



State Network Initiatives

Goals: Increase consumption of fruits and vegetables among low-income children and their families.

- Create campaign materials for community partners.
- Coordinate media buys.
- Evaluate state initiatives & compile community data.

Radio PSAs

- Provide radio PSAs (3 English; 1 Spanish) in versions needed by local radio stations.
- Purchase airtime in select communities as determined by strategic plan.

Newspaper features

- Develop newspaper/newsletter articles for fruits and vegetables featured on **Pick a better snack™** & Act BINGO cards.
- Post newspaper articles on Iowa Nutrition Network website.

Pick a better snack™ & Act BINGO cards and lessons

- Keep an inventory of English and Spanish versions of **Pick a better snack** & Act BINGO cards.
- Create cards with an adult/senior focus.
- Provide coalitions with supporting classroom lessons, presentations, and suggestions for using BINGO cards in school, family, senior meal site, and community initiatives.

Spanish materials

- Develop radio PSA in Spanish.
- Provide recipes and **Pick a better snack™** & Act BINGO cards in Spanish.

At A Glance

Community Initiatives

Goals: Increase consumption of fruits and vegetables among low-income children and their families.

- Determine local campaign strategies.
- Distribute campaign materials to target audience.
- Evaluate local/community initiatives.

Radio PSAs

- Encourage local radio stations to play PSAs.
- Notify Network of version of PSAs needed by local stations if other than MP3 format.

Newspaper features

- Contact local newspapers to run weekly newspaper feature. Add local contact information.
- Use features in school or partner newsletters that reach Food Stamp-eligible audience.

Pick a better snack™ & Act BINGO cards and lessons

- Integrate BINGO cards, classroom lessons, and presentations in school, family, senior meal site and/or community initiatives.
- Provide feedback on successful strategies/lessons learned to share with Network staff/other coalitions.

Spanish materials

- Incorporate Spanish versions of **Pick a better snack™** & Act BINGO cards with community efforts.
- Contact Hispanic newspaper and radio stations in local communities to include recipes and play PSAs.



State Initiatives

Retail Resource Kit

- Provide local coalitions the tools they need to encourage retail participation at the local level.
- Encourage participation at the retail corporate level in potential strategies:
 - Seasonal kits and video features
 - Signage throughout produce area
 - Pick a **better snack**[™] & Act BINGO cards
 - Grocery Store tours

Community Resources

- Provide local coalition the tools they need to incorporate campaign into schools, family, senior meal sites and community settings.
- Continue to update resources and make them available for coalition use.
- Monitor use of materials and ease of implementation.
- Modify materials as needed to support local coalitions.

Evaluation

- Provide evaluation tools to community partners.
- Add questions to the BRFSS fruit and vegetable module regarding the Pick a **better snack**[™] campaign.
- Conduct additional efforts of evaluation in concentrated areas of the state to determine effect of campaign.
- Compile data from local communities.

At A Glance

Community Initiatives

Retail Resource Kit

- Meet with local grocery stores to encourage participation in retail strategies.
- Provide materials necessary for local implementation.
- Assist as necessary with implementation.
 - Delivery of seasonal kits & videos
 - Possible offer to help change signs
 - Work with store to provide BINGO incentives
Encourage tour in store or produce manager school visit
 - Work with local store to provide sales data for evaluation

Community Resources

- Incorporate Pick a **better snack**[™] into school, family and community settings.
- Share tools/materials that have been developed at the local level for inclusion in the Network's continuously updated resource notebook and website.
- Provide feedback to Network staff on current materials and suggest improvements.

Evaluation

- Administer evaluation surveys to target audience.
- Send completed surveys to state for compilation.
- Complete annual report describing campaign interventions and estimated reach.