Pick a better snack™

Iowa's Social Marketing Campaign

Iowa Nutrition Network

Nutrition Network Campaign Partners

- Iowa Department of Public Health
- Iowa Department of Education
- Iowa State University Extension
- Iowa Department of Human Services
- Commodity Groups (5 A Day)

Focus Group Research
(mothers, fathers, childcare providers)

- Already have strong positive attitudes toward fruits and vegetables.
- Value of health behavior is immediate. No mention of chronic disease risk.
- Cost was not a major issue in purchasing.

Focus Group Research

- Don’t feel able to adopt recommended behaviors (frt/veg and physical activity).
- Mothers and childcare providers think good health is time consuming. Fathers think it’s a matter of personal attitude.
- Children more readily accept food with which they have had personal involvement.

Focus Group Research

- Commonly liked vegetables include carrots, celery, corn and potatoes.
- Prefer fresh fruits and vegetables.
- Prefer messages that offer a clear idea of what to do and how to do it.
- Healthful snacks must be easy, simple, and require little time or no time investment.

Nutrition Education Campaign Guidelines
(developed by network partners)

- Message: Choose fruits and vegetables as snacks
- Community decides how to use campaign
- Low cost
- Adaptable to multiple programs
- Key graphics provided on CD-ROM
- Support communities with “extras”

Pick a **better** snack™

Pick a **better** snack™

TEAM NUTRITION

Revised Logo

Graphics

Iowa Nutrition Network

Campaign Overview

- **Goal:** Increase consumption of fruits and vegetables among Iowa children and their families. (FSNE focus on low-income)

- **Target audiences:** Primary audience is children. Secondary audience is parents and childcare providers.

Campaign Overview

- **Objective 1:** Target audiences will be more aware of campaign logo and supporting messages.

Campaign Overview

- **Objective 2:** Children will improve their attitudes toward eating fruits and vegetables as snacks.

- **Objective 3:** Children will ask for fruit and vegetable snacks more often.

Campaign Overview

- **Objective 4:** Parents will report that children are eating fruit and vegetable snacks more often.

The Marketing Mix

- **Product:** (Behavior) Eat fruits and vegetables as snacks.

Product

- **Product benefit:** Empowerment to do something they already know is good for them. (Snacking. How easy is that?)
- **Product benefit**: Eating more fruits and vegetables will make my diet healthier.

Price

- Don’t have time or skills, access
- Cost of fresh produce (did not show up in focus group)
- Poor acceptance by kids
- Storage/waste

Place

- Schools (in-school and after-school snacks)
- Grocery stores
- WIC and Food Stamp offices
- Television (news segments)
- Commuting by car and bus
- Web

Promotion

- Advertising – radio PSAs, billboards, shopper ads, bus signs
- Retail promotion - store signage, recipes and videos
- Contest – BINGO cards
- Public relations – press releases and newspaper articles
- Posters, tattoos, and stickers

Campaign Design

- Logo
- Posters
- Bookmarks
- Certificates
- BINGO cards
- Recipe cards
- In-store signage
- Retail videos
- Billboards/bus
- Radio
- Newspaper
- Print ads

Peel. Eat.

(how easy is that?)

Pick a **better** snack™

Iowa Nutrition Network

Shelf Signs

WASH. BITE.
HOW EASY IS THAT?
Pick a better snack
TEAM NUTRITION IOWA™

GIVE YOUR KIDS THE WARM FUZZIES

(how easy is that?)

Pick a **better** *snack*™

Iowa Nutrition Network

Dip.
Eat.

(how easy is that?)

Pick a **better** snack™

Provided by Iowa Nutrition Network with funding from USDA's TEAM Nutrition and Food Stamp Programs.

Iowa Nutrition Network

Fruits and vegetables

They're sweet or tart. Crunchy or soft. Big or small. Fresh, canned, dried or frozen. They're easy to serve. And even easier to eat. Fruits and veggies — they make a better snack. *And you'll love 'em.*

Pick a better snack.

Book Marks

Iowa Nutrition Network

Certificates

CERTIFICATE *of* ACHIEVEMENT

This certificate acknowledges that

_____
child's name

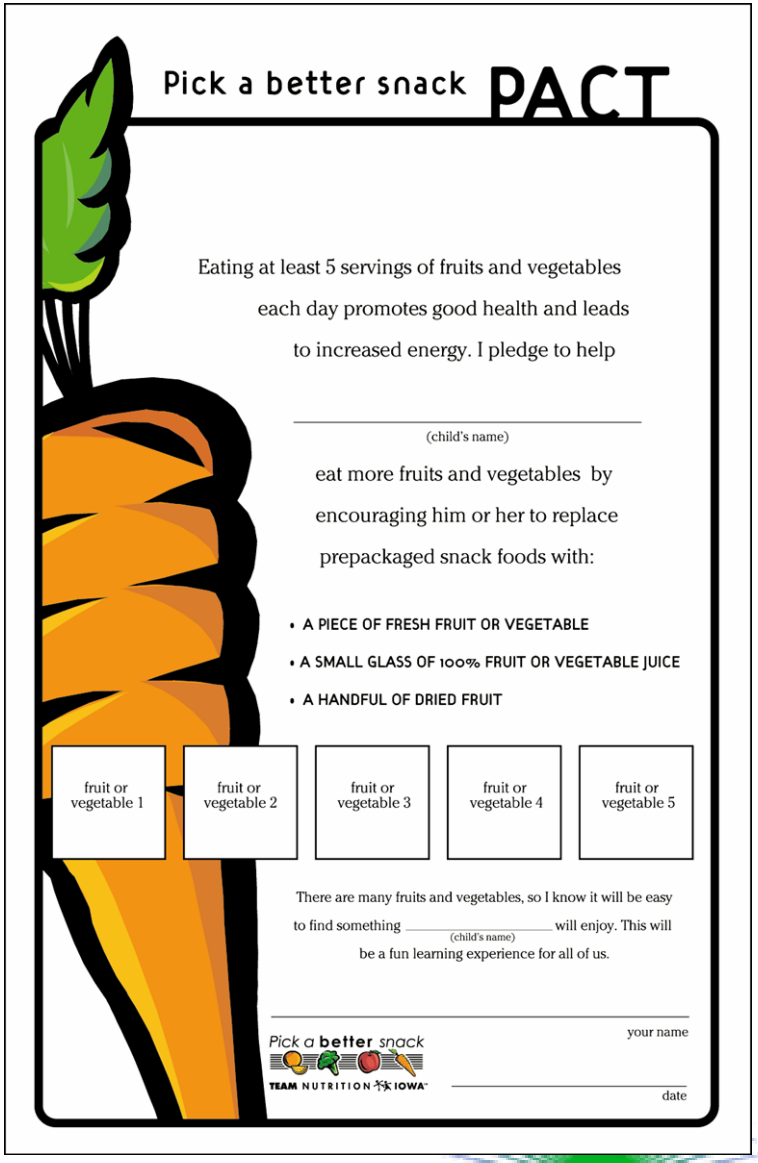
ate _____ and _____ as snacks today.

WAY TO GO, _____
child's name

Keep up the *good* eating habits.

Pick a better snack
TEAM NUTRITION IOWA

Signed _____



Pick a better snack PACT

Eating at least 5 servings of fruits and vegetables each day promotes good health and leads to increased energy. I pledge to help

_____
(child's name)

eat more fruits and vegetables by encouraging him or her to replace prepackaged snack foods with:

- A PIECE OF FRESH FRUIT OR VEGETABLE
- A SMALL GLASS OF 100% FRUIT OR VEGETABLE JUICE
- A HANDFUL OF DRIED FRUIT

fruit or vegetable 1	fruit or vegetable 2	fruit or vegetable 3	fruit or vegetable 4	fruit or vegetable 5

There are many fruits and vegetables, so I know it will be easy to find something _____ will enjoy. This will be a fun learning experience for all of us.
(child's name)

_____
your name

Pick a better snack
TEAM NUTRITION IOWA

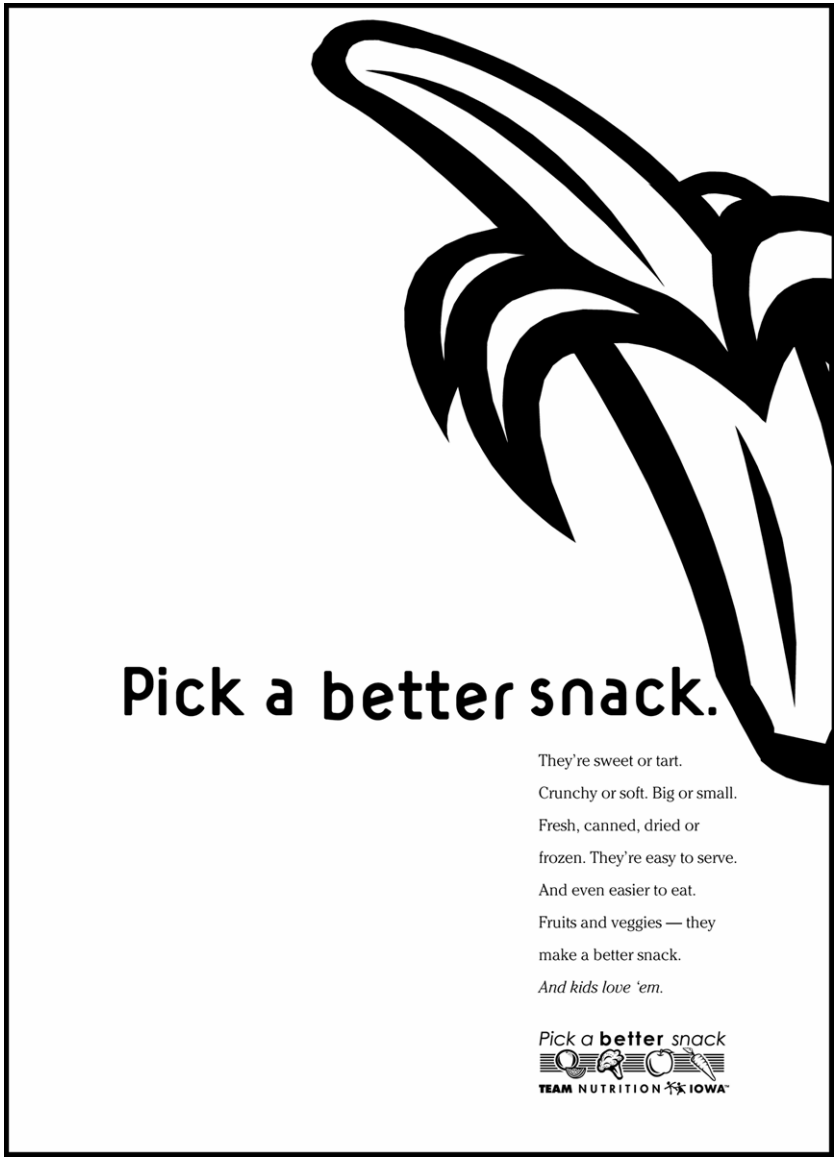
_____
date

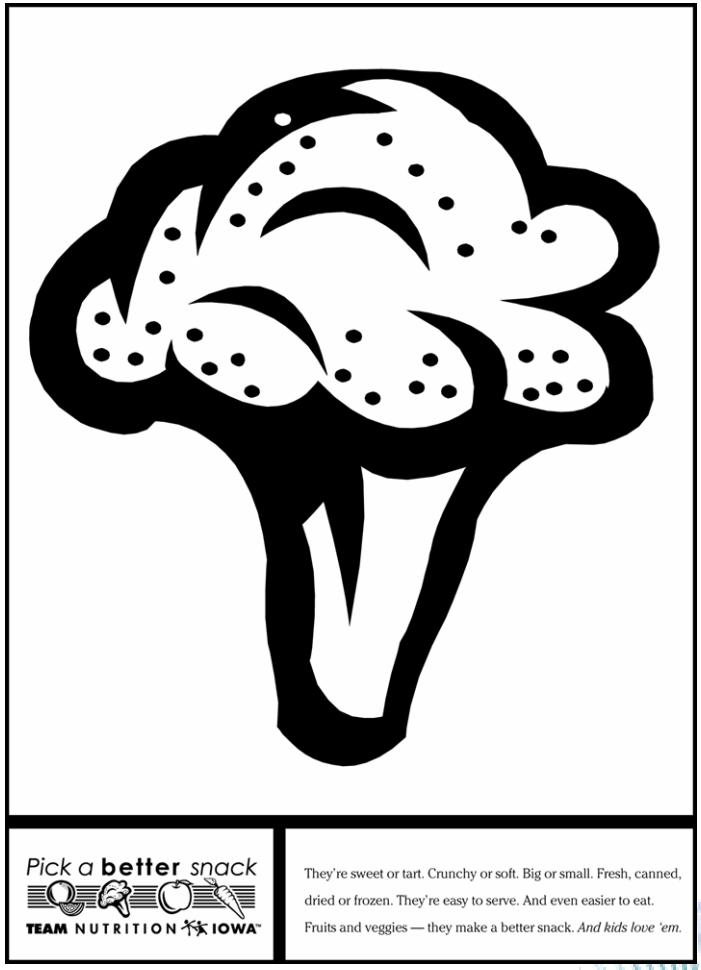
SHAKE UP YOUR SNACKS

Pick a **better** snack

TEAM NUTRITION IOWA™

Print Ads


Pick a better snack.
They're sweet or tart.
Crunchy or soft. Big or small.
Fresh, canned, dried or
frozen. They're easy to serve.
And even easier to eat.
Fruits and veggies — they
make a better snack.
And kids love 'em.
Pick a better snack
TEAM NUTRITION IOWA


Pick a better snack
TEAM NUTRITION IOWA
They're sweet or tart. Crunchy or soft. Big or small. Fresh, canned, dried or frozen. They're easy to serve. And even easier to eat. Fruits and veggies — they make a better snack. And kids love 'em.

Bingo Cards

March

Pick a better snack & Act

shovel		build	cabbage	cauliflower
go tubing	fruit juice	ski	celery	skate
celery	stretch	walk	climb stairs	
cabbage	dance	cauliflower	swim	celery
play	cauliflower		jump	cabbage

Pick A Better Snack and Act can help you enjoy more fruits and vegetables. Complete the Pick A Better Snack and Act card by putting an "X" through the square of fruits, vegetables, or physical activities you have tried. You will get a gift as soon as you have completed a line diagonally, horizontally, or vertically.

Registration Form

Name:

School:

Home Address:

City: Zip:

I verify that my child has played Snack and Act this month.

Signature

Return to:

Coming next month...

- Artichokes
- Avocado
- Pineapple
- Turnip

Pick a better snack

TEAM NUTRITION IOWA

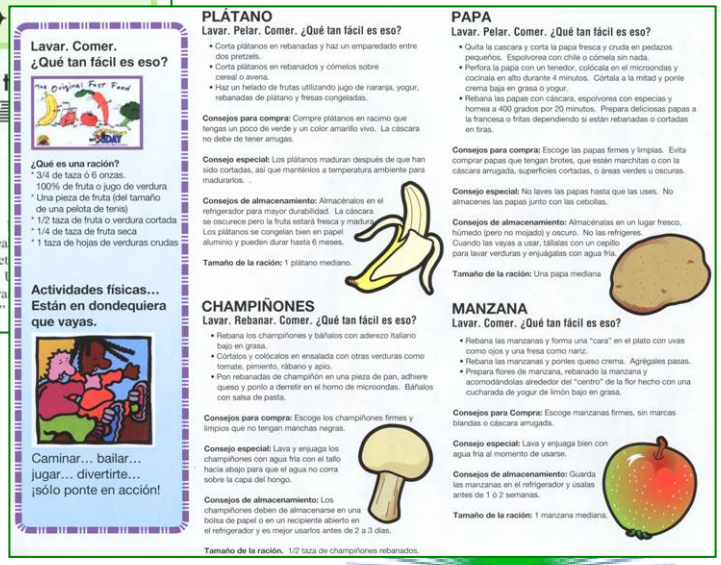
5 A DAY

IDA

IREN

IOWA STATE UNIVERSITY

Iowa Nutrition Network



Bingo Cards available in Spanish

Iowa Nutrition Network

Process evaluation (qualitative design) led to campaign revision

CD-ROM Revision

- Made it usable to multiple partners (outside Iowa, too)
- Made it easy, more print-ready options

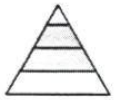
CD-ROM Revision

- More materials in Spanish
- Classroom lessons!

Pick a **better** snack

& Act

MAY Lessons



Food Guide Pyramid

K- 1	Food Guide Pyramid Worksheet
Grades 2-3	Pass the Pyramid
Grades 4-5	Pass the Pyramid

FEATURED FRUIT **nd Rhubarb**

K- 1	5 A l	ty
Grades 2-3	Stra\	Worksheet
Grades 4-5	Stra\	Worksheet

FEATURED VEGETABLE: Asparagus and Spinach

K- 1	Asparagus and Spinach Coloring Sheet
Grades 2-3	Counting Colors Activity Sheet
Grades 4-5	Counting Colors Activity Sheet

Physical Activity

K- 1	Pyramid Relay
Grades 2-3	Pyramid Relay
Grades 4-5	Pyramid Relay

Iowa Nutrition Network

Partners

- 5 A Day Coalition
- Team Nutrition
- Iowa Dietetic Association
- Senior Farmers' Market
- WIC
- Diabetes Coalition
- Iowa State University Extension

******** BASICS

Iowa Nutrition Network

Iowa Nutrition Network

Iowa Nutrition Network

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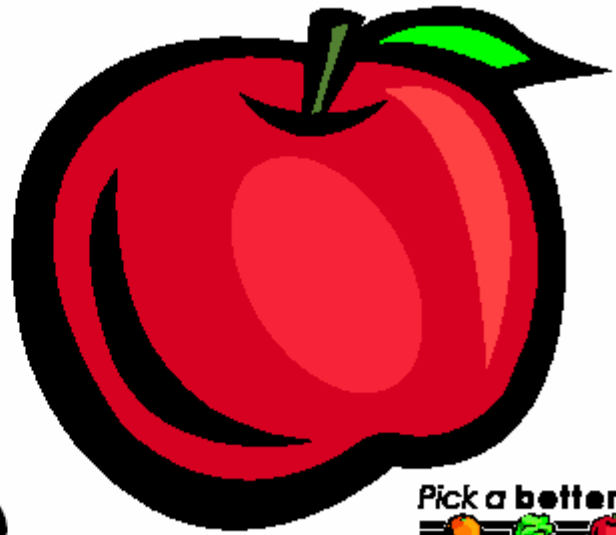
Iowa Nutrition Network

Multi-Channel Intervention in Two Iowa Communities

Wash.
Eat.



(how easy is that?)

Pick a better snack™

A message from the Iowa Nutrition Network and Food Stamp Program.

Peel.
Eat.

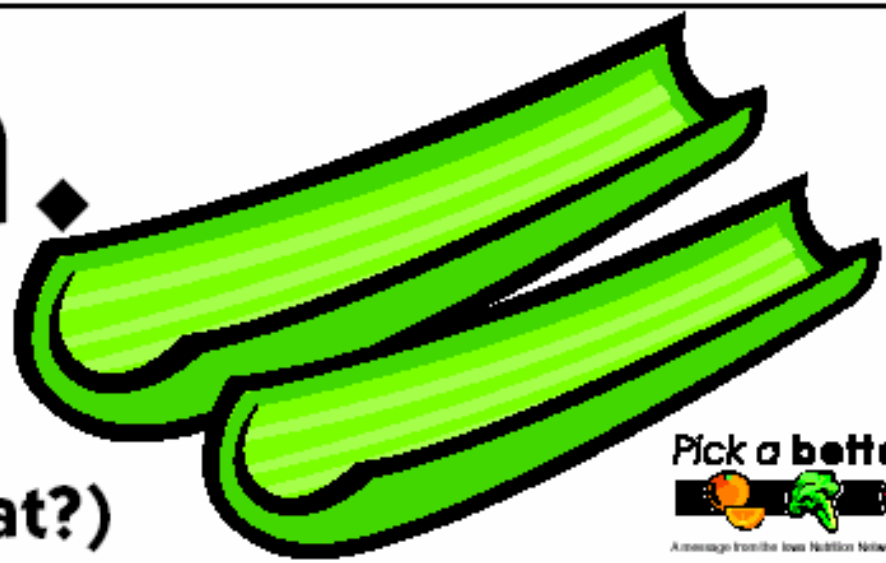
(how easy is that?)

Pick a better snack®

A message from the Iowa Nutrition Network and Food Stamp Program.

Wash. Eat.

(how easy is that?)

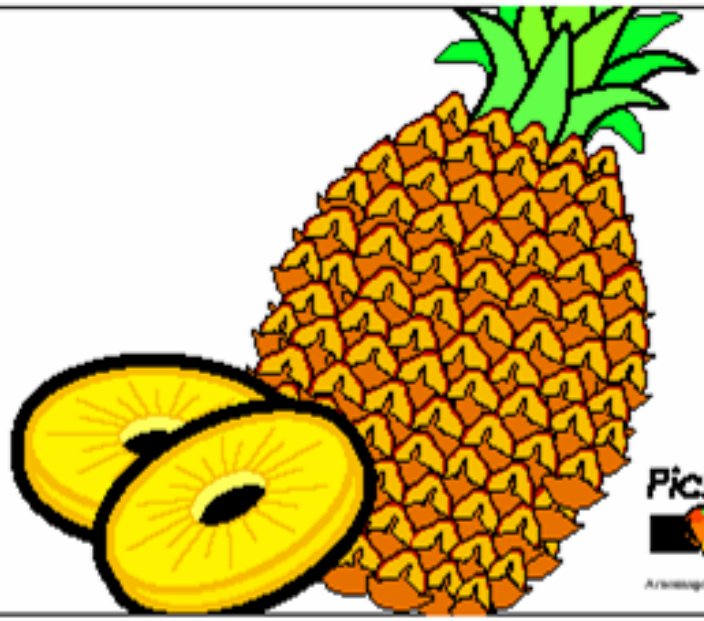


Pick a better snack™

A message from the Iowa Nutrition Network and Food Stamp Program.

Slice.
Eat.

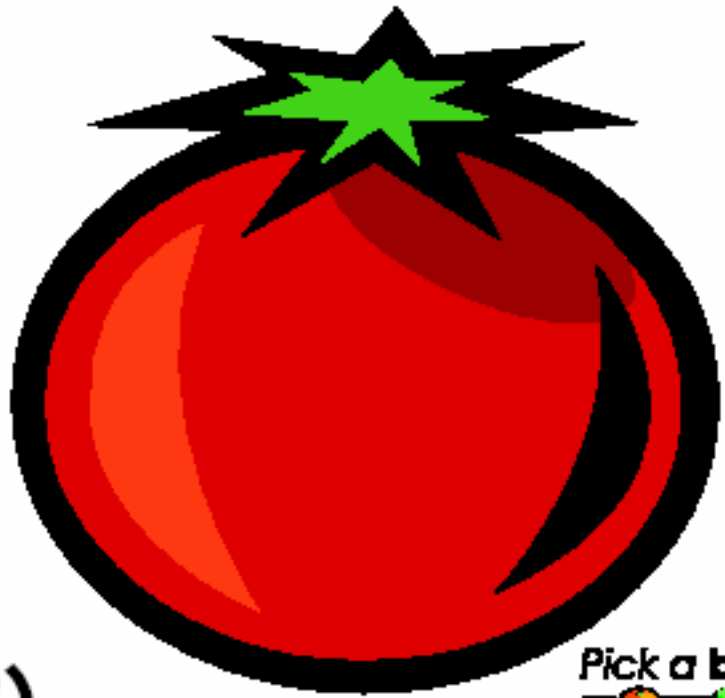
(how easy is that?)



Pick a better snack™

A message from the Iowa Nutrition Network and Food Stamp Program

Slice.
Eat.



(how easy is that?)

Pick a better snack™

A message from the Iowa Nutrition Network and Food Stamp Program.

Month:	February				March					April			
Week of:	27	3	10	17	24	3	10	17	24	31	7	14	21
Radio:													
Black Hawk County			1,690		1,635					1,635			
Louisa County		included in SC			included in SC				included in SC			included in SC	
Scott County			1,400		2,845					2,100			
Radio Investment	$1,690.00				$4,480.00					$3,735.00			
Outdoor:													
Black Hawk County	4 Boards -- 2 apple/2 banana				4 Boards (bonus) -- 2 celery/2 pineapple								
Scott County					5 Boards -- 2 celery/2 apple/1 banana					5 Boards (bonus) -- 1 Banana/2 pineappl			
Outdoor Investment	$2,329.47				$2,729.48					$0.00			
Transit:	Banana				Celery					Pineapple			
Black Hawk County*	2 rears/4 Queens/Interiors				2 rears/4 Queens/Interiors					2 rears/4 Queens/Interiors			
Scott County*	7 rears/Interiors				7 rears/Interiors					7 rears/Interiors			
Transit Investment	$1,665.00				$1,665.00					$1,665.00			
Print:		Apple	Banana			Celery	Cabbage				tomato	pineapple	
Black Hawk County*		4x8	4x8			4x8	4x8				4x8	4x8	
Scott County*		4x7	4x7			4x7	4x7				4x7	4x7	
Print Investment w/color	$3,291.28				$3,291.28					$3,291.28			
Grand Total Investment w/color	$8,975.75				$12,165.76					$8,691.28			

Wash.
Eat.
(how easy is that?)
Pick a better snack
ADULT
Book
&
Video
OPEN
24
HRS.
PINE TREE
MOTEL

Cut. Eat.

(how easy is that?)

Pick a **better** *snack*

Serving Suggestions

- Spread cabbage leaf with low-fat cream cheese. Roll it up and eat.
- Dip cabbage wedges in a low-fat dressing. Use green or red cabbage.
- Shred cabbage and mix with low-fat lemon yogurt. Add canned pineapple and mandarin oranges for a more interesting flavor.

Iowa Nutrition Network
PROMOTING HEALTHY LIFESTYLES

Provided by Iowa Nutrition Network,
Iowa Dept. of Public Health, with funding from
USDA's Food Stamp and TEAM Nutrition Programs.

Peel. Eat.

how easy is that?)

Pick a **better** *snack*

Serving Suggestions

- Cut bananas into slices and sandwich each slice between two mini-pretzel twists.
- Cut bananas into slices and eat on top of cereal or oatmeal.
- Make a fruit smoothie using orange juice, yogurt, banana slices and frozen strawberries.

Nutrition Network
PROMOTING HEALTHY LIFESTYLES

Provided by Iowa Nutrition Network,
Iowa Dept. of Public Health, with funding from
USDA's Food Stamp and TEAM Nutrition Programs.

Please
Open
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Animal
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FOR
Place a
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Call to-
7

IF YOU NEED someone to talk to about the coming loss or loss of your pet. Call Pam at Pet Loss Support Hotline 309-755-9101. Pet loss support group available as well as handouts.

KITTENS & Adult cats FREE to a good home. 309-755-9101.

LAB PUPPIES, AKC Champion sired, OFA hips & elbows, eyes CERF. Guarantee, 3 black females, $500/ea. Call: 309-927-3102.

LAB, CHOCOLATE AKC Pure Breed. Parents-on-site, 4 F/4 M $250/ea. Male & $300/ea. Female. 563-574-4774 or 309-721-1952.

DO CLASSIFIEDS WORK? You're reading this, AREN'T YOU? And if you're reading it, you can bet that someone else is too. Call today 309-792-4747.

es, Feb.6, March 8, May 17, Sept. 13, Oct. 11, call the Red Cross 309-743-2166 to register.

PET MEMORIES - Pet funeral home & cemetery, burial or cremation, casket, urns & burial markers. Pre-need planning, Pet Loss Books, Grief Counseling Services, licensed MSW,Photo Engraving, available 24 hours. 877-822-7387. After hrs. 563-886-2570. Cell 563-357-4608. Pre-planning available. Home pick-up. (150 miles) includes horses (50 miles).

THRIFT-Y Pronunciation Key (thrift), *adj.* thrift-i-er, thrift-i-est 1. The practice of thrift; wisely economical. 2. Industrious and thriving; prosperous. *Need we say more?* Call today 309-792-4747.

& POOF... IT'S GONE! Thrifty Nickel Want Ads.

shedding, great family pets. 1 Female $300, 2 Males $275. 309-534-8251.

S.N.A.P. LOW COST Spay, neuter programs, outdoor cats & kittens. Females $10.00, Males $5.00. Dogs spay neuter $22.50/ 27.50 563-264-2370

SCHNAUZER PUPS (MINI)(15), excellent dispositions, Brittnor/Kelly Line. Intelligence, health & genetics perfect. $500. 319-337-3827 www.evansfamily-schnauzers.com.

SCOTT COUNTY KENNEL CLUB. We offer conformation obedience and agility classes. For More Information call 309-496-2241.

LOW COST, GREAT results! This is news that you can use! Call Thrifty Nickel today. 309-792-4747

complete with lights, lid, and stand only $420. 8 cent feeder fish. Saltwater fish and supplies, fresh water fish and supplies. Betas $2.49. We also have cockatiels $74.95, Iquanas $12.99, parakeets $14.99, 300 gallon tank-largest intown-Will finish to match your decor. The Aquarium, 1037 W 4th St., Davenport. 563-324-8880. Open 9-6 Monday - Friday.

THE PREEMPTION VET Clinic and Dr. Bonnie Wilcox welcome Dr. Dawn Bromley formerly of Critter Fixers in Moline. We now offer Chiropractic, Acupuncture, Applied Kinesiology. 309-534-8112.

THE QUAD CITY Animal Welfare Center will hold a pet adoption at Petco, 4411 16th St., Moline, Sat. Feb 22 from 11 - 3 pm. An application must be completed and the adoption fee is $75.00

THE QUAD CITY Animal welfare Center will be offering a male cat neuter package for $18.00 which includes a rabies vaccination and a female cat spay package for $28.00 which includes a rabies . These surgeries will be performed by Dale Risius DVM and Billee Rindsig, DVM from Feb. 24 - Feb. 28. call 309-787-6830 for an appointment.

THE QUAD CITY Greyhounds need money and blankets for serious breaks in their legs that the greyhounds get racing. Help our dogs with broken legs, 5103 11th St., Rock Island, IL. 793-4578.

WANT A GP'EAT gift idea! Goat Milk soap products from Caprine Creme' Creations. Buy 4 get 5th at 1/2 price. May benefit some skin conditions. Doggie Delight dog shmpoo is good for skin allergies, dryskin and repels fleas and other insects. It is made from goat milk. Call Beth 309-582-9040 Check out our website: bethd@qconline.com

YORKIE PUPS, APR, 4 males, $400-$500. Health warranty. knappcreek.com. 319-310-8683

IS THIS AN INSANE DEAL? No. Sometimes people just want it out of the garage. Clean yours! Call 309-792-4747.

Goods

Applications are now being evaluated for The Ten Star All Star Summer Basketball Camp The camp is by Invitation only. Boys & girls ages 10 - 19 are eligible to apply.Camp locations include: Champaign, IL. Dubuque, Ia., Macomb, IL.. For a free brochure call 704-373-0873 anytime.

SABLE CO. LAW Enforcement & Tactical Gear, 1902 2nd Ave, Rapids City, IL. 1/4 mile North of I80 on 84. OPEN TO THE PUBLIC! Firearms/knives/shooting supplies. 309-496-3030. www.sableco.net

Steel Buildings

STEEL BUILDINGS. INCREDIBLE Savings on 24,36 to 150x300. Will Deal on construction. Brent 563-299-3599.

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FREE LODGING Orlando, FL. Buy 2 Nights Lodging and get 2 Nights Free! Call Now for best Availability! "All Over It" Travel. Tollfree @ 800-591-1059

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TIMESHARE RESALES. The most effective way - buy, sell, rent! No commissions! Closing / financing provided. Tollfree 1-888-997-6668. www.sellatimeshare.com

Wanted

B & B SHOOTING SUPPLIES. Guns - We buy used guns. Open Monday - Friday 9 am to 6 pm and Saturday 9 am - 5 pm. 2152 State St., Bettendorf. 563-355-GUNS.

BELT BUCKLES DEERE, IH, Case and old car manuals, glovebox books, Limo Vase. 309-755-3307.

LOOKING FOR SOMETHING? Place a Thrifty Nickel Want Ad to help you find it. Call today 309-792-4747

WANTED TO B CAMPERS, any make, or model 326-5586.

WANTED TO Harley Davidson year or model, ning or not. 563-5586.

WANTED TO Good cube Van able, also hard doors for 1994 Wh prefer black; For S p225x60R16 tires 243-4575.

WANTED!!! 87 PE to get paid to lose 30 lbs. in 30 days! rail! Doctor recom ed! Limited time 888-987-0 www.weightloss-ez.com

WE WILL BUY house or duple properties consi 563-508-1521, message.

NOTICE
The Thrifty Nick not had the oppo to verify the state of all advertisemen ed in our classifi the advertiser is u international toll r or refers you to number be advise there is a charg minute for these The charges vary advertiser require to provide them credit card informa "cash-in-advance Thrifty Nickel mends that you tigate every phase claims listed prior leasing your cred number or send check or money The Thrifty Nick ommends you c the Attorney Ge Consumer Protect vision in Iowa at 281-5164 or Illinoi 217-782-1090 wi questions.

WHEN IT COMES vertising, rememb verse! "THE YOU TELL, THE YOU SELL." more through Nickel Want Ad any other paper more and sell m pays to advertise teds in Thrifty Want Ads, the pleaser! 309-792-

THRIFT-Y Pronun Key (thrift), adj. th thrift-i-est 1. The p of thrift; wisely ec cal. 2. Industriou thriving; prosp Need we say mo today 309-792-47

CAUTION
Wash.
Eat.
(how easy is that?)
Pick a better snack
A message from the Iowa Nutrition Network and Food Stamp Program.
86527
OFFICIAL CITY

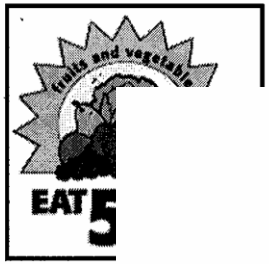
PINK LADY APPLES $1.38 lb
ADVERTISED!
GALA APPLES 88¢ lb
NAVEL ORANGES 39¢
Pick a better snack™

one
two
three
four
five
six
seven
eight
nine
ten
eleven
twelve
thirteen
fourteen
fifteen
Wash.
Bite.
Peel.
Eat.

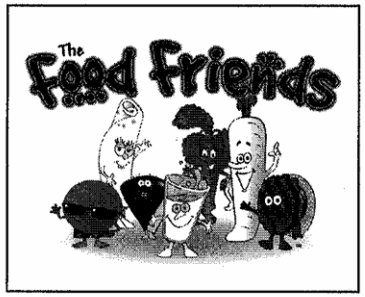
Evaluation Strategies

- School pre vs. post (n=1172 K-2nd , n=283 3rd grade and up)
- Food stamp office surveys (n=607)
- Grocery store intercepts (n=600)

Circle the pictures you have seen.

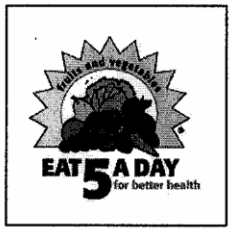


Look at the pictures below. Circle **yes** if you have seen the picture. Circle **no** if you have not seen the picture.



4. yes no

5. yes no



6. yes no

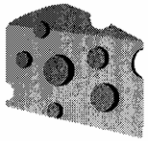
7. yes no

8. yes no

Think about the foods you eat for snacks.
For each food, circle the ☺ if you like to eat it and circle the ☹ if you do not like to eat it.

ice cream ☺ ☹

carrot ☹



cheese ☹

broccoli ☺ ☹

Think about the foods you eat for snacks. For each food, circle the ☺ if you like to eat it and circle the ☹ if you do not like to eat it.

carrot

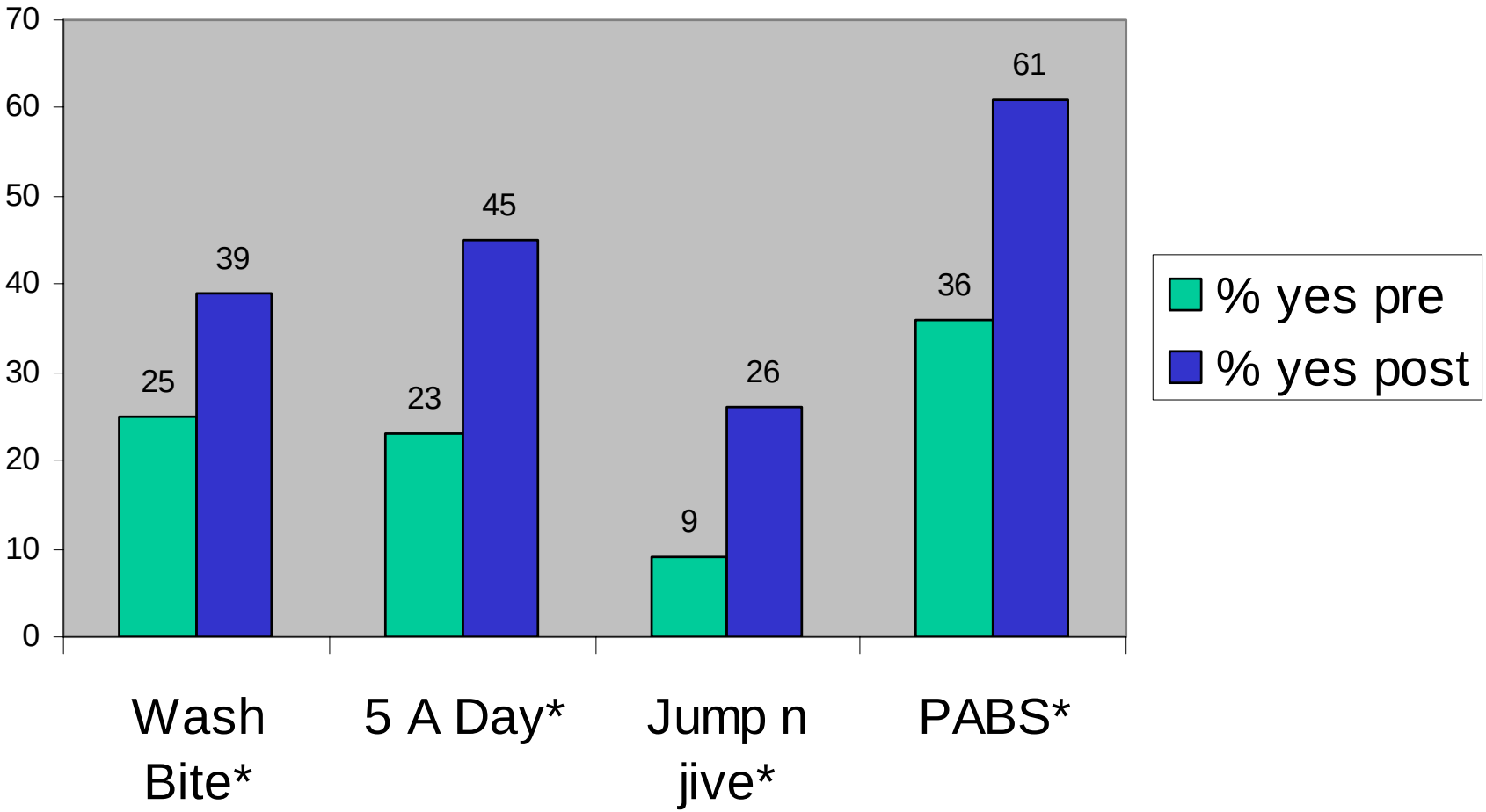
cream

broccoli

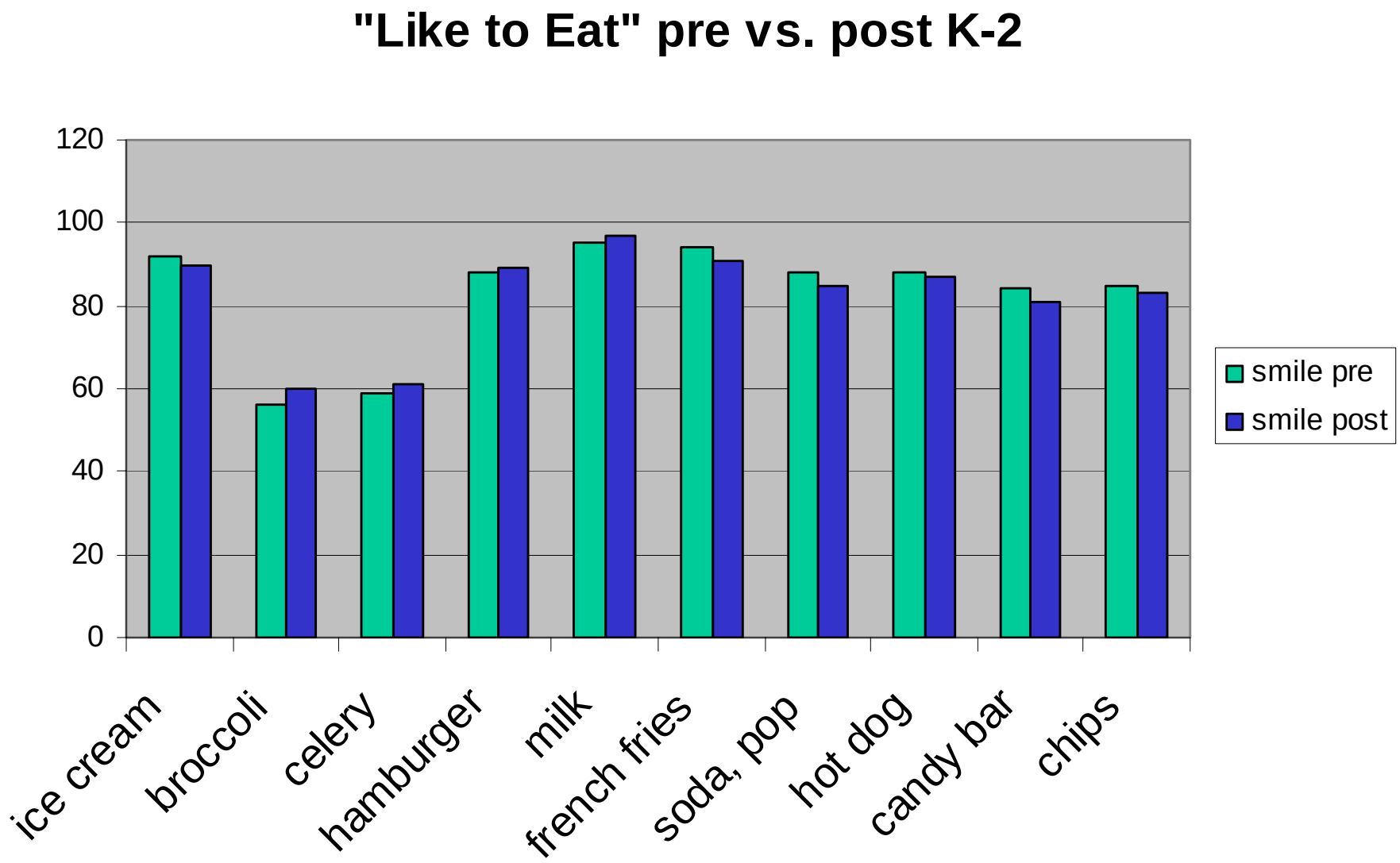
apple

Iowa Nutrition Network

K-2nd graders who had seen logos

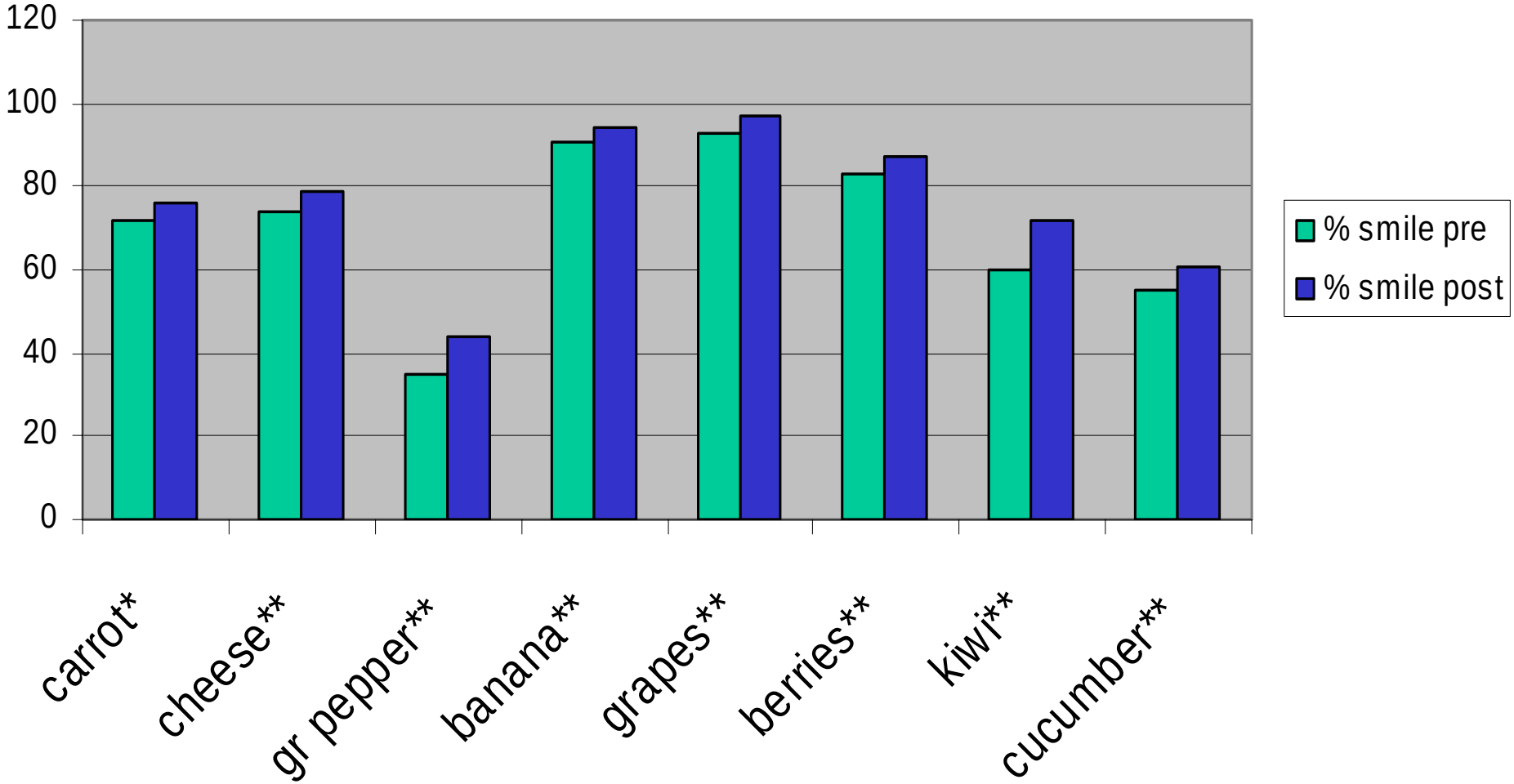


*p<.01



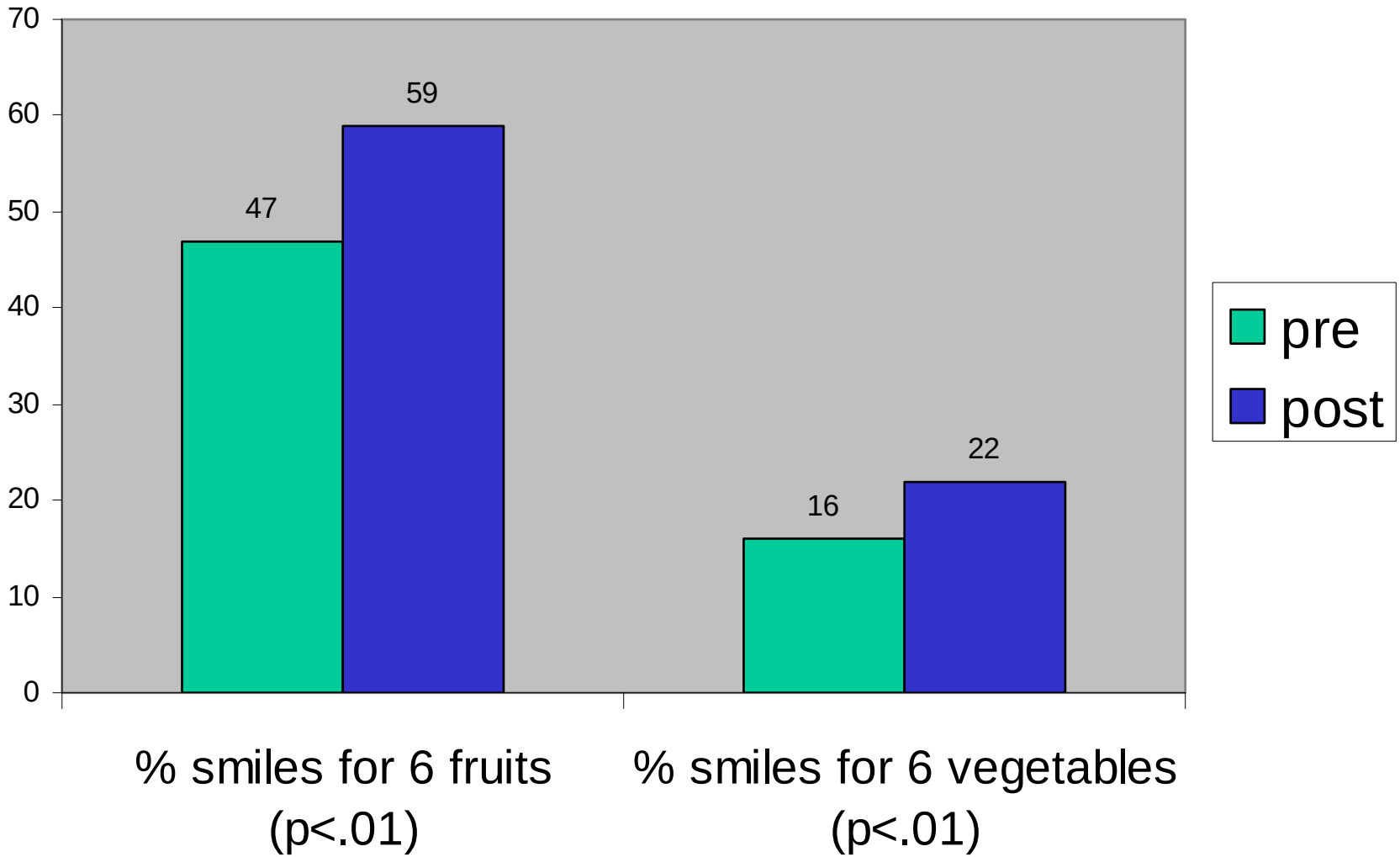
Change from pre vs. post was not statistically significant.

"Like to Eat" pre vs. post K-2

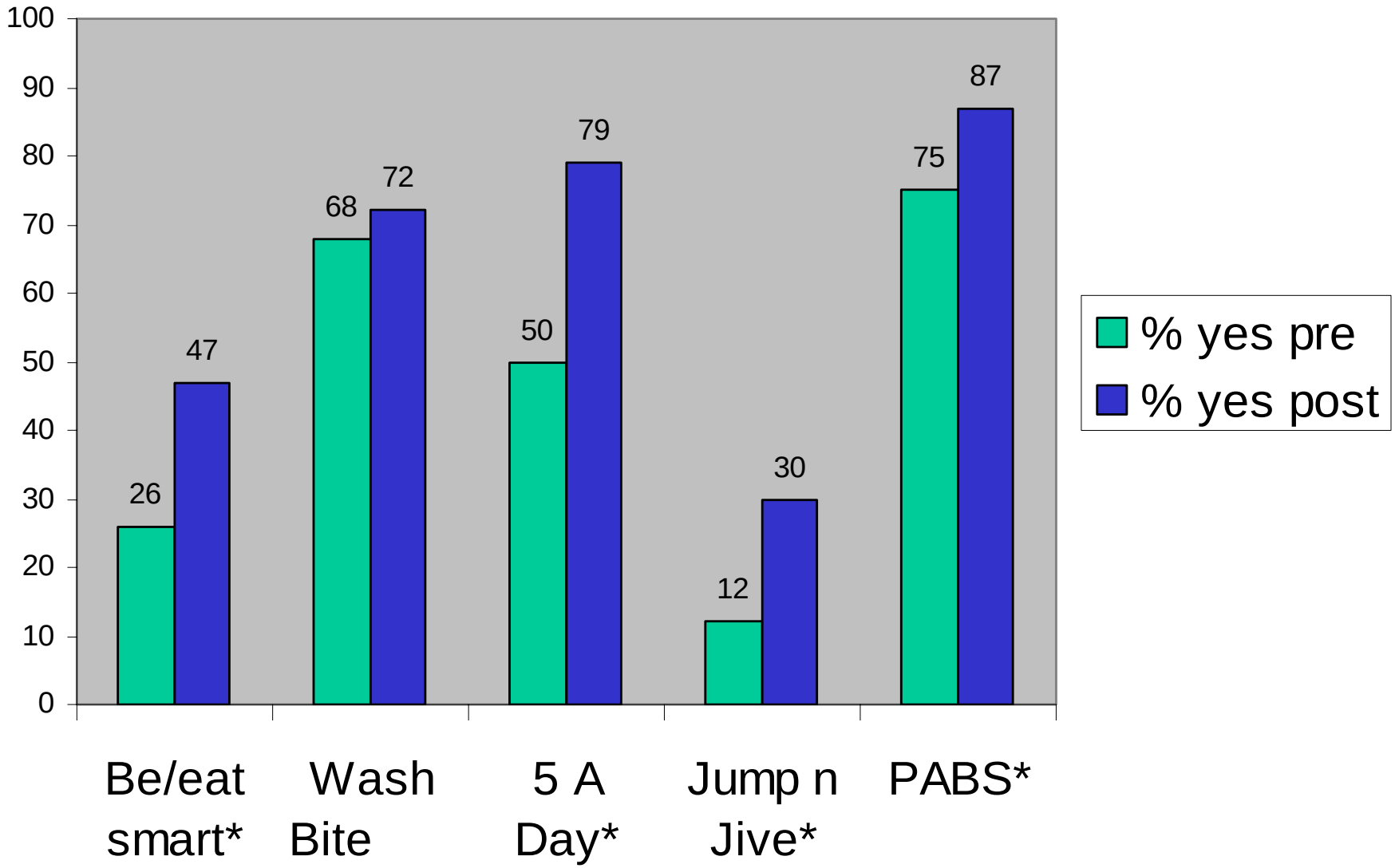


*p<.05 **p<.01

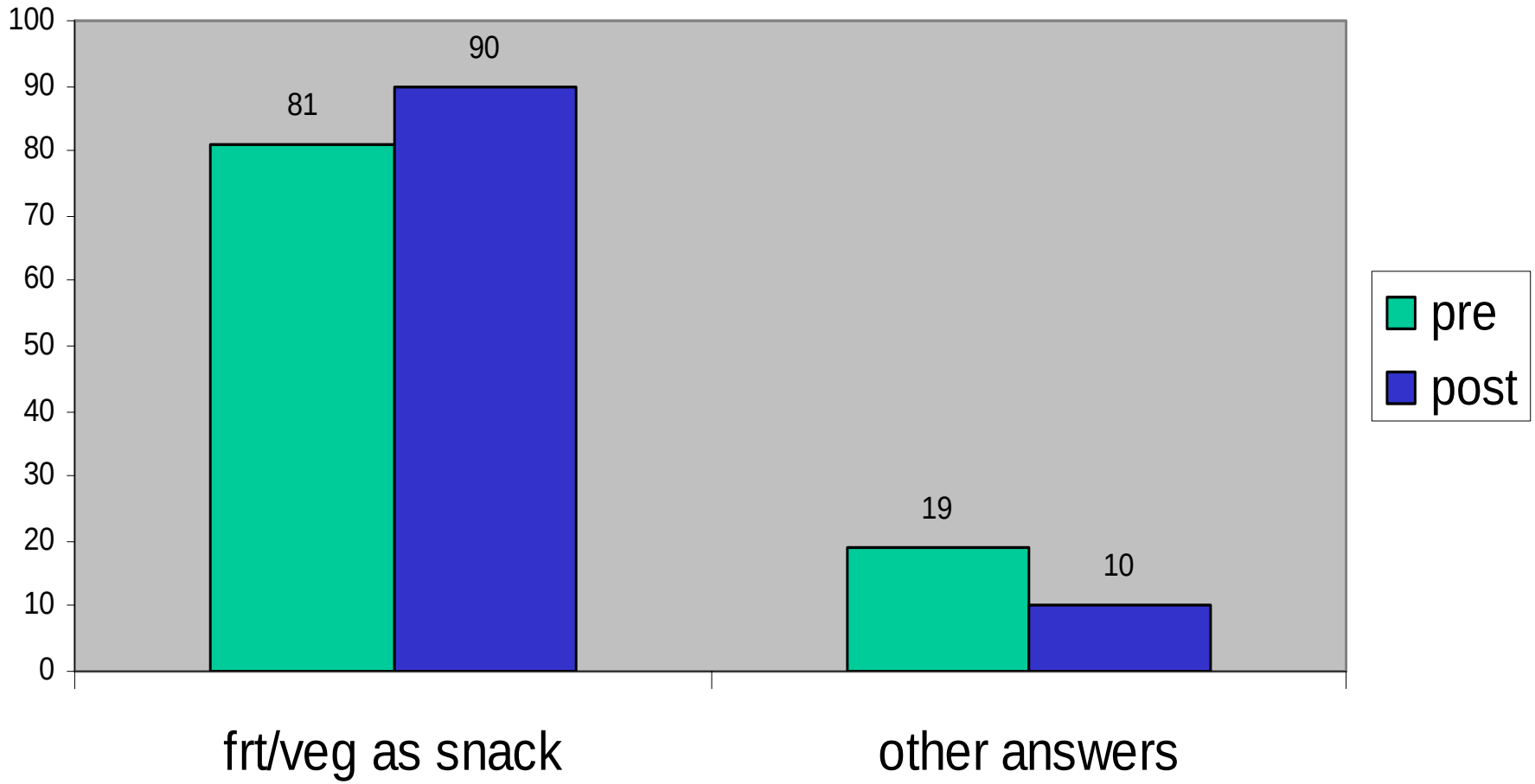
Smiles for 6 fruits or 6 vegetables pre-post K-2



3rd Grade Pre-Post Logo Recognition *p<.01



Meaning of PABS Logo - 3rd+ graders (p<.01)



FS Office & Grocery Store Surveys

- Campaign awareness – heard or seen messages and where
- Readiness to char inking about or starting to eat mo ggested foods
- Recall campaign message – what foods does campaign suggest you eat more of? (only FS survey)

Did we reach our target audience?

- Do you have a child between the ages of 2 to 12?
  - ❖54 % said y FS office
  - ❖58% said yes at grocery store

Were they aware of the campaign message?

Have you heard or seen Pick a better snack (how easy is that)?

- 51% said y[illegible]FS office
- 64% said yes at grocery store

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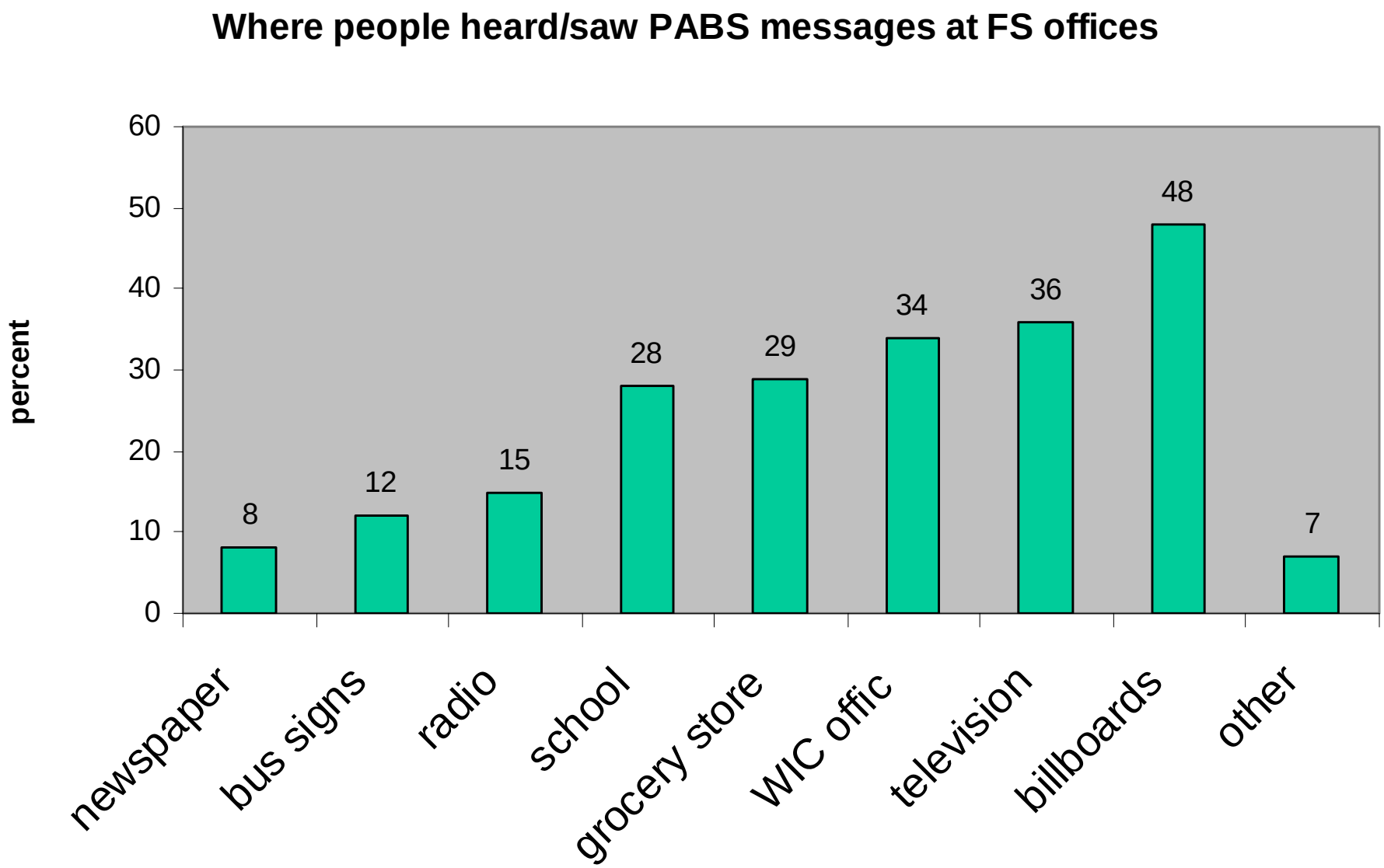
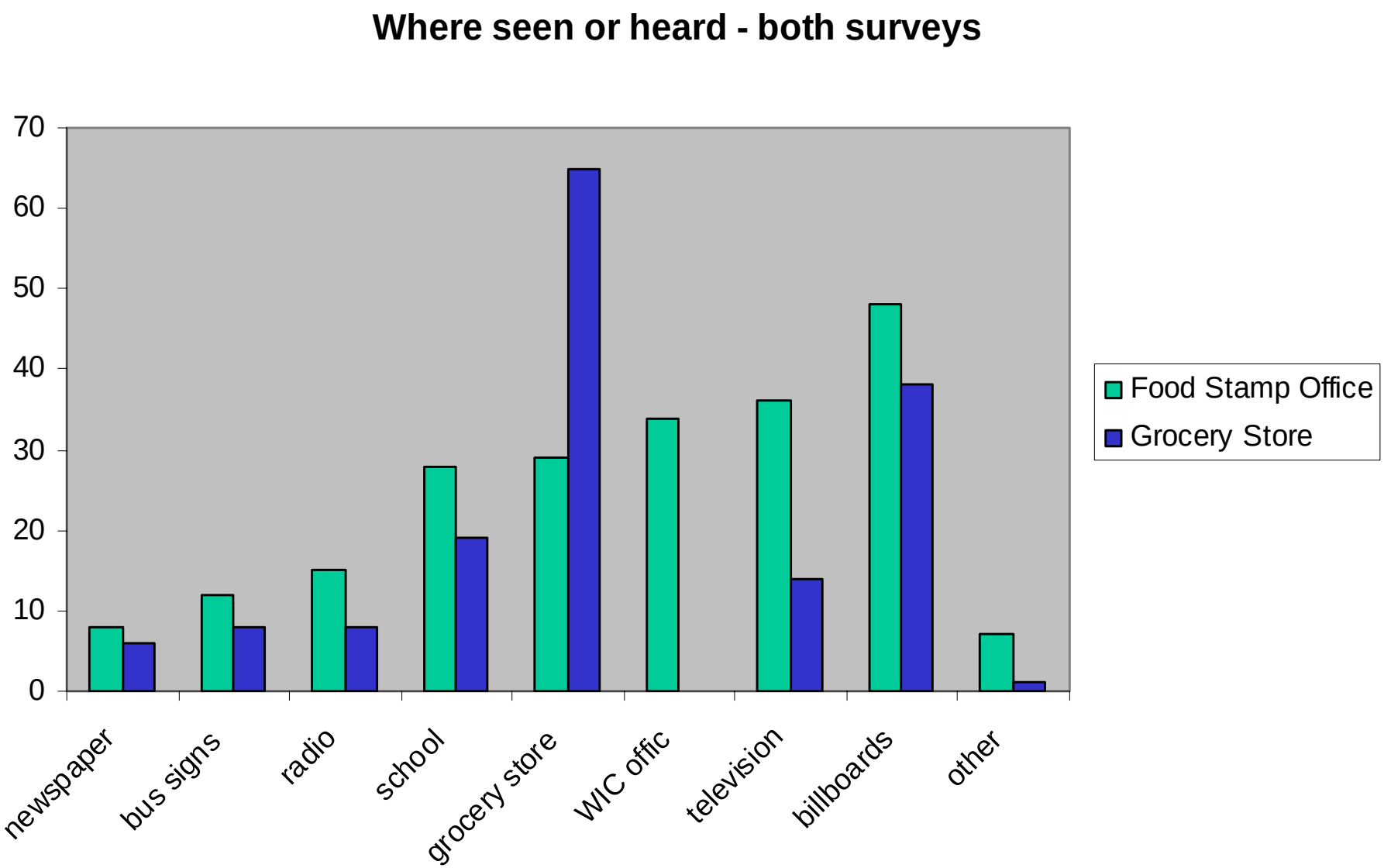
Did they understand the message?

- What foods does PABS and the messages suggest you eat more of?
  - ❖73 % of those who saw or heard the message, answered correctly at FS office
  - ❖Did not ask at grocery store


Where people heard/saw PABS messages at FS offices
percent
60
50
40
30
20
10
0
8
12
15
28
29
34
36
48
7
newspaper
bus signs
radio
school
grocery store
WIC offic
television
billboards
other


Where seen or heard - both surveys
70
60
50
40
30
20
10
0
newspaper
bus signs
radio
school
grocery store
WIC offic
television
billboards
other
Food Stamp Office
Grocery Store

So What?

Have you tried any of the PABS ideas and or recipes?

- 36% said y[illegible]S office
- 14% said yes at grocery store

So What?

Have you tried any of the PABS ideas and or recipes?

- ❖36% said yes at FS office

Of those who sa

- ❖61% were starting to eat more of the suggested foods
- ❖34% were thinking about it

So What?

I have not made any changes because of PABS.

- ❖34% said y[illegible]S office
- ❖49% said yes at grocery store

So What?

Because of PABS I am thinking about eating more of these suggested foods..

- 36% said y[illegible]FS office
- 27% said yes at grocery store

So What?

Because of PABS I am starting to eat more of these suggested foods.

- 25% said y[illegible]FS office
- 24% said yes at grocery store

Evaluation

- Formative
- ?
- Process
- Qualitative design
- Process becomes formative
- Community tool (pre-post)
- Survey of FSP offices and grocery stores
- BRFSS – added questions

Lessons learned from media buys (food stamp survey)

- 84% who saw or heard PABS message marked one or more of the following:
  - Billboard
  - WIC
  - Grocery store
  - School

Should we develop more videos?

(grocery store intercepts)

- **What do you remember seeing in the grocery store?**
  - 88% PABS bar
  - 17% video
  - 15% produce signs
  - 9% recipes

Community Coalitions' Strategies 2004

- Participation w tional in the past. It becam ired in the 2004 application

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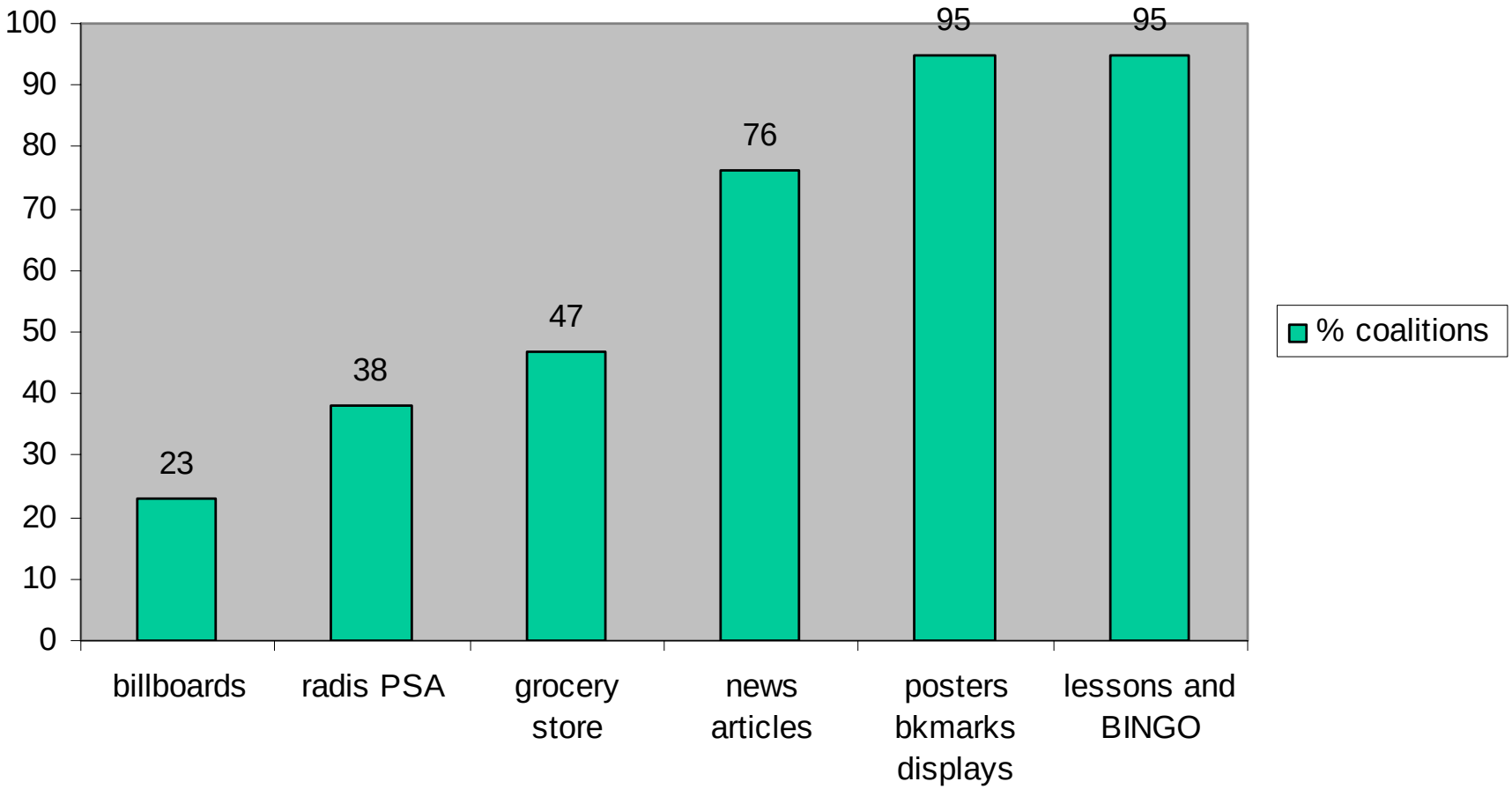
Coalition Participation in PABS '04



Older Adults
New for 2003-2004

Focus groups (2)

They said:

- Like bingo materials
- Need easy way to obtain a bingo
- Prefer newsletter
- Don’t enjoy lecture
- Prefer walking
- Add stairs as physical activity
- Include canned and frozen frts/veg
- Do not use raspberries (seeds) or papaya ($)

Bingo card for older adults

Pick a **better** snack™ & Act — August

play golf	honeydew	fish	papaya	raspberries
play ball	pull weeds	bike	nectarines	do water aerobics
raspberries	walk	play golf	garden	honeydew
nectarines	do water aerobics	honeydew	100% fruit juice (100% orange juice)	raspberries
bike	papaya	nectarines	walk	papaya

Printed with funds from the Iowa Nutrition Network and the Food Stamp Nutrition Education Program, United States Department of Agriculture. These programs are equal opportunity providers and employers.

Iowa Department of Elder Affairs
Iowa Department of Public Health

Registration form

Name

Street

City

Zip code

Pick a better snack and Act allows you to enjoy a variety of fruits and vegetables and physical activity. Complete the Pick a **better** snack™ & Act card by putting an "X" through the square of fruits, vegetables, or physical activity you have tried. A "BINGO" is completed when you have a line diagonally, horizontally or vertically.

Iowa Nutrition Network
PROMOTING HEALTHY LIFESTYLES

Coming next month...
- Zucchini
- Radishes
- Tomatoes
- Plums

RASPBERRIES

Wash. Eat. How easy is that?

- Spread bagel with low-fat cream cheese. Top with fresh raspberries.
- Fresh raspberries can be mixed with blueberries, cherries, and vanilla yogurt for a "mixed" berry yogurt.
- Make raspberry "sandwiches" with graham crackers and cream cheese.

Buying tips: Choose berries that are bright in color. The berries should be free of mold and not crushed.

Special tip: To wash, rinse with cold water right before use. Remove stems.

Storing tips: Store berries in the refrigerator in a plastic container. Use within 1-2 days.

Serving size: ½ cup berries.

HONEYDEW MELON

Wash. Cut. Eat. How easy is that?

- String chunks and balls of honeydew melon unto a straw. Freeze and enjoy as a popsicle.
- Make a switchabout: Cut balls from cantaloupe and honeydew wedges. Put balls into the opposite melon.
- Cut up fresh honeydew and put in a plastic bag in the refrigerator for a quick snack.

Buying tips: Choose a melon with a creamy white rind and slightly green color. Fruit should have a distinct and pleasant aroma. Avoid melons with excess bruising, dents, or cracks.

Special tip: If melon is under-ripe, let stand at room temperature for 1-2 days.

Storing tips: Store ripe melons in the refrigerator, away from vegetables. Use within 3-5 days.

Serving size: ½ cup melon.

NECTARINES

Wash. Eat. How easy is that?

- Add nectarine slices to granola and eat.
- Make a nectarine "salsa" with cilantro, mango, and tomatoes. Eat with baked tortilla chips or toasted pita bread.
- Mix nectarine chunks with peaches and grapes. Mix with a low-fat vanilla yogurt and serve on toasted raisin bread.

Buying tips: Select fruit with a pleasant aroma, with bright coloring, and a slightly soft feel. Do not choose fruit with bruises, blemishes, or extreme soft spots.

Special tip: To wash, rinse well with cold water before use.

Storing tips: Store unripe fruit in a paper bag at room temperature for 1-2 days. Store ripe fruit in the refrigerator, away from vegetables. Use within 3-4 days.

Serving size: 1 medium nectarine or ½ cup sliced or chopped fruit.

PAPAYA

Wash. Slice. Scoop out seeds. How easy is that?

- Cut papaya into bite size pieces or make papaya balls.
- Make papaya kabobs by alternating fruit and cheese cubes on a pretzel or party pick.
- Serve papaya slices on a piece of toast spread with vanilla yogurt.

Buying tips: Look for papayas with rich yellow and dark orange colors. The skin should feel soft to the touch.

Special tip: Papayas need to ripen for 1-2 days before eating.

Storing tips: To ripen, place unripe papaya in a paper bag and leave at room temperature. When ripe, a papaya will have a mildly sweet smell. Do not refrigerate papaya for longer than one hour. Tropical fruits do not like temperatures lower than 50 degrees.

Serving size: ½ cup cut-up fruit. Do not eat skin.

Wash. Eat. How easy is that?

So what's a serving?
- ¾ cup or 6 oz. 100% fruit or vegetable juice
- whole piece of fruit (size of a tennis ball)
- ½ cup of cut-up fruit or vegetables
- ¼ cup dried fruit
- 1 cup raw, leafy vegetables

Physical activity... It's everywhere you go.
walk...dance...play...
have fun...
just be active!

For more information

- www.idph.state.ia.us/nutritionnetwork
- www.idph.state.ia.us/pickabettersnack
- 515-281-6650 (outside Iowa)
- 800- 532-1579 (inside Iowa)