

Lighten Up for the Holidays

Lighten Up for the Holidays is a campaign designed to encourage more active attention to healthy eating over the holidays. The overall goals are to increase healthy food choices and eating behaviors over the holidays, to revisit self-monitoring of food intake and calories, and to support weight. This five to eight-week campaign will use materials developed by the Lifestyle Resource Core, and Beth Venditti, PhD, Valarie Stapinski and Linda Semler, MS, RD, LDN at the University of Pittsburgh. Additional materials were developed by Kara Gallagher, PhD at the Physical Activity and Weight Management Research Center at the University of Pittsburgh. This program includes a holiday/Halloween party as the campaign kick-off event with emphasis on healthy food choices and eating behaviors during the fall and winter holidays. Participants will be challenged to resume or continue self-monitoring of daily food intake with emphasis on meeting their original fat and calorie goals. Finally, participants will be encouraged to lose at least five pounds.

Campaign Overview

This campaign will give participants the option of coming to two group sessions *and/or* scheduling brief individual visits/weight checks at week one and then at least once again during weeks five to eight. The additional visits will provide no new class content but are simply an opportunity to help the participants achieve the campaign goals. The minimum requirement for participation in this campaign is two visits.

One gift certificate can be earned for each of the following:

1. Attending the campaign kick-off/Halloween (or holiday) party.
2. Attending the final group or individual meeting.
3. Losing five pounds between the first and last campaign visits.

Session 1 Materials

- Scale for weighing
- Lighten Up for the Holidays registration form; two copies per participant
- Keeping Tracks (optional)
- Fat Counters (optional)
- Light refreshments (optional). Refreshments could include seasonal foods such as cider, apple slices with fat-free caramel dip, and gingersnap cookies.
- Handouts:
 - It's Halloween! What's in Your Candy Bowl?
 - Build a Better Breakfast
 - Build a Better Light Meal
 - Build a Better Main Meal
 - Build a Better Snack
- Gift certificates for attendance rewards.

- Door Prizes (optional)
- Karaoke machine with microphone and music tapes/CDs (optional)

Session 1: Halloween/Holiday Party

Outline:

- Weigh-in participants and complete two copies of the Lighten Up for the Holidays campaign registration form for each participant. One copy should be given to the participant and one copy should be kept for your center's records
- Have refreshments available for participants to enjoy while waiting for everyone to be weighed (optional).
- Welcome the group and describe the campaign goal of healthy eating during the upcoming holiday season. Explain that everyone has the potential to earn three gift certificates; one for coming today, one for coming in for a final weight, and one for losing five pounds. Enthusiastically present the gift certificates for attending today's event. The other gift certificates will be awarded when they come in for a final weight. You may modify the registration form to use incentives other than gift certificates according to what is available for your program.
- Distribute and discuss the handout, It's Halloween! What's in Your Candy Bowl?. Ask participants what strategies they have used in the past to handle Halloween treats. Emphasize the "take home message" at the bottom of the handout: "Halloween can be a manageable holiday. Use good judgment, practice moderation, and most importantly, enjoy a healthy holiday!" It is important to make realistic personal goals for the holidays. Some participants have the goal of holding the line (weight maintenance) over the holidays, while others plan to continue losing weight (i.e. losing five pounds during this campaign). The purpose of this campaign is to give participants the opportunity to lose five pounds and to earn the rewards for their success.
- Distribute "Build a Better Breakfast". Explain that it is a good strategy to have an eating game plan for handling the holidays. Have participants complete the form. Repeat with "Build a Better Light Meal", "Build a Better Main Meal", and "Build a Better Snack". Encourage the participants to use this over the holidays. An option would be to divide the class into four small groups. Each group would be asked to develop their best menu ideas for their assigned meal (breakfast, light meal, main meal, or snack). Each group could then present their meal suggestions to the entire class.
- Distribute Keeping Track books (and Fat Counters) to participants who want them. Encourage participants to adhere to their DPP calorie goal or the goal they learned from experience was most likely to produce weight loss. Encourage participants to tally their calories daily and to also compute the weekly totals on the back of the Keeping Track book. Participants may also document their activity in the Keeping Track book, but activity minutes will not be used for data during this campaign.
- Explain that handouts will be given at the final meeting that give useful suggestions for Thanksgiving and winter holidays.

- Address any questions or concerns.
- Optional Activity: Karaoke.
- Thank the participants for coming and announce the date/time of the final group meeting or have them schedule an individual appointment for a final weight.

Session 2: Lighten Up for the Holidays Finale

The primary purpose of this second session is to close out the core 5-8 week campaign and award incentives. Your center may choose to offer a group class or to just schedule each participant for an individual appointment. The following materials should be copied for distribution:

- Tips for a Light Thanksgiving
- Thanksgiving Menu (menu makeover)
- If you drink alcohol...
- Holiday Party Recipes
- Thanksgiving Recipes
- Holiday Party Recipes

Optional: You may make goody bags using the 12 snacks of Christmas handout and portion the snacks into baggies of <100 calories/snack. This will provide participants ready, low calorie snacks for the holiday season.

Outline:

- Weigh participants and complete the Lighten Up for the Holidays registration form. Award gift certificate for attending the final weigh-in and an additional gift certificate if he/she lost five pounds.
- Discuss the results of the campaign. Did participants feel they made healthier food choices? Did they exhibit healthier eating behaviors? What did their best day look like?
- Distribute and review the handout, Tips for a Light Thanksgiving.
- Distribute the Thanksgiving Menu handout. For each of the traditional menu items listed on the left side of the page ask the participants to give an example of a healthy change they could make. Emphasize that there are several possible solutions. For example, someone may choose to eliminate the butter with the dinner roll, someone else may choose to eliminate the roll and butter altogether, while someone else may choose to include the roll and butter and cut back somewhere else.
- Distribute and review the handout, "If you drink alcohol..."
- Distribute Holiday Party Recipes, and Thanksgiving Recipes for them to use and enjoy over the holidays.
- Please tell the participants that you look forward to seeing them at the next campaign and give details of the next class if known.