

HARVEST OF THE MONTH CALENDAR TEMPLATES



The *Network for a Healthy California (Network)* has created three customizable calendar templates for partners to use in conjunction with their *Harvest of the Month* efforts. A *Harvest of the Month* calendar can enforce messages to consumers about good health and nutrition and help them to establish healthy eating habits and a physically active lifestyle. For most, calendars are an everyday reference and can be used in a variety of settings — at school, in the home, in the workplace, and in the community.

About the Calendar Templates

Within the *Harvest of the Month* Calendars, reminders of the health benefits of eating fruits and vegetables are featured alongside general health and wellness tips, as well as national holidays and *Harvest of the Month* dates of interest. These three customizable templates allow partners to personalize with events specific to their school district, organization, worksite, or community.

The three *Harvest of the Month* calendar templates serve as a comprehensive source of nutrition and health information for the featured produce during each calendar year. In addition to each month's collection of recipes, facts, and tips, a master timeline—a full year at a glance—will list all featured produce comprehensively, and their nutrition facts can also be featured in one convenient location, reinforcing the idea of California's rich and year-long bounty of colorful fruits and vegetables and the health benefits they provide.

The calendar templates also allow organizations to feature colorful images that bring fruits and vegetables to life. We encourage using hand drawn pictures from children and youth of the featured fruits and vegetables to be displayed each month during the year. Or, customize the calendar with imagery from the *Network's* online [Communications Resource Library](#), including the kid-friendly *Harvest Heroes* and images of Californians enjoying fruits and vegetables in the workplace or at a farmers' market. (All *Network*-approved imagery can be downloaded from www.cachampionsforchange.net/Library/photosmain.php.)

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Getting Started

Work with any of the three templates and easily customize the calendar with facts, information, or activities based on the monthly elements, [ChooseMyPlate](#), other *Network* resources, and your own events and activities for the year. To get started, simply select one template to use. The chart, Deciding Which Template to Use (page 3), provides a summary of each template, its intended audience, featured artwork options, and messages. Each template is also available in three different color combinations.

Once you've selected a template, you can begin creating your calendar by selecting your imagery and referring to the Appendix of Approved Content Messages to pick *Network*-approved messages to use in creating your calendar.

1. **Pick your template.** Download the PowerPoint file of the template you've selected and save it to your computer.
2. **Select your imagery and/or student artwork** to use for each month in the calendar.
3. **Choose your messages** from the Appendix of Approved Content Messages. Copy and paste messages from the Appendix into your calendar.
4. **Customize your calendar** with your logo, important dates, and any other useful information for your school district, organization, worksite, or community.

Helpful Hints:

- Use at least one [ChooseMyPlate](#) and one *Rethink Your Drink* message for each season in the calendar.
- You can request a high-res version of any *Network* approved imagery included in the [Communications Resource Library](#). Visit the library for instructions.
- After you insert the image in the calendar's first page, take the time to personalize it. Add color fill backgrounds, headlines, your own logo, or any other eye-catching elements.
- We included hyperlinks to several resources throughout the calendar templates, including [ChooseMyPlate](#) messages. If you want to be one click away from these resources, view the calendar in Slideshow mode.

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	TEMPLATE 1 (School)	TEMPLATE 2 (Family)	TEMPLATE 3 (Worksite)
Who Is This Calendar For:	School-aged children and youth, educators	Families with school-aged children and youth	Worksites, adults, and families
Organizations That Might Use This Calendar:	Schools, nutrition programs, farm to school programs, school garden programs, after-school programs, youth-based organizations	Schools, nutrition programs, farm to school programs, school garden programs, after-school programs, community-based organizations, local health departments	Local health departments, worksites, local food stamp offices, farm bureaus, agricultural organizations, retail stores
Featured Artwork:	<i>Harvest of the Month</i> Harvest Heroes (cartoon figures) or handmade student artwork	Student artwork or <i>Network</i> images of fruits and vegetables	Images of farmers' markets, retail or worksite
Text Below the Artwork:	Healthy eating and physical activity tips; or key ChooseMyPlate messages	Health benefits of eating the monthly featured produce item(s) (i.e., the featured fruit and featured vegetable of the month)	General health tips (Fit Business Tips or ChooseMyPlate messages) and produce tips for selecting, storing, and handling the featured produce item
Top Corner (featured events):	Additional information or facts on a date or week relevant to <i>Harvest of the Month</i> or your organization	Additional information or facts on a date or week relevant to <i>Harvest of the Month</i> or your organization	Additional information or facts on a date or week relevant to <i>Harvest of the Month</i> or your organization
Text Box Feature (Right or Left Side):	Recipe(s) for the monthly featured produce item	Nutrition Facts label(s) for the featured produce item(s), available to download from the Harvest of the Month website *If space allows: ChooseMyPlate and <i>Rethink Your Drink</i> messages	Healthy eating and physical activity tips for the worksite *If space allows: ChooseMyPlate and <i>Rethink Your Drink</i> messages
Pull-out Text Box Within Calendar:	<i>Rethink Your Drink</i> messages	Healthy serving ideas for the monthly featured produce item(s)	Fun facts and/or healthy serving ideas for the featured produce item (from the Produce Quick Tips)