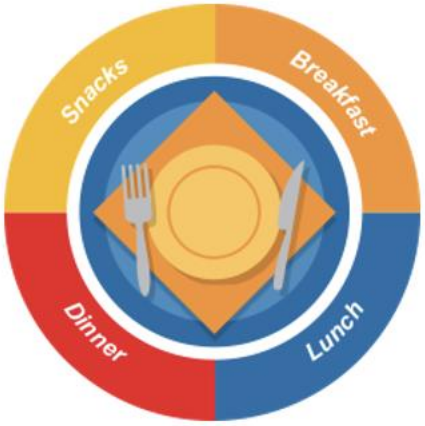
ConnectWell
Activating People in Healthy Eating Practices
Profiling Successful Community-Based Programs



Balance Well Challenge



Food as Medicine



Connect Well®

Cooking is Fundamental



Connect Well®

Rural Health Transformation Fund & Program

$50 Billion from Federal Government available to be granted to 50 states over 5 years

Opportunity for Impact

The Rural Health Transformation (RHT) Program presents a unique opportunity to deliver dependable care to rural communities across the country and is strongly aligned with Making America Healthy Again

The funding awarded by Congress enables the RHT Program to put States on a path to ensuring every American has access to affordable, high-quality care through sustainable healthcare innovation

~60 million Americans
live in rural areas

ConnectWell Offering & RHTP Intersection

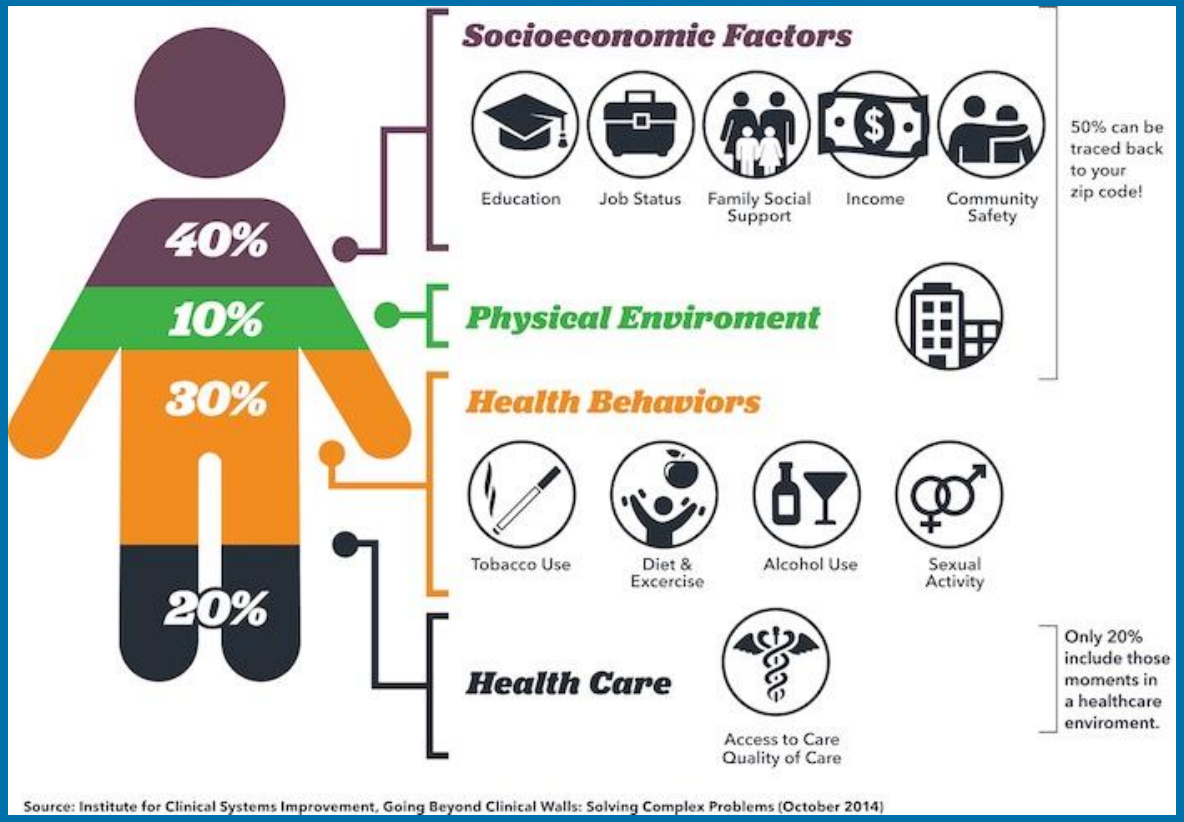
ConnectWell's Offering as a component of a statewide RHTP:

- **24/7 Access to Science-based Digital Health & Wellness Database**
- **Health Programming/Wellness Challenges/Food as Medicine/Cooking is Fundamental**
  - **Prevention**
  - **Chronic Disease Management**

2 RHTF Funding Areas

- Promoting evidence-based, measurable interventions to improve prevention and chronic disease management.
- Promoting consumer-facing, technology-driven solutions for the prevention and management of chronic diseases.

80% of Healthcare Happens Outside of a Doctor's Office



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: solving Complex Problems 2014

Health Impacts of Unhealthy Lifestyles

70% of chronic preventable illness is caused by unhealthy lifestyles[1].

Eating habits are among the major determinants of health. The spread of unhealthy eating habits has caused[2]:

- Obesity and Overweight
- Prediabetes, Type 2 Diabetes
- Heart Conditions: Metabolic Syndrome, Hypertension, High Cholesterol, Heart Attack, Stroke
- Non-Alcoholic Fatty Liver Disease: NAFDL
- Cancer
- Dementia
- Nutrient Deficiencies and beyond

Outsourcing our eating → caused the increase in consumption of: convenience foods, ultra-processed foods (UPFs), calories, and highly addictive foods: salt, sugar and fat
Outsourcing our eating → has deskilled people of an essential health skill:
Whole food-based cooking

Source: 1) CDC; 2) Nutrients, Association of Dietary Intake with Chronic Disease and Human Health 2025

Overwhelming need to educate and engage people in the adoption of healthy eating practices

ConnectWell – an Essential Health Resource

Digital Consumer Health & Wellness Educational Platform



Suite of Ready-Made Programs

Enable organizations to deliver high impact programs that are fun, engaging, improve health literacy and health outcomes while building community and social support

ConnectWell's digital resource and program elements form a robust offering that scales health literacy and puts healthy lifestyle practices into action.

Underpinning of all ConnectWell Programs is our digital content suite

ConnectWell: "all-in-one" digital health and wellness information resource that is science-based and designed for a consumer audience to engage people in their health and well-being

- Safe place for end users to access and search via subscribing organization's website
- Science-based, expertly-vetted, current, designed for a consumer audience
- In-depth and wide-ranging coverage of health conditions & wellness practices
- Engaging and easy to understand articles, initiatives, recipes and videos

uctv

Health Information Library



Wellness Initiatives



Healthy Recipe Collection



ConnectWell Health & Wellness Database Overview and Examples of Content

Note: anything with an underline in the entire presentation is a hyperlink: click to learn more and experience ConnectWell

ConnectWell: brief video that demonstrates the ConnectWell resource and capabilities

ConnectWell content examples that support healthy eating practices

- The Skinny on Obesity (Ep. 1): An Epidemic for Every Body
  (UCTV video with ConnectWell expert Dr. Robert Lustig, note in the session we watched the video until 2:19 and went on to the next pieces of content)
- Why Diets Don't Work
- Healthy Eating, It's a Lifestyle

ConnectWell Community-Based Healthy Habit Framework
Learn | Take Action | Support

"Programs that change health habits and lead to better outcomes require education, practice and support."



From content to action: drive engagement, participation, and healthier behaviors related to chronic/preventable illnesses — improving overall population health

ConnectWell Wellness Challenges

Eighteen 5-Week Challenges across ConnectWell's 10 Wellness Initiatives



- Full set of Materials for each Challenge
- Easy to market, recruit participants, and facilitate Challenges for implementation at a wide range of organizations

Highlights of Let's Move in Libraries Pilot of ConnectWell's Healthy Eating Challenge

The Balance Well Healthy Eating Challenge supports:

- Increasing nutrition knowledge
- Changing eating habits for the better (measured across 19 metrics)
- Continuing with new-found healthy eating practices post challenge
- Desire to participate in more ConnectWell Challenges



ConnectWell® at the Library Report: Link to Report that covers ConnectWell at the Library in detail and the Healthy Eating Challenge format and results.

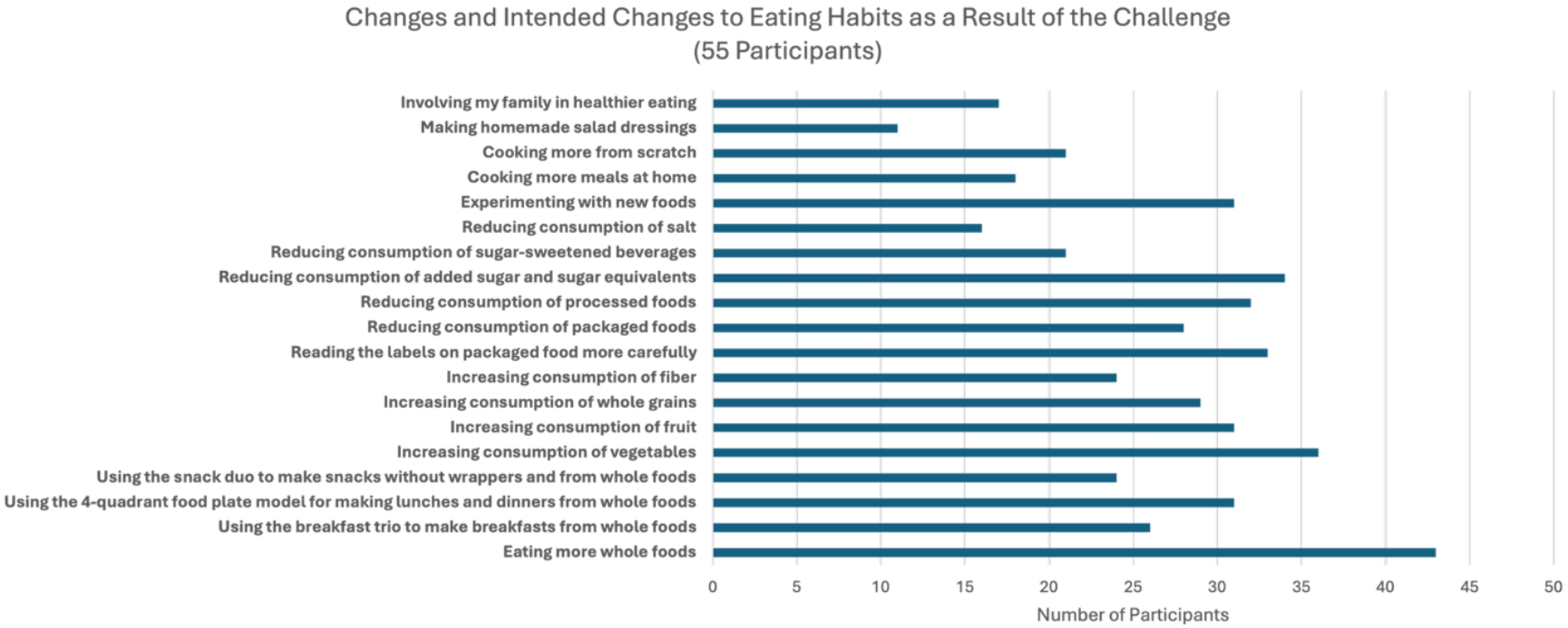
Highlights of Healthy Eating Challenge

- The pilot demonstrated the deep **learning** that took place, both at the library and at home in between sessions, by accessing ConnectWell's digital resources. **7,256 clicks** on Digital Resources.
- Participants **took action** by changing their eating habits across many factors.
- Participants found **support** in the library community and a positive experience delivered by the challenge facilitators with ConnectWell's comprehensive challenge materials.
- **100%** of participants had a positive Challenge experience, increased their nutrition knowledge and felt their library was effective in delivering the Challenge, **86%** rated the quality of the challenge as Excellent or Very Good, and **93%** are interested in doing another ConnectWell Challenge.



- Learn
- Take Action
- Support

70% of Preventable Illness is Due to Unhealthy Lifestyle Habits



Adopting healthy eating practices is the start of reversing food-related illnesses (metabolic syndrome, prediabetes, obesity, diabetes) that impact the majority of Americans of all ages.

Testimonials

"I found this experience to be interesting, informative, and effective. I thoroughly enjoyed getting to demo the Challenge beforehand. It didn't take an excessive amount of time and did not feel laborsome in the least. The content itself is amazing, we had real life examples and recipes." Multigenerational Program Manager at Rural Library in Tennessee

"I felt prepared to facilitate the Challenge at my library. I'm not a nutritionist or health care professional, but felt I had enough information about the program to share with my community." Director, Rural Library in New Hampshire

"In the Healthy Eating Challenge my group has been really diving in and they don't want to miss sessions. The man who said, "you're going to ruin my life" in the first session is probably the most dedicated! He was in the library this morning telling me about what he ate over the weekend. We tried out the Mediterranean orzo and vegetable recipe. Delicious! This has been very rewarding. In my 16 years here, this is the first time I've run a long-term program like this. It's been good to see people stick with it!" Director, Rural Library in Iowa

"I am very interested in the ConnectWell concept because I am a big proponent of healthy eating/living as a means of combating disease. I am really impressed to see Dr. Robert Lustig on the ConnectWell Advisory Board."
District Library Consultant at State of Iowa Library

ConnectWell Food as Medicine Program

Food as medicine is the concept of using whole, nutrient-dense foods to prevent and manage health conditions.

ConnectWell's Health & Wellness Database and programming is science-based and focuses on 3 distinct areas all of which are essential to **Food as Medicine: health conditions, lifestyle habits, and healthy recipes**.

Each ConnectWell Food as Medicine Program incorporates all 3 elements of ConnectWell's Health & Wellness Database to get participants engaged in the content and apply food as medicine principles into everyday living.



Health Information Library



Wellness Initiatives



Healthy Recipe Collection

ConnectWell Food as Medicine Topics



Healthy Eating for Blood Pressure Maintenance

Healthy Eating for Metabolic Health

Healthy Eating with Prediabetes & Type 2 Diabetes

Healthy Eating for Cholesterol Maintenance

Eating for Heart Health

Healthy Eating During Pregnancy & Postpartum for the Whole Family

Gluten-Free Eating: Celiac Disease, Wheat Allergy, and Beyond

Benefits of a Plant-Based Diet for Your Health

Eating for Brain Health

Healthy Eating for Families

Healthy Eating for Weight Management

Healthy Eating During the Holidays & Gift-giving for Health

- Full set of Materials for each Food as Medicine Program
- Easy to market, recruit participants, and facilitate for implementation at a wide range of organizations

Highlights of Pilot

Taste Your Way to: Healthy Blood Pressure

Food as Medicine

ConnectWell

In Collaboration With:

Let's Move in Libraries

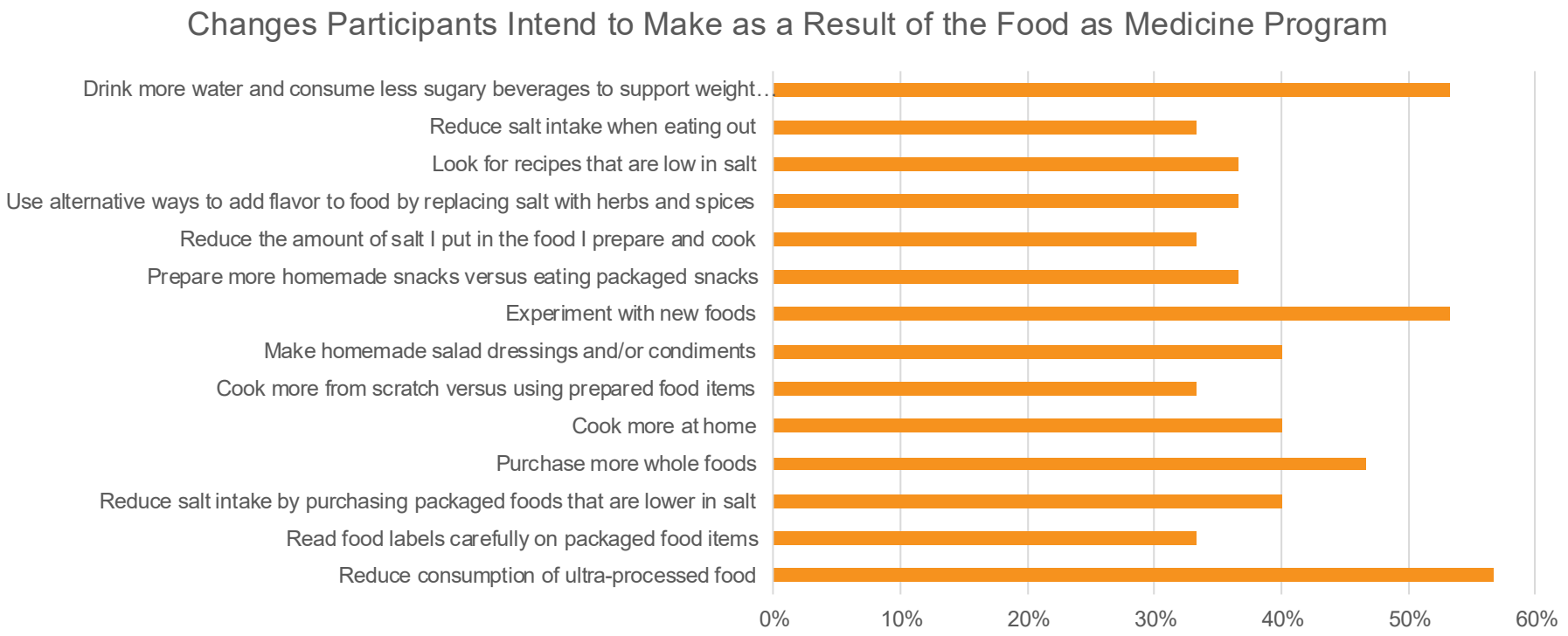


The Food as Medicine Program supports:

- Increasing nutrition knowledge
- Changing eating habits for the better (measured across 14 metrics)
- Strong interest in participating in wide range of ConnectWell Food as Medicine Programs
- **100%** of people had a very positive experience, found the food as medicine principles easy to follow, found the program engaging and thought their library delivered a very good or excellent program

Testimonial: "I really appreciated the information in the ConnectWell Food as Medicine series. Many people who are trying to prevent a lifestyle-related health condition are seeking information and it's so important to find information that is evidence-based and aligns with whole-person health and well-being practices. It was evident that ConnectWell put a great deal of time into creating a comprehensive program that is easy for local facilitators to deliver in their communities. Thank you ConnectWell!" **Program Facilitator at Public Library in North Carolina**

ConnectWell Food as Medicine Program Delivers Strong Drive to Improve Eating Habits



ConnectWell Cooking is Fundamental Program



Curriculum

+

Turnkey Mobile Kitchen with full set of accessories

Cooking — an Essential Life Skill:

- For disease prevention and health management
- For reversing food-related illness
- For taking control of what you eat and ensuring you are getting essential nutrients from whole food
- For bringing households together to eat and enjoy nutritious and delicious food

Health Information Library

Wellness Initiatives

Healthy Recipe Collection

Cooking Accessories for Facilitator and up to 20 Participants

- Cutting mats
- Safety knives
- Paring knives
- Chef's knife
- Bread knife
- Food slicer
- Grater & Zester
- Peeler
- Whisk
- Set of mixing bowls
- Rolling pin
- Measuring cups and spoons
- Kitchen shears
- Can opener
- Drawer organizer for utensils
- Cooking utensils
- Steamer
- Collapsible colander
- 20-piece pot and pan set
- 8x11 Baking dish
- Muffin tins
- Oven mitts
- Ninja blender
- Set of small plates
- Set of small bowls
- Forks and spoons
- Food waste bin
- Apron
- Towels
- Trivets

Covers for Mobile Kitchen convert to tables for food preparation

Food as Medicine



Food as Medicine: Taste your way to Healthy Blood Pressure

About **50% of adults have high blood pressure**, and many aren't aware of it. A diet high in ultra-processed foods is a major contributor. Eating a heart-healthy, low-sodium diet is beneficial for everyone — even those without high blood pressure — as it can help prevent the condition. Healthy lifestyle choices — especially the foods we eat — play a powerful role in blood pressure control.

Food as medicine is the concept of using whole, nutrient-dense foods to prevent and manage health conditions. It emphasizes that dietary choices can support the body's natural healing processes and overall well-being. In this program, we will be accessing ConnectWell's science-based Health & Wellness Database that focuses on 3 areas, all of which are essential to Food as Medicine: **health conditions, lifestyle habits, and tasty healthy recipes**.

In this 1½ hour Fun Hands-on Food as Medicine Program:

We will demonstrate and enjoy two delicious low-sodium recipes together.



After the recipe demonstration, you will:

- Learn about **high blood pressure**, its health risks, and practical lifestyle habits
- Learn **nutrition habits** that support healthy blood pressure
- Learn how to **read food labels** for heart-healthy shopping
- Learn how to choose and prepare **blood pressure-friendly dishes**

Join us for the Food as Medicine Program:
Taste your way to Healthy Blood Pressure at Insert Name of Organization

Call: Insert phone number

Sign up: insert link

Location: Site/Virtual/Both

When: Insert dates and time

Mini Food as Medicine Demonstration

Two recipes we will be making that are store-bought or enjoyed at restaurants that are typically high in sodium

- **Blue Cheese Dressing & Dip**
- **Tomato-Melon Salsa**

Common store-bought or take-out items that are high in sodium that you can make

- **Homemade Chicken Broth**
- **Peppery Corn Crackers**
- **Chicken Chow Mein**

Recipe Demonstration:
Blue Cheese Dressing & Dip

Homemade Blue Cheese Dip

Makes 1 cup

¾ cup plain yogurt (choose your fat level from fat-free to full-fat)

1 ounce blue cheese

1 tablespoon white wine vinegar

1 tablespoon fresh lemon juice

½ teaspoon pepper

⅛ teaspoon salt

2 tablespoons minced chives or scallion greens

In a food processor or blender, combine the yogurt, blue cheese, vinegar, lemon juice, pepper, and salt. Process until smooth. Transfer to a bowl and stir in the chives. Store the dressing in the refrigerator.

per 2 tablespoons*: 27 calories, 1.1g total fat (0.7g saturated), 3mg cholesterol, 0g dietary fiber, 2g carbohydrate, 2g protein, 104mg sodium.

*Calorie count and nutritional information provided for fat-free yogurt.

Even Healthier: no salt or salt to taste

Commercial Blue Cheese Dip



Nutrition Facts

About 16 servings per container

Serving size 2 Tbsp (30g)

Calories per serving 130

Amount/serving	% Daily Value	Amount/serving	% Daily Value
Total Fat 13g	**17%**	**Total Carb.** 1g	**0%**
Sat. Fat 2.5g	**13%**	Fiber 0g	**0%**
Trans Fat 0g		Total Sugars 1g	
Cholesterol 0mg	**0%**	Incl. 1g Added Sugars	**2%**
Sodium 290mg	**13%**	**Protein** 0g	

Vitamin D 0% • Calcium 0% • Iron 0% • Potassium 0%

INGREDIENTS: SOYBEAN OIL, WATER, DISTILLED VINEGAR, BLUE CHEESE (PASTEURIZED MILK, CHEESE CULTURES, SALT, ENZYMES), SALT, SUGAR, CONTAINS LESS THAN 2% OF MODIFIED CORN STARCH, NATURAL FLAVOR, PALM OIL, SODIUM AND CALCIUM CASEINATES, PROPYLENE GLYCOL ALGINATE, LACTIC ACID, POTASSIUM SORBATE (PRESERVATIVE), XANTHAN GUM, GARLIC,* POLYSORBATE 60, ONION,* YEAST EXTRACT, SPICE, CELLULOSE GUM, CALCIUM DISODIUM EDTA (TO PROTECT FLAVOR), LOCUST BEAN GUM, BETA CAROTENE (COLOR). *DRIED. **CONTAINS MILK.**

Commercial Blue Cheese Dip has 2.2 times more sodium than recipe

Recipe Demonstration:
Tomato-Melon Salsa

Homemade Salsa:

Makes 3 cups

2 tablespoons red currant jelly

4 teaspoons balsamic vinegar

2 teaspoons Dijon mustard

¼ teaspoon salt

3 cups cubed (½ inch) cantaloupe

1 small cucumber, peeled, seeded, and cut into ½-inch cubes (¾ cup)

½ cup cubed (½ inch) plum tomato

⅓ cup minced red onion

1 In a medium bowl, whisk together the currant jelly, vinegar, mustard, and salt until well combined.

2 Add the cantaloupe, cucumber, tomato, and red onion, and toss to combine. Refrigerate for up to 1 day; after that, the salsa will be too watery.

per ½ cup: 61 calories, 0.5g total fat (0.1g saturated), 0mg cholesterol, 1g dietary fiber, 15g carbohydrate, 1g protein, 152mg sodium. good source of: beta carotene, potassium, vitamin C.

Even Healthier: no salt or salt to taste

Commercial Salsa:

Nutrition Facts

Serving Size 2 Tbsp (34g)
Serving Per Container about 13

Amount Per Serving	
Calories 30	
	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Trans Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 240mg	**10%**
Total Carbohydrate 7g	**3%**
Dietary Fiber 1g	**4%**
Sugars 5g	
Added Sugars 3g	**6%**
Protein 0g	

Ingredients

Diced Tomatoes in Tomato Juice, Tomato Puree (Water, Tomato Paste), Diced Mangoes in Syrup (Mangoes, Cane Sugar, Water, Pectin, Natural Flavors, Lemon Juice Concentrate, Ascorbic Acid), Brown Sugar (Cane Sugar, Molasses), Jalapeno Peppers, Red Bell Peppers, Onions (Dried), Salt, Distilled Vinegar, Lime Juice Concentrate, Natural Flavor, Cilantro (Dried), Citric Acid (Dried).

Commercial salsa has 6.3 times more sodium than recipe

Cooking Tips

- Cook more meals at home to reduce reliance on packaged and takeout foods.
- Make soups, sauces, dressings, and dips from scratch to limit salt intake.
- Use herbs, spices, garlic, onion, citrus, and vinegar to add flavor while cooking.
- Toast spices and aromatics, vegetables and herbs that add flavor and aroma.
- Prepare homemade snacks and appetizers instead of store-bought versions.
- Bring a homemade dish to parties or potlucks to ensure a low-sodium option.
- Recreate takeout-style meals at home using lighter sauces and more vegetables.
- Taste food before adding salt — often salt does not need to be added.
- Finish dishes with fresh herbs, lemon, or vinegar and oil for flavor.
- Focus on flavor-building techniques rather than adding salt.

Manage Blood Pressure with Lifestyle

- Lower Blood Pressure with Lifestyle Changes
- Salt and Sodium: Limit to Reduce Blood Pressure
- DASH diet: Sample menus
- Dangers of a High Sodium Diet

Modification	Recommendation	Approximate Systolic BP Reduction
Weight control [1]	Achieve and maintain normal body weight (BMI, 18.5-24.9).	1 mm Hg/with each 2.2 pound of weight loss
Adoption of DASH eating plan[2]	Consume a diet rich in fruits, vegetables, and low-fat dairy products with a reduced content of saturated and total fat.	8-14 mm Hg
Dietary sodium restriction[3]	Reduce dietary sodium intake to no more than 1,500 mg.	2-8 mm Hg
Physical activity[2]	Engage in regular aerobic physical activity, such as brisk walking (at least 30 minutes per day, most days of the week).	5-8 mm Hg

Label Reading Activity

Decoding Nutrition Facts on Food Labels





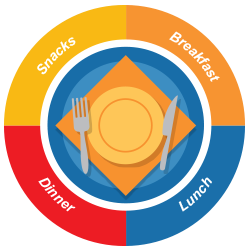
Tools to Integrate Food as Medicine into Everyday Living for Healthy Blood Pressure

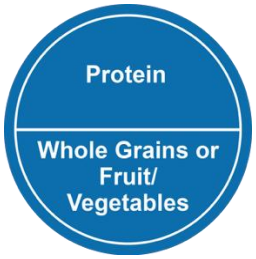


Each week, plan meals using the food plate model that are low in salt and sugar that support a caloric intake for healthy weight management. Shop for healthy ingredients using your newly developed label-reading skills.

- Weekly Meal Planning
- Shopping Guide

Snacks without Wrappers
Healthy Snacks Made Easy





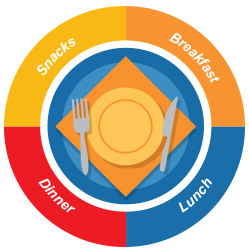
Snack Duo

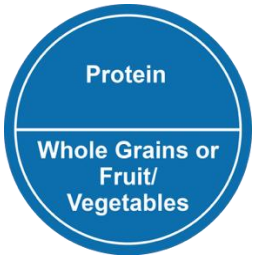
Pair a Protein
with
Whole Grains
Fruit
Vegetable



The Components of Healthy Snacks

Snacks without Wrappers
Crostini





Snack Duo

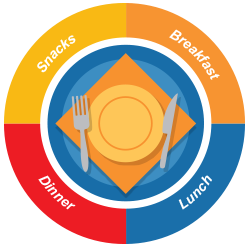
Protein: Goat Cheese with
Whole Grain: Wholegrain Sourdough

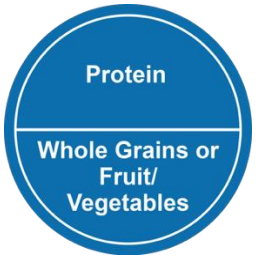
Fruit: Pear



Replacing the toast with GF Cracker

Snacks without Wrappers
GF Craker with Eggplant Spread





Snack Duo

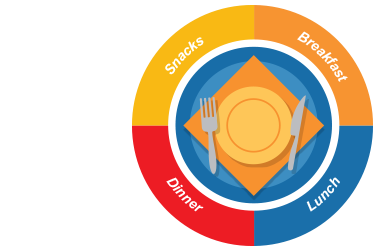
Whole Grain/Protein Cracker

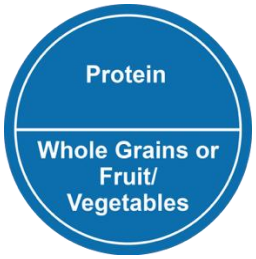
Fruit
Eggplant



Roasted Eggplant-Walnut Dip

Snacks without Wrappers
Prunes with Kefir





Snack Duo

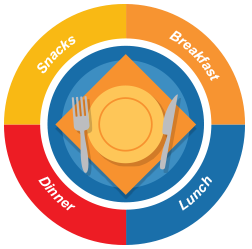
Protein: Kefir or Greek Yogurt

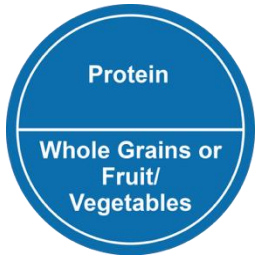
Fruit: Prunes

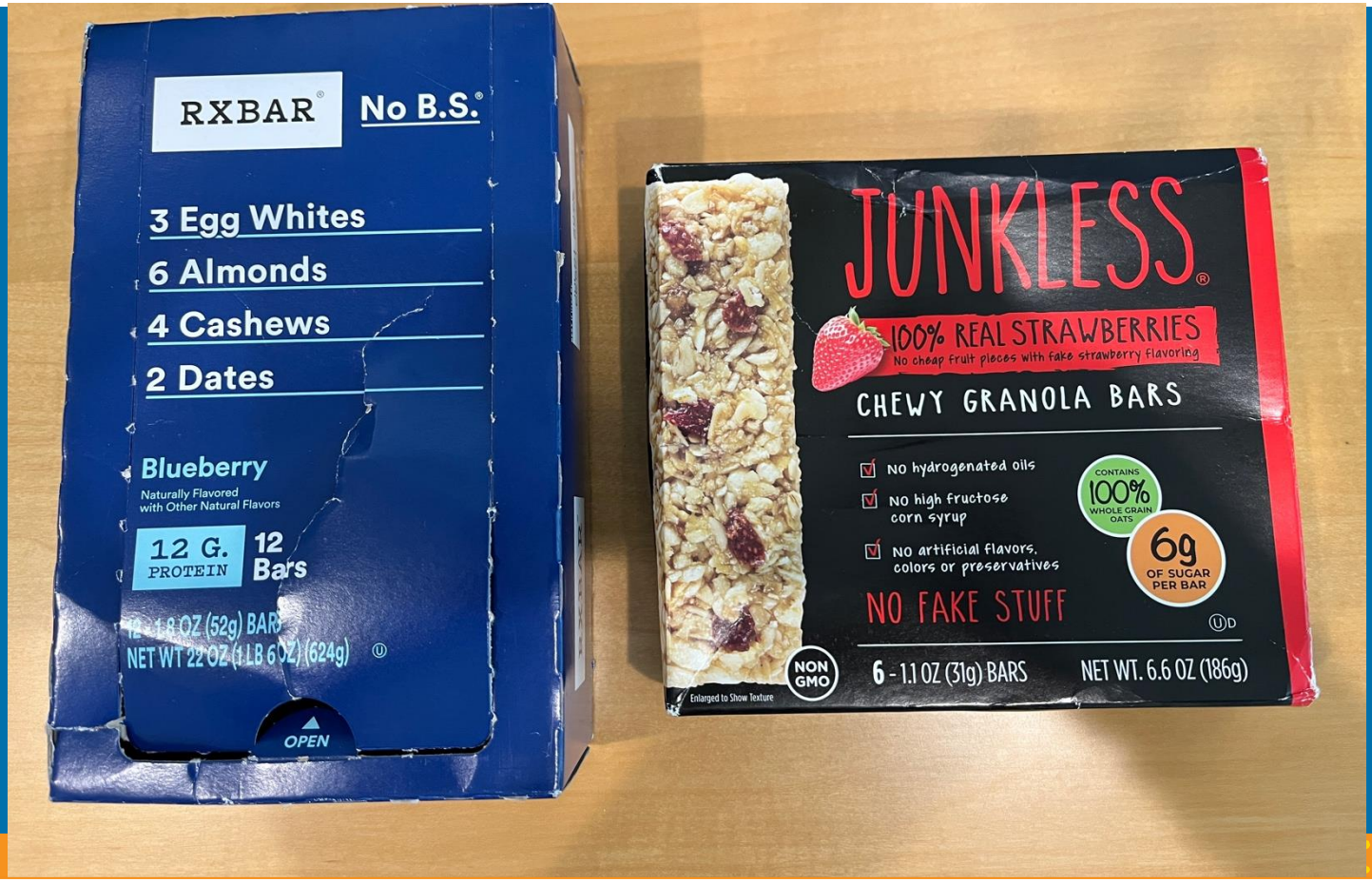




When Having Snacks with Wrappers
Don’t be Fooled by the Front Packaging



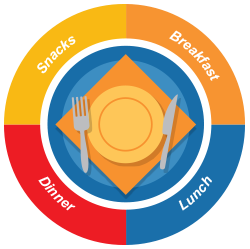


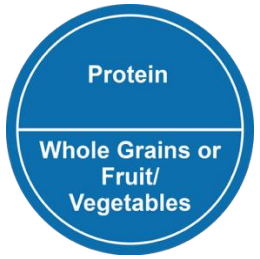


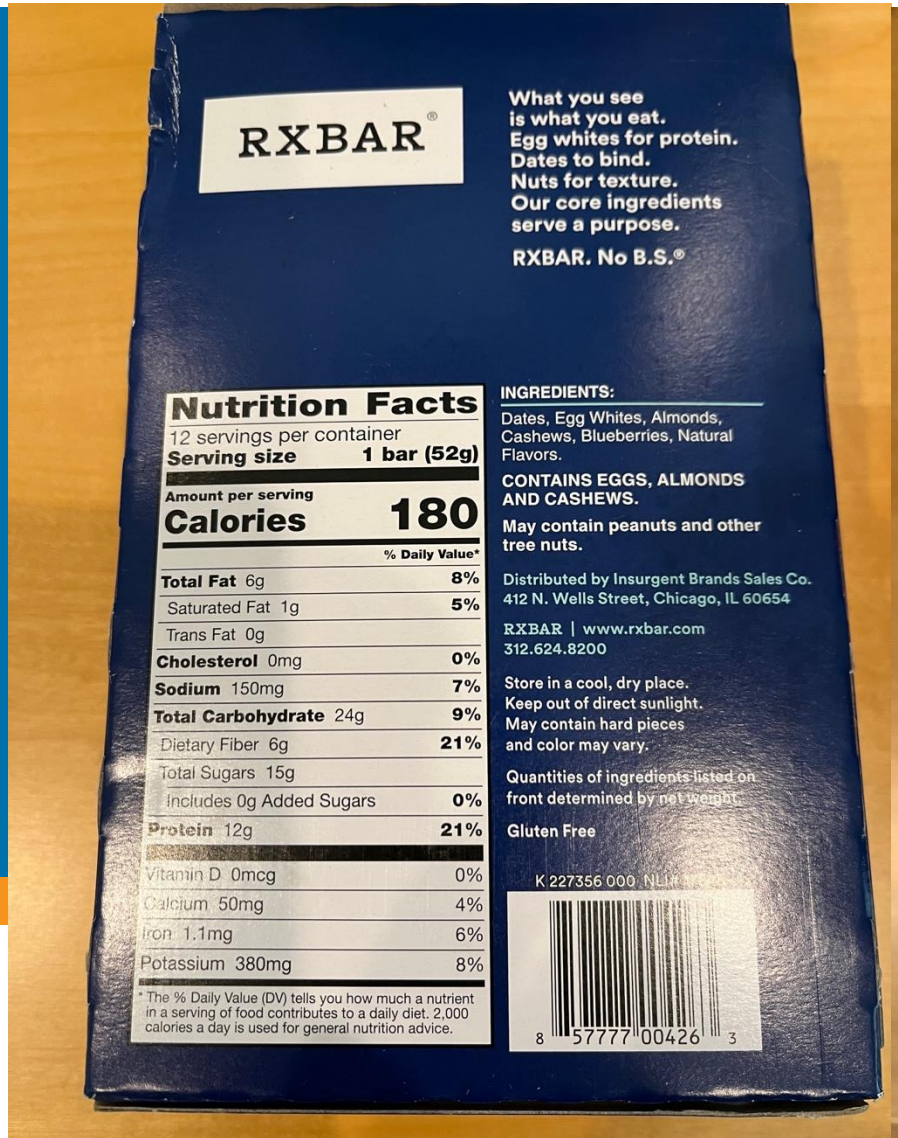
Selecting Healthy Packaged Foods

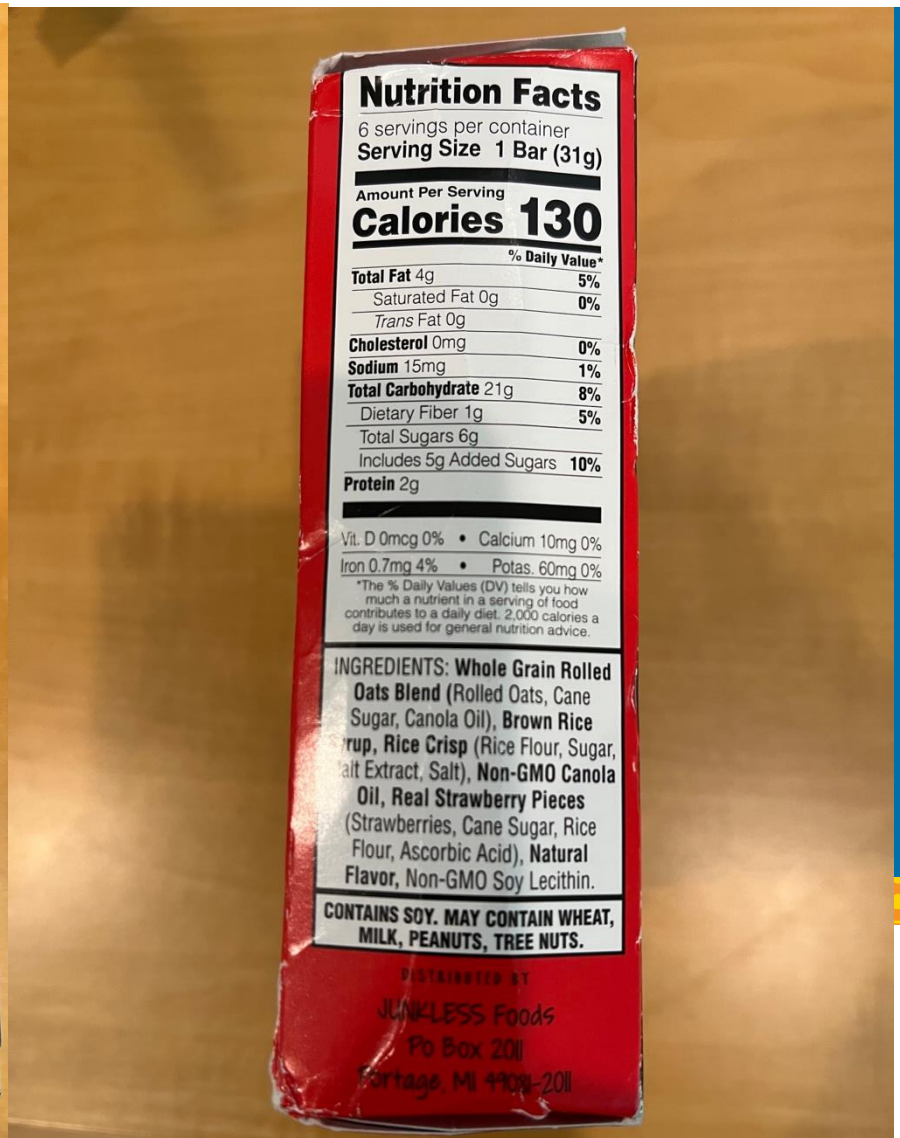
When Having Snacks with Wrappers Read the Nutrition Facts Label

Decoding Nutrition Facts on Food Labels









Questions & Conversation & Tasting

Envisioning ConnectWell as a resource for Activating People in Healthy Eating Practices in Your Community







ConnectWell's digital resource and program elements form a robust offering that scales health literacy and puts healthy lifestyle practices into action

ConnectWell Website: www.connectwell.health

Contact: Andrea Bloom: abloom@connectwell.health