

Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events

Child-Targeted Components

1. *Power Play! Campaign Game Wheel*
Describes how to use the Campaign Game Wheels with children. May be used with the Power Play! Campaign Game Wheel or with the Wheels developed for the adult-targeted Campaigns.
2. *Fruit & Veggie Baskets*
A kid-friendly and simple event activity that teaches children about the amount of fruits and vegetables they should be eating each day for good health.
3. *Games and Puzzles*
Simple instructions for engaging children in completing puzzles, games, or coloring sheets at your booth.
4. *Event-Friendly Physical Activities for Kids*
A variety of fun, physically active games that can be conducted with children at community events.
5. *Nutrition and Physical Activity Messages for Kids*
Easy to remember and kid-friendly health messages you can use when speaking with children at community events.

DOWNLOADABLE RESOURCES

6. *Children's Game Wheel Trivia Questions*
Kid-appropriate trivia questions to use in conjunction with the Game Wheel. Includes Level 1 (easier) and Level 2 (more difficult) questions for all fruits, vegetables, and physical activities featured on the Campaign Game Wheels.
7. *"How Much Do I Need?" Recommended Cups for Kids Table*
A table you can use to help kids identify their own recommended cups of fruits and vegetables, based upon their age, gender, and level of physical activity.
8. *Fruit & Veggie Baskets Label Templates*
Downloadable templates to help you create labels for the Fruit & Veggie Baskets game.
9. *Puzzles and Games*
Kid-friendly puzzles and games that can be used to engage children at your booth, while teaching them the importance of fruits, vegetables, and physical activity.
10. *Passport to Million Dollar Health—Answers for Kids*
Kid-friendly answers to use with the Passport to Million Dollar Health.

1. *Power Play! Campaign Game Wheel*

Materials:

- *Power Play! Campaign Game Wheel*
- Table and table cover
- Display materials – banners, balloons, etc.
- Children's Cups of Fruits and Vegetables poster for display, optional
- Trivia questions (download at www.networkforahealthycalifornia.net)
- Nutrition and Physical Activity Messages for Kids tip sheet
- Recommended Cups for Kids table
- Nutrition education reinforcement items (NERI)
 - Low-Cost NERI for each participant
 - Standard NERI for approximately 80% of participants
 - Premium NERI for approximately 10% of participants
- *Healthy Kids: Help Your Kids Power Up with Fruits, Vegetables, and Physical Activity* parent brochure for each family, optional

Ready

Children will spin the *Power Play!* Game Wheel, then answer a trivia question about the fruit or vegetable that the wheel lands on. You may also use these ideas with children who are with their parents at an adult-targeted game wheel.

Set

- Before conducting an event:
 - Review the Nutrition and Physical Activity Messages for Kids tip sheet and become familiar with its content.
 - Download and review the Trivia Questions and Recommended Cups for Kids table. Place the trivia questions and table in sheet protectors or laminate them.
 - Ensure that the Game Wheel is functional and has all of its parts.
 - Ensure that sufficient staff will be available at the booth. While the number of staff will vary based upon the size of the event, a minimum of two people are recommended -- one person to engage with children at the wheel and a second to distribute prizes and keep the booth and display in order.
- To set up for the event:
 - Set up the *Power Play!* Game Wheel according to its instructions and place it on the table top.
 - Set up your display materials.
 - Ensure that there is sufficient space for a line of children waiting to spin the wheel.
 - Place the NERI within easy reach of the staff operating the wheel.

Go

1. As a child approaches the wheel, ask the child to name his/her favorite fruit and favorite vegetable. For preschool- and Kindergarten-age children, ask them to name their favorite fruit only. Then, have the child spin the wheel. Tell them you will be asking a question about the fruit or vegetable the wheel lands on. If they answer correctly, they will win a prize and, if the wheel lands on their favorite, they will win a bonus prize.
2. As the wheel spins, ask the child his/her age or grade level in school. Using that information and the Recommended Cups for Kids table, share the approximate number of cups of fruits and vegetables that child should be eating every day. For example, “Did you know that you should eat about 4 cups of fruits and vegetables every day? A cup is about what you can fit in your two hands if you make them into a bowl shape.” Have the child cup his/her hands to visualize the amount. If available, show them the Children’s Cups of Fruits and Vegetables poster. For older children, you may wish to ask how many cups of fruits and vegetables they think they should be eating every day, then provide them with the correct answer.
 - a. *Alternative A: As the wheel spins, ask the child what they think “power play” means. If needed, help them learn the correct definition of power play (see Nutrition and Physical Activity Messages for Kids tip sheet). Then, let them know that kids should get at least 60 minutes of power play every day. They can add up all the power play they get during the day to get to their total.*
 - b. *Alternative B: As the wheel spins, point out that there are many different fruits and vegetables on the wheel and that there are many colors. Let the child know that the same things that give fruits and vegetables their color are also good for their bodies. They should eat many different colors of fruits and vegetables every day to help their bodies stay healthy.*
3. When the wheel stops, ask the child a trivia question about that fruit or vegetable. Choose a Level 1 question for lower elementary age children (1st through 3rd grade) and a Level 2 question for upper elementary age children (4th and 5th grade). For preschool/kindergarten children, ask them to tell you what color the fruit or vegetable is and then name one other fruit or vegetable that is the same color. If the wheel lands on a logo image, ask the child a trivia question about his/her favorite fruit or vegetable for a chance to win a Premium NERI.
4. If the child answers the question correctly, provide him/her with a Standard NERI. If the wheel landed on the child’s favorite fruit or vegetable, give him/her a Premium NERI also. Provide all participants with a Low-Cost NERI. If desired, also provide a parent brochure (one per family) and ask the child to take it to his/her parents.

Prize Distribution Reference Guide:

Low-Cost NERI only: children that spin the wheel, but answer incorrectly

Low-Cost NERI + Standard NERI: children that correctly answer the trivia question

Low-Cost NERI + Standard NERI + Premium NERI: children that answer correctly and land on their favorite fruit or vegetable or a *Campaign* logo

5. Thank the child for playing and use one of the key nutrition and/or physical activity messages as they depart.

Go Farther

- As the children wait in line, assign one booth host to engage them in physical activity and talk about the benefits of power play.
- After children spin the wheel, assign a booth host to help them use the fruit and vegetable slide guide to determine their recommended cups of fruits and vegetables. Provide them each with a slide guide to take home and share with their families.

Tip: Bring one additional item to distribute only to the 9- to 11-year-old children that visit the booth. Use the number of items you distribute as a way to count the number of 9- to 11-year-old children that you reach through your activity. Use the number of Low-Cost NERI distributed to count the total number of children.

2. Fruit & Veggie Baskets

Materials

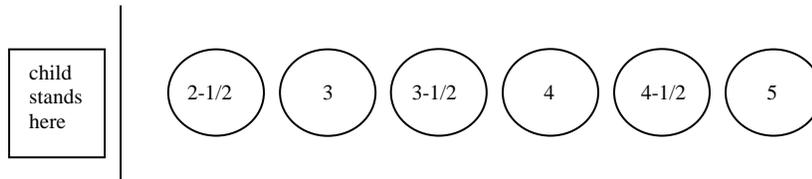
- Six baskets, each at least 12 inches in diameter
- Labels for each basket, including one each of the following: 2-1/2 cups, 3 cups, 3-1/2 cups, 4 cups, 4-1/2 cups, and 5 cups (visit www.networkforahealthycalifornia.net to download masters)
- Material to affix labels to baskets
- 3 bean bags, small soft balls, or small flying disks
- Jump rope, string, or tape to mark a line
- 2 Fruit & Vegetable Slide Guides
- 1 Children's Cups of Fruits and Vegetables poster
- Nutrition education reinforcement items (NERI)
 - Low-Cost NERI for each participant
 - Standard NERI for approximately 75% of participants
- *Healthy Kids: Help Your Kids Power Up with Fruits, Vegetables, and Physical Activity* parent brochure for each family, optional

Ready

Children determine their own recommended cups of fruits and vegetables and then attempt to toss an object into the corresponding bucket.

Set

- Before conducting an event:
 - Review the Nutrition and Physical Activity Messages for Kids tip sheet and become familiar with its content.
 - Download the basket label masters and create a label for each basket. Create each label using a different color of paper.
 - Obtain the Fruit & Vegetable Slide Guide and become familiar with its use.
 - Collect all necessary materials.
 - Ensure that sufficient staff will be available at the booth. While the number of staff will vary based upon the size of the event, a minimum of two people are recommended -- one person to assist children with determining their recommended cups of fruits and vegetables and a second to engage with children at the tossing activity and distribute prizes.
- To set up for the event:
 - Establish a line behind which children must stand to toss their object.
 - Affix labels to baskets and set up the baskets in a row that extends out from the participant line. Place the 2½ cup basket approximately 3 feet past the line, then place the other baskets in a row behind that basket.
 - Set up an area to keep your NERI prizes within easy reach of the game administrator.



Go

1. First, ask the participating child if they know how many cups of fruits and vegetables he/she should eat every day.
2. Help the child use the Fruit & Vegetable Slide Guide to determine how many cups of fruits and vegetables they should be eating each day. Elementary age children will be in the range of 2½ to 5 cups. You will need to find out the child's age and help them estimate how many minutes of physical activity or "power play" they usually get every day. Use the Nutrition and Physical Activity Messages for Kids tip sheet for language that will help you explain the concept of "power play."
3. Demonstrate the approximate measurements of ½ cups and cups of fruits and vegetables using your hands and the Children's Cups of Fruits and Vegetables poster.
4. Ask the child to move ahead to the Fruit & Veggie Basket toss, where they will need to remember their number of fruit and vegetable cups.
5. At the toss, provide the child with your selected object (bean bag, ball, or flying disk). Tell them they are trying to toss the object into the basket labeled with their recommended cups of fruits and vegetables. Help younger children find the appropriate basket, as needed, by telling them the color of the label.
6. Have the child toss their object. If the game appears too easy for the majority of your participants, move the baskets farther away. If the game appears too difficult, move the baskets closer or give the children 2 or 3 chances to toss the object into the basket. You can also switch to a new object, using bean bags for an easier game or flying disks for a more challenging game.
7. If it goes into the correct basket, provide the child with a Standard NERI as a prize. Provide all children who participate with a Low-Cost NERI. If desired, also provide a parent brochure (one per family) and ask the child to take it to their parents.
8. Thank the child for playing and use one of the key nutrition and/or physical activity messages as they depart.

3. Games and Puzzles

Materials:

- Copies of puzzles and/or coloring sheets (download masters from www.networkforahealthycalifornia.net)
- Art supplies, such as crayons, markers, pens, and/or colored pencils
- Cups, boxes, or other containers to hold art supplies
- Table
- Chairs (optional)
- Sign describing booth activity

Ready

Children complete puzzles and/or coloring sheets while waiting for their parents at the event booth.

Set

- Photocopy puzzles and/or coloring sheets.
- Gather drawing/writing materials.
- Review Nutrition and Physical Activity Messages for Kids tip sheet.

Go

1. Provide children with a puzzle sheet or coloring sheet to complete while waiting for their parents. Let them use any of the drawing/writing materials.
2. As they work, engage them in conversation about fruits, vegetables, and power play (see Nutrition and Physical Activity Messages for Kids tip sheet).
3. When they are ready to leave, let them take their sheet home with them and also provide a Low-Cost NERI as a take-home piece.

4. Event-Friendly Physical Activities for Kids

The Fruit, Vegetable, and Physical Activity Game Wheel is popular for both adults and children. Instead of having kids get frustrated by having to wait in long lines, why not keep them active?

Small Space Activities

The following physical activities require no materials and are a great way to keep both children and their parents entertained while standing in line. Before engaging kids in these activities:

- Always ask parental permission for the child to participate.
- Ask children to join you away from the line, but within sight of their parents – or invite the parents to join in, as well!

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As If!

Kids use their imaginations and move their bodies to get energized. Encourage children to suggest their own “as-if” activities.

1. Have children stand approximately 3-4 feet away from the line.
2. Lead the children through the activities below, encouraging them to use their imaginations and be creative.
 - Reach up as if you’re picking an apple from a tree.
 - Swim as if you’re in a big bowl of vegetable soup.
 - Dance as if you’re sizzling peppers and onions on the grill.
 - Sway back and forth as if you’re a tall corn stalk.
 - Touch the ground as if you’re pulling a carrot from the garden.
 - Move your arms as if you’re a sprinkler watering the plants at a farm.
 - Bounce as if you’re a hot potato.
 - Circle your arms as if you’re stirring a big pitcher of juice.
 - Jump around as if you’re a salad being tossed.
 - Act as if you’re peeling a giant orange.

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California Dreamin’

This simple activity gets the whole body moving and is a fun way to highlight some of California’s landmarks and agricultural treasures. Ask children to make up other activities based on their neighborhood or community.

1. Children stand 3-4 feet away from the line. If you have the space, have children make a circle and walk in a circle as they do the activities.
2. Lead the children on an adventure through California. Children should use their imaginations and act out the movements associated with different parts of the state. Visit each place for about 15 seconds. You can make your “vacation” as long or as short as you want by choosing the number of destinations you visit.

1. **Catch** a fish in the ocean near Bodega Bay.
2. **Climb** up a redwood tree.
3. **Whitewater kayak** on the Klamath River.
4. **Ski** in the Sierra Nevada.
5. **Pan** for gold in Coloma.
6. **Do the “locomotion”** like the trains in Old Sacramento.
7. **Walk** across the Golden Gate Bridge.
8. **Do a touchdown dance** like a San Francisco 49'er.
9. **Swim** like a fish in the Monterey Bay Aquarium.
10. **Pull** garlic from the ground in Gilroy.
11. **Rock climb** in Yosemite.
12. **Pick** peaches in the Central Valley.
13. **Ride** a horse along the beach in Santa Barbara.
14. **Dig for clams** on Pismo Beach.
15. **Wave** to all your fans like an actor in L.A.
16. **Hit** a home run at Dodger Stadium.
17. **In-line skate** on the Strand (a biking and inline skating pathway) from Santa Monica to Manhattan Beach.
18. **Surf** in the Pacific Ocean in the O.C.
19. **Ride** a roller coaster at Disneyland.
20. **Swing** your golf club in Palm Springs.
21. **Run across the hot sand** in Death Valley.
22. **Stand on one leg** like a flamingo at the San Diego Zoo.
23. **Sit down, take a deep breath** and enjoy the sunset on a San Diego beach.

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Power Moves Tag

Children create signature “power moves” and test their memory skills while engaging in some serious power play!

1. Have the children stand in a circle 3-4 feet away from the line.
2. Each child makes up his or her own signature “power move” (dance, spin, hop, jump, lunge, etc.)
3. The first person starts by performing their own “power move” plus one of their peer’s “power moves” (i.e. Mary hops and then chooses Steven’s activity: jump).
4. Then, it’s time for the next child to go. (Steven jumps and then chooses Linda and does a dance move).
5. If the player whose turn it is can’t remember someone else’s “power move”, the game moves on to the player standing to his/her left.

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Power Play “Anthem”

This is a quick way to get children engaged and moving. The words are a bit complicated, but children can definitely take part in the stomping and clapping. Since the beat and song are familiar, their parents might join in as well!

Note: The “tune” and “beat” are from “We Will Rock You” by Queen.

1. Ask the children to help you sing a song. Tell them you need their help to keep the beat.
2. Demonstrate the beat pattern until most children are participating.
Beat pattern: Stomp, Stomp, Clap.
Stomp, Stomp, Clap
3. Lyrics:
Eat fruits and vegetables ev-er-y day
And don't for-get your Pow-er Play!
We've got broc-co-li, can-ta-loupe,
Straw-ber-ries and jump-ing rope.
<Chorus>
Eat your fruits and veg-gies!
Eat your fruits and veg-gies!
4. Repeat song and encourage children to sing along or to join you during the chorus.

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Large Area Activities

If you have a larger area available, try some of these fun physically active games. The materials needed are listed at the beginning of each game. For more “large space” activities, reference the *Power Play! Campaign's Power Up For Learning* physical activity supplement or the Nutrition Decathlon toolkit from the Health Education Council.

For ideas on jump roping skills, visit the Oracle ThinkQuest Foundation's Jump Into A Healthy Life website at: <http://library.thinkquest.org/5407/>.

Thread the Needle

Materials: 1 hula hoop

1. Have the children join hands in a circle with a hula hoop hanging from one person's arm.
2. When play begins, the person with the hoop must step through it and pass it to a neighboring player without letting go of his/her teammates' hands.
3. As the player steps through the hoop, he/she must name a favorite fruit or vegetable.
4. The next player then does the same thing.

Beach Ball Volleyball

Materials: 1 or more *Power Play!* inflatable beach balls

1. Gather children in an open area and demonstrate how to “bump” (using forearm) or “set” (using two hands) a volleyball.
2. Toss a beach ball into the crowd.
3. Introduce multiple beach balls to make it more challenging.
4. Keep the beach balls off the ground by “bumping” or “setting” them into the air.
5. After the children have practiced their skills, challenge them to spell out a fruit or vegetable as they bump or set the beach ball.

Power Up! Power Down.

Materials: None

1. Call out an action that helps you “power up” (is good for your health) or makes you “power down” (is not good for your health).
2. If the action helps you “power up”, children will respond by jumping for 15 seconds.
3. If the action makes you “power down”, children will respond by falling down or squatting for 5 seconds.
4. Here’s a sample list of actions:
 - Riding a bike – jump
 - Eating 4 pepperoni pizzas – fall
 - Walking your dog – jump
 - Smoking cigarettes – fall
 - Going outside to play – jump
 - Watching TV all the time – fall
 - Dancing with your friends – jump
 - Skating – jump
 - Never eating fruits/vegetables – fall
 - Riding a scooter – jump
 - Shooting baskets – jump
 - Playing PlayStation – fall
 - Eating too much fast food – fall
 - Raking the leaves – jump
 - Washing the car – jump
 - Taking the stairs – jump
 - Taking the elevator – fall
 - Swimming – jump
 - Eating too many potato chips – fall

5. Nutrition and Physical Activity Messages for Kids

These short messages can be shared with children while they are standing in line with their parents, while they're spinning the game wheel, or while they are participating in physical activities. These are also great "Don't forget!"-type messages that can be used as the child and parent are leaving the booth area.

- Eating fruits and vegetables and getting power play every day can give you more energy for school and sports.
- Eat a rainbow of colors every day!
- Eat more fruits and veggies!
- Do you want more energy for school, sports, and play? Power up by eating fruits and vegetables and being active.
- Fruits and vegetables have lots of vitamins and minerals to help you grow and to give you energy.
- Physical activity is fun and great for your health. Think of it as "power play."
- Getting at least 60 minutes of power play every day can help give you energy and feel better about yourself.
- Kids your age (elementary school) need to eat about 2-1/2 to 5 cups of fruits and vegetables every day.
- Keep your plate colorful with lots of fruits and veggies!
- Be sure to help your family eat more fruits and vegetables!
- Did you remember to tell your mom/dad which fruit/vegetable is your favorite?
- Ask if you can choose some fruits and vegetables at the grocery store.
- Take something healthy to your next party - like fresh berries, melon slices, or trail mix with dried fruit!
- You have the power to make healthy changes!
- Power up with fruits and veggies!
- Play hard and eat healthy!
- Keep your feet moving!
- Get fit and have fun with your friends!
- Don't forget to get your "power play" every day!