



About the California Children's 5 a Day—Power Play! Campaign



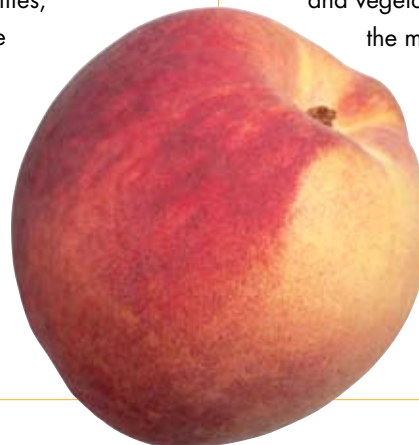
The *California Children's 5 a Day—Power Play! Campaign* is a public health initiative led by the California Department of Health Services and administered by the Public Health Institute in cooperation with the National 5 A Day Program. Its purpose is to motivate and empower California's 9- to 11-year-old children to eat 3½ to 5 cups of fruits and vegetables and get at least 60 minutes of physical activity every day, and to create environments in which practicing these behaviors is both easy and socially acceptable. These objectives are designed to improve children's short-term health and reduce their long-term risk of chronic diseases, especially cancer, heart disease, and obesity.

which children are taught to make healthful food choices and be physically active, and are provided with the opportunity to practice these behaviors. For example, several regional agencies have partnered with youth organizations to develop and implement healthy snack policies. They also have partnered with schools to conduct environmental assessments and implement positive changes based on the results. Other regional agencies have worked with local farmers' markets to increase the availability and redemption levels of WIC farmers' market coupons or with restaurants to increase the number of healthy fruit and vegetable offerings on the menu.

Program Components

The *5 a Day—Power Play! Campaign* works to influence individual behavior change, as well as social norms, the environment, and policy. The *Campaign* helps communities throughout California bring the fruit and vegetable and physical activity messages to children through school classrooms and cafeterias; community youth organizations, including after-school and summer programs; farmers' markets; supermarkets; restaurants; and the media, through advertisements and public relations. Eleven regional

agencies receive funding to implement the *Campaign's* model within the community. They provide training and technical assistance to a variety of community organizations; lead policy, environmental and systems changes within the region; conduct media and public relations activities; and work to enhance connections within the community. These agencies and their partner organizations work together to create an environment in



At the state-level, the *Campaign* provides guidance and funding to regional agencies, develops and tests materials for intermediaries and children,

conducts advertising and public relations activities, and carries out a variety of research and evaluation projects to both demonstrate and improve the effectiveness of the *Campaign*.

Annual Reach

Each year, the *Campaign* reaches approximately half of California's 460,000 low-income 9- to 11-year-old children with *5 a Day—Power Play!* interventions. This reach is augmented by media and public relations activities achieving over 150 million consumer impressions annually. Through its eleven regional agencies, the *Campaign* is implemented in all of the state's 58 counties. The *Campaign* currently involves approximately 1,000 schools, 4,000 teachers, and 1,900 community youth organization sites from throughout California.

Campaign Timeline

The *Campaign* was launched in 1993 in collaboration with the California Department of Education and the California Department of Food and Agriculture. The *5 a Day—Power Play! Campaign* was the first targeted

campaign to be launched in California to complement the overall efforts of the National 5 A Day Program. Between 1993 and 1995, additional *Campaign* development took place and a large-scale evaluation was conducted to determine its effectiveness. The successful results were the basis for a 5-year grant application to The California Endowment, which funded the statewide roll out of the *Campaign* beginning in June 1998. The *Campaign* has continued through the support of the USDA Food Stamp Program and other funding sources, including the California Department of Food and Agriculture's Buy California Initiative.

Partners

The *5 a Day—Power Play! Campaign* partners with many public, private, and nonprofit organizations in California, both at the local and state levels. The partners contribute to the program by endorsing, adopting, adapting, enhancing, and extending the *Campaign* within their organizations and advocating for policies that support fruit and vegetable consumption and physical activity. State-level partners include the California Department of Education, California Department of Food and Agriculture, and the American Cancer Society, California Division. A variety of public and private partners work at the community level to promote the *Campaign's* messages, including schools, community youth organizations, farmers' markets, supermarkets, restaurants, media, health departments,



hospitals, voluntary organizations, WIC agencies, and a variety of other organizations interested in children's health.

Evaluation

The *Campaign's* model was developed through careful formative research and proven effective through a large-scale evaluation study. The *Campaign* conducts process evaluation on an ongoing basis and uses data from the biennial California Children's Healthy Eating and Exercise Practices Survey to continue to assess its effectiveness.

Funding

The *Campaign* currently receives funding from the USDA Food Stamp Program through the *California Nutrition Network for Healthy, Active Families*. The *Campaign* also has received funding from The California Endowment, California Department of Food and Agriculture, Centers for Disease Control and Prevention, and National Cancer Institute.

DISCLAIMER

The name of the Children's 5 a Day—Power Play! Campaign reflects previous recommendations that 9- to 11-year-old children eat 5 or more servings of fruits and vegetables every day. The recently-released 2005 Dietary Guidelines for Americans has revised the recommendation to 3½ to 5 cups every day. While the name of the Campaign has not yet changed, its educational materials are being revised to reflect this new recommendation.

