

# YOU ARE WHAT YOU EAT

Congratulations on joining SameYou's fundraising challenge. We look forward to hearing more about the eating habit that you will be implementing in the next 30 days, seeing your network support you by making a donation to SameYou, and most importantly, about the benefits it will bring you!

*Is this your first healthy eating challenge?  
That's okay, here are a few tips to help get you started!*

1. **Give it some thought:** Have a think about what you could remove or include more of in your eating regimen.
2. **Build a list:** Identify the food/habits that you have come up with and prioritise them.
3. **Time to swap:** Changing habits is easier if you can find healthy swaps. Identify swaps and add them to your grocery list.
4. **Plan for success:** Meal planning can be helpful in making choices that will support your goals.
5. **When on the go:** Carry your healthy swaps with you whenever possible. It will make it less tempting for you to buy your usual go-to if hunger strikes.
6. **Out of sight, out of mind:** Don't purchase or put the food items that tend to challenge you at the back of the pantry.
7. **Get accountable:** Tell family, colleagues and friends about your challenge goals and how you are hoping to raise money for SameYou by participating to this challenge.
8. **Get others on board:** Invite others to join the campaign or support you in achieving better eating habits. Plan a weekly call with them and join our Facebook group.
9. **Dining out?:** Check the restaurant's menu online. It will help you identify suitable options ahead of time and reduce temptations.
10. **Think fresh:** If none of the ingredients on a package mean anything to you, it's probably ultra-processed. By including fresh food, you can't go wrong.
11. **What if I slip?:** Don't be too hard on yourself. Changing habits isn't always easy and can take time. If you've slipped, think about what you could do different next time.
12. **Have fun:** Oh yeah, this is a fun challenge! Make sure to spice it up whenever you can.

Remember, you don't have to work on everything at once. Start **small** and focus on making **sustainable changes**.

*You can do this! Not only will you feel better physically and mentally but you also support SameYou's work in changing the future of brain injury recovery.*