

Healthy Foods Promotion Plan

Plan to communicate with your employees often, at least monthly, about opportunities your workplace provides for selecting healthy food options – places to make a healthy eating choice, the policy that ensures ample healthy food is available and programs that encourage eating healthfully.

Use numerous communication channels: Intranet, memos, e-mails, notices in employee publications, all-employee voicemails, staff meetings, union representatives, presentations to managers, and/or regular memos or e-mails from your chief executive officer/other leadership.

Set a positive tone from the very beginning: the purpose of the places, policies, and programs is to support employees in choosing healthy foods. Convey encouragement for eating healthfully. Be clear that you are creating *opportunities*, not requirements, on what employees eat. Reinforce the connection between employee health, including healthy eating, and the success of your organization.

- As an employer, you've created places and policies to make selecting healthier options easier.
- Be honest with employees about why you are implementing the policy – healthy employees are good for the bottom line.
- Obtain (and communicate frequently) top management commitment to employees having healthy options readily available during the workday.
- Remind employees that no one has to choose healthy options as a condition of employment, but you as an employer are offering multiple supports and incentives for them to do so.
- Regularly conduct feedback sessions to gauge interest, quantify support, improve processes, determine employee perceptions, and measure impact/results.

Modify this communication plan as needed to fit your organization and your employee population.

NOTE: Pieces of this plan can also be re-purposed for your organization's strategies related to physical activity at the workplace (places for activity and physical activity policy). See the healthy foods and tobacco communications plans for other communications ideas.

(Information adapted from Blue Cross Blue Shield of Minnesota Healthy Worksites materials)

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