



Encouraging Southern Nevadans to take the Nutrition Challenge!



INTRODUCTION

In response to the American epidemic of obesity and reports of Southern Nevada adults not consuming enough fruits and vegetables, the Southern Nevada Health District launched its "Nutrition Challenge" program in 2006.

Spearheaded by the Office of Chronic Disease Prevention & Health Promotion, the 12-week web-based program provides nutrition education focusing on the importance of fruit and vegetable consumption.



METHODS

Participants log their daily servings of fruits and vegetables and visually track their progress. They receive nutritional information, such as serving size guidelines, recipes, and food label explanations, as well as bimonthly e-newsletters. Incentives included weekly raffles for those who logged their servings at least three times a week.

Recruitment included distributing flyers, and print and radio advertising.



PROGRAM OUTCOMES

- To date, 1,500 signed up for the program
- Nearly 90 percent of participants advanced in their stage of behavior change
- Average number of fruits and vegetables consumed per day increased by 1.47
- Findings from the Nutrition Challenge article were published in the Nevada Public Health Association's Journal in 2006 (www.nphaonline.org/current_issue_v3.htm)



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