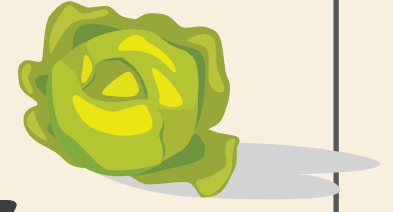




FIRE FIGHTER
nutrition

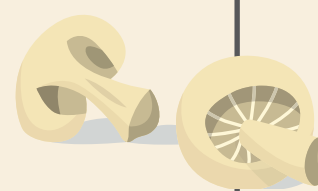
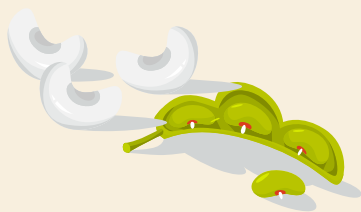
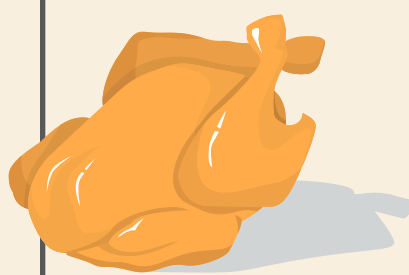
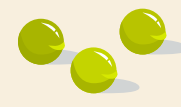
Eat for Health.
Eat for Life.
Eat for Real.



HEALTHY HABITS



nutrition challenge



ROUTINES AND HABITS

Fact: As much as 45% of what you do each day is done out of habit.

From the minute you wake up in the morning until you go to bed at night, you operate out of habit.

That doesn't mean you're acting mindlessly, but it does mean you've already created many go-to routines that have become ingrained in your daily life.

And that's EXCELLENT news ... because we're going to tap into the power of those existing routines to help you move closer towards your goals every day.

Routines happen so automatically that you might not even think about them as routines.

For example, maybe you take a vitamin at breakfast ... floss your teeth before you brush them ... make your bed as soon as you get up ... or grab a workout on the way home from work.

Our goal with this challenge is to help you seamlessly blend new healthy habits into your existing routine so they become part of your daily 45%.

We're not interested in short-term fixes; we're all about creating lifelong change that lasts. We are here to support fire fighter health, wellness and resilience through nutrition practices and healthy lifestyle change.

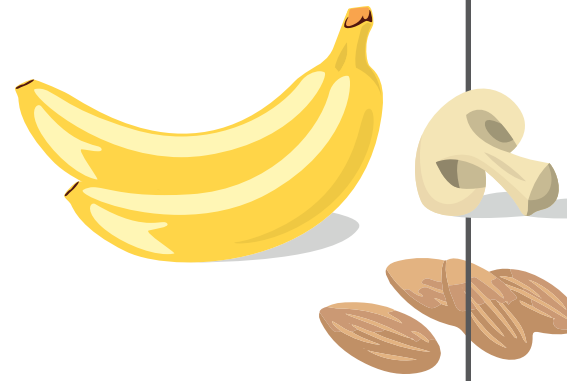
GETTING STARTED

This is more than just a challenge. Use this same approach for whatever new changes you try to make. Simply repeat this process any time you want to integrate a new habit into your life.

“Ask yourself: What would this look like if it were easy?” — Tim Ferris



FIVE SIMPLE STEPS TO NEW HABITS



This proven, easy-to-follow process will have you conquering your goals faster than you can imagine.

STEP 1: WHAT'S YOUR ULTIMATE GOAL?

What do you want to achieve? What is your goal? It can be anything! Examples include:

- Run a 5k without stopping in the next three months
- Lose 30 pounds in six months
- Reduce stress levels by 50% in the next 30 days

For this challenge, our goal is to support you in adopting healthy habits that support wellness and resilience.

STEP 2: WHY DO YOU WANT TO ACHIEVE THIS GOAL?

Take some time to think about exactly WHY this goal matters to you. What's so important about it? What does achieving it mean to you? How will you feel once you've achieved your goal? How will it change your life?

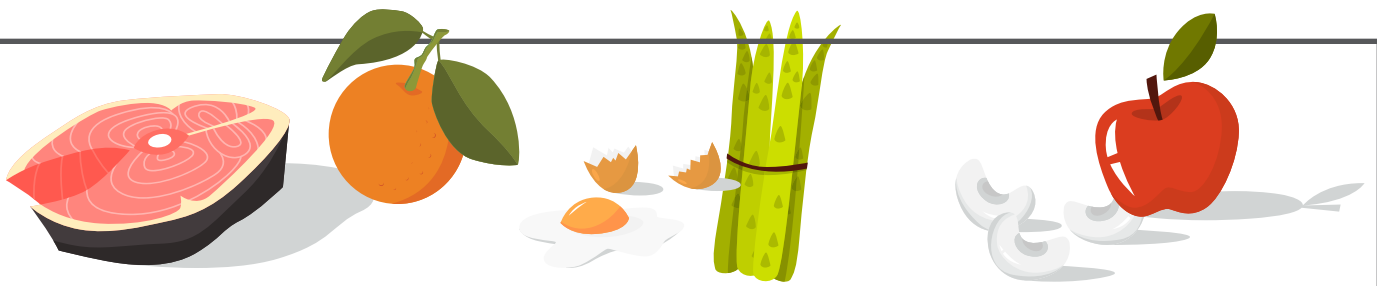
Will reaching your goal change how you feel about yourself? Will it affect the energy you bring to your work or relationships? Will you feel more confident, healthier, stronger? Go deep on this one.

Writing this down will unlock powerful feelings that will help push you past any resistance that your body may give you along the way.

STEP 3: CHOOSE ONE NEW HABIT TO HELP YOU ACHIEVE YOUR ULTIMATE GOAL.

Depending on your goal, you might have a huge list of all the things you need to do to make your goal a reality. But for right now, we're just going to focus on ONE ... and we're going to turn that ONE into a new habit.

In fact, one of the strategies that has been very successful is to simply integrate ONE new habit every month. Imagine doing this in your own life – if you simply created one new habit every month for a year, you'll have developed 12 healthy new habits. How incredible is that?



For this challenge, we are focusing on healthy eating habits. Let's break it down week by week.

- **Week 1: Track your food** – this provides real-time information about your current eating habits. You will also use this information to determine what changes you can easily make to feel successful and see results.
- **Week 2: Eat mostly whole, real food** – this singular focus has the greatest ability to improve eating habits. Typical U.S./Canadian diets consist of 60% highly processed foods. But by shifting to more whole, real foods – your health (and your waistline) will improve.
- **Week 3: Add, don't subtract** – instead of focusing on all the things you can't have, this week is all about adding in something you know is good for you. It might be an extra serving of veggies at dinner, a post-dinner walk or screen-free time on your day off.
- **Week 4: Focus on consistency** – recognizing the impact our habits have on long-term, deep health is important. This connects to our motivation behind what we do. Instead of focusing on the WHAT of change, it's important to remember the HOW and WHY and then consistently choose habits and behaviors that support them.

STEP 4: MAKE YOUR NEW HABIT AS EASY AS POSSIBLE.

This is all about setting yourself up for success by creating an environment that supports your new habit. Here are a few examples of the actions to take for each week:

- **Week 1:** Using a tracker (such as MyFitnessPal), the camera on your phone or even just paper and pencil, the goal during this week is to write down everything you consume – food and drink. It's important to remember this is just about data collection. Your goal is to collect as much information as possible about what you eat and drink. Make note of the time of day, amount and serving sizes, even your stress-level at the time. This will help you target opportunities for future change.
- **Week 2:** After examining your food log from the previous week, your goal during week 2 is to swap unhealthy options for whole, real food. An example might be making your own burger versus hitting the drive-thru or using grilled chicken instead of deli meat. Sometimes it takes a little more effort, but it doesn't always have to. There are plenty of quick and easy solutions.
- **Week 3:** This week is all about adding in one thing you know is good for you. It can be as simple as an extra serving of vegetables every night at dinner, a large glass of water with every meal or even 30 minutes of daily activity. Whatever you choose, don't focus on taking things away, focus on adding something good.
- **Week 4:** This week helps you transition toward long-term success. Sometimes we focus on the outcome of our goals and miss the opportunity to think about how to achieve them and why we want to. The how can be summarized by asking yourself: What would the healthiest version of me choose? Visualize what your life will look like once you've achieved that goal. How will you feel? What will you be like? Then recognize the opportunity to show up as that person. Being consistent more often will get you there.

STEP 5: BE PREPARED FOR SLIP-UPS.



This is a BIG ONE. In fact, it might be the second-most important step of your new journey (the first is getting started).

You must have a plan for exactly how you will get back on track if (and when) you miss a day or two of your new habit, e.g., working out, meditating, not following your eating plan.

The fact is the path to your goal will be filled with ups and downs. It's how you handle the downs that will make all the difference. Don't make it a big deal or beat yourself up if you slip off the track.

The important thing is that you get back on RIGHT AWAY. Not TOMORROW. Today.

For example, if you slip and overindulge at lunch, that doesn't mean you might as well have whatever you want for dinner and then start again tomorrow. Make sure your VERY next meal is back on track with your plan.

“Leave nothing for tomorrow which can be done today.” — Abraham Lincoln

BONUS STEP 6: REWARD YOURSELF!

Beyond the actual reward of achieving your goal, how will you celebrate your accomplishment?

Adding a fun element, such as a reward for reaching your goal, can make the process even more exciting (e.g., new workout shoes, some downtime with a good movie).



A few powerful tips:

- Make sure the reward is healthy and aligned with your goals. For example, if you've set a nutrition goal, rewarding yourself with cake or ice cream sends a mixed message to your subconscious.
- Remember you are in this for the long haul. Your reward is not a finish line – it's simply a positive acknowledgement of your progress.
- Set boundaries for yourself outlining exactly how (and when) you earn the reward – and stick with them.

STEP-BY-STEP PROCESS TO MASSIVE CHANGE

Have you ever gone into full beast mode and tried to switch up your entire lifestyle overnight? This works for some people (rarely), but for most of us, it's not realistic or sustainable.

We end up beating ourselves up for a lack of discipline or motivation. The reality is that it is more likely to be our automatic habits and routines (that 45%) that end up defining our success.

Setting yourself up to succeed is EVERYTHING! That's why we recommend layering in just a single new habit every month.

Layering is a time-tested, researched-backed strategy. In fact, there's even a name for it; it's called habit stacking.

HOW LONG DOES IT REALLY TAKE TO CREATE A HABIT?

There's no one right answer when it comes to how long it takes to create a habit. A famous study published in the European Journal of Social Psychology found that it can take between 18 and 254 days, depending on the person and the habit you are trying to create.

Example: Let's say you decide to begin meditating. If you commit to meditating five or six times a week, it likely will become a habit faster than if you meditate just two to three times a week.

Basically, what this all boils down to is that it's not necessarily the amount of TIME that it takes to create the habit; rather it's the NUMBER of times you perform the action. Just keep that in mind as you're planning out your habits and goals.

HABIT TRACKER

Place an X on each day you complete the task.

Week 1 – Track Daily Food Intake: Use a tracker to log all food and drink.

Week 2 – Choose Whole, Real Foods: Swap unhealthy food choices for whole, real food.

Week 3 – Add, Don't Subtract: Choose one healthy thing to add in every day.

Week 4 – Connect to Deep Health: Prioritize consistency with new habits.



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							