



Bay Area Children's Power Play! Campaign

**Linking Nutrition Education
& Physical Activity**



Presented by:

**Tuline Baykal and Andrea Estrada
Bay Area and Central Coast *Children's Power Play!*
Regional Coordinators**

What is the *Children's Power Play! Campaign?*

- **Statewide social marketing campaign**
- **Target Audience: 9 to 11-year-old children, and their families, at or below 185% of the federal poverty level**



Children's Power Play!

Key Messages

- Eat 3 to 5 cups of fruits and vegetables a day
- Be physically active for at least 60 minutes a day



Nutrition/Physical Activity & Academic Performance

- **Increased concentration**
- **Improved math, reading, and writing test scores**
- **Reduced susceptibility to stress**
- **Reduced disruptive behaviors**
- **Fewer absences due to illness**

Sources: Sallis, JF, et al. (1999). *Res Q Exerc Sport*, 70(2), 127-134; Shepard, RJ (1999). *Pediatr Exerc Sci*, 9, 113-126; Symons (1997). *JOSH*, 67(b).

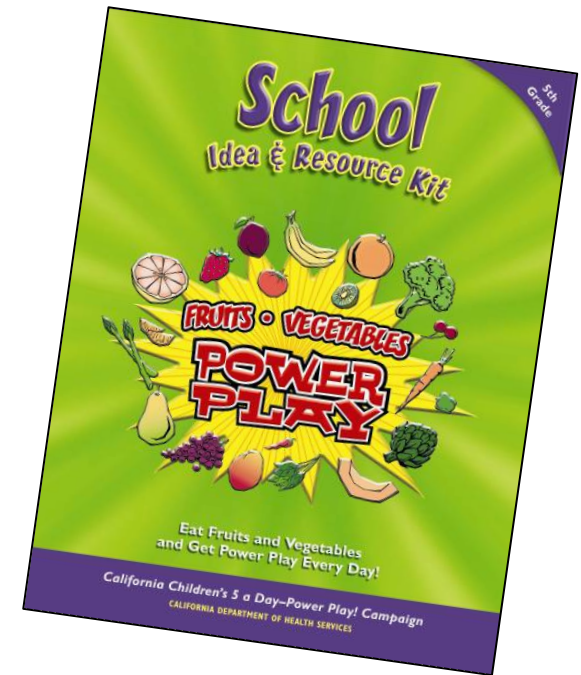
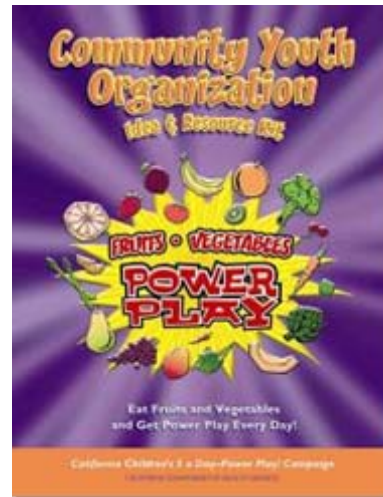
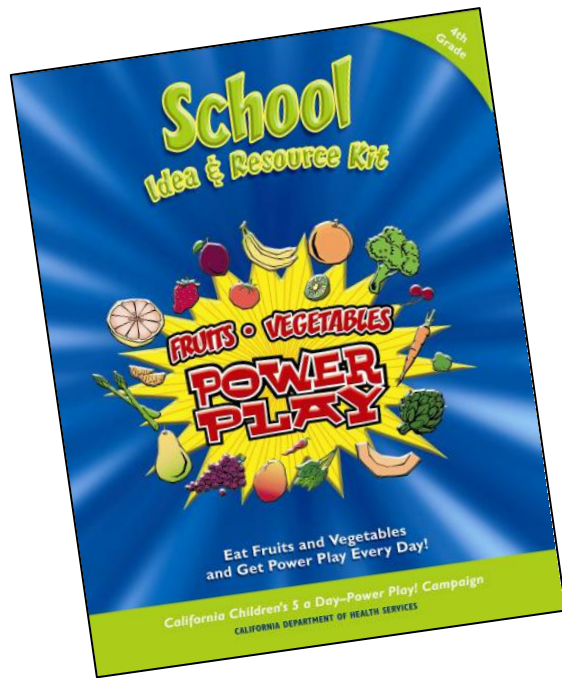


What does the *Children's Power Play!* offer?

- *Community Youth Organization Idea & Resource Kit*
- *School Idea & Resource Kit*
- **Support Materials**
 - *Kids...Get Cookin'!* cookbooks
 - Posters, brochures, stickers, and other materials to reinforce the fruit and vegetable and physical activity messages
 - Parent education materials



Schools and Community Youth Organizations can give kids the tools to live healthier lives: NUTRITION EDUCATION AND PHYSICAL ACTIVITY



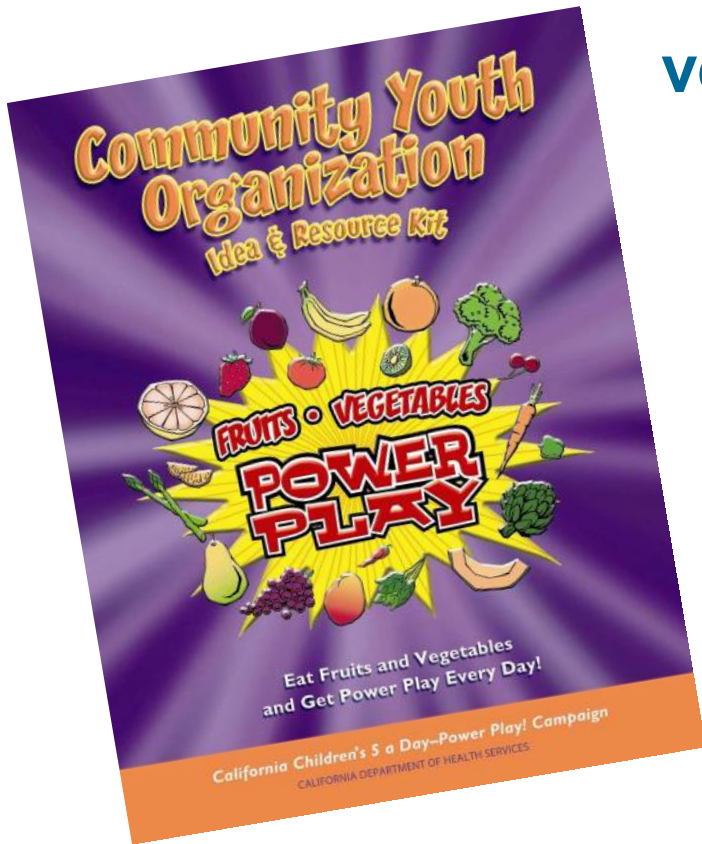
School Idea and Resource Kits: 4th and 5th grade



- 10 Interactive and fun lessons
- Easy-to-use format
- Includes student workbooks
- Activities link to California Content Standards
- Supports Health Education Standards

Community Youth Organization Idea & Resource Kit

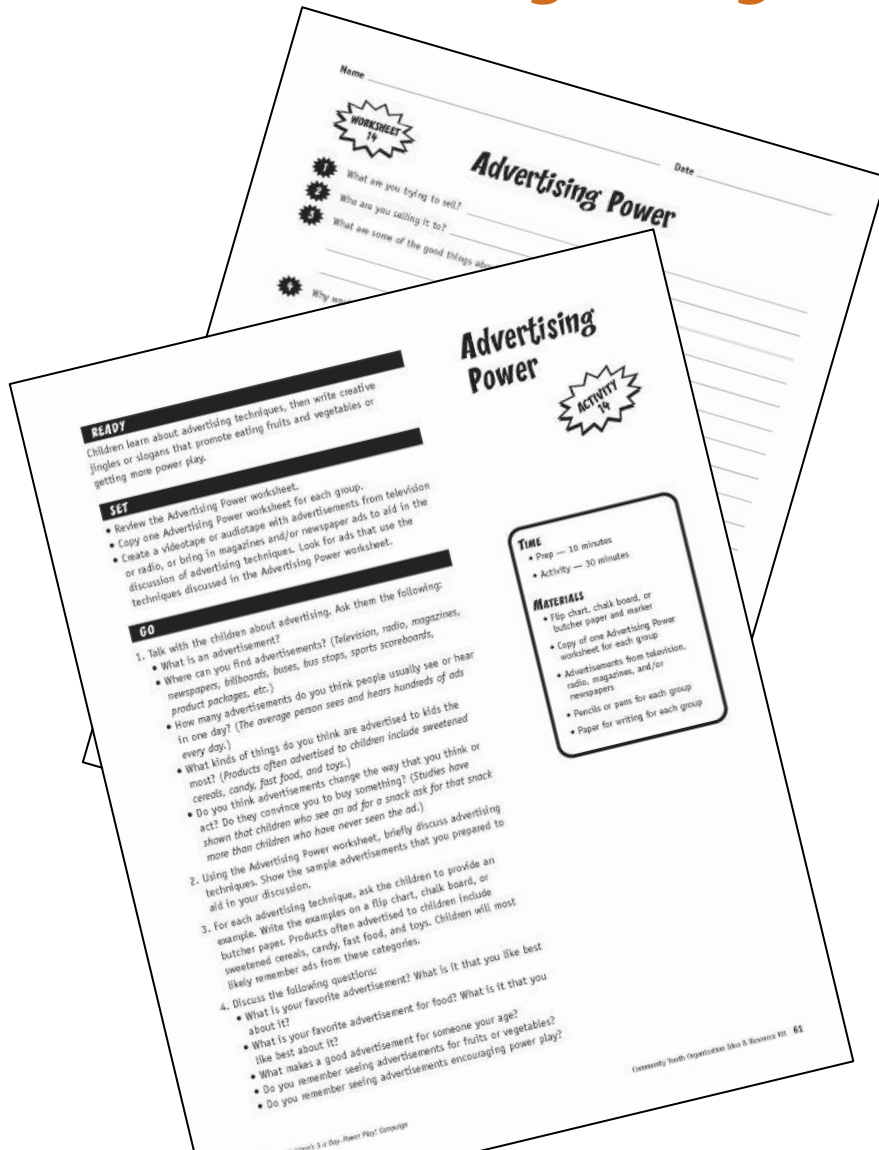
**20 activities on fruits and
vegetables and physical activity**



- **Easy-to-Use Format**
- **Activities adaptable to all elementary ages.**
- **Mix of lessons and physically active games that build kids' skills.**
- **Supports Health Education Standards.**



Activity Layout for ALL Kits

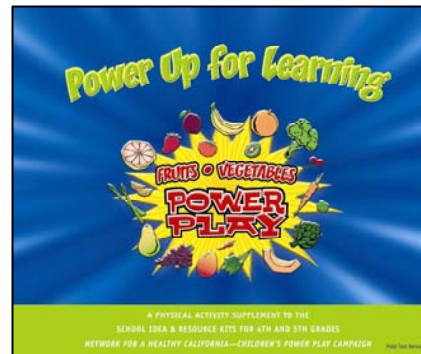


- Prep Time and Activity Time
- Materials
- READY, SET, GO
 - Modifications for younger children
- GO FARTHER
- BRING IT HOME

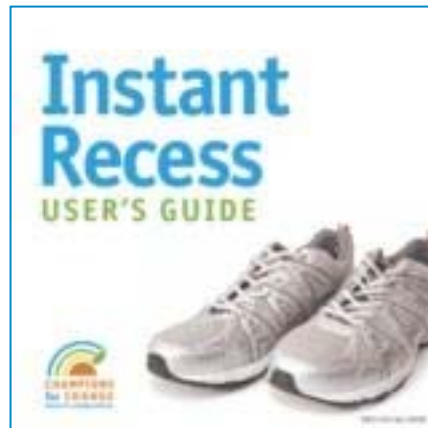


Supplemental PA Resources

1. Power Up for Learning (in progress)



2. Instant Recess



Supplemental PA Resources

3. Nutrition Decathlon

- Food for Thought
- Apple Toss
- Bean's Bulls Eye
- Berry Relay
- Carrot Hop
- Citrus Hike
- Coconut Bowling
- Melon Weight Lifting
- Pepper Toss
- Squash Challenge





Start making a difference today! Become a Champion for Change!

1. Meet with your regional coordinator.
2. Complete a one-page registration form.
3. Conduct required number of activities from the *School Idea & Resource Kit*.
4. Return your one-page participation report.
5. Get cookbooks for all your students from your regional coordinator.



You can... join the *Network for a Healthy California*



Youth
Organizations

Media



Faith-based
organizations



Worksites



Schools



Farmers and Grocers