

Week Four: Yellow, How Are You?

The Challenge: Feature Yellow or Orange Fruits or Vegetables in Your Daily Snacks

Challenge Details:

Participants will need to incorporate a yellow or orange fruit or vegetable into their daily snacks this week.

There only needs to be one snack per day that features an orange or yellow vegetable or fruit, so other snacks can be unaffected by the contest.

Bonus points can go to people who try a different yellow or orange fruit or vegetable each day.

Social Media Component:

Participants can take photos of their orange or yellow fruit or vegetable snacks and share them through social media in order to inspire their classmates and hold themselves accountable for sticking to the challenge.

For Pinterest-centric approaches, set up a “What Does Your Snack Look Like?” board and have participants “pin” images of their snacks or links to recipes.

For Facebook, we recommend making a “What Does Your Snack Look Like?” page that everyone can use to post their daily snacks.

In both of these cases, there will be a central place that people can go when they want to view, comment on, or share photos. Both Pinterest and Facebook offer the option to “like” a post as well.

For Twitter, we recommend that people tweet their snack photos, but add the hashtag #yelloworangesnack or #snackchallenge. That way, participants can search for that hashtag and see everyone’s progress at once.

If photos aren’t an option, people can describe the snacks they’re eating each day.

Variations and Additions:

Do a cooking demonstration that features the winter vegetable soup in this section. Explain that soup can be a great, nutrient-dense snack. Distribute samples of the finished dish and brainstorm other healthful snack ideas with the class as they eat.

Prize Distribution:

Once again, this contest can have more than one winner. A raffle for an exciting prize may be a perfect solution. You could either award tickets at the end of the week, giving those tickets to the people who completed the challenge for all 7 days, or you could give tickets out daily to all the people who met the challenge that day.