

Take the challenge: **Strive for 5!**

Want to lower your risk of cancer, stroke and heart disease? Strive to eat five servings of fruits and vegetables each day.¹ With fewer calories – and more fiber – than other foods, fruit and vegetable consumption is a great way to control your weight. Since no single fruit or vegetable can provide all the nutrients you need to stay healthy, try to eat a rainbow's worth of produce every day. By taking the challenge, you can earn points to complete the challenge goal.

How it works

The challenge provides an incentive to eat five servings of fruit and vegetables each day. For each serving you eat, you will receive one point. You can earn up to seven points total per day. Your goal is to consume at least 120 servings during this four week challenge, with each serving worth one point.

Color me healthy

By choosing different colored fruits and vegetables, you are more likely to get the maximum number of nutrients. Challenge yourself to eat a fruit or vegetable from each color group each day:

- + Orange: Carrots, sweet potatoes and peaches
- + Green: Broccoli, spinach and green bell peppers
- + Red: Apples, tomatoes and strawberries
- + Purple: Blueberries, grapes and plums
- + Yellow: Bananas, pineapple and corn on the cob
- + White: Cauliflower, pears and potatoes

How can I tell if I'm eating a serving?

A medium-sized apple or banana equals a serving. Lettuce that fills up a small plate or bowl also equals a serving.

START
NOW

Take the challenge

To record your activity online each day, log in or register at [BlueConnectNC.com](https://www.blueconnectnc.com) and click on Wellness.



Healthy habit tracker

Keep this form with you for times when you can't enter points online. Just enter the total number of servings of fruits and/or vegetables that you eat each day (each serving = one point).

Complete the challenge

Remember to record all of your points online by the deadline. Log in or register at BlueConnectNC.com and click on Wellness.

Deadline:

February 28 (for the challenge starting February 1)

September 30 (for the challenge starting September 1)

RECORD
YOUR
POINTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points
_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points
_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points
_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points
_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points
_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points	_____ Points

Blue Cross and Blue Shield of North Carolina (BCBSNC) offers Healthy Outcomes programs as a convenience to aid members in improving their health; results are not guaranteed. BCBSNC contracts with Alere Health Improvement Company, an independent third party vendor, for the provision of certain aspects of Healthy Outcomes programs and is not liable in any way for goods or services received from Alere. BCBSNC reserves the right to discontinue or change Healthy Outcomes programs at any time. The programs are educational in nature, and are intended to help members make informed decisions about their health, and to help members

comply with their doctor's plan of care. Decisions regarding care should be made with the advice of a doctor.

1 <http://www.choosemyplate.gov/food-groups/vegetables-why.html>
(Accessed November 2014)

© Marks of the Blue Cross and Blue Shield Association. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U8260b, 11/14