

Central Valley Region 5 a Day Campaigns



**EAT FRUITS & VEGETABLES
AND BE ACTIVE**

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

Central Valley Region 5 a Day Campaigns

- California state-wide Campaign
- Funding
 - United States Department of Agriculture (USDA) & California Department of Health Services (DHS)

5 a Day Campaigns

- Campaign Goals
 - To increase fruit and vegetable consumption and physical activity levels.
- Target Populations
 - 9-11 year-old low-income children
 - 18-64 year-old low-income adults

Central Valley Region

- Seven county region
 - Fresno
 - Kern
 - Kings
 - Mariposa
 - Madera
 - Merced
 - Tulare



5 a Day Intervention's

- Ranch Markets, Latino and Power Play! Campaigns partnership
- Parlier Farmers' Market, Chamber of Commerce, City of Parlier, Latino and Power Play! Campaigns partnership
- Dia del Nino

Ranch Markets

- Food Demonstrations
- Adult Interventions
- Children's Activities

Parlier Farmers' Market

- Food Demonstration
- Adult Intervention
- Children's Activities

Dia del Nino

- Adult Interventions
- Children's Activities

Resources-*Power Play!*

- Idea and Resource Kits for Schools, Community Youth Organizations, and Farmers' Markets
- Retail Power! Merchandising to Kids and Their Parents Kit
- Nutrition Decathlon Activities
- Prize Wheel and Nutrition Trivia

Resources-*Latino*

- Educational Toolbox, Spanish

QUESTIONS?

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