

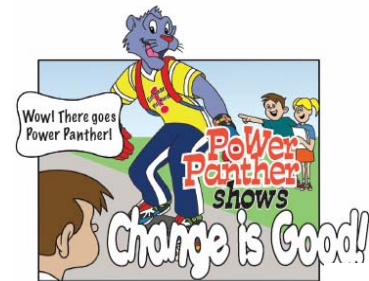
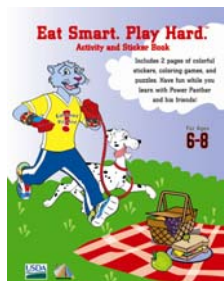
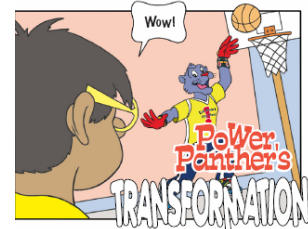
Eat Smart. Play Hard.™ Educational Materials

A variety of resources to help you promote and encourage healthy eating and physical activity behaviors to kids and adults!



Activity Sheets — Fun, interactive learning for preschoolers and kids ages 7 to 10.

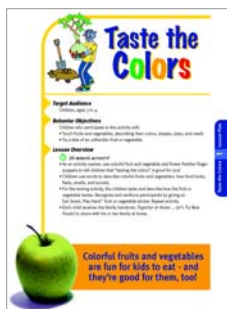
Power Panther Tales — Comics are a fun way for kids of all ages to become motivated by modeling healthy practices.



Activity and Sticker Book — Build reading, coordination, and critical thinking skills while learning.

Images — Use the images to add interest to your nutrition and physical activity materials.

Power Plan Lessons — Interactive learning for children and adults.



Children



Adults



Food and Nutrition Service, 2007



Eat Smart. Play Hard.™ Website

www.fns.usda.gov/eatsmartplayhard

Web Page for Kids:



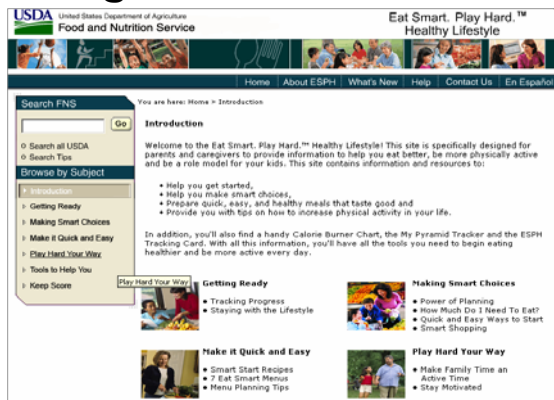
Kids can check out the Town Center and discover Power Panther's favorite places to visit to find information about eating smart and playing fun.

Web Page for Educators:



Educators can find materials using a searchable database in this *NEW* updated version of the web page.

Web Page for Parents:



Provides information for parents and caregivers to help them eat better, be more physically active, and be role models for their kids.



Food and Nutrition Service, 2007



Getting the Word Out! Marketing and Promotion Strategies for Increasing Access to Web-Based Nutrition Education



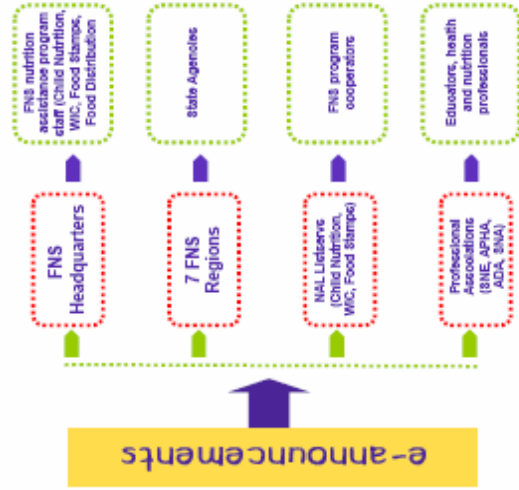
Judy F. Wilson, Jean M. Abron, Mauna McCormick, Heather A. Hopwood, Anita Singh



Abstract

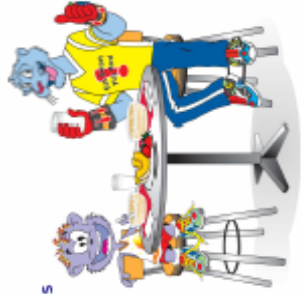
In recent years, the Internet has become a popular tool for bringing nutrition education to people where they live, learn, work, and play. The Eat Smart, Play Hard Campaign promotes positive changes in eating and physical activity behaviors. To broaden the reach of the Campaign and increase access to nutrition education and promotion, the Campaign has web pages designed specifically for professionals, children, and parents/caregivers. This website is actively promoted by using a variety of "push" and "pull" strategies including e-marketing, interactive presentations, and printed materials. The e-marketing focus includes dissemination of announcements through professional and program provider listservs and mailing lists, a dedicated e-mailbox, and by cross-links on other federal and State Agency websites. The e-mailbox serves as a mechanism for receiving feedback and provides the opportunity to market and promote the website. Since September 2006, announcements have included a "call to action." Face-to-face promotion occurs through interactive presentations at national meetings and special events. Lesson plans for children and adults have been demonstrated at meetings and are available for downloading from the website. Printed nutrition education and promotion materials display the website address. Over 38 million printed materials have been ordered by users across the country. The website markets "Bright Ideas" or unique ways to use materials, which further promote the use of materials. The multi-phased approach for marketing and promotion of the website may increase the amount of website traffic. From mid-December 2006 to mid-January 2007, the site received over 1.2 million hits.

Getting the Word Out



Strategies

- ☐ **E-announcements** of updates, new tools, and resources
- ☐ **Portal page**
- ☐ **FNS Nutrition Link established for nutrition web pages**
- ☐ **Partners/stakeholders** invited to link to website; track results and share
- ☐ **Bright Ideas e-notices** unique ideas for using tools and resources
- ☐ **Articles and reviews** in professional journals
- ☐ **Materials** with website address distributed at Power Panther events
- ☐ **Website** included in presentations at national, State, & local meetings
- ☐ **Handouts** with web address distributed at outreach events
- ☐ **E-mail box** for responses to inquiries



Eat Smart. Play Hard.™

@ www.fns.usda.gov/eatsmartplayhard

Educators



Educators can find materials using a searchable database in the updated version of the web page.

Kids



Kids can learn about eating smart and playing hard using fun, interactive games and activities.

Parents



Parents and caregivers can discover information to help them eat better, be more physically active, and be role models for their kids.