



Fruit and Veggie Fest

May, 2015

California Department of Public Health
Nutrition Education & Obesity Prevention Branch

Concept

- Each May, Fruit and Veggie Fest events are celebrated throughout the state to inspire shoppers to improve their health by filling their shopping carts with a colorful array of fruits and vegetables each time they shop. These events are sponsored by the California Champions for Change campaign in partnership with many grocery retailers statewide.
- Fruit and Veggie Fest events are free and feature a variety of educational and fun activities to get shoppers thinking about healthier choices for their families, including:
 - cooking demonstrations
 - store tours
 - physical activity demonstrations
 - health screenings
 - promotional pricing on produce

Theme for 2015

*Enjoy a Rainbow of
Healthy Fruits and Vegetables*

Goals & Objectives

Goal

To educate families about the importance of regularly consuming more fruits and vegetables to improve their health and to encourage them to add them to meals and snacks.

Objectives

- Increase LHD participation
- Increase the LHD's ability to garner media coverage of their Fruit and Veggie Fest events.
- Increase opportunities to recruit new Champions for Change.

Target Audiences

- Low-income Californians (potential Champions for Change recruits).
- 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 Fruit and Veggie Fest Month

- Champion Providers
- Community Resource Fair
- Rethink Your Drink
- Harvest of the Month
- Retail Program
- Farmers Market



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Promotional Materials

Customized Flyer

Enjoy a Rainbow of Healthy Fruits and Vegetables During Fruit and Veggie Fest 2015

Join [Insert LHD] and [retailer name]
for Fruit and Veggie Fest - a celebration
of healthy living!

- [Retailer in-store event details]
- [Retailer in-store event details]
- [Retailer in-store event details]

[Day] May XX, 2015
Name of Retailer
XXXX Street Address
City, Zip Code
XX a.m. to X p.m.

Retailer Logo



Visit www.CaChampionsForChange.net for tips and recipes!

INFORMATION NEEDED TO CUSTOMIZE YOUR FLYER

- LHD NAME
- RETAILER NAME
- RETAILER LOGO
- DATE OF EVENT
- TIME
- ADDRESS OF EVENT
- ACTIVITIES [EXAMPLES BELOW]
 - **Tour [Retailer]** and learn how to choose the best foods for your family in every aisle
 - **Taste and Sample** nutritious and delicious recipes
 - **Dance and Move** with fun activities
 - **Check Your Health** with free diabetes, cholesterol and blood pressure screenings

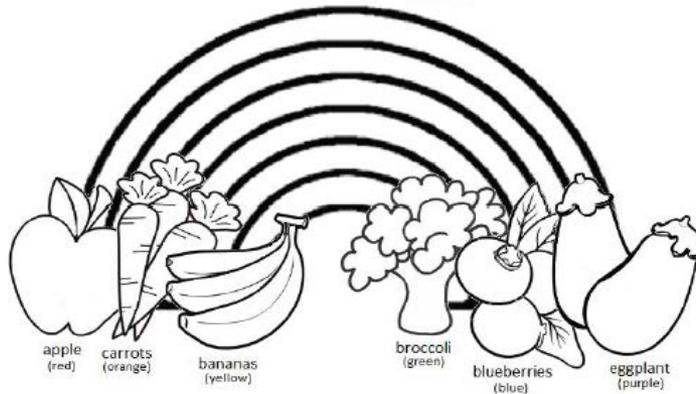


This website was prepared by the California Department of Public Health, with funding from the Centers for Disease Control and Prevention. The information on this website is for informational purposes only and is not intended to be used as a substitute for professional medical advice. For more information, visit www.cdph.ca.gov.



Children's Activities

Enjoy a Rainbow of Healthy Fruits and Vegetables During
Fruit and Veggie Fest!



Color your rainbow of fruits and vegetables to see
how bright this rainbow can be!



- Enjoy a Rainbow of Healthy Fruits and Vegetables **coloring activity**.
 - Distribute at events.
- Partner with retailer to host a **coloring contest**.
 - Retailers can display the coloring pages within the store.
- Enjoy a Rainbow of Healthy Fruits and Vegetables **produce tastings** for children (and their parents) during the events.
 - Tasting of fruits and vegetables from each color of the rainbow.



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Template Media Materials

Messages



What is Fruit and Veggie Fest and why is it important?

- Fruit and Veggie Fest is an annual event celebrated each May and sponsored by the [LHD] and its grocery retail partners statewide. In [CITY], Fruit and Veggie Fest will be held on [DATE] at [RETAILER] in [LOCATION].
- Fruit and Veggie Fest events encourage shoppers to practice good nutrition and enjoy a rainbow of fruits and vegetables by filling their carts with an array of colorful produce, whether fresh, frozen, dried or canned.
- Good nutrition also includes drinking plenty of water. At Fruit and Veggie Fest, shoppers are reminded that fruit is a great way to add a hint of flavor to make drinking water more enjoyable.
- From corner stores to supermarket chains, retail partnerships and in-store activities like Fruit and Veggie Fest are critical in the battle against the obesity epidemic, particularly among low-income Californians who are at greater risk.

Messages



How are grocery retailers working with the California Champions for Change program?

- California's grocers are on the frontlines of the obesity epidemic and surveys show that retail promotions can have a positive impact on how shoppers spend their food dollars and CalFresh benefits.
- The California Champions for Change program works with many stores throughout the state to reach shoppers at the point of purchase.
- Some partnerships include food demonstrations, store tours or even special promotions during which produce items are offered at reduced cost. Here in [CITY] our partnership with [RETAILER] will include [ADD A SPECIFIC EXAMPLE FOR YOUR RETAIL PARTNERSHIP].

Messages



What can shoppers do to be healthy?

- Take charge of your shopping cart and your health. Read labels and fill your cart with a rainbow of produce including plenty of fresh, frozen, dried and canned fruits and vegetables.
- Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- For more information, recipes and healthy tips, visit www.CaChampionsForChange.net.

Messages



What would you say to a mom or dad with children who don't like vegetables?

- Every trip to the grocery store is another chance to help your family try healthier eating habits. Fill your cart with colorful produce, such as dark leafy greens; brightly colored red, yellow and orange vegetables and fruits and then experiment with different ways of preparing them!
- When shopping with your kids, encourage them to choose a new fruit or vegetable to try. When kids choose the food, they are more likely to eat it.
- Steamed, sautéed, grilled or raw, you are sure to find a way to prepare fruits and vegetables that you and your family will love for meals and snacks.
- Visit www.CaChampionsForChange.net to get more great tips and recipes from every day moms and dads from across California who are making healthy changes for their families and in their communities.

Messages



What would you say to those who think that eating healthy is not affordable?

- The delicious flavors of the colorful rainbow of fruits and vegetables are more affordable than you think. Buy fresh fruits and vegetables in-season when they are at their peak of flavor and are less expensive. Also look for weekly sales at grocery stores and buy the featured items.
- You can enjoy tasty and nutritious fruits and vegetables in a variety of ways, including fresh, frozen, canned or even dried. All forms are packed with great nutrition that leads to better health.
- During Fruit and Veggie Fest, [RETAILER] will be offering discounts on fruits and vegetables so stop by for great deals.

How can someone participate in Fruit and Veggie Fest?

- Fruit and Veggie Fest is a fun-filled, free family event. Come out and join us on [DATE] at [RETAILER] in [LOCATION].

Calendar Advisory



Calendar Advisory

SHOPPERS INVITED TO ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES DURING FRUIT AND VEGGIE FEST 2015

[LHD] and [Name of Retailer] to Host Free Family Event on [DATE] to Promote Eating Healthy

WHAT: Families are invited to attend Fruit and Veggie Fest, an annual statewide celebration of healthy living sponsored by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch and its grocery retail partners.

At Fruit and Veggie Fest, shoppers of all ages may lower their health risks by filling their carts with an array of colorful fruits and vegetables in all forms including fresh, frozen, dried and canned while also participating in many fun activities. Through [RETAILER'S] in-store activities, shoppers can sample nutritious and delicious recipes, take a store tour to learn how to shop smart, and receive free cooking tips and recipes. [ADD ADDITIONAL ACTIVITIES OF INTEREST.]

WHERE: Fruit and Veggie Fest will be held at [RETAILER] located at [STREET ADDRESS]

WHEN: [DATE]
[TIME]

WHY: [RETAILER] is on the frontlines of the obesity epidemic and has partnered with [LHD] for more than [NUMBER] years to make the health of its shoppers a top priority.

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

* * *



Media Advisory



SHOPPERS TO ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES DURING FRUIT AND VEGGIE FEST 2015

[LHD] Partners With [Name of Retailer] to Make Shoppers' Health a Priority

WHAT: Hundreds of shoppers are expected to celebrate Fruit and Veggie Fest, an annual event held in May to encourage shoppers to improve their health by filling their carts with an array of colorful fruits and vegetables in all forms including fresh, frozen, dried and canned. [CITY's] Fruit and Veggie Fest event is sponsored by [LHD] in partnership with [RETAILER].

[INSERT BRIEF OVERVIEW OF FVF ACTIVITIES – EXAMPLE HERE:] Through Fruit and Veggie Fest in-store activities at [RETAILER], shoppers can learn how to incorporate a rainbow of colors into meals and snacks with the addition of delicious produce. Food demonstrations will highlight easy to make meals from the Champions for Change campaign. In addition, healthy store tours will be offered along with physical activity demonstrations and fun activities for the kids.

WHEN: [INSERT DATE]
[INSERT TIME]

WHERE: [INSERT PLACE]
[INSERT ADDRESS]

WHO: [INSERT NAMES AND TITLE OF PEOPLE WHO WILL BE FEATURED SUCH AS:
Senator Al Gonzalez, 54th District
Felicia Chapman, Local Champion for Change]
[INSERT NAMES OF SPOKESPERSON FROM YOUR ORGANIZATION]

WHY: California's grocers are on the frontlines of the obesity epidemic, which is why the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) works with many stores statewide to reach shoppers at the point of purchase. From corner stores to supermarket chains, retail partnerships and in-store



Dignitary Invitation Letter



[DATE]

Dear [NAME],

[LHD] is teaming up with our local [RETAIL PARTNER] to host a Fruit and Veggie Fest celebration in [CITY], and we would like to extend a special invitation to you to join us as our VIP guest.

With so many choices at the supermarket, it's often hard for families to be certain they are picking the healthiest options. Fruit and Veggie Fest in [CITY] is one of several events and promotions being held across the state to help low-income Californians improve their health, and the health of their families, by encouraging them to eat a rainbow of fruits and vegetables and fill their shopping carts with a colorful array of produce for their families.

Fruit and Veggie Fest events are free to the public and include many educational and fun activities designed to empower low-income shoppers with tips and resources that will help them put healthy foods in their shopping carts and on their tables. In [CITY], Fruit and Veggie Fest participants will be able to [INSERT EVENT HIGHLIGHTS].

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. We'll be inviting media and anticipate hundreds of families will attend this event. Fruit and Veggie Fest is a great opportunity for you to showcase your commitment to the community's health.

The event details are as follows:

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



Press Release



CONTACT:
[NAME]
[CONTACT NUMBER]
[EMAIL]

ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES DURING FRUIT AND VEGGIE FEST 2015

[LHD] Partners With [Retailer] to Make Shoppers' Health a Priority

[CITY], Calif. (Date) – **[RETAILER]** and California Champions for Change teamed up to brighten the grocery shopping experience today with Fruit and Veggie Fest, an annual event sponsored by local health departments that celebrates healthy eating at food retail locations statewide during May. Shoppers were treated to special offers, cooking demonstrations and fun activities for the whole family all to encourage making healthier choices in every aisle. With a theme focused on the rainbow of color, flavor and nutrition that fruits and vegetables offer, shoppers were encouraged to fill their carts with plenty of fresh, frozen, dried and canned produce.

"Fruits and vegetables add a beautiful array of color to snacks and meals, and those colors are important because it means a diet rich in a variety of vitamins and minerals that our bodies need to be healthy," said **[INSERT LHD SPOKESPERSON NAME]**, **[INSERT TITLE]**. "Every trip to the grocery store is another chance to improve your family's health by bringing home a rainbow of fruits and vegetables."

California's grocers are on the frontlines of the obesity epidemic, which is why the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) works with many stores statewide to reach shoppers at the point of purchase. Surveys show that retail promotions can have a



Social Posts



#CACHampionsForChange #Fruit&VeggieFest

CHANNEL	POST
FACEBOOK/ INSTAGRAM	Join us this Saturday at Fruit and Veggie Fest! The community of [INSERT CITY] will enjoy the rainbow of fruits & vegetables at [INSERT RETAILER] from [INSERT TIMEFRAME]. The day will include, [INSERT ACTIVITIES].
	Take charge of your health. Read labels and fill your shopping cart with a rainbow of produce including plenty of fresh, frozen, dried and canned and juiced fruits and vegetables. Join us this weekend for more tips and recipes at Fruit & Veggie Fest at [INSERT LOCATION] at [INSERT TIME]. [INSERT IMAGES OF COLORFUL FRUITS AND VEGETABLES].
	Members from the community of [INSERT CITY] came together today to enjoy the rainbow of produce at Fruit and Veggie Fest! Visit www.CaChampionsForChange.net to get great tips and recipes from every day moms and dads from across California who are making healthy changes for their families and in their communities. [INSERT RELEVANT EVENT PHOTO AND/OR FRUIT AND VEGETABLE IMAGE]
	Retail partnerships and in-store activities like Fruit and Veggie Fest at [INSERT RETAILER] are critical in the battle against the obesity epidemic. [INSERT RELEVANT PARTNERSHIP IMAGE, SUCH AS STORE TOUR].
	Good nutrition includes drinking plenty of water. At Fruit and Veggie Fest, shoppers were reminded that fruit is a great way to add a hint of flavor to make drinking water more enjoyable [INSERT IMAGE OF FRUIT INFUSED WATER].
TWITTER	#Fruit&VeggieFest is a fun-filled, free family event. Join us on [DATE] at [RETAILER] in [LOCATION] #CACHampionsForChange
	Today is Fruit & Veggie Fest! Join us at [INSERT ADDRESS] #Fruit&VeggieFest CACHampionsForChange
	Check out today's fun at Fruit & Veggie Fest [INSERT PHOTO OF EVENT FUN] #CACHampionsForChange
	Visit www.CaChampionsForChange.net for tips on how to get your family to enjoy more fruits & veggies! #Fruit&VeggieFest #CACHampionsForChange
	Every trip to the grocery store is another chance to help your family try healthier eating habits. #Fruit&VeggieFest #CACHampionsForChange
	Fruits & veggies may help lower your risk of obesity & other health problems #Fruit&VeggieFest #CACHampionsForChange
	What color is your food? Enjoy a rainbow of fruits & vegetables by eating colorful produce, such as green, red, & yellow. #Fruit&VeggieFest

Champion Recruitment

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

- Information Packet
- Recruitment Booth



Next Steps



TASK	DUE WEEK OF
NEOPB hosts webinar and distributes template materials to TRCs/LHDs	March 23
LHDs submit FVF event details and logos for flyer development. *Art department deadline for request April 10th.	As soon as available*
Fruit and Veggie Fest begins	May 1
<i>TENTATIVE DATE FOR NEXT WEBINAR – Power Play!</i>	April 20

More Information/Assistance

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Questions

