



Introducing... Colour It Up 50+

The program proven effective at increasing fruit and vegetable consumption among women ages 19-50 is now available for women over the age of 50.

The new program is just as exciting as the original while addressing the specific needs of women over the age of 50.

The program generally runs once a week for six weeks. Each weekly session lasts about two hours. The Colour It Up Program helps women make changes in how they eat. It gives participants the knowledge, skills, and confidence needed to eat more vegetables and fruit and achieve the recommended 7 Food Guide Servings each day.

In each session there are discussions, activities, recipes and snacks that help women to overcome challenges and build confidence in their ability to eat more vegetables and fruit. The program addresses the issues and topics that are of most interest to women over the age of 50. The program focuses on healthy aging and the health benefits of eating more vegetables and fruit.

For more information and to sign up as a facilitator to access program materials, go to www.colouritup.ca

Are you a CHC or FHT interested in running *Colour It Up* in your community?

The Nutrition Resource Centre is offering limited funding to a select number of Community Health Centres and Family Health Teams to run the *Colour It Up* program. This is a one-time funding opportunity. The participating CHCs and FHTs will be required to answer several questions that will help the Nutrition Resource Centre promote and support the *Colour It Up* program to CHCs and FHTs across the province.

Please contact, Sarah Evason at colouritup@opha.on.ca if you are interested or would like more details.

Save the Date...

Learn more about *Colour It Up*

The Nutrition Resource Centre will be offering an opportunity to learn more about the *Colour It Up* program and ask your questions about running this exciting program in your community.

Further details on what will be presented and how to participate in this live meeting event will be sent via contact-NRC.

Thursday, January 27th
1-3 pm for public health units

Thursday, February 3rd
1-3 pm for CHCs, FHTs and other community organizations



Haven't heard about *Colour It Up?*

Colour It Up is an effective and extensively evaluated program that addresses various difficulties in getting enough vegetables and fruit, and can help women and their families overcome these barriers.

How does Colour It Up! work?

- 6 weeks – 2 hour sessions
- Group of nine to 15 women
- Uses methods of social cognitive theory to help women make behaviour change related to vegetable and fruit intake – personal reflection, goal setting and self-monitoring
- Each session includes group activities, take-home activities, discussions, hands-on skill building and taste-testing

<i>Who can run Colour It Up?</i>	<i>Who is Colour It Up for?</i>	<i>What is Colour It Up all about?</i>	<i>Why should I run Colour It Up?</i>
<ul style="list-style-type: none"> • RDs and community leaders in public health units, Family Health Teams, Community Health Centres, CPNP programs and various other organizations and programs 	<ul style="list-style-type: none"> • It is for women of all ages • There is a program for women ages 19-50 that focuses more on family and one for women over the age of 50 that focuses more on healthy aging 	<ul style="list-style-type: none"> • It is about giving women the knowledge, skills and confidence to eat more vegetables and fruit 	<ul style="list-style-type: none"> • It is inexpensive • It has been proven to increase vegetable and fruit consumption • It is unique • It is fun to facilitate • Provincial resources and support available

New *Colour It Up!* provincial program supports

New Evaluation Tools:

We are hard at work developing new evaluation tools for the program. They are expected to be available by Spring 2011

Social Cognitive Theory Training Manual:

Colour It Up is based on social cognitive theory. A training module that explains the theory and how it is used in the *Colour It Up* program is currently in development.

Here to help

I'm here to help. If you have any questions about the *Colour It Up!* program, please don't hesitate to contact me.

Sarah Evason MHSc, RD
Program Coordinator, *Colour It Up!*
colouritup@opha.on.ca

Mix it up!™ replaces 5to10 a day campaign

The 5to10 a day campaign has been replaced with Mix it up!™

Visit www.fruitsandveggies.ca for more information.

The following Fact Sheets in the *Colour It Up!* manual have been replaced. Contact Sarah for the updated versions.

- ✓ Rise & Shine – It's Breakfast Time
- ✓ I Have a Hunch – It's Time for Lunch
- ✓ It's Time to Make Your Supper Super
- ✓ Snack Your Way to a Healthy Day



NUTRITION RESOURCE CENTRE
CENTRE DE RESSOURCES EN NUTRITION

Colour It Up...Go for More Vegetables and Fruit is a program supported by the Nutrition Resource Centre (NRC), an initiative of the Ontario Public Health Association (OPHA), and is run by local organizations across Ontario. Program partners are Cancer Care Ontario, Canadian Cancer Society (Ontario Division), and Heart and Stroke Foundation of Ontario. This program is financed by the Government of Ontario.