



**eat smart – move more**

September 2005

**Greetings Parents!**

Your child's class is participating in the fall Energize Eau Claire County Campaign: **Eat Smart and Win: Choose Fruits and Vegetables Every Day!**

During the campaign your student will be bringing home materials related to eating more fruits and vegetables. Today you will find the sheet "**Tips for Motivating Kids to Eat More Fruits and Vegetables**" which includes some tried-and-true ideas for adding more fruits and vegetables into your family's eating habits.

**Eat Smart and Win** starts September 26<sup>th</sup> and goes until November 6<sup>th</sup>. We are encouraging all students to increase their intake of fruits and vegetables during the campaign. They can set weekly goals to eat more servings every day. We are also highlighting a different color each week and encourage students to try fruits and vegetables of that color during the corresponding week:

Week 1	Sept 26 – Oct 2	Introduction
Week 2	Oct 3 – Oct 9	Red
Week 3	Oct 10 – Oct 16	Blue/Purple
Week 4	Oct 17 – Oct 23	Green
Week 5	Oct 24 – Oct 30	Yellow/White
Week 6	Oct 31 – Nov 6	Orange

As part of this campaign your son or daughter will be keeping track of the fruits and vegetables he or she eats each day. Students will be using a paper tracking log or the on-line log on the Energize website [www.energizeecc.com](http://www.energizeecc.com). Your student's teacher will let you know which tracking method their class is using. All fruits and vegetables will count on their tracking log even if they are a different color than the color of the week.

**Eat Smart & Win** includes many activities going on around Eau Claire County. There are community "Tips and Taste" sessions at a variety of locations and many area grocery stores and restaurants are participating. We encourage families to get involved! Log onto [www.energizeecc.com](http://www.energizeecc.com) for more information. You can also make tracking fruits and vegetables a family activity by using the online tracking log and creating a family team. Be sure to use the **\$1.00 OFF Coupon on Fresh Fruits and Vegetables**. It's included with the paper tracking log or available when you use the on-line log.

If you have any questions, please contact your student's teacher.

**We will be using standard serving sizes on the tracking logs:**

<b>1 medium fruit</b>	<b>½ cup raw or cooked vegetable</b>
<b>½ cup fresh, frozen, canned fruit</b>	<b>1 cup leafy raw vegetable</b>
<b>¼ cup dried fruit</b>	<b>4 oz 100% juice</b>

*A partnership to improve our community's well being by promoting  
and supporting healthy living for people of all ages*