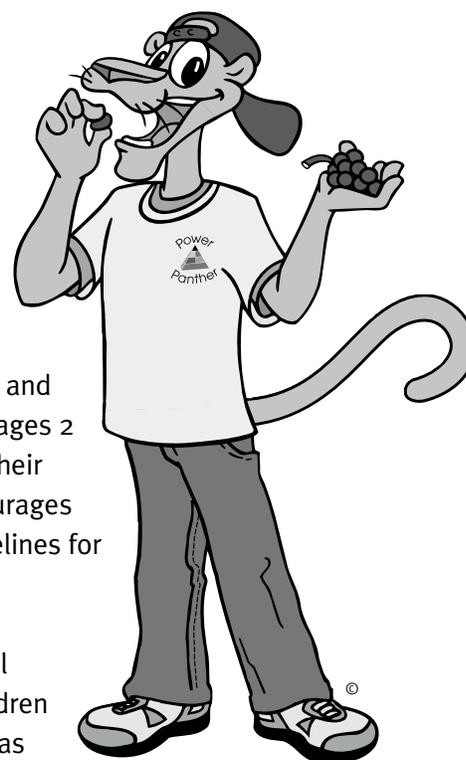


# Drop-in Article #2

## USDA Campaign Promotes Healthy Eating and Physical Activity

**Eat Smart. Play Hard.**<sup>™</sup> is the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) Campaign to promote healthy eating and encourage physical activity in children and families. The primary target audience for the campaign is children ages 2 to 18 eligible to participate in FNS nutrition assistance programs, their parents, and other caregivers. This national, long-term effort encourages them to adopt behaviors that are consistent with the Dietary Guidelines for Americans and the Food Guide Pyramid.

Campaign messages focus on breakfast, healthy snacking, physical activity, and balancing eating and activity. In an effort to reach children in a fun and non-threatening way, Power Panther<sup>™</sup> was developed as the Campaign spokescharacter. Power Panther<sup>™</sup> travels across the country spreading messages like “Move More. Sit Less.” and “Power Up with Breakfast,” to motivate kids to make healthy choices.



The **Eat Smart. Play Hard.**<sup>™</sup> Campaign is an education program of the Food and Nutrition Service, USDA. For more information about Power Panther<sup>™</sup> and the Campaign, contact FNS at (703) 305-2286. In addition, information about the campaign is available on the FNS web site at [www.fns.usda.gov](http://www.fns.usda.gov).

# Eat Smart. Play Hard.<sup>™</sup>

United States Department of Agriculture • Food and Nutrition Service