

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://www.cdc.gov/pubs/dash.aspx>

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

EMAIL: CDC-INFO@cdc.gov



