

Sample Newsletter Article:

The _____ announces a unique, new healthy eating program for adults in our community. The program is called **FOOD STEPS**. **FOOD STEPS** is an exciting, new program that helps you think about the way you eat. **FOOD STEPS** is unique. It's a program for people who *want* to change the way they eat and also a program for those who *don't want* to change the way they eat. That's right - it's even for those who *don't want* to change - it's a program for everyone.

The _____ is pleased to be able to offer the **FOOD STEPS** program to members of our community.

How can **FOOD STEPS** help you? People think differently when it comes to the way they eat. For instance, some people don't think about how they eat at all, while others actively try to eat well every day. **FOOD STEPS** recognizes that people are at different stages when it comes to the way they eat. For example, **FOOD STEPS** is actually four different programs in one and there are separate guide books:

- for men and women who **don't want** to change the way they eat
- for men and women who are **thinking** about changing the way they eat
- for men and women who are **trying** to make changes to the way they eat
- for men and women who have **already made changes** to the way they eat

If you don't want to change the way you eat, **FOOD STEPS** won't ask you to. It simply provides information on healthy eating. If you are interested in making some changes, **FOOD STEPS** provides simple strategies to help you accomplish this! You get the booklet that is right for you, when you are ready for it. You can move on to the next step if, and when, *you* decide you want to.

FOOD STEPS was developed by registered dietitians and other health professionals. The entire program can be completed by mail so you can go at your own pace. There are no meetings to attend, no preaching, no gimmicks and no costs!

If you are interested in receiving the program, or you would like to find out more about **FOOD STEPS**, please call the **FOOD STEPS** coordinator at _____.