

STOCKTON WELLNESS CHALLENGE 2024

The Stockton Wellness Challenge Social Media Post Template is meant to promote key messages of the 21-Day Fruit and Vegetable Campaign advertised on social media. The Social Media Post Template includes specific sample content, shareable graphics, and key hashtag, #StocktonWellnessChallenge.

The following sample content categories, challenge/submission, encouragement, engagement, and health information, are specific topics to choose from to help you engage your audience during the campaign period.

SAMPLE CONTENT CATEGORIES

- Challenge/Submission
- Engagement
- Encouragement
- Health Information

CHALLENGE/SUBMISSION

1. Participate in the Stockton Wellness Challenge to eat more fruits and vegetables for 21 days. A diet rich in fruits and vegetables can help reduce the risk of chronic diseases. Take the Fruit and Vegetable Pledge today! Submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by September 30, 2024, to be entered into a \$200, \$100, or \$50 gift card raffle. Submission details found on the Challenge Card.
#StocktonWellnessChallenge
2. Don't forget to take the Fruit and Vegetable Pledge today! Submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by September 30, 2024, to be entered into a \$200, \$100, or \$50 gift card raffle. Submission details found on the Challenge Card.
#StocktonWellnessChallenge
3. Make eating more fruits and vegetables a healthy habit. It is believed that a habit is formed after completing a task for 21 days in a row. What better way to consume more fruits and vegetables than to join the Stockton Wellness Challenge? Take the Pledge to eat more fruits and vegetables today!
#StocktonWellnessChallenge
4. Keep fruits and vegetables washed, chopped, and ready to eat. Check out other creative ways to eat more fruits and vegetables from the Challenge Card. Take the Fruit and Vegetable Pledge today!
#StocktonWellnessChallenge
5. Way to go! You completed 21 days of eating more fruits and vegetables. Let's continue eating a rainbow of colors. Submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by September 30, 2024, to be entered into a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card.
#StocktonWellnessChallenge

ENCOURAGEMENT

1. A healthy lifestyle is always in season! Get creative by trying a new healthy recipe made with a variety of colorful veggies. Find a new recipe from MyPlate Kitchen:
<https://www.myplate.gov/myplate-kitchen/recipes>
#StocktonWellnessChallenge
2. Eat your way to good health! Fill half your plate with fruits and veggies.
#StocktonWellnessChallenge
3. Be prepared with easy snacks. Keep fruits and vegetables washed, chopped, and ready to eat. Check out these other helpful tips:
<https://www.myplate.gov/tip-sheet/healthy-food-preparation>
#StocktonWellnessChallenge
4. Eat a delicious piece of fruit or a crunchy vegetable — the original fast food.
#StocktonWellnessChallenge

ENGAGEMENT

1. Did you know summer is a great time to enjoy a variety of delicious fruits and vegetables? Check out your local farmers market to find the freshest and tastiest fruits and veggies of the season to savor the best flavors and support your local farmers!
#StocktonWellnessChallenge
2. Running out of ideas for meals? Exchange healthy recipes with a friend or neighbor. You may discover a new way to serve fruits and vegetables.
#StocktonWellnessChallenge
3. Let your kids see you eat fruits and vegetables; modeling healthy behaviors contributes to healthy lifelong habits.
#StocktonWellnessChallenge
4. Need help adding more fruits and vegetables into your everyday meals? Start by planning your meals and by creating a grocery list.
#StocktonWellnessChallenge

HEALTH INFORMATION

1. A diet rich in fruits and vegetables can help lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer, and have a positive effect upon blood sugar. Choosing to eat more fruits and vegetables can make a difference.
#StocktonWellnessChallenge
2. Eating a diet high in fiber (found in fruits, veggies, and whole grains) is a good way to control blood sugar. Try apples and peanut butter or hummus with carrots as a snack.
#StocktonWellnessChallenge
3. Keep Type 2 diabetes in check! Eat a variety of fruits and vegetables that you peel, squeeze, or crunch.
#StocktonWellnessChallenge
4. A healthy diet and physical activity make a winning recipe to control your blood sugar. Get creative by adding more fruits and vegetables to every meal. Find more helpful tips here:
<https://www.myplate.gov/>
#StocktonWellnessChallenge