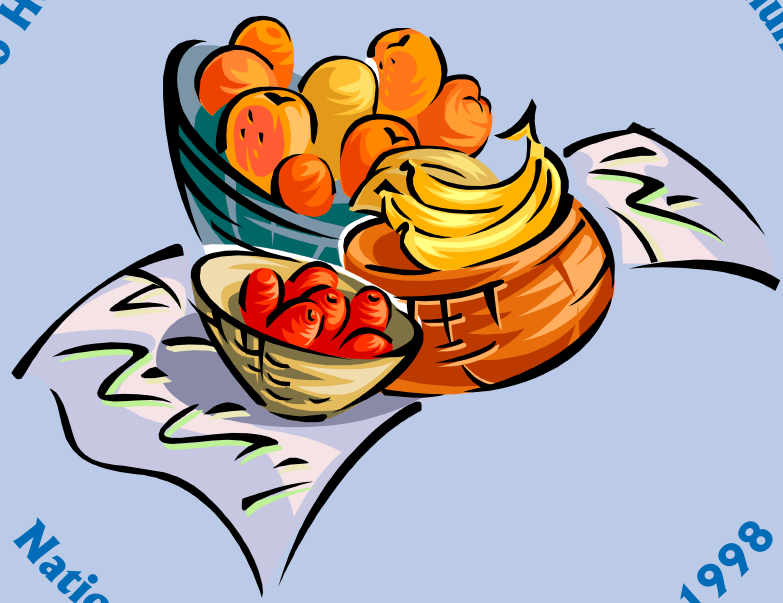


National Center for Health Education  
The Society for Public Health Education

Making It to Home Plate: School, Family, and Community Nutrition



National Health Education Week 1998

OCTOBER 19-23 1998

Made possible by a grant from  
**Metropolitan Life Foundation**

National Health Education Week 1998

**Joint Committee  
for the Development of  
National Health Education Week 1998**



Lynne Whitt  
Executive Vice-President  
National Center for Health Education

Elaine Auld, MPH, CHES  
Executive Director  
Society for Public Health Education

David Ramsey, MPH, CHES  
National Center for Chronic Disease  
Prevention & Health Promotion  
Centers for Disease Control & Prevention  
Division of Nutrition and Physical Activity

Project Design and Publication Layout  
Jessica Barton, BS, CHES  
Society for Public Health Education

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## Introduction



**National Health Education Week** is celebrated each year during the third week of October. Since 1995, the National Center for Health Education has sponsored National Health Education Week around an annual theme, providing support to schools and community groups throughout the country. This year the Society for Public Health Education is partnering with the National Center for Health Education to strengthen and broaden the impact of National Health Education Week to include more schools and community groups.

The 1998 theme, “Making It to Home Plate: School, Family, and Community Nutrition,” was chosen to bring into focus the need for schools, families, and communities to recognize the impact of a healthy diet and active lifestyle on good health and quality of life. Major support for promoting this initiative comes from the **Metropolitan Life Foundation**, the **Washington Apple Education Foundation**, the **U.S. Department of Agriculture**, and the **International Food Information Council Foundation**.

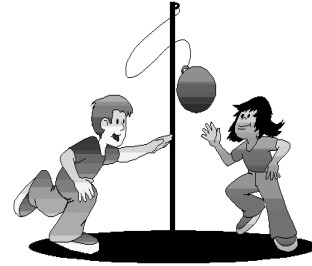
This guide can be a starting point to celebrate your health education efforts by reaching others with messages and programs designed to promote their health. Remember, this is only a guide, and is meant to complement your existing knowledge of sound health education principles, such as careful identification of the needs of your intended audiences and their involvement in program planning. You are encouraged to use the imagination and creativity of people in your school and community to make National Health Education Week a success.

This guide will help you to:

- ⇒ organize and plan your activities
- ⇒ decide on the settings you will target
- ⇒ decide on primary and secondary populations of interest
- ⇒ brainstorm ways to reach your populations of interest
- ⇒ find resources to assist your efforts
- ⇒ evaluate your activities

Please be sure to provide us your feedback about how we can improve subsequent publications. Return the evaluation form at the end of this guide by **December 31, 1998** and you will automatically be added to the notification list for next year. Celebrate your contributions to health and health education in a unique and creative way. Best wishes for a successful campaign!

## Just the Facts about Nutrition and Physical Activity



Research shows that there is a strong correlation between poor nutrition and physical inactivity and an increase in various diseases such as heart disease, diabetes, cancer, and osteoporosis. Such diseases could be prevented or managed by eating a balanced diet.

- ⇒ Poor nutrition and physical inactivity have a critical impact on health. Together, they are responsible for at least 300,000 preventable deaths each year. Only tobacco use causes more preventable deaths in the United States. (1)
- ⇒ One in five teenagers and one in two adults is overweight. Eleven percent of children ages 6-17 are seriously overweight; an additional 14% in this age group are above the 85th percentile for normal weight. The prevalence of overweight and obesity among children and young adults increased more than threefold from 1973 to 1994, and this trend is accelerating. (2)
- ⇒ Youth in the United States spend an average of more than 20 hours a week watching television. Studies have shown that youths who watch more television than average are more likely to be overweight and to have unhealthy eating habits. (3)
- ⇒ A study showed that on the day before they were surveyed, more than 40% of high school students in the United States ate no fruits or vegetables. Only one in four adults eats the recommended servings of five or more fruits and vegetables a day. (4)
- ⇒ More than 60% of adults do not get the recommended amount of physical activity (one-half hour of moderate physical activity five or more days a week). Half the young people ages 12-21 do not engage in regular physical activity. The percentage of students engaged in daily high school physical education declined from 42% in 1991 to 25% in 1995. The proportion of school physical education time that students spend being physically active is also declining. (5)



## Just the Facts about Nutrition and Physical Activity (Continued)

- ⇒ Overweight teenage boys are twice as likely as thin adolescents to die by age 70, primarily from heart disease. Overweight girls are 60 percent more likely to have arthritis and twice as likely to suffer from heart disease in their 70's than girls who are not overweight. (6)
- ⇒ Most studies of endurance exercise training of individuals with normal blood pressure and those with hypertension have shown decreases in systolic and diastolic blood pressure for those who exercise. Insulin sensitivity is also improved with endurance exercise. (7)
- ⇒ A major contributor to many diet-related diseases is the overconsumption of dietary fat. In particular, the type and quantity of dietary fat are risk factors for the development of coronary heart disease and some types of cancer. It is estimated that diet-related diseases cost society over \$250 billion annually in medical expenses and lost productivity. (8)
- ⇒ The Food Guide Pyramid encourages the basic principles of a healthful diet: variety, balance, and moderation. This is the primary message embodied in the theme for National Health Education Week.
  - **Variety:** No single food supplies all the nutrients people need. A varied diet includes many different foods from the Food Guide Pyramid's five major food groups which together meet nutritional recommendations.
  - **Balance:** A balanced diet incorporates the appropriate amounts of foods from all five food groups every day, providing the needed calories and nutrients. A person's age, gender, and physical activity level make a difference in the number of servings needed to maintain a well balanced diet.
  - **Moderation:** Carefully selecting foods and beverages helps one control calories and the total amount of fat, saturated fat, cholesterol, salts, sugars, and, if consumed, alcoholic beverages. This allows more flexibility to enjoy the variety of foods available. (9)

## Getting Started



### 1. Form an Organizing/Steering Committee

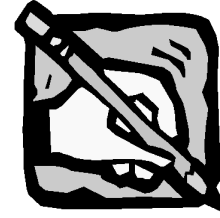
- ⇒ Start organizing your celebration of National Health Education Week as early as possible.
- ⇒ Define carefully your population(s) of interest.
- ⇒ Identify individuals and organizations in your area that may be interested in helping to plan a National Health Education Week event. You may want to solicit help from groups such as local health, educational, and professional organizations. You may also want to include others such as faith communities, clubs, and philanthropic organizations which are intermediaries to your intended audiences.
- ⇒ Set goals to be evaluated.
- ⇒ Set realistic program objectives. What do you want to accomplish as a result of celebrating National Health Education Week?
- ⇒ Decide how you will evaluate the accomplishment of program objectives.

### 2. Choose the Activity

- ⇒ Based on information from your needs assessment, identify specific nutrition or physical activity challenges in your community that your committee would like to address.
- ⇒ Use suggestions for activities presented on the following pages.
- ⇒ Decide whether to have one centralized event or several smaller ones.
- ⇒ Reach consensus about the type and duration of the program that will be developed.
- ⇒ Order educational materials to be distributed at the event as soon as possible, including handouts, posters, brochures, fact sheets, pins, and stickers.
- ⇒ Be realistic about how much you can do.

### 3. Create a Planning Schedule

- ⇒ Form sub-committees, and assign responsibilities and duties to these groups.



## Getting Started (Continued)

### 4. Identify Community Resources

- ⇒ Identify and use sources of talent and expertise in your community.
- ⇒ Contact people early to allow for adequate preparation time.
- ⇒ Identify financial needs for the program and establish partnerships in the community for support.

### 5. Decide Communication Methods Among Committee Members

- ⇒ Keep on schedule by periodically ensuring that planners are communicating with each other.

### 6. Publicize Your Event

- ⇒ Submit news releases to newspapers, TV, and radio stations; produce and distribute posters and flyers; and announce National Health Education Week at other meetings in the community.
- ⇒ Follow up with a telephone call to the media and others whenever possible.

### 7. Choose the Location

- ⇒ You may need to reserve space in advance.
- ⇒ Make sure the location has no access barriers and its facilities will accommodate the population you wish to reach.

### 8. Make Hospitality Arrangements

- ⇒ Prepare invitations for your event, organize a welcoming committee, make name tags for the guests, give away prizes, and thank those who helped.
- ⇒ If possible, provide refreshment/ food services during your activities.



## Getting Started (Continued)

### 9. Evaluation

- ⇒ Evaluate activities. Obtain feedback about the event from the intended audience and your steering committee. Did the program/ event reach intended populations? Was the coordination of events successful? Were the expected number of people served by the program? What kind of media coverage was present? How many volunteers helped and were they well organized?
- ⇒ List ways to improve future programs.

### Your Notes and Ideas:

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## Some Suggested Strategies

National Health Education Week is a celebration of health education through collaboration with schools and other community organizations to promote health for all. It is through these collaborations that programs emphasize the importance of good nutrition.

### INDIVIDUALS:

- ⇒ Involve your family and friends. Let them know about National Health Education Week and ask them to volunteer or simply spread the word.
- ⇒ Solicit help from groups of which you are a member.
- ⇒ Promote National Health Education Week at work and within organizations to which you belong by handing out flyers or giving them reminders.
- ⇒ Take an active role in planning healthy meals for you and your family.
- ⇒ Set up parameters for watching television with your family and try to increase physical activity.
- ⇒ Write to your elected officials and ask them to support programs that provide food to those in need, such as the WIC Program or Meals on Wheels.
- ⇒ Join a fitness club to become more active, or take a healthy cooking class to learn about nutrition.
- ⇒ Make a donation or start a food drive to support programs that provide meals to those in need.
- ⇒ Work in conjunction with volunteers to set up a fitness program that is accessible and affordable to needy community residents.

### AT WORK:

- ⇒ Ask your employer to get involved and become a sponsor for National Health Education Week.
- ⇒ Distribute information and post promotional items in central areas.
- ⇒ Place a proclamation in your company's newsletter stating that your organization recognizes National Health Education Week.
- ⇒ Prepare and distribute paycheck inserts with information about National Health Education Week and some tips to improve nutrition and activity.



## Some Suggested Strategies (Continued)

- ⇒ Make and distribute table tents with specific facts about nutrition and physical activity. Specify the sponsor's name and National Health Education Week.
- ⇒ Work with your organization's cafeteria in menu planning and healthy meal choices. Ask them to post the nutritional content of daily specials.
- ⇒ Compile a list of local restaurants that offer healthy meal options.
- ⇒ Initiate a walking program to promote physical activity.
- ⇒ Hold workshops about meal planning, grocery shopping, reading nutrition labels, and increasing daily physical activity.
- ⇒ Promote the idea of health and activity by having an "evict the elevator day" and encourage employees to take the stairs.

### IN THE CLASSROOM:

- ⇒ Help the students start their own herb gardens and demonstrate cooking with the herbs.
- ⇒ Have the students take a field trip to a grocery/supermarket and answer questions about how to read nutrition labels.
- ⇒ Hold a contest with the students making posters, writing essays, taking photographs, etc. that promote nutrition and physical activity.
- ⇒ Incorporate the subject of fitness and nutrition into daily lesson plans.
- ⇒ Have the students take exercise breaks between lessons. Have them jog at their desks for 30 seconds.
- ⇒ At recess, organize teams to play such games as dodge ball, basketball, or other active sports.
- ⇒ Have students design tee-shirts that focus on the theme of nutrition and physical activity.
- ⇒ Arrange for a fitness day at school with local high school or university students helping as volunteers.



## Some Suggested Strategies (Continued)

- ⇒ Ask the PTA to sponsor a parent-child event around the theme of nutrition and physical activity.
- ⇒ Distribute packets about the Food Guide Pyramid, and how students can apply this information to food choices in the cafeteria.
- ⇒ Make exercise facilities accessible to students and establish physical activity programs during “after school” hours.
- ⇒ Help students volunteer at “Meals on Wheels” or local soup kitchens.
- ⇒ Ask students to raise funds for National Health Education Week by holding a “Jump Rope for Health” or “Dance for Health” contest.

### IN THE FAITH COMMUNITY:

- ⇒ Publish an advertisement in the weekly service bulletin about National Health Education Week.
- ⇒ Encourage religious leaders to speak about the importance of nutrition and physical activity.
- ⇒ Start a soup kitchen or food drive through your organization.
- ⇒ Conduct nutrition and physical activity workshops.
- ⇒ Host a healthy pot luck dinner.
- ⇒ Have a picnic with healthy foods and plenty of activities such as volleyball and swimming.
- ⇒ Start a faith community physical activity challenge.

### IN THE COMMUNITY:

- ⇒ Sponsor and endorse multiple National Health Education Week activities.
- ⇒ Develop a plan of action for your community by contacting special interest groups concerned with the topic of nutrition and physical activity.
- ⇒ Conduct a media campaign to solicit the participation of the community.
- ⇒ Ask hospitals, community clinics, and health clubs to sponsor activities.
- ⇒ Organize fundraisers for activities.
- ⇒ Notify local civic organizations, hospitals, and school boards about National Health Education Week and enlist their support.



## Some Suggested Strategies (Continued)

### **GOVERNMENT:**

- ⇒ Hold a town meeting to discuss ways to encourage more physical activity, such as opening malls for walking, or discuss ways to improve nutrition in local schools and eating establishments.
- ⇒ Provide community representatives with statistics about morbidity and mortality related to physical activity and nutrition, and action needed in the community.
- ⇒ Solicit support from local representatives, mayors, and the governor for National Health Education Week.

### **IN HEALTH CARE SETTINGS:**

- ⇒ Offer free screenings for blood pressure, blood cholesterol, bone density, diabetes, foot disorders, and other conditions linked to nutrition and physical activity. Make referrals to specialists.
- ⇒ Conduct nutrition and physical activity workshops.
- ⇒ Ask dietitians to conduct nutritional assessments on participants' diets.
- ⇒ Distribute informational brochures in waiting rooms.
- ⇒ Use in-house educational TV to help create awareness about National Health Education Week, and disseminate appropriate messages about nutrition and physical activity.



## Ways to Involve the Media

### NEWSPAPER:

- ⇒ **News Section** Identify local experts who could be interviewed by reporters.
  
- ⇒ **Letters to the Editor and Opinion Section** Write to the editors about nutrition and physical activity and what can be done in your community. Include information on National Health Education Week activities.
  
- ⇒ **Advertising Supplement** Talk to your local newspaper about reproducing and/or including material from this kit as a public service announcement in their advertising supplement.
  
- ⇒ **Sunday Flyers** Produce an insert for the Sunday paper (coupon / receipt idea) emphasizing the Five a Day message.
  
- ⇒ **Lifestyle Section** Write a story about a family whose members have incorporated moderate physical activity into their daily lives. Run a series of healthy cooking recipes in conjunction with National Health Education Week.



## Ways to Involve the Media (Continued)

### TELEVISION:

- ⇒ **Local News** Invite local stations to cover your event or activity.
- ⇒ Partner with local stations to provide nightly tips on nutrition, or fitting moderate physical activity into the daily routine.
- ⇒ Work with local colleges to create a 30 second advertising spot to send as a PSA to a local TV station.
- ⇒ Enlist the support of local television weather forecasters to promote your event.
- ⇒ Develop local bulletin board spots for cable networks.

### RADIO:

- ⇒ **All Available Stations** Offer to provide representatives for media interviews on local radio stations.
- ⇒ Distribute “ready-made” PSA’s that promote nutrition and physical activity.



## Ways to Involve the Media (Continued)

### **OTHER:**

⇒ **Local Events**

Coordinate National Health Education Week with other local events, such as a fall festival, in order to have broad-based exposure.

⇒ **Public Officials**

Ask your local Representative or Senator to give a statement of support or send a letter that can be published in the newspaper about National Health Education Week's theme.

⇒ **Local Celebrities**

Contact local TV, radio, and sports personalities who would be willing to lend their support, speak, or advertise National Health Education Week.

⇒ **Internet**

Post information on your web page about National Health Education Week, and use listservs to market activity or provide information.



## Reaching Your Intended Audiences

### Distribution Channels:

- ⇒Local Businesses
- ⇒Local Malls
- ⇒Health Clubs
- ⇒Schools
- ⇒Sports Teams
- ⇒PTAs
- ⇒Libraries
- ⇒Local Restaurants
- ⇒Local Groceries/Supermarkets
- ⇒Educational Organizations
- ⇒Senior Citizen Associations/Centers
- ⇒Health Departments
- ⇒Laundromats
- ⇒Movie Theaters
- ⇒Daycare Centers
- ⇒Youth Centers
- ⇒Banks
- ⇒Hair Salons/Barber Shops
- ⇒Hospitals
- ⇒Dental and Medical Associations
- ⇒Nursing Associations
- ⇒Government Organizations
- ⇒Health Organizations and Clubs
- ⇒Civic and Social Clubs
- ⇒Political Associations



## Reaching Your Audience Through Radio

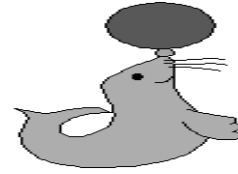
### Step One: Planning the Event

1. Determine your main media message or major communication objectives.
2. Contact local radio stations on which you may wish to appear or with which you have a current relationship. Make a personal contact if possible.
3. Choose a radio station based on your intended audience.
4. Ask to speak with the producer, or in smaller radio stations, the host of a specific program.
5. Inquire within the participating organizations about time slots that may already exist with a particular radio station.

### Step Two: Preparing for the Radio Show

1. Form a list of questions that the interviewer might ask.
2. Send or fax the questions to the radio station.
3. Inquire about the format of the show. For example, how long will it run and will listeners be able to call with questions?
4. Arrive 20-30 minutes before air time.
5. Bring notes, statistics, phone numbers, and quotes or “sound bites” to which you wish to refer.

**Discussion:** Radio is an effective medium for communicating messages to small communities as well as to large populations. It allows for several days advance notice for public events. It is useful for 10-15 second sound bites. When talking, be aware of the quality and firmness of your voice. Try not to hesitate when asked questions; this implies a lack of credibility.



## Sample Radio Spot

### Announcer:

(Circus Music) Have you ever been to a circus where there was a high wire act? The acrobats keep in perfect balance so they don't fall. The same thing goes for good nutrition. Keep your diet balanced by eating the recommended amounts from each of the five food groups in the Food Guide Pyramid: fruits, vegetables, grains, meats, and dairy products. If you do not keep your diet balanced, you run the risk of "falling" into health problems such as heart disease, diabetes, cancer, and osteoporosis.

### Tag:

Use the Food Guide Pyramid for Balanced Nutrition!

### Optional:

This message was brought to you by *insert the name of local sponsor* and radio station.

Note: Ask the station to send information about the Food Guide Pyramid to requestors as a way of celebrating National Health Education Week.



## Reaching Your Audience Through a Newsletter

### Planning a Newsletter

1. Determine the content of the newsletter.
2. Create partnerships and raise funds.
3. Offer incentives to those who sponsor or help in getting out the newsletter. Publish company logos and advertise the names of those who contributed.
4. Develop the newsletter on your computer using a publishing program. Or, if your organization can provide support, contract it out to a graphic designer.
5. Printing: Once the text is ready, and the sponsors confirmed, the newsletter can be taken to a printer and copies can be produced. Some other ideas may be to copy the newsletter on colored paper, work in conjunction with a school or university that has printing capabilities, or with a collaborative partner who has access to office equipment that has printing capabilities.
6. Disseminate the newsletter through community distribution channels, through mailings, and through worksites.

**Discussion:** Newsletters should address the intended issues and be targeted towards the community in which they are being disseminated. Newsletters can allow for more complex health and behavior issues to be discussed than other mediums such as radio.



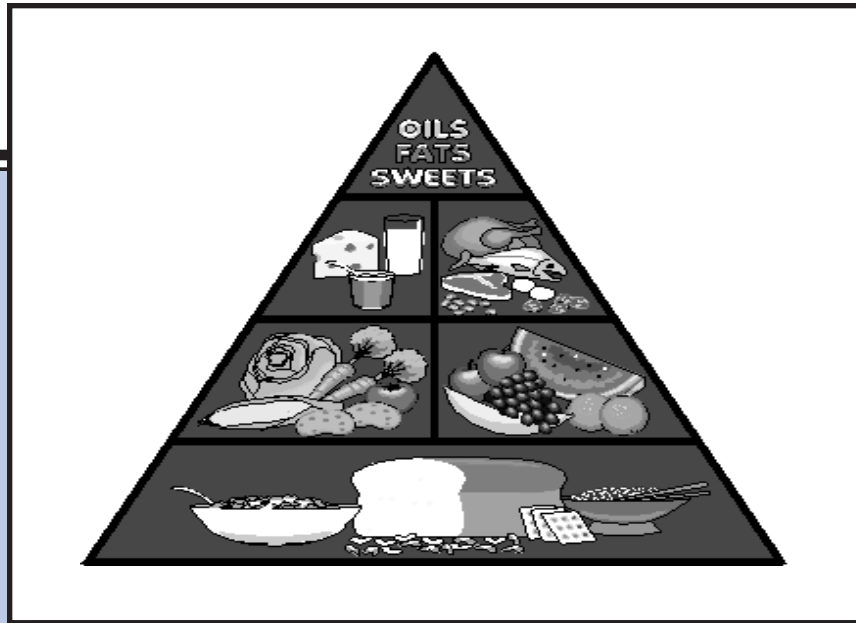
## Reaching Your Audience Through Flyers

### Step One: Designing and Producing a Flyer

1. Determine the theme for the flyer.
2. Decide on the content.
3. Choose the paper size.
4. If you have access to a computer with desktop publishing software, create your own flyer.
5. Identify local printers; negotiate the cost, and select a vendor.
6. Negotiate a schedule for completing the project.

### Step Two: The Dissemination Process

1. Determine which organizations could disseminate the flyer. (See list of distribution channels suggested on page 16.)
2. Set a date for dissemination.
3. Confirm interest from the organizations for distributing the flyers.
4. Circulate a draft copy of the flyer to partners/sponsors for content approval.
5. Offer to help distribute the flyers.
6. Deliver the flyers to a responsible contact in the organization.



# Making It to Home Plate

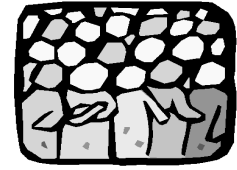
## School, Family, and Community Nutrition

- ◆ It is estimated that diet-related diseases cost society over \$250 billion annually in medical costs and lost productivity.
- ◆ A major contribution to many diet-related diseases is the overconsumption of fat contributing to such diseases as coronary heart disease and some types of cancer.
- ◆ Increased physical activity plays an important role in weight maintenance. In addition to burning calories, increased activity benefits overall health in many ways, including disease prevention and stress reduction.

Don't Strike Out! Eat From the Five Food Groups

FOR MORE INFORMATION  
PLEASE CONTACT US





## Reaching Your Audience Through Mall Events

Effective community organization is essential to gain community awareness of, and participation in, National Health Education Week. Following are some ideas for stimulating community awareness and participation.

### Step One: Planning the Event

1. Develop a committee to plan and implement the event. (See “Getting Started” on page 6.)
2. Determine the scope of your event, and coordinate it with appropriate partners.
3. Contact a local mall, and speak with the mall manager. Be specific about what you expect the mall to provide, and how it will attract participants or patrons.

### Step Two: Developing Partnerships

1. Contact community-based health organizations to determine if they are willing to offer discounted blood tests or other services for free advertising on National Health Education Week flyers and posters.
2. Contact colleges for volunteers to staff the event.
3. Arrange for an adequate number of trained, certified, and insured health personnel to perform health screening measures. Assure follow-up with health providers in the community.
4. Post and distribute flyers through your partners.
5. Post flyers in the mall two to four weeks before the event.

### Step Three: Contacting the Media

Refer to “Ways to Involve the Media,” beginning on page 13.

### Step Four: Debriefing and Evaluation

Hold a committee meeting. Discuss the results and effectiveness of the event; determine areas for improvement and expansion for the next year.



## Creating Partnerships for Fundraising

### Step One: Planning the Event

1. Develop an organizing committee to oversee planning. The amount of time needed to plan the events will depend on their scope. Determine which events you wish to have, who will be responsible for overseeing each event, and who will be potential partners.

### Step Two: Gaining Partners

1. Determine the financial needs for the event.
2. Develop a donor letter. The donor letter should explain why the organization should donate money, the benefits of donating for the organization, the overall budget and expected donations, the events that will take place, and the time frame during which the sponsorship will be accepted.
3. Set up an account in which to place funds. Select a treasurer for accountability.

### Step Three: Planning the Individual Events

1. Decide on the fundraising events; for example, an “After Hours Social.”
2. Plan the social: speakers, food, invitation list, and invitations.
3. Mail the invitations to the CEO’s of businesses, officers of organizations, and other local affiliations. (Mailing lists can be obtained at the Chamber of Commerce.)
4. Place the suggested donation on the ticket.
5. Form a list of attendees.
6. Provide exhibits and give away low cost items, preferably donated.
7. Name presenters who are leading authorities in the areas of nutrition and physical activity.
8. Contact the media. Hold a press conference before the event.

**Discussion:** Gaining partners is one way to ensure the success of your event or program. They may provide financial support, collaborate with you on the program, or serve as a distribution channel for information.



## **Reaching Your Audience Through Awards Ceremonies**

### **Step One: Form a Committee to Start Planning**

1. Form a committee to decide on the type(s) of award(s) you wish to give.
2. Create a meeting schedule and activity timeline.
3. Determine what partners are needed and the desired level of their contributions.
4. Create a nominations form describing the award and the criteria, how to nominate applicants, and the application deadline. Widely distribute the nominations form to city and county health departments, community-based organizations, clinics, hospitals, health associations, and others.
5. Select the location and guest presenter for the awards ceremony. Create a theme for the ceremony that is related to the award.

### **Step Two: The Selection Process**

1. Screen the responses for finalists with your committee.
2. Select the winner(s).
3. Prepare the winner's certificate. You can buy the paper at a stationery or office supply store, and create graphics and text using a desktop computer.

### **Step Three: Contacting the Winners**

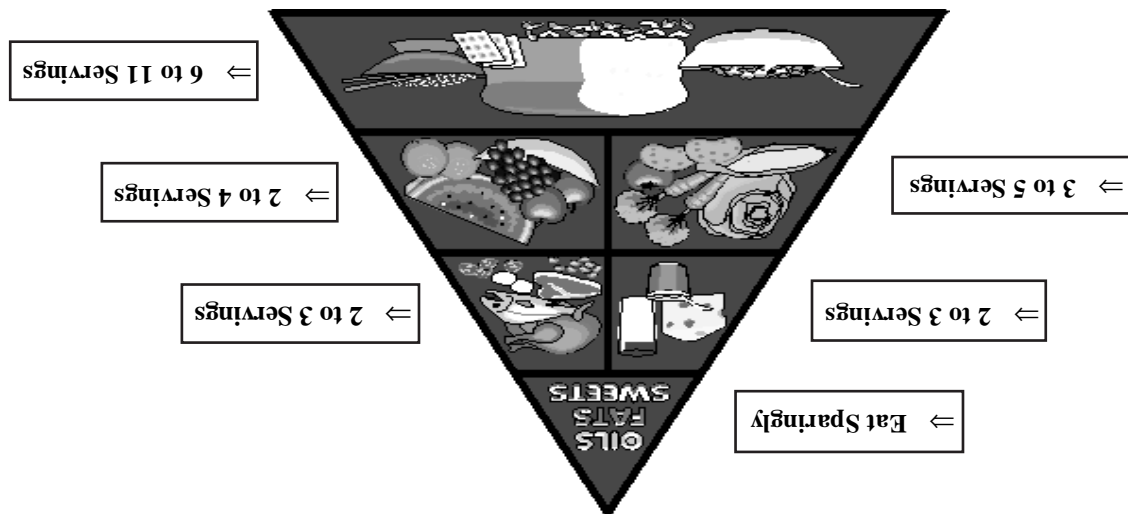
1. Telephone winners in advance and invite them to the awards ceremony.
2. Contact VIP's who should be aware of the winners and the awards ceremony.

### **Step Four: Obtaining Media Attention**

1. Send press releases to all media outlets for at least three consecutive days prior to the event.
2. Telephone the media directly. Prepare a press release.

### **Step Five: Debriefing and Evaluation**

1. Meet with the committee to determine if objectives were met.
2. Write a final report, with recommendations for future events.



## Follow "The Pyramid" Daily

### USDA/DHHS DIETARY GUIDELINES

- ⇒ EAT A VARIETY OF FOODS
- ⇒ BALANCE THE FOODS YOU EAT WITH PHYSICAL ACTIVITY- MAINTAIN OR IMPROVE YOUR WEIGHT
- ⇒ CHOOSE A DIET LOW IN FAT, SATURATED FAT, AND CHOLESTEROL
- ⇒ CHOOSE A DIET MODERATE IN SUGARS
- ⇒ CHOOSE A DIET MODERATE IN SALT AND SODIUM
- ⇒ IF YOU DRINK ALCOHOLIC BEVERAGES, DO SO IN MODERATION
- ⇒ CHOOSE A DIET WITH PLENTY OF GRAIN PRODUCTS, VEGETABLES, AND FRUITS

Brought To You By:



## Sample News Release

(Date and Location)

**Contact:** (Name and Phone Number)

### **Obesity Increasing at Epidemic Levels Among Youth, Adults**

The number of overweight Americans is increasing at epidemic levels and threatens to drive up the costs of health care, says\_\_\_\_, a health educator with\_\_\_\_, which is co-sponsoring National Health Education Week in\_\_\_\_\_.

“It’s a problem for youths and adults,” said\_\_\_\_. “In just the last generation, the percent of overweight youths between the ages of 6 and 17 has doubled, and one in two adults is overweight.” Being overweight is associated with a number of chronic diseases, including heart disease, diabetes, some cancers, and osteoporosis. These diseases are responsible for a large portion of health care costs.

Establishing lifelong healthy eating and activity habits is the best preventive approach to maintaining healthy weight. The key ingredient for healthy weight is balancing caloric intake with moderate activity that is sufficient to keep weight in normal range. Every day, it is important to eat at least two servings of fruit, three servings of vegetables, and at least six servings of grain products (cereal, pasta, or bread qualify). Two to three daily servings of meat, poultry, or fish and two to three servings of dairy products completes a daily balanced diet. Fats and sweets should be eaten in small quantities, including their use as toppings and spreads.

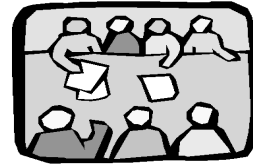
To balance food intake, it is recommended that individuals be moderately active for 30 minutes or more at least 5 days a week, preferably every day.

### **Sample News Release (Continued)**

Such activities as walking the dog, sweeping or vacuuming, or pushing a lawn mower qualify as moderate activity.

Since lifelong habits are usually established in childhood, it is important to reach young people early. “Schools are an excellent setting for learning and practicing healthy eating and activity habits, especially if they are reinforced by the family and the community at large,” said \_\_\_\_\_. The theme of National Health Education Week, “Making it to Home Plate: School, Family, and Community Nutrition,” is being celebrated... (add description of your activity and call for action.)

-End-



## Sample Letter to News Media

Dear Public Service/ Program Director:

The enclosed (live announcement, radio script, television spot, news release) promotes an important part of the life of our community - nutrition and physical activity. National Health Education Week, October 19-23, celebrates this year's theme ***Making It to Home Plate: School, Family, and Community Nutrition.***

Obesity is increasing at epidemic levels among youth and adults, and threatens to drive up the cost of health care. The percentage of youths between the ages of 6 and 17 who are overweight has doubled in the last generation. Being overweight is associated with a number of chronic diseases including heart disease, diabetes, some cancers, and osteoporosis. Health educators work to prevent or control these diseases. With established programs promoting proper nutrition and physical activity in our community, we can diminish many threats to health.

Unhealthy diets and inactivity are contributing to the epidemic of obesity in our country. This message should be widely disseminated to create more awareness within the community and with health partners including the media, legislation, business, the medical community, government, and voluntary health organizations. You can help to create this much needed awareness by airing/ printing the enclosed public service announcements.

If you have any questions or recommendations, please contact me at \_\_\_\_\_  
by calling \_\_\_\_\_

Thank you for your consideration of this important matter.

Sincerely,



## Photography Contest: “Call the Shots”

Say “Cheese!” The National Health Education Week Committee invites you to “Call the Shots” and participate in our photography contest. We want to know how you are celebrating National Health Education Week. We’re looking for “picture perfect” moments taking place at:

- ⇒ health events,
- ⇒ fund raising events,
- ⇒ school events related to this year’s theme,
- ⇒ your worksite,
- ⇒ community service agencies,
- ⇒ or anywhere that you want to take photographs...

that can be used to promote the importance of nutrition and/or physical activity and National Health Education Week. All are encouraged to participate, and either old or new pictures taken by you may be submitted. Prizes include:

The Grand Prize Winner will receive

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### Official Contest Rules

1. All photographs entered must be the original work of the photographer and must illustrate the National Health Education Week 1998 theme *Making It to Home Plate: School, Family, and Community Nutrition*. Color or black and white 5”x7” photos should be submitted.
2. Multiple submissions are acceptable, but each submission must be accompanied by a separate entry form. Entry forms can be photocopied.



## Photography Contest “Call the Shots” (Continued)

3. You must include a release form for all identifiable individuals (excludes public settings) featured in your photo.
4. The following materials will not be accepted: composite photographs, digitally enhanced or manipulated images, previously published photos, photos pending publication, or scanned photos already distributed in magazines, books, or electronic media.
5. The National Health Education Week Committee will have full ownership and use of your photograph and caption to promote National Health Education Week through broadcast media or in any publication or where deemed appropriate.
6. Each photo will be judged according to the following criteria. The photo:
  - (1) promotes health
  - (2) offers a fresh view
  - (3) blends a strong image with style and content
  - (4) is relevant to the National Health Education Week 1998 theme
  - (5) is of high quality
7. Entries will not be acknowledged.
8. Winners will be notified by \_\_\_\_\_.
9. All decisions made by the judging panel will be final.

## A “Call the Shots” Photography Contest Entry Form

Please print or type. Complete the entry form in full and mail to National Health Education Week’s “*Call the Shots*” photography contest, c/o \_\_\_\_\_ . Entries must be postmarked by \_\_\_\_\_. A 5”x7” color or black and white print must accompany the entry form. If the photograph contains one or more subjects, the release form on the next page must be completed by each subject, giving us permission to have the photograph published.

**Your Name:** \_\_\_\_\_

**Home Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Employer:** \_\_\_\_\_

**Photograph Caption and Description:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Location and Date of Shot:** \_\_\_\_\_

**Subject’s Name (if applicable):** \_\_\_\_\_

I, \_\_\_\_\_, affirm that this is my original work. I grant the National Health Education Week Committee permission to use this work and my name and likeness in ways deemed appropriate to promote the contest and public health.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## A “Call the Shots” Photography Contest Release Form

I hereby consent to the use of this photograph of me or of my dependent(s) for the purposes of the National Health Education Week “Call the Shots” Photography Contest. I understand that by my signature below and the submission of this photograph, it becomes the property of the National Health Education Week Committee and that in its original form or in copy, can be used for publicity purposes in print, broadcast or electronic media, publications, exhibits, and other outlets to promote the contest and/or promote health. I also understand that my signing the release does not guarantee the use of this photo.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## A Proclamation

**WHEREAS** the health of all is of equal status and of utmost importance in all communities; and,

**WHEREAS** there are threats to health for all ages, races, and genders due to an imbalanced diet and physical inactivity; and,

**WHEREAS** all states of the nation, acting through National Health Education Week, are pledged to the goal of creating healthier communities; and,

**WHEREAS** October 19-23 has been established as National Health Education Week- an occasion to educate and inform, to encourage increased community involvement, and to focus on unity for better quality of life; and,

**WHEREAS** the decline of physical activity and an imbalanced diet have made significant impacts on people's lives and have contributed to morbidity and mortality in the United States; and,

**WHEREAS** in the celebration of National Health Education Week community, state, and national collaboration is essential to supporting the 1998 National Health Education Week theme *Making It to Home Plate: School, Family, and Community Nutrition*;

**THEREFORE** I, \_\_\_\_\_, do hereby declare October 19-23, 1998 as National Health Education Week and urge all communities to take part in activities designed to enhance awareness of public health education by supporting and encouraging participation in National Health Education Week *Making It to Home Plate: School, Family, and Community Nutrition*.

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(signature and title)





## Contacts and Resources

American Cancer Society  
1/800-227-2345  
[www.cancer.org](http://www.cancer.org)

American Dietetic Association  
National Center for Nutrition and Dietetics  
1/800-745-0775, ext. 5000  
[www.eatright.org](http://www.eatright.org)

American Heart Association  
1/800-242-8721  
[www.americanheart.org](http://www.americanheart.org)

International Food Information Council Foundation  
202/296-6540  
<http://ificinfo.health.org>

American School Food Service Association  
1/800-877-8822, ext. 116  
[www.asfsa.org](http://www.asfsa.org)

National Cancer Institute  
5 A Day for Better Health  
301-435-2838  
[www.dcpc.nci.nih.gov/5aday/](http://www.dcpc.nci.nih.gov/5aday/)

PE Central  
FAX: 540-231-9075  
<http://pe.central.vt.edu>



## Contacts and Resources (Continued)

Center for Nutrition Policy and Promotion  
US Department of Agriculture  
[www.usda.gov/fcs/cnpp.html](http://www.usda.gov/fcs/cnpp.html)

Team Nutrition  
US Department of Agriculture  
703/305-1624  
[www.usda.gov/fcs/team.html](http://www.usda.gov/fcs/team.html)

National Center for Chronic Disease Prevention and Health Promotion  
Centers for Disease Control and Prevention  
1/888-CDC-4NRG  
[www.cdc.gov/nccdphp/dash/index.html](http://www.cdc.gov/nccdphp/dash/index.html)

Cancer Information Service  
Office of Cancer Communications  
National Cancer Institute  
[www.icic@aspensys.com](mailto:www.icic@aspensys.com)

Office of Food Labeling  
Food and Drug Administration  
<http://vm.cfsan.fda.gov/label.html>

National Association for Sport and Physical Education  
1-800-213-7193, ext. 401  
[www.aahperd.org/naspe/naspe.html](http://www.aahperd.org/naspe/naspe.html)

President's Council on Physical Fitness and Sports  
200 Independence Ave, SW Room 738H  
Washington, DC 20201  
202/690-9000



## References

1. McGinnis, J.M., and Foege, W.H., *Actual Causes of Death in the United States*, **Journal of the American Medical Association**, Nov. 10, 1993: 2207-2212.
2. Data from the CDC. Youth Risk Behavior Surveillance - United States, 1995, MMWR 1996;45(SS-4) and National Health and Nutrition Examination Surveys, 1973-94, National Center for Health Statistics, 1996.
3. Signorelli, et.al., **Health Communications**, 4(4), 1992: 245-57.  
Shannon, et.al., **The Journal of Nutrition Education**, 23(6),1991: 262-8.
4. Data from the CDC. Youth Risk Behavior Survey, 1993 (unpublished data), and Behavioral Risk Factor Prevalence Survey, Behavioral Surveillance Branch, 1995.
5. **Physical Activity and Health: A Report of the Surgeon General**, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 1996.
6. *Trends in Teen Nutrition*, **Food Insight**, International Food Information Council, January/February, 1993.
7. *Physical Activity and Cardiovascular Health*, **Consensus Development Conference Statement**, National Institutes of Health, December 18-20, 1995.
8. Frazao, E., *The American Diet: A Costly Health Problem*, **Food Review**, 19(1): 1-6.
9. *The Food Guide Pyramid...Your Personal Guide to Healthful Eating* (brochure), International Food Information Council, Washington, D.C., 1996.



## References (Continued)

10. *Planning Guide, National Public Health Week*, National Public Health Week Steering Committee, Washington, DC, April 6-12, 1998.
11. *Invest in the Future: Support Safe Motherhood, World Health Day*, American Association for World Health, Washington, DC, April 7, 1998.
12. *AICR Diet and Health Recommendations for Cancer Prevention*, American Institute for Cancer Research, Washington, DC, 1997.
13. *The Benefits of Balance: Managing Fats in Your Diet* (brochure), International Food Information Council, Washington, DC, 1998.
14. *Team Nutrition Connections*, volume IV, number 1, Team Nutrition, United States Department of Agriculture, Spring, 1998.
15. *Healthful Eating: A Family Affair* (brochure, English and Spanish), Metropolitan Life Foundation, New York, NY, 1993.
16. *How To Steer Your Family To Healthier Eating* (brochure, English and Spanish), Metropolitan Life Foundation, New York, NY, 1997.



**Evaluation**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**1. How did you specifically promote this year's National Health Education Week theme *Making It to Home Plate: School, Family, and Community Nutrition?* (Intended audiences, partnerships developed, settings, etc.)**

**2. For how many years has your agency celebrated National Health Education Week?**

**3. What approaches did you use to promote National Health Education Week? (Check all that apply; attach materials/photos, if possible)**

\_\_\_\_\_ Official Proclamation

\_\_\_\_\_ Press Release

\_\_\_\_\_ Letter to the Editor

\_\_\_\_\_ Interviews

\_\_\_\_\_ Promotional Materials

\_\_\_\_\_ Series of Community Events



- |  |   |
|--|---|
| <input type="checkbox"/> PSA Campaigns                     | <input type="checkbox"/> Speakers           |
| <input type="checkbox"/> Elected Officials (e.g. mailings) | <input type="checkbox"/> Consumer Brochures |
| <input type="checkbox"/> Newsletter                        | <input type="checkbox"/> Contest            |
| <input type="checkbox"/> Awards                            | <input type="checkbox"/> Other (specify):   |

**4. What ideas did you use from this publication?**

**5. Do you think National Health Education Week should have support at the national level?**

**6. What were the strongest aspects of this publication?**

**7. How could the publication and related materials be improved?**



**8. What would you like to see added to next year's publication?**

**9. What are your ideas for future themes to celebrate National Health Education Week?**

**Please List:**

**Your Occupation:**

\_\_\_\_\_

**Type of agency(ies) sponsoring National Health Education Week in your community (school, worksite, health agency, etc.):**

\_\_\_\_\_

**Approximate number of people reached by this event:**\_\_\_\_\_

**Return by December 31, 1998 to:  
The Society for Public Health Education  
1015 15th Street, NW  
Suite 410  
Washington, DC 20005  
FAX: 202-408-9815**



Thanks to the following partners for making major contributions to the planning and development of National Health Education Week

### **National Center for Health Education (NCHE)**

NCHE was created in 1975 in response to the urgent need for a private, not-for-profit organization that could coordinate health education efforts nationwide. NCHE designs and implements health education programs for distribution through schools nationwide. The premiere program of NCHE is *Growing Healthy*, the nationally recognized comprehensive school health education curriculum for Kindergarten through Grade 6 students. A staff of professionals with substantive backgrounds in public health and education design, develop, and disseminate *Growing Healthy*, *Starting Healthy* and other initiatives. NCHE also offers professional development and technical assistance, conducts research, and advocates for comprehensive school health education.

### **Society for Public Health Education (SOPHE)**

SOPHE is a national 501(c)(3) professional organization founded in 1950, and devoted exclusively to public health education and health promotion. More than 4,000 SOPHE members work in local, state, and federal health departments and clinics, hospitals and managed care organizations, schools and universities, non-profit organizations, corporations, and worksites, and internationally in 28 countries. Included in this membership is a network of 18 state and regional chapters, which continually offer public education and health promotion programs and continuing education opportunities for their members.

### **Metropolitan Life Foundation**

The Metropolitan Life Foundation was created in 1976 for the purpose of supporting various educational, health, welfare, civic, and cultural organizations across the country. The Foundation is continuing a tradition of corporate contributions and involvement started by the Metropolitan Life Insurance Company in 1909.

### **Washington Apple Education Foundation (WAEF)**

The Washington Apple Education Foundation is a 501(c)(3) non-profit charity founded in May, 1994. WAEF coordinates, promotes, and develops educational opportunities on behalf of Washington's tree fruit industry. Its primary areas of focus are nutrition education, scholarships, and industry education. Through the nationally acclaimed nutrition education program *Healthy Choices for Kids*, WAEF is helping educators teach children the benefits of healthful living through exercise and proper nutrition.

### **U. S. Department of Agriculture: Team Nutrition**

The mission of Team Nutrition is to improve the health and education of children by creating innovative public and private partnerships that promote food choices for a healthful diet through the media, schools, families, and the community.

### **Centers for Disease Control and Prevention (CDC)**

CDC's Division of Nutrition and Physical Activity (DNPA) pursues a public health approach to disease prevention and health promotion through epidemiological and behavioral research, surveillance, training and education, health promotion and leadership, policy and environmental change, communications and social marketing, and partnership development. DNPA plays a leading role in achieving Healthy People 2000 objectives for nutrition and physical activity.

### **International Food Information Council (IFIC) Foundation**

The IFIC Foundation's mission is to be a force that helps the media, educators, health professionals and scientists effectively communicate science-based information on health, nutrition and food safety for the public good. The Foundation produces the bimonthly publication *Food Insight: Current Topics in Food Safety and Nutrition*.