quality protein source with each meal
- Cut back on highly processed snack foods
- Read ingredient lists and choose simpler options

Small changes add up, and consistency makes the difference.

[Button] [What is Real Food?](https://realfood.gov) (realfood.gov)

Week 2: Focus on Whole Grains

The type of carbohydrates you choose matters.

Whole grains provide fiber and nutrients that support heart health, digestive health, and steady energy. Refined grain products, such as white bread and many packaged snacks, are more processed and contain less fiber.

This week, look for simple upgrades in the grains you eat.

Focus on These Habits:

- Replace white bread with 100% whole grain options
- Choose oatmeal or plain whole-grain cereal instead of sugary varieties
- Try brown rice, quinoa, barley, or farro in place of white rice
- Check ingredient lists and look for whole grains listed first
- Pair grains with protein and vegetables for more balanced meals

Small swaps make a meaningful difference over time.

[Button] [Explore These Whole Grain Recipes](https://www.nutrition.gov) (USDA/Nutrition.gov)



Week 3: Eat More Veggies!

Vegetables are one of the most powerful tools for supporting long-term health.

They provide fiber, antioxidants, potassium, and other nutrients that support heart health, digestive health, and overall energy. Most vegetables are naturally low in calories and high in volume, which helps you feel satisfied.

This week, make vegetables more visible and more frequent in your meals.

Focus on These Habits:

- Aim for vegetables at lunch and dinner
- Add leafy greens to salads, wraps, or smoothies
- Include a colorful variety throughout the week
- Keep frozen vegetables on hand for quick meals
- Choose whole vegetables more often than vegetable juice

Look for opportunities to make vegetables a consistent part of your daily routine!

[Button] [Explore These Vegetable Recipes](#) (USDA/Nutrition.gov)

Week 4: Fill up on Fruits!

Fruit provides important nutrients that support overall health.

Whole fruits contain fiber, vitamins, antioxidants, and natural sweetness. When eaten in their natural form, they help support steady energy and digestive health.

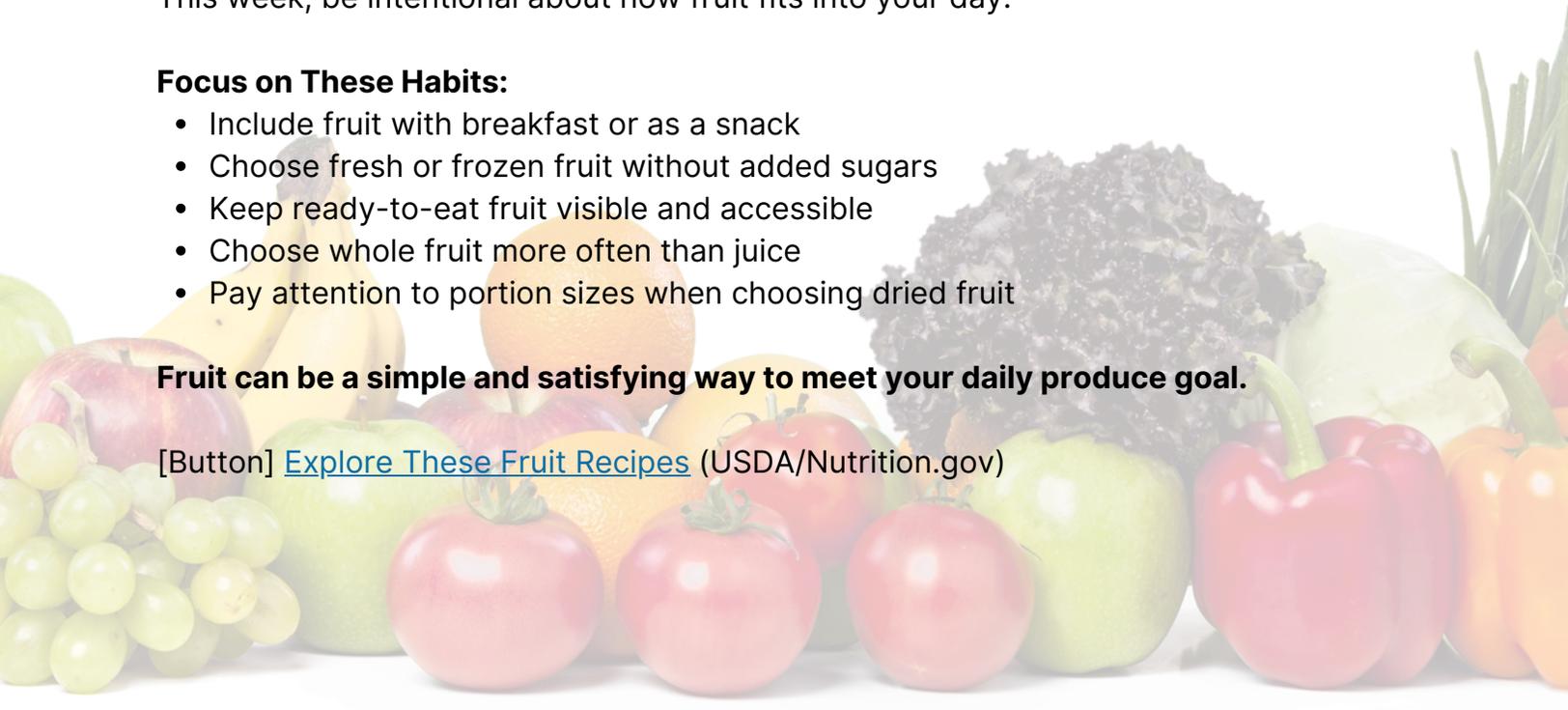
This week, be intentional about how fruit fits into your day.

Focus on These Habits:

- Include fruit with breakfast or as a snack
- Choose fresh or frozen fruit without added sugars
- Keep ready-to-eat fruit visible and accessible
- Choose whole fruit more often than juice
- Pay attention to portion sizes when choosing dried fruit

Fruit can be a simple and satisfying way to meet your daily produce goal.

[Button] [Explore These Fruit Recipes](#) (USDA/Nutrition.gov)



Week 5: Vary Your Protein Routine

Protein plays an important role in supporting muscle strength, steady energy, and overall health. Including a quality source of protein at meals can help you feel satisfied and support long-term health goals.

This week, look at your current routine and consider how you can diversify your protein choices.

Focus on These Habits:

- Include a protein source at each meal
- Choose options such as eggs, poultry, seafood, beans, lentils, nuts, or seeds
- Incorporate fish or seafood during the week
- Try a plant-based protein option if you typically rely on meat
- Limit heavily processed meat products

Balanced meals that include both produce and protein can support sustained energy throughout the day.

[Button] [Explore These Protein Recipes](#) (USDA/Nutrition.gov)

Week 6: Dairy Do's

Dairy products can be part of a balanced diet.

Milk, yogurt, and cheese provide protein, calcium, and other nutrients that support bone and muscle health. The key is choosing options that are minimally processed and low in added sugars.

This week, take a closer look at your dairy choices.

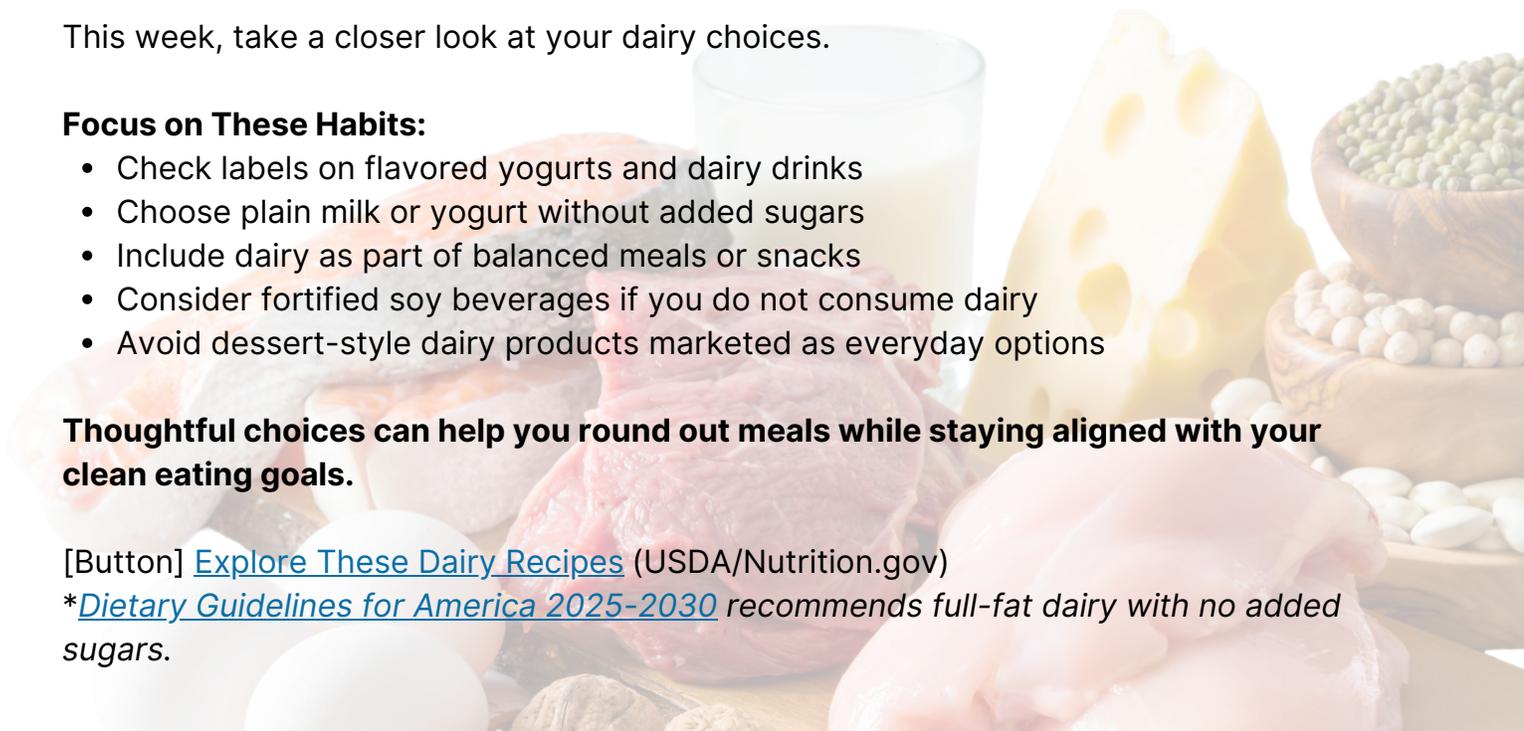
Focus on These Habits:

- Check labels on flavored yogurts and dairy drinks
- Choose plain milk or yogurt without added sugars
- Include dairy as part of balanced meals or snacks
- Consider fortified soy beverages if you do not consume dairy
- Avoid dessert-style dairy products marketed as everyday options

Thoughtful choices can help you round out meals while staying aligned with your clean eating goals.

[Button] [Explore These Dairy Recipes](#) (USDA/Nutrition.gov)

*[Dietary Guidelines for America 2025-2030](#) recommends full-fat dairy with no added sugars.



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[CHALLENGE DATES]



{ YOUR
LOGO
HERE }

Commit to healthier eating habits with this 6-week challenge! Track your daily fruit and vegetable intake and aim to log 5 servings of fruits and vegetables at least 5 days a week, from Monday through Sunday. Each week, focus on building a new healthy habit while enjoying the benefits of nutritious foods. Small changes can lead to meaningful results. Start your journey today!

Your dedication to healthier habits deserves recognition! Log 5 servings of fruits and vegetables at least 5 days a week in the Wellbeing mobile app to qualify for **[PRIZE/INCENTIVE]**. Stay consistent, meet your goals, and celebrate your success with meaningful incentives.

Get started today on your journey to a healthier lifestyle!

Enrollment: [DATES]

- [Click here](#) or scan the QR code to access the web-based wellbeing portal.
- Click on the **Eating Clean Challenge** banner on the Today screen.
- Click “Enroll,” and you’re all set!
- Watch your inbox for weekly messages beginning **[DATE OF CHALLENGE]**!



Questions?
Contact **[NAME/TITLE]**
Email: ---@---
Call: -----

