



**eat smart - move more**

*Thank you for agreeing to present a Tips & Taste session during our  
**Eat Smart & Win: Choose Fruits and Vegetables Every Day** campaign!*

***September 26 – November 6, 2005***

The materials you need to present a Tips and Taste session are enclosed and described below:

PowerPoint Presentations on CD	One Set of Recipe Cards & Master
PowerPoint Notes	Eat Smart & Win Flyers
Session Handout	Eat Smart & Win Cards
Fruit & Vegetable Color Chart	Energize ECC Brochures
Posters	5 A Day Handouts
Tracking Log Packets	2 Gift Cards
Pencils	Participant Evaluation Forms
On-line Log Flyers	Feedback Form and Envelope

- As you know, the goal of the Eat Smart & Win campaign is to increase people's intake of fruits and vegetables by providing them with practical ways to do that. We're also encouraging every one to try all colors of fruits and vegetables by highlighting a different color each week. The first week of the campaign is an introductory week, followed by 5 color weeks: red, blue/purple, green, white/yellow, and orange. Campaign participants are encouraged to try "red" fruits and vegetables during "red" week, etc. Please incorporate these ideas into your Tips and Taste sessions.
- There are two PowerPoint presentations on the CD (60-minute and 30-minute). Choose the format that suits your setting. With 60 minutes you will have time to do the presentation, a short recipe demo or fruit & vegetable tasting session, and a fruit and vegetable basket give away. You can do that as well with the 30-minute session, but with a briefer demo or tasting session.
- The PowerPoint notes are for you to use to get familiar with the presentation prior to the session. The session handout is for participant's notes.

- The posters can be used to advertise the session in your setting. Please let us know if you need more.
- We are encouraging participants to track their fruits and vegetables to increase their awareness of how many servings they presently eat and to set a goal to increase their intake. Paper Tracking Log Packets are enclosed and contain 6 weekly logs. Pencils are provided to use with the logs. On-line tracking is also available on the Energize Eau Claire County website [www.energizeecc.com](http://www.energizeecc.com).
- Eat Smart & Win cards and Energize Eau Claire County brochures are included for each session participant. These have general information about Energize, the campaign, and fruit and vegetable serving sizes. The 5 A Day handouts provide additional info for participants.
- A set of 6 recipe cards is enclosed as well as a master to print from. You can demo these recipes at your session or you can do a color of the week fruit and vegetable tasting session with samples of corresponding fruits and vegetables.
- Two gift cards are included. One can be used to purchase food supplies for the recipe demo or fruit and vegetable tasting session. We allotted \$1 per participant. The second one can be used at the end of the session as a drawing prize. The winner can use it to purchase a fruit and vegetable basket.
- Eat Smart & Win flyers can be given to each participant for reference for upcoming "Tips and Tastes" sessions and participating restaurants and grocery stores.
- Please have participants complete the enclosed Evaluation Form before they leave the session. An envelope is enclosed for you to return the evaluations to us.
- Please complete and return the Feedback Form also in the enclosed envelope. Your comments will help us in our planning for the next campaign.
- If you have any questions, please contact Lisa Eierman, RD, Eat Smart & Win Project Assistant, at 839-4796 or [lisa.eierman@co.eau-claire.wi.us](mailto:lisa.eierman@co.eau-claire.wi.us).

***Thank you for your participation in our Eat Smart & Win Campaign!***

