

Dear *Smart Snackers* Site Champion,

Thank you for agreeing to serve as a *Smart Snackers* site champion! As a site champion you are instrumental in educating County employees about choosing healthier snacks. To assist you in this effort, we have developed an on-line site champion toolkit that includes resources to help you promote *Smart Snackers* at your workplace.

Step 1: Learn about Smart Snackers

Your first step as a site champion is to familiarize yourself with *Smart Snackers* and the Los Angeles County Workplace Food Policy. For starters, explore the Smart Snackers toolkit, website, and brochure. Also, take some time to understand the three components of the food policy summarized below:

Vending Machines: Beginning August 2007, at least 25% of products in County-contracted vending machines will meet the County's nutrition guidelines explained in the Food Policy. The healthier products are marked with an easy-to-find *Smart Snackers* apple sticker. Look in the toolkit for nutrition guidelines and a sample list of healthier vending machine products.

Meetings, Around the Office, and County Sponsored Events: Snacks offered at typical meetings and around the office are not required to follow the food policy's nutrition guidelines. However, offering healthy snacks at meetings and around the office is definitely a tasty way to keep your co-workers energized. The toolkit provides excellent ideas for healthier snacks. The only instance when compliance to the food policy's nutrition guidelines is mandatory is when food and beverages are purchased with County funds for a County-sponsored event.

Fundraisers: The food policy encourages County employees to sell healthier food items or non-food items at workplace charitable fundraisers. Check out the toolkit for great fundraising ideas.

Step 2: Develop a Plan

Your second step is to decide how you want to promote *Smart Snackers* at your workplace. Perhaps you want to send out a simple e-mail or announce it at your next staff meeting. Maybe you want to pass out brochures or give a PowerPoint presentation. Choose the strategy that is most appropriate for you and your co-workers. Take a look at "Site Champion Strategies" (in the toolkit) for more suggestions.

Step 3: Do It!

Put your plan into action and become a site champion! As a site champion you provide your co-workers with information about the food policy. In no way should you "police" or enforce the policy; rather your role is as an educator and advocate.

For more information about *Smart Snackers* or the Los Angeles County Food Policy, please visit www.lapublichealth.org/place or contact Louisa Franco at (213) 351-7828 or lfranco@ph.lacounty.gov. Thank you for your dedication to this very important policy!

