

Dear Parent,

Your child will be bringing home Pick a **better** snack™ & ACT BINGO cards during the months of _____. Pick a **better** snack™ & ACT is a program designed to motivate children and their families to eat fruit and vegetable snacks and be physically active.

This program uses Pick a **better** snack™, a social marketing campaign created to help children to eat more fruits and vegetables. Your child's teacher will hand out the Pick a **better** snack™ & ACT cards each month. (Additional copies can be downloaded from <http://www.idph.state.ia.us/pickabetersnack.>)

The Pick a **better** snack™ & ACT BINGO-type card will include seasonal fruit or vegetable snack ideas each month of the year. The card will also include suggestions for seasonally appropriate physical activity and play that could be accomplished at school or at home.

HOW CAN PARENTS HELP?

A "BINGO" is accomplished when your child completes one row of the card, vertically, horizontally or diagonally.

- Post the Pick a **better** snack™ & ACT card on the refrigerator and encourage your child to eat the suggested snacks and be physically active.
- Sign the card verifying that your child has both eaten the fruit and/or vegetables and participated in the activities as marked off on the card.
- Take the completed card to _____
- Join in on the fun with your child!
- Read the parent information on the back of the card. Try some of the recipes!



Dear Physical Education Teacher,

Pick a **better snack**[™]& ACT is a program designed to motivate children and their families to eat fruit and vegetable snacks and be physically active. A BINGO-type card is completed by exploring new fruit and vegetable snacks and physical activities, verified by parent signature, and presented to _____ (could be a particular teacher, school office or participating produce managers for prizes and incentives).

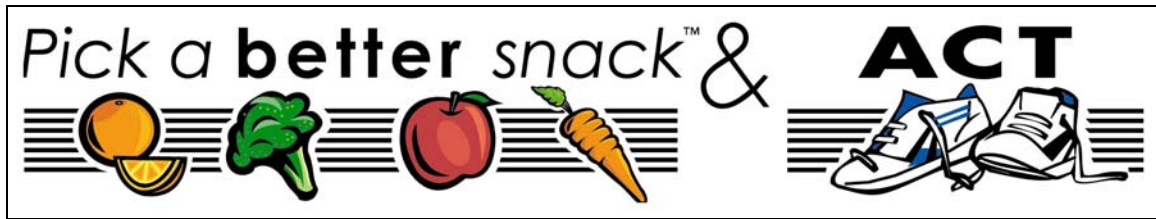
This program utilizes the social marketing campaign, Pick a **better snack**[™]. The campaign was created with funds from USDA's Food Stamp and TEAM Nutrition programs. A letter will be sent home to parents explaining the details of the program. The classroom teacher will issue Pick a **better snack**[™]& ACT cards each month. The cards are also available at <http://www.idph.state.ia.us/pickabetersnack/>.

The Pick a **better snack**[™]& ACT BINGO-type card will feature different fruits and vegetables each month. The card also includes suggestions for seasonally appropriate physical activity and play that could be accomplished at home, school, or in day care.

HOW CAN YOU HELP?

The participating schools are encouraged to work with physical education teachers to include the activities suggested on the monthly BINGO cards during their P.E. classes. School food service personnel are also encouraged to offer the snack of the month on the lunch line and/or to order the featured produce items for tasting opportunities in the classroom. If these opportunities are offered at school, a "BINGO" will be possible for more students. The project will take place during the months of _____. We hope that you can help make this a successful project.

Thanks for your support and for more information please contact_____.



Dear Teacher,

You and your classroom are invited to participate in the Pick a **better snack**[™]& ACT program. This program is designed to motivate children and their families to eat fruit and vegetable snacks and be physically active. A BINGO-type card is completed by exploring new fruit and vegetable snacks and physical activities, verified by parent signature, and presented to participating produce managers for prizes and incentives.

This program utilizes the social marketing campaign, Pick a **better snack**[™]. The campaign was created with funds from USDA's Food Stamp and TEAM Nutrition programs. A letter will be sent home to parents explaining the details of the program. As classroom teacher, you will hand out Pick a **better snack**[™]& ACT cards each month.

The Pick a **better snack**[™]& ACT BINGO-type card will feature a variety of seasonal fruits and vegetables. The back of the Pick a **better snack**[™]& ACT card will include information for parents. Suggestions for physical activity and play are appropriate for school, home, or day care.

Options:

1. Keep the BINGO cards in the classroom and work on them at school – sampling produce and physical activity.
2. Send the cards home with each student.
3. Provide each student with two cards – one for school and one for home.

Ideas to consider:

You may wish to make this a total school effort and involve other teachers such as the physical education instructor for assistance with the BINGO physical activities, the school food service for food items, resource room staff for additional materials, assistance and support. Music, art and library staff can also enrich the total experience for the youth.

To recognize a successful BINGO:

Option 1-At school, a successful bingo may be recognized with an incentive such as a sticker, tattoo, pencil, rubber stamp on paper, certificates, or a produce item donated from a local grocery store.

Option 2-To be eligible for a special item that reinforces that reinforces the education, the student must have completed a predetermined number of bingos.

Option 3-You may work with your local stores to establish an incentive program.

Option 4-A combination of the above options.



Dear Produce Manager,

Your local (name of school or facility) will be participating in the **Pick a better snack™ & ACT** Project. **Pick a better snack™ & ACT** is a program designed to motivate children and their families to eat fruit and vegetable snacks and be physically active. A BINGO-type card has been designed to encourage students to explore new fruit and vegetable snacks and be more physically active. A “BINGO” is accomplished when a child completes one row of the card, vertically, horizontally or diagonally. A parent signature on the card will verify a BINGO. The **Pick a better snack™ & ACT** card includes the fruit or vegetable snack of the week for each month of the year.

This program utilizes the social marketing campaign, **Pick a better snack™**. The campaign was created with funds from USDA’s Food Stamp and TEAM Nutrition programs. A letter will be sent home to parents explaining the details of the program. The classroom teacher will hand out **Pick a better snack™ & ACT** cards each month. The cards are also available at <http://www.idph.state.ia.us/pickabetersnack/>.

As an incentive for families to participate, we are asking local produce retailers to provide a fruit or vegetable to participating students when they complete a BINGO. We encourage giving a fruit or vegetable from the featured produce on the monthly BINGO card, as this may be the only opportunity the child and their family may have to actually try a particular fruit or vegetable. Completed BINGO cards could be returned to your store. Produce items could be sent to the classroom for successful BINGO participants.

The project has point of sale signs to display in the store to promote the snack of the week to participants and other customers. Ask your school contact for more information.

If you have questions about the project in your community please call_(local phone number).



Dear Food Service Director,

Pick a **better snack**[™]& ACT is a program designed to motivate children and their families to eat fruit and vegetable snacks and be physically active. A BINGO-type card is completed by exploring new fruit and vegetable snacks and physical activities, verified by parent signature, and presented to _____ (could be a particular teacher, school office or participating produce managers for prizes and incentives).

This program utilizes the social marketing campaign, Pick a **better snack**[™]. The campaign was created with funds from USDA's Food Stamp and TEAM Nutrition programs. A letter will be sent home to parents explaining the details of the program. The classroom teacher will issue Pick a **better snack**[™]& ACT cards each month.

The Pick a **better snack**[™]& ACT BINGO-type card will feature a variety of seasonal fruits and vegetables. The back of the Pick a **better snack**[™]& ACT card will include information for parents. Suggestions for physical activity and play are appropriate for school, home, or day care.

HOW CAN YOU HELP?

The participating schools are encouraged to work with school food service personnel to offer the snack of the week on the lunch line and/or to order the featured produce items for tasting opportunities in the classroom. Physical education teachers are also being asked to include physical activities in the classroom from the BINGO card sometime during the month. If these opportunities are offered at school, a "BINGO" will be possible for more students. The project will take place during the months of _____. We hope that you can help make this a successful project.

Thanks for your support and for more information please contact_____.

