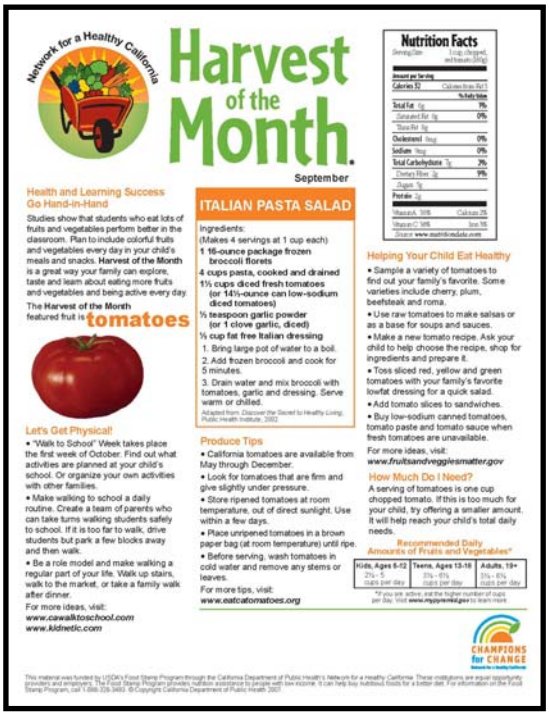
Harvest of the Month

Tip Sheet for Outreach Tools

Harvest of the Month has a variety of tools to help educators, community-based organizations, and businesses build healthy communities. In addition to tools designed specifically for students, Harvest of the Month has three outreach newsletters: educator, family, and community. All newsletters can be used together or individually to support your nutrition education efforts.

When selecting which tool to use, it is important to consider the tool's purpose and the audience being reached. The following Tip Sheet outlines the differences between the **family** and **community newsletters** to help you decide which one is more appropriate to use depending on the audience and setting.



Sample Family Newsletter

Sample Community Newsletter

This material was produced by the California Department of Public Health, *Network for a Healthy California,* with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

Harvest of the Month

Family Newsletters

- Target audience: Families
- Primary distribution channels:
  - Schools/after-school programs
  - Food stamp/WIC offices
  - Community youth organizations
  - Childcare providers
  - Farmers' markets
  - Health/community fairs
  - Faith-based groups
- Content areas:
  - Recipe using featured produce and other fruits and vegetables.
  - Produce Tips for selecting, storing and handling featured produce.
  - Health and Learning provides facts on how healthy eating and physical activity support learning.
  - Let's Get Physical offers family tips to increase daily physical activity.
  - How Much Do I Need recommends daily amounts of fruits and vegetables.
  - Nutrition Facts label shows nutrition information of featured produce.
  - Healthy Learning Tips offers ideas to incorporate more fruits and vegetables into daily meals.
- Customizable with school/organization name and logo.
- Available in English and Spanish.*
- Free to download at: www.harvestofthemonth.com

*Additional languages translated by *Network* partners available at www.harvestofthemonth.com/EdCorner.

Community Newsletters

- Target audience: Adult consumers
- Primary distribution channels:
  - *Network's Campaigns & Programs*
  - Retail stores
  - Farmers' markets
  - Faith-based groups
  - Health/community fairs
  - Worksite programs
  - Food stamp/WIC offices
- Content areas:
  - Healthy Serving Ideas for featured produce.
  - Shopper's Tips for selecting, storing and handling featured produce.
  - Health and Nutrition examines the nutritional benefits of eating fruits and vegetables.
  - Let's Get Physical offers tips to increase daily physical activity.
  - How Much Do I Need recommends amounts of fruits and vegetables to consume daily.
- Customizable with organization/retailer name and logo.
- Available in English and Spanish.
- Free to download at: www.harvestofthemonth.com www.networkforahealthycalifornia.net/retail

CHAMPIONS for CHANGE

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