

Facilitator Guide — 30-Minute Intervention



RUN OF SHOW

0:00	1	Title
0:30	2	Pre-survey scan
4:00	3	Agenda overview
5:30	4	NOVA classification
7:00	5	UPF hiding in plain sight
9:00	6	The 57% stat ← pause here
11:30	7	Health impact (4 risks)
13:30	8	Whole-food benefits
15:00	9	Big swaps / audience Q
17:00	10	ACTIVITY — label reading (5 min)
23:00	11	Recipe walkthrough
25:30	12	7-day challenge
27:00	13	Write 3 commitments (90 sec)
29:00	14	Post-survey scan → done

IF YOU'RE RUNNING OVER

- Cut slides 8 (whole foods) — it echoes slide 7.
- Shorten activity to 3 min; skip debrief.
- Skip recipe demo narration; just hand cards out.

ENGAGEMENT PROMPTS

- Slide 5** *"Raise your hand if you bought any of these last week."*
- Slide 6** *"Does this number surprise you?" — pause 5 seconds.*
- Slide 9** *"Which swap feels most doable for you right now?"*
- Slide 10** *Walk the room during the 5-minute activity.*
- Slide 13** *Silence while they write — don't fill it.*

WHAT TO BRING / PREP

- Printed handouts**
1 worksheet + 1 recipe card + 1 action plan per participant. Print in color if possible.
- Laptop + clicker**
Open slides in presenter view so you see your notes. Test the QR codes scan-able from the room distance.
- Screen + projector**
Test beforehand. Have a backup plan (email slides to yourself).
- Timer**
Set a visible 5-min countdown for the label activity. Phone is fine.
- Pens/pencils**
At least 1 per person for the worksheet and action plan.
- Your voice**
Speak to the back of the room. You will be more nervous than the content warrants — that is normal.

LABEL ACTIVITY — ANSWER KEY

- 01 · Breakfast** **B — Plain whole-milk yogurt**
2 ingredients vs. 14+
- 02 · Lunch** **B — Sourdough (local bakery)**
4 ingredients vs. 14+
- 03 · Snack** **B — Apple + almond butter**
2 ingredients vs. 15+

COMMON QUESTIONS + READY ANSWERS

- "Is all processed food bad?"**
No — Group 3 (cheese, canned beans) is fine. We are focused on Group 4 specifically.
- "What about organic UPF?"**
Organic refers to how ingredients were grown, not how processed the final product is. Organic Oreos are still UPF.
- "Is this realistic on a budget?"**
Oats, canned beans, eggs, and frozen veg are cheaper per serving than most packaged snacks.
- "What if I can't cook?"**
The overnight oats and power bowl require zero cooking. That is why those recipes are in your pack.