



CONDUCTING SUCCESSFUL  
**Nutrition Education and  
Physical Activity Promotions**  
AT COMMUNITY EVENTS







## Welcome

Dear Nutrition Education and Obesity Prevention Branch (NEOPB) Partners:

Thank you for working to educate and to empower CalFresh-eligible families about the health benefits of a healthy diet and physical activity. These families rely on you as a trusted source of information. The education you provide at community events helps them understand how good nutrition and physical activity can contribute to their health and wellness. We applaud your hard work and support your ongoing efforts.

This manual is designed specifically for Local Health Departments (LHDs) and partners like you who conduct and participate in community events. Events like fairs, festivals, and farmers' markets are a valuable part of nutrition education interventions within the Community Level of the Social Ecological Model. You can use community events to recruit partners, establish new relationships, reinforce our branding efforts, impact the food and drinks served at community events, and reach people we might not otherwise reach.

Community events provide opportunities to connect with the public in meaningful ways! This manual provides tools to take your next event from good to great (without spending additional funds).

Best of Health,

NEOPB  
California Department of Public Health









# Introduction









# Identifying Community Events





# Identifying Community Events

## OVERVIEW

Community events range from large events that attract a diverse population to smaller cultural celebrations; they even include festivals, farmers' markets, and health fairs. Some events attract several hundred people while others are attended by thousands. As a community educator, you should determine which events are the best places to reach low-income community members.

In addition, you should look to other Community-Based Organizations (CBO) to identify the most appropriate community events in which to participate. Many community-based organizations, such as churches and community centers, host their own community events. These can provide excellent opportunities to reach your audience. These types of events can take many forms, ranging from community-style block parties to conferences, community forums, and health fairs. While these events tend to be smaller, they still provide an excellent opportunity for quality interaction with the audience.

It is important that you thoroughly research events taking place in your community to determine whether a particular event is appropriate to attend. Begin by researching local events that are occurring around major cultural and community celebrations, such as:

- *Fiestas Patrias* celebrations
- Chinese, Hmong, and Vietnamese New Year festivals

- Latino Health Awareness Month events
- Black History Month events
- American Indian/Alaska Native Heritage Month events
- California Indigenous Peoples Day
- Juneteenth celebrations

## CHECKLIST TO IDENTIFY COMMUNITY EVENTS

Once you identify the events that likely reach your target audience, the next step is to carefully research those events. Consider the following:

### Average Event Attendance

It's important to keep in mind that large events are not necessarily better. Small events may be better to reach your target audience. Attendance numbers from previous years can help you realistically estimate how many people you can expect to reach. Though event organizers often inflate these numbers, past attendance estimates can help determine whether the cost of the event is justified.







- Be certain to ask what pre event promotion opportunities you can participate in at no charge, as a public service. Some events sponsor radio and print ads. Ask event organizers to include your message as a show of good faith in the community.
- Lastly, request a confirmed media list for pre event public relations. Working with your local Public Information Office (PIO), you can reach out to these channels and let them know you are available for interviews.

After your meeting with the event organizer, assess the information discussed and confirm whether or not the event is a good fit to accomplish your goals and objectives. If you decide to move forward with becoming an event vendor, follow up with the event organizer and request a contract or written agreement which specifies the terms of your partnership as agreed upon in your meeting. Note: some organizers of smaller, grassroots events will be much more informal about this process than others – just be sure to arrange for some sort of agreement in writing, either formal or informal. Carefully review the contract or written agreement to make sure all of the agreed-upon details are included. In some cases, particularly for larger events, you might want to request a tour of the event site to see exactly where your booth will be located before signing the agreement. Stay in contact with the event organizer and make sure you ask questions.

## COST OF PARTICIPATION

There are no set rules or guidelines on what community event costs should be, but there are ways to ensure you receive an adequate return on your investment (ROI). Keep in mind that costs for participation should be reasonable and necessary to meet your goals. A good way to determine how much you will spend on each person is to divide the community event fee by the number of people you anticipate reaching. For example, if the fee is \$500 and you expect to reach 500 people, then you would be spending \$1 on every person reached. You may also wish to factor in the cost of your time and materials.

## Tip

Ensure that event organizers have a credible reputation in the community. Be sure that the mission, value, and goals of the organizers are complementary with your own.





# Event Coordinaton





# Event Coordination

Coordinating all the necessary components of a community event and ensuring your booth activities successfully accomplish your organization's outreach objectives can seem like an overwhelming task when viewed from a "big-picture" perspective. This section provides guidance and tips on how you can make event preparation a much easier process by breaking it down into smaller, more manageable steps.

## LOOKING AT PAST EVENTS: POST-PROMOTION ANALYSIS

The best place to start when planning a new event is by looking back at previous ones. The Post-Promotion Analysis (PPA) tool (Appendix A) allows you to be strategic in how you plan and execute events. The PPA allows you to capture what worked and what didn't, as well as what inventory and booth materials need to be replenished or repaired before your next event. As with most planning tools, the idea is to take 15 minutes now rather than 15 hours dealing with a problem later.

There are two distinct sections of the Post-Promotion Analysis tool:

- 1) A recap of the event; and
- 2) Action items that must be completed prior to the next event.

Begin by answering the top section. Be honest and candid; this is a tool for your use only. While some questions simply involve reporting what happened, other questions will give you more information about how to improve your presence at events. One of the most important questions is how other booths may have inspired you to change layout, setup, or interaction with your audience.

The second half of the PPA is an Action Item list. It's all the things we remember right after the event and forget until we're setting up for the next one. By filling out this information, you ensure you'll be ready for your next event!

Another important planning tool is an Event Planning Timeline (Appendix B). This checklist can help guide you through the planning phases up to 12 weeks in advance of the event.

## Appendix A: Post Promotion Analysis Report



Event	Location
Date	Target Audience

How did it go? (2-3 sentences)	
How did you engage people at the booth?	
List 5 things that went well.	
List 2 things that didn't go well.	
What did the other booths do? List ideas and inspiration.	
How many Goody Bags or other materials were distributed?	

TASKS	ACTION ITEMS	FOLLOW UP WITH:	COMPLETE BY:
What booth items need to be repaired?			
List any issues with inventory.			
List any issues with staffing.			
List 3 things you will do differently for your next event.			
Next event date			
Additional comments			



# Booth Staffing

















# Booth Activities

















# Booth Set-Up









# Media Outreach









## Develop Appropriate Media Relations Tools for Your Outreach Purposes

To assist you in your media relations efforts, the media relations tools you will most often use are:

- Media advisory
- Calendar release
- Press release

For sample tools, visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net). Following are detailed descriptions of these tools with explanations of when it is appropriate to use them.

*Media Advisory* – Used to notify the media about



a community event in which you are participating and to invite them to attend. You should distribute a one-page media advisory approximately two weeks before your event to daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. This is just the first step in your media outreach. Make sure you make follow-up calls and re-distribute the media advisory to the media as necessary over the course of the weeks and days leading up to your event.

The advisory should include the headings who, what, when, where, why, and any visuals that reporters can expect to see at the event. The advisory should also list spokespeople from your organization who will be at the event and available to speak to reporters. Be sure to include a contact person from your organization along with a telephone number in case reporters have questions. The media contact should be available to respond to all media inquiries – even after normal business hours. In LHDs, the media contact is usually the PIO. In addition, media contacts and spokespeople should be well trained and prepared to provide details about their efforts to improve health among SNAP-Ed eligible families and answer any difficult questions a reporter might ask.

*Calendar Release* – A calendar release should be distributed to local media to notify them and local community members of your upcoming event. Before sending a calendar release, however, be sure to coordinate with event organizers so you do not duplicate efforts.

Calendar releases should be sent approximately 4 – 6 weeks in advance. Similar to the media advisory, you can distribute the calendar release to daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. Before sending, be sure to call and ask about any publication's requirements for receiving calendar releases.

The calendar release should be one or two paragraphs on a page and include only the pertinent event information regarding the event (what, where, when, why). Again, be sure to include a media contact name and number from your organization. Remember that reporters are always on deadline and may need to contact you outside of normal business hours for additional information.

*Press Release* – The purpose of the press release is to provide media with useful information and credible quotes regarding your organization's successful outreach efforts. During or immediately following a local event, the press release provides more in-depth details than the media advisory or calendar release.

Your participation in an event provides you with an opportunity to promote your program's successful efforts to increase consumption of and access to healthy foods and beverages, reduce consumption of unhealthy foods and beverages, and increase physical activity in the community. An effective press release should:

- Be one page in length (ideally)
- Summarize the main point of your press release, using a short headline in bold type and all caps

- Use a sub-headline for supporting information, if necessary
- Use the inverted pyramid format. In other words, put the key elements or main points of your press release at the beginning
- Explain the who, what, when, where, and why of your efforts at the community event in the first paragraph
- Include at least one quote from representatives of your organization to support your story and add a personal perspective
- Use accurate statistics to emphasize your message points and demonstrate the relevance of your outreach efforts
- Always provide a contact name and phone number
- Provide a way for the reader to obtain more information such as a website, Facebook page or telephone number, usually in the last paragraph

## Tips

### Recommended timing for distribution of a press release

Have a copy of your press release on-hand for reporters who attend your event. For those that did not attend, contact them one day after the event and ask if they would like to receive a photo and the press release from your event.



## MEDIA EVALUATION

As follow up to your media relations efforts, you should carefully monitor and collect all news clippings. Monitoring and collecting news clippings can help you determine the success of your media outreach, as well as provide insight as to what type of media approach worked and what approaches could be improved upon. Assign staff or volunteers to:

- Call representatives on your media distribution list and press sign-in sheet
- Review print and broadcast media
- Listen to broadcast media for the next week
- Some venues or partners may track media themselves
- Use Google News Alerts

Following your community event, it is important that you carefully evaluate your efforts to determine the number of people you reached and make any necessary modifications to your outreach activities.

## MEDIA RELATIONS REPORT

If you worked with your local media as part of your community event efforts, you should complete a media relations report. The purpose of the report is to measure your media relations efforts and determine how many community members you reached through the media.

A media evaluation report should provide the following information:

- A list of the media outlets that reported on your outreach activities
- A brief description of the outlet, including its readers/viewers/listeners
- An estimated number of people reached (circulation, number of viewers/listeners)
- A short description of the coverage
- Newspaper clips, including photographs

See Appendix I for a sample of the Media Relations Report.



# Appendix





# Appendix A: Post Promotion Analysis Report



Event
Date

Location
Target Audience

How did it go? (2-3 sentences)	
How did you engage people at the booth?	
List 5 things that went well.	
List 2 things that didn't go well.	
What did the other booths do? List ideas and inspiration.	
How many Goody Bags or other materials were distributed?	

<b>TASKS</b>	<b>ACTION ITEMS</b>	<b>FOLLOW UP WITH:</b>	<b>COMPLETE BY:</b>
What booth items need to be repaired?			
List any issues with inventory.			
List any issues with staffing.			
List 3 things you will do differently for your next event.			
Next event date			
Additional comments			

# Appendix B: Event Planning Timeline

Name of Event \_\_\_\_\_ Date of Event \_\_\_\_\_ Today's Date \_\_\_\_\_

<b>10 to 12 Weeks in Advance</b> <b>Date:</b> _____	<b>DATE TASK COMPLETED</b>
Review PPA from prior year(s)	
Identify internal event planning team	
Finalize event booth size and position	
Finalize event booth / table activities	
Ensure booth, tablecloths, and other assets do not require major repair	
Order approved SNAP-Ed materials and supplies	
<b>8 to 10 Weeks in Advance</b> <b>Date:</b> _____	
Create schedule for staff and confirm roles, ensuring linguistic and cultural competence	
Use booth map to finalize position of activities	
Reach out to promoter to identify additional PR/Marketing opportunities	
Schedule weekly planning meetings to review event needs	
Conduct volunteer training	
File for food handling permits as needed; check for certification status	

<b>6 to 8 Weeks in Advance</b>	
<b>Date:</b> _____	
Work with PR/Marketing department to create press release about event	
Ensure materials are on schedule to arrive in time	
Hold weekly planning meetings to review needs	
<b>4 Weeks in Advance</b>	
<b>Date:</b> _____	
Confirm event schedule, staffing, roles, tasks and break times	
Assemble goody bags, if necessary	
Hold weekly planning meetings to review needs	
<b>2 Weeks in Advance</b>	
<b>Date:</b> _____	
Secure a current list of classes and offerings from your county or CBO	
Clean booth, banners, table covers, etc.	
Hold weekly planning meetings to review needs	
Send email to team reconfirming schedule and getting them excited about event	

<b>1 to 2 weeks in advance</b>	
<b>Date:</b> _____	
Hold final planning meeting; review Event Planning Checklist	
Host volunteer training and orientation	
Group all event materials with a checklist in one area for easy load in	
Coordinate any transportation needs for materials/staff to and from event	
<b>1 to 2 days before</b>	
<b>Date:</b> _____	
Purchase any perishable items for food or beverage sampling	
Begin delivering materials to the site, if allowable	

## Appendix C: Sample Volunteer Recruitment Letter



Date

<<Name>>

<<Organization>>

<<Address>>

<<City, State and Zip Code>>

Dear \_\_\_\_\_,

On behalf of the Nutrition Education and Obesity Prevention Branch of the California Department of Public Health in <<name of your county>>, I would like to invite you and members of <<name of organization>> to join us as volunteers at the <<name of event/festival>> on <<date of event/festival>>.

Our booth has fun activities to help people eat more fruits and vegetables, choose healthy drinks, and be active every day. Our goal is to lower the risk of serious health problems like type 2 diabetes, obesity, and certain types of cancer in our community. With your help, we know we can do it.

We will be hosting a volunteer welcome meeting on <<date of meeting>> at <<location>>. Please mark your calendar! I will reach out in a couple of days to answer questions about this event or our work. Thank you for considering this offer. We hope you will join us.

Sincerely,

<<Your name>>

<<telephone number or email address>>

<<Name of your local health department or subcontracting agency>>

# Appendix D: Volunteer Orientation Overview

## INTRODUCTIONS

- Ensure that all volunteers and NEOPB representatives staffing your booth have been introduced to one another.

## OVERVIEW OF THE COMMUNITY EVENT

- Briefly describe the community event, providing background information on its organizers, sponsors, themes, and other vendors.
- Provide the event dates and times. Outline specific times each volunteer should report to the event and begin working.
- Provide a volunteer work schedule (see Appendix E).
- Provide the exact address of the event, booth location, and parking information.
- Review the dress code with your volunteers, provide name tags, and distribute the NEOPB aprons and hats to be worn while working.
- Collect volunteer contact information, especially cell phone numbers.

## ROLES AND RESPONSIBILITIES

- Review the specific roles and responsibilities of each volunteer. Answer any questions they may have about their responsibilities and booth activities.
- Train volunteers on how to interact with event participants, distribute educational materials, use the game wheel, and assist in other booth activities.
- If you are doing food or beverage sampling, ask your staff Registered Dietitian to provide training on food safety and food allergies.
- Train volunteers on the key messages they should communicate to event participants regarding fruits and vegetables, healthy beverages, and how to be physically active every day.



## Appendix F: Booth Staff Schedule

Event Name: \_\_\_\_\_ Date: \_\_\_\_\_

Event Address: \_\_\_\_\_

<b>POSITION</b>	<b>Morning ( ____ to ____ )</b>	<b>Afternoon ( ____ to ____ )</b>
Booth Supervisor		
Booth Leader(s)		
Game Wheel Leader		
Materials Leader		
Children's Activity Leader		
Physical Activity Leader		
Food Demonstration Leader <i>Must be certified</i>		
Registered Dietitian		
Other:		
Other:		

## Appendix G: Game Wheel Tips

### LATINO GAME WHEEL TIP SHEET

When the booth visitor lands on a Game Wheel Item, ask them how they like to prepare or eat the item. Use the tips below if you need more ideas. Landing on the Champions for Change space means the visitor gets a special prize (hats, aprons, etc.).

GAME WHEEL ITEM		TIPS FOR PREPARING AND ENJOYING
Apple	Manzana	For a great tasting snack, add sliced apples to lowfat cheese quesadillas. <i>Para un bocadillo original, agrega rebanadas de manzana a las quesadillas de queso bajo en grasa.</i>
Avocado	Aguacate	Add sliced avocado to your burritos for a delicious meal. <i>Tus burritos quedarán más deliciosos agregándoles rebanadas de aguacate.</i>
Bananas	Plátanos	Pack a banana in your lunch for a quick pick me up. <i>Lleva un plátano en tu almuerzo para un rápido tentempié.</i>
Cabbage	Repollo	Give your tacos and tostadas extra crunch by adding shredded green or red cabbage. <i>Tus tacos y tostadas quedarán más crujientes con repollo rallado, verde o rojo.</i>
Canned Fruit	Fruta Enlatada	Layer canned peaches packed in 100% fruit juice, low-fat yogurt and low-fat granola for a crunchy treat. <i>Agrega capas de duraznos enlatados en jugo de 100%, a yogur bajo en grasa y granola baja en grasa.</i> Sprinkle ground cinnamon on canned pears packed in 100% fruit juice for an easy and tasty dessert. <i>Para un postre rápido y sabroso, rocía canela molida sobre peras enlatadas en jugo de 100%</i>

GAME WHEEL ITEM		TIPS FOR PREPARING AND ENJOYING
Cantaloupe	Melón	Cantaloupe comes with its own serving bowl. Just slice in half. El melón viene con su propio tazón. Simplemente corta por la mitad.
Carrots	Zanahorias	For a colorful twist, add sweet-tasting shredded carrots to tostadas and tortas.
Chile Pepper	Chile	Spice up your favorite meals by adding chopped chili peppers to salsas. Sazona tus comidas favoritas con salsas hechas con chile fresco.
Corn	Elote	Season delicious sweet corn on the cob with your family's favorite spices. Sazone su elote con sus especias favoritas.
Frozen Fruit	Fruta Congelada	Add frozen fruit to non-fat yogurt for a naturally sweet surprise. Añade fruta congelada a yogurt sin grasa para una sorpresa dulce y natural.
Green Salad	Ensalada Verde	Add grilled chicken to your green salads for a satisfying main dish. Convierte tus ensaladas verdes en un platillo más completo agregando rebanadas de pollo asado.
Mango	Mango	For a tropical twist, add sweet mango slices to your fruit salads. Para un sabor tropical, añade pedacitos de mango a tu ensalada de fruta.
Orange	Naranja	Eat a sweet, juicy orange for an energy boost anytime of the day. Disfruta una naranja jugosa y te dará un impulso de energía a cualquier hora del día.

<b>GAME WHEEL ITEM</b>	<b>TIPS FOR PREPARING AND ENJOYING</b>
Apple	For a great tasting breakfast, add sliced apples to a bowl of oatmeal.
Bananas	Pack a banana in your lunch for a quick pick me up.
Black eyed peas	Cook fresh black-eyed peas and rice for a Southern treat.
Broccoli	Top steamed broccoli with shredded low-fat cheese for a quick side dish.
Fruit	Layer canned peaches packed in 100% fruit juice, low-fat yogurt and low-fat granola for a crunchy treat.
Cantaloupe	Cantaloupe comes with its own serving bowl. Just slice it in half.
Carrots	For a colorful twist, add sweet-tasting shredded carrots to salads and sweet potatoes.
Eggplant	Put a new spin in your casseroles, toss in eggplant slices for a fabulous meal.
Frozen Vegetables	Toss in frozen vegetables with your main dishes to add a burst of color and flavor to your meals.
Green Beans	Cook green beans quickly for a healthy crunch.



## QUICK QUIZ QUESTIONS FOR *RETHINK YOUR DRINK* SPIN WHEEL

**When the wheel lands on a sugary drink:** (soda, energy drink, sports drink, vitamin-added water, fruit-flavored soda, fruit nectar, sweetened tea)

**"Name of sugary drink is a sugary drink, what can you do to drink less of it?"**

Examples of correct responses:

- Drink something healthy—like water—instead.
- Don't buy it as often.
- Drink it every other day.
- Add more ice.
- Use a smaller cup size.

**"Name of sugary drink is a sugary drink, what you can you drink instead of it?"**

Examples of correct responses:

- Diet or low calorie replacement
- Water, Calorie-free seltzer water
- Fat-free or 1% lowfat milk
- 100% juice in limited amounts

**When the wheel lands on water:**

**"How can you fit more water into your day?"**

Examples of correct responses:

- Carry a refillable water bottle.
- Drink water instead of a sugary drink.
- Drink water between meals and with snacks.

**When the wheel lands on 100% juice:**

**“How can you be sure a juice is 100% juice?”**

Answer: Read the Ingredients on the Nutrition Facts label; look for the percent juice.

**When the wheel lands on milk:**

**“How many glasses of milk do you drink in a day?”**

Note the recommendations below. Emphasize fat-free or 1% milk for anyone age two or older.

- Adults and children ages nine and up: Three cups per day
- Children ages four to eight years: Two-and-a-half cups per day
- Children ages two to three years: Two cups per day

**RETHINK YOUR DRINK SPIN WHEEL QUIZ**

SLOT	QUESTION	ANSWER	COMMENTS
	<p>Where are the calories listed on a beverage container?</p>	<p>On the Nutrition Facts label. Show a beverage container and point to the number of calories on the label</p>	<p><i>You can also find serving size, grams of sugar, grams of fat, vitamins, ingredients &amp; more on the label.</i></p>
	<p>Name two healthy drink choices.</p>	<p>Possible answers: 1. Water, seltzer water 2. Fat-free or lowfat milk 3. 100% juice</p>	<p><i>Show fat-free or lowfat milk cartons, 100% fruit juice containers. Point to "100%" on the juice container label.</i></p>
	<p>It is healthy for me to drink as much 100% juice as I want?</p>	<p>Not exactly...juice has a lot of natural sugar, so when possible eat the whole fruit instead. Daily limits for 100% juice: Adults: eight ounces (one cup) Children: four to six ounces (about 1/2 to 3/4 cup)</p>	<p><i>Show the cup sizes for a visual reminder of portion sizes.</i></p>
	<p>How do I know the juice I'm buying is 100% juice?</p>	<p>Check the Ingredients on the Nutrition Facts label.</p>	<p><i>Point to the percentage of juice on the label.</i></p>

SLOT	QUESTION	ANSWER	COMMENTS
	True or False: A major source of added sugar in American diets is from soda, energy drinks, and sports drinks.	True. <sup>1</sup>	
	Where does the 'energy' in an energy drink come from?	Energy drinks commonly contain sugar and stimulants, such as caffeine.	<i>Note that caffeine is not recommended for children, and that energy drinks do not need to disclose the amount of caffeine they contain.</i>
	True or False: Fruit nectar drinks are the same as 100% juice.	False. Fruit nectar and juice drinks have added sugar and may contain only two to ten percent juice.	<i>Show examples of nectars and juice drinks. Point to the percentage of juice on the label.</i>
	How do you know if your fruit nectar has added sugar?	Check the ingredients on the Nutrition Facts label. Ingredients are listed in order by weight, from most to least.	<i>If it's in the first three ingredients, you can be sure that added sugar is a major ingredient.</i>
	How many servings are in this bottle?	1.5 servings	<i>It's important to note the serving size so you can get a true idea of how many calories are in your drink. There's actually 165 calories in this container.</i>
	How much fruit is in this fruit flavored soda?	None.	<i>Show 'fruit flavoring' in the ingredients listing</i>

SLOT	QUESTION	ANSWER	COMMENTS
	<p>What is a juice drink?</p>	<p>A juice drink is a sweetened juice product with minimal juice content. It is considered a sugar-sweetened beverage rather than fruit juice.<sup>2</sup></p>	<p><i>Often, these products have added vitamins, like Vitamin C, added to improve their health profile.</i></p>
	<p>True or False: Drinking sugary drinks nearly doubles the risk of dental cavities in children.</p>	<p>True.<sup>3</sup></p>	<p><i>Sugary drinks also add extra calories, which may contribute to weight gain.</i></p>
	<p>Milk and milk products contain what important mineral?</p>	<p>Calcium. Show the milk drink label card and point to the calcium on the label.</p>	<p><i>Eat lowfat yogurt and cheese, or eat/drink calcium-fortified soy products as alternatives to milk.</i></p>
	<p>Which types of milk are considered to be heart healthy?</p>	<p>Lowfat 1% and fat-free milk.</p>	<p><i>Note that once children are over age two, switch to 1% or fat-free milk. Children under age two need whole milk for the extra fat and calories for brain development.</i></p>
	<p>How many calories are in this bottle of soda?</p>	<p>227 calories.</p>	<p><i>For a 2,000 calorie diet, this is more than 10% of your calories for the entire day!</i></p>
	<p>True or False: Drinking sugary drinks nearly doubles the risk of dental cavities in children.</p>	<p>True.<sup>3</sup></p>	<p><i>It also adds extra 'empty calories' to their diet, which can put them at risk for weight gain.</i></p>

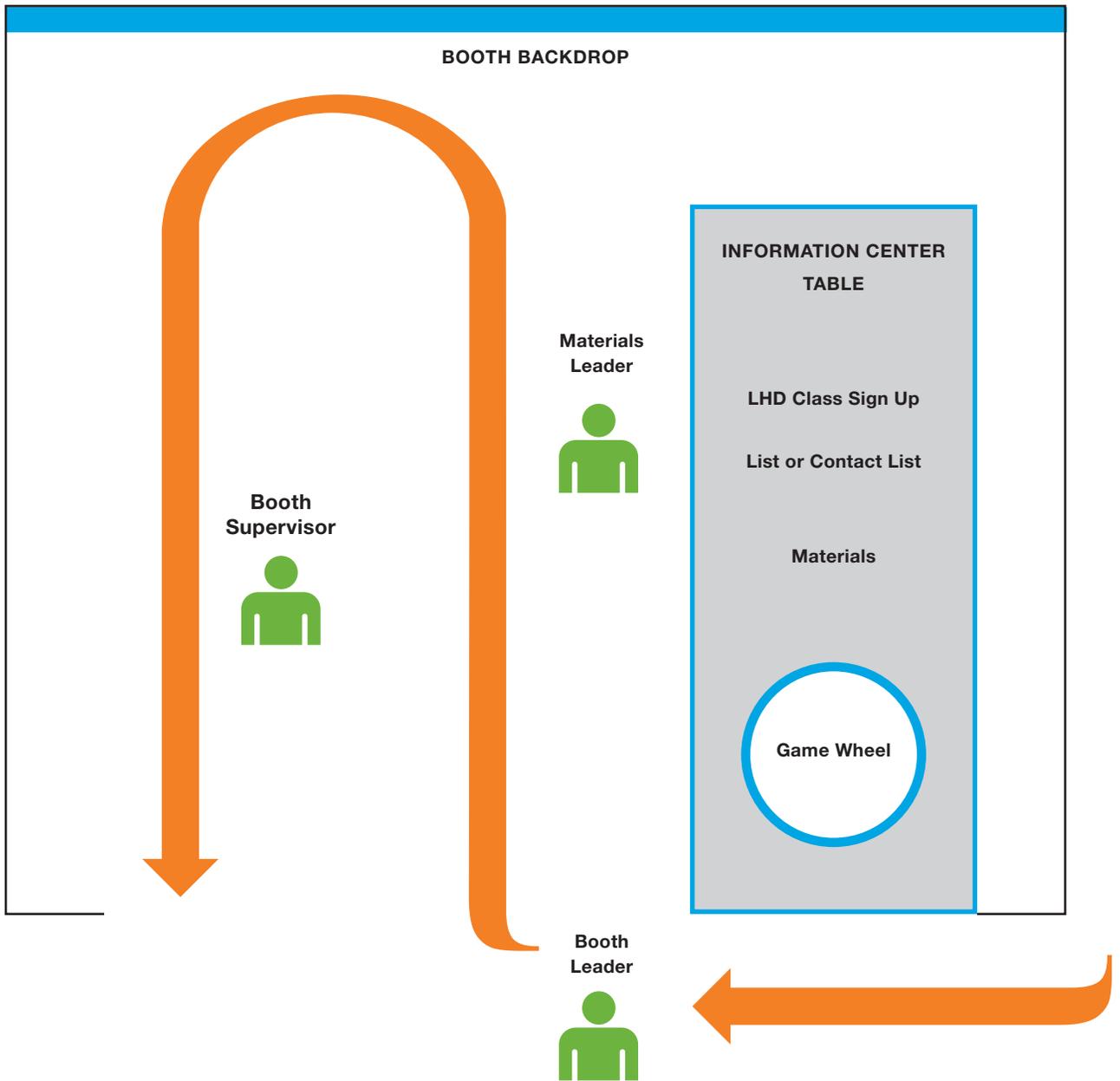
SLOT	QUESTION	ANSWER	COMMENTS
	<p>True or False: Kids need a sports drink after playing sports for an hour.</p>	<p>False. Sports drinks are unnecessary for children who exercise less than three hours in normal weather conditions.<sup>4</sup></p>	<p><i>Drink water before, during, and after playing sports to stay hydrated.</i></p>
	<p>True or False: Soda, energy drinks, and sports drinks are a major source of added sugar and calories in American diets.</p>	<p>True.<sup>2</sup></p>	
	<p>True or False: Adults who drink one or more sugary drinks a day are more likely to be overweight.</p>	<p>True.<sup>5,6</sup></p>	<p><i>Sweetened teas are considered sugary drinks –look at the Ingredient list and see that sugar is the second ingredient, after water.</i></p>
	<p><i>Show the Drink Label Card.</i></p> <p>How many servings are in this bottle of sweetened tea?</p>	<p>2.5</p>	<p><i>It is important to note the serving size so you can get a true idea of how many calories are in your drink. There are actually 213 calories in this container.</i></p>

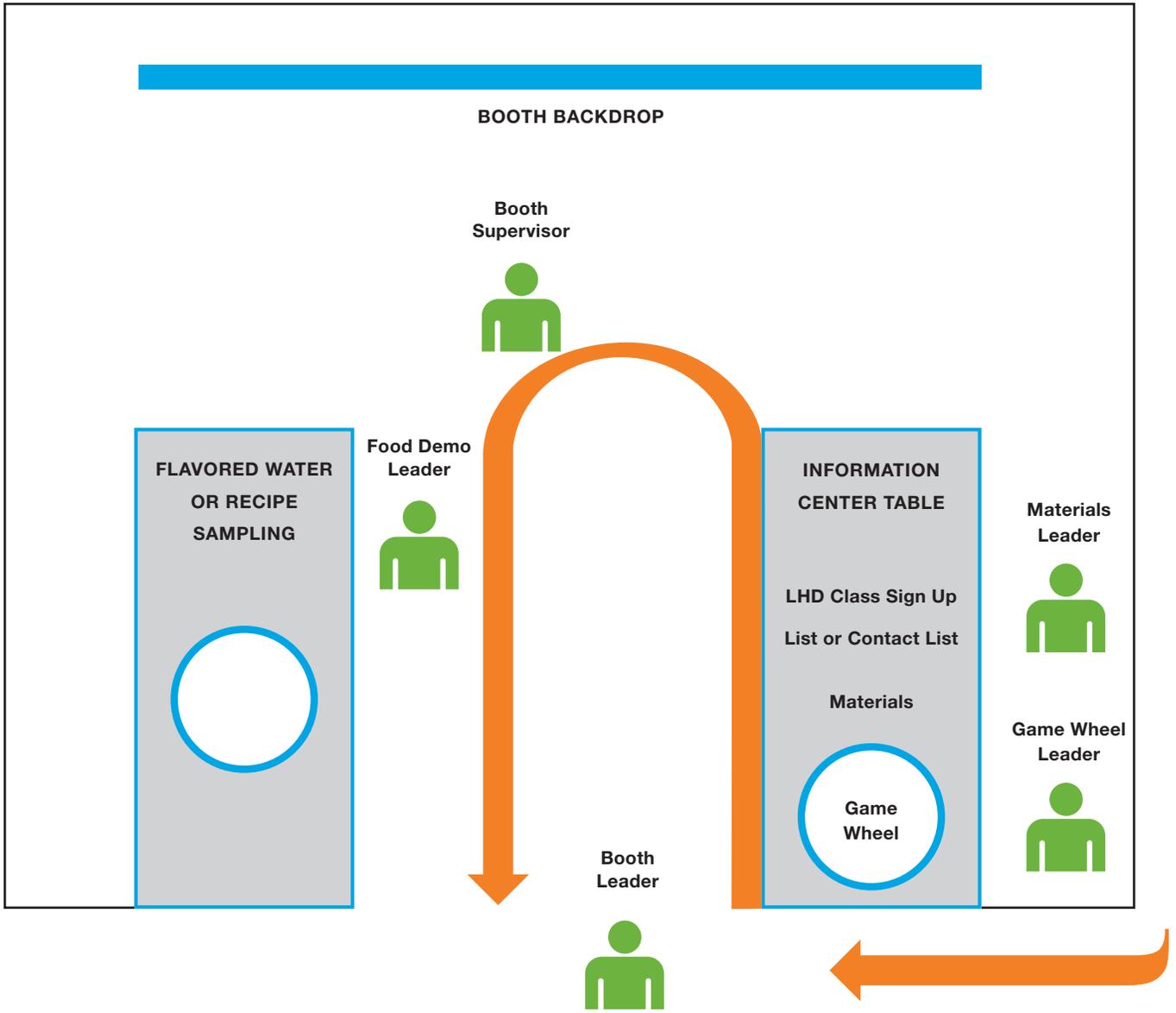
SLOT	QUESTION	ANSWER	COMMENTS
	<p><i>Show the Drink Label Card.</i></p> <p>What are the first two ingredients in “Vitamin-Added Water”</p>	<p>Water and sugar.</p>	<p><i>Fructose is also found in fruits. Eat fruits and vegetables the next time you want to give your body vitamins!</i></p>
	<p><i>Show the Drink Label Card.</i></p> <p>How many calories are in this bottle?</p>	<p>125 calories. Note that there are 2.5 servings at 50 calories each in each bottle.</p>	<p><i>While it is less calories than soda and juice drinks, over time 125 calories for each bottle can certainly add up.</i></p>
	<p>What can you do to drink water instead of sugary drinks?</p>	<ol style="list-style-type: none"> <li>1. Keep refillable water bottles with you.</li> <li>2. Don't keep sugary drinks at home or in the workplace.</li> <li>3. Set an allowance for the amount of money you can spend on sugary drinks – and gradually decrease it over time.</li> </ol>	<p><i>You can do it. Your health is worth the effort.</i></p>
	<p><i>Show the Drink Label Card.</i></p> <p>How many calories are in this container?</p>	<p>Zero.</p>	<p><i>Water. The natural, calorie-free way to rehydrate.</i></p> <p><i>Drink. It. Often.</i></p>

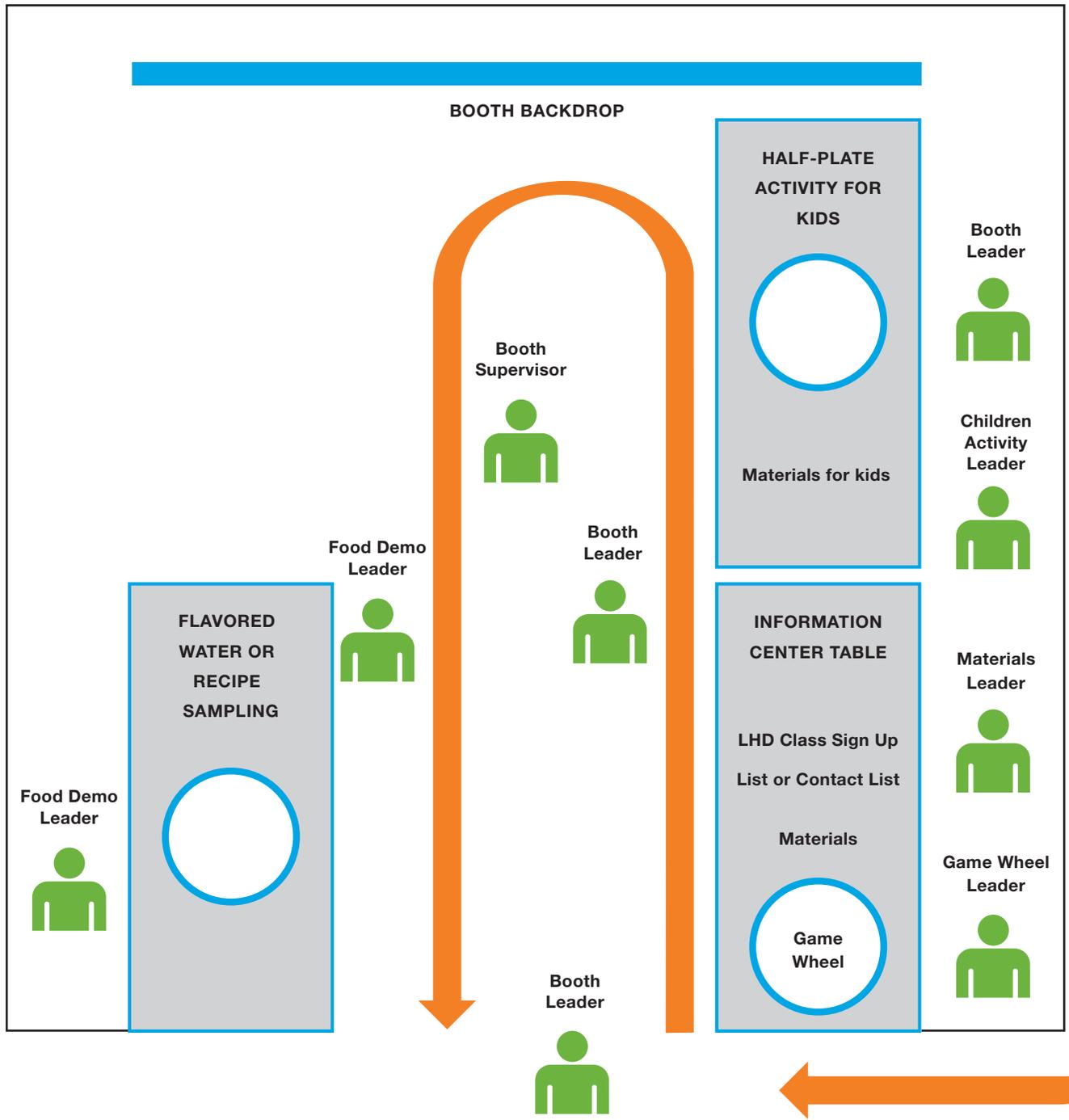
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## Appendix H: Booth Layouts







# Appendix I: Media Relations Report

Please attach print or digital clips with news coverage to your Media Relations Report.

Name of community event: \_\_\_\_\_

Date(s) of the community event: \_\_\_\_\_

<b>PRINT</b>				
Name of Publication	Type of contact (article, event calendar, letter to editor)	# of times outlet was contacted	Date printed	Circulation number
<i>My Town Daily News</i>	<i>Article</i>	<i>1</i>	<i>7/10/13</i>	<i>20,000</i>

<b>BROADCAST (RADIO OR TV)</b>				
Name of Radio or TV station	Type of contact (public service announcement, interview)	# of times outlet was contacted	Date aired	Number of listeners/ viewers
<i>KNTW 100.1</i>	<i>Interview</i>	<i>3</i>	<i>7/2/13; 7/4/13</i>	<i>50,000</i>

<b>DIGITAL</b>				
Name of Publication	Type of contact (link, article)	# of times outlet was contacted	Date posted	Number of viewers
<i>www.mytownevents.com</i>	<i>Article</i>	<i>1</i>	<i>7/10/13</i>	<i>2,000</i>

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