



## Employer Pledge Starter Kit

Helping kids in central Indiana lead healthier,  
more active lives.



Families



Child Care



Youth



Schools



Employers



Faith



Community



## Employer Pledge Starter Kit

The Employer Pledge is focused on three goals:

- Increasing healthy eating at work
- Increasing movement at work
- Supporting healthy families

This Pledge Starter Kit is designed to help you develop a successful Action Plan to implement the Jump IN Pledge in your company or at your worksite to meet these goals. That Action Plan will help you understand what activities your company is already doing in support of these strategies and where you want to focus your efforts this year.

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**Employer Name:** \_\_\_\_\_

**Date Completed:** \_\_\_\_\_

**Completed By:** \_\_\_\_\_

For assistance with your Action Plan, contact Jump IN staff at  
Pledge@jumpinhealth.org.



## Employer Pledge Starter Kit



### **Getting Started Checklist**

We are so excited that you have agreed to become a Jump IN Role Model for your employees, their families, and the community at large! We're eager to help you get started.

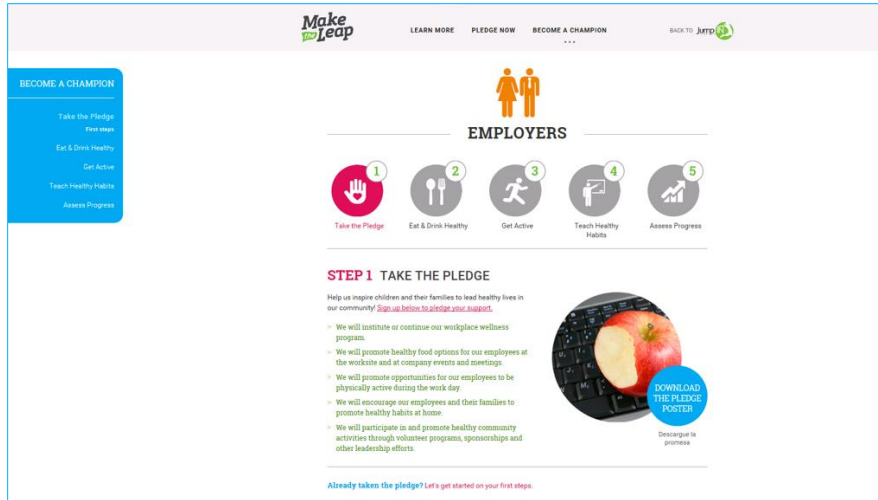
Review the list below and check off the steps as you complete them.

- We have obtained support and all necessary approvals from company management to proceed.
- We have assembled a Pledge Action Team to implement the Pledge in our company or firm.
- We have made our stakeholders (*management, employees, vendors, contractors, etc.*) aware of our participation in the Jump IN Pledge and our desire to become a Jump IN Champion.
- We are displaying the Employer Pledge in a prominent location(s).
- We have encouraged our employees to take the Kids & Families Pledge.
- We have completed an Assessment of our policies and practices and have developed an Action Plan to implement healthy eating and physical activity strategies at our worksite and for our employees and their families.
- We have reviewed our activities and completed the year end Progress Report.



# Employer Pledge Starter Kit

## Using The Website



The Jump IN Pledge website ([www.JumpINPledge.org](http://www.JumpINPledge.org)) is designed to help you take all the steps you need to fulfill the Pledge and become a Jump IN Champion.

Each Step provides tips and resources that correspond to specific Pledge commitments:

Step 2: Eat & Drink Healthy

Step 3: Get Active

Step 4: Teach Healthy Habits

**Please note:** You don't have to complete each step in this order; you should choose to work on your strategies in the order that makes the most sense for your program.

On a regular basis, we'll share new ideas and materials with you through our email newsletter and through our blog. You can also find the latest materials on our Resource page.



### Why 5-2-1-0?

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time\*
- 1** hour or more of physical activity
- 0** sugary drinks, more water

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

5-2-1-0 is an easy to remember and consistent message based on scientifically proven strategies.

**5:** A diet rich in fruits and vegetables provides vitamins and minerals, important for supporting growth and development, and for optimal immune function in children. High daily intakes of fruits and vegetables among adults are associated with lower rates of chronic diseases such as heart disease, stroke, high blood pressure, and when total calories are controlled, may be an important aid to achieving and sustaining a healthy weight.

**2:** Watching too much television (TV) and use of other screen media is associated with an increased prevalence of overweight and obesity, lower reading scores, and attention problems. The American Academy of Pediatrics (AAP) recommends no more than 2 hours of screen time a day and that children under age 2 not watch any TV or other screen media. The AAP recommends keeping the TV and computer out of the bedroom.

**1:** Regular physical activity is essential for weight maintenance and prevention of chronic diseases such as heart disease, diabetes, colon cancer, and osteoporosis. While most school age children are quite active, physical activity sharply declines during adolescence. Children who are raised in families with active lifestyles are more likely to stay active as adults than children raised in families with sedentary lifestyles.

**0:** Sugar-sweetened beverage consumption has increased dramatically since the 1970s; high intake among children is associated with overweight and obesity, displacement of milk consumption, and dental cavities. The AAP recommends that children 1–6 years old consume no more than 4–6 ounces of 100% juice per day and youth 7–18 years old consume no more than 8–12 ounces. Water provides a low-cost, zero-calorie beverage option and is a healthy alternative to sugary drinks.

(information taken from *5-2-1-0 Let's Go*, [www.lets-go.org](http://www.lets-go.org))



## THE PLEDGE FOR *Employers*

We support the mission of Jump IN for Healthy Kids, and we pledge to do our part to inspire children, youth and their families to lead healthy lives in our community:

- › We will institute or continue our workplace wellness program.
- › We will promote healthy food options for our employees at the worksite and at company events and meetings.
- › We will promote opportunities for our employees to be physically active during the work day.
- › We will encourage our employees and their families to promote healthy habits at home.
- › We will participate in and promote healthy community activities through volunteer programs, sponsorships and other leadership efforts.

***We pledge to be a place where our employees and their families have real opportunities to make healthy choices in a healthy environment.***

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Employer Name

Owner/CEO/Principal

Date





### **SAMPLE LETTER TO EMPLOYEES ABOUT THE PLEDGE**

[Date]

To Our Employees:

[Our organization] believes that all children and their families deserve the opportunity to be healthy and successful. We take seriously our duty to be a good role model for healthy behaviors and to do our part to help children and their families make healthy choices.

To support this cause, we have taken the **Jump IN Pledge for Employers** and have committed to do the following:

- ❖ We will institute or continue our workplace wellness program.
- ❖ We will promote healthy food options for our employees at our worksite and at company events and meetings.
- ❖ We will promote opportunities for our employees to be physically active during the work day.
- ❖ We will encourage our employees and their families to promote healthy habits at home.
- ❖ We will participate in and promote healthy community activities through volunteer programs, sponsorships and other leadership efforts.

During the coming weeks and months you'll hear more from our Pledge Action Team on how we'll begin to implement the Pledge throughout the company.

If you have any questions please don't hesitate to contact us. If you would like more information about the *Jump IN Pledge* visit [www.JumpInPledge.org](http://www.JumpInPledge.org). Thank you for your support in helping us create a healthier community where our children and youth can lead active and healthy lives!

Sincerely,

***[For additional messages to share with your employees, please see the Healthy Messages toolkit on the Employer Resources page of the Jump IN Pledge website.]***



### Assessment/Action Plan/Progress Report



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- ✓ Assess Your Current Activities and Policies
- ✓ Develop an Action Plan
- ✓ Chart Your Progress Toward Your Goals

You have your Pledge Action Team in place. You've told everyone that your program is a Jump IN Role Model dedicated to helping your employees and their families be healthy and active. You're ready to become a Champion for your employees, their families, and your community.

- ✓ **Assess Your Current Activities and Policies.** Let's get started by understanding where you're already excelling, and where you need to focus more attention. The Jump IN Assessment helps you take that step by comparing your current activities with the best practices of companies like yours that share your commitment to your employees' health.
- ✓ **Develop an Action Plan.** When you find areas to work on, a downloadable Action Plan template will let you set concrete, realistic goals to work on in the coming year, with help from the many tools and resources on the Jump IN Pledge website.
- ✓ **Chart Your Progress.** Finally, at the end of the year, you'll be able to chart your Progress toward becoming a Jump IN Champion and earning recognitions and rewards for your efforts – small tokens of appreciation that recognize the greatest reward of all: your role in improving the health of your employees and their families!

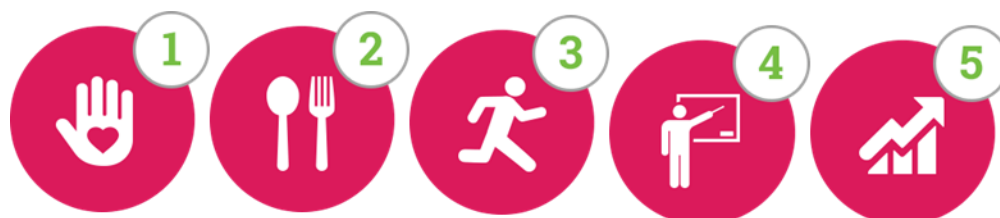




## Employer Assessment and Action Plan

Now that you've Made the Leap and taken the Jump IN Pledge, this Assessment and Action Plan will help you review your policies and practices to understand what activities your company or firm is already doing and where you should focus your efforts.

This easy-to-use tool tells you what activities your company should meet to fulfill the five commitments of the Pledge, how to assess your current status, and whether you've hit the target—congratulations!—or have additional things to do.





## Workplace Wellness

**We will institute or continue our workplace wellness program.**

Standard	Assessment – where are your policies and practices right now?	Result
A worksite wellness program is in place and will continue.	<input type="radio"/> Yes	<b>Congratulations!</b>
	<input type="radio"/> No	<b>Action Plan for 2016:</b>



## Eat and Drink Healthy

**We will promote healthy food options for our employees at our worksite and at company events and meetings.**

Standard	Assessment – where are your policies and practices right now?	Result
All business meetings, conferences, and catered events offer healthy-choice menus, snacks, and beverages.	<input type="radio"/> Yes	<div style="background-color: #00a0e3; color: white; padding: 2px 10px; border-radius: 5px;">Congratulations!</div>
	<input type="radio"/> No	<b>Action Plan for 2016:</b>
All vending machines, cafeterias, or other food venues frequented by employees meet at least <b><i>one</i></b> of these criteria:	<input type="radio"/> Yes	<div style="background-color: #00a0e3; color: white; padding: 2px 10px; border-radius: 5px;">Congratulations!</div>
	<input type="radio"/> No	<b>Action Plan for 2016:</b>
<input type="checkbox"/> offer appealing, low-cost fruits and vegetables, <input type="checkbox"/> replace some or all sugar-sweetened beverages with appealing, low-cost, beverages that are not sugar-sweetened <input type="checkbox"/> have visible labels that identify serving size and/or nutritional content	<input type="checkbox"/> position healthier choices at eye-level and unhealthier choices in less favorable positions <input type="checkbox"/> price non-nutritious foods at higher cost; reduce prices of healthier choices	
Breastfeeding support practices include <b><i>at least three</i></b> of the following (* items are required by Indiana statute for employers with 25 or more employees):	<input type="radio"/> Yes	<div style="background-color: #00a0e3; color: white; padding: 2px 10px; border-radius: 5px;">Congratulations!</div>
	<input type="radio"/> No	<b>Action Plan for 2016:</b>
<input type="checkbox"/> * Reasonable effort to provide a private location not a toilet stall for expressing breast milk; <input type="checkbox"/> * Reasonable effort to provide cold storage for expressed milk; <input type="checkbox"/> Written policy specifying schedule options to accommodate milk expression;	<input type="checkbox"/> Lactation room is near a hygienic sink for equipment cleaning <input type="checkbox"/> All employees receive education regarding breastfeeding support, policies, and practices	



## Get Active

We will promote opportunities for our employees to be physically active during the work day.

Standard	Assessment – where are your policies and practices right now?	Result
<p>Improve the “culture of health” beyond current levels by completing at least <b><i>one</i></b> of these activities:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Strengthen engagement at all levels of management and staff that promotes worksite physical activity</li><li><input type="checkbox"/> Add or strengthen written policies that support worksite physical activity</li><li><input type="checkbox"/> Make an improvement to facilities or grounds that adds or strengthens options for worksite physical activity</li><li><input type="checkbox"/> Initiate or expand monetary incentive programs that reward physical activity</li></ul>	<p><input type="radio"/> Yes</p>	<p><b>Congratulations!</b></p>
	<p><input type="radio"/> No</p>	<p><b>Action Plan for 2016:</b></p>



## Teach Healthy Habits

We will encourage our employees and their families to promote healthy habits at home.

We will participate in and promote healthy community activities through volunteer programs, sponsorships and other leadership efforts.

Standard	Assessment – where are your policies and practices right now?	Result
Sponsor, host, or organize at least <b><i>one</i></b> program or activity that promotes <b><i>healthy eating for families.</i></b>	<input type="radio"/> Yes	Congratulations!
	<input type="radio"/> No	Action Plan for 2016:
Sponsor, host, or organize at least <b><i>one</i></b> program or activity that promotes <b><i>physical activity for families.</i></b>	<input type="radio"/> Yes	Congratulations!
	<input type="radio"/> No	Action Plan for 2016:
Commit to the community in at least <b><i>one</i></b> of the following ways <ul style="list-style-type: none"> <li><input type="checkbox"/> Include community programs that promote healthy eating or increased physical activity in <b>corporate giving, sponsorship, or other philanthropic efforts;</b></li> <li><input type="checkbox"/> Challenge management and staff to play <b>leadership roles with community organizations</b> that promote healthy eating or physical activity;</li> <li><input type="checkbox"/> Promote <b>employee volunteerism</b> with community organizations or programs that promote healthy eating or physical activity</li> </ul>	<input type="radio"/> Yes	Congratulations!
	<input type="radio"/> No	Action Plan for 2016: