

## Site Champion Strategies

As a Smart Snackers site champion you have a very important and exciting role! By promoting healthier food choices at your workplace you are encouraging employee wellness. Below you will find a list of strategies for educating your co-workers on the new *Smart Snackers* campaign. Good luck!

### **Host a brown bag lunch discussion.**

Invite your co-workers to a fun and informal lunchtime discussion on the new *Smart Snackers* campaign. Reserve a room during lunch or set aside a table in the lunchroom. As everyone is eating, start a conversation about how people feel about the workplace food environment. You may want to ask questions such as: What types of snacks do people offer at meetings and around the office? Do people want these types of snacks? How can we create a healthier food environment at the worksite? Then briefly talk about the new *Smart Snackers* campaign and invite people to ask questions and further discuss the campaign.

*Supplies:* Flyers to promote the brown bag discussion; AV equipment (if needed); Site Champion Toolkit materials, including: brochure, PowerPoint presentation (if needed), Ideas for Healthier Meetings and Fundraisers fact sheets.

### **Present at a staff meeting.**

Spice up a staff meeting by educating your co-workers on the new *Smart Snackers* campaign. Ask your supervisor to set aside a few minutes in the meeting for you to highlight this important new policy. Depending on the amount of time, you can use the PowerPoint presentation included in the Site Champion toolkit or simply review the brochure. Be sure to leave time for discussion at the end of your presentation.

*Supplies:* AV equipment (if needed); Site Champion Toolkit materials, including: Smart Snackers brochure, PowerPoint presentation (if needed), Ideas for Healthier Meetings and Fundraisers fact sheets.

### **Send out an informative email to your co-workers.**

Sometimes the best way to get the attention of your co-workers is through a brief email. You can write your own announcement or use the template provided in the toolkit. Within the email, you can also attach additional information on the *Smart Snackers* campaign such as the brochure.

*Supplies:* Site Champion Toolkit materials, including: Smart Snackers brochure, e-mail template.

### **Post information in common areas, such as lunchrooms, break rooms and bathrooms.**

Give your co-workers something exciting to read while they take a break! Post *Smart Snackers* posters and brochures in areas where employees gather. Another creative approach is to place the *Smart Snackers* table tents on lunch room tables or in a common area where employees sign in and out for the day. Make sure to place the materials in a location where people can easily read them! Remember, you may need to get permission from building management or your supervisor to post these items, so be sure to ask the proper people before placing materials on walls or tables. It is also important that you don't place anything on the vending machines- this is the vendor's responsibility!

*Supplies:* Site Champion Toolkit materials, including: posters, brochures, table tents.

