

Eating Healthy Around the Holidays: 8 Tips to Help

by: Elaine Auld

SUMMARY

The message of the holidays can be fun to spend time with friends and family but knowing a few small changes can make a big difference in helping people eat healthier is important.

Using various traditional and social media channels can reach various audiences with this important message. Community organizations can take steps to encourage their members to eat healthy and increase physical activity at the holidays.



CHALLENGE

The holidays can be fun. And as much fun as this time of year can be, it can also be challenging to stick to healthy routines.

Eating healthy is hard to do when celebrations with family and friends so often revolve around food. Add a packed social calendar and travel time to see loved ones, and you have the perfect recipe for adding on the pounds.

Making healthier choices around the holidays can help you feel better, have more energy, and even manage holiday stress.

The good news is there's a lot you can do to change that. And you don't have to miss out on the holiday fun — small changes can make a big difference in helping you eat healthier and get enough physical activity.

YOUR INVOLVEMENT IS KEY

Learn more about the national project working in 94 communities across 37 states to prevent chronic disease at www.partnering4health.org and get ten tips for healthy holiday eating at <https://www.choosemyplate.gov/ten-tips-make-healthier-holiday-choices>.

"Community walks or races encourage people to get outside this time of year. When organizations sponsor a 'healthy makeover' contest for holiday recipes, they are really encouraging people to think in new ways about their favorite foods,"

- Elaine Auld

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SOLUTION

The Society for Public Health Education (SOPHE), wrote and disseminated a newspaper article, recorded and disseminated a radio public service announcement, developed an infographic for national dissemination, wrote a press release for national dissemination and disseminated a healthy eating for the holidays toolkit to chapters, partners, stakeholders and other organizations, sharing tips on how to eat healthy during the holiday period.

RESULTS

The newspaper article generated 2,756 articles with a readership of 1.8 million and 30 million unique visitors per month.

The radio public service announcement aired on 743 radio stations during more than 1,000 broadcasts, resulting in more than 21 million media impressions.

The infographic generated 2,976 placements with combined readership of more than 4.1 million and unique visitors per month of 30 million.

SUSTAINING SUCCESS

There is a lot to do to stay healthy without giving up the holiday fun. Small changes can make a big difference in helping people eat healthier and get enough physical activity during the holidays. Sharing this message to a broad audience is important.