



Healthy Kids Challenge Simple Messages

Ideas for Bulletin Boards, Sound Bites, and Coordinating Activities

With **AWE**-some messages!

A-ppealing and fun **W**-elcome and inviting **E**-asy and simple

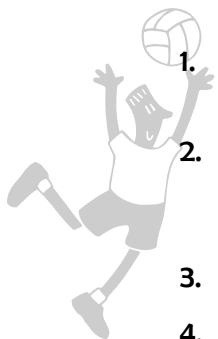


6 Simple Messages Help Build Healthy Habits



Send Simple Messages **ONE** at a Time:

All foods fit with a healthy balance of eating choices and physical activity.



1. **5 A Day the Tasty Way!** Eat at least 5 servings (and up to 9) of fruits and vegetables each day.
2. **Snack Attack!** Recognize added sugar and fat in foods as a step in making choices for healthy balance. Choose foods with added sugar and fat less often or in smaller amounts.
3. **Breakfast GO POWER!** Breakfast helps kids THINK-LEARN-GROW-PLAY
4. **Discover Smart Servings!** Sometimes it is not WHAT but HOW MUCH. Choose larger servings of foods lower in added fat and sugar.
5. **Think your Drink!** Make a healthy SPLASH with a Drink Think. Choose water or low fat milk more often.
6. **Active Play EVERY Day!** Increase physical movement through the day in every way. Choose things you LIKE to do for at least 60 minutes of active time most days.

What are healthy behavior goals by which to measure balance?

1. Try for at least 5 A Day and up to 9 A Day of fruits and vegetables.
2. Choose snacks lower in added fat and sugar.
3. Eat breakfast most days!
4. Choose regular instead of super-sized portions when eating out.
5. Choose water or low fat milk rather than soda. Choose 3 A Day servings of milk each day.
6. Choose at least 60 minutes of active play most days of the week.




Teaching Points for Eating Choices From MyPyramid

MyPyramid: www.mypyramid.gov


Grains Group

- ▶ The grain group has *many* foods from which to choose.
- ▶ This group provides a large proportion of foods we need daily to be healthy.
- ▶ Breakfast cereals are some of the best sources of B-vitamins and iron in our diet.
- ▶ Along with fruits and vegetables, foods in this group are sources for fiber.
- ▶ Whole grains have more fiber than refined grains. Make half your grains whole grains from cereals, breads, crackers, rice and pasta.
- ▶ Recognizing foods in this group with hidden (added) sugars and fats helps us make healthy choices.

Fruit and Vegetable Groups: Vary your vegetables and focus on fruits!

- 
- ▶ Choosing a good variety of foods from these groups helps give good BALANCE to the things we eat each day.
 - ▶ Choosing at *least* “5 A Day” in a rainbow of colors ensures healthy *variety*.
 - ▶ The rainbow colors are our clue that these foods are great sources of vitamins and phytochemicals!
 - ▶ Along with Breads, Cereals, and Grains, foods from these groups are sources of fiber.
 - ▶ Recognizing processed fruits and veggies with hidden (added) sugars and fats helps us make healthy choices.

Milk and Meat & Beans Group

- 
- ▶ A good intake of calcium is important for strong bones.
 - ▶ Calcium intake for kids is important because the foundation for strong bones is built during childhood. As adults age, bones lose calcium.
 - ▶ Calcium from Milk and Dairy group foods has the best absorption. Remember 3 A Day servings of Milk.
 - ▶ Iron from meat is better absorbed than from other sources.
 - ▶ In the Dairy and Meat groups, there are low and high fat foods. Recognizing “hidden” fats helps us choose high fat foods less often, and in smaller amounts.

Note: If children will only drink whole milk, they are still encouraged to do so...as whole milk is better than no milk. As they get older, it becomes important for them to understand how to make food choices to lessen fat in the diet.

Oil:

- ▶ Some fat in our diet is good. We use fats for energy to keep us going, but too much can be bad for our body, especially our heart.
- ▶ Choose liquid oils that are more heart healthy than solid fats.

Sweets and High Fat Foods

- ▶ Sugar and fat adds calories and sugar increases tooth decay. Too much sugar and fat upsets our energy balance.
- ▶ Choose foods high in sugar and fat in small amounts.
- ▶ Choose foods high in sugar and fat less often.

Six Simple Messages



Message #1

5 A Day the Tasty Way! Fruit and Vegetable Intake

Healthy Behavior Objective: Kids will increase intake of fruit and vegetables each day (up to 2 c. fruits and 2 ½ c. vegetables)

5 A DAY WOWS! Checklist for Healthy Change:

- Put up a bulletin board or a banner! Have kids draw and color their favorite, then create a rainbow—or post a different fruit or veggie each week along with snack tips. Rainbow colors: blue/purple – green – white – yellow/orange – red
- Add fruit & veggie choices to snacks, parent meetings, or for fundraisers!
- Use some or all of the following activities!



Activity Idea: Designate a fruit and vegetable week!

Have kids vote for their top 5 fruits and vegetables and designate a day during the week for each favorite.

Each day:

- ▶ Begin the day by sharing "trivia" for the designated fruit or veggie (Dole 5 A Day address for trivia, below)
- ▶ Have kids create a "rhyming verse" or "sound bite" that refers to the fruit or veggie being recognized. Try "Orange I Special" "Bananas Have APPEAL!" for a start.
- ▶ Use Veggie Trivia in the Classroom, Over the Intercom, or Anywhere

Here is an example of trivia at the Dole 5 A Day Web Site!

http://www.dole5aday.com/Grownups/Fun/G_DidYouKnow.jsp

Corn: Corn is a member of the grass family, so it isn't really a vegetable; it's a grain. Sweet corn, the type we eat as a vegetable, is always white or yellow, but other types of corn form orange, red, brown, blue, purple and even black kernels. The average ear of sweet corn has 800 kernels arranged in 16 rows. Corn is a very popular vegetable. The average American eats 25 pounds of corn each year! It's the seventh most popular vegetable.

Healthy Kids Challenge Toolkit Activities:

- Fruit and Veggie Meter:** Setting Up for Success, pages 11-14
- KidLink Veggie Challenge:** School Activity Kit, page 16
- Variety of Rainbow Colors:** Food Museum page 6
- Vote for #1:** Food Museum, page 10

Additional Resource to supplement your 5 a Day Fun!

5 A Day www.5aday.com

The web site provides lots of tips to increase your intake of fruits and vegetables. Includes recipes, a page to track your 5 A Day challenge, and sections for kids and teachers



Message #2

Snack Attack

Healthy Behavior Objective: Kids will choose snacks lower in added fat and sugar.

Snack Attack WOWS! Checklist for Healthy Change:

- Have kids create a list of their favorite healthy snacks! Challenge them to take the list home and use it when choosing snacks!
- Create a bulletin board with the kids' healthy snack ideas. Have kids draw and pictures of their snack ideas. After posting on the board, see how many different food groups are represented by the ideas. How many different fruits or vegetables? Is there a good variety of color?
- Have kids interview school staff or each other. Snap a photo of the person interviewed. Post the picture with a quote or a recipe of their favorite snack.
- Another bulletin board message idea:
YOUR SNACK ATTACK
Size it UP: Size up foods for fat and sugar and choose less of these.
Mix it UP: Try different snacks! Mix in lower fat and sugar foods.
Shake it UP: Size it up, mix it up and then shake it up with fun active play!
- Use some or all of the following activities!



Activity Idea:

Ask kids to bring in a clean wrapper or empty box of their favorite snack food. Display the snacks on the board in order of the most to the least amount of sugar—identify teaspoons of sugar per serving. Another week, order from most to least amount of fat and identify teaspoons of fat per serving.

Healthy Kids Challenge Toolkit Activities:

- Kid; Create Their Own Snack Bar:** A la Cart Snack Attack, page 33
- Creative Writing:** A la Cart Snack Attack, page 34
- Snack Attack:** Food Museum, page 43

Additional Resources to supplement your Snack Attack:

Kid; Health Organization: www.kidhealth.org Snack ideas and tips

5 A Day: www.5aday.com Great fruit and vegetable snack ideas



Message #3

Breakfast Go POWER!

Healthy Behavior Objective: Kids will eat breakfast most days.

Breakfast GO POWER WOWS! Checklist for Healthy Change:

- Put up a bulletin board or a banner! Ask kids if they know the secret of GO POWER. Make a letter scramble on the board: K R A E S T F A B Ask kids to unscramble the letters (to spell Breakfast). Make buttons (out of paper) that say: Ask me the secret to GO POWER.
- Another bulletin board message idea:
 - Build GO Power! Breakfast gives our body more energy!
 - Build BRAIN Power! Breakfast gives our mind more think power!
 - Build PYRAMID Power! Breakfast helps build a tasty, healthy MyPyramid!
- Have kids create a list of their favorite healthy breakfast foods! Challenge them to make breakfast a daily healthy habit!
- Use some or all of the following activities!



Activity Idea:

Use the breakfast ideas in A la Cart Breakfast, page 47 to talk about different food combinations for breakfast. Have kids combine foods from at least 3 different food groups to create their own menus.

Healthy Kids Challenge Toolkit Activities:

All activities from Healthy Kids Challenge, A la Cart Breakfast, page 50 (Lesson 5)

Creative Thinking

Creative Writing

Creative Math

Breakfast Builder Sandwich (tasting activity)

Additional Resource to supplement your Breakfast GO POWER:

Kids Nutrition Organization, Baylor University: www.kidsnutrition.org/ click on Consumer Archives, Breakfast information



Message #4

Smart Servings

Healthy Behavior Objective: Choose regular portion sizes instead of super-sized when eating out.

Smart Servings! Checklist for Healthy Change:

- Put up a bulletin board or a banner! Using the now and then serving size examples:
 - ◆ Bigger Bagels: Typical bagels now weigh 4 to 7 oz. when 1 oz. is defined as a grain serving
 - ◆ Bigger Muffins: Muffins range from 2 oz to 8 oz exceeding 1.5 oz which is defined as a serving
 - ◆ Bigger cookies: The average cookie is almost twice as large as a “medium” cookie equal to 1 serving
 - ◆ Bigger brownies: A brownie recipe found in the popular cookbook, *The Joy of Cooking*, yielded 30 brownies in the 1960’s and 70’s, but the same recipe yield 16 in the latest addition—meaning that each brownie is almost twice as big!
 - ◆ Bigger soda: A bottle of soda in the 1950’s was 6.5 oz. Now it is 20 oz.
 - ◆ Another Bulletin Board Message Idea: Have kids bring in a clean wrapper or empty package of a food they eat often. In a group, ask kids to guess the serving sizes and then read the package to see if they guessed correctly. Talk about the fat and sugar in the foods and ask kids how that might affect their choice of portion size. Take clean packages up on the board and ask the question can you guess the serving size.
- Use some or all of the following activities!



Activity Idea: Challenge kids to choose the regular size instead of super-size the next time they go a fast food restaurant. Ask them to compare the amount of fat and sugar in the regular size compared to super-size. If the nutrition information isn’t available at the fast food restaurant, make it a group project to look it up on the Internet.

Healthy Kids Challenge Toolkit Activities:

Can It: Acting Up, page 25

Play “higher or lower”: A la Cart Snacks, page 45

Tasting activity: A la Cart Snacks, page 48

Additional Resource to supplement your Smart Servings:

MyPyramid: www.mypyramid.gov

Information about the new pyramid, food groups, and serving sizes



Message #5

Drink Think!

Healthy Behavior Objective: Choose water or low fat milk rather than soda. Choose 3 A Day servings of milk each day.

Drink Think WOW! Checklist for Healthy Change:

- Put up a bulletin board or a banner! With the Bare Bone Facts trivia below.

A Good Reason to Think Milk as a Drink: The Bare Bone Facts!

Underneath it all are the Bones!

Imagine a body without bones! Did you know your body has 206 bones that are alive and growing? Calcium helps prevent a “break-up”! Think Milk 3 A Day

The bare bone facts: Calcium builds healthy bones and bodies!

- 99% of total body calcium is found in bone
 - Bones grow and build maximum strength most rapidly during the teen years
 - Maximum bone strength occurs around age 30; a gradual loss occurs as we age
 - Activity that causes our bones to bear weight increases the amount of calcium our bones absorb
- Use some or all of the following activities!



Activity Idea:

Challenge kids to a drink think. Have them keep track of the number of times they choose water instead of soda in 1 week.

Healthy Kids Challenge Toolkit Activities:

Got Milk: Setting Up for Success, page 43

Size it Up A la Cart Snacks, page 53, activity #1

Additional Resources to supplement your Drink Think:

The Dairy Council’s Nutrition Explorations: www.nutritionexplorations.org/index.asp

Activity ideas for classrooms, and tips for parents, kids, and school food service

Got Milk <http://www.whymilk.com/>

This site features "got milk" fun facts, recipes, and interactive sections for kids and teens.

3-A-Day of Dairy <http://www.3aday.org/health/index.html>

The site has recipes, a “Mom’s Corner” and information for health professionals



Message #6

Active Play Every Day!

Healthy Behavior Objective: Choose at least 60 minutes of active play most days of the week.

Active Play Every Day! Checklist for Healthy Change:

- Put up a bulletin board or a banner! Post pictures of staff participating in THEIR favorite active play. Have kids draw their favorite types of active play and post on the board, too.
- Another Bulletin Board Message Idea:
Balance = healthy eating choices + active play
Put Feeling Good into MOTION!
- Use some or all of the following activities!



Activity Idea:

Challenge kids to set a goal for how they will add 5 or 10 minutes of active play to their day. Write the goal on a strip of paper and create a challenge chain to hang up in the entryway of the center. Ask staff and parents to add to the chain!

Healthy Kids Challenge Toolkit Activities:

Active Play! Acting Up, page 46

Physical Movement Connection! A la Cart Breakfast, page 25

Circus Fun! School Activity Kit, page 47

Dairy Dazzling Fitness Stations

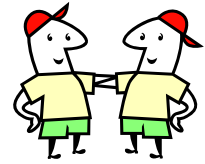
Additional Resource to supplement your Active Play Every Day:

Kidnetic: www.kidnetic.org

Healthy Eating and Physical Activity ideas for kids, parents, and teachers



Game Plans:



Who _____

What & How

Activities _____

Messages _____

Where _____

When _____



Who _____

What & How

Activities _____

Messages _____

Where _____

When _____