

Live Well! Enjoy Nutrient Rich Foods Toolkit

PUBLICATION DATE: 2006

INTENDED AUDIENCE:

Adult consumers

LANGUAGE: English

FORMAT: Print

DESCRIPTION:

This science-based toolkit was designed to help health professionals communicate the 2005 Dietary Guidelines for Americans and MyPyramid to consumers through a series of 15 interactive lessons. The leader guide provides a framework for teaching consumers how to follow MyPyramid by choosing nutrient-rich foods and offers ideas for using the lessons in a variety of settings. The reproducible handouts are packed with practical tips to help consumers build a more nutrient-rich diet and the MyPyramid poster has eight black and white educational masters conveniently located on the back.



COST: \$10 + shipping and handling

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

Cattleman's Beef Board and National Cattleman's Beef Association in Cooperation with Naturally Nutrient Rich Coalition

PHONE: 800-525-3058

WEB SITE:

<http://www.beefnutrition.com/mateLiveWell!EnjoyNutrient-RichFoodsToolkit.aspx> or
<http://www.beefnutrition.com/NutrientRichFoodsCoalition.aspx>

SUPPLEMENTAL WEB SITE: <http://nutrientrichfoods.org/>

EMAIL: <http://www.beefnutrition.com/Contact.aspx>

Team Up at Home: Team Nutrition Activity Booklet

PUBLICATION DATE: revised March 2007

INTENDED AUDIENCE:

Parents and caregivers

LANGUAGE: English

FORMAT: Print

DESCRIPTION:

Team Up at Home: Team Nutrition Activity Booklet is a kid-friendly 34-page activity booklet for parents, caregivers, and their young children. The activities are based on the MyPyramid for Kids and the 2005 Dietary Guidelines for Americans. The activity booklet is well organized with activities for children, parents, and caregivers.

The fun activities focus on the MyPyramid for Kids theme - Eat Right, Exercise and have Fun. Children learn about good nutrition and physical activity as well as colors, shapes, letters and numbers. Before beginning the activities, parents and caregivers answer eight What is your MyPyramid style quiz. Throughout the activity booklet; Sharon, a virtual mom and nutritionist answers parents' questions on food-related issues. Some recipes for healthy meals and snacks are provided. The activities encourages parents and caregivers to be good role models for their children.

This activity booklet can be used at home, daycare, and preschools.

COST: Free for Team Nutrition enrolled schools upon request

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

USDA Team Nutrition, 3101 Park Center Drive, Room 632, Alexandria, VA 22302

PHONE: 703-305-1624

FAX: 703-305-2549

WEB SITE: <http://teamnutrition.usda.gov/Resources/teamupbooklet.html>

EMAIL: teamnutrition@fns.usda.gov



VERB™ It's what you do

PUBLICATION DATE: Launched 2002

INTENDED AUDIENCE: Youth

Other important audience parents and adult influencers, including teachers, youth leaders, physical education and health professionals, pediatricians, health care providers and coaches.

LANGUAGE: English

FORMAT: Print, television, radio and online

DESCRIPTION:

VERB™ It's what you do is a national social marketing campaign coordinated by the Department of Health and Human Services' Center for Disease Control and Prevention.

The campaign encourages young people 9 -13 years or tweens to be physically active every day. The campaign makes regular physical activity "cool" and a fun thing to do.

VERB™ VISION: All youth leading active lifestyle

VERB™ is a research-based campaign. Excellent posters, tip sheets, mini-magazines, and brochures are available to increase knowledge, improve attitudes and beliefs about tweens' participation in physical activity. Culturally sensitive physical activity resources are available for African American, Hispanic/Latino, American Indian, Chinese, Korean, and Vietnamese.

COST: Free

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

Healthy Youth, P.O. Box 8817, Silver Spring, MD, 20908

PHONE: 800-CDC-INFO or 800-232-4636

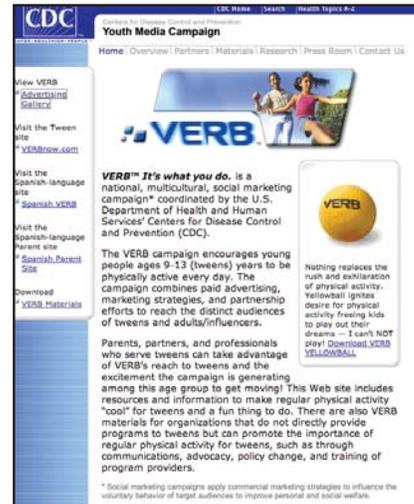
WEB SITE: <http://www.cdc.gov/youthcampaign/>

WEB SITE FOR SUPPLEMENTAL MATERIALS:

<http://wwwn.cdc.gov/pubs/dash.aspx>

<http://www.cdc.gov/spanish/verb/>

EMAIL: CDC-INFO@cdc.gov



We Can! Energize Our Families: Curriculum for Parents and Caregivers

PUBLICATION DATE: 2005

INTENDED AUDIENCE: Parents and caregivers

LANGUAGE: English

FORMAT: Print

DESCRIPTION:

We Can! Ways to Enhance Children’s Activity and Nutrition is a national healthy weight education program. A 60-minute each, six-lesson, science-based curriculum designed to empower families to reinforce healthy actions already taken in the home and teach new skills to sustain healthy behaviors.

This curriculum provides excellent and realistic tips and tools to encourage parents and caregivers to take small steps to create a healthy home environment and lifestyle to help their families maintain a healthy weight for life. It encourages parents to be role models for healthy behaviors. It is made clear in the first lesson that this is not a curriculum for weight control.

The basic premise of the curriculum is Energy Balance is the bottom line. The lessons focus on Energy Balance = Energy in - Energy out. The lessons cover each part of this equation. At the end of the first lesson, parents and caregivers are also provided with We Can! Families Finding the Balance: A Parent Handbook (English/Spanish). This handbook provides the same information covered in the lessons.

The recommendations are based on the 2005 Dietary Guidelines for Americans. The objectives of the lessons are clearly stated. Facilitator preparation before lessons is minimal. The curriculum is well organized and easy to follow, presented in a non-threatening, positive tone. Parents and caregivers fill out a pre-assessment and post-assessment form. This curriculum can be adapted in a variety of community settings and also be used for staff wellness programs.

COST: We Can! Energize our Community: Tool Kit for Action \$22.00, each additional copy \$20.00. We Can! - Families Finding the Balance: A Parent Handbook – English Single copy: Free, each additional copy: \$1.50, 100 copies \$100.00

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

National Heart, Lung, and Blood Institute (NHLBI) Health Information Center,
P.O. Box 30105, Bethesda, MD 20824-0105

PHONE: 866-35-WECAN or 301-592-8573

FAX: 240-629-3246

WEB SITE: http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan_mats/toolkit_a1.pdf

WEB SITE FOR SUPPLEMENTAL MATERIALS:

<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/whats-we-can/resources.htm>

EMAIL: nhlbiinfo@nhlbi.nih.gov

