

# Go For Green® Talking Points



Service Members in your community might not be aware that Go for Green® (G4G) has been revised and rebranded, and it's now known as "G4G 2.0." Given the changes, Service Members, leaders, and other members of the military community should learn about the new features of this performance-nutrition initiative. It's important that the information you share is accurate. Press releases and articles in local newspapers, information on installation websites, and social media posts are some ways to communicate about G4G. Use the following talking points and approved graphics to develop your communications. You also can use the Myths & Facts section to clear up common misconceptions about G4G.

## Article Ideas

- ▶ How to Get Started with G4G
- ▶ Featured "Green-coded" Dish of the Month
- ▶ Holiday or Seasonal Guide to Using G4G
- ▶ G4G Success Stories: Green-coded Foods Improve Performance
- ▶ Innovative Ways to "Go for Green"

Providing correct information helps raise awareness of how to use G4G for performance, readiness, and health. By announcing G4G 2.0, you can gain recognition from leadership for your efforts to optimize performance and draw Service Members into dining facilities and galleys as well. G4G also complements initiatives within each Service to promote nutrition for performance: Performance Triad (Army), Health Promotion (Air Force), and NOFFS (Navy).

## HISTORY OF GO FOR GREEN®

From 2014–2016, G4G was rebranded as the Department of Defense (DoD)-wide G4G 2.0 with a new logo and educational materials. Pilot testing resulted in further changes to the G4G initiative. G4G 2.0 incorporates lessons learned, best practices in health promotion, and the latest nutrition science to more effectively impact the nutritional status of Service Members. Currently, the name "G4G 2.0" is used to differentiate between the present, rebranded initiative and previous versions, including the original G4G (version 1.0) and early pilot tests of the revised G4G (version 1.5, used from 2015–2016). As dining facilities and galleys adopt the current G4G, there's no longer a need to distinguish between versions.

## GENERAL POINTS

- ▶ Go for Green® (G4G) is a joint service performance-nutrition initiative that improves the food environment where Service Members live and work. G4G prompts better food and beverage selections with the aim to optimize performance, readiness, and health.
- ▶ Diners can use the G4G 2.0 Food Cards to quickly make better food choices.
  - G4G helps Service Members quickly and easily choose high-performance fuel.

- ▶ G4G encourages Service Members to choose nutrient-packed, Green-coded options to fuel optimal physical and mental performance.
  - G4G encourages nutritious food choices in the dining facilities, and it improves the overall readiness and performance of Service Members.
  - Service Members still have choices when dining at facilities with G4G.
- ▶ G4G uses a familiar, stoplight-color labeling system to identify the nutritional quality of menu items.
  - G4G encourages diners to choose Green-coded items most often, as they provide the best fuel for optimal performance.
  - G4G explains that diners should choose Yellow-coded items less often, but they can still be part of their daily eating plans. Yellow-coded items are moderate in nutritional quality.
  - G4G advises diners to eat Red-coded foods rarely or in small amounts. These items have ingredients that don't support optimal performance.
- ▶ G4G is an evidence-based, joint service initiative that's in line with current military standards and policies.
  - The Joint Subsistence Policy Board (JSPB) and DoD Nutrition Committee (DoDNC) govern G4G, including review and approval of key documents.
  - Currently, the Consortium for Health and Military Performance (CHAMP) serves as a program office. CHAMP offers subject-matter expertise in performance optimization, nutrition, research, and educational initiatives. It's also the hub for programmatic developments, research, and training related to G4G.
  - Many dining facilities and galleys across the Services currently use G4G 1.0, and they're awaiting transition to G4G 2.0. Each Service will determine its approach to implementing G4G in their food service operations.
- ▶ G4G Criteria (that is, the system for assigning a Green, Yellow, or Red color code) considers the specific and unique nutrition needs of Service Members.
  - Food and beverage coding is based on the approved G4G Criteria, which were established by a review of the scientific literature on nutrition and input from DoD nutrition professionals.
- ▶ G4G combines best practices from various nutrition and health-promotion campaigns together in one initiative.
  - Research, including several military-based interventions, shows that combining multiple strategies such as labeling of foods and beverages, food-placement strategies, and education have a positive impact on healthful food selection.
  - G4G promotes foods that benefit the nutritional status of Service Members.
  - G4G also benefits dining facilities by promoting them as places to find performance-boosting foods and beverages.

## G4G 2.0 components:

1. The new two-part coding system is based on revised G4G Criteria:
  - Code 1: Green, Yellow, and Red color codes identify nutritional quality.
  - Code 2: Low, Moderate, and High saltshaker symbols identify sodium content. Sodium coding is independent of color coding.

### Nutritional Quality

- Nutrition components such as fiber, added sugar, degree of processing, type and amount of fat, and quality of nutrients are considered in color-code assignment.
  - » Previous versions of G4G used only calories and fat to determine coding of foods and beverages as Green, Yellow, or Red. G4G 2.0 added criteria to capture the overall wholesomeness and nutritional quality of foods and beverages.
- Colorful Food Cards and Beverage Cards help Service Members more easily identify the most nutritious food and beverage options.

### Sodium

- Food Cards display saltshaker images to identify sodium content.
  - » Too much or not enough sodium can be harmful to Service Members' health and performance. G4G doesn't advocate a specific sodium amount, but instead educates diners on the sodium content of menu and packaged food items.
- Sodium content doesn't influence color code. For example, a veggie-packed, broth-based chicken soup can be Green-coded for nutritional value and high in sodium.
  - » Beverages and fruit aren't coded for sodium content.

### Performance

- Each label indicates nutrient quality in terms of how the food might help or hinder optimal physical and mental performance.
2. Food-placement (choice architecture) practices meet two goals: displaying Green-coded foods and beverages in more visible places; and placing Red-coded foods and beverages in less visible places. Strategic food and beverage placement nudges diners to choose the healthier, Green-coded choices.
    - Green-coded foods and drinks are now placed in easy-to-find, accessible locations.
      - » Displaying Green-coded items in highly visible locations can increase the likelihood that diners will select them.
  3. Menu Coding Goals drive menu revisions to increase the availability and variety of Green-coded options in dining facilities. Menus and recipe development by G4G and the Armed Forces Recipe Service (AFRS) ensure foods eaten for performance can still be tasty.
    - Dining facilities will increase the number and variety of Green-coded foods and beverages to meet the minimum menu coding goals.
    - The military is revamping some of its recipes to make Green-coded meals tastier.
      - » New recipes might increase the appeal of Green-coded foods and beverages.
  4. Promotion of Green-coded menu items by displaying colorful, garnished "Featured Meals" and sample plates in dining facilities and galleys.

- Displaying “Featured Meals” signs or digital displays in the beginning of the service line makes these options more obvious and appealing to diners.
5. Marketing campaigns and nutrition education empower and motivate Service Members to make better food and beverage choices.
- Rebranded print materials include an updated logo, posters, and other educational materials to make eating for performance more appealing to Service Members.
    - » User feedback and research tested the updated look to make sure that G4G “stands out” and appeals to diners.
  - Key messages aim to increase G4G brand recognition, remind or inform diners how nutrition matters, and encourage them to try new, healthy foods as well as discourage them from eating fast foods (“eating outside the box”).
    - » G4G seeks to engage Service Members through feedback and opinions on social media with the #GetGotG4G hashtag.

# MYTHS & FACTS

## **Myth: Never eat Red-coded items.**

- ▶ **Fact:** G4G doesn't suggest that you eliminate Red-coded foods. In fact, eating Red-coded foods and beverages in small amounts or occasionally will not degrade performance significantly. G4G encourages you to move toward eating fewer Red-coded foods—whatever dietary pattern you start from.

## **Myth: You should only eat Green-coded foods.**

- ▶ **Fact:** G4G is not “all or nothing.” It encourages you to improve your performance by eating more Green-coded foods and less Red-coded ones. Depending on where you started, try to improve your ratio of Green- and Yellow-coded foods to those that are Red-coded.

## **Myth: G4G only applies to eating in the dining facility.**

- ▶ **Fact:** Currently, G4G is intended for appropriated-fund dining facilities and galleys. However, you can use G4G principles anywhere: at home, in the commissary, or on the road.

## **Myth: You can't use any other wellness regimen with G4G.**

- ▶ **Fact:** G4G can complement virtually any performance-enhancing or weight-loss eating program. In fact, it can make it easier to get the results you're looking for.

## **Myth: G4G promotes eating a low-sodium diet.**

- ▶ **Fact:** G4G educates you on the sodium content of foods. If you've been advised to follow a low-sodium eating plan, you should look for low-sodium foods. But G4G doesn't encourage everyone to eat less sodium; moderate- and high-sodium food choices might be appropriate if you engage in multiple hours of physical activity or operate in extreme environments.

## **Myth: G4G encourages diners to choose Green-colored foods only.**

- ▶ **Fact:** G4G encourages diners to eat more Green-coded items. They can be found in all food categories—lean protein, dairy, whole grains, fruits, and vegetables—and many tasty dishes that combine whole foods.

## **Myth: All green foods are Green-coded items.**

- ▶ **Fact:** Many green-colored vegetables are Green-coded, but it depends on how they're prepared (for example, fried, covered in cheese or sauces, etc.).

## **Myth: Green-coded foods don't taste good or they're boring.**

- ▶ **Fact:** Green-coded foods can be beneficial to your performance and health and taste good! G4G provides resources to dining facilities and galleys for revising recipes and creating new menu offerings, so they can provide you with tasty, high-performance fuel.

# Go for Green® Graphics



Use these approved Go for Green® (G4G) graphics, along with the talking points, in press releases, articles, and other G4G-related documents for your dining facility or installation. Table tents, posters, and suggested social media posts and graphics can be found at <http://hprc-online.org/nutrition/go-for-green>.



**Go for Green® logo (color)**  
[PNG]



**Go for Green® logo (b&w)**  
[PNG]



**Green checkmark symbol**  
[PNG]



**Yellow caution symbol**  
[PNG]



**Red stop sign symbol**  
[PNG]



**Traffic Light**  
[JPG]



**Green**  
“Eat Often”  
[PNG]

**Yellow**  
“Eat Occasionally”  
[PNG]

**Red**  
“Eat Rarely”  
[PNG]

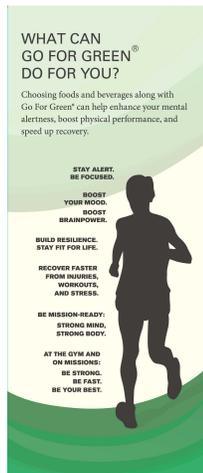
**Performance Nutrition Made Simple**  
[PNG]



**PERFORMANCE NUTRITION**  
MADE SIMPLE

- EAT OFTEN** (High-Performance Food)
  - high in nutrients
  - whole foods
  - no added sugar/ artificial sweeteners
  - healthy fats
  - high in fiber
- EAT SOMETIMES** (Moderate-Performance Food)
  - some in nutrients
  - some processing
  - some added sugar/ artificial sweeteners
  - poor-quality fats
  - moderate in fiber
- EAT RARELY** (Low-Performance Food)
  - few nutrients
  - most foods
  - high added sugar/ artificial sweeteners
  - excess fats
  - low in fiber

**Running Man Infographic**  
[PNG]



**WHAT CAN GO FOR GREEN® DO FOR YOU?**

Choosing foods and beverages along with Go For Green® can help enhance your mental alertness, boost physical performance, and speed up recovery.

- STAY ALERT. BE FOCUSED.
- BOOST YOUR MOOD. BOOST BRAINPOWER.
- BUILD RESILIENCE. STAY FIT FOR LIFE.
- RECOVER FASTER FROM INJURES, WORKOUTS, AND STRESS.
- BE MISSION-READY: STRONG MIND. STRONG BODY.
- AT THE GYM AND ON MISSIONS: BE STRONG. BE FAST. BE YOUR BEST.