

# Presentation Guide

The following outline is provided for your convenience. Feel free to promote and execute your program as directed or modify it to fit your needs and style.

**Program Note:** This program requires advanced planning. After reviewing this outline, you can call your local American Cancer Society office to request any additional materials you wish to use. A list of materials can be found on pages 14-18 of this packet.

- A. Introduce yourself and let the audience know that this is an American Cancer Society program. Relate any pertinent personal experiences, expertise, and/or motivation you have for addressing this group on this topic.
- B. Acknowledge that this program can provide awareness and an introduction to the information available about this important topic.
- C. Do one of the following activities:
  - The “STRIVE FOR FIVE” exercise (page 2) to emphasize the need for at least five full servings of fruits and vegetables PER DAY.
  - The “TOSS YOUR WAY TO GOOD HEALTH” exercise (page 3).
  - Have your audience take the “Good Foods ... Not So Good Foods” quiz (page 4).
- D. Discuss “Main Message: Take Four Easy Steps To Reduce Your Cancer Risk.” (page 5)
- E. Use the basic Food Pyramid (page 6) to highlight these steps and offer eating suggestions with “Eat More/Eat Less.” (page 7)
- F. Review “Tips for Healthy Food Preparation”. (pages 8-11)
- G. Discuss the “Five-Step Plan” (page 12) and review information in the Food Pyramid and the “Tips for Healthy Food Preparation” (pages 8-11) where applicable.
- H. To wrap up your program, tie the food guidelines into decreasing your risk for cancer and other chronic diseases. Use the “Summary” sheet. (page 13)

= TRANSPARENCY

= HANDOUT

# Strive for Five

**NOTE:** This activity can also serve as a stand alone 5 minute health break.

**Health Tip:** Increasing fruits and vegetables in your diet is an important way to protect your health and decrease your risk of developing certain forms of cancer.

**Materials Needed:** 1 sheet of colored paper (green, yellow and red) and one balloon of same color for each participant; a pen for each participant; a sample standard serving size of a few common fruits and vegetables, **imagination and enthusiasm**

**Recommended American Cancer Society Materials:** “Eating Smart Quiz” (Code P912.10); “Eat Smart with Fresh Fruits and Vegetables” (PN2510.07); “Reduce Your Cancer Risk” (poster - LPN2144). *See also our list of American Cancer Society materials included at the end of this packet.*

## ACTIVITY

1. Pass out one colored sheet of paper and a balloon to each person so that no one has the same color as their neighbor.
2. In 30 seconds to a minute, have participants write down the last fruit or vegetable they ate that was the color of their balloon and paper.
3. Ask participants to hold up their paper and discuss the variety of responses.
4. Have participants make models of the food they listed scaled to size using their paper (tear, crumple, fold, draw) and balloon.
5. Show recommended serving sizes with props. (1 serving = 1/2 cup raw vegetables or fruit, 1 cup cooked vegetables or 1 small piece of fruit.)
6. Refer to the “Eat Smart With Fresh Fruits And Vegetables” brochure for a complete description of many vegetables and their nutritional components.

## MESSAGE

1. This is a visual exercise designed to demonstrate how many fruits and vegetables make up five servings.
2. Suggest that if they can't remember their last fruit or vegetable of that color, their food priorities are most likely unhealthy.
3. Variety is an important component of a balanced diet.
4. Have each person show their serving size. Be sure to comment on the fine artwork. Which looks better – the model or the meal?
5. Make a comparison between the recommended and portrayed serving sizes. How many people eat five servings of this size each day?
6. Reinforce the message to “Strive For Five” **full servings** not episodes.

# Toss Your Way to Good Health

**NOTE:** This activity can also serve as a stand alone 5 minute health break.

**Health Tip:** Salads are a fun and delicious way to get your leafy green and deep yellow fruits and vegetables.

**Materials Needed:** Colored sheets of paper (green, yellow, orange, and red); a pen for each participant; a salad bowl, imagination and enthusiasm. (See the list at the end of this packet for resource and materials information.)

## ACTIVITY:

1. Pass out one colored sheet of paper per person.
2. In 30 seconds to a minute, have participants write down the last fruit or vegetable they ate that was the color of their paper.
3. Have participants hold up their paper and discuss the variety of responses.
4. Instruct the participants to cut or tear their paper into salad sized representations of their fruit or vegetable.
5. Collect the strips of paper in the salad bowl and toss.
6. Refer to the "Eat Smart With Fresh Fruits And Vegetables" brochure for a description of many vegetables and their nutritional components.

## MESSAGE

1. This is a visual exercise designed to get participants to work with their hands to make something colorful, just like making a salad.
2. If participants can't remember their last fruit or vegetable of that color, their food priorities are most likely out of order.
3. Variety is an important component of a balanced diet. Leafy green vegetables add fiber to your diet and deep yellows are sources of Vitamin A.
4. Salads allow you to have not just a variety of colors but a variety of tastes, smells, and textures. You can accent the sweetness in salads by adding fresh or dried fruits, accent tartness by adding vinegar and lemon juice dressing, saltiness with feta cheese or sunflower seeds. Carrots and nuts can make it extra crunchy. But don't forget the leafy greens!
5. And you can make something quite attractive with your fruits and vegetables giving your visual senses a treat along with your tastebuds.
6. Reinforce the message to include leafy green and deep yellow fruits and vegetables when they "Strive For Five" servings.

# Good Foods...

# Not So Good Foods!

What is the healthiest food you've eaten this week?

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What is the least healthy food you've eaten this week?

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What is your most healthy eating habit?

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What is your least healthy eating habit?

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# Main Message: Take these Four Easy Steps to Reduce Your Cancer Risk:

1. Make sure most of the foods you eat come from plant sources.
2. Limit the amount of high-fat foods you eat, particularly from animal sources.
3. Be physically active: achieve and maintain a healthy weight.
4. Limit consumption of alcoholic beverages, if you drink at all.

# Food Pyramid

- Limit consumption of fats, oils and sweets
- 2 to 3 servings of dairy products
- 2 to 3 servings of protein
- 3 to 5 servings of vegetables and fruits
- 6 to 11 servings of grains (bread, cereal, pastas, rice)

SOURCE: U.S. Department of Agriculture/U.S. Department of Health and Human Services

# Eat More:

- Yogurt
- Green salad
- Brown rice
- Pasta
- Whole grains
- Canteloupe
- Sweet Potatoes
- Peaches
- Apples
- Black Beans
- Oatmeal
- Carrot sticks

# Eat Less:

- Cold cuts
- Butter
- Mayonnaise
- Potato chips
- Bakery products
- Popcorn popped in saturated fat
- White bread
- Candy
- Red meats
- Fried foods
- Whole milk
- Chicken with skin
- Alcohol

# Tips for Healthy Food Preparation

**Guideline 1:** Make sure most of the foods you eat come from vegetable sources.

**1st Criteria:** When vegetables or fruits are used as an ingredient, use at least one vitamin A or vitamin C rich vegetable or fruit.

*The following fruits and vegetables are excellent sources of vitamin A:*

Apricots	Pumpkin	Collard
Cantaloupe (and similar melons)	Red Spinach	Dandelion
Mangos	Sweet Potatoes	Endive
Papayas	Brussels Sprouts	Kale
Peaches	Swiss Chard	Leafy Lettuce (Romaine, red and green leaf)
Broccoli	Tomatoes	Mustard
Carrots	Winter Squash	Turnip Greens
Mixed Vegetables with Carrots	Beet Greens	Watercress
Cabbage	Chicory	Kohlrabi
	Cauliflower	

*The following fruits and vegetables are excellent are excellent sources of vitamin C (some vitamin C may be destroyed by heat, so cook vegetables as little as possible or serve raw):*

Citrus Fruits (and their juices)	Strawberries	Red & Green Peppers (not dehydrated)
Canteloupe	Watermelon	Sweet Potatoes (baked in skins)
Kiwi	Broccoli	
Papaya	Brussels sprouts	
	Cauliflower	

# Tips for Healthy Food Preparation

**2nd Criteria:** If cereal, breads or flour is used, it should be whole grain (e.g., whole wheat, cornmeal, buckwheat, rye). Pasta should be made from enriched white flour. Brown rice is a good source of fiber.

Make every ingredient a source of fiber in the dish where feasible; for example, whole wheat quick breads, and oatmeal-topping fruit crisps. The following breads, cereals and other grains are usually considered whole grain (this is only a partial list):

**Cereals:** Bran flakes  
Oatmeal  
Shredded wheat and other whole grain cereals

**Breads:** Dark (whole grain)  
Rye Bread  
Pumpernickel  
Corn Tortillas  
100% Whole Wheat Bread  
Quick Breads made from whole grain flour;  
(Used for coatings and baked goods) for example, zucchini bread made with 100% whole wheat flour, whole grain muffin, roll or bagel

**Cooked: Grains:** Barley  
Brown Rice  
Buckwheat  
Bulgur  
Cornmeal (whole)  
Millet  
Mixtures (4 grain, 9 grain)  
Oats  
Rye  
Wheatberries  
Wild Rice

**Miscellaneous:** Graham Crackers  
Rye Wafers  
100% Whole Wheat Matzoh  
100% Whole Wheat Melba Toast  
Popcorn (air popped)  
100% Whole Wheat Pancakes  
100% Whole Wheat Noodles  
Wheat Germ

# Tips for Healthy Food Preparation

**Guideline 2:** Limit the amount of high-fat foods you eat, particularly from animal sources.

**1st Criteria:** 3-4 ounces of cooked meat, fish or poultry should be used per serving.\* No organ meats, such as liver and brains, should be used due to high fat and/or cholesterol content. All meats should be completely trimmed of visible fat before cooking. Only lean cuts of meats,

fish and poultry should be used. Remove poultry skin before serving.

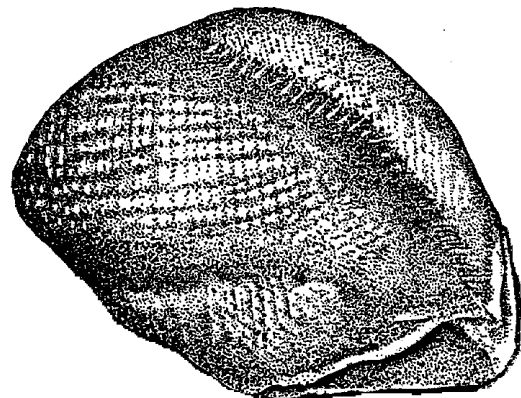
If any fat is used as an ingredient in a recipe, it should be limited to 1 teaspoon fat per serving for each edible portion or 1 teaspoon nuts or sunflower seeds. This quantity would include any fat added to cream sauces, gravies, etc.

Limit egg yolks to 2-3 per week. Egg whites may be used freely.

Only low-fat or non-dairy products should be used (instead of whole milk products).

\* 3-4 ounces is just a little smaller than a standard deck of playing cards.

**2nd Criteria:** Avoid foods like bacon, canned hams, beef jerky, smoked ham and smoked turkey. Use these foods as garnishes only (1 tablespoon).



# Tips for Healthy Food Preparation

**Guideline 3:** Be physically active: achieve and maintain a healthy weight.

- Regular exercise is essential to normal body maintenance.
- 20-30- minutes of steady exercise 3 times a week is the minimum recommendation.

**Guideline 4:** Limit consumption of alcoholic beverages, if you drink at all.

- If you don't drink, don't start.
- Wine and beer in small quantities have questionable nutritional value. While a decrease in cardiovascular disease risk has been suggested in some studies, the risks associated with alcohol far outweigh any possible benefits.
- If you choose to drink, limit consumption to 2-3 beers or glasses of wine per week.

# 5-Step Plan to Healthier Eating

## 1 – Get the Facts.

Acquire data and background information. Learn recommended dietary guidelines.

## 2 – Find Out How You Rate

Evaluate personal dietary patterns and compare them with dietary guidelines. Compare your cholesterol levels to normal levels.

## 3 – Consider Your Choices.

Apply what you know about making healthy decisions in situations outside the home such as eating in restaurants, shopping in supermarkets, snacking in-between meals.

## 4 – Make a Plan and Try it Out!

Design a personal plan and stick with it to improve eating patterns.

## 5 – Change Your Plan.

Evaluate the success of your plan, modify what is not practical now, and establish goals for the future.

# Summary:

## Eat Your Way to HEALTH

1. Eat a variety of foods, but be sure most come from vegetables.
2. Achieve and maintain your ideal weight.
3. Limit intake of foods from animal sources and avoid fat, saturated fat, and cholesterol.
4. Eat foods with starch and fiber content.
5. Avoid sugar.
6. Avoid sodium.
7. If you drink alcohol, do so in moderation.

# RESOURCES

- American Cancer Society ..... (800) ACS-2345  
*See our program description sheets following this page*
- American Heart Association ..... (800) AHA-USA1
- Texas Department of Health ..... (800) 345-8647
- Texas Dietetic Association ..... (512) 454-8626
- American Dietetic Association (Texas) ..... (800) 877-1600
- Agricultural Research Service ..... (301) 436-7725
- Food and Nutrition Information Center ..... (301) 344-3719
- Office of Disease Prevention and ..... (202) 205-8611  
Health Promotion
- Digestive Diseases National Coalition ..... (202) 544-7499
- National Health Information Center ..... (800) 336-4797

# EAT SMART

## *PUBLIC EDUCATION PROGRAM DESCRIPTION*

RESOURCES AVAILABLE AT NO CHARGE  
FROM YOUR  
AMERICAN CANCER SOCIETY, TEXAS DIVISION, INC.



SUGGESTED AUDIENCE: Adults; All Ages

### PURPOSE:

- To introduce seven ACS nutritional guidelines that can potentially reduce risk for certain cancers.
- To provide practical advice on meal planning, shopping and food preparation.

### CONTENT:

- Detailed information on four ACS nutritional guidelines which include:
  - Make sure most of the foods you eat come from plant sources.
  - Limit the amount of high-fat foods you eat, particularly from animal sources.
  - Be physically active: achieve and maintain a healthy weight.
  - Limit consumption of alcoholic beverages, if you drink at all.
- Information, guidance and helpful hints on putting the Society's nutrition recommendations into practice.

# 1-800-ACS-2345

## RESOURCES FOR PROGRAM PLANNERS AND FACILITATORS

QUANTITY	CODE	TITLE/DESCRIPTION
_____	PN2510.07	Eat Smart With Fresh Fruits and Vegetables Useful guide to selecting and purchasing fruits and vegetables for their nutritional content to help insure healthy eating.
_____	LPN2144	Cancer: Reduce Your Risk - Poster A colorful fruit and vegetable poster showing good food choices that are either Vitamin A or C sources, fiber sources and/or cruciferous vegetables.
_____	AO5008.99	Cancer Facts and Figures An ACS annual publication detailing the most current information and statistics for all major cancer sites. It also provides useful background information on all ACS programs and services.
_____	PN2021	Guidelines for Nutrition and Cancer Prevention (limited distribution) - booklet Expert advisory committee evaluated recent evidence and updated the ACS guidelines for diet, nutrition, and cancer prevention.
_____	P0912.17	Good Nutrition is Good Business: Guide for Restaurants & Caterers (limited distribution) - manual A detailed guide which provides steps that can be taken to adapt recipes to incorporate the ACS nutrition guidelines.
_____	S0674	Nutrition March Against Cancer - teaching guide Helps teachers share with their students the ACS guidelines and eating more nutritiously.

## MATERIALS FOR PROGRAM PARTICIPANTS

QUANTITY	CODE	TITLE/DESCRIPTION
_____	P912	Eat Smart Recipe Booklet These easy-to-follow recipes can be used to demonstrate food preparation following ACS nutrition guidelines.
_____	S0675	Have a 24-Carrot Lifestyle - 20 sticker sheets Orange carrot stickers remind the wearer to eat more vegetables for a healthy, cancer-reducing diet.
_____	PN2019.05	Taking Control - folder This brochure provides an excellent summary of the Taking Control program and is well-suited as a take-home piece.
_____	PN2089	Choices for Good Health - pamphlet Colorful pamphlet stating the updated dietary guidelines and offers tips on how to fit them into one's lifestyle.

MATERIALS FOR PROGRAM PARTICIPANTS, Continued

QUANTITY	CODE	TITLE/DESCRIPTION
* _____	P912S	Coma Inteligentemente This four-fold educational material contains cancer prevention and risk reduction suggestions for preparation of foods normally consumed by most Hispanics, such as: tostadas, refried beans, Mexican rice, ranch-style beans, etc. (Recipes printed in Spanish and English.)
_____	P912.10	Eating Smart Quiz Contains a single self-scoring nutrition quiz with self-test analysis and nutrition guidelines.
_____	PS1021	Eat Well to Feel Well Guide Includes nutritional guidelines for someone receiving cancer treatment, suggested commercial nutritional supplements, other recommended publications, and sample menu and snack ideas.

\* Materials Available in Spanish

PLEASE COMPLETE THE FOLLOWING INFORMATION

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Telephone (\_\_\_\_\_) \_\_\_\_\_

Date of Program \_\_\_\_\_ Expected Audience \_\_\_\_\_

Will you pick up materials?  Yes  No (Note: Expect 10-14 days for mail orders.)

There is an American Cancer Society office near you  
that can assist you with orders and information:

209 S. Danville, Bldg. B, Ste. 107  
**Abilene** 79604  
(915) 692-6446

3915 Bell Street  
**Amarillo** 79109  
(806) 353-4306

2433 Ridgepoint Dr.-B  
**Austin** 78754  
(512) 919-1800

3560 Delaware, #1205  
**Beaumont** 77706  
(409) 899-9164

3207 Briarcrest Dr.  
**Bryan** 77802  
(409) 776-1463

2040 N. Loop 336 W, Ste. 111  
**Conroe** 77304  
(409) 788-1111

4101 S. Alameda  
**Corpus Christi** 78411  
(361) 857-0134

8900 Carpenter Frwy.  
**Dallas** 75247  
(214) 631-3850

909 E. San Antonio  
**El Paso** 79901  
(915) 544-4425

3301 West Freeway  
**Fort Worth** 76107  
(817) 737-9990

6301 Richmond  
**Houston** 77057  
(713) 266-2877

2329 E. Saunders, Plaza 3  
Ste. 1  
**Laredo** 78043  
(210) 723-7933  
Fax (210) 723-6303

3411 73rd Street  
**Lubbock** 79423  
(806) 792-7126

4000 S. Medford #17E  
**Lufkin** 75901  
(409) 634-2883

**McAllen**  
5413 S. McColl Road  
Edinburg 78501  
(956) 682-8320

2304 W. Wadley  
**Midland** 79705  
(915) 683-6374

5050 E. University, Ste. 5  
**Odessa** 79762  
(915) 367-0996

3228 College Hills Blvd.  
**San Angelo** 76904  
(915) 944-2509

8115 Datapoint Dr.  
**San Antonio** 78229-3266  
(210) 614-4211

10435 Greenbough Dr., Bldg. II  
**Stafford** 77477  
(713) 499-0042

5325 Summerhill Rd.  
**Texarkana** 75503  
(903) 831-5422

9002 FM 1764  
**Texas City** 77591-2105  
(409) 938-0672

3404 N. Northeast Loop 323  
**Tyler** 75708  
(903) 597-1348

4401 Lilac  
**Victoria** 77901  
(361) 578-2849

1311 New Road  
**Waco** 76710  
(817) 753-0806

2304 Midwestern Parkway, Ste. 206  
**Wichita Falls** 76308  
(817) 691-7201

or call

**1-800-ACS-2345**

American Cancer Society  
Texas Division, Inc.  
P.O. Box 149054  
Austin, TX 78714-9054