

California Children's 5 a Day—Power Play! Campaign



Elizabeth Villalobos, Program Coordinator

University of California,
Cooperative Extension Fresno County

5 a Day – Power Play!

Central Valley Region includes:

Fresno, Kern, Madera, Mariposa, Merced
and Tulare Counties



Funding is provided by United States Department
of Agriculture (USDA) & California Department
of Health Services (DHS)



Campaign Goal

To encourage low-income children ages 9 -11 to eat more fruits and vegetables and be active for better health!





Why do children need Fruits & Vegetables?

- ~ Good dietary and exercise habits give kids a head start at reducing the risk for chronic diseases later in life.
- ~ Poor nutrition can directly impact a child's ability to learn.



Power Play! Channels

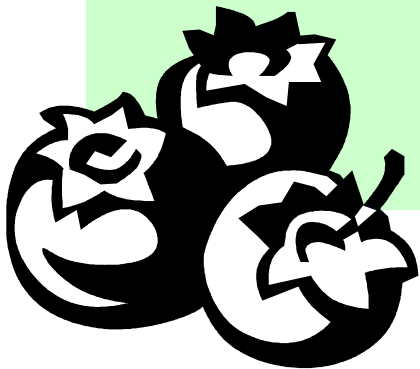
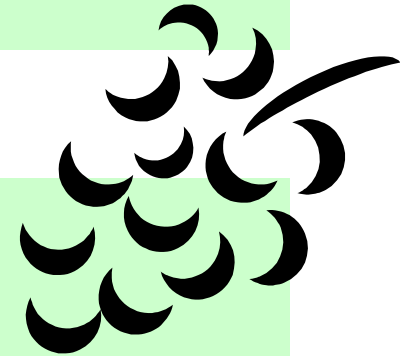
Schools-Teachers

Community Youth Organizations-Leaders

Supermarkets/Retail-Produce Managers

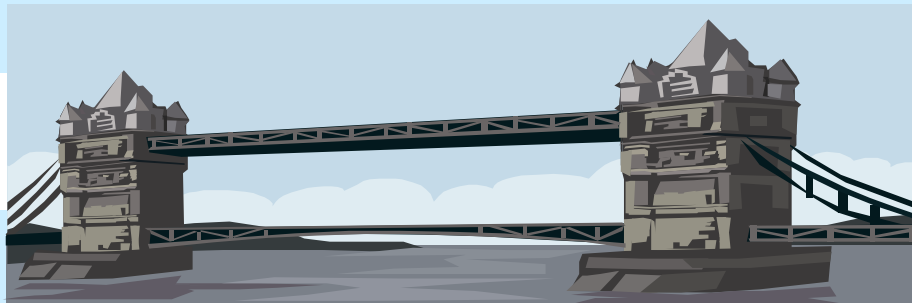
Farmers' Markets

Media



Connecting...

Use your own personal interests to promote health; public speaking, gardening, cooking, physical activity...



- Speak at a parent group/FUSD coffee hours with parents
- Speak at a Community Youth Org/Boys and Girls Club

Bridging...

- Assist a community youth organization in setting up a healthy snack bar
- Assist a community youth org/school in setting up health related policy
- Assist a community youth organization/school in setting up a community garden or cooking demos
- Lead a school leadership club in health related endeavors

Bridging...

- Present to teachers/school administrators making the connection between healthy children and good students
- Make yourself available to set up an information booth at a farmers' market
- Assist in developing a walking club at a local community center



***For community connections
please contact:***

5 a Day-Power Play! Campaign

University of California Cooperative
Extension, Fresno County

1720 S. Maple

Fresno, CA 93702

P: (559) 456-7275

F: (559) 456-7575

Email at evillalobos@ucdavis.edu