

Get Involved!

Use **Eat Smart. Play Hard.™** in your Nutrition Education Efforts

It's easy. Here are several ways to use the Eat Smart. Play Hard.™ Campaign messages and materials everyday. These ideas are just to get you started. You'll probably be able to think of many more creative ways to use the messages in your Team Nutrition, WIC, or Food Stamp nutrition education activities. Check out what others are doing on the other side.

Use this checklist to get results...

Place the spokescharacter, Power Panther,™ and messages in your existing State, local, parent or outreach newsletters and materials. Download the clip art and messages from the FNS web site: www.fns.usda.gov

Develop hands-on cooking demonstrations and group sessions around campaign themes and messages. Make the activities interactive.

Order Eat Smart. Play Hard.™ posters, parent brochures, and kids' activity sheets. Fax your request to 703-605-6852.

Promote and expand your school's breakfast program by using the two breakfast posters. Invite community leaders to join you for a Power Panther™ breakfast.

Display posters & brochures in community settings such as food stamp offices, schools, food banks, faith based organizations, health fairs, farmers' markets, and WIC offices.

Share your success stories with FNS by sending news clippings, photos, and event descriptions to your Regional FNS office.

Include Power Panther™ image and messages on monthly menus, table tents, or other materials that you give to participants.

Use the campaign materials to support your existing nutrition education or physical activity programs, such as National Nutrition Month, National School Lunch or Breakfast Weeks, National 5 A Day Month.

Inform community leaders, school board members, teachers, providers, school nutrition personnel, and volunteers that work with your programs about the Eat Smart. Play Hard.™ Campaign.

Schedule a Power Panther™ appearance at state or local conferences, school or community events. Borrow the costume from FNS regional offices. See ABC Booklet for details or contact your State office.

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United States Department of Agriculture • Food and Nutrition Service

Power Panther™ in Action...

A letter from Shannon Stembler, Nutrition Education Specialist, Portland Public Schools, Oregon

“Our main focus has been on using the Power Panther™ and the Eat Smart. Play Hard.™ messages on menus and displaying the posters in our cafeterias at the 65 elementary schools in our district.”

School Food Service Staff

“We introduced him to staff at our Fall Workshop and continued to feature him all year long.”

Physical Education Teachers

“He (Power Panther™) was introduced to the district’s PE teachers at a district-wide inservice and each of the elementary PE teachers received the Play Hard poster.”

Students and Teachers

“Selected schools and targeted grades had additional exposure to Power Panther™ through field trips to our Central Kitchen, classroom guest lectures and school-wide orientations in the cafeteria (only two schools last year, but more are planned for next year). I was amazed that students had an awareness of Power Panther™ having seen him only on posters and the school menus and that they were able to verbalize the Eat Smart. Play Hard.™ slogan when asked what the Power Panther™ teaches students.”

School Nurses

“School nurses have also been targeted to help promote the Eat Smart. Play Hard.™ messages and have responded very positively and have requested additional materials and wondered whether we have a costume for school visits.”

Helen W. Smith, Extension Agent, Family Consumer Sciences, Bedford, Virginia reports

A Team Approach of Students, Teachers & Cafeteria Staff

“The Work and Family Studies classes at two of our high schools in Bedford Country prepared an educational program on “Eat Smart. Play Hard.™” which they presented to children at two elementary schools. One student played the role of the Power Panther™. The programs included a nutrition lesson plus some songs and dances/exercises about healthy eating and exercising. They did a really good job! The children really enjoyed it and the elementary teachers were very complimentary of their programs. The cafeteria staff prepared a healthy snack of fruits and vegetables for the children following the assembly.”

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