

A collage of fresh ingredients including shrimp, citrus, tomatoes, herbs, and grains. The background is a light, neutral color, and the ingredients are scattered around the central text. The shrimp are in a white bowl in the top left. A lime is cut in half in the top left. A tray of cherry tomatoes is in the top right. A red chili pepper is on the left. A bunch of green leafy vegetables is on the right. A glass of oil is in the bottom right. A clam is in the bottom center. A bunch of asparagus is in the bottom left. A scattering of grains is in the bottom left.

# EATING CLEAN

*wellbeing challenge*

A SIX-WEEK CHALLENGE

## Eating Clean Challenge

**Description:** This six-week challenge is designed to inspire and motivate healthier eating by highlighting the benefits of incorporating more nutritious foods into the diet.

**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].**



## Introduction/Enrollment Message

Join the ***Clean Eating Challenge!***

Ready to take your nutrition to the next level? 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.

***Get started and see how easy it can be to make a positive change!***

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



## Week 1: Small Changes

Everything you eat and drink over time matters. The right balance of foods can help you be healthier. Start with small changes to make healthier choices you can enjoy. Find your healthy eating style and maintain it over a lifetime. Try these healthy ideas!

- Fill half your plate with fruits and vegetables.
- Focus on whole fruits (fresh, frozen, canned, dried, and pureed fruit).
- Change up your veggies.
- Choose whole grains.
- Choose low-fat and fat-free milk or yogurt.
- Include protein such as beans, peas, eggs, nuts and seeds.
- Drink and eat less sodium, saturated fat, and added sugars.

[Button] [Dietary Guidelines: Start Simple!](#) (PDF - Source: USDA Dietary Guidelines for Americans)

## Week 2: Whole Grains

Foods made from wheat, oats, brown rice or barley are some examples of whole grain products. Eating whole grains as part of a healthy diet can reduce the risks of chronic diseases such as heart disease, obesity, and type 2 diabetes.

Adjust your eating plan by adding a whole wheat bagel or toast to breakfast, a sandwich on whole wheat bread at lunch, or a whole wheat pasta with dinner. [Click here for more tips](#) on working more whole grains into your daily diet.

[Button] [Eating Healthy: Grains](#) (Source: USDA/MyPlate.gov)



### **Week 3: Eat More Veggies!**

Any vegetable and 100% vegetable juice counts towards your daily Vegetable Group intake. Whether fresh, frozen, canned, dried, whole, cut up, or even puréed vegetables are packed with essential vitamins and minerals. Plus, most are naturally low in calories!

To fit more vegetables into your day, try them for a crunchy, nutrient-rich snack, or check out these [tips for more ways to vary your veggies!](#)

[Button] [Eating Healthy: Vegetables](#) (Source: USDA/MyPlate.gov)

### **Week 4: Fill up on Fruits!**

Fruit supplies the nutrients your body needs to maintain a healthy lifestyle. Fruits are naturally sweet and provide antioxidants that promote good health. Try adding two to three servings of fruit a day to your diet to get all the benefits they offer.

The next time you crave something sweet, grab a handful of fresh berries! Find more ways to [focus on whole fruits here.](#)

[Button] [Eat Healthy: Fruits](#) (Source: USDA/MyPlate.gov)





## Week 5: Vary Your Protein Routine

Your body uses protein to build and repair tissues. Protein-rich foods can be found in animal and plant-based sources. Beans, peas, soy products, poultry, and seafood are some examples of protein foods. Unsalted nuts or seeds as a quick snack or tossed over salads are great ways to help reduce your cholesterol and fill up on good fats. Get more tips to [vary your protein routine here!](#)

[Button] [Eating Healthy: Protein](#) (Source: USDA/MyPlate.gov)

## Week 6: Dairy Do's

Don't forget the dairy! The Dairy Group includes milk, yogurt, cheese, and fortified soymilk. Reduced-fat milk, cheese, or yogurt can protect against heart disease and stroke and reduce the risk of high blood pressure. Replacing full-fat dairy products with reduced-fat products can cut down on saturated fats, which is important for heart health.

The next time you pour yourself a bowl of cereal, choose reduced-fat yogurt or milk. See more ways to [work healthy dairy into your daily diet!](#)

[Button] [Eating Healthy: Dairy](#) (Source: USDA/MyPlate.gov)

## 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]**

