



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.

Network for a Healthy California
Harvest of the Month
September

Health and Learning Success Go Hand-in-Hand
Studies show that students who eat lots of fruits and vegetables perform better in the classroom. Plan to include colorful fruits and vegetables every day in your child's meals and snacks. **Harvest of the Month** is a great way your family can explore, taste and learn about eating more fruits and vegetables and being active every day.

The Harvest of the Month featured fruit is **tomatoes**

Let's Get Physical!
• "Walk to School" Week takes place the first week of October. Find out what activities are planned at your child's school. Or organize your own activities with other families.
• Make walking to school a daily routine. Create a team of parents who can take turns walking students safely to school. If it is too far to walk, drive students but park a few blocks away and then walk.
• Be a role model and make walking a regular part of your life. Walk up stairs, walk to the market, or take a family walk after dinner.
For more ideas, visit: www.cawalktoschool.com

ITALIAN PASTA SALAD
Ingredients:
(Makes 4 servings at 1 cup each)
1 16-ounce package frozen broccoli florets
4 cups pasta, cooked and drained
1/2 cups diced fresh tomatoes (or 14½-ounce can low-sodium diced tomatoes)
1/2 teaspoon garlic powder (or 1 clove garlic, diced)
1/4 cup fat free Italian dressing
1. Bring large pot of water to a boil.
2. Add frozen broccoli and cook for 5 minutes.
3. Drain water and mix broccoli with tomatoes, garlic and dressing. Serve warm or chilled.
Adapted from: *Children On The Move* by Living Living Public Health Institute, 2002

Produce Tips
• California tomatoes are available from May through December.
• Look for tomatoes that are firm and give slightly under pressure.
• Store ripened tomatoes at room temperature, out of direct sunlight, and give slightly under pressure.
• Place unripened tomatoes in a brown paper bag (at room temperature) until ripe.
• Before serving, wash tomatoes in cold water and remove any stems or leaves.
For more tips, visit: www.eatcafe.com

Helping Your Child Eat Healthy
• Sample a variety of tomatoes to find out your family's favorite. Some varieties include cherry, plum, beefsteak and roma.
• Use raw tomatoes to make salsas or as a base for soups and sauces.
• Make a new tomato recipe. Ask your child to help choose the recipe, shop for ingredients and prepare it.
• Toss sliced red, yellow and green tomatoes with your family's favorite lowfat dressing for a quick salad.
• Add tomato slices to sandwiches.
• Buy low-sodium canned tomatoes, tomato paste and tomato sauce when fresh tomatoes are unavailable.
For more ideas, visit: www.fruitsandvegetablematters.gov

How Much Do I Need?
A serving of tomatoes is one cup chopped tomato. If this is too much for your child, try offering a smaller amount. It will help reach your child's total daily needs.

Recommended Daily Amounts of Fruits and Vegetables*

Kids, Ages 8-12	Teens, Ages 13-18	Adults, 19+
1 1/2 cups per day	2 cups per day	2 1/2 cups per day

*If you eat whole, with the highest number of cups per day, visit www.choosemyplate.gov




Nutrition Facts
Serving Size: 1 cup (chopped, medium slices)
Amount per Serving: Calories 32, Calories from Fat 0
Total Fat 0g, Saturated Fat 0g, Cholesterol 0mg, Sodium 1mg, Total Carbohydrate 7g, Fiber 1g, Sugar 0g
Percent Daily Values are based on a diet of other people's secrets.

CHAMPIONS FOR CHANGE

Sample Family Newsletter

Harvest of the Month
Network for a Healthy California
September

The Harvest of the Month featured vegetable is **tomato**

Healthy Serving Ideas
Add plenty of tomatoes to sandwiches for a healthy punch to your lunch.

Sauté sliced red tomatoes with olive pods and sliced onions for a Southern-style side dish.

Cherry tomatoes are a delicious addition to grilled kebabs. Be careful to give the juices inside the tomatoes enough time to cook off before taking a bite.


Health and Nutrition Go Hand-in-Hand
Eating a variety of colorful fruits and vegetables and getting daily physical activity will help your family stay healthy and prevent chronic diseases such as obesity, type 2 diabetes, heart disease, and certain types of cancer.
One medium tomato is equal to about one cup of vegetables. One tomato is an excellent source of vitamin C, which helps your body heal cuts and wounds and maintain healthy gums. One medium tomato is also a source of vitamin A, which helps maintain healthy skin and eyesight.

Shopper's Tips
• Look for plump tomatoes with smooth skin, an even color, and a tassel stem.
• Store ripe tomatoes at room temperature and away from direct sunlight for up to five days.
• Firm tomatoes can be ripened in a paper bag until they give slightly to gentle pressure.
• Only refrigerate tomatoes that have been cut or cooked.

Let's Get Physical!
You don't need to complete all 30 minutes of your recommended physical activity at once. Try a 10 minute walk in the morning, taking the stairs throughout the day, and going for a walk after dinner. By the end of the day, you have met your physical activity goal!

How Much Do I Need?
The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day.
Eat a variety of colorful fruits and vegetables with meals and snacks throughout the day to reach your total daily needs.

Recommended Daily Amount of Fruits and Vegetables

	Kids, Ages 8-12	Teens and Adults, Ages 13 and up
Males	1 1/2 cups per day	2 cups per day
Females	1 1/2 cups per day	2 cups per day

If you eat whole, use the higher number of cups per day. Visit www.choosemyplate.gov to learn more.

For more recipes and tips, visit: www.cachampionsforchange.net

CHAMPIONS FOR CHANGE

Sample Community Newsletter





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

