



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.

## Sample 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, and 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.

## Promoting places to select healthy foods

Date	Topic of communication	Key Messages to include	Promotion TO	Promotion FROM	Communication Methods
<b>PLACES promotional plan</b>					
[date]	Pre-announcement (let employees know of your efforts to increase the amount of healthy foods at the workplace). Invite employee feedback.	<ul style="list-style-type: none"> <li>- Employer is committed to supporting healthy eating options for employees and is creating places that can be accessed during the workday (vending machines, cafeterias, meetings, etc).</li> </ul>	All employees	CEO / HR leader	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> <li>- E-mail</li> <li>- Memo</li> <li>- Staff meeting</li> <li>- Newsletter</li> <li>- Intranet</li> </ul> <b>Sample memo below.</b>
[date]	Kick-off	<ul style="list-style-type: none"> <li>- Celebrate and reinforce employer support for healthy food options</li> <li>- Introduce employees to the new selections (e.g. provide free taste sampling)</li> <li>- Provide information (e.g. price differences, meeting policy information)</li> </ul>	All employees	Leadership  Wellness staff	
[date]	Reminders of places to select healthy options	<ul style="list-style-type: none"> <li>- Fun reminders that the organization values offering healthy foods to employees</li> </ul>			

Date	Topic of communication	Key Messages to include	Promotion TO	Promotion FROM	Communication Methods
<b>POLICY promotional plan</b>					
[date]	Introduce new policy (e.g. healthy food option available at all meetings / events / employee gatherings) to upper management during a management meeting.	<ul style="list-style-type: none"> <li>- Scope of new policy.</li> <li>- Implementation time line.</li> <li>- Articulate senior staff's role and responsibilities in supporting the policy.</li> </ul>	Senior management	Chief executive officer/leader or Human resources leader	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> <li>- Email</li> <li>- Memo</li> <li>- Staff meeting</li> </ul>
[date]	Draft supervisor communication: Introduce the new policy (e.g. healthy food option available at all meetings / events / employee gatherings) to supervisors and upper management.	<ul style="list-style-type: none"> <li>- Scope of new policy.</li> <li>- Implementation time line.</li> <li>- Articulate supervisor and senior staff role and responsibilities in supporting the policy.</li> </ul>	Supervisors and senior managers	Chief executive officer/ President	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> <li>- E-mail</li> <li>- Memo</li> <li>- Staff meeting</li> </ul> <b>See physical activity communications plan for sample.</b>
[date]	Draft employee communication notifying staff of policy enactment.	<ul style="list-style-type: none"> <li>- Include the reason for the policy, enactment date, contact person and steps being taken to make being active easier at work.</li> <li>- Invite employee feedback (What types of food would they like to have/ purchase).</li> </ul>	All employees	Senior leader and human resources director	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> <li>- E-mail</li> <li>- Memo</li> <li>- Staff meeting</li> <li>- Newsletter</li> <li>- Intranet</li> </ul> <b>See physical activity communications plan for sample.</b>
[date]	Draft Q&A document for all employees.	<ul style="list-style-type: none"> <li>- Create a FAQ/Q&amp;A document that highlights key items for employees to better understand the policy, the reason for the policy and to whom to direct any additional questions.</li> </ul>	All employees	Senior leader or human resources	Choose the method(s) most appropriate for your organization  <b>See tobacco-free communications plan for sample.</b>
[date]	Send supervisor communication.		Supervisors and senior managers	Chief executive officer/ President	
[date]	Finalize healthy foods policy.			Senior leader or human resources	

<b>Date</b>	<b>Topic of communication</b>	<b>Key Messages to include</b>	<b>Promotion TO</b>	<b>Promotion FROM</b>	<b>Communication Methods</b>
[date]	Finalize all employee communication: <b>CEO memo, Q&amp;A.</b>		All employees	Senior leader and human resources director	
[date]	Send all employee communication: <b>CEO memo, Q&amp;A,</b> Announce upcoming changes (e.g. healthy food option available at all meetings / events / employee gatherings) to all staff.	<ul style="list-style-type: none"> <li>- Policy effective date.</li> <li>- Reasons for the policy.</li> <li>- Content of the policy.</li> <li>- No one has taken advantage of the policy, but it is an option for those who are interested.</li> </ul>	All employees	Chief executive officer and human resources	
[date]	Introduce new policy (e.g. healthy food option available at all meetings / events / employee gatherings) to supervisors and managers; creation and support of a healthy snack station; strategic pricing for healthy foods.	<ul style="list-style-type: none"> <li>- Scope of new policy.</li> <li>- Implementation timeline.</li> <li>- Articulate management staff's role and responsibilities in supporting policy.</li> </ul>	Supervisors and above	Chief executive officer/leader or Human resources leader	
[date]	Respond to employee comments.	<ul style="list-style-type: none"> <li>- Employer is committed to supporting employees in selecting healthy food options.</li> <li>- Employees were involved the development of the new policy.</li> <li>- This is about providing options, not requiring something.</li> </ul>	All employees	Wellness committee chairs	

## CEO memo

To: [Organization Name] Employees

From: [Name], [Chief Executive Officer]

We are committed to the health of our organization and the health of our employees. In order to support employees to eat more healthfully, we are introducing a new [places / policy]. We hope that by offering [these new places / the policy], healthier food options at work will be more abundant and easier to access.

Prior to [creating more places / finalizing the policy], I have asked [name of healthy eating or wellness committee chair] to seek employee feedback. We would like to learn about the foods you would like to see at work. This will help us in our attempts to increase the amount of healthy foods at work. You will be hearing more from [name of healthy eating or wellness committee chair] as [he/she] announces [an all-employee survey / information session / taste testing events]. Please feel free to contact [him/her] with any suggestions on how we can continue support you.

Members of the healthy eating [or wellness committee] committee include:  
[insert committee member names here]