

Ways to Maximize the *Body Walk* Experience

1. Encourage teachers to discuss the *Body Walk* exhibit in the classroom

- Have students contribute to a *Body Walk* newsletter to take home.
- On the back of the newsletter, ask students to write down something they like about Power Panther™ and his message (sample available on *Body Walk* CD-ROM).

2. Provide healthy snacks for students and volunteers

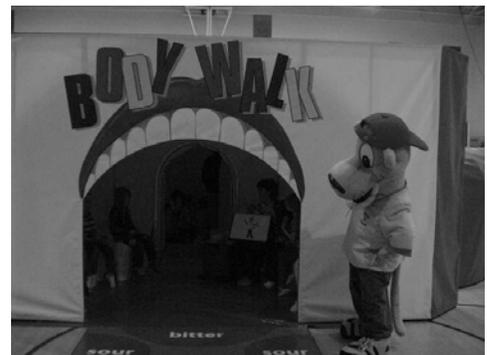
- Please be sure snacks served to students and volunteers on the day of the *Body Walk* event are healthy (i.e., fruit, dried fruit, 100% juice, trail mix, low-fat popcorn, crackers, bottled water).
- It sends a confusing message to students when the *Body Walk* project emphasizes the “EAT SMART” message but students observe volunteers consuming chips, pop, doughnuts, candy, and cookies.
- Please DO NOT serve unhealthy items to students after the *Body Walk* tour. Help convey the “EAT SMART” message by having only healthy snacks and beverages available.

3. Use these tips when working with the media:

- Coordinate media coverage with the district’s public relations staff as much as possible. They already may have relationships with reporters and can help get the story covered.
- Concentrate on local media (i.e., town newspaper, local cable channel, local radio station), since these tend to focus on local human interest stories.
- Contact reporters at least a week in advance of the event, asking if they would like more information.
- Send a news release (samples available on *Body Walk* CD-ROM) to the writer of a particular newspaper column or to the producer of a local radio or television program. Send the release with a short and simple note, expressing hope that this story will be useful. Follow-up with a phone call a few days later.
- Suggest that both a reporter and a photographer come to experience the *Body Walk*.

4. Borrow the Power Panther™ costume

- See www.fns.usda.gov/eatsmartplayhard/zone/bio.html for details.



5. Provide other fun Power Panther™ items to students (i.e., tattoos, window clings, stickers)

- See www.fns.usda.gov/eatsmartplayhard/collection/collect_kids.html for details.

6. Have a Power Panther™ school lunch

- Work with school food service personnel and students to coordinate the menu, emphasizing whole grains, fruits, and vegetables. Decorate with Power Panther™ posters or have students draw Power Panther™ and post their artwork.

Examples:



Panther's Turkey Sandwich with Lettuce and Tomato
EAT SMART Fresh Veggies and Dip
Yummy Fresh Fruit
Power-Up Milk
OR
Panther's Low-Fat Chicken Fajita
Spanish Rice
EAT SMART Fresh Tossed Salad/Low-Fat Dressing
Mixed Fresh Fruit Salad
Power-Up Milk

- Have each class conclude the meal with some PLAY HARD physical activity—i.e., walk around the block, play a game outdoors, or participate in an active classroom activity.

7. Have a contest to give away a free bicycle helmet

- Contact a local retailer to donate a bicycle helmet.
- Sponsor a bike safety poster contest and use the helmet as a prize. Recruit *Body Walk* volunteers to judge the posters.
- OR have each student draw a picture or write a paragraph about something they learned about physical activity during their *Body Walk* tour. Select the best from each classroom, and then draw a name for the prize.
- OR have children donate pennies for a worthy charity. The helmet winner will be drawn from the names of the class that collects the most money.

For more information on Bike Safety, contact:

**Safe Kids Illinois State
Illinois Dept of Public Health
500 East Monroe Street
Springfield, IL 62701
217-524-2446
www.safekids.org**

**League of Illinois Bicyclists
2550 Cheshire Drive
Aurora, IL 60504
630-978-0583
www.bikelib.org**

**Kids on Bikes in Illinois
www.state.il.us/kids/isp/bikes/**