



CONDUCTING SUCCESSFUL
**Nutrition Education and
Physical Activity Promotions**
AT COMMUNITY EVENTS







Welcome

Dear *Network for a Healthy California*
Champions for Change Partners:

Thank you for working to educate and empower food stamp eligible families about the health benefits of fruits, vegetables, and physical activity. These families rely on you as a trusted source of information. Your community events are helping 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 organizations and partners like you who conduct community events. Inside you will find information and guidelines to help you:

- identify appropriate community events;
- set up an attractive and well-attended educational booth;
- recruit volunteers;
- reach food stamp eligible families;
- promote healthy behaviors;
- conduct media relations; and much more.

Start by reading the entire manual and in the future use it as a reference for the sections you need. We encourage you to seek out partners, such as health agencies, churches, and community-based organizations as well as *Regional Networks for a Healthy California*, Regional Collaboratives, and other *Network*-funded agencies, to coordinate efforts for healthy eating and physical activity in your area. And, thanks for being a champion for healthy changes in your community.

Best Wishes,

Network for a Healthy California staff



DUCTING SUCCESSFUL

tion Education and

l Activity Promotions

COMMUNITY EVENTS







CONDUCTING SUCCESSFUL
**Nutrition Education and
Physical Activity Promotions**
AT COMMUNITY EVENTS







You should also look for opportunities to educate community members about fruit and vegetable consumption and physical activity around the following health-related themes and observances:

National Nutrition Month — March
American Cancer Society’s Spring Into Health — April
Fruit and Veggie Fest — May
Walk to School Day — October
National Diabetes Month — November

There are a number of other community events occurring throughout the year. Sources where this information might be available include:

Churches
Community-based organizations
Community colleges
Chambers of Commerce
Hospitals
Local government agencies, such as health departments and parks and recreation departments
Ethnic or cultural Web sites

Visit www.gocee.com/kc/festivals.htm or www.gocalifornia.about.com/cs/californiamenu/a/festivals.htm to find out about other community events in your area.



After compiling your list of local events, the next step is to carefully research those events that seem most appropriate for meeting your goals and maximizing your efforts. Your goal is to learn as much as possible about the event and determine whether the event is an appropriate venue to reach your audience and educate community members about fruit and vegetable consumption and physical activity. When researching local events, consider the following:

- **What is the average attendance at the event?**

It’s important to keep in mind that larger events are not necessarily better events, as smaller events might be more tailored to attract the specific audience you are trying to reach. Attendance numbers from previous years can help you realistically estimate how many people you can expect to reach. Being able to predict attendance is also necessary to determine whether the cost of the event is justified.

A CHECKLIST TO IDENTIFY COMMUNITY EVENTS

Following is a list of questions you should answer as you determine if a community event will enable you to meet your goals and objectives. If most of the answers to the questions are positive and support your objectives, then consider participating in the community event.

<input type="radio"/>	Do members of the community you are trying to reach attend the event?
<input type="radio"/>	Does the event charge an entry fee? If so, how much is it? Is the fee appropriate for the community members you are trying to reach?
<input type="radio"/>	Is the event conveniently accessed by public transportation?
<input type="radio"/>	Is the event well established and well known throughout the community?
<input type="radio"/>	What was the attendance during previous years?
<input type="radio"/>	How much will it cost to be a vendor at the event, and is the cost reasonable based on the number of community members you expect to reach?
<input type="radio"/>	Does the event offer a nonprofit or discounted rate for community-based organizations?
<input type="radio"/>	Does the event have other health-related vendors? If so, what organizations do they represent?
<input type="radio"/>	Who are the event sponsors and other vendors? Do the other vendors and sponsors promote healthy behaviors like healthy eating and physical activity? Do the other vendors and sponsors promote unhealthy behaviors like smoking or alcohol use?
<input type="radio"/>	Does the event provide an appropriate environment for educating community members about fruit and vegetable consumption and physical activity?
<input type="radio"/>	What types of activities are allowed at the event? (e.g., food demonstrations, physical activity breaks, children’s activities, etc.)
<input type="radio"/>	What kind of media exposure will come from the event?

Tip

In pursuing partnerships, make sure that the organization has a credible reputation in the community and demonstrates business practices that are socially, environmentally, and politically responsible. Also ensure that your missions, values, and goals are complementary.

- After your meeting, assess the information you 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 to be drawn up, 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 up until the event and make sure you ask any questions you might have.

PARTNERING WITH OTHER ORGANIZATIONS AT COMMUNITY EVENTS

There are several reasons why your organization should consider partnering with local agencies at community events. In addition to sharing costs and labor hours, partnering with other agencies will help maximize your ability to conduct effective outreach to community members. By working together, you can reach greater numbers of event participants and implement a variety of booth activities.

Your partnership with local agencies could include the following:

- Sharing booth space.
- Maximizing staff available to manage the booth.
- Providing additional educational materials for distribution.
- Including health/nutrition experts to interact with participants.

Once you have identified a potential partner, you should contact the agency and invite them to join your organization at an upcoming event. It is important that you contact a potential partner as far in advance of the event as possible, and be able to clearly explain why your event partnership is a beneficial collaboration for both organizations. Keep in mind that the potential partner may know nothing about the upcoming event or may already be planning to participate.

It is important that potential funding partners have an interest in the same community members you are trying to reach and have an overall desire to serve the community-at-large. Otherwise, there is no benefit for them to assist you financially in your efforts.

All potential partners should be evaluated to determine if the organization is a suitable partner. By establishing an association with the organization, your program along with the *Network for a Healthy California* and its target audience should be impacted in a positive way. In pursuing partnerships, make sure that the organization has a credible reputation in the community and demonstrates business practices that are socially, environmentally, and politically responsible. It is also encouraged that you recruit partners who enhance the credibility of the *Network for a Healthy California* and whose positive influence can be leveraged at the state and local levels.

You should identify potential financial partners several months in advance of the community event through a letter or phone call. When you contact them, you should know exactly what you're asking of them, and be prepared to provide potential partners with several sponsorship opportunities. Look at existing event sponsors and consider sharing booth space with an appropriate partner.

Potential partners to help offset costs may include:

County health departments
Community foundations
Food and beverage companies with complementary health promotion goals like Dole, Fresh Express, Welch's, and Fresh Choice
Grocery stores
Health care providers
Health insurance companies and foundations
Local retailers with complementary health promotion goals
Other community-based organizations promoting health among the same target audience
Produce growers







Booth Supervisor

In order to have a successful event, the staff must work like a team. Ideally, a local representative from the *Network for a Healthy California* should be responsible for supervising all aspects of your booth activities beginning with recruiting staff and ending with breaking down your booth space and completing evaluation summaries. If a local *Network for a Healthy California* representative is not available, then a trained volunteer from a reputable health organization may serve in this capacity.

Following is a list of tasks the booth supervisor is responsible for:

- Recruiting booth operators
- Conducting orientation/training of the booth operators
- Assigning booth responsibilities
- Ordering sufficient supplies of educational materials
- Storing, shipping, and transporting educational materials
- Providing sufficient quantities of consumer surveys
- Informing community members and partners about your participation in the event to help drive traffic to your booth
- Overseeing the booth operators at the event
- Coordinating booth set up and break down, including banners and signage throughout the event
- Ensuring that the booth activities are conducted consistently, with high quality, and according to the guidelines in this publication
- Ensuring that the messages delivered by the booth operators are accurate and consistent
- Monitoring the distribution of educational materials
- Ensuring the booth space is organized, tidy, festive, and attractive
- Taking photographs of the booth operators interacting with event participants
- Interacting with media and serving as a spokesperson when appropriate
- Completing and submitting evaluation reports







Implementing Physical Activity Demonstrations

The physical activity demonstrator will lead participants through fun and simple activities they can do at home or work to achieve their physical activity recommendations. Here is a sample of what a physical activity demonstration may consist of:

- Welcome to the physical activity zone! Please spread out to about an arm-length apart so you have room to enjoy a little physical activity.
- I'm going to demonstrate a simple activity you can do to break up long periods of sitting, such as when you're at home watching TV or at work if you sit behind a counter or desk. You can do these simple trunk rotations during commercials or on a break.

Tip

For handout instructions on how to lead the trunk rotation demonstration and conduct other physical activity demonstrations, go to www.networkforahealthycalifornia.net. This Web site also contains physical activity handouts that you may want to download and distribute to the participants.

- From a straight standing position with your hands on your hips, rotate your upper body as far as possible to your left, and then to your right. Do this with a smooth, even motion. Do not rotate too quickly or jerk your body. The motion will stretch your back, sides, and hips. Let's repeat this motion 10 times in each direction.

- While we're doing these trunk rotations, I have a few helpful tips to share with you that will help you get more physical activity into your daily routine.
 - ▶ First, you may have heard that adults need to do at least 30 minutes of moderate-intensity physical activity every day. If this seems like a lot of activity, try doing 10-minute physical activity sessions 3 times per day. You might try walking or playing ball. Do the kinds of activities that you really enjoy.
 - ▶ For those of you with children or teens, they need at least 60 minutes of physical activity every day. You can make physical activity a family goal. One suggestion might be to go for a brisk family walk after dinner.
 - ▶ For overall fitness, it is also important to do stretching exercises and build your muscle strength every week.
 - ▶ Once you begin a physical activity routine for you and your family, you'll be surprised by how good you feel and how quickly it will become a healthy habit!
- Now that we're done with our trunk rotations, I'd like to hear your ideas. What do you do to be physically active, and how do you keep yourselves motivated? For those of you with children or teens, what do you do to keep them physically active and what kinds of activities do you do as a family?
- Thank you for participating in the physical activity demonstration and for sharing your great ideas. You are all physical activity champions!

As you think through the logistics of your food demonstration, make sure you determine whether you need to obtain a permit to conduct food demonstrations at your booth. You should call your local health department to explain your food demonstration 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, and access to water.

Tip

To obtain free or reduce-priced produce for your basket and food demonstrations, partner with grocery stores, farmers' markets, or local farmers.

Key Elements of Successful Food Demonstrations

- Food demonstrators should be friendly and engage event participants in conversation about healthy eating.
- Your food demonstration area should capture people's attention. Colorful signage and an approachable food demonstrator will help.
- While preparing recipes, demonstrators should explain that healthy eating can be easy and inexpensive. They should also show how to select, ripen, and store featured fruits and vegetables, as well as discuss the benefits of eating a diet rich in fruits and vegetables. *Produce Quick Tips* feature information on a variety of produce and are available at www.networkforahealthycalifornia.net/retail.

- Food demonstrators should have educational materials, such as recipes and tips on cooking healthier, to hand out to event participants.
- For more details on how to conduct a successful food demonstration, go to www.networkforahealthycalifornia.net/retail.

Keeping Food Safety Top-of-Mind

Following are some general food safety tips:

- Safety and sanitation are your top priority when conducting food demonstrations.
- Never leave food unattended.
- Never give a child a sample without a parent's permission. The parent should always be present.
- Never let someone "double-dip" and contaminate food with his/her food utensil. It's always better to serve individual servings rather than have one bowl for dipping.
- Don't let event participants serve food. Your food demonstrator should be the only one serving food.
- Be careful with electricity and electrical cords. Be sure cords are not obstructing walking paths.
- All persons preparing or serving food must keep their hands clean at all times. Hands must be washed with soap and water after using the restroom.

Tip

To become a certified food handler, attend the ServSafe® training program. For more information, visit <http://www.calrest.org/edfoundation/foodsafety.asp>.





TYPES OF MEDIA

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

ELECTRONIC MEDIA
Talk/news/music radio shows
Local television news
ALTERNATIVE MEDIA
Church bulletins/newsletters
Internet postings on community calendars, message boards, partner sites, etc.
Newsletters published by community groups, health organizations, etc.
E-mail distribution lists
PRINT MEDIA
Weekly community newspapers
Ethnic newspapers
Entertainment publications that provide community calendars
Daily newspapers

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
- Alternative Media – editor
- 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.

Make sure that alternative media outlets receive your media materials in the same timeframe as general media. When doing media relations, it is important to include publications/newsletters at churches and other community-based organizations in your area. Call to find out who is the contact person that can print your information as part of a calendar listing or make a brief announcement. Be sure to ask if they would like information faxed, e-mailed, or sent by U.S. mail, and in what format.

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 information than the news advisory or calendar release.

Your participation in an event provides you with an opportunity to promote your program’s successful efforts to improve fruit and vegetable consumption and physical activity in the community. The following tips will help you develop an effective press release:

- Press release copy should be double-spaced and only on one side of each page.
- 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.
- Put the key elements of your press release in the first two paragraphs. Make sure your news is clearly detailed in the first paragraph.
- The body of your press release should explain the who, what, when, where, and why of your efforts at the community event.
- Quotes from representatives of your organization should be included to support your story and add a personal perspective. A quick way to get their attention is to include a captivating quote in the first paragraph.

- Use accurate statistics to emphasize your message points and demonstrate the relevance of your outreach efforts.
- Be brief and concise. Your press release should be no more than two pages.
- Always provide a contact name and phone number.

Tips

Recommended timing for distribution of a press release and PSA

Check for publication dates of magazines or newspapers on your distribution list. Make sure your press release reaches the editor by that date. If the information included in the press release should not be published before a specific date, place an embargo statement, such as “not for publication before...”

Submit a PSA to your local radio station at least 2½ weeks prior to your event.

If necessary, the newspaper can convert your color photos to black and white. Send one or two photos along with short captions to your community papers. In your captions, be sure to include names and titles of everyone in the photograph, as well as a brief description of the action taking place (e.g., *Network for a Healthy California—African American Campaign* empowers those attending the Martin Luther King Jr. Festival on February 9 to eat more fruits and vegetables and enjoy more physical activity every day.) Generally, papers won't use photos without a professional touch, so a professional photographer can make the difference between getting a story and missing out on coverage.

- 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.

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 electronic media
- Listen to broadcast media for the next week

The *Regional Networks for a Healthy California (Regional Networks)* may be able to assist you by providing media contact lists, sample media outreach tools, and information on their experience in conducting media outreach. To find a *Regional Network* in your area, visit www.networkforahealthycalifornia.net.











Consumer Survey Protocol

INTRODUCTION

The consumer survey is a key component of your outreach activities. The survey helps to collect important information about the target audience such as fruit and vegetable consumption, physical activity levels, and demographic information. Also, subsets of the survey questions, which can be revised every year, pertain to a specific community issue. Question may assess respondent's perceived barriers to fruit and vegetable consumption, physical activity, and solutions to these barriers. The purpose of the Consumer Survey is to provide you with data that can aid in gauging the effectiveness of your booth as well as to help modify their activities to ensure that their program is successful.

ADMINISTERING THE SURVEY

- Appropriate settings for the Consumer Survey include, but are not limited to, festivals, food demonstrations, and nutrition education classes. However, the setting must be conducive for a one-on-one interview. You should not administer survey if: music is too loud for you to talk clearly, you are the only person at the event, or you cannot devote sufficient time to administering the survey.
- This survey is to be assisted. This means that the project staff administering the survey must read the instructions, questions, and all response categories to the participant and fill out the answers as they respond. The respondent should NOT fill out their own questionnaire and return it to staff.
- Do not administer the survey to more than two people at a time. This is to ensure that you are giving each person appropriate assistance.
- Collect a minimum of 30 surveys.

STEPS:

1. Write the event name, city, and zip code in the space provided on the top of the surveys before beginning.
2. Provide the participant with a copy of the survey and retain a copy for yourself to fill out.
3. Tell the participant that he/she will follow along while you read aloud the participant instructions, questions, and response categories.
4. Tell the participant that you will fill out the survey for him/her.
5. Read aloud slowly the participant instructions. Ask the participant if he/she has any questions.
6. Read aloud slowly each question and response category. Please let the participant know that you will read them all before they respond with their answer choice.
7. At the end of the survey, thank the participant for helping to improve your activities and give the participant a nutrition education reinforcement item.

Project Site: _____ Event: _____
City of Event: _____ Zip Code of Event: _____

All information given here will be kept confidential and not shared with any other agency.

CONSUMER SURVEY

SURVEYOR'S VERSION

(Make sure to read all questions and answer choices before reporting the respondents answer. Then please check off the participants' response. Read all statements in bold to the participant. Statements that are italicized are for your use only.

Hello. I will be asking you some questions related to healthy eating and physical activity. This survey should take no longer than 10 minutes to complete and all your answers will be kept confidential. All of the answers will be grouped together. Your specific answer will not be shared with anyone. The first question is about messages related to healthy eating and physical activity.

(Read question)

1) Before today, have you heard or seen the message "Eat fruits and vegetables and be active every day for better health?"

₁ Yes ₂ No ₃ I'm not sure

The next set of questions are about fruits and vegetables and physical activity.

(Read questions)

2) On average, how many cups of fruits and vegetables do you eat every day?

(Give examples of what a cup of fruit looks like, e.g. small apple = 1 cup. Please have a measuring cup on hand to help people visualize what a cup is)

₁ 3 or less ₂ 3½ ₃ 4 ₄ 4½ ₅ 5 ₆ 5½
₇ 6 ₈ 6½ ₉ More than 6½ ₈₈ I don't know

3) How many cups of fruits and vegetables should you eat every day for good health?

(Give examples of what a cup of vegetables looks like, e.g. one cupped handful of baby carrots = 1/2 cup. Please have a measuring cup on hand to help people visualize what a cup is)

₁ 3 or less ₂ 3½ ₃ 4 ₄ 4½ ₅ 5 ₆ 5½
₇ 6 ₈ 6½ ₉ More than 6½ ₈₈ I don't know

4) Outside of work, on average, how many minutes do you spend each day doing moderate-intensity physical activities, such as dancing, walking, playing sports, or housework?

₁ Less than 30 ₂ 30-60 ₃ More than 60 ₈₈ I don't know

5) How many minutes of physical activity should you do each day for good health?

₁ Less than 30 ₂ 30-60 ₃ More than 60 ₈₈ I don't know

All information given here will be kept confidential and not shared with any other agency.

6) Who motivates you to want to make changes in your community to make it easier for people to eat healthy?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Family | <input type="checkbox"/> ₈ Community Action Groups, like neighborhood watch, neighborhood council |
| <input type="checkbox"/> ₂ Pastor | |
| <input type="checkbox"/> ₃ Member of Church | <input type="checkbox"/> ₉ Community Organizations |
| <input type="checkbox"/> ₄ Doctor | <input type="checkbox"/> ₁₀ Nurse |
| <input type="checkbox"/> ₅ WIC Counselor | <input type="checkbox"/> ₁₁ Other (specify) _____ |
| <input type="checkbox"/> ₆ Nobody | <input type="checkbox"/> ₈₈ Don't know/not sure |
| <input type="checkbox"/> ₇ Friends | |

7) Who motivates you to want to make changes in your community to make it easier for people to be physically active?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Family | <input type="checkbox"/> ₈ Community Action Groups, like neighborhood watch, neighborhood council |
| <input type="checkbox"/> ₂ Pastor | |
| <input type="checkbox"/> ₃ Member of Church | <input type="checkbox"/> ₉ Community Organizations |
| <input type="checkbox"/> ₄ Doctor | <input type="checkbox"/> ₁₀ Nurse |
| <input type="checkbox"/> ₅ WIC Counselor | <input type="checkbox"/> ₁₁ Other (specify) _____ |
| <input type="checkbox"/> ₆ Nobody | <input type="checkbox"/> ₈₈ Don't know/not sure |
| <input type="checkbox"/> ₇ Friends | |

The next set of questions are about your opinions and beliefs.

(Read questions)

8) Do you agree or disagree with the following statement? Laws should be passed that make it harder for food companies to use billboards, bus ads, and other out-doors advertisements to market unhealthy foods to children.

- ₁ Strongly Agree ₂ Agree ₃ Disagree ₄ Strongly Disagree

9) Do you agree or disagree with the following statement? Being overweight or obese can cause serious health problems like diabetes, cancer, or heart disease.

- ₁ Strongly Agree ₂ Agree ₃ Disagree ₄ Strongly Disagree

10) Do you think that obesity, or being severely overweight, increase a child's chance of developing a serious childhood health problem?

- ₁ Yes, a lot ₂ Yes, a little ₃ No ₈₈ I don't know

All information given here will be kept confidential and not shared with any other agency.

The next set of questions are about you. Please remember that everything you share with me will be kept confidential.

(Read questions)

11) How many people are in your household (yourself included)? _____

12) How many children under 18 are in your household? _____

13) What is your gender: ₀ Male ₁ Female

14) What is your age? _____

15) What race/ethnic group do you identify with:

- | | |
|--|---|
| <input type="checkbox"/> ₁ Latino/Hispanic/Mexican-American | <input type="checkbox"/> ₄ Other |
| <input type="checkbox"/> ₂ African American/Black | <input type="checkbox"/> ₅ Caucasian/White |
| <input type="checkbox"/> ₃ Asian/Pacific Islander | |

16) What language is spoken in your home?

- ₁ Spanish ₂ English ₃ Both Spanish and English equally ₄ Other _____

17) What is your annual household income:

- | | |
|---|---|
| <input type="checkbox"/> ₁ Under \$18,800 | <input type="checkbox"/> ₆ \$44,601-\$51,100 |
| <input type="checkbox"/> ₂ \$18,801-\$25,300 | <input type="checkbox"/> ₇ \$51,101-\$57,500 |
| <input type="checkbox"/> ₃ \$25,301-\$31,800 | <input type="checkbox"/> ₈ \$57,501-64,000 |
| <input type="checkbox"/> ₄ \$31,801-\$38,200 | <input type="checkbox"/> ₉ \$64,001+ |
| <input type="checkbox"/> ₅ \$38,201-\$44,600 | |

18) In the last two years, have you or anyone in your household, including your children, used any of the following services? (Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> ₁ WIC | <input type="checkbox"/> ₉ Free or reduced price school breakfast program |
| <input type="checkbox"/> ₂ Healthy Families | <input type="checkbox"/> ₁₀ TANF |
| <input type="checkbox"/> ₃ ESL | <input type="checkbox"/> ₁₁ Healthy Start |
| <input type="checkbox"/> ₄ Medi-Cal | <input type="checkbox"/> ₁₂ Free or reduced price school lunch program |
| <input type="checkbox"/> ₅ Head Start | <input type="checkbox"/> ₁₃ Cal-Works |
| <input type="checkbox"/> ₆ Summer Food Program for Children | <input type="checkbox"/> ₁₄ Migrant Education |
| <input type="checkbox"/> ₇ Food Stamps | <input type="checkbox"/> ₁₅ No, none of them |
| <input type="checkbox"/> ₈ Receive unemployment benefits | |

Volunteer Recruitment Letter

Date

<<Name>>

<<Organization>>

<<Address>>

<<City, State and Zip Code>>

Dear _____,

On behalf of the *Network for a Healthy California*, I would like to invite you and other members of (name of organization) to join us as volunteers at the <<name of event/festival>> on <<date of event/festival>>.

Volunteers play an important role at our community events, because they help to educate the community about proper nutrition and physical activity. As you may know, poor diet and physical inactivity are among the leading causes of serious problems such as obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

At our booth, we will provide a variety of entertaining, and educational activities, which reinforce the importance of eating the recommended amount of fruits and vegetables and engaging in physical activity every day.

We will be hosting a volunteer orientation meeting on <<date of meeting>> at <<location>>. Please mark your calendar! Again, we hope you can join us as a volunteer and support the effort to help members of our community make healthier lifestyle choices.

I will follow up with you in a couple of days to determine your interest. At that time, I can answer any questions you may have about our outreach efforts and your role as a volunteer.

Sincerely,

<<Your name>>

<<Name of your organization>>

Volunteer Orientation Agenda

INTRODUCTIONS

- Ensure that all volunteers and *Network for a Healthy California* representatives who will be hosting your booth have been introduced.

OVERVIEW OF THE COMMUNITY EVENT

- Briefly describe the community event, providing background information on its organizers, sponsors, themes, and other vendors.

DATES, TIMES, AND OTHER DETAILS

- Provide the event dates, and outline specific times each volunteer should report to the event location to begin working. Also, provide a volunteer work schedule (see Appendix E).
- Provide the exact address of the event along with information about parking.
- Review the dress code with your volunteers, and provide name tags and distribute *Network for a Healthy California* t-shirts to be worn while working.

ROLES AND RESPONSIBILITIES

- 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 fruit, vegetable, and physical activity game wheel, and assist in administering consumer surveys.
- Train volunteers on the key messages they should communicate to event participants regarding the daily recommended amount of fruits and vegetables, daily recommended levels of physical activity, health benefits of fruits, vegetables, and physical activity, and much more. To obtain up-to-date health messages, go to **www.networkforahealthycalifornia.net**. Select the Fruit, Vegetable, and Physical Activity Campaigns link under Organization and then click on the Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events Additional Resources link.

Volunteer Sign-In Sheet and Booth Staff Schedule

Network for a Healthy California

BOOTH STAFF SCHEDULE

Event Name: _____ Date: _____

JOB	Morning Shift (_____)	Afternoon Shift (_____)
Booth Supervisor		
Line Staff		
Game Wheel Administrator		
Resource Distributor		
Consumer Survey Administrator		

Media Advisory

Contact: <<name, title>>
<<phone number>>
<<email address>>

MEDIA ADVISORY

(sample)

Network for a Healthy California

Promotes Building a Healthy Body and Soul

Program Promotes Healthier Eating and Regular Physical Activity

WHO: *Network for a Healthy California*

WHAT: Inland Empire residents are encouraged to visit the *Network for a Healthy California* booth at the Fun Quest & Health Festival to learn more about the health benefits of eating fruits and vegetables and engaging in physical activity every day.

Those who visit the *Network for a Healthy California* booth will be able to talk to registered dietitians who will answer health- and diet-related questions and receive free blood pressure, diabetes, and cholesterol screenings.

WHEN: <<date>>
<<time>>

WHERE: <<location>>
<<address>>

WHY: According to the American Diabetes Association, African Americans are almost twice as likely to have type 2 diabetes, which can lead to blindness, kidney disease, amputations, heart disease and stroke. Poor diet and physical inactivity are the leading causes of diabetes.

Calendar Release

Contact: <<name, title>>
<<phone number>>
<<email address>>

CALENDAR RELEASE

(sample)

Network for a Healthy California

Promotes Building a Healthy Body and Soul

WHO: *Network for a Healthy California*

WHAT: Inland Empire residents are encouraged to visit the *Network for a Healthy California* booth at the Fun Quest & Health Festival to learn more about the health benefits of eating fruits and vegetables and engaging in physical activity every day.

WHEN: <<date>>
<<time>>

WHERE: <<location>>
<<address>>

Press Release

Contact: <<name, title>>
<<phone number>>
<<email address>>

For Immediate Release

NETWORK FOR A HEALTHY CALIFORNIA PROMOTES BUILDING A HEALTHY BODY AND SOUL

San Bernardino, CA – Joe Smith of Friendship Church is “Fun Quest & Health Festival 200X” outreach coordinator for the *Network for a Healthy California*. On Saturday, October 27 from 10:30 am to 3:30 pm, Smith will host a fun and entertaining booth to educate community members about the benefits of eating fruits and vegetables and doing physical activity every day. He will encourage festival participants to play the fruit, vegetable, and physical activity game wheel, offer tasty fruit and vegetable samples, involve the kids in fun physical activity demonstrations, and distribute colorful cookbooks, t-shirts, and much more! Community members can also talk to registered dietitians who will answer health questions, and they will receive free blood pressure, diabetes, and cholesterol screenings. All of the festivities will take place at San Bernardino Stadium (280 South E Street), which is at the end of the 13th annual Red Ribbon Week parade route that starts at 10:00 am.

Smith, affectionately referred to as Joe, stated “people are not eating enough fruits and vegetables and not getting enough physical activity. It is more important than ever to eat right and be active because obesity is such a costly problem in California.”

Smith is part of a much larger effort in San Bernardino to improve the community’s health. He is joined by churches, the local health department, schools, community youth organizations, grocery

stores, farmers' markets, and community leaders to fight the war on obesity. Smith and community groups know that improvements in healthy eating and physical activity can be achieved when people come together to provide education and create living conditions where fruits, vegetables, and physical activity are easy to access in the community. Smith notes that "this festival is just one of many ways to educate people about healthy eating and physical activity. We must encourage healthy foods and safe physical activity opportunities throughout our community if we are to build a healthy San Bernardino."

Smith is a member of the *Network for a Healthy California's* Advisory Council whose mission is to increase fruit and vegetable consumption and physical activity among low-income Californians. For more information, contact (555)555-5555. The *Network for a Healthy California* is funded by the United States Department of Agriculture's Food Stamp Program.

###

Public Service Announcement

ORGANIZATION: <<organization>>
<<name>>
<<title>>
<<address>>

START USE: <<date>>
STOP USE: <<date>>

CONTACT: <<name>>
<<organization>>
<<phone number>>
<<fax number>>
<<email address>>

Reading Time: 20 Seconds

Spin the Fruit, Vegetable, and Physical Activity Game Wheel and collect recipes for tasty heart healthy dishes, physical activity tips, and more; Saturday, October 27, at Fun Quest and Health Festival 200X in the San Bernardino Stadium immediately following the Red Ribbon Week Parade. Eat the recommended amount of fruits and vegetables every day and be active for better health! Join the *Network for a Healthy California* on Saturday, October 27 from 10:30 am – 3:30 pm to find out how.

Canned Story

Soulful and Healthy Summer-time Cooking The Network for a Healthy California — African American Campaign Tells How

In the continuing series on African American Health, the *Network's African American Campaign* has partnered with the ACC Church News to raise awareness about the growing health concern in our communities.

Finally, summer is here! Time to bring out the sunglasses, grab a basket of fruit, a crisp fresh vegetable salad and head to the park or back yard for a traditional summer barbecue. We all know a great barbecue takes lots of planning, so the *African American Campaign* is pleased to offer healthy and nutritious recipes to help get your summer cookout and picnic off to a great start. In this article, we've included healthy eating tips and great recipes. As we've discussed throughout this series, African Americans face a continuing health challenge. The department of Health and Human Services estimates that unhealthy eating and inactivity contribute to between 310,000 and 580,000 premature deaths each year.

"African Americans are not eating a low-fat diet because 85 percent are not in the habit; 59 percent do not like the taste and 47 percent say it's too hard to buy in restaurants," said Myrtis Tracy, MS, RD, of the Los Angeles Blacks in Nutrition and Diabetes (LABIND). Experts agree that these factors contribute to the growing health problems among African Americans. The *Campaign* is concerned about this trend and works to help families find ways to change these habits by sharing a colorful variety of tasty fruit and vegetable recipes. A key strategy they recommend is to start by finding fruits and vegetables you like and try new foods often. Reward restaurants where you can get healthy menu options by choosing them as your place to eat. The *Campaign* also reminds us that nutrition and physical activity go hand in hand to protect your health. Take advantage of the longer daylight hours that make taking a walk or playing ball after work or school easier.

The *African American Campaign* wants you to know that improving your health and managing your weight doesn't require a lot of effort. Fortunately, eating the recommended amount of fruits and vegetables and doing 60 minutes of physical activity for adults and children a day, can make a difference. Family potlucks and church picnics are a good time for family and church members to try new foods. Here are a few recipes that will help you create delicious and healthy meals that will nurture your body while pleasing your soul.

PARADISE FREEZE

This dessert is simple to make, using just a few ingredients and a blender.

Makes 4 servings. 1 cup per serving.

Prep time: 5 minutes

Ingredients
1 large banana
2 cups strawberries
2 ripe mangoes, chopped
½ cup of ice cubes

Preparation

1. Combine all ingredients in a blender or food processor container. Blend until mixture is smooth.
2. Pour into glasses and serve.

Nutrition information per serving: Calories 121, Carbohydrate 31 g, Dietary Fiber 4 g, Protein 1 g, Total Fat 1 g, Saturated Fat 0 g, Trans Fat 0 g, Cholesterol 0 mg, Sodium 3 mg



Building a Healthy Body & Soul

Eat Fruits and Vegetables
and Be Active Every Day
for Better Health!



www.championsforchange.net

Herbed Potato Salad

Fresh vegetables and a light vinaigrette give this salad a lively flavor.

Makes 6 servings. ½ cup per serving.

Prep time: 20 minutes Cook time: 15 minutes

Ingredients

1½ pounds red potatoes (about 8 potatoes), cut into cubes
½ cup light Italian dressing
½ tablespoon spicy brown mustard
1 tablespoon chopped fresh parsley
1 teaspoon garlic salt
½ teaspoon ground black pepper
½ cup chopped red bell pepper
½ cup chopped green bell pepper
½ cup sliced green onions

Preparation

1. In a large pot, cook potatoes in boiling water until tender, about 10 minutes (do not overcook). Drain well and let cool.
2. Cut potatoes into bite-size pieces and place in a medium bowl.
3. In a small bowl, combine dressing, mustard, parsley, and seasonings; pour over potatoes and toss well.
4. Carefully stir in bell peppers and green onions. Cover and chill until ready to serve.

Nutrition information per serving: Calories 132, Carbohydrate 24 g, Dietary Fiber 4 g, Protein 2 g, Total Fat 4 g, Saturated Fat 1 g, Trans Fat 0 g, Cholesterol 0 mg, Sodium 441 mg

The *African American Campaign* is working to build partnerships with faith, health and community leaders throughout California. The *African American Campaign* is part of the *Network for a Healthy California*, a statewide effort to empower individuals and communities to create an environment where it's easier to make healthy choices. In addition to the *African American Campaign*, the *Network* includes *Children's Power Play! Campaign*, *Latino Campaign*, *Retail Program* and *Worksite Program*. For more information, visit www.networkforhealthycalifornia.net/campaigns or call 1-888-328-3483 for available materials.

Building a Healthy Body & Soul S U R V E Y

Take the following survey to test your knowledge of the serious health concerns that affect African Americans in California. After seeing the results, you may want to think of ways you can make personal changes and encourage your entire congregation to take the survey, which could help raise awareness and stimulate discussion on ways your church can address the health needs of your membership and community.

1. Nearly half of African American adults have two or fewer servings of fruits and vegetables a day.

True _____ False _____

2. The rate of high blood pressure (HBP) in African Americans in the United States is among the lowest in the world.

True _____ False _____

3. African Americans with cancer have shorter survival times than whites at all stages of diagnosis.

True _____ False _____

4. Approximately 2.3 million or 11 percent of African Americans in the US have diabetes.

True _____ False _____

5. Type 2 diabetes is decreasing as rates of obesity in children and adolescents increase, particularly among African American youth.

True _____ False _____

See below for answers to questions one through five.

Does your church currently have a health ministry? Would you like to receive information from the *African American Campaign*? Would you like more information on the benefits of eating more fruits and vegetables and increasing physical activity?

For information please call 916-449-5430 or send an e-mail to Valarie.Scruggs@cdph.ca.gov.

Eat Healthy. Be Active.

The answers to statements one, three, and four are true. The answers to two and five are false.

Wrap-Up Report

Please provide answers to each of the following questions. If questions are not applicable to your activities, please indicate by placing "n/a" after each question.

1. Name of community event:

2. Who organized the community event? Provide contact information, including name of contact, telephone number, and zip code where the event was held.

3. Who were the event sponsors?

4. Date(s) of the community event:

5. Estimated number of people reached at the community event:

6. What were the demographics of the event participants
(e.g., 52 percent African American women, ages 18 to 35)?

7. Number of volunteers/staff working at your booth:

8. Briefly list and describe each person's role at your booth:

9. How many consumer surveys did you administer?

10. Provide an itemized list of the educational materials you distributed, including quantities.

11. How many community event attendees participated in your physical activity demonstrations?

12. How many community event attendees viewed your food demonstrations?

13. How many community event attendees played the game wheel?

14. Please provide comments regarding the success of your event:

Media Relations Report

Any newspaper clips and/or audio/video tapes with news coverage should be attached to your media relations report.

Name of community event: _____

Date(s) of the community event: _____

PRINT				
Name of Publication	Type of contact (e.g., article, community event calendar, interview, letter to editor)	Number of times outlet was contacted	Date printed	Circulation number
<i>example:</i> Community Observer	Article	1	7/10/06	20,000

RADIO				
Name of Radio Station	Type of contact (e.g., public service announcement, interview)	Number of times outlet was contacted	Date aired	Number of listeners
<i>example:</i> KNTW 100.1, "The Need to Know Station"	PSA	3	7/5/06; 7/12/06; 7/19/06	50,000

TELEVISION				
Name of Television Station	Type of contact (e.g., interview, PSA)	Number of times outlet was contacted	Date aired	Number of viewers
<i>example:</i> TV 32 Public Access	On-air interview	1	8/19/06	60,000

WEB SITE				
Name of Web site and address	Type of contact (e.g., banner, article, link, calendar)	Number of times outlet was contacted	Time period information was posted	Number of hits to Web site
<i>example:</i> Network for a Healthy California Web site, www.networkforahealthycalifornia.net	Banner and article	3	8/1/06— 11/28/06	11,000

Recommended Cups of Fruits and Vegetables for Adults

How many cups of fruits and vegetables do you need? It depends on your gender, age, and physical activity level. For more information, visit www.mypyramid.gov.

When you think about your physical activity level, keep in mind that physical activity is moderate- to vigorous-intensity activity (such as brisk walking, jogging, bicycling, aerobics, or yard work) that you do in addition to your normal daily routine.

WOMEN				
Daily Physical Activity	Age	Fruits	Vegetables	Total
less than 30 minutes	19–25	2 cups	2½ cups	4½ cups
	26–50	1½ cups	2½ cups	4 cups
	51+	1½ cups	2 cups	3½ cups
30 to 60 minutes	19–25	2 cups	3 cups	5 cups
	26–50	2 cups	2½ cups	4½ cups
	51+	1½ cups	2½ cups	4 cups
more than 60 minutes	19–60	2 cups	3 cups	5 cups
	61+	2 cups	2½ cups	4½ cups

MEN				
Daily Physical Activity	Age	Fruits	Vegetables	Total
less than 30 minutes	19–20	2 cups	3½ cups	5½ cups
	21–60	2 cups	3 cups	5 cups
	61+	2 cups	2½ cups	4½ cups
30 to 60 minutes	19–25	2½ cups	3½ cups	6 cups
	26–45	2 cups	3½ cups	5½ cups
	46+	2 cups	3 cups	5 cups
more than 60 minutes	19–35	2½ cups	4 cups	6½ cups
	36–55	2½ cups	3½ cups	6 cups
	56–75	2 cups	3½ cups	5½ cups
	76+	2 cups	3 cups	5 cups

Acknowledgements:

The Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events manual was developed through the efforts of many dedicated people. Our deepest thanks and appreciation are extended to the *Network* agencies, partners, and staff who participated in the development, testing, and production of the manual.

This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers.

The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.

The use of trade, firm, or corporation names in this publication (or page) is for the information and convenience of the reader. Such use does not constitute an official endorsement or approval by the United States Department of Agriculture or the Agricultural Research Service of any product or service to the exclusion of others that may be suitable.

