

Eat Smart. Play Hard.™

Power Tools for You



R. Jane Mandell, MS, RD
Office of Analysis, Nutrition, & Evaluation

What We are Going to Talk About

- Overview of Eat Smart. Play Hard.™ Campaign
- Current Eat Smart. Play Hard.™ Components and Resources
- New and Emerging Resources



What is Eat Smart. Play Hard.™?

**It's a Nutrition
Education and
Promotion
Campaign!**



Campaign Goal

...to motivate the target audience to make positive changes in eating and physical activity behaviors to improve long-term health.



Over-Arching Audience

- Children 2 to 18 years old
- Parents
- Caregivers



Targeted Audience Segment

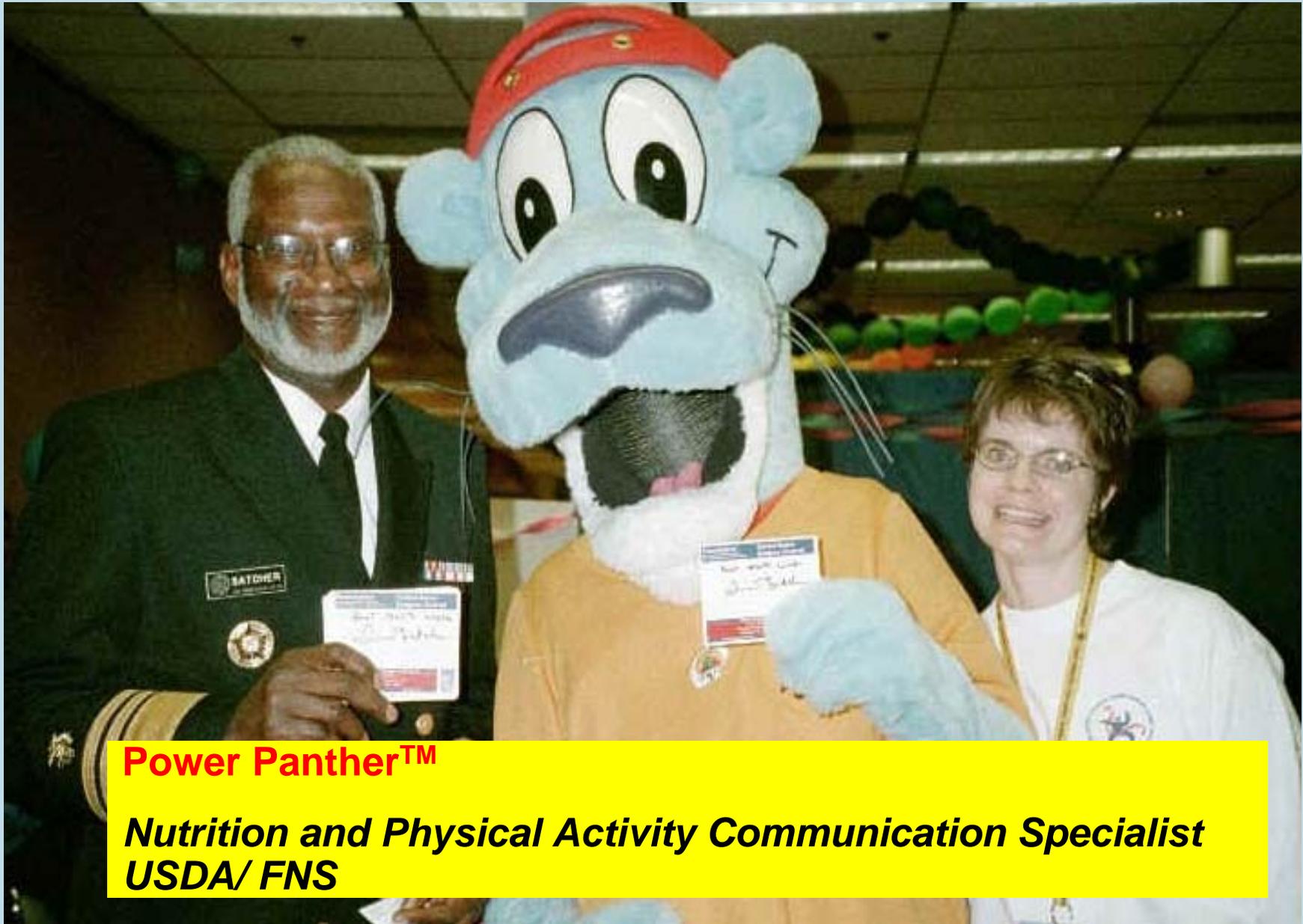
Children 8–12 years old

- Growing independence
- Peer importance
- Decision-making
- Influence on family foods



Key Themes & Messages





Power Panther™

***Nutrition and Physical Activity Communication Specialist
USDA/ FNS***

Power Panther!

Making healthy eating “in” for kids.

“I power up with breakfast every day! It keeps me going strong all morning long.”



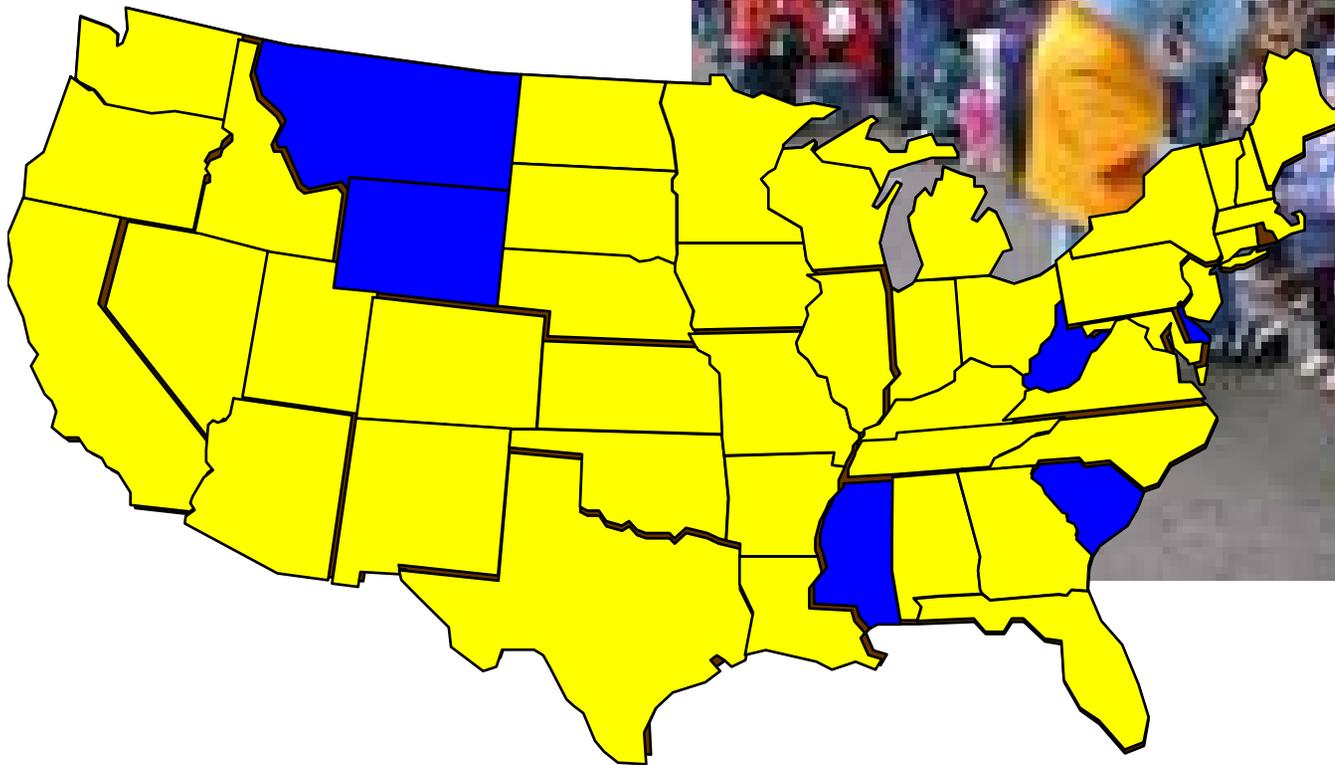
Power Panther Events



- National
- Regional
- State
- Local



Tracking Power Panther



States visited



Power Panther™ has visited 80% of U.S. states and territories including Alaska, Virgin Islands, and D.C. and has traveled over 556,287 miles.

Kids Love Power Panther



... so do Adults!



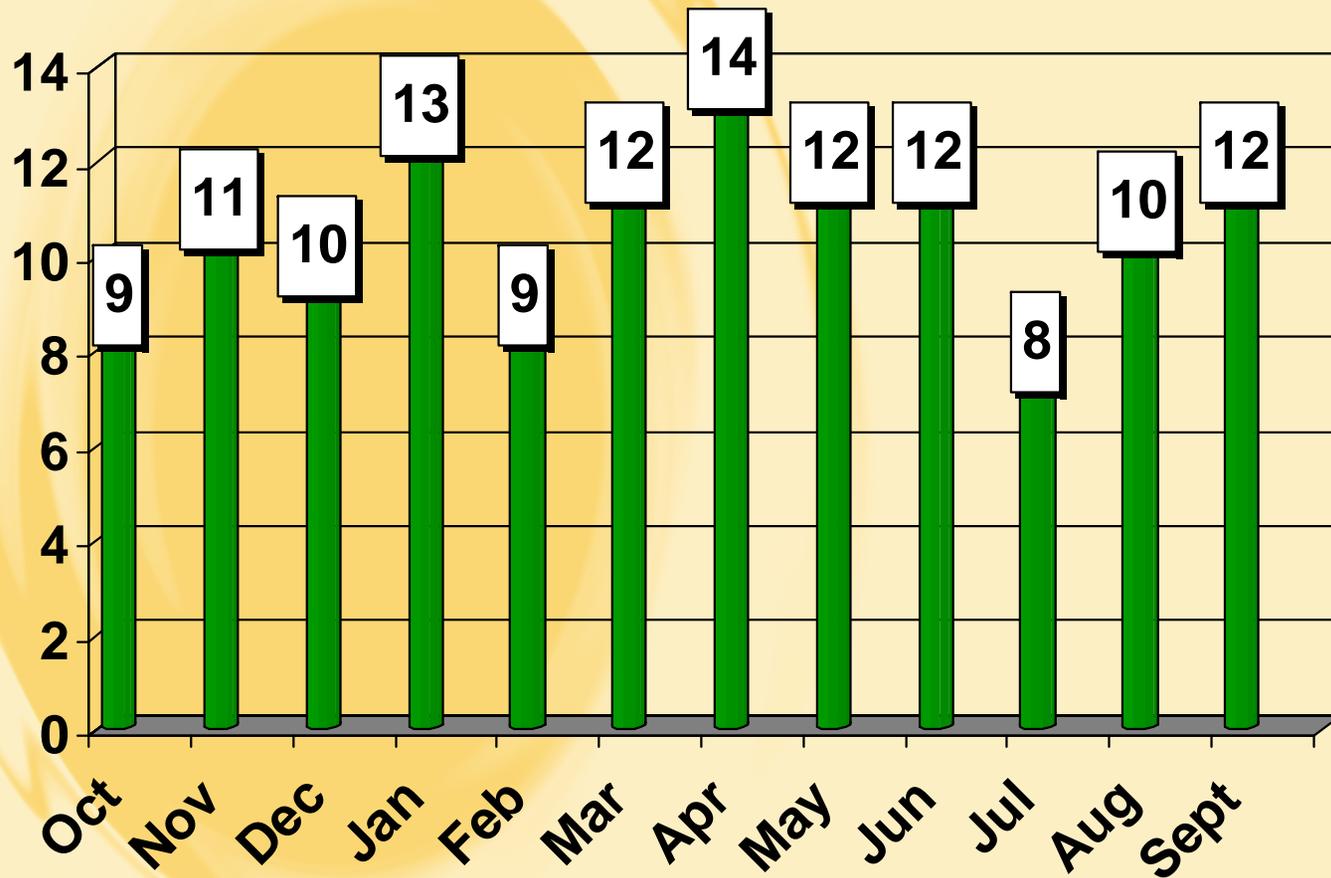
**Power Panther
and a Police
Officer at the
Macy's Day
Parade**

**Power Panther takes a
photo with his boss,
FNCS Under Secretary
Eric Bost**



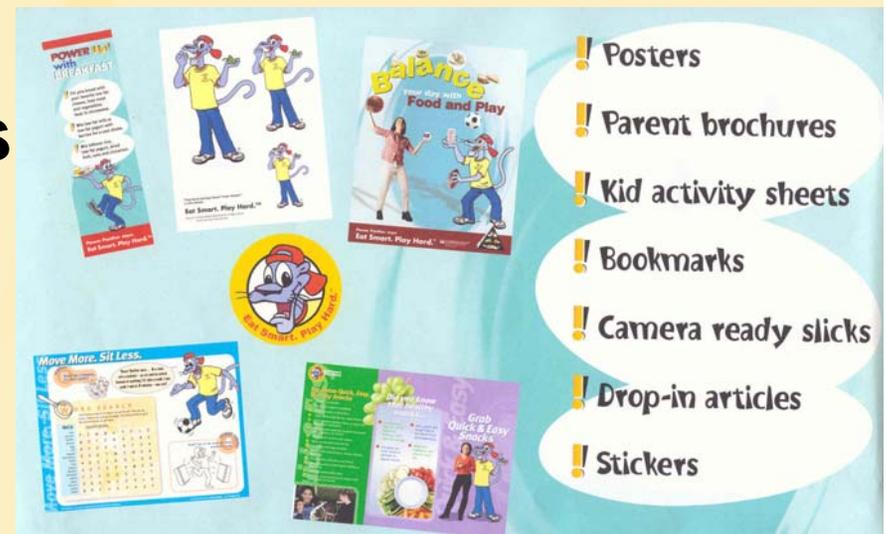
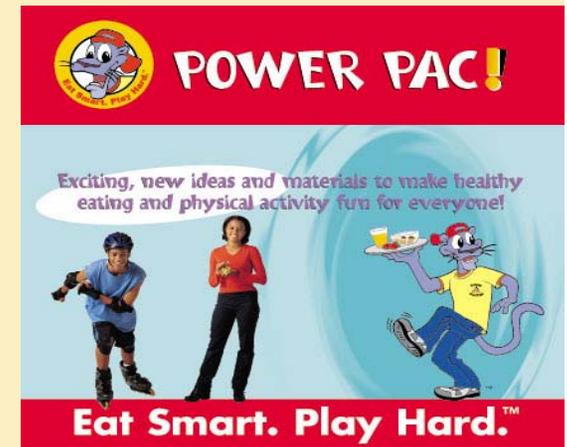
**President's
Physical Fitness
Challenge at the
White House**

Power Panther Bookings FY 2005



Current Campaign Components

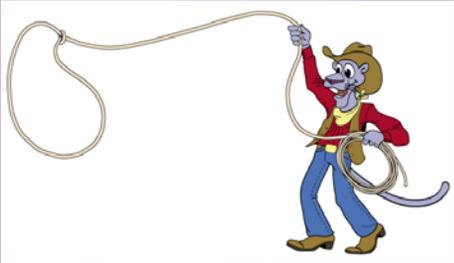
- Education & promotion materials
 - Kids
 - Parents/caregivers
 - Guidance for professionals
- Media products
 - Songs/Screensavers
 - News articles/Movies
 - Radio Announcements
- Web site
- Power Panther™
- Partnerships



Guidance and Educational Materials



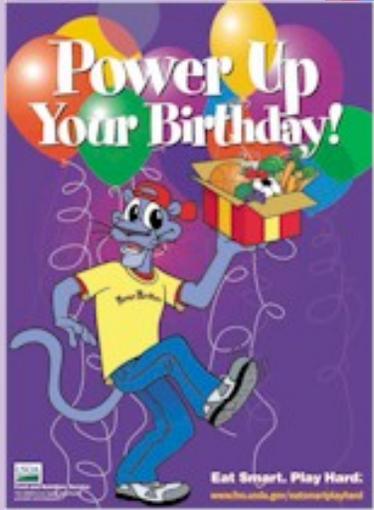
Promotional Materials



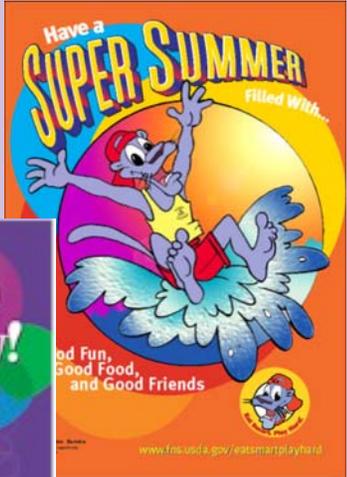
Images



Emoticons



E-Cards



We also have
Screen Savers!

Spanish Language Materials

Spanish language materials:

- Posters
- Parent Brochures
- Kids' Activity Sheets
- Bookmarks
- Multi-language format



Radio Public Service Announcements

Target Audience: Kids & Parents

Topics:

- **Breakfast Game Day**
- **Make Time for Lunch**
- **Family meal time**
- **Choosing better snacks**
- **Making family time active time**
- **Better food & activity choices**



Materials Distribution Trends

- Most requested items:
 - parents' brochures
 - kids' activity sheets
 - bookmarks
- 48% from schools and child care providers
- 52% from Food Stamps, WIC, Tribal Organizations



Power Panther Zone

- ! What's It All About
- ! EAT SMART. PLAY HARD.™ Collection
- ! Power Panther Zone

Biography

Camera Ready Slicks

Clip Art

Costume

Photo Gallery



Hello!

I'm **Power Panther**,™ the spokescharacter for the Food and Nutrition™ Service's **Eat Smart. Play Hard.**™ campaign.

I love my new job because I get to travel all across the country to talk to kids, like you, about how important it is to eat smart and play hard.



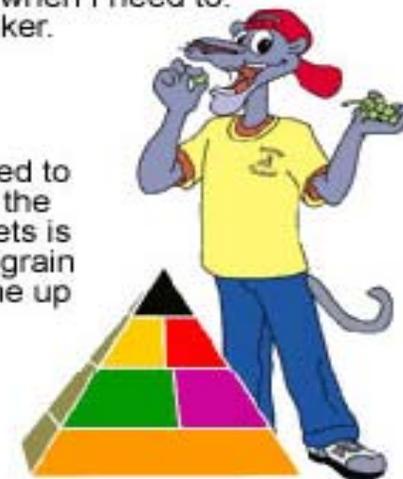
One of my favorite activities is walking, running, or biking most days of the week. I cover 20 miles a day.

I am proud to say that I am very fast and physically fit. I can jump as high and as long as a tractor-trailer and I can climb the tallest trees when I need to. I'm also a great swimmer and hiker.

I play hard everyday! Because I'm so active, I need to keep my energy level up. So I eat smart and use the Food Guide Pyramid as a guide. One of my secrets is keeping a variety of fruits, vegetables and whole grain foods handy. They make great snacks and fuel me up for things I like to do.

I hope boys and girls everywhere will make healthy food choices like me!

Power Panther



Eat Smart. Play Hard.TM Web Site Hits

www.fns.usda.gov/eatsmartplayhard

