



**eat smart - move more**

Eau Claire County

September 2005

Greetings Teachers!

Welcome to the fall Energize Campaign: **Eat Smart & Win – Choose Fruits and Vegetables Every Day!** The enclosed campaign kit includes the materials to carry out classroom activities.

The Eat Smart & Win campaign runs **September 26<sup>th</sup> to November 6<sup>th</sup>**. All participants are encouraged to increase their intake of fruits and vegetables during the campaign. Each week a different color will be highlighted and participants are encouraged 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, students will be tracking the fruits and vegetables they eat each day. All fruits and vegetables will count on their tracking log even if they are different than the color of the week. Students can track either on paper or online at the Energize website [www.energizeecc.com](http://www.energizeecc.com). To use the online tracking log, students age 12 and under must be part of a team with an adult captain.

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

1 medium fruit	½ cup raw or cooked vegetables
½ cup fresh, frozen or canned fruit	1 cup leafy raw vegetables
¼ cup dried fruit	4 oz 100% juice

The enclosed **Kit Explanation** provides information on materials and recommendations for use. And to help us plan for future campaigns, please complete and return the Feedback Form that is also enclosed.

If you have 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).

Thanks for your participation in the Eat Smart & Win Campaign!

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