

# Be Part of the SOLUTION ▶



## You

Eat smart and move more to achieve and maintain a healthy weight. Track your steps or minutes of exercise each day. Include fruits and vegetables at every meal. Learn to recognize hunger and satiety. We are all role models and can be part of the solution.

## Friends and Family

Encourage the families you work with to plan and fix simple healthy meals and make healthy snacks easy to “grab and go”. Suggest they meet a friend for a walk or start a walking group in their neighborhood or work place. Have them explore local parks and playgrounds. Have them find outdoor and indoor recreational activities that are fun for them and their family.

## The Places You Go

Make it easier and safer for people to be physically active, whether at the office, in the neighborhood, or to and from school. Advocate for more walking paths, trails, sidewalks, and greenways. Help make fruits and vegetables accessible to all including mobile markets and farmers markets. When serving meals or snacks, offer water and healthy food options. Make healthy choices possible for your employees, clients, patients, or students.



# Food and Beverage Industry **Make healthy choices possible**

The food and beverage industry's role in developing and marketing healthy products is critical to our success. Reformulation of some foods may improve their nutritional content in ways that better support healthy weight. The food industry can examine its marketing practices and increase marketing of healthy choices. Industry trade associations can work with government or nonprofit partners to develop or institutionalize formal guidelines, promising practices, competitions, incentives, or recognition programs that encourage corporate members to develop and promote food and beverage products that support a healthy diet and reward them for doing so.

**Partner** with government, academic institutions, and other interested stakeholders to evaluate progress in preventing childhood obesity and promoting healthy lifestyles.

**Utilize** a variety of in-store merchandising and promotion activities to bring healthier choices to the attention of consumers. These include product sampling, price promotions, shelf markers, package icons or logos, and special displays that can be used to flag healthier products.

**Conduct** educational tours and provide print and online information and menu planning ideas for families.

**Reduce** portion sizes and provide options for selecting smaller portions.

**Reformulate** products to reduce calories, sodium, saturated fats, and trans fats.

**Use** low-saturated fat oils in food preparation.

**Provide** vegetable options prepared with minimal added calories and salt.

**Provide** fruit options served without added sugar.

**Display** calorie content on menus.

**Develop** packaging that allows greater preservation and palatability of fresh fruits and vegetables.

**Make** whole-grain options available for bread, crackers, pasta, and rice.

**Decrease** the salt and sugar contents of processed foods.

**Replace** the saturated fat with low-saturated fat liquid vegetable oils in prepared foods.

**Develop** innovative approaches to market fruits and vegetables to make them more appealing, and increase the convenience of purchasing them.