




What is Colorful Choices?


It may be the simplest nutrition program ever — no calorie counting, no fat gram tabulating, no weighing or measuring. Just easy-to-remember daily selections of colorful produce — more than 120 to learn about and choose from! A diet rich with vegetables and fruits is exceptionally healthy. Putting produce first can reduce your risk of obesity, heart disease, some cancers, diabetes, and hypertension while increasing energy and well-being.

How does it work?

Your goal is to eat at least 5 produce servings each day, with a minimum of 3 vegetables — in red, orange, yellow/white, green, and blue/violet. By spreading daily choices across the rainbow of colors, you're guaranteed the best produce has to offer — vitamins, minerals, fiber, and phytonutrients — for better health.

Scoring is based on a point system:

- Vegetable serving = 2 points
- Fruit serving = 1 point
- Top Choice  selection = 1 bonus point
- Each day, aim for a total of 8 points or more.

While all produce is good for you, a Top Choice  selection may offer extra health benefits; examples are blueberries, broccoli, pumpkin, spinach, and tomatoes. Each time you record a Top Choice you get the fruit or vegetable points, plus a bonus point.

Note: For ½ servings, divide each point value in half. For example, ½ serving of vegetable is 1 point or ½ serving of fruit is 0.5 points.

What if I want to log a produce item that's not listed?

Choose an item that's a similar color and closely related. For example, cranberries could be a substitute for goji berries and spinach for any dark green leafy vegetable. Although our comprehensive produce list couldn't include all possibilities, it shows the most popular and familiar choices.


How can I prepare for success in Colorful Choices?


You can increase your odds of lasting success by gearing up for lifestyle change right now. To get started, check out Great Ways to Win at Wellness on the website.

Who can participate?

All benefits-eligible Emory employees & retirees. Colorful Choices is all about healthy eating patterns anyone can adopt. It shows you how to improve your overall health through colorful selections of vivid vegetables and fabulous fruit. You'll be surprised how easy it is to put produce first.

What's a Top Choice ?

While all produce is good for you, a Top Choice  may offer extra health benefits.

To enhance your score with the fewest calories, focus on the underlined items in this Top Choice  list:

- Beans (edamame/soy, lentil, garbanzo, black, kidney, pinto, black eyed pea, navy)
- Blueberries
- Broccoli
- Brussels sprouts
- Cauliflower
- Cranberries
- Kale
- Kiwi
- Oranges
- Pomegranate
- Pumpkin
- Raspberries
- Spinach
- Strawberries
- Sweet potato
- Tomato.

If you're watching calories for weight control, keep in mind that beans (like black, navy, pinto, kidney, white, garbanzo, lima, and lentils) have more calories than most other vegetables, but also are high in protein, fiber, and other nutrients.

Should I eat more than 5 servings/day?

Colorful Choices allows you to record up to 9 choices/day, as either full or half servings. More than 5 total servings could be more calories than you need. If you're watching calories for weight control, keep in mind that beans (like black, navy, pinto, kidney, white, garbanzo, lima, and lentils) have more calories than most other vegetables, but also are high in protein, fiber, and other nutrients.

What is Produce Pals?

Produce Pals is a buddy feature where you can invite others to a friendly challenge or to offer support as they follow your progress. Your teammates are automatically your Produce Pals.

How do I set up a group of Produce Pals?

You can add as many Produce Pals as you would like – team members automatically become your Produce Pals. Use the search field to invite other registered participants or invite others by email to become your Produce Pal.

What is Choice Words?

With this interactive message board, you can inspire others, stay motivated, or simply view the posts of the Colorful Choices nutrition expert.

How does the team competition work?

Registration opens **Monday, March 13**; you may begin recording **Monday, March 27**. All teams must be formed by **Sunday, April 2**. The team competition will end on **Sunday, May 7**, but you may update activity until the team scores freeze on **Sunday, May 14**.

The goal of team participation is to reinforce healthy eating with a fun, friendly competition that emphasizes the overall goals of Colorful Choices.

Scoring is based on a point system:

- Vegetable servings = 2 points
- Fruit servings = 1 point
- Top Choice selections = 1 bonus point.

For 1/2 servings, each point value is halved. To learn more about the team competition, read How It Works under the Team page.

Do I have to join a team or can I go it alone?

Although you can participate on your own, Colorful Choices is even more fun when you're on a team. And numerous studies show that you're more likely to stick with healthy habits when supported by others.

Can anyone start a team?

Yes. After you register, go to the Team page to get started and invite others to join. The person who starts the team is the team leader. Remember, teams consist of **4 to 40 members** (yourself and at least 3 others). Your team becomes official when at least 3 people accept the team leader's invitation.

Do team leaders have any special responsibilities?

Make sure at least 3 others register and accept your invitation by **Sunday, April 2** to form an official team. All team members are responsible for recording their own produce choices as well as encouraging and supporting each other in Colorful Choices. To have your activity count toward your team's score, you must log by **Sunday, May 14**.

What is a serving size?

Here are some typical serving size examples:

Vegetables

- 1 cup of most fresh or cooked vegetables
- 1 cup sliced fresh vegetables
- 1 cup vegetable juice
- 1 cup cooked beans
- 2 cups leafy greens.

Fruits

- 1 cup of most fresh fruit
- About 8 large strawberries
- 1 cup diced fruit (fresh, or canned without syrup or added sugar, is best)
- 1/2 cup dried fruit
- 1 cup 100% juice
- About 32 seedless grapes
- 1 large orange
- 1 small apple
- 8" banana
- 1 medium pear.

Will I lose weight participating in Colorful Choices?

Many people do, but that's not the main goal. Studies do show that people who get a higher percentage of their overall calories from vegetables and fruit are more likely to maintain a healthy weight. However, If you're watching calories for weight control, keep in mind that beans (like black, navy, pinto, kidney, white, garbanzo, lima, and lentils) have more calories than most other vegetables, but also are high in protein, fiber, and other nutrients.

Low-calorie choices are listed below.

Top Choices under 50 calories/cup:

- Broccoli
- Brussels sprouts
- Cauliflower
- Kale
- Pumpkin
- Spinach
- Tomato.

More low-calorie produce choices (under 50 calories/cup):

- Asparagus
- Bell peppers
- Bok choy
- Broccoli rabe
- Cabbage
- Celery
- Cucumber
- Eggplant
- Endive
- Fennel
- Green beans
- Green onions
- Jalapeno peppers
- Kohlrabi
- Leafy greens (2 cups raw) (like arugula, collard greens, iceberg lettuce, red or green leaf lettuce, romaine lettuce, Swiss chard)
- Mushrooms
- Okra
- Radish

- Star fruit
- Summer squash/zucchini
- Turnips
- Watermelon

Remember to limit dressings, spreads, and sauces with added fat and/or salt.

Does Colorful Choices involve a special diet or supplements?

No. The goal of the program is to enhance your daily eating habits to include more vegetables and fruits, using a color theme. And while daily supplements may be a good idea, a balanced diet packed with produce is the best way to be sure you're getting all the nutrients your body needs for optimum health and energy.

Do I have to record my choices online every day?

It's not required, but if you record your choices daily, you'll enjoy the full experience of Colorful Choices as you watch individual and team progress. If you're unable to log in every day, use the paper log and update your servings online when you can.

What if I have questions about the program?

Use the Contact link at the bottom of each page on the website. A Colorful Choices representative will respond within 1 business day.

Why is Emory offering this Challenge?

This is part of Emory's ongoing commitment to employee health and wellbeing. Improving healthy eating and nutrition are part of Healthy Emory's goals.

Is there any cost to participate in Colorful Choices?

No. Participation is free for all Emory employees and retirees.

Can Family & Friends participate in Colorful Choices?

No. Participation will be only for Emory employees and retirees.

How do I register for Colorful Choices?

Go to www.hr.emory.edu/nutritionchallenge and click on **REGISTER**. This will send you to a verification page where you will enter your 7-digit employee ID number. Then you will be directed to the Colorful Choices registration page where you must create your account for the Colorful Choices Challenge.

Am I competing against anyone?

You will be able to keep track of your Produce Points every day and use that data to set personal goals and “compete” against yourself while working to achieve the program’s goal of accumulating at least 200 Produce Points. You will have the ability to create informal teams with your co-workers and see how your team compares to others at Emory. To create a team, click the Team Page to get started and invite others to join. The person who starts the team is the team leader. Your team must have at least 4 people on it to show up in the rankings. The maximum number of people that can be on a team is 40. Team Competition is optional. The only purpose of the teams is to provide an opportunity for camaraderie and to encourage friendly competition at Emory.

Do I have to have a computer to use Colorful Choices?

You will need access to a computer to register for Colorful Choices, invite Produce Pals and create or join a team. Colorful Choices has a mobile device app for your convenience. Once you download the mobile app from Google Play or iTunes, use the same password you use to access your online account to access the mobile app. You can then input your fruit and vegetable servings and monitor progress via the mobile app.

What rewards are being offered?

Participants who have reached the designated point level (see below) at Weeks 2, 4 & the end of the challenge will be entered into a drawing for gift cards valuing \$25.00 & \$50.00.

- End of Week 2 = 60 points earned
- End of Week 4 = 125 points earned
- End of Week 6 = 200 points earned

Additionally, a weekly participation winner will be drawn from all active participants to receive a reward.

*The rewards in this Challenge are considered taxable income; therefore we must provide employee ID numbers for all participants who earn a reward to the Payroll Department for tax purposes.

What if I didn’t make the required produce point level? Can I still be eligible for the drawing?

If you do not achieve the minimum points and wish to be included in the drawing, please mail a 4”x 6” postcard, containing your name, email address and telephone number to:

Colorful Choices, c/o Employee Health Services, Emory University Hospital Midtown, 550 Peachtree Street, Atlanta, GA, 30308.

If my name is drawn, how will I receive my reward?

You will receive an e-mail notification with instructions on how to claim your reward.

How can I make “Colorful Choices” during work hours?

Try to incorporate fruits and vegetables within each meal, especially your lunch. Bring fruits and vegetable as a snack during your workday. Whether bringing food from home or picking options while out, make fruits and vegetables a top priority.

What type of data is seen by Emory during the challenge?

Emory will have access to registration data (name, employee number, email and work location) and all participants’ Produce Points. This data will be used for program evaluation purposes and for administration of rewards.

How does HealthFitness use and protect my personal information?

All data is compiled and stored in a secure server and will be reviewed only in the aggregate by staff for program evaluation purposes. For more details, see the Privacy Statement.

How do I turn off/adjust the number of Colorful Choices email reminders?

In your Colorful Choices profile under preferences, you have the capability to decrease or opt out of the daily emails. You can select to receive the email once a week or uncheck the “I want to receive program-related emails” box.

Who is the Wellness Champion at my location and how can I contact them?

The Wellness Champions promote Emory wellness programming available to answer employee questions at various locations throughout Emory.

[University locations](#)

[Healthcare locations](#)

Disclaimer

The intent of this activity challenge is to promote healthy behaviors that increase staff consumption of produce. Good team spirit, positive interactions and fair play are encouraged. Participants in Colorful Choices are strongly encouraged to consult with your physician prior to adding unfamiliar produce to your diet. Medical monitoring during the Colorful Choices is recommended for individuals with a known medical condition who are following a specific diet.

At any time during the challenge, feel free to contact the challenge coordinators at HealthyEmory@emory.edu