



Program Results

Logging: **August 2 - August 29, 2021**

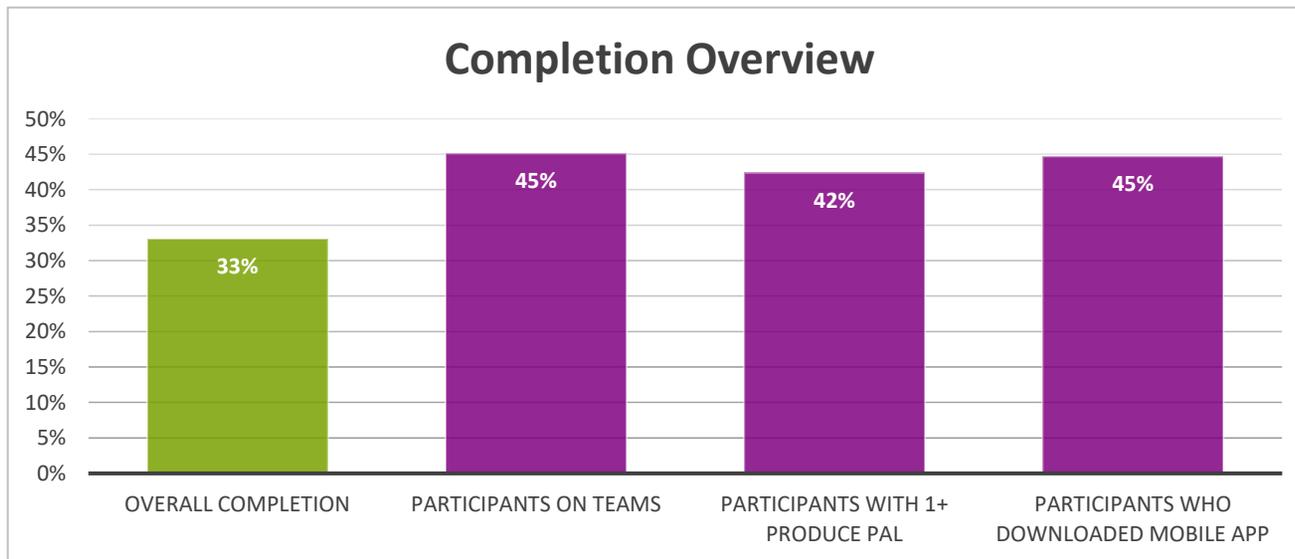
Total registered participants: **885**

Total completed evaluations: **191**

Evaluation completion percentage*: **22%**

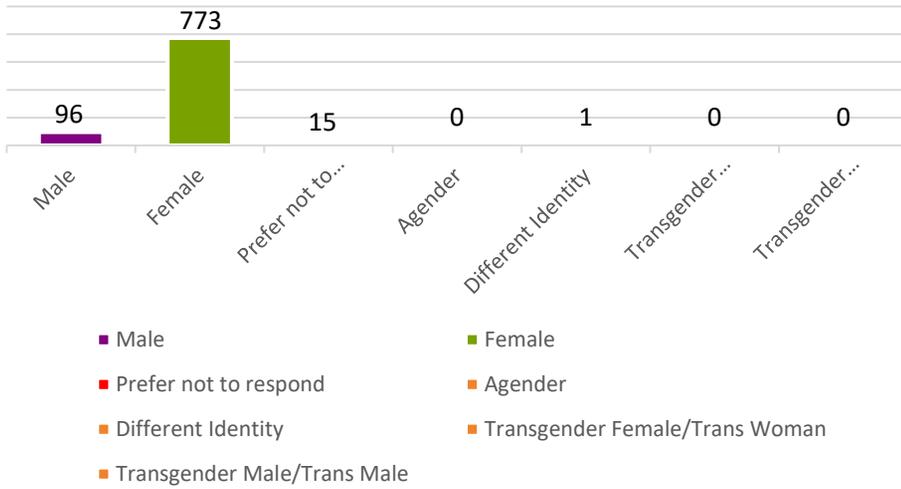
Mobile app participants: **246**

*The following data is based on participants who completed the *Colorful Choices* End of Program evaluation.

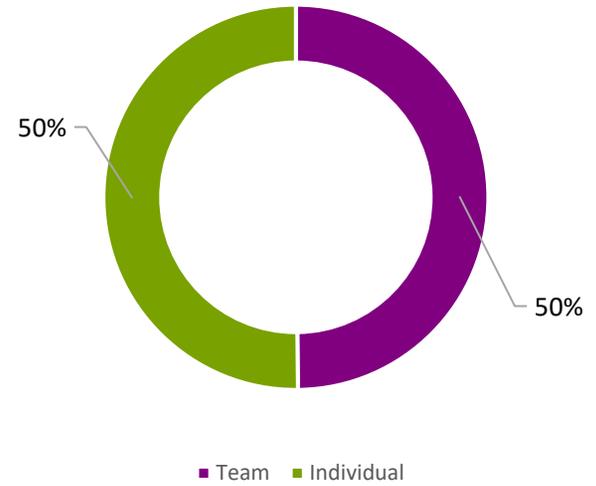


Completion rates are based on the number of participants who achieved the program goal of 160 points.

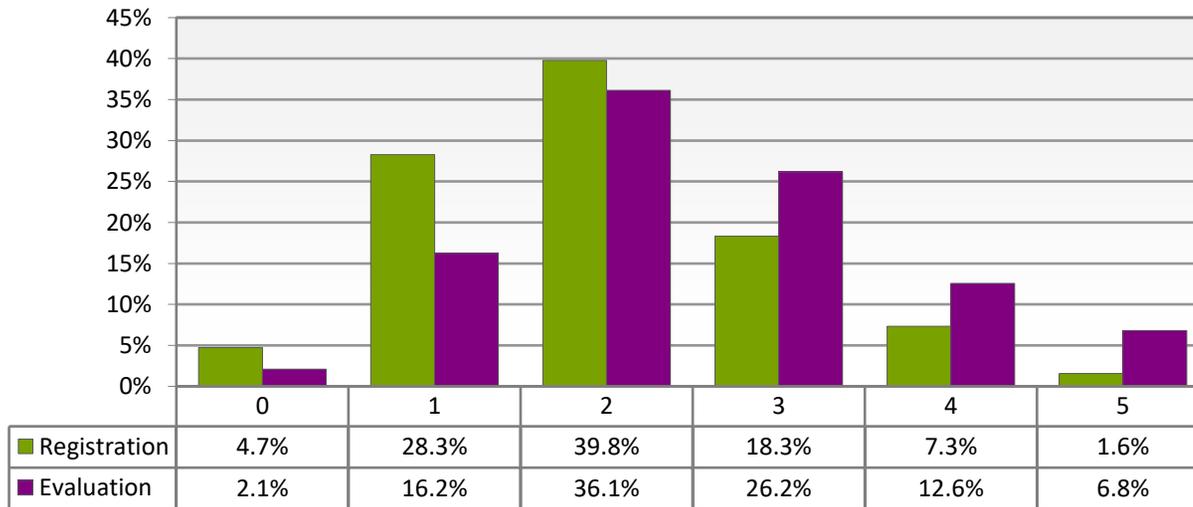
Gender Ratio



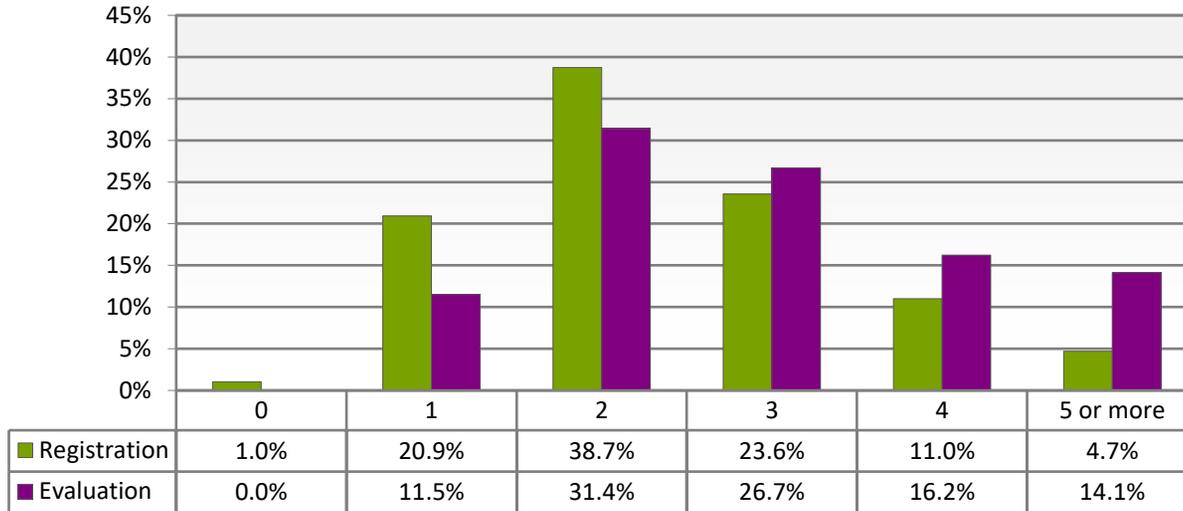
Team/Individual Participation



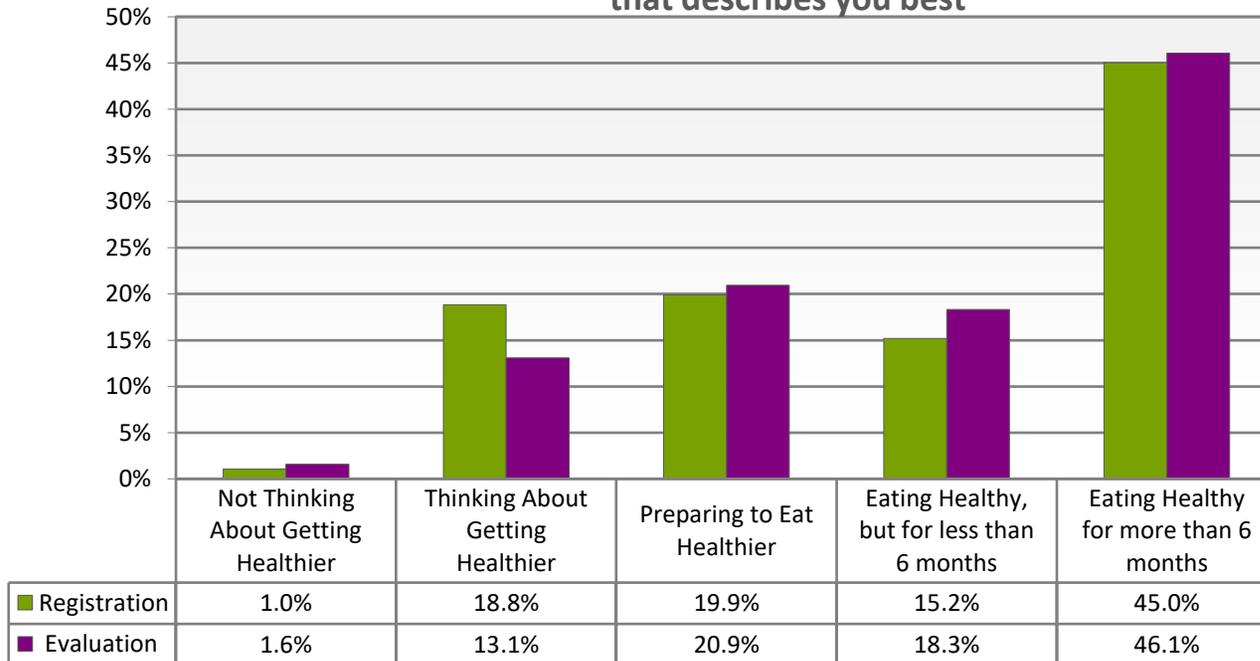
Number of fruit servings you eat in a typical day



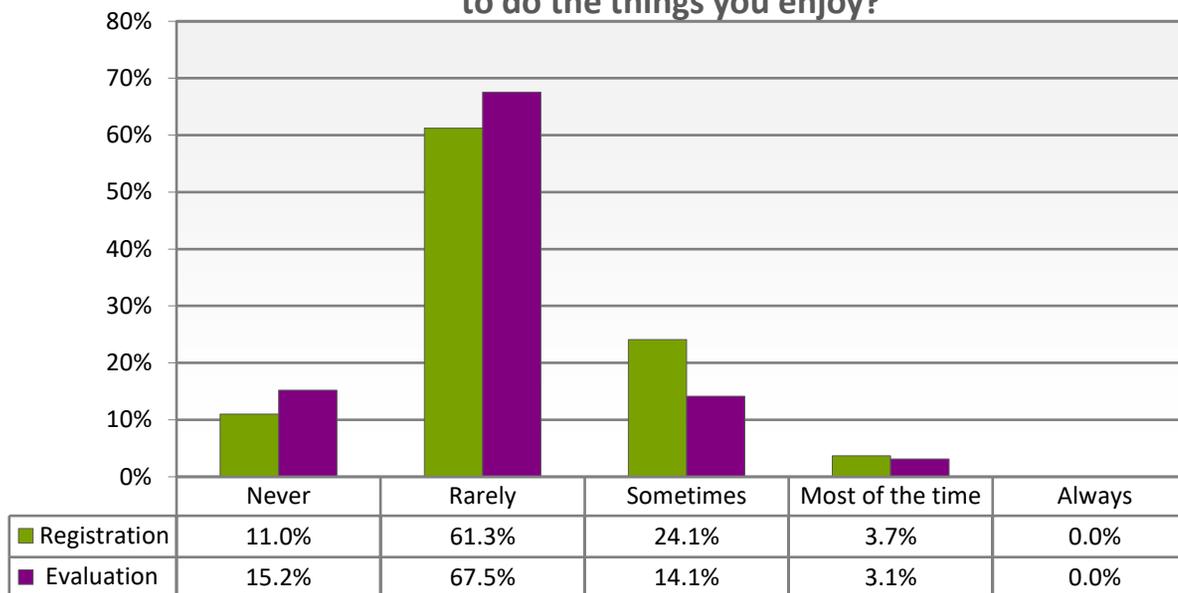
Number of vegetable servings you eat in a typical day



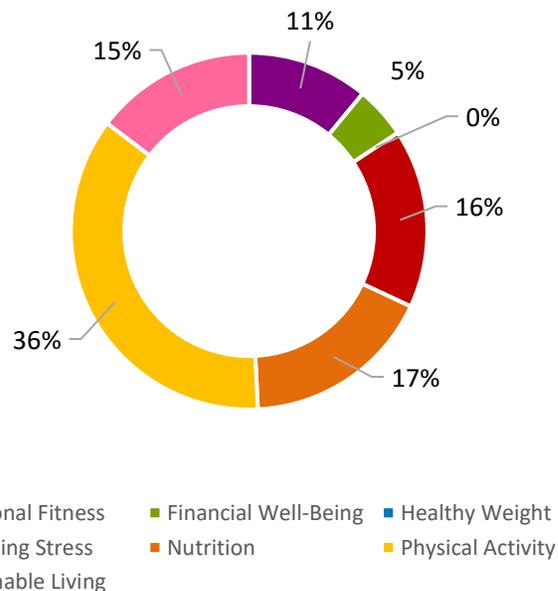
When it comes to achieving or maintaining a healthy diet, pick the statement that describes you best



In the last month, how often did you have enough energy to do the things you enjoy?



Future Campaign Topics





What participants liked most:

"The color breakdown and the visual/colorful progress tracking w/ pie chart. Daily email with helpful tips."

"Accountability to add in more veggies! Color coded blender; challenged me to eat new colors I don't often eat. Ideas of other types of veggies to eat via the list of types to log from."

"Realizing that several of my regular fruit and vegetable choices qualified as Top Choices, which provided me with bonus points."

"It made me more aware of the colors of the food items I chose to eat and I tried to choose the rainbow. I feel like it is an easy way to help pack in fruits and vegetables."

"Made me more aware of how few fruits and vegetables I willingly choose. I also made a better shopping list to include more variety in the produce I purchase."

"It was the single most effective program I've been part of to increase my fruit and vegetable intake."

"Participating in the program definitely motivated me to add more vegetables into my diet."

"It made me think about what I was eating. Loved to blend everything up and get the percentages."

"I liked that this was a different challenge than the usual walking challenges. I have had some foot problems over the last year, and haven't been able to compete. This is something that anyone can do as long as they plan ahead a little."

"It encouraged me to have more variety in the fruits/veggies I was choosing at the grocery store. I also really like all the recipes posted here! There are so many I still want to try."

"I liked the app. It was easy to log produce servings, and the colorful circles made me want to eat more colors. I wish we could keep using it after the challenge ends!"

"I was really surprised how much this changed the way I ate - I thought the whole blender thing was a little silly at first, but I actually think having a visual helped a lot, as well as having the satisfaction of hitting "save" and getting some kind of result."

"Participating in this made me mindful to eat more vegetables. I also signed up for the CSA (community supported agriculture) with a local farmer"



Success Stories:

"I really liked tracking fresh foods (veges and fruits). It made me realize I need to eat healthier by purchasing and eating more fresh (vs. canned) foods each week!" *Denise Welsch*