CHAMPIONS for CHANGE™

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# Nutrition Education and Physical Activity Promotions

AT COMMUNITY EVENTS

# Welcome

Dear Nutrition Education and Obesity Prevention Branch NEOPB) Partners:

Thank you for working to educate and to empower CalFresh-eligible families about the health benefits of a healthy diet and physical activity. These families rely on you as a trusted source of information. The education you provide at community events helps them understand how good nutrition and physical activity can contribute to their health and wellness. We applaud your hard work and support your ongoing efforts.

This manual is designed specifically for Local Health Departments (LHDs) and partners like you who conduct and participate in community events. Events like fairs, festivals, and farmers' markets are a valuable part of nutrition education interventions within the Community Level of the Social Ecological Model. You can use community events to recruit partners, establish new relationships, reinforce our branding efforts, impact the food and drinks served at community events, and reach people we might not otherwise reach.

Community events provide opportunities to connect with the public in meaningful ways! This manual provides tools to take your next event from good to great (without spending additional funds).

# Table of Contents


**INTRODUCTION**

Overview of the Nutrition Education and Obesity Prevention Branch (NEOPB) . . . 1
Purpose of this Updated Manual . . . . . 1
Why Participate in Community Events? . . 4

**IDENTIFYING COMMUNITY EVENTS**

Overview . . . . . 5
Checklist to Identify Community Events. . 5
Partnering with Event Organizers . . . . . 7
Cost of Participation . . . . . 8
Benefits of Taking Part in Existing Community Events . . . . . 9

**EVENT COORDINATION**

Looking at Past Events: Post-Promotion Analysis . . . . . 13
Post Promotion Analysis Report . . . . . 14

**BOOTH STAFFING**

Cultural and Linguistic Competence at Your Booth. . . . . 17
Roles and Responsibilities of Booth Staff. . . . . 18
Food Handling and Sampling . . . . . 22
Booth Staff Schedule . . . . . 22

**BOOTH ACTIVITIES**

Greet . . . . . 25
Relay Messages . . . . . 25
Engage . . . . . 27
Activate. . . . . 28
Thank. . . . . 30

**BOOTH SETUP** . . . . . 33

**MEDIA OUTREACH**

Your Media Relations Objectives . . . . . 37
Pre-event Coverage versus Post-Event Coverage. . . . . 37
Types of Media Coverage. . . . . 38
Key Steps to Media Relations . . . . . 38
Other Strategies for Securing Coverage . 41
Media Evaluation . . . . . 42
Media Relations Report. . . . . 42

**APPENDIX**

Post Promotion Analysis Report . . . . . A
Event Planning Timeline . . . . . B
Sample Volunteer Recruiting Letter . . . . C
Volunteer Orientation Overview . . . . . D
Volunteer Sign-In Sheet . . . . . E
Booth Staff Schedule . . . . . F
Game Wheel Tips. . . . . G
Booth Layouts . . . . . H
Media Relations Report. . . . . I

# Introduction

# Introduction

## OVERVIEW OF THE NUTRITION EDUCATION AND OBESITY PREVENTION BRANCH

The mission of the California Department of Public Health's (CDPH) Nutrition Education and Obesity Prevention Branch (NEOPB) is to foster collaborative partnerships that engage Californians, especially low-income families, to create environments that encourage healthy eating and physical activity and thus reduce obesity and chronic diseases and improve overall health.

NEOPB Supplemental Nutrition Assistance Program Education (SNAP-Ed) funds 58 Local Health Departments (LHDs) to create innovative partnerships to empower low-income Californians to increase consumption and access to healthy foods and beverages, reduce consumption of unhealthy foods and beverages, and increase physical activity with the goal of preventing obesity and other diet-related chronic diseases.

LHDs reach low-income consumers where they live, shop, learn, work, play, and worship. Through targeted materials and messages for Latinos, African Americans, Asian Americans, and American Indians/Alaska Natives, LHDs provide culturally competent nutrition education and policy, systems, and environmental change (PSE) strategies to promote health equity. NEOPB partners work in schools, churches, the retail food industry, and worksites throughout the state. To learn more about NEOPB, locate and partner with local projects, and become more familiar with the health problems that affect low-income Californians, visit www.cdph.ca.gov/programs/cpns/pages/default.aspx and www.cachampionsforchange.net.

## PURPOSE OF THIS UPDATED MANUAL

Inside you will find information and guidelines to help you plan and execute a meaningful event that creates partnerships and makes inroads into the community you serve. (Elements of this manual include):

- Finding the best community events for your target audience;
- Arranging an attractive and well-attended booth;
- Recruiting volunteers to serve as a liaison to your community;
- Reaching CalFresh-eligible families with tailored messages and recommendations;
- Promoting healthy behaviors at the event;
- Conducting media relations; and much more.

We recommend you read the entire manual once and then use it for future reference whenever you plan to participate in a community event.

Updated content for this manual comes directly from interviews and observations of community events. The manual provides customized planning tools to make your outreach events more engaging, meaningful, and memorable for the SNAP-Ed eligible audience. This manual also reflects the shift in focus towards more localized approaches in nutrition education.

### WHY PARTICIPATE IN COMMUNITY EVENTS?

Planning for and staffing a community event is a large undertaking. It may be necessary to flex your regular work hours and to spend time doing activities that may not seem like part of your normal job description. Even people who regularly staff these events must ask, "Why should we attend this community event?"

If you find appropriate ones, these events can be opportunities to efficiently:

- Establish new relationships with consumers in a neutral setting (not in a county office);
- Make a connection between the ads on TV and the work you perform in the community;
- Influence the food and beverages served at events in low-income neighborhoods;
- Recruit partners to work with you in providing nutrition education;
- Enroll consumers in nutrition education and healthy lifestyle classes; and
- Provide inspiration for consumers to make healthy changes.

The benefits listed above will occur only if you plan each event carefully and with a consumer-centered approach. This manual will help you do just that!



# Identifying Community Events

# Identifying Community Events

## OVERVIEW

Community events range from large events that attract a diverse population to smaller cultural celebrations; they even include festivals, farmers' markets, and health fairs. Some events attract several hundred people while others are attended by thousands. As a community educator, you should determine which events are the best places to reach low-income community members.

In addition, you should look to other Community-Based Organizations (CBO) to identify the most appropriate community events in which to participate. Many community-based organizations, such as churches and community centers, host their own community events. These can provide excellent opportunities to reach your audience. These types of events can take many forms, ranging from community-style block parties to conferences, community forums, and health fairs. While these events tend to be smaller, they still provide an excellent opportunity for quality interaction with the audience.

It is important that you thoroughly research events taking place in your community to determine whether a particular event is appropriate to attend. Begin by researching local events that are occurring around major cultural and community celebrations, such as:

- *Fiestas Patrias* celebrations
- Chinese, Hmong, and Vietnamese New Year festivals
- Latino Health Awareness Month events
- Black History Month events
- American Indian/Alaska Native Heritage Month events
- California Indigenous Peoples Day
- Juneteenth celebrations

## CHECKLIST TO IDENTIFY COMMUNITY EVENTS

Once you identify the events that likely reach your target audience, the next step is to carefully research those events. Consider the following:

### Average Event Attendance

It's important to keep in mind that large events are not necessarily better. Small events may be better to reach your target audience. Attendance numbers from previous years can help you realistically estimate how many people you can expect to reach. Though event organizers often inflate these numbers, past attendance estimates can help determine whether the cost of the event is justified.

### Quality of Interaction

Consider what types of conversations you want to have with booth attendees and whether that can be done at the event under consideration.

### Vendor Fees

Most community events will discount vendor fees for nonprofit organizations. Fees vary depending on the type and size of the event. Fees tend to be negotiable. If event organizers are your established partners, they may also agree to waive vendor fees. Make the necessary calculations to determine if you think the cost is justified.

### Target Audience Attendance

Take into consideration the cultural and lifestyle interests of your target audience. What are their interests? Where do they live and work? Are these lifestyle interests consistent with the activities, themes, sponsors, and other vendors at the community event you are considering? Will your audience be open to our messages and visiting our booth at this event? There are a wide variety of community events to choose from, and some will allow you greater access to your target audience than others. Do not participate in events that charge a high admission fee as it may prevent you from reaching SNAP-Ed-eligible families.

### Event sponsors and other vendors

Knowing who the event sponsors and other vendors are will help you determine if the event is appropriate. If the event sponsors and some of the vendors are tobacco and/or alcohol companies, it may not be an appropriate venue.

### Opportunity for Promotion

Does your participation in a community event provide you with other opportunities to reach your target audience? Often times your participation in a community event will enable you to reach your community through a variety of additional public relations and promotional activities. Promoters can offer stage appearances or announcement during the event. In addition, your organization may be included in materials promoting the community event, such as print and broadcast advertising, posters, web postings, and flyers.

### Event Location

The event should be located in a qualifying census tract. We also want to know whether it's easy to get to by bus or walking.



## PARTNERING WITH EVENT ORGANIZERS

After you identify and select a community event in which you wish to participate, the next step is to contact the event organizer and negotiate a partnership. Remember, you bring a true benefit to the event, especially if the event doesn't have a health focus. Your messages and booth activities are more valuable than that of a vendor selling wares. You are bringing crucial information to the community. You will also provide value to the organizer in the form of a fun and interactive booth.

Secure the name and contact information of the event organizer. Depending on the size of the event, there could be just one person handling the entire effort or a full staff. Either way, it's critical to secure a single contact person for your partnership. Make initial contact with the event organizer, either in writing or over the phone, and set up a meeting to discuss how your goals and objectives can support those of the organizer and other sponsors.

Before meeting with an event organizer, take time to prepare an agenda that addresses all your questions and concerns.

Below is a checklist of requests you should make of every event organizer:

- The ideal location for your booth is usually in close proximity to the event stage or where there is heavy traffic flow. Ask to be positioned nearby.
- Booth positioning should allow for easy access to stored brochures and materials. Ask for extra booth space or a corner booth so that you can easily store your materials.
- If you are preparing food or beverage samples, inquire about a booth that is closer to running water.
- Ensure positioning does not put your booth next to 'unfamily-friendly' brands and products.
- Request to be placed near other 'healthy' initiative booths.
- Ask that healthy food is served at the event. If your county or another community event has a policy regarding healthy food vending or procurement, provide it to the organizer.
- Ask for additional exposure during the event: Request to display a NEOPB banner on the event stage. Ask that approved key messages be included in event announcements. Perhaps you or another staff member can speak to the audience or do a physical activity or cooking demonstration.

- Be certain to ask what pre-event promotion opportunities you can participate in at no charge, as a public service. Some events sponsor radio and print ads. Ask event organizers to include your message as a show of good faith in the community.
- Lastly, request a confirmed media list for pre-event public relations. Working with your local Public Information Office (PIO), you can reach out to these channels and let them know you are available for interviews.

After your meeting with the event organizer, assess the information discussed and confirm whether or not the event is a good fit to accomplish your goals and objectives. If you decide to move forward with becoming an event vendor, follow up with the event organizer and request a contract or written agreement which specifies the terms of your partnership as agreed upon in your meeting. Note: some organizers of smaller, grassroots events will be much more informal about this process than others – just be sure to arrange for some sort of agreement in writing, either formal or informal. Carefully review the contract or written agreement to make sure all of the agreed-upon details are included. In some cases, particularly for larger events, you might want to request a tour of the event site to see exactly where your booth will be located before signing the agreement. Stay in contact with the event organizer and make sure you ask questions.

## Tip

Ensure that event organizers have a credible reputation in the community. Be sure that the mission, value, and goals of the organizers are complementary with your own.

### COST OF PARTICIPATION

There are no set rules or guidelines on what community event costs should be, but there are ways to ensure you receive an adequate return on your investment (ROI). Keep in mind that costs for participation should be reasonable and necessary to meet your goals. A good way to determine how much you will spend on each person is to divide the community event fee by the number of people you anticipate reaching. For example, if the fee is $500 and you expect to reach 500 people, then you would be spending $1 on every person reached. You may also wish to factor in the cost of your time and materials.



### BENEFITS OF TAKING PART IN EXISTING COMMUNITY EVENTS

You may be wondering what the advantages are to attending an existing event instead of developing and coordinating your own. Properly organizing, promoting, and securing attendance at events requires a significant amount of time and expense. Event organizers must coordinate everything—from obtaining the required permits and liability insurance; to securing corporate sponsors and vendors; as well as advertising, promotions, and marketing.

One of the primary advantages of partnering with well-established community events is that your organization will not be responsible for these logistics or expenses. Instead, your organization can focus on the primary objectives of your outreach efforts. Since vendor costs are almost always one-time fees, participating in existing community events provides your organization with a much more cost-effective way to reach hundreds, if not thousands, of community members. In addition, participating in existing community events opens the door for sponsorships with other organizations, as well as free advertising and promotional opportunities.

# Event Coordinaton

# Event Coordination

Coordinating all the necessary components of a community event and ensuring your booth activities successfully accomplish your organization's outreach objectives can seem like an overwhelming task when viewed from a "big-picture" perspective. This section provides guidance and tips on how you can make event preparation a much easier process by breaking it down into smaller, more manageable steps.

### LOOKING AT PAST EVENTS: POST-PROMOTION ANALYSIS

The best place to start when planning a new event is by looking back at previous ones. The Post-Promotion Analysis (PPA) tool (Appendix A) allows you to be strategic in how you plan and execute events. The PPA allows you to capture what worked and what didn't, as well as what inventory and booth materials need to be replenished or repaired before your next event. As with most planning tools, the idea is to take 15 minutes now rather than 15 hours dealing with a problem later.

There are two distinct sections of the Post-Promotion Analysis tool:

1) A recap of the event; and

2) Action items that must be completed prior to the next event.

Begin by answering the top section. Be honest and candid; this is a tool for your use only. While some questions simply involve reporting what happened, other questions will give you more information about how to improve your presence at events. One of the most important questions is how other booths may have inspired you to change layout, setup, or interaction with your audience.

The second half of the PPA is an Action Item list. It's all the things we remember right after the event and forget until we're setting up for the next one. By filling out this information, you ensure you'll be ready for your next event!

Another important planning tool is an Event Planning Timeline (Appendix B). This checklist can help guide you through the planning phases up to 12 weeks in advance of the event.

## Appendix A: Post Promotion Analysis Report

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| Event | Location |
|---|---|
| | |
| **Date** | **Target Audience** |
| | |

| | |
|---|---|
| How did it go? (2-3 sentences) | |
| How did you engage people at the booth? | |
| List 5 things that went well. | |
| | |
| | |
| | |
| | |
| List 2 things that didn't go well. | |
| | |
| What did the other booths do? List ideas and inspiration. | |
| How many Goody Bags or other materials were distributed? | |

| TASKS | ACTION ITEMS | FOLLOW UP WITH: | COMPLETE BY: |
|---|---|---|---|
| What booth items need to be repaired? | | | |
| List any issues with inventory. | | | |
| List any issues with staffing. | | | |
| List 3 things you will do differently for your next event. | | | |
| | | | |
| | | | |
| Next event date | | | |
| Additional comments | | | |

# Booth Staffing

# Booth Staffing

In order to be effective during a community event, you must take the necessary steps to ensure that your booth is properly staffed and managed. Keep in mind that booth space is very limited; therefore, only those who have been assigned specific tasks should be allowed in your booth. In addition, booth staff needs to be familiar with the material you are sharing and the mission of NEOPB.

## CULTURAL AND LINGUISTIC COMPETENCE AT YOUR BOOTH

The way you staff your booth will directly impact your success at the event. If you have selected a community event that targets a specific population, be certain that your booth staff has the linguistic and cultural competence to reach this population. For example, if you are attending a Chinese New Year celebration, most of your booth staff should speak appropriate Chinese dialects.

Perhaps as important as linguistic competence, cultural competence is essential in your booth staffing plans. Everyone in your booth must be excited by the opportunity to engage with the population you are targeting. Community events, by design, provide one very short opportunity to connect with families. You must ensure that your booth staff can quickly make these connections in ways that are familiar and appropriate to your target audience.

If your internal team lacks culturally and linguistically competent staff members for the audience you are targeting, you will need to engage booth staff from within your community. One option is to explore the hire of part-time Community Health Leaders (also known as *promotoras* and lay health educators) during peak event season. Many local health departments regularly hire seasonal employees from the community to staff booths and connect with their target audience. You should explore this option with your leadership as it will ensure you will have a group of trained, engaged, and culturally competent community members when you need them.

If hiring part-time help is not an option, there may be volunteers willing to assist. Many college and even high school students are required to volunteer in their community prior to graduation. You can reach out to local schools and colleges, especially those with programs in public health or community service. You may also consider recruiting from churches, health departments, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), parent groups, and other community-based organizations that conduct outreach to CalFresh eligible families. Be very clear that you are seeking specific cultural and linguistic skills and offer to provide mentorship in exchange.

In addition, volunteers must be at least 18 years of age and be thoroughly trained on their booth responsibilities prior to the event. It is **essential** that you conduct a volunteer orientation and training for all booth staff several days before the event begins. A sample Volunteer Recruiting Letter is provided in Appendix C and a sample Volunteer Orientation Overview is provided in Appendix D.

Some local health departments have had success sharing booth costs and staffing with programs that target the same audience and promote similar missions. Some examples include WIC, summer meals, CalFresh outreach, public health nursing, and school nutrition services.

## ROLES AND RESPONSIBILITIES OF BOOTH STAFF

It's a good idea to determine your staffing needs as soon as you reserve your booth. Your staffing needs depend on several factors, but the most important is the number of event attendees expected.

### Tip

For reasons of safety, fatigue, and past experience, we recommend that no booth staff member be scheduled to work alone, especially for more than a few hours.

Depending on the size of your event, your booth staff can serve in the following roles:

| ROLE | RESPONSIBILITIES |
|---|---|
| **Booth Supervisor**<br>*This role should be performed by an LHD staff member or trained SNAP-Ed subcontractor.* | • Recruit booth staff<br>• Conduct orientation and training of booth staff<br>• Assign booth responsibilities<br>• Order booth materials<br>• Store, ship, and transport booth materials<br>• Tell community members and partners about your participation in the event to drive traffic to your booth<br>• Oversee the booth staff at the event<br>• Coordinate booth set up and break down, including banners and signage<br>• Ensure booth activities are conducted according to the guidelines in this publication<br>• Ensure that the messages delivered by the booth staff are accurate and consistent<br>• Monitor the distribution of materials<br>• Ensure the booth space is organized, tidy, festive, and attractive<br>• Take photographs of the booth staff<br>• Interact with event visitors<br>• As your agency permits, interact with media and serve as a spokesperson when appropriate |

| ROLE | RESPONSIBILITIES |
|---|---|
| **Booth Leader(s)** | • Help visitors identify ways to fill half their plate with fruits and vegetables every day<br>• Help visitors identify ways to decrease sugary drink consumption<br>• Help visitors identify ways to be active for 150 minutes each week<br>• Provide visitors with educational materials and resources to assist them in working toward My Plate and physical activity recommendations<br>• Recruit visitors to visit the booth<br>• Ensure crowd management while visitors wait to interact with booth staff<br>• Engage visitors in physical activity demonstrations as time permits<br>• Assist with healthy food and/or drink sampling for event visitors (requires ServSafe or other food handling certificate) |
| **Game Wheel Leader** | • Set up the game wheel<br>• Interact with visitors as they approach the game wheel and spin it<br>• Explain the health and nutrition benefits of the item on which the game wheel lands<br>• Help visitors identify ways to eat more fruits and vegetables, drink water instead of sugary drinks, and be more physically active every day<br>• Refer visitors to other booth staff for additional information and resources |
| **Materials Leader** | • Provide an overview of the educational materials that they share with visitors<br>• Distribute game wheel nutrition education items as prizes<br>• Refer visitors to local health, community, and social service resources, as needed |



| ROLE | RESPONSIBILITIES |
|---|---|
| **Children's Activity Leader** | • Set up nutrition and physical activity games and/or activities for children<br>• Supervise children engaging in activities<br>• Distribute NERI items to children that win a game |
| **Physical Activity Leader** | • Discuss the benefits of physical activity with booth visitors<br>• Share physical activity recommendations<br>• Explain and give examples of moderate-intensity and vigorous-intensity physical activity<br>• Conduct physical activity demonstrations in a separate area of the booth or on an event stage, if available |
| **Food and Beverage Demonstration Leader**<br>*This position requires ServSafe or equivalent food handling certificate* | • Set up the healthy food and beverage demonstration area<br>• Manage the food, equipment, and supplies<br>• Share fruit and vegetable recommendations and healthy cooking tips while conducting the food demonstration<br>• Distribute recipe samples |
| **Registered Dietitian** | • Provide visitors with specific information related to dietary recommendations<br>• Assist with specific diet-related questions at the booth |

## Tip

If a participant asks for specific information about medical care or medical conditions, you should refer the participant to a doctor or clinic. It may be helpful to bring a listing of your county health clinics to your events.

### FOOD HANDLING AND SAMPLING

The Food and Beverage Demonstration Leader must possess ServSafe Food Handler certification. This course is available online (www.servsafe.com/ss/foodhandler/) for $15. You will likely need to provide your certificate when applying to serve food samples at any outdoor event in your county. The cost for this certification is allowable using SNAP-Ed funds. This is required, even if you are providing samples of water infused with fruit and/or herbs. Your team should have at least two members that are certified to prepare and to serve food and beverages at your booth.

## Tip

All counties require food handling certification when serving food or drinks at events; a commonly-used certification is ServSafe. Be sure to check with your local county for guidelines.

### BOOTH STAFF SCHEDULE

Some volunteers, especially high school and college students, need a record of their hours worked. It's also helpful to know when certain staff members will be available. For this reason, we have provided a Volunteer Sign-In Sheet and Booth Staff Schedule for your reference in Appendices E and F. It's a good idea to complete the Booth Staff Schedule portion at the volunteer orientation meeting; you can distribute copies before everyone leaves so expectations are clear. In addition, keep a copy of the staff schedule at the booth.



# Booth Activities

# Booth Activities

Community event visitors should walk away from your booth feeling empowered to choose more fruits and vegetables and healthy beverages and do more physical activity every day for good health! This sense of empowerment comes from experiencing fun, engaging, and interactive forms of education at your booth.

There are five pillars of **GREAT** booth activity[1]:

1. **G**reet
2. **R**elay Messages
3. **E**ngage
4. **A**ctivate
5. **T**hank

## GREET

Everyone at your booth will work to help visitors feel comfortable. Remember that this is your chance to create a connection with an important person in your community. Introduce yourself, your program, and invite visitors to take part in booth activities. If your booth is staffed with cultural and linguistic competence, you can be sure the greeting you offer is meaningful for your target audience.

## RELAY MESSAGES

Event visitors are eager to have a good time, and will linger at your booth for about 30-60 seconds to hear about what you're offering. Communication needs to be effective and to-the-point. Below are a few questions to start a conversation with someone at your booth.

We have found these questions draw booth visitors into conversation:

- We have cookbooks here with healthy and traditional recipes. What's your favorite thing to cook? (Offer to find a NEOPB-approved recipe for this dish.)
- We have new Champions for Change commercials on TV. Have you seen them?
- We have some great recipes here that children love. What kind of fruit do your kids like to eat?
- We are talking about ways to be healthier. What things do you do to stay active?

[1]Concept devised by Mareya Ibrahim, Grow Green Industries, Inc.

Often times, people tell us that eating healthy is too hard or too expensive. Don't engage in an argument at this point. It's okay to say that you sometimes feel that way, too. But don't end the conversation there! Offer these options in response to common reasons why people believe they can't eat healthy.

"It's too hard to eat healthy." Here are some ways to respond:

- I know. It seems like there is always a new healthy thing you should do. Here's an easy thing: Focus on filling half your plate with fruits and vegetables at every meal and you'll be eating healthier.
- Finding more time to eat healthy can be tough. Have you tried keeping pre-cut fruit and veggies in the fridge for easy snacking? I find that helps me and my kids eat healthy even when we're rushed.
- Sometimes eating healthy can be as simple as replacing sugar sweetened drinks – or even juice- with flavored water. We have some samples today. Would you like to try it?
- What if you create a new habit with your family? A lot of families we know have started taking a walk after dinner instead of eating dessert together.

"It's too expensive to eat healthy." Here are some ways to respond:

- Sometimes we all need a bit of help buying food. Find out if CalFresh can help. You or your kids may qualify for benefits. Call or visit (insert county-specific information).
- We know a lot of families save money by stocking up on canned or frozen fruits and vegetables when they are on sale.

- When you buy fresh fruits and vegetables in season, they cost less and taste their best. We recommend eating fresh produce in the first few days after shopping. Then switch to frozen, canned, and dried later on.
- Many farmers' markets sell fresh and inexpensive produce and even accept EBT as payment.
- In most areas of California, tap and even filtered water are much more economical than buying other things to drink.
- Do you make lunch for your kids? You may qualify for free or reduced-price meals at school. Could you ask the principal at your child's school for an application?

Your goal is to relay messages in a way that engages booth visitors. Talk about behavior changes they can make right away. This is also when you will give visitors materials. Cookbooks, brochures, and other allowable items are referred to as NERI, or nutrition education related item. NERI provides access to information, recipes, and resources to eat healthy and be more active. Part of your job is to show booth visitors the value of these items.



Often times, visitors will form a line in front of your booth to participate in activities. While waiting, the booth leaders can educate visitors on how to make half their plate fruits and vegetables. If time permits, booth leaders can engage visitors in a physical activity demonstration, such as arm circles or stretching exercises. Contact your state-level NEOPB project officer for technical assistance, resources and partners.

## ENGAGE

This part of the interaction is to provide a memorable and meaningful experience for families while encouraging "dwell time" for key messaging. When you entertain and engage families, you create time and space for them to take in your messages and sign up for future classes in your community.

The game wheel is a hands-on activity designed to excite, engage, and educate booth visitors. The colorful graphics help to stimulate conversation between the game wheel leader and the visitors. Three game wheels have been designed for African American families and Latino families; an additional wheel has been created to highlight the *Rethink Your Drink* campaign. Each game wheel is 24-inches in diameter and should be placed prominently at your event table.

The game wheel leader motivates visitors and helps them come up with actions they can take to eat more fruits and vegetables, drink water instead of sugary beverages, and do more physical activity every day. The game wheel leader asks visitors questions to reinforce their knowledge about healthy foods, drinks, and physical activity and offers tips on how to enjoy more these. Tips to support each item on all game wheels can be found in Appendix G.

You may want to host a physical activity demonstration as part of your booth or on an event stage. In order for the demonstration to be successful, it must be an easy and entertaining activity. Simple booth demonstrations may be doing stretches or dancing. These activities demonstrate to event visitors just how easy and fun it is to incorporate physical activity into their daily lives.

If you choose to host a physical activity demonstration, be sure to identify a physical activity instructor to lead it. You will want to partner with someone who is certified. At a minimum, the physical activity demonstrator should be familiar with safe exercise techniques. You should coordinate with event organizers to identify a location on the event grounds that will allow for the physical activity demonstrations that you've chosen.

Conducting physical activity demonstrations on stage at events can be a lot of fun. Stage demonstrations enhance the booth educational activities and create another opportunity to educate families on how to get more physical activity. You can also drive traffic to your booth by referring visitors to the booth for additional resources once the demonstration is over. The option to do stage demonstrations at community events varies by event—you will need to

check with the event organizers. While stage demonstrations are a great way to promote physical activity, good planning is the key to your success!

Another way to entertain and to engage booth visitors is through an interactive activity for kids. If you have kids, you know that the longer they are engaged, the more time you spend at a booth. This time allows your staff to better connect with booth visitors and share key messages. We recommend creating space at your booth for a children's half-plate activity. Using NEOPB-approved materials, ask children to create their own healthy plates. This activity can be conducted using coloring pages, model foods and reusable plates, or on an easel with fruit and vegetable clings. The *Rethink Your Drink* Campaign also has activity pages promoting healthy beverages to encourage dwell time at booths.

### ACTIVATE

Once booth visitors are engaged, it's time to demonstrate simple ways they can enjoy healthier foods and drinks. This is where visitors will make the connection between the messages and the changes they can make at home. Offering samples of healthy recipes or flavored water activates the booth visitor to consider these changes.



Food and beverage demonstrations are an excellent way to teach event visitors how to include more fruits, vegetables, and healthy beverages in their daily meals and snacks. NEOPB cookbooks feature recipes that are easy to make and nutritious. Use these recipes when conducting food and beverage demonstrations (visit www.cachampionsforchange.cdph.ca.gov/en/Recipes.php to download recipes). Consider asking your local grocery store to donate the fruits and vegetables for the demonstration.

## Tip

If you choose to provide flavored water samples to support the *Rethink Your Drink* Campaign, the state leads can give you support and guidelines. Please contact the *Rethink Your Drink* team at (916) 449-5400 or your Project Officer with questions.

As you think through the logistics of your food demonstration, make sure you obtain a permit to conduct food or beverage demonstrations at your booth. You should contact staff within your health department to explain your activity, and ask them if a permit is necessary. Be sure to get information on how to obtain a permit and any other safety guidelines you must follow when conducting your demonstration. In addition, you should coordinate with the event organizers to ensure that you have the necessary space, electrical outlets, waste disposal and access to water.

Food and beverage demonstration leaders should be friendly and engage event visitors in conversation about healthy food and drinks. Your demonstration area should include colorful signage and an approachable leader. Explain that healthy eating can be easy and inexpensive as well as discuss the benefits of eating a diet rich in fruits and vegetables.

Below are general food safety guidelines.

***DO***

- Make safety and sanitation your top priority when conducting food demonstrations
- Use the booth walls whenever providing food or drink samples
- Post a list of all ingredients and ensure booth staff shares this information with booth visitors
- Provide individual servings
- Be careful with electricity and electrical cords; make sure they do not obstruct walking paths and tape down cords
- Ensure all persons preparing or serving food keep their hands clean at all times

***DO NOT***

- Leave food unattended
- Give a child a sample without a parent's permission. The parent should always be present
- Let booth visitors "double-dip" and contaminate food with his/her food utensil
- Allow anyone except the food and beverage demonstration leader and other ServSafe certified volunteers serve food or drinks at your booth

## Tip

To obtain free or reduced-price produce for your food demonstrations, partner with grocery stores, farmers' markets, or local farmers.

### THANK

After you have treated booth visitors to an engaging experience, take a moment to thank them for their time and ask to stay in touch. Begin by presenting each family some written information. This may include recipe cards, brochures, or an award-winning cookbook. If you provide "goody bags", we recommend you remove the cookbook from the bag to showcase the quality of this item.

This is also an excellent time to ask whether a visitor would like to attend classes offered by you or your health department subcontractors. *Toolbox* classes about nutrition and physical activity should be actively promoted at your events. Bring a sign-up sheet and ask for email or telephone numbers to stay in contact with your booth attendees.

## Tip

Always bring a current list of nutrition education and other class offerings. You can also enroll participants at the event. Be sure to call and confirm participation before class begins!



# Booth Set-Up

# Booth Set-Up

The types of activities that you choose to conduct at your booth depend on the kind of event in which you participate and the number of attendees you expect. For every event, you must have the basics: a branded booth and uniformed staff. Always ensure you bring the backdrop for your booth. The colorful and culturally appropriate artwork is a great background for photos. Even if you are given a small table without space for a booth, bring banners and a tablecloth. In addition, every staff member at your booth can wear hats and aprons. The hats provide sun protection and keep hair out of food and drinks, while the aprons fit staff members of all sizes and protect their clothes from spills and dust. Visitors will find it easier to ask questions and interact with your booth staff when they know who they are—all booth staff members should wear uniforms that identify them as part of Champions for Change.

Appendix H contains sample Booth Layouts for different sized events. Your staffing will vary based on the number of attendees. Please note the enclosed guidelines for where to place tables and conduct activities. Notice that there is always someone standing at the entrance to the booth, inviting participation. Try not to arrange your booth with booth staff sitting behind a table—it discourages interaction with visitors and encourages booth staff to socialize with one another instead of with visitors.

As your planning comes together, ensure your success by arranging a booth that invites visitors and staff members who welcome conversations about healthy foods and beverages and active living. As with all elements of this manual, we invite you to contact your state-level leads to provide feedback and guidance related to community events and outreach.

# Media Outreach

# Media Outreach

Community events are a great time to partner with television, radio, and print media. Your organization's participation in a local event provides you with an excellent opportunity to not only publicize your education efforts, but to inform consumers about the benefits of making half their plates fruits and vegetables, choosing water over sugary drinks, and enjoying daily physical activity. Working with the media is also an important way to position your program as a credible and useful source of information regarding health, nutrition, and active lifestyles. To establish this credibility, it is critical that you provide the media with reliable, accurate, and timely information on a consistent basis. Work with your county's PIO and your project officer to ensure your speaking points are appropriate and accurate.

## YOUR MEDIA RELATIONS OBJECTIVES

As you begin your work with television, radios, and print media, remember that your media relations objectives are to:

- Announce your involvement in the community event and provide basic information about the event (i .e. dates, times, location, visuals, how your organization will be involved, etc.)
- Provide interesting and unique news angles to encourage the media to cover your participation in the event (e.g., to help build a healthy California, you and your partners worked with event organizers to reduce the size of the large "beer garden" and replaced much of the area with a fruit, vegetable, and physical activity demonstration area)
- Disseminate key messages about why your organization is involved in the community event, what you hope to accomplish as a result of your involvement in the event, and why it is essential to increase fruit and vegetable consumption and physical activity among Californians, in general, and SNAP eligible Californians, in particular

### Key questions for creating clear, concise, and memorable messages

What does your target audience need to know?

Why will they care?

What action do you want them to take based on this information?

## PRE-EVENT COVERAGE VERSUS POST-EVENT COVERAGE

Any positive media coverage of your event, either before or after the event takes place, is good media coverage. There are, however, specific objectives for pre- and post-event coverage, and it's important that you carefully consider what you're hoping to achieve through your media relations efforts prior to seeking one or the other.

One of the primary purposes of pre-event coverage is to drive traffic to your event. While it's always good to increase attendance at the events you are partnering with, keep in mind it is often very difficult to secure media attendance at local events, and event organizers usually coordinate publicizing the event and inviting media to attend. Be sure to coordinate all pre-event media relations with event organizers.

Post-event coverage can serve to highlight the success of your efforts after the event has taken place. One of the advantages to this approach is that after the event you can come up with an original story based on what happened at the event. Providing this unique angle to your specific activities at the event can increase your chances of getting coverage and decrease the likelihood of being grouped together generically with other event sponsors during pre-event publicity coverage.

## TYPES OF MEDIA COVERAGE

There are three main types of media to consider approaching to gain coverage of your activities at an event:

- Print
  - » Weekly community newspapers
  - » Ethnic newspapers
  - » Daily newspapers
  - » Entertainment publications that provide community calendars
  - » Church bulletins/newsletters
- Broadcast (radio and TV)
  - » Radio
  - » Television
- Digital
  - » Internet postings on community calendars, partner websites
  - » Social media (Facebook, Twitter, Instagram, Pinterest, etc.)
  - » E-mail distribution lists

## KEY STEPS TO MEDIA RELATIONS

### Identify Media Outlets and Develop a Media List

The first step in effective media outreach is to create or obtain a comprehensive list of local media outlets. Be sure to include all types of media. The appropriate contact at each media outlet will vary depending on the type of media outlet to whom you are sending your news materials. As a general rule, you can follow these guidelines:

- TV – planning/assignment editor
- Radio – assignment editor, news director, or community affairs director
- Public Access – community relations representative
- Newspaper – city desk, news editor, web editor, or health editor

Keep in mind that reporters at smaller community papers may serve more than one role with multiple responsibilities. These papers rarely, if ever, expand their pages to accommodate additional news as daily papers do on a heavy news day. Larger publications, however, may have dedicated reporters who cover health issues or community events, and space limitations for your story may be of less concern. Call your local media outlets or check their web sites to get the names and correct spelling of the most appropriate contacts. It is also important to update your media lists frequently, as media contacts change often.



### Develop Appropriate Media Relations Tools for Your Outreach Purposes

To assist you in your media relations efforts, the media relations tools you will most often use are:

- Media advisory
- Calendar release
- Press release

For sample tools, visit www.cachampionsforchange.cdph.ca.gov/Library/prhome.aspx. Following are detailed descriptions of these tools with explanations of when it is appropriate to use them.

*Media Advisory* – Used to notify the media about a community event in which you are participating and to invite them to attend. You should distribute a one-page media advisory approximately two weeks before your event to daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. This is just the first step in your media outreach. Make sure you make follow-up calls and re-distribute the media advisory to the media as necessary over the course of the weeks and days leading up to your event.

The advisory should include the headings who, what, when, where, why, and any visuals that reporters can expect to see at the event. The advisory should also list spokespeople from your organization who will be at the event and available to speak to reporters. Be sure to include a contact person from your organization along with a telephone number in case reporters have questions. The media contact should be available to respond to all media inquiries – even after normal business hours. In LHDs, the media contact is usually the PIO. In addition, media contacts and spokespeople should be well trained and prepared to provide details about their efforts to improve health among SNAP-Ed eligible families and answer any difficult questions a reporter might ask.

*Calendar Release* – A calendar release should be distributed to local media to notify them and local community members of your upcoming event. Before sending a calendar release, however, be sure to coordinate with event organizers so you do not duplicate efforts.

Calendar releases should be sent approximately 4 – 6 weeks in advance. Similar to the media advisory, you can distribute the calendar release to daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. Before sending, be sure to call and ask about any publication's requirements for receiving calendar releases.

The calendar release should be one or two paragraphs on a page and include only the pertinent event information regarding the event (what, where, when, why). Again, be sure to include a media contact name and number from your organization. Remember that reporters are always on deadline and may need to contact you outside of normal business hours for additional information.

*Press Release* – The purpose of the press release is to provide media with useful information and credible quotes regarding your organization's successful outreach efforts. During or immediately following a local event, the press release provides more in-depth details than the media advisory or calendar release.

Your participation in an event provides you with an opportunity to promote your program's successful efforts to increase consumption of and access to healthy foods and beverages, reduce consumption of unhealthy foods and beverages, and increase physical activity in the community. An effective press release should:

- Be one page in length (ideally)
- Summarize the main point of your press release, using a short headline in bold type and all caps
- Use a sub-headline for supporting information, if necessary
- Use the inverted pyramid format. In other words, put the key elements or main points of your press release at the beginning
- Explain the who, what, when, where, and why of your efforts at the community event in the first paragraph
- Include at least one quote from representatives of your organization should be included to support your story and add a personal perspective
- Use accurate statistics to emphasize your message points and demonstrate the relevance of your outreach efforts
- Always provide a contact name and phone number
- Provide a way for the reader to obtain more information such as a website, Facebook page or telephone number, usually in the last paragraph

## Tips

**Recommended timing for distribution of a press release**

Have a copy of your press release on-hand for reporters who attend your event. For those that did not attend, contact them one day after the event and ask if they would like to receive a photo and the press release from your event.



## OTHER STRATEGIES FOR SECURING COVERAGE

### Follow Up With the Media

Following up with the media is appropriate and necessary to ensure your press materials were received and to determine whether the media representatives are interested in covering your story. Don't hound reporters; avoid calling when you know they are working on a deadline. Generally, do not call any newspapers after 3:00 p.m. and avoid calling weekly newspapers on Thursday afternoons, as this is when they are usually getting the next issue ready for print. Radio and television news deadlines vary. Mornings are usually best for both radio and television. More and more print outlets now have fewer reporters and are unable to cover stories due to limited staff. Therefore, you may want to consider contacting the publications and asking if they are interested in the following:

### A print-ready article

Offer to submit a print-ready article in advance of, or immediately after, the event. Before submitting a print-ready article, contact the print outlet to determine if they will accept your story and ask for details regarding format, length, etc. See a sample print-ready article by visiting www.cachampionsforchange.cdph.ca.gov/Library/prhome.aspx.

### Using photographs to secure coverage

It is always a good idea to hire or secure a volunteer photographer for your event, just in case your local print outlets cannot send one from their staff. Have your photographer take photos of event participants visiting your booth, kids enjoying

fun games, etc. Photographs also help document activities and can be used in other ways, such as recognition for sponsors, partners, and volunteers or as part of a grant application or program evaluation. Photos can also be used for social media purposes including posting on Facebook pages, Twitter, etc.

NOTE: Any photos used for these purposes need to have photo release forms associated with them. Photo release forms for both adults and minors can be found at www.cachampionsforchange.cdph.ca.gov/Library/addresources.php.

## MEDIA EVALUATION

As follow up to your media relations efforts, you should carefully monitor and collect all news clippings. Monitoring and collecting news clippings can help you determine the success of your media outreach, as well as provide insight as to what type of media approach worked and what approaches could be improved upon. Assign staff or volunteers to:

- Call representatives on your media distribution list and press sign-in sheet
- Review print and broadcast media
- Listen to broadcast media for the next week
- Some venues or partners may track media themselves
- Use Google News Alerts

Following your community event, it is important that you carefully evaluate your efforts to determine the number of people you reached and make any necessary modifications to your outreach activities.

## MEDIA RELATIONS REPORT

If you worked with your local media as part of your community event efforts, you should complete a media relations report. The purpose of the report is to measure your media relations efforts and determine how many community members you reached through the media.

A media evaluation report should provide the following information:

- A list of the media outlets that reported on your outreach activities
- A brief description of the outlet, including its readers/viewers/listeners
- An estimated number of people reached (circulation, number of viewers/listeners)
- A short description of the coverage
- Newspaper clips, including photographs

See Appendix I for a sample of the Media Relations Report.

# Appendix

# Appendix A: Post Promotion Analysis Report

| Event | Location |
|---|---|
| | |

| Date | Target Audience |
|---|---|
| | |

| | |
|---|---|
| How did it go? (2-3 sentences) | |
| How did you engage people at the booth? | |
| List 5 things that went well. | |
| | |
| | |
| | |
| | |
| List 2 things that didn't go well. | |
| | |
| What did the other booths do?<br>List ideas and inspiration. | |
| How many Goody Bags or other materials were distributed? | |

| TASKS | ACTION ITEMS | FOLLOW UP WITH: | COMPLETE BY: |
|---|---|---|---|
| What booth items need to be repaired? | | | |
| List any issues with inventory. | | | |
| List any issues with staffing. | | | |
| List 3 things you will do differently for your next event. | | | |
| | | | |
| | | | |
| Next event date | | | |
| Additional comments | | | |



# Appendix B: Event Planning Timeline

Name of Event _____ Date of Event _____ Today's Date _____

| **10 to 12 Weeks in Advance**<br>**Date:** _____ | **DATE TASK COMPLETED** |
|---|---|
| Review PPA from prior year(s) | |
| Identify internal event planning team | |
| Finalize event booth size and position | |
| Finalize event booth / table activities | |
| Ensure booth, tablecloths, and other assets do not require major repair | |
| Order approved SNAP-Ed materials and supplies | |
| **8 to 10 Weeks in Advance**<br>**Date:** _____ | |
| Create schedule for staff and confirm roles, ensuring linguistic and cultural competence | |
| Use booth map to finalize position of activities | |
| Reach out to promoter to identify additional PR/Marketing opportunities | |
| Schedule weekly planning meetings to review event needs | |
| Conduct volunteer training | |
| File for food handling permits as needed; check for certification status | |

| **6 to 8 Weeks in Advance**<br>**Date:** _____ | |
|---|---|
| Work with PR/Marketing department to create press release about event | |
| Ensure materials are on schedule to arrive in time | |
| Hold weekly planning meetings to review needs | |
| **4 Weeks in Advance**<br>**Date:** _____ | |
| Confirm event schedule, staffing, roles, tasks and break times | |
| Assemble goody bags, if necessary | |
| Hold weekly planning meetings to review needs | |
| **2 Weeks in Advance**<br>**Date:** _____ | |
| Secure a current list of classes and offerings from your county or CBO | |
| Clean booth, banners, table covers, etc. | |
| Hold weekly planning meetings to review needs | |
| Send email to team reconfirming schedule and getting them excited about event | |

| **1 to 2 weeks in advance**<br>**Date:** _____ | |
|---|---|
| Hold final planning meeting; review Event Planning Checklist | |
| Host volunteer training and orientation | |
| Group all event materials with a checklist in one area for easy load in | |
| Coordinate any transportation needs for materials/staff to and from event | |
| **1 to 2 days before**<br>**Date:** _____ | |
| Purchase any perishable items for food or beverage sampling | |
| Begin delivering materials to the site, if allowable | |

# Appendix C: Sample Volunteer Recruitment Letter

Date

<<Name>>

<<Organization>>

<<Address>>

<<City, State and Zip Code>>

Dear _____,

On behalf of Nutrition Education and Obesity Prevention Branch of the California Department of Public Health in <<name of your county>>, I would like to invite you and members of <<name of organization>> to join us as volunteers at the <<name of event/festival>> on <<date of event/festival>>.

Our booth has fun activities to help people eat more fruits and vegetables, choose healthy drinks, and be active every day. Our goal is to lower the risk of serious health problems like type 2 diabetes, obesity, and certain types of cancer in our community. With your help, we know we can do it.

We will be hosting a volunteer welcome meeting on <<date of meeting>> at <<location>>. Please mark your calendar! I will reach out in a couple of days to answer questions about this event or our work. Thank you for considering this offer. We hope you will join us.

Sincerely,

<<Your name>>

<<telephone number or email address>>

<<Name of your local health department or subcontracting agency>>



# Appendix D: Volunteer Orientation Overview

### INTRODUCTIONS

- Ensure that all volunteers and NEOPB representatives staffing your booth have been introduced to one another.

### OVERVIEW OF THE COMMUNITY EVENT

- Briefly describe the community event, providing background information on its organizers, sponsors, themes, and other vendors.
- Provide the event dates and times. Outline specific times each volunteer should report to the event and begin working.
- Provide a volunteer work schedule (see Appendix E).
- Provide the exact address of the event, booth location, and parking information.
- Review the dress code with your volunteers, provide name tags, and distribute the NEOPB aprons and hats to be worn while working.
- Collect volunteer contact information, especially cell phone numbers.

### ROLES AND RESPONSIBILITIES

- Show the Community Events training video ("Live Intervention DVD Training Guide") available from your Project Officer.
- Review the specific roles and responsibilities of each volunteer. Answer any questions they may have about their responsibilities and booth activities.
- Train volunteers on how to interact with event participants, distribute educational materials, use the game wheel, and assist in other booth activities.
- If you are doing food or beverage sampling, ask your staff Registered Dietitian to provide training on food safety and food allergies.
- Train volunteers on the key messages they should communicate to event participants regarding fruits and vegetables, healthy beverages, and how to be physically active every day.

## Appendix E: Volunteer Sign-In Sheet

**VOLUNTEER SIGN-IN SHEET**

Event Name: _____ Date: _____

| Print Name | Time In | Break Out | Break In | Time Out | Signature |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
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| | | | | | |



## Appendix F: Booth Staff Schedule

Event Name: _____ Date: _____

Event Address: _____

| POSITION | Morning (____to____) | Afternoon(____to____) |
|---|---|---|
| Booth Supervisor | | |
| Booth Leader(s) | | |
| Game Wheel Leader | | |
| Materials Leader | | |
| Children's Activity Leader | | |
| Physical Activity Leader | | |
| Food Demonstration Leader<br>*Must be certified* | | |
| Registered Dietitian | | |
| Other: | | |
| Other: | | |

# Appendix G: Game Wheel Tips

**LATINO GAME WHEEL TIP SHEET**

When the booth visitor lands on a Game Wheel Item, ask them how they like to prepare or eat the ítem. Use the tips below if you need more ideas. Landing on the Champions for Change space means the visitor gets a special prize (hats, aprons, etc.).

| GAME WHEEL ITEM | | TIPS FOR PREPARING AND ENJOYING |
|---|---|---|
| Apple | Manzana | For a great tasting snack, add sliced apples to lowfat cheese quesadillas.<br>Para un bocadillo original, agrega rebanadas de manzana a las quesadillas de queso bajo en grasa. |
| Avocado | Aguacate | Add sliced avocado to your burritos for a delicious meal.<br>Tus burritos quedarán más deliciosos agregándoles rebanadas de aguacate. |
| Bananas | Plátanos | Pack a banana in your lunch for a quick pick me up.<br>Lleva un plátano en tu almuerzo para un rápido tentempié. |
| Cabbage | Repollo | Give your tacos and tostadas extra crunch by adding shredded green or red cabbage.<br>Tus tacos y tostadas quedarán más crujientes con repollo rallado, verde o rojo. |
| Canned Fruit | Fruta Enlatada | Layer canned peaches packed in 100% fruit juice, low-fat yogurt and low-fat granola for a crunchy treat.<br>Agrega capas de duraznos enlatados en jugo de 100%, a yogur bajo en grasa y granola baja en grasa.<br>Sprinkle ground cinnamon on canned pears packed in 100% fruit juice for an easy and tasty dessert.<br>Para un postre rápido y sabroso, rocía canela molida sobre peras enlatadas en jugo de 100% |
| Cantaloupe | Melón | Cantaloupe comes with its own serving bowl. Just slice in half.<br>El melón viene con su propio tazón. Simplemente corta por la mitad. |
| Carrots | Zanahorias | For a colorful twist, add sweet-tasting shredded carrots to tostadas and tortas. |
| | | Para un toque de color, agrega zanahorias ralladas a las tostadas y las tortas. |
| Chile Pepper | Chile | Spice up your favorite meals by adding chopped chili peppers to salsas.<br>Sazona tus comidas favoritas con salsas hechas con chile fresco. |
| Corn | Elote | Season delicious sweet corn on the cob with your family's favorite spices.<br>Sazone su elote con sus especias favoritas. |
| Frozen Fruit | Fruta Congelada | Add frozen fruit to non-fat yogurt for a naturally sweet surprise.<br>Añade fruta congelada a yogurt sin grasa para una sorpresa dulce y natural. |
| Green Salad | Ensalada Verde | Add grilled chicken to your green salads for a satisfying main dish.<br>Convierte tus ensaladas verdes en un platillo más completo agregando rebanadas de pollo asado. |
| Mango | Mango | For a tropical twist, add sweet mango slices to your fruit salads.<br>Para un sabor tropical, añade pedacitos de mango a tu ensalada de fruta. |
| Orange | Naranja | Eat a sweet, juicy orange for an energy boost anytime of the day.<br>Disfruta una naranja jugosa y te dará un impulso de energía a cualquier hora del día. |

| | | |
|---|---|---|
| Cantaloupe | Melón | Cantaloupe comes with its own serving bowl. Just slice in half.<br>El melón viene con su propio tazón. Simplemente corta por la mitad. |
| Carrots | Zanahorias | For a colorful twist, add sweet-tasting shredded carrots to tostadas and tortas. |
| | | Para un toque de color, agrega zanahorias ralladas a las tostadas y las tortas. |
| Chile Pepper | Chile | Spice up your favorite meals by adding chopped chili peppers to salsas.<br>Sazona tus comidas favoritas con salsas hechas con chile fresco. |
| Corn | Elote | Season delicious sweet corn on the cob with your family's favorite spices.<br>Sazone su elote con sus especias favoritas. |
| Frozen Fruit | Fruta Congelada | Add frozen fruit to non-fat yogurt for a naturally sweet surprise.<br>Añade fruta congelada a yogurt sin grasa para una sorpresa dulce y natural. |
| Green Salad | Ensalada Verde | Add grilled chicken to your green salads for a satisfying main dish.<br>Convierte tus ensaladas verdes en un platillo más completo agregando rebanadas de pollo asado. |
| Mango | Mango | For a tropical twist, add sweet mango slices to your fruit salads.<br>Para un sabor tropical, añade pedacitos de mango a tu ensalada de fruta. |



**AFRICAN AMERICAN GAME WHEEL TIP SHEET**

When the booth visitor lands on a Game Wheel Item, ask them how they like to prepare or eat the ítem. Use the tips below if you need more ideas. Landing on the Champions for Change space means the visitor gets a special prize (hats, aprons, etc.).

| GAME WHEEL ITEM | TIPS FOR PREPARING AND ENJOYING |
|---|---|
| Apple | For a great tasting breakfast, add sliced apples to a bowl of oatmeal. |
| Bananas | Pack a banana in your lunch for a quick pick me up. |
| Black eyed peas | Cook fresh black-eyed peas and rice for a Southern treat. |
| Broccoli | Top steamed broccoli with shredded low-fat cheese for a quick side dish. |
| Canned | |
| Fruit | Layer canned peaches packed in 100% fruit juice, low-fat yogurt and low-fat granola for a crunchy treat. |
| | Sprinkle ground cinnamon on canned pears packed in 100% fruit juice for an easy and tasty dessert. |
| Cantaloupe | Cantaloupe comes with its own serving bowl. Just slice it in half. |
| Carrots | For a colorful twist, add sweet-tasting shredded carrots to salads and sweet potatoes. |
| Eggplant | Put a new spin in your casseroles, toss in eggplant slices for a fabulous meal. |
| Frozen Vegetables | Toss in frozen vegetables with your main dishes to add a burst of color and flavor to your meals. |
| Green Beans | Cook green beans quickly for a healthy crunch. |

| GAME WHEEL ITEM | TIPS FOR PREPARING AND ENJOYING |
|---|---|
| Apple | For a great tasting breakfast, add sliced apples to a bowl of oatmeal. |
| Bananas | Pack a banana in your lunch for a quick pick me up. |
| Black eyed peas | Cook fresh black-eyed peas and rice for a Southern treat. |
| Broccoli | Top steamed broccoli with shredded low-fat cheese for a quick side dish. |
| Canned | |
| Fruit | Layer canned peaches packed in 100% fruit juice, low-fat yogurt and low-fat granola for a crunchy treat. |
| | Sprinkle ground cinnamon on canned pears packed in 100% fruit juice for an easy and tasty dessert. |
| Cantaloupe | Cantaloupe comes with its own serving bowl. Just slice it in half. |
| Carrots | For a colorful twist, add sweet-tasting shredded carrots to salads and sweet potatoes. |
| Eggplant | Put a new spin in your casseroles, toss in eggplant slices for a fabulous meal. |
| Frozen Vegetables | Toss in frozen vegetables with your main dishes to add a burst of color and flavor to your meals. |
| Green Beans | Cook green beans quickly for a healthy crunch. |



rethink YOUR DRINK

**QUICK QUIZ QUESTIONS FOR *RETHINK YOUR DRINK* SPIN WHEEL**

**When the wheel lands on a sugary drink:** (soda, energy drink, sports drink, vitamin-added water, fruit-flavored soda, fruit nectar, sweetened tea)

**"Name of sugary drink is a sugary drink, what can you do to drink less of it?"**

Examples of correct responses:

- Drink something healthy—like water—instead.
- Don't buy it as often.
- Drink it every other day.
- Add more ice.
- Use a smaller cup size.

**"Name of sugary drink is a sugary drink, what you can you drink instead of it?"**

Examples of correct responses:

- Diet or low calorie replacement
- Water, Calorie-free seltzer water
- Fat-free or 1% lowfat milk
- 100% juice in limited amounts

**When the wheel lands on water:**

**"How can you fit more water into your day?"**

Examples of correct responses:

- Carry a refillable water bottle.
- Drink water instead of a sugary drink.
- Drink water between meals and with snacks.

**When the wheel lands on 100% juice:**

**"How can you be sure a juice is 100% juice?"**

Answer: Read the Ingredients on the Nutrition Facts label; look for the percent juice.

**When the wheel lands on milk:**

**"How many glasses of milk do you drink in a day?"**

Note the recommendations below. Emphasize fat-free or 1% milk for anyone age two or older.

- Adults and children ages nine and up: Three cups per day
- Children ages four to eight years: Two-and-a-half cups per day
- Children ages two to three years: Two cups per day



## *RETHINK YOUR DRINK* SPIN WHEEL QUIZ

| SLOT | QUESTION | ANSWER | COMMENTS |
|---|---|---|---|
| rethink YOUR DRINK | Where are the calories listed on a beverage container? | On the Nutrition Facts label.<br>Show a beverage container and point to the number of calories on the label | *You can also find serving size, grams of sugar, grams of fat, vitamins, ingredients & more on the label.* |
| | Name two healthy drink choices. | Possible answers:<br>1. Water, seltzer water<br>2. Fat-free or lowfat milk<br>3. 100% juice | *Show fat-free or lowfat milk cartons, 100% fruit juice containers. Point to "100%" on the juice container label.* |
| | It is healthy for me to drink as much 100% juice as I want? | Not exactly…juice has a lot of natural sugar, so when possible eat the whole fruit instead.<br>Daily limits for 100% juice:<br>Adults: eight ounces (one cup)<br>Children: four to six ounces (about 1/2 to 3/4 cup) | *Show the cup sizes for a visual reminder of portion sizes.* |
| | How do I know the juice I'm buying is 100% juice? | Check the Ingredients on the Nutrition Facts label. | *Point to the percentage of juice on the label.* |

| | | | |
|---|---|---|---|
| | True or False: A major source of added sugar in American diets is from soda, energy drinks, and sports drinks. | True.[1] | |
| | Where does the 'energy' in an energy drink come from? | Energy drinks commonly contain sugar and stimulants, such as caffeine. | *Note that caffeine is not recommended for children, and that energy drinks do not need to disclose the amount of caffeine they contain.* |
| | True or False: Fruit nectar drinks are the same as 100% juice. | False. Fruit nectar and juice drinks have added sugar and may contain only two to ten percent juice. | *Show examples of nectars and juice drinks. Point to the percentage of juice on the label.* |
| | How do you know if your fruit nectar has added sugar? | Check the ingredients on the Nutrition Facts label. Ingredients are listed in order by weight, from most to least. | *If it's in the first three ingredients, you can be sure that added sugar is a major ingredient.* |
| | How many servings are in this bottle? | 1.5 servings | *It's important to note the serving size so you can get a true idea of how many calories are in your drink. There's actually 165 calories in this container.* |
| | How much fruit is in this fruit flavored soda? | None. | *Show 'fruit flavoring' in the ingredients listing* |

| | | | |
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| | What is a juice drink? | A juice drink is a sweetened juice product with minimal juice content. It is considered a sugar-sweetened beverage rather than fruit juice.2 | *Often, these products have added vitamins, like Vitamin C, added to improve their health profile.* |
| | True or False: Drinking sugary drinks nearly doubles the risk of dental cavities in children. | True.[3] | *Sugary drinks also add extra calories, which may contribute to weight gain.* |
| | Milk and milk products contain what important mineral? | Calcium.<br>Show the milk drink label card and point to the calcium on the label. | *Eat lowfat yogurt and cheese, or eat/drink calcium-fortified soy products as alternatives to milk.* |
| | Which types of milk are considered to be heart healthy? | Lowfat 1% and fat-free milk. | *Note that once children are over age two, switch to 1% or fat-free milk. Children under age two need whole milk for the extra fat and calories for brain development.* |
| | How many calories are in this bottle of soda? | 227 calories. | *For a 2,000 calorie diet, this is more than 10% of your calories for the entire day!* |
| | True or False: Drinking sugary drinks nearly doubles the risk of dental cavities in children. | True.[3] | *It also adds extra 'empty calories' to their diet, which can put them at risk for weight gain.* |

| | | | |
|---|---|---|---|
| | True or False: Kids need a sports drink after playing sports for an hour. | False. Sports drinks are unnecessary for children who exercise less than three hours in normal weather conditions.[4] | *Drink water before, during, and after playing sports to stay hydrated.* |
| | True or False: Soda, energy drinks, and sports drinks are a major source of added sugar and calories in American diets. | True.[2] | |
| | True or False: Adults who drink one or more sugary drinks a day are more likely to be overweight. | True.[5,6] | *Sweetened teas are considered sugary drinks –look at the Ingredient list and see that sugar is the second ingredient, after water.* |
| | *Show the Drink Label Card.*<br>How many servings are in this bottle of sweetened tea? | 2.5 | *It is important to note the serving size so you can get a true idea of how many calories are in your drink. There is actually 213 calories in this container.* |

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|---|---|---|---|
| | *Show the Drink Label Card.*<br>What are the first two ingredients in "Vitamin-Added Water" | Water and sugar. | *Fructose is also found in fruits. Eat fruits and vegetables the next time you want to give your body vitamins!* |
| | *Show the Drink Label Card.*<br>How many calories are in this bottle? | 125 calories. Note that there are 2.5 servings at 50 calories each in each bottle. | *While it is less calories than soda and juice drinks, over time 125 calories for each bottle can certainly add up.* |
| | What can you do to drink water instead of sugary drinks? | 1. Keep refillable water bottles with you.<br>2. Don't keep sugary drinks at home or in the workplace.<br>3. Set an allowance for the amount of money you can spend on sugary drinks – and gradually decrease it over time. | *You can do it. Your health is worth the effort.* |
| | *Show the Drink Label Card.*<br>How many calories are in this container? | Zero. | *Water. The natural, calorie-free way to rehydrate.*<br>*Drink. It. Often.* |

### RYD Spin Wheel Kit Sources


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4. Ahmad A. Water is top choice for keeping kids hydrated. *AAP News*. Aug 2008;29(8):29.

5. Babey SH, Jones M, Yu H, Goldstein H. *Bubbling Over: Soda Consumption and Its Link to Obesity in California*. Los Angeles, CA: UCLA Center for Public Health Advocacy; 2009.

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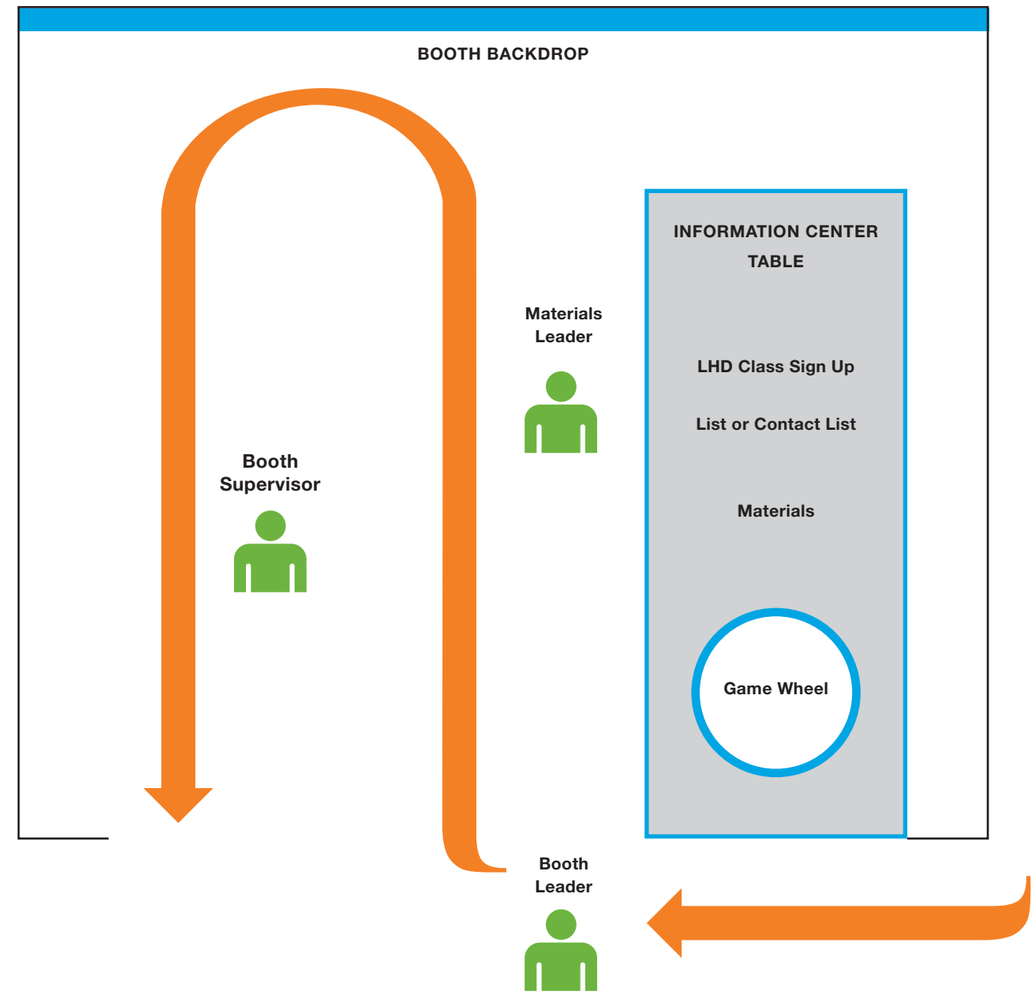
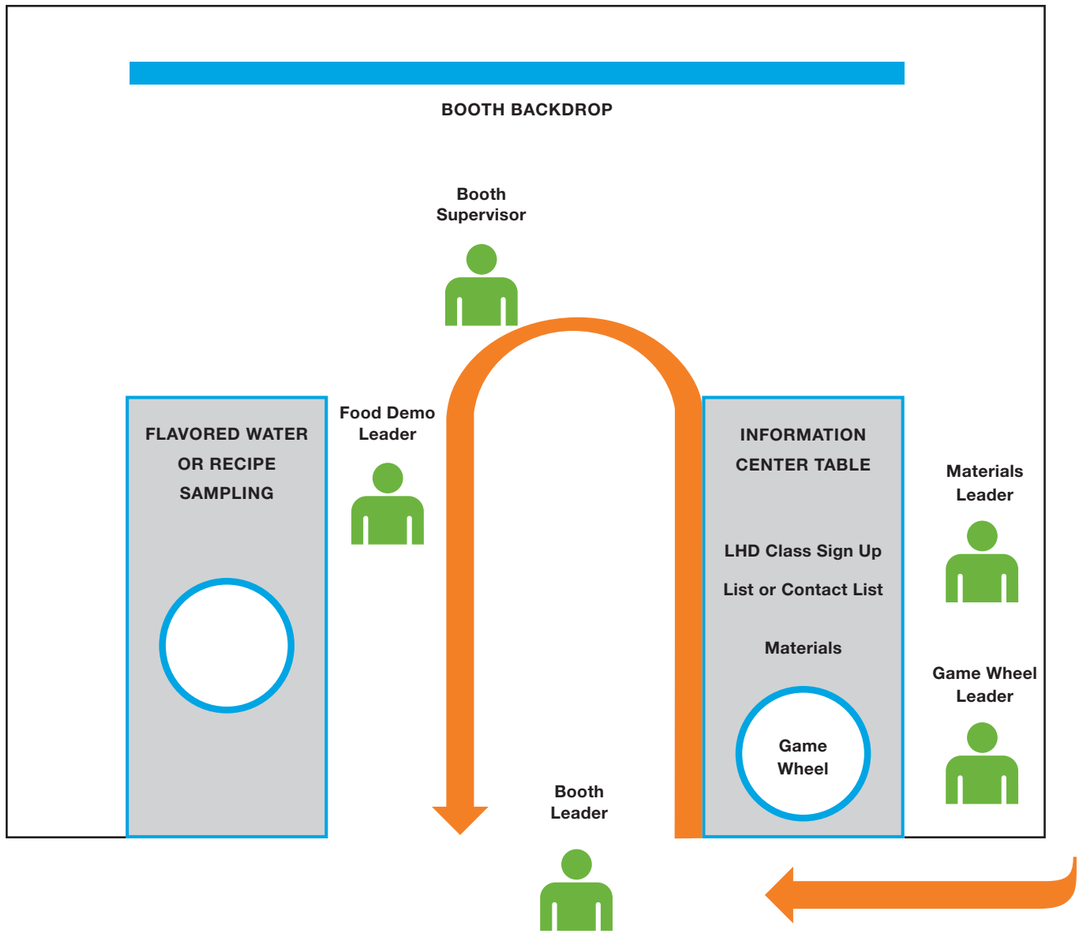
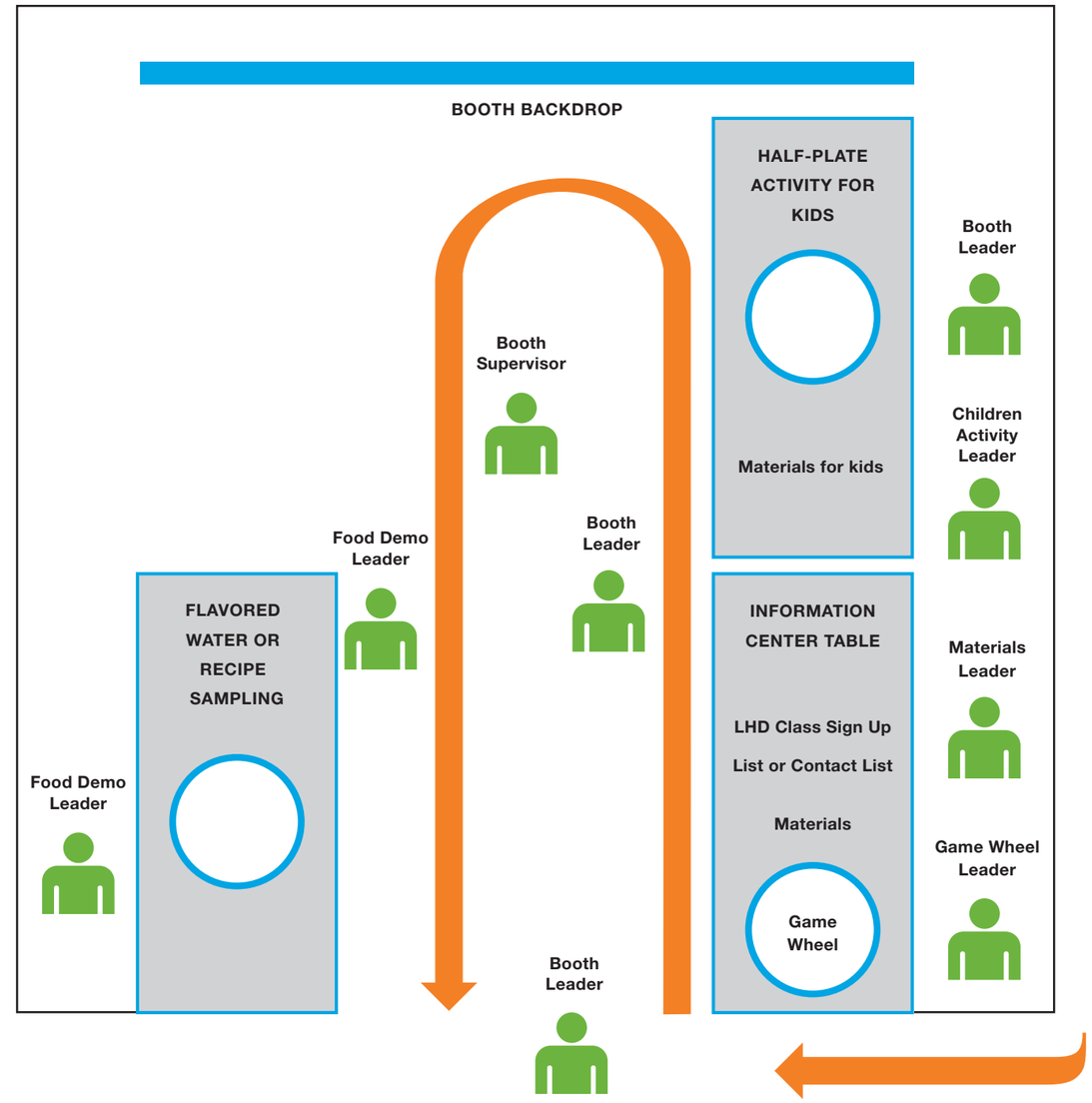
# Appendix H: Booth Layouts




BOOTH BACKDROP
Booth Supervisor
FLAVORED WATER OR RECIPE SAMPLING
Food Demo Leader
INFORMATION CENTER TABLE
LHD Class Sign Up
List or Contact List
Materials
Game Wheel
Materials Leader
Game Wheel Leader
Booth Leader


BOOTH BACKDROP
HALF-PLATE ACTIVITY FOR KIDS
Booth Leader
Booth Supervisor
Materials for kids
Children Activity Leader
Food Demo Leader
Booth Leader
FLAVORED WATER OR RECIPE SAMPLING
INFORMATION CENTER TABLE
LHD Class Sign Up
List or Contact List
Materials
Materials Leader
Food Demo Leader
Game Wheel
Game Wheel Leader
Booth Leader

# Appendix I: Media Relations Report

*Please attach print or digital clips with news coverage to your Media Relations Report.*

Name of community event: _____

Date(s) of the community event: _____

| PRINT | | | | |
|---|---|---|---|---|
| Name of Publication | Type of contact (article, event calendar, letter to editor) | # of times outlet was contacted | Date printed | Circulation number |
| *My Town Daily News* | *Article* | *1* | *7/10/13* | *20,000* |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| BROADCAST (RADIO OR TV) | | | | |
|---|---|---|---|---|
| Name of Radio or TV station | Type of contact (public service announcement, interview) | # of times outlet was contacted | Date aired | Number of listeners/ viewers |
| *KNTW 100.1* | *Interview* | *3* | *7/2/13; 7/4/13* | *50,000* |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| DIGITAL | | | | |
|---|---|---|---|---|
| Name of Publication | Type of contact (link, article) | # of times outlet was contacted | Date posted | Number of viewers |
| *www.mytownevents.com* | *Article* | *1* | *7/10/13* | *2,000* |
| | | | | |
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APPENDIX I

## Acknowledgments:

The Nutrition Education Obesity Prevention Branch recognizes the following key contributors in the development of this project: *Jackie Richardson*, California Department of Public Health; *Kristy Garcia*, *Keirsten Mihos*, *Ignacio Romero*, *Emily Pérez*, Public Health Institute; *Della Gilleran*, Marketing by Design.

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from the U.S. Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education, known in California as CalFresh. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

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300328/Rev 01/15