

What Partners Are Saying...

About **Eat Smart. Play Hard.**TM



American School Food Service Association (ASFSA)

“ASFSA is pleased to join with USDA as a partner in the **EAT SMART. PLAY HARD.**TM - Nutrition Education and Promotion Campaign. Together, with other cooperators, we can make a positive difference in the long-term health and well-being of America’s children.”

The American School Food Service Association was founded in 1946. As the Voice of Child Nutrition, ASFSA advocates and promotes for child nutrition programs. The Association, based in Alexandria, Virginia, provides a variety of education and training programs for its almost 60,000 members, school food service professionals nationwide.



President’s Council on Physical Fitness and Sports

“Endeavors such as your **EAT SMART. PLAY HARD.**TM Initiative are critical if we are to effectively spread the important message of the effect physical activity and good nutrition can have on leading healthier lives. The President’s Council on Physical Fitness and Sports encourages people of all ages to be physically active and to eat right. Those who learn to love physical activity and fitness, and are taught to eat right at an early age, are almost sure to develop healthy, rewarding and vigorous lifestyles which will make them healthier throughout adulthood.”

The mission of the President’s Council on Physical Fitness and Sports is to coordinate and promote opportunities in

physical activity, fitness, and sports for all Americans. The Council carries out its mission by promoting community and school physical activity and fitness programs; by information dissemination and public awareness about the importance of physical activity and fitness; and by leadership of Healthy People 2010 priority area on physical activity and exercise.



National WIC Association (*NWA formerly National Association of WIC Directors, NAWD*)

“The National WIC Association applauds the Food and Nutrition Service for this important campaign to promote healthy eating and physical activity for our nation’s children and their care-givers. **EAT SMART. PLAY HARD.**TM is a message that will resonate with the families WIC serves. As the voice of the nation’s premier public health program, NWA is proud to be a partner in this effort to promote healthy living.”

The National WIC Association (NWA) is a non-profit organization dedicated to maximizing WIC program resources. It is the proactive voice, which supports, inspires and empowers the WIC community through creativity, teamwork and leadership. The mission of NWA is to provide leadership to the WIC Community in promoting quality nutrition services; advocating for services for all eligible women, infants and children; and assuring sound and responsive management of (the Special Supplemental Nutrition Program for Women, Infants and Children.



American Dietetic Association (ADA)

“The American Dietetic Association recognizes the window of opportunity in educating preschool and school aged children about the relationship of food choices and fitness to good health. The **EAT SMART. PLAY HARD.™** Campaign is a great way to build awareness about healthy eating and physical activity, and ADA will share the campaign materials with its 70,000 members.”

The American Dietetic Association was formed 82 years ago, and today with nearly 70,000 members, is the largest organization of food and nutrition professionals in the world. Our mission is to promote optimal nutrition and well being for all people by advocating for our members. ADA has 50 state dietetic associations, plus D. C., Puerto Rico, and 70 foreign country affiliates.



YMCA of the U.S.A.

“The YMCA knows that good eating habits begin with infants, leading to good health throughout life. We are pleased to partner with USDA on the Nutrition Education and Promotion Campaign.”

The YMCA of the U.S.A’s mission is the empowerment of women and girls and the elimination of racism. We provide services to over 750,000 children in more than 1,000 sites



International Food Information Council (IFIC)

“IFIC applauds the combination of nutrition and physical activity messages in the **EAT SMART. PLAY HARD.™** Nutrition Education and Promotion Campaign. This program has the potential to help children and caregivers make positive healthy lifestyle behavior changes.”

The IFIC is a non-profit organization whose mission is to communicate science based information on food safety, nutrition and health to journalists, health professionals, educators, government officials, consumers and other opinion leaders who communicate with the public. IFIC is funded primarily by the broad-based food beverage and agriculture industries.