

# We all want the best for our kids, including healthy foods.

But it's HARD. Parents don't want to spend money on foods their kids won't eat – especially now with high gas and food prices.

Enter **BASICS** for Nutrition and Physical Activity, a nutrition education program that gets kids eating smart and playing hard. Kids have incredible pester power to get adults to buy their favorite toy or food. **BASICS** tries to harness that power for good health by turning kids on to foods like fruits and vegetables and low-fat milk.

Last year alone, over **20,000** kids in classrooms throughout Iowa discovered new fruits and vegetables they had never tasted before. How did we get them to try new foods? We used the power of persuasion.

Ever heard a mom say, "My kid would never eat broccoli."? We say, put them in a room with 23 of their closest friends and watch what happens.

Through Pick a better snack™ & ACT, kids empower each other to try new fruits and vegetables. And, sure enough, they like them!

Kids also like to win. That's why **BASICS** sends BINGO cards home every month with fruits, veggies, and physical activities. When they get a BINGO, the kids earn a prize that helps them stay focused on eating fruit and vegetable snacks and playing hard every day.



## Drink your milk!

Most kids know milk is good for their bones. The problem is kids drink less and less milk from third grade on, especially girls. That's why **BASICS** has launched a new education program that gets kids excited about 3 cups a day of low-fat milk or calcium-rich foods made from milk.

**Milk**  
helps me  
be who I  
wanna be



# How do we know if **BASICS** for Nutrition and Physical Activity makes a difference?

We ask lots of questions.

Over **130 classrooms** involved were randomly selected to fill out pre- and post-surveys in first, third and fifth grades during the 2007-2008 school year. Parents of third-graders also completed surveys.

More than 1000 first graders filled out pre- and post-surveys.

- By the end of the year, children were more sure they could **eat a fruit or vegetable snack at home**, ask their parents to buy fruits and vegetables, and play outside instead of watching television after school.
- Their attitudes toward eating fruits and vegetables, yogurt and cheese got better (9 of 17 fruits and vegetables showed improvement).

Third graders also reported **better attitudes toward fruits and vegetables**.

Among 750 kids surveyed, significantly more children liked to eat avocado, pears, kiwi, jicama, mango and green pepper at the end of the year.

Over 450 fifth-grade students completed pre-post surveys.

- They reported eating fruits and vegetables more often each day and more fifth graders liked to eat fruits and vegetable snacks.
- They liked a greater variety of fruits and vegetables. The percentage of children who reported **"liked a lot"** significantly improved for 13 fruits and vegetables.
- They learned new information. For example, more students learned they need three cups of milk each day (56% pre to 69% post).
- They played harder. Fifth graders told us they were more often active on a daily basis (took part in activity that made their heart beat fast and made them breathe hard for at least 30 minutes).

Almost 200 parents of third-grade children completed pre-post survey questions. Half of the families qualified for free- or reduced-priced meals.

- Awareness of Pick a better snack™ & ACT messages **improved from 68% to 90%**.
- 80% of parents reported seeing the parent newsletter.
- 84% of parents purchased fruits and vegetables featured on the bingo card.
- Parents reported that they more often: offered milk to their children at meals; offered fruits and vegetables to their child for snacks; played outside or took walks with their child; limited television time on weekends; and set aside family time for being active together for at least 30 minutes.

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LOCAL SUCCESS STORY

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