Get Smart!
with Fruits and Vegetables

Get Smart

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity, and Obesity

September 2008
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Introduction: Fruits & Veggies—More Matters® Month (September 2008)

Get Smart!

The theme for Fruits & Veggies—More Matters Month 2008 is Get Smart! The Produce for Better Health Foundation (PBH), in conjunction with partners in the National Fruit and Vegetable Alliance, developed this theme for the March and September promotions. However, the materials are timeless and can be used for fruit and vegetable promotion in communities any time of the year.

The original materials for the Get Smart! campaign can be found on PBH’s Web site at http://www.pbhfoundation.org/educators/professional/*. These materials can be downloaded and printed for local distribution. The Centers for Disease Control and Prevention (CDC) developed complementary materials that are available electronically and in this manual for this campaign. These materials are based on the same theme and sub-themes as the PBH materials, but have been developed for low-income and low-literacy audiences. These materials also contain many recipes that support the tips provided in the materials.

The Get Smart! materials are predominately education materials that could be used in a variety of programs and activities. To find many ideas for potential program activities, please see the two idea books that were developed for the launch of the Fruits & Veggies—More Matters brand and for the September 2007 promotion, “Explore the World of Fruits and Vegetables.” These two resources can be found on CDC’s Web site at http://www.fruitsandveggiesmatter.gov/publications/index.html

PBH Research That Supports the Get Smart! Theme

PBH has conducted three major surveys with Gen X moms* that support both the Fruits and Veggies: More Matters brand and the Get Smart! theme. The results of these surveys indicated that moms have a very positive perception of the health benefits of fruits and vegetables, including that fruits and vegetables are good sources of valuable nutrients such as fiber, vitamins, and potassium; they promote the well-being of mind and body; they also help with weight control. However, positive attitudes and intentions did not necessarily lead to good eating behaviors. Recognizing this, the

* Who is a Gen X mom? She is a mother who belongs to Generation X by virtue of her birth between the years of 1965 and 1979. At the time of these surveys, these women were 26—41 years of age.

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respondents asked for information about adding fruits and vegetables into specific meals and snacks, fast and easy recipes, including fruits and vegetables on a tight budget, and tips on getting their families to eat more varieties of fruits and vegetables.

The Get Smart! promotion aims to provide tips and information that Gen X moms requested. The tips are in categories that help moms add fruits and vegetables to meals and other eating occasions, as well as suggestions to use when shopping for fruits and vegetables to get the best choices for cost. PBH offers the following tip sheets about including fruits and veggies:

- In Your Family Dinner.  
  pbhfoundation.org/educators/professional/Get_smart/family_dinner.html*
- As you shop.  
  pbhfoundation.org/educators/professional/Get_smart/as_you_shop.html*
- Eating on the go.  
  pbhfoundation.org/educators/professional/Get_smart/on_the_go.html*
- Back to school.  
  pbhfoundation.org/educators/professional/Get_smart/back_to_school.html*
- Entertaining.  
  pbhfoundation.org/educators/professional/Get_smart/entertaining.html*

The materials on the PBH Web site include “On a budget.” (pbhfoundation.org/educators/professional/Get_smart/on_a_budget.html*). The materials in this booklet do not include this category; rather the concept of “on a budget” is included in all the categories.

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Resources

Several resources have been developed specifically for Get Smart! Working with Low-Income populations. CDC will provide all state fruit and vegetable coordinators, and any other program designer or coordinator with free electronic copies of these materials.

The materials that have been developed for Get Smart are described below.

- Get Smart! As You Shop: Tips for saving money while shopping for fruits and vegetables. The tip sheet also provides a seasonal guide to fresh fruits and vegetables giving peak season information and tips on selection.
- Get Smart! Back to School: Tips for including more fruits and vegetables in children’s breakfasts, lunches and afternoon snacks, keeping cost and taste in mind.
- Get Smart! Eating on the Go: Tips and recipes for moms to include fruits and vegetables when away from home.
- Get Smart! Entertaining: Easy tips and recipes to entertain guests while on a budget.
- Get Smart! In Your Family Dinner: Smart and easy ways to add fruits and vegetables to family dinners.

Recipe Resource for Low-Income Populations: USDA Food Stamp Nutrition Connection Recipe Database
http://recipefinder.nal.usda.gov

In addition to the recipes provided by CDC in the materials for this promotion, a new USDA Web site provides hundreds of recipes that use low-cost, readily available ingredients, and can be prepared relatively quickly. The database can be searched by a number of categories including “Eat More Fruits and Vegetables” and by various regional/ethnic audiences such as American Indian, Southern, Asian, Hispanic, and Middle Eastern. The database can also be searched by the cost per serving or cost per recipe.

The recipes comply with the U.S. Dietary Guidelines for Americans, but not all comply with Products Promotable criteria for the Fruits & Veggies—More Matters brand. If you want to use a recipe with the logo, please use the PBH’s criteriaat
http://www.pbhfoundation.org/retail/nutritionmktg/prodpromo.php* to insure that your recipe meets the guidelines. Examples of recipes that meet Products Promotable can be found below.

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Recipes that Comply with Fruits & Veggies—More Matters criteria:

Breakfast
Breakfast Burritos
(a sample page with this recipe from the database is on the next page)

Salads/Soups
A Simple Mexican Salad
Caribbean Bean Salad
Italian Bean Soup
Tomato Basil Soup
Pumpkin and Bean Soup
Delicious Lentil Stew

Side dishes
Mexican Vegetables
Red Beans and Rice
Bulgur Wheat
Citrus Vegetables

Main Dishes
Southwestern Pepper Cups
Squash Apple Casserole

Dessert
Fruit Kabobs with Yogurt Dip
Breakfast Burrito
Serving Size: 1 burrito
Yield: 4 servings

Ingredients:
1 1/3 cup cooked black beans - mashed with 1 teaspoon canola oil, or use canned vegetarian refried beans
4 tortillas, corn
2 Tablespoons chopped red onion
1/2 cup chopped tomatoes
1/2 cup salsa, low sodium
4 Tablespoons non-fat yogurt, plain
2 Tablespoons chopped cilantro

Instructions:
1. Mix beans with onion and tomatoes.
2. Microwave tortillas between the two sheets of slightly damp white paper towels on high for 15 seconds.
3. Divide bean mixture between the tortillas.
4. Fold each tortilla to enclose filling.
5. Place on microwave-safe dish and spoon salsa over each burrito.
6. Microwave on high for 15 seconds.
7. Serve topped with yogurt and cilantro.

Cost:
Per Recipe: $ 1.28
Per Serving: $ 0.32

Source:
Adapted from:
Healthy Recipes
Michigan Department of Community Health

Nutrition Facts
Serving Size: (96g)
Serving Per Container

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories 170</td>
<td>Calories from Fat 20</td>
</tr>
<tr>
<td>Total Fat 2.5g</td>
<td>4%</td>
</tr>
<tr>
<td>Saturated Fat 0.5g</td>
<td>3%</td>
</tr>
<tr>
<td>Cholesterol 0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium 200mg</td>
<td>8%</td>
</tr>
<tr>
<td>Total Carbohydrate 30g</td>
<td>10%</td>
</tr>
<tr>
<td>Dietary Fiber 7g</td>
<td>28%</td>
</tr>
<tr>
<td>Sugar 3g</td>
<td></td>
</tr>
</tbody>
</table>

Print Options
8 1/2" x 11" 8 1/2" x 11", Large Font 3"x5" Recipe Card
More Resources for Fruit and Vegetable Promotion in Low Income Communities

The following resources provide information about programs that help encourage the consumption of fruits and veggies in communities and in schools.

Purchasing fruits and veggies at farmer’s markets is not always cheaper than when shopping in a grocery store. However, farmer’s markets address the issues that some low income communities face regarding the lack of access to and availability of fruits and veggies. Therefore giving people information about where to find them and to know the peak season for fruits and veggies (see our tip sheet “Get Smart! While you shop”) may help consumers save some money.

The need for fruits and veggies as part of school breakfasts and lunches is relevant to all schools regardless of income. In schools that are more economically disadvantaged connecting local farms to schools, or giving schools the ability to receive more fruits and veggies could provide students with the chance to establish eating habits that include fruits and veggies and maybe try new ones.

**USDA /AMS: Farmers’ Market Search**
http://apps.ams.usda.gov/FarmersMarkets/
This resource allows a search for farmers’ markets throughout the United States.

**We Can!” Parent Tips: Healthier Eating While Saving Money**
This resource explains how to create a food plan that focuses on choosing healthier foods while saving money.
Resources for Fruit and Vegetable Promotion in Schools

Network for a Healthy California—Children’s Power Play! Campaign:
http://www.dhs.ca.gov/ps/cdic/cpns/powerplay/pp_resources.htm
School Idea & Resource Kits for 4th and 5th Grades includes 10 activities designed to encourage and motivate students to eat fruits and vegetables and be physically active every day. The activities link to the California Content Standards in English/Language Arts and Mathematics. Materials include lesson plans and creative activities in English and Spanish. The Web site also has materials to help children understand how many fruits and vegetables they should eat, recipes, and materials for parents, and a Community Youth Organization Idea & Resource Kit for out-of-school programs.

USDA/FNS
http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1OB?navid=FOOD_ASSISTANCE&parentnav=FOOD_NUTRITION&navtype=RT
This Web site contains links to many of the food assistance programs run by USDA. Food assistance programs increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet, and nutrition.

This manual provides activities to help groups plan, conduct, and promote a professional town hall meeting that encourages small farmers and local school food officials to begin a farm-to-school project.

Farm to School on the Internet
http://www.farmtoschool.org/
This Web site provides information on farm-to-school programs across the country, resources and funding opportunities, training opportunities, and media coverage.

Healthy Acadia’s Farm to School Initiative
www.healthyacadia.org/farmtoschool.html
This resource explains how to build connections between local food producers, school food service providers, and children and youth.

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USDA Free Fruit and Vegetable Program
http://www.unitedfresh.org/newsviews/fruit_and_vegetable_snack_program*
http://www.pbhfoundation.org/pulse/policy/programs/usda_fv/*
The purpose of the USDA Fresh Fruit and Vegetable Program (FFVP) is to increase children's consumption of fruits and vegetables, improve their overall health, and reduce their risk of obesity and overweight. These three Web sites describe the USDA’s Free Fruit and Vegetable Program in detail.

USDA Team Nutrition
http://teamnutrition.usda.gov/Default.htm
Team Nutrition provides support for child nutrition programs through training, technical assistance, and a number of resources. This Web site has information on nutrition education, healthy eating and physical activity. Schools are the key focal point. A second Web site, the Healthy Meals Resource System provides information and materials for school foodservice and child care professionals. It can be found at http://healthymeals.nal.usda.gov/nal_display/index.php?info_center=14&tax_level=1

Making It Happen: School Nutrition Success Stories
www.cdc.gov/HealthyYouth/Nutrition/Making-It-Happen
Making It Happen—School Nutrition Success Stories illustrates a wide variety of approaches that schools have taken to improve student nutrition. One common theme emerging from these case studies is that students will buy and consume healthful foods and beverages—and schools can make money from healthful options.

School Gardens and Gardening Web sites
There are a number of sources of information related to general gardening information and school gardens that may be helpful to you if you are planning a school garden. Check out these Web sites:

http://commserv.ucdavis.edu/CESanDiego/Schlgrdn/SchoolGardens.html*
http://aggie-horticulture.tamu.edu/kindergarten/Child/school/sgintro.htm*
http://www.hort.vt.edu/HORT6004/network/schoolgardens.html*
Appendix A

Contacts:

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**Produce for Better Health Foundation**

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