

# Launch to Success: Planning for Events and Publicity



## **Version 2: January 2007**

Department of Health and Human Services

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and  
Health Promotion

Division of Nutrition and Physical Activity

## Table of Contents

### **Are You Ready?**

Introduction  
How to Use This Information

### **The Launch of Fruits & Veggies—More Matters™, March 19, 2007**

The National Launch  
State and Local Launches  
Planning the Event  
Checklist of Steps and Timeframes for Planning an Event

### **Strategies: Fun Things to Do**

Food Demonstration with a Chef  
Food Tasting (Without a Chef)  
Growing Fruits and Vegetables with Seeds or Plant Give-Aways  
Grocery Store Tours  
Cook-Offs or Cooking Contests  
Traveling Farm Stand  
Fruit and Veggie Challenge  
Point-of-Sale Promotions and Specials  
Interactive Cooking Class  
American Dietetic Association and National Nutrition Month

### **General Resources**

#### **Working with the Media**

#### **Working with Partners**

#### **The Importance of Post-Launch Activities**

#### **Make It Fun!**

#### **Appendices**

- A. Contacts
- B. Recipes
- C. Materials Developed for CDC by PBH
- D. PBH Materials for Coordinators
- E. PBH Catalog Materials

# **Are You Ready?**

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## **Introduction**

Fruit and vegetable promotion programs are versatile. They have to be. The demands of the job and the limitations of funding require you to be creative, collaborative, and always seeking resources. The launch of the new brand, Fruits and Veggies – More Matters™ is an opportunity to “put a new face” on fruit and vegetable promotion while reinvigorating your coalition and allies who help promote fruit and vegetable consumption in your state or locality.

This idea book is designed to help you get ready for this event and to give you ideas and resources that you can use in the months, even years, to come. The launch is just the initial exposure to the brand, and the events following the launch will sustain, even advance the momentum started at the launch. At the same time, we hope that we can give you the tools you need to easily plan and produce a wonderful and memorable event.

We hope this information will help you:

- Develop an activity that will showcase your program in the context of the launch goals – that is, helping Americans understand that eating more fruits and vegetables is essential to their health and providing practical ways to incorporate fruits and vegetables into what they eat.
- Think through possible activities related to the many venues where you conduct your programs, such as schools, work sites, WIC programs, etc. Launch activities might be extensive and widespread or they can be very simple. This all depends on what you have the resources to do.
- Identify resources that you can use in launch activities and after.
- Plan post-launch events to build on your success during the launch.

## **How to Use this Information**

This is an idea book. It begins by describing the national launch event, led by the Produce for Better Health Foundation (PBH). It covers basic information about planning events, working with the media, and working with partners. The heart of the manual, however, is the section that outlines strategies to use in events and resources that will help you stage an effective event. These strategies are universal ideas that you can use in many situations, not just this launch event.

The ideas we’ve included are not hard and fast rules. This idea book should be used as a starting point for planning and tailoring your event to reflect what you are doing and the people you want to influence. Also, please feel free to seek help in finding other resources or advice from the staff of the fruit and vegetable program at the Centers for Disease Control and Prevention (CDC) or PBH. Contact information is listed in Appendix A.

## **The Launch of the New Brand, March 19, 2007**

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### **The National Launch**

The National Launch of Fruits & Veggies – More Matters™ brand is planned for Monday morning, March 19, 2007 in San Francisco, California, at a supermarket location. The core components of this national launch include:

- Introducing the new brand and giving rationale for a new call to action, especially to moms
- Announcing the new consumer web site [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org). This interactive consumer web site will contain:
  - Message boards for moms to talk to moms
  - Tips and strategies from a variety of experts and moms themselves on ways to get families eating more fruits and vegetables
  - Kids activities
  - Approved recipes
  - Nutrition, selection, and storage information on a wide number of fruits and vegetables
- Demonstrations by two Culinary Institute of America (CIA) chefs in the produce section of a supermarket who will be judged by a panel of children
  - Activity with chef and child judges includes a supermarket tour to identify and select needed fruits and vegetables for the demonstrations.
  - Recipes will be pre-approved by PBH to meet the new Products Promotable criteria.
- Involvement of schools/families
  - Working with California Department of Health Services, Ogilvy Public Relations is identifying a Team Nutrition school to participate in the event.
- Showcasing role models and national/local spokespeople
- Announcing the national Fruits & Veggies – More Matters™ consumer contest and call for entries
  - Moms will be encouraged to submit tips on ways they get their family to eat more fruits and veggies.
  - Moms populate [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) web site.
  - Contest announced in March 2007; prizes awarded in June 2007.
  - Grand prizes are a weekend retreat at CIA campuses in NY and Napa Valley.
  - Consideration being given to award one winner per state.
  - (More details on the national contest are forthcoming.)
- Outreach to consumer and trade press
  - PBH, CDC, and CIA held a media event in New York City on November 9, 2006, to reach the long lead publications (magazines)
- Fruits & Veggies – More Matters™ branded materials available: buttons, recipes, and other items
- PBH's public relations efforts, including outreach to:
  - National broadcast and newspaper news bureaus
  - Morning shows

- Newswires and syndicates
- National radio networks, programs, and news outlets
- Print, lifestyle/food/health editors (dailies, magazines, & Sunday supplements)
- Highly select “buzz-generating” media targets (e.g. pm talk shows)
- Local media events that mirror national launch
  - PBH is working to identify sponsors for five select high media markets: Boston, Washington, DC, Chicago, Atlanta, and New York City. Contact PBH to assist with the identification of potential sponsors. If sponsorship is obtained, PBH and Ogilvy Public Relations will coordinate local events that mirror the national launch.

## State and Local Launches

People usually need to hear a message more than once, actually many times, before they act on it. The March launch gives us the opportunity to orchestrate the message many times in many places – all in harmony.

While PBH and the national partners focus on national media coverage and spheres of influence you can piggy back on this success to make your efforts even more effective at the local level. What’s more – your program can benefit from the national attention and the local visibility the launch creates. If you are not able to do a launch event on March 19, launch events can still be staged in the weeks after the national launch.

## Planning the Event

Successful events don’t just happen. They are carefully planned and managed. Ideas for special events are included in this idea book in a later section that have been gleaned from 5 A Day events in states and communities over the years – like building a giant cornucopia and distributing the fruits and vegetables to the local food bank, staging a fruit and vegetable demonstration at the state capitol, or creating an interactive fruit and vegetable opportunity at the children’s museum or senior community center. Each event capitalizes on the benefits of eating **more** fruits and vegetables and you are there to support their dietary change.

Before you start, you should know who you want to influence and what you want to accomplish. The following are some general principles and questions to help guide your planning:

- One of the important goals of the launch in your area is to focus attention on your programs that complement the goals of the new brand – i.e., helping people understand how every step they take in eating fruits and vegetables is good and to be an ally to moms/families in providing helpful tips and strategies for eating more. The people who work in the program you want to highlight should be on your planning team – e.g., WIC personnel or the obesity team.

- Is there something important or significant in your program or state that will happen around the time of the launch or could be arranged to happen at that time? For example, a worksite that will announce a new policy about food in the cafeteria; a school program that will be ready to plant an early spring garden; a church program that is finishing Body and Soul and would plan a congregation gathering to highlight the foods that they are eating.
- Reach out to existing partners like USDA and the 25 Fresh Fruit and Vegetable Program, Steps to Healthier US, economists in your state departments or universities who can help you with economic benefit/impact statistics, schools in your state and identify new ones - Master Gardeners, state restaurant associations or vocational technical schools. Solicit ideas, ask for funding or in-kind support for some aspect of the launch activity, and identify available resources.
- The event should provide the opportunity to highlight citizens who are making changes in their eating to include more fruits and vegetables. It should also provide the opportunity to highlight how people can incorporate more fruits and vegetables in their daily eating plans.
- If possible, it would be good to highlight the role of moms in increasing the amount of fruits and vegetables their families eat (to correspond with the PBH's targeted audience).
- Use a "natural" opportunity to invite press and others you want to influence to an event that has a lot of hometown or regional appeal.
- Carefully select spokespeople – consider public policy-makers who are active, interested in , or supportive of promoting fruits and vegetables or in the setting where you are working (e.g., Head Start or child care) and/or a health leader. Also choose an articulate lay spokesperson from the group you are trying to influence. (Some people accept messages from people in authority while others listen to folks just like them.)

## Checklist of Steps and Timeframes for Planning an Event

The following steps for planning an event are listed in a relatively chronological order. However, you may need to customize them for your launch efforts as you begin your planning process. As soon as possible:

1. List the goals of your event (e.g., bring attention to one of your programs; encourage more people to eat more fruits and vegetables)

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2. Decide who you want to reach. (Moms? Kids? Policy-maker in local work sites? Child care personnel? Restaurants?)

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3. Choose your partners. (Who are your partners in your coalition? Who has access to the population you've targeted? Who has resources and funding to help you?)  
Jot down what the partner will bring to the launch effort.

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4. Design the event with your partners. (See suggestions in the following section.)  
Some find it helpful to have a checklist for planning the details of the launch. If so, use the following for your planning. We have supplied some dates for completion to help you plan so that you aren't frantic just before the launch. You should adjust your timetable to suit your situation. Also, there are some specifics related to different strategies that are included in the next section (such as lining up a chef).

A checklist is included on the next page for your convenience. You may want to edit it to include all the specific steps you want to keep track of as you design your own event.

**Activity:**

- Line up the place where the event will happen.
- Decide who will speak or have some role in the event and invite them.
- Finalize and reserve location.
- Finalize launch program plan and agenda.
- Confirm photography and develop shot list
- Visit location and determine “dressing” (tables, podiums, banners, etc.)
- Create signage.
- Line up the resources you need (e.g., food).
- Identify the educational and/or promotional resources you need and acquire or copy them. (You may decide to develop them yourself or adapt existing materials.)
- Contact your state Public Information Officer
- Develop materials for the press. Compile media kits. (More on this and templates in a later section.)
- Develop guest list and invite observers.
- Invite press.
- Make sure everyone is prepared to do their part:
  - Speakers are prepared and know when to arrive.
  - Someone will take care of the food or other materials.
  - Someone will prepare the site.
  - Someone will make sure the educational materials are there.
  - Someone will handle the guests as they arrive.
- Conduct walk-through
- Plan for follow-up and evaluation

**Some questions you might consider:**

Did you meet your goals and objectives?

Did everything go as planned?

How many people did you interact with?

How well did people participate in the event?

**Shoot for:**

**Completed (√)**

## **Strategies: Fun Things to Do**

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Wherever you plan your event, you may want to use a general strategy that is appropriate for many settings. Obviously your event will focus on fruits and vegetables – the growing perhaps, the buying, the cooking, the eating. Many of the following strategies can be done in a number of settings: schools and child care settings, WIC clinics, grocery stores, work sites, churches, and other places in the community. We hope that you find inspiration in some of the following ideas. Obviously, you will need to tailor these ideas to fit your situation.

### **Food Demonstration with a Chef**

*Rationale:* Food demonstrations will be part of the national launch and the involvement of the Culinary Institute of America (CIA) may attract media attention. Food demonstrations can be applied in many different settings. Choose the setting that will help you reach your audience.

#### **How to get started:**

- Determine if a CIA chef is available in your local market. If yes, follow PBH's instructions for working with a CIA chef. (See resources below.)
- If a CIA chef is not available, partner with a local chef to conduct a demonstration. If you do not have a relationship with a chef, ask partners to recommend someone.
- Determine the setting for the event based on your target audience. Grocery stores, schools, WIC centers or community centers generally have access to kitchens and/or cooking supplies.
- Plan to have a high profile community figure or lay spokesperson speak on the importance of healthy eating.
- Include celebrity judges – “kids”, parents, firemen etc.

#### *Resources:*

- For a potential list of CIA chefs to work with in your specific area, provide your name and a list of specific cities to Barbara Boyce at PBH. The deadline for this was November 30, 2006. However, Barbara plans to get back to those who have responded by mid-December.
- *Cooking with a Chef.* Look for good ideas, tips and handouts that could be modified from this program guide. <http://www.joe.org/joe/2006august/a5.shtml>
- *5 A Day Food Demonstration* from the Community Educators Guide. [http://www.dhs.ca.gov/ps/cdic/cpns/lat5aday/lat\\_resources.htm](http://www.dhs.ca.gov/ps/cdic/cpns/lat5aday/lat_resources.htm)

## **Food Tasting (Without a Chef)**

*Rationale:* Food tasting coupled with recipe handouts can be a great event to encourage the consumption of fruit and vegetables and can be applied in many settings and with different audiences. Food tasting as part of a larger event may attract a larger audience.

### **How to get started:**

- Determine the target audience or identify a pre-planned event where tasting may be appropriate such a health fair or spring festival.
- Identify partners that may be willing to provide fruit and vegetables such as farmers markets, grocery stores, PTA, USDA free fruit and vegetable program or others.
- Contact retailers, schools, community centers and non-traditional venues such as the zoo, movie theatres, or museums about hosting the event.
- Create a flier that lists a schedule of sampling activities and post it at community centers, shops, or churches and provide copies to the local newspapers.
- Schedule dietitians to discuss the benefits of fruits and vegetables or someone in the community with a vested interest in fruit and vegetables, for example, cancer survivors or athletes, or moms.
- Provide tip sheets, recipes, and other give-aways.

### *Resources:*

- Use one or more of the recipes that meet the new nutrition criteria. See Appendix B.

## Growing Fruits and Vegetables with Seeds or Plant Give-Aways

*Rationale:* Planting fruit and vegetable seeds offer a hands-on opportunity to learn about nutrition and participate in an age-old rite of spring (if spring has come or is around the corner in your area in March). This event can involve natural partners such as the agriculture extension or community garden.

### How to get started:

- Determine the target audience or identify pre-planned event where planting seeds may be appropriate.
- Solicit partners such as retailers/home improvement centers that could provide the seeds/other resources, community gardens to provide a place to plant seeds or others that may provide access to the target audience and additional resources.
- Determine the venue for event such as a home improvement store, community garden, school yard, or church grounds.
- Invite a local celebrity (news anchor, radio station host, athlete, etc.) to join the event or plant seeds for a cause, such as beautifying your community; feed the hungry (all fruit and vegetables will go to local food banks).
- Provide instructions to participants for both planting cold weather vegetables and starting seeds indoors.
- Have samples of dishes that can be made from what is being planted and provide recipes as well as tips for planting inside and in cold and warm climates.

### Resources:

- *Growing Vegetables in the Home Garden (Parts 1 and 2):* Prepared by Agricultural Research Service and Extension Service, this resource contains good information that can be made into handouts, <http://www.hoptechno.com/book26.htm>.
- Spring is a great time to begin partner discussions about community gardens. Find a garden near you, <http://www.communitygarden.org/>
- Master Gardeners may serve as good partners and have events planned. Find out more information about programs near you, <http://aggie-horticulture.tamu.edu/introhtml/usamap/index.html>
- Iowa State Extension provides helpful tips for kids and gardens. <http://www.extension.iastate.edu/GrowingintheGarden/kids.html>.

## **Grocery Store Tours**

*Rationale:* Grocery store tours can be appropriate for many different audiences including church groups, senior citizens, nutrition education classes, schoolchildren, and others. Grocery store and retail outlets can serve as great partners and event venues with access to space, resources, raw materials, and large audiences.

### **How to get started:**

- Contact the grocery store to host a store tour.
- Plan to have the produce manager discuss care, selection, and storage of fruit and vegetables as well as local dietitians to help answer questions.
- Promote the event through the store's sales fliers and post fliers throughout the community or distribute to target audience.
- Work with the retailer to have posters, signs, and other promotional items displayed with fruit and vegetables throughout the store. Encourage supermarkets to provide PBH materials as a give-away, such as refrigerator magnet, stadium cup, pencil, etc. (see description of PBH catalog)
- Have samples available as well as take-home tip sheets and/or recipes.

### *Resources:*

- PBH provides helpful tips in its Guide for Supermarket Tours.  
<http://www.pbhfoundation.org/educators/teachers/activities/tours.php>
- Dole's 5 A Day Supermarket Guide for Retailers outlines benefits for retailers and may provide useful suggestions on how to get retailers on board. Visit the Dole 5 A Day website and search for Supermarket Guide.

## **Cook-offs or Cooking Contests**

**Rationale:** Cooking contests involve the audience and offer the opportunity to involve high profile “judges” that may attract media attention. Recipes collected from the participants can be compiled into a cookbook and could serve as a fundraiser for the program in schools, churches, community centers, and other sites. Recipes should meet the products promotable criteria.

### **How to get started:**

- Determine the audience you want to target.
- Involve stakeholders and identify partners such as PTA, school administrators, church clergyman, etc. who can help you reach and have an impact on those you want to target.
- Find a location that has a adequate cooking facilities, or at least a place where people can warm foods that are already prepared.
- Announce the contest, outlining criteria, and solicit participation. You may have to personally invite participants or get others to seek people to join the contest.
- Organize the event to choose and highlight winners with good recipes using fruits and vegetables.
- Have fun with the judges – such as high-profile people in the community (police chief, firefighters, a local politician, the governor, local athlete, or children.
- Compile recipes from all the participants and make them available. Consider finding a partner that will publish and sell or distribute the recipes throughout the community.

### *Resources*

- View Utah entry forms and recipe books from previous recipe contests for kids.  
<http://health.utah.gov/hearthighway/five.html>
- California’s Power Play program provides examples of ways to incorporate fruit and veggies in schools including recipe contests.  
[http://www.dhs.ca.gov/ps/cdic/cpns/powerplay/pp\\_resources.htm](http://www.dhs.ca.gov/ps/cdic/cpns/powerplay/pp_resources.htm)

## **Traveling Farm Stand**

**Rationale:** A common barrier to fruit and vegetable intake is accessibility. A farm stand brings produce to the target audience in various settings such as community fairs, events, churches, worksites, malls, public housing, and other community settings.

### **How to get started:**

- Determine an event or venue where delivered produce would reach the target market.
- Identify and partner with a local farmer's market, co-op, supermarket, produce wholesaler to deliver produce to a specific venue or event.
- Involve stakeholders from your target group and your partners who represent them in planning and promoting the event.
- Distribute fliers, letters, or e-mails announcing the event.
- Work with the vendor to provide a recipe booklet, discount coupons, or other incentives with minimum purchase.

### **Resources:**

- Recipes meeting the new criteria as well as handouts are provided in this kit and may be used as give-aways with purchases.

## **Fruit and Veggie Challenge**

**Rationale:** A fruit and veggie week-long challenge may be a good way to excite individuals about the new brand while encouraging consumption of fruit and vegetables. A challenge can be applied in many different settings including schools, worksites, or church groups among others. You may see if you can get two different businesses to challenge each other or two schools, or different parts of your governmental offices. If there is a weight loss challenge going on, see if you can piggyback on to that activity.

### **How to get started:**

- Determine who you want to target.
- Get buy-in from key stakeholders and solicit involvement of stakeholder representatives.
- Identify potential partners that may be able to provide incentives or prizes such as gift certificates or give-aways.
- Plan recognition for the winners. In smaller markets local TV, radio and newspapers could highlight the winner.
- Encourage participants to visit PBH and CDC website for tips and strategies to eat more fruits and vegetables.

### **Resources:**

- Dole 5 A Day has several resources and helpful tips for designing a fruit and veggie challenge for kids. Visit the Dole 5 A Day site and search for fruit and veggie challenge.
- New York targets its fruits and veggie challenge to adults and worksites.  
<http://www.co.tompkins.ny.us/wellness/5aday/index.html>
- North Carolina provides resources for a challenge at school as part of Eat Smart, Move More.  
[http://www.eatsmartmovemorenc.com/resources/documents/modules/5aday/5d\\_challenge.pdf](http://www.eatsmartmovemorenc.com/resources/documents/modules/5aday/5d_challenge.pdf)
- View Kentucky's challenge brochure for tips and ideas.  
<http://chfs.ky.gov/NR/rdonlyres/BD7977DD-1862-4425-BB89-88022724FA51/0/5ADAYbrochure.pdf>

## **Point-of-Sale Promotions and Specials**

**Rationale:** Point-of-sale promotions may encourage consumption of fruit and vegetables and/or remind individuals of the important health benefits. There are many venues where point-of-sale promotions or specials can be applied such as worksite and school cafeterias, restaurants, grocery stores, and farmer's markets. Involving more than one venue in the community could create 'buzz' and attract media attention.

### **How to get started:**

- Identify the target audience and appropriate venue.
- Collaborate with stakeholders. Offer suggestions for ways to promote fruit and vegetables.
- Find partners or stakeholders that will provide funds for resources such as table top displays, posters, or other promotional items.
- Work with stakeholders to offer or highlight fruit and vegetable specials, such as two sides of vegetables for the price of one at restaurants and cafeterias, veggie blue plate special, an endless bowl of salad, etc.

### **Resources:**

- A new PBH catalog is coming March 2007 containing many new Fruit & Veggies-More Matters items. PBH's [www.shop5aday.org](http://www.shop5aday.org) will link to the new catalog once it is available.

## **Interactive Cooking Class**

**Rationale:** Interactive cooking classes involve the audience and can build skills while encouraging consumption of fruit and vegetables. Involving local celebrities (such as the governor or mayor, local athlete, TV news anchor) or large sponsors (Fortune 500 companies or local industry) or planning the activity as part of a larger event (health fair) may help attract media attention.

### **How to get started:**

- Determine the target audience or identify a pre-planned event where a cooking class may be appropriate.
- Decide on recipes that meet the new criteria, keeping in mind that simple recipes with few ingredients may be most cost-efficient and easiest to manage.
- Identify a venue that can accommodate your audience and has the essential kitchen tools.
- Explore partnership opportunities for resources needed, including raw materials, kitchen tools and give-aways.
- Develop or acquire appropriate tip sheets and recipe cards for participants.

### **Resources:**

- See sample recipes that meet the new nutrition criteria in Appendix B.
- Washington's WIC website offers several resources on helping kids prepare foods.  
<http://depts.washington.edu/vitalwic/food.htm>

## **American Dietetic Association and National Nutrition Month**

**Rationale:** This year's theme for National Nutrition Month is "*Fad Free.*" Fruit and vegetables are important in every diet and are always "in fashion" and there may be opportunities to partner or piggy-back on ADA-planned events.

### **How to get started:**

- Contact the state and local dietetic chapters and determine what is being planned for National Nutrition Month in your state.
- Determine if any of the events scheduled would be good opportunities to announce the new brand and/or promote fruit and vegetables.
- Propose your ideas to the local ADA and offer brochures, handouts or your partnership contacts.

### **Resources:**

- Visit [http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/nutrition\\_10052\\_ENU\\_HTML.htm](http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/nutrition_10052_ENU_HTML.htm) to view a recommended event list from the American Dietetic Association.

## **General Resources**

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- a. Recipes meeting the new criteria (see Appendix B)
- b. PBH materials supplied by CDC (see Appendix C)
- c. PBH materials (see Appendix D)
- d. Research to Practice Series: Weight Management and Energy Density (coming soon)  
[http://5aday.gov/health\\_professionals/resources\\_practice.html](http://5aday.gov/health_professionals/resources_practice.html)
- e. Re-branded brochures from CDC (currently in development)
- f. PBH Catalog (see Appendix E)
- g. PowerPoint slides to use to explain the new brand to partners (available from PBH)
- h. 5 A Day Works [http://5aday.gov/health\\_professionals/coordinator\\_resources.html](http://5aday.gov/health_professionals/coordinator_resources.html)
- i. USDA's materials coming out in January on Indian health
- j. Body and Soul <http://www.bodyandsoul.nih.gov/index.html>
- k. *Making It Happen: School Nutrition Success Stories* [www.fns.usda.gov/tn](http://www.fns.usda.gov/tn) and [www.cdc.gov/HealthyYouth/Nutrition/Making-It-Happen](http://www.cdc.gov/HealthyYouth/Nutrition/Making-It-Happen)
- l. Crossroads Resource Center (sustainability issues in Minneapolis)  
[www.crcworks.org](http://www.crcworks.org)
- m. Institute for Agriculture and Trade Policy [www.iatp.org](http://www.iatp.org)

## **Working with the Media**

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PBH is developing template materials for the launch for states to tailor to their own events. Watch for a notice from PBH and CDC when the materials are posted on the PBH web site. Getting your event publicized in the media goes a long way to extending the reach of your program. One of the first things you should do is contact your state's Public Information Officer. If you are unable to do anything else for the launch, perhaps you could consider asking your information officer to help you adapt the template press materials and distribute them to the media in your state.

### **Working with Your Local Media**

Media coverage helps get your message out to a larger audience and can increase participation in your event. Local media can make great partners in ensuring the success of your efforts. If you have media relations experience, you already know how to get your message out. If you don't, there may be someone else in your organization who does have experience working with the media. This person may be able to help you.

#### *What is News?*

Reporters often look for stories that have "hooks" or "angles" that draw people in. When talking to a reporter or editor, you will want to offer information or stories that appeal to the audience of the particular media type.

Some ideas include:

- Personal Interest Story – Tell the story of someone in the community who has already started to eat more fruits and vegetables, or has recently decided to do so. You could

highlight why the person made the change, and what benefits they are seeing as a result.

- Events – Tell the media about your event, how many people you are trying to reach, and what impact or message you are trying to achieve. If you are having a food testing with or without a chef, invite a local television or radio personality to come try the food and tell their audience what they think. Some stations will have their weather report broadcasted from events.
- Tips for eating more fruits and veggies – A short article on how to eat more fruits and veggies would be a good fit in a Lifestyles or Health section of a newspaper.
- Picture It – If you have a picture from your event, send it to your local paper with a short caption. Sometimes this can lead to a story, but even if only the picture is printed, people will still see what you are doing.

### *How do I get media coverage?*

TV, radio, and newspaper reporters are always looking for story ideas. In some cases, you may even be able to write the article for them. Reporters are usually appreciative of this time saver.

- Build a relationship – find a reporter in your area that covers health or food stories and build a rapport. Send information about events or materials periodically and send Thank You notes whenever you or your organization are quoted or acknowledged.
- Try to meet face to face with reporters, editors or producers. Bring with you any press releases, articles, or other materials that you would like them to use. When inviting them to an event, make sure you leave them some background information and a page with the date, time, place and directions to the event. If you do receive coverage, be sure to send a Thank You note following the event.
- Weather forecasters often mention events during their segment. Contact your local weatherperson to ask if they will announce your event.
- Give adequate time – reporters are usually (always) working on a deadline. Be sure to give them adequate notice of your event. Also, be prepared to give them more information in a timely manner as that deadline approaches.

### **Some Examples of Deadlines**

<b>Media Type</b>	<b>Usual Deadline</b>
Daily morning newspapers	2 pm the day before
Daily evening newspapers	Morning of the day of
Weekly newspapers	5-7 days before

*Adapted from NCI Working With the Media Guide for 5 a Day for Better Health.*

### *How do I find a reporter?*

Most television stations, radio stations, and newspapers have websites. There is usually a link on the website to find contact information for specific editors or reporters. Email is a great way to contact a reporter or editor with a story idea and their emails are often found on the media's

website. Your local paper may even have a way to submit a story idea or letter to the editor online.

You may need to do a little homework to see which reporter would be most interested in your story before contacting him or her. Reporters tend to cover one area of the news...sports, business, etc. So you want to make sure that the reporter you contact covers the type of event or story you are presenting. For example, a sports columnist probably won't be interested in a food tasting, unless a local sports team is involved. Try contacting a feature, lifestyle, city/metro or food reporter instead. It may be helpful to contact the editor of the section you want your story in, since they make the decisions of what gets printed.

### *What if I can't get a story?*

Sometimes, more pressing news can take precedence over the story you have worked hard on. Or perhaps you weren't able to contact a reporter to cover your event. There are other ways to get your message out through the media

- PSAs – Public Service Announcements – most radio and even some television stations will read or play these announcements. When distributing these to the media, be sure to provide your contact information so that you may be contacted should any questions arise.
- Letters to the editor – Anyone can write into their local paper regarding any current event. It may be helpful to draft a letter to the editor ahead of time and submit it to be published on the day of your event. Or write a letter to the editor after the event thanking everyone who participated.
- Morning radio talk shows – many morning programs will have a day or two where they have studio audiences or talk to people who call in. Try calling the radio station or emailing the talk show host to see what days they do this and how you can participate.

### *What about my spokesperson?*

If you have a spokesperson, you may want to direct reporters to him or her. Make sure s/he is prepared with speaking points about your event and knows what messages they should convey. When asking someone to be your spokesperson, be clear about how often you would like him or her to speak, and how much time they will need to devote to your fruits and veggies program. It is a good idea to choose a spokesperson who is part of your organization, or a partner organization. That way, s/he will be familiar with your program.

## **Other Media Resources**

Another good resource is APHA's *Media Advocacy Manual*, which has good information on planning your message, creating media lists, contacting the media, ways of using the media, news releases and op-eds, interviews, and media events. This manual is available on-line at: [http://www.apha.org/news/Media\\_Advocacy\\_Manual.pdf](http://www.apha.org/news/Media_Advocacy_Manual.pdf)

## **Working with Partners**

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Working with partners brings strength to programs. In fact, many 5 A Day programs survive and thrive on the relationships they have with partners. Please refer to the Q&A for information regarding sublicensing.

Partners can be beneficial to fruits and vegetables programs in the following ways:

### **Help with planning and staging the event**

Oregon is relying on partners to help plan a statewide event. Local extension agencies, food stamp nutrition agencies and public health departments are partnering to conduct cooking demonstrations in grocery stores and schools in 12 counties throughout the state. Each partner is responsible for a task such as identifying retailers, finding schools, inviting the press and key stakeholders or providing the materials/handouts.

### **Financial support and in-kind support:**

North Dakota will be working with our 17 local 5 + 5 Community Program coalitions who will be planning events that best fit into their current activities and partners; these groups will contact local radio, television and newspaper organizations to follow up a planned statewide press release. Space will be purchased on billboards across the state, and WIC program offices will highlight fruit and veggie messages with their clients during the month, as well. In addition to Block Grant funding, the North Dakota Nutrition Council and the North Dakota Dietetic Association are contributing to the state media campaign fund.

### **Access to influential spokespeople:**

Each year to celebrate National Nutrition Month, the fruit and vegetable program along with other nutrition organizations convene on the steps of the capital to education legislatures about ongoing programs that promote good nutrition. Illinois will use this opportunity to promote the new brand and encourage a renewed effort to promote fruit and vegetables in the state.

### **Access to target audiences:**

Washington State found a unique way to target a wide range of consumers. As part of the Energize Your Life-Eat Healthy, Be Active! campaign, a car was wrapped with the slogan and then traveled to various communities visiting different events such as health fairs and farmers market. This traveling 'billboard' provided recipes, literature, books and other fruit and vegetable materials to a diverse target audience.

## **The Importance of Post-Launch Activities**

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One final note: it's important to continue the attention on the new brand and its important messages throughout the months following the March 19<sup>th</sup> event. PBH is planning activities that will be easy for you to follow up on:

- Promoting the National Fruits & Veggies – More Matters™ contest for moms: Encourage moms in your state and communities to submit tips and strategies for ways they get their families to eat more fruits and veggies. Although this contest is announced in March, the winners will be announced in June. You can plan an event in June around this announcement. The national grand prizes are a weekend retreat at CIA campuses in New York and Napa Valley, California. However, consideration is being given by PBH to award one winner per state, as well. More details on the contest are forthcoming.
- If you choose to do a fruit and veggie challenge, you will have a natural follow-up opportunity, provided you start your challenge on the launch day.
- PBH has also been working with lay magazines, including those that focus on food, parenting, and general lifestyle. Many of these magazines will publish articles near and after the launch event. The people in your community will be reading these articles, and you may be able to capitalize on them as they appear. PBH will let coordinators know when articles have been published.

## **Make It Fun!**

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Whatever you choose to do – make it fun! People should understand that eating fruits and vegetables is not one of life's chores. They are tasty as well as healthy. They are fun to grow and fun to prepare. If people take this message away from your event, they are far more likely to eat more fruits and vegetables and make sure their families do too.

## Appendix A

### Contacts:

#### **Centers for Disease Control and Prevention**

- Mary Kay Solera, [MSolera@cdc.gov](mailto:MSolera@cdc.gov), 770-488-5291
- Kathy Cobb, [Kathy.Cobb@snet.net](mailto:Kathy.Cobb@snet.net), 860-388-9655
- Mary Ann Fenley, [mfenley@taskforce.org](mailto:mfenley@taskforce.org), 404-592-1407
- Trisha Hardy, [TEHardy@cdc.gov](mailto:TEHardy@cdc.gov), 770-488-2405
- Joe Ralph, [JRalph@cdc.gov](mailto:JRalph@cdc.gov), 770-488-5545
- Tara Simpson, [TSimpson1@cdc.gov](mailto:TSimpson1@cdc.gov), 770-488-5435
- Laura Tanase, [LTanase@cdc.gov](mailto:LTanase@cdc.gov), 770-488-5413

#### **Produce for Better Health Foundation**

- Elizabeth Pivonka, Ph.D., R.D., CEO & President; [epivonka@pbhfoundation.org](mailto:epivonka@pbhfoundation.org); 302-235-2329, ext. 315
- Barbara Boyce, M.S., R.D., Vice President, Programs; [bboyce@pbhfoundation.org](mailto:bboyce@pbhfoundation.org); 302-235-2329, ext. 324

## Appendix B

### Recipes

These recipes have been analyzed and updated on the website to meet the new product promotable criteria. Please use these recipes when developing materials. If you would like to use a recipe not included in this list, please contact CDC and we will analyze the recipe for you to ensure that it meets the new criteria. Also note that we will continue to update this list as recipes are completed.

- [Apple Carrot Salad](#)
- [Asian Pear Slaw with Chilies](#)
- [Autumn Vegetable Succotash](#)
- [BBQ Lentils](#)
- [Black Bean, Pasta, and Artichoke Heart Medley](#)
- [Black Beans with Corn and Tomatoes](#)
- [Bow Tie Pasta with Roasted Garlic and Eggplant](#)
- [Broccoli Baked Potatoes](#)
- [Butternut and Ginger Soup](#)
- [Cabbage Soup](#)
- [Cherry Pepper Salad](#)
- [Chickpea and Spinach Curry](#)
- [Chickpeas with Sun-Dried Tomatoes](#)
- [Colorful Lentil Salad](#)
- [Confetti Plum \(Pluot\) Pasta Salad](#)
- [Cool Herbed Cucumber Soup](#)
- [Corn and Tomatillo Soup](#)
- [Corn Salad](#)
- [Curried Mustard Greens and Garbanzo Beans with Sweet Potatoes](#)
- [Fennel Citrus Salad](#)
- [Fig Banana Smoothie](#)
- [Firehouse Lentil Soup](#)
- [Fresh Mushroom Soup](#)
- [Garlic and Herb Lima Salad](#)
- [Greek Style Garbanzo Salad](#)
- [Green Bean Potato Salad](#)
- [Lentil One Dish](#)
- [Lentil Pilaf](#)
- [Lime Shrimp Kebobs](#)
- [Mango and Tomatillo Salsa](#)
- [Mexibean Mock Lasagna](#)
- [Mexican Casserole](#)
- [Mexican Squash Casserole](#)
- [Okra and Green Beans](#)
- [Orzo Skillet](#)

- [Papaya Black Beans and Rice](#)
- [Pasta e Fagioli](#)
- [Pasta Primavera](#)
- [Pasta Salad Florentine](#)
- [Pesto Minestrone](#)
- [Potatoes and Leeks with Chicken](#)
- [Pumpkin Curry Soup](#)
- [Quick Bean Salad](#)
- [Quick Spinach Casserole](#)
- [Roasted Garlic and Green Pea Pasta Sauce](#)
- [Roasted Squash with Potatoes and Garlic](#)
- [Roots, Quick and Simple](#)
- [Santa Fe Chilled Nectarine Soup](#)
- [Sautéed Edible Cactus, Peppers and Corn](#)
- [Skillet Zucchini with Chopped Tomatoes](#)
- [Snow Pea Bisque](#)
- [Strawberry Yogurt Shake](#)
- [Sun-Dried Tomato Hummus](#)
- [Sweet Onion Pineapple Salsa](#)
- [Sweet Potato Pancakes](#)
- [Tuna Bean Salad](#)
- [Vegetarian Stuffed Peppers](#)
- [Very Veggie Salad](#)
- [White Bean and Fettuccine Salad](#)
- [Winter Squash Pancakes](#)
- [Winter Vegetable Stew](#)

## Appendix C

### Materials Developed for CDC by PBH

The following materials are being developed by PBH for CDC and will be shipped to coordinators in time for the March launch. A brief description of each item is given below.

- **Your Fruits & Veggies – More Matters™ Guide** (working title), (an accordion-fold 2-3/8" x 5" folded size) with each of the core message themes highlighted. (State Coordinator quantity: 50 packages of 50/package or 2500 guides per coordinator)
- **Fruits & Veggies – More Matters™ consumer guide Posters Panels:** nine panels of the accordion-fold guide described above will each be enlarged (6" x 8") to offer flexibility for use on the black display boards. (State Coordinator quantity: 35 of each panel)
- **Fruits & Veggies – More Matters™ Dangler** (19" square) with the colorful new logo on both sides with holes in the corners for easy hanging. (State Coordinator quantity: 35 each)
- **Fruits & Veggies – More Matters™ T.A.S.T.E. Poster** (18" x 26") describes what you can do to get more fruits and veggies in your diet using the consumer friendly acronym T.A.S.T.E. Letter "E" stands for "Explore MyPyramid" displaying the mypyrmaid.gov logo and web site (State Coordinator quantity: 35 each)
- **Color Champions Bookmark** (2-1/2" x 8") designed for children with easy and helpful tips on ways for them to eat more fruits and veggies. (State Coordinator quantity: 3500 each)

## Appendix D

### PBH Materials for Coordinators

To help partners, including State Coordinators, plan and conduct local market events, PBH is providing turnkey materials that each group can tailor in order to allow them the opportunity to introduce and promote the new plan within their communities. Following is an outline of these turnkey materials. These materials will be provided to coordinators and they will be posted on [www.pbhfoundation.org](http://www.pbhfoundation.org) web site under health professionals. An exact url web address will be provided to coordinators once they are available, sometime in early December.

- General information and background on Fruits & Veggies – More Matters brand
- A flip chart presentation for community leaders to use to talk about the research and the brand (coordinators should already have the PowerPoint presentation developed by the SRC Brand Identity Work Group)
- Background information on partners involved in the launch initiative
- General information on fruits and veggies consumption, and resources for finding out more, including quick facts of statistics
- T.A.S.T.E Tips and Information for Moms
- Case studies of industry leaders and description of innovative programs that are working to support increased consumption of fruits and vegetables (these materials will not be available until closer to the national launch)
- PBH's National Excellence Awards: Help identify role models, champions, and allies in your state and encourage them to submit an easy, online entry into PBH's 2006 National Excellence Awards by January 12, 2007. go to [www.pbhfoundation.org/pulse/success/awards/excellence/MediaMaterials](http://www.pbhfoundation.org/pulse/success/awards/excellence/MediaMaterials) for more information.
- Retailer tips: PBH has developed a tip sheet outlining suggestions on how to approach retailers and what to ask of them, as well as ideas on how coordinators and their coalitions can work together with retailers for a fun and successful event. This retail tip sheet will be provided to coordinators and it will be posted on [www.pbhfoundation.org](http://www.pbhfoundation.org) web site under health professionals.
- Media Materials:
  - **Message Box:** outlines the key messages around the new brand to be used by spokespersons and those talking to the media about the new brand, so that consistent messages are given by all
  - **Press release:** A two-page document with information with the national announcement detailed and opportunities to localize with local quotes and information
  - **Media advisory:** a one-page document that lists enough information about the event to pique a reporter's interest to find out a more and consider covering event
  - **Media Pitch Letter:** A personal letter (or email) that presents the details of your story idea to the targeted reporter
  - **Fact sheet:** (same sheet listed above: general information and background on Fruits & Veggies – More Matters™ brand)

- **Frequently Asked Questions:** Fact sheet of information about consumption trends, health background, nutrition issues, and other information such as web site, definition of national partners, etc. that might be asked by the media
- **Newsletter article:** (two different lengths) with new brand embedded into the pdf file explaining the new brand.
- **Proclamation template:** a simple, one page proclamation template to recognize the launch of Fruits & Veggies – More Matters™.

## Appendix E

### **PBH Catalog Materials**

A number of items with the new Fruits & Veggies – More Matters™ brand will be available for purchase from PBH in time for the March launch. Many of these items are currently available.

These include:

- Produce Wheel
- 'Get more...because more matters' accordion Guide
- Growth chart
- Brochures
  - Munching Matters-The Snacking secret
  - Finding Your Balance with fruits and Vegetables
  - The Fruits & Veggies Guide to Good T.A.S.T.E...for Kids
  - The Fruits & Veggies Guide to Good T.A.S.T.E.
- Note Niks: Health Eating & Exercise (Games on CD ROM for Kids)
- Grab bag
- Tote bag
- Notepads
- Assorted 4-pc measuring cups
- Measuring spoons
- Mouse pad
- Kid's zipper pouch
- Apple stress ball key chain
- Orange stress ball key chain
- Peach stress ball key chain
- Strawberry stress ball key chain
- Insulated squeeze bottle
- Stadium cup
- Pedometer
- Kitchen timers
- Bookmarks
- Kids coloring and activity book
- Banner
- Clothing

An updated list of the new available items will be provided in early 2007.

Customized materials may be available from PBH with enough advance notice. Contact PBH for more information.