



Power Up Your Summer!

June - August, 2015

California Department of Public Health
Nutrition Education & Obesity Prevention Branch

Concept

- Each June NEOPB's *Children's Power Play! Campaign* kicks-off its annual "Power Up Your Summer!" Challenge (PUYS), a statewide partnership with local community youth organizations (CYOs) aimed at encouraging kids to add more active play, eat more fruits and vegetables and drink more water instead of sugary beverages.
- PUYS empowers kids to take the "Power Up Your Summer!" 60 a Day All Summer Long Challenge which encourages them to combat the "summer slump," unhealthy habits kids fall into during the less-structured summer break months, by:
 - Adding more active play (at least 60 minutes a day), and
 - Eating more fruits and vegetables

Theme for 2015

60 a Day All Summer Long

Goals & Objectives

Goal

To encourage children, and their parents, to keep moving throughout the summer months, eat more fruits and vegetables, and drink water instead of sugary beverages when a less-structured schedule can easily add to weight gain by participating in the Power Up Your Summer Challenge.

Objectives

- Increase local health department (LHD) participation in PUYS by 50 percent.
- Engage the Training Resource Centers (TRC) to work with the LHDs to garner media coverage about their activities in support of *Children's Power Play!* And the PUYS challenge.

Target Audiences

- School district summer programs and partner CYO organizations.
- All Californians, primarily low-income Californians/parents.
- Media throughout California, including print, broadcast, online and bloggers.
- Reminder – NEOPB has cultural PR consultants to help with outreach to the Latino, African American and Asian communities.

Tips for Promoting Power Up Your Summer!

- Offer a variety of simple ways kids can get physical activity and allow them to choose which ones they will incorporate.
- Kids can sign a pledge form at the beginning of the challenge and be awarded for their participation each week.
- When kids complete the challenge, a fun award ceremony can be provided to recognize their accomplishments.

Tips for Promoting Power Up Your Summer!

- Invite media to follow one child, a group of children, or an entire CYO throughout the challenge.
- Report on them week by week to see their progress and how they've adapted.
- Highlight a success story of change at the conclusion of the challenge.
- Use social media for both promoting and capturing events.
- Share relevant moments that capture Champions for Change (C4C) spirit and share with NEOPB for posting to the C4C social channels.



Promotional Materials

Pledge Card



JUMP ROPE • SWING • BIKE RIDE • SKATEBOARD • FRISBEE • HOPSCOTCH • SWIM • RUN •
RELAY RACE • BASEBALL • SUMMERSAULTS • BASKETBALL • HULA HOOP • SOCCER

I _____ pledge to power down my electronics and power up my summer by running, jumping and moving my body for at **least 1 hour every day.**

DANCE PARTY • TAG • LEAP FROG • LEAP FROG • JUMPING JACKS • TETHER BALL • K.K.K. BALL • SKIP

For CellFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CaChampionsForChange.net for healthy tips.

CSPH
California State Public Health

CHAMPIONS
for CHANGE™



Template Media Materials

Messages



What are you doing?

- [INSERT LHD NAME] is launching its third annual “Power Up Your Summer!” Challenge.
- The Challenge is a fun way to encourage kids and their families to keep up healthy habits during their summer break, including getting at least 60 minutes of active play each day and eating more fruits and vegetables.
- Here in [LOCAL COMMUNITY] we are [INSERT HOW THE CHALLENGE WILL HAPPEN IN LOCAL COMMUNITY].

Messages



Why are you doing this?

- The battle against childhood obesity is at its height in the summer months.
- Studies show that kids gain weight more than twice as fast during the summer as they do during the regular school year.[\[1\]](#)
- Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly fall into a pattern of unhealthy behaviors like continuous snacking and spending more time in front of the screen.

[1] Von Hippel PT, Powell B, Downey DB, Rowland NJ. The effect of school on overweight in childhood: Gain in body mass index during the school year and during summer vacation. *American Journal of Public Health*. 2007; 97(4):696-702.

Messages



How do we stop this from happening?

- One of the best ways for parents to beat the "summer slump" of limited physical activity and unhealthy eating is to enroll their kids into a summer activity program.
- These programs provide scheduled play and healthy snacks as well as a safe place for children to learn and grow while parents work.
- [INSERT LHD NAME] is partnering with local community youth organizations like [INSERT EXAMPLES OF PARTNERS] to get kids active and eating healthier this summer.

Messages



What else can be done to help children this summer?

- To help kids stay healthy, we need to encourage them to get at least 60 minutes of active play each day.
- Eating fruits and vegetables, drinking plenty of water and finding activities to stay active every day are the building blocks of a strong body and mind.
- Other ideas to Power Up Your Summer! include:
 - Find safe outdoor places for kids to play, such as parks, recreation centers and pools.
 - Encourage active indoor play, too. Even simple things like turning on music and dancing, cheerleading, skipping or playing freeze dance, limbo or hide-and-seek can get kids moving and avoiding the “summer slump.”
 - Get the whole family involved by walking or biking together.
 - Limit TV and computer time to less than two hours per day.
 - Add delicious summer fruits and vegetables to every meal.
 - Be a good role model. Your kids are more likely to eat fruits and vegetables if they see you eating them too.

Messages



How much healthy food do kids need?

- Filling half your kids' plates with a colorful rainbow of fruits and vegetables at every meal and at snack time will help you make sure they get enough healthy foods all summerlong.
- In fact, this is a great time of year to get kids eating healthy because so many fruits and vegetables are in season, which means they are ripe, delicious and generally inexpensive.
- Make healthy snacks that your kids can reach for throughout the day, like a bowl of fruit on the counter or pre-cut vegetables in the refrigerator.

Messages



What summertime resources are available for low-income families?

- As part of the “Power Up Your Summer!” Challenge, [INSERT LHD NAME] promotes services that help families that are struggling to put healthy food on the table.
- [INSERT PARTNER] offers free summer meal programs for kids to make sure they continue to eat healthy foods while school is out.
- To learn more and find out if your family is eligible, please contact [INSERT WEBSITE AND/OR EMAIL].

Where can I get more information?

- To learn more about the “Power Up Your Summer!” Challenge, and for resources, tips and recipes, go to www.CaChampionsForChange.net.

Calendar Advisory



Calendar Advisory

[CITY/AREA] Kids Invited to Join the *Power Up Your Summer!* Challenge

[CITY's] Local Health Department Partners With Youth Organizations to Fight Childhood Obesity by Encouraging Kids to Get "60 a Day" All Summer Long!

WHAT: Kids throughout [AREA] are invited to take part in the Power Up Your Summer! Challenge, a joint program of [CITY'S] local health department and [NUMBER] community youth organizations throughout [AREA] which encourages kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables all summer long.

The Power Up Your Summer! Challenge will kick off with [INSERT TYPE OF ACTIVITIES SUCH AS: a Fruit and Vegetable Relay Race, Zumba™ dance demonstrations, an Olympics-themed opening ceremony, etc.] to encourage kids to sign-up by showing that active play is fun.

WHERE: [NAME OF EVENT] will be held at [PLACE] located at [STREET ADDRESS]

WHEN: [DATE]
[TIME]

WHY: The battle against childhood obesity is at its height in the summer months when kids can quickly fall into a pattern of unhealthy behaviors, also known as the "summer slump." In fact, research shows that kids gain weight more than twice as fast during the summer as they do during the regular school year. [i] As summer break begins, it is an important time for kids and families to pledge to be active and eat healthy together.

BACKGROUND:

The Challenge takes place from [DATE] to [DATE] and kids can sign-up to join through any of the participating youth organizations including [NAME, NAME, NAME and NAME]. Through the Challenge, kids will be able to [INSERT ACTIVITIES SUCH AS: enjoy super-charged group games and other fun activities]. By the end of the Challenge, kids will have logged more than [INSERT AREA PLAY TIME GOAL] minutes of active play ensuring a healthy and active summer.

CONTACT: [NAME], [ORGANIZATION]
[PHONE] or [EMAIL]



Media Advisory



In **[CITY]** It's "60 a Day" All Summer Long

[CITY's] Local Health Department Partners With Youth Organizations to Fight Childhood Obesity by Launching "Power Up Your Summer!"

- WHAT:** [CITY's] local health department and [INSERT NUMBER OF PARTICIPATING CYOs] local community youth organizations in the [CITY OR COUNTY] area will take part in the annual "Power Up Your Summer!" Challenge to encourage kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables all summer long.
- In [AREA] kids will [INSERT ACTIVITIES SUCH AS: enjoy super-charged group games and other fun activities] guided by partnering youth organizations including [NAMES OF CYOs]. The Challenge will take place from [DATE] to [DATE]. By the end of the Challenge, kids will have logged more than [INSERT AREA PLAYTIME GOAL] minutes of active play ensuring a healthy and active summer.
- WHY:** The battle against childhood obesity is at its height during the summer months when kids can quickly fall into a pattern of unhealthy behaviors, also known as the "summer slump." In fact, research shows that kids gain weight more than twice as fast during the summer as they do during the regular school year.^[1] As summer break begins, it is an important time for kids and families to pledge to be active and eat well together.
- WHEN:** [EVENT DATE]
[BEST TIMEFRAME FOR MEDIA ATTENDANCE]
- WHERE:** [CYO NAME]
[CYO STREET ADDRESS]
[CITY, ZIP and PARKING INFORMATION]
- WHO:** [INSERT BULLET LIST OF THOSE AVAILABLE TO BE INTERVIEWED AT THE SITES, INCLUDING CYO LEADERS, CHILDREN, HEALTH ADVOCATES, LHD SPOKESPERSONS, ETC.]
- VISUALS:** Site leaders will guide kids in games and activities, such as hula-hoop, jump rope and dancing. Kids will actively participate in [CUSTOMIZE WITH ACTIVITIES THAT WILL BE HELD, SUCH AS: kids participating in games, physical activity challenges, relay races, etc.; kids participating in an Olympics-themed opening ceremony, kids preparing and enjoying healthy meals or snacks, etc.]

Dignitary Invitation Letter



[DATE]

Dear [NAME],

[LHD] is teaming up with our local youth organizations including [NAME and NAME] to kick-off the Power Up Your Summer! Challenge in [CITY/AREA], and we would like to extend a special invitation to you to join us as our VIP guest at our [EVENT TO ATTEND, I.E. LAUNCH EVENT].

The battle against childhood obesity is at its height in the summer months when kids can quickly fall into a pattern of unhealthy behaviors. In fact, research shows that kids gain weight more than twice as fast during the summer as they do during the regular school year. Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly turn to continuous snacking and spending more time in front of the screen.

Enrolling kids in a summer activity program is one of the best ways for parents to help them be active and eat healthy while school is out. These programs provide scheduled play and healthy snacks as well as a safe place for children to learn and grow while parents are at work.

The Power Up Your Summer! Challenge will begin on [DATE] with a [INSERT WHAT WILL BE DONE TO LAUNCH THE PROGRAM SUCH AS: a Fruit and Vegetable Relay Race and Zumba™ dance demonstrations]. Throughout the six-week Challenge, site leaders will guide kids in super-charged group games and other fun activities such as hula-hoop, jump rope and dancing and kids will log their playtime minutes on a colorful wall poster. When the program concludes on [DATE], kids in [CITY/AREA] will have logged more than [INSERT AREA PLAYTIME GOAL] minutes of active play ensuring a healthy and active summer.

As a leader in our community, you help inspire action. We hope your schedule allows you to join us for this important and exciting day to [LAUNCH/CONCLUDE THE PROGRAM/PARTICIPATE IN ONE OF THE PROGRAM'S ACTIVE DAYS, ETC.]. We'll be inviting media and anticipate many families will attend the event. This event will be a great opportunity for you to showcase your commitment to the community's health.

The event details are as follows:

[EVENT DATE]
[EVENT NAME]
[EVENT ADDRESS]
[START TIME] to [END TIME]



Press Release



FOR IMMEDIATE RELEASE
[DATE]



CONTACT: [NAME]
[MOBILE]
[EMAIL]



In [CITY] It's "60 a Day" All Summer Long

[CITY's] Local Health Department Partners With Youth Organizations to Fight Childhood Obesity with "Power Up Your Summer!" Challenge

[CITY, Calif.] – [CITY's] local health department and [INSERT NUMBER OF PARTICIPATING CYOs] local community organizations in the [CITY OR COUNTY] area will take part in the annual "Power Up Your Summer!" Challenge to encourage kids and their families to get at least 60 minutes of active play every day and eat more fruits and vegetables all summer long.

The battle against childhood obesity is at its height in the summer months when kids can quickly fall into a pattern of unhealthy behaviors, also known as the "summer slump." In fact, research shows that kids gain weight more than twice as fast during the summer as they do during the regular school year. [i]

Without the benefit of scheduled meals, snacks and recess provided during the school day, kids can quickly turn to continuous snacking and spending more time in front of the screen.

"For some kids, the end of the school year can mark the start of the summer slump, which we want to avoid. The Power Up Your Summer Challenge is about helping kids and their families enjoy summer break by getting plenty of physical activity every day and eating healthy foods like fruits and vegetables for energy, said [INSERT LHD SPOKESPERSON'S NAME, TITLE, ORGANIZATION]. "It's great for families to do this together, and parents can look at summer activity programs as a good option for kids because they provide scheduled play, healthy snacks and a safe place to learn and grow."

The Power Up Your Summer! Challenge will be available at [NUMBER] community youth organizations including [NAME, NAME AND NAME] from [DATE] to [DATE]. During the Challenge kids will [INSERT ACTIVITIES SUCH AS: enjoy super-charged group games and other fun activities]. By the end of the Challenge, kids in [CITY/AREA] will have logged more than [INSERT AREA PLAYTIME GOAL] minutes of active play ensuring a healthy and active summer.

As part of the Challenge, [NAME] health department also promotes services that help families



Social Posts



#CACHampionsForChange #PUYS #60ADay

CHANNEL	POST
FACEBOOK/ INSTAGRAM	All kids are invited join [INSERT LHD] and [INSERT CYO] for Power Up Your Summer! a program to help kids stay active during the summer by getting at least 60 minutes of active play every day! For more information about how to join, click [INSERT LINK TO REGISTER]. #CACHampionsForChange #PUYS #60ADay
	Avoid the Summer Slump by joining the Power Up Your Summer! Challenge to help kids and their families enjoy summer break by getting plenty of physical activity every day and eating healthy foods like fruits and vegetables for energy. For more information, contact [INSERT NAME OF LHD]. #CACHampionsForChange #PUYS #60ADay
	[INSERT NUMBER SUCH AS "HUNDREDS"] of kids from the community of [INSERT CITY] came together today to launch the Power Up Your Summer! Challenge, a program to make sure kids stay active during the summer with at least 60 minutes of play every day. [INSERT RELEVANT EVENT PHOTO AND/OR ACTIVE PLAY IMAGE] #CACHampionsForChange #PUYS #60ADay
	Help kids stay active this summer by enrolling them in a summer activity program that's participating in the Power Up Your Summer! Challenge. Programs provide scheduled play, healthy snacks and a safe place for children to learn and grow while parents are at work. [INSERT RELEVANT IMAGE, SUCH AS KIDS PLAYING IN A SUPERVISED PROGRAM]. #CACHampionsForChange #PUYS #60ADay
	For families needing help to put healthy food on the table this summer, [INSERT PARTNER] will offer free summer meal programs for kids to make sure they continue to eat healthy foods while school is out. [INSERT IMAGE OF KIDS EATING FRUITS AND VEGETABLES]. #CACHampionsForChange #PUYS #60ADay
TWITTER	PowerUpYourSummer! is a fun-filled summer program for kids to stay active. To join in the fun, click here [INSERT LHD WEBSITE LINK] #PUYS #60ADay
	Help kids get 60 minutes of active play each day to stay healthy while school is out! #PUYS #60ADay
	Check out today's fun kickoff of the Power Up Your Summer! Challenge [INSERT PHOTO OF EVENT FUN] #PUYS #60ADay
	Visit www.CaChampionsForChange.net for tips on how to keep kids active during the summer months. #PUYS #60ADay
	In [CITY], kids are part of the PowerUpYourSummer! Challenge with a goal of [INSERT NUMBER] minutes of active play during summer break. #PUYS

Champion Recruitment

Don't forget to bring information about how to become a Champion!

- Information Packet
- Recruitment Booth



Evaluation

- Percentage increase of LHD participation
- Media coverage garnered by LHDs



Next Steps



TASK	DUE WEEK OF
NEOPB hosts webinar and distributes template materials to TRCs/LHDs	May 6
PUYS Begins	June 1

More Information/Assistance

Please contact:

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State Media & Public Relations Unit Chief

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Questions

