

Guidelines for Use of EAT SMART. PLAY HARD.™ Campaign Products

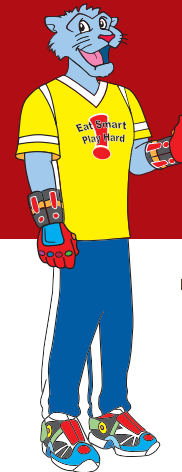
United States Department of Agriculture
Food and Nutrition Service

Purpose

These guidelines outline who may use the products and trademarked and copyrighted materials of the **EAT SMART. PLAY HARD.™** Campaign. FNS may periodically update these guidelines and expand allowable uses in the future.

Background

EAT SMART. PLAY HARD.™ is the United States Department of Agriculture (USDA), Food and Nutrition Service's (FNS) Campaign to promote healthy eating and encourage physical activity in children and low-income families. The primary target audience for the Campaign is children ages 8 to 10 eligible to participate in FNS nutrition assistance programs, their parents and other caregivers. However, many of the messages are appropriate for other segments of the FNS target populations and materials are available for other age groups.



Vitamin A & D Lowfat Milk 1% Milkfat	
Nutrition Facts	
Serving Size 1 cup (244 g)	
Amount Per Serving	
Calories 110	Calories from Fat 30
% Daily Value*	
Total Fat 2.5g	4%
Saturated Fat 1.5g	3%
Trans Fat 0g	0%
Cholesterol 10mg	4%
Sodium 100mg	0%
Total Carbohydrate 13g	4%
Dietary Fiber 0g	0%
Sugars 12g	18%
Protein 8g	16%
Vitamin A 100%	Vitamin D 0%
Calcium 30%	Iron 2%

This national, long-term effort encourages people to adopt behaviors that are consistent with the *Dietary Guidelines for Americans*, *MyPyramid*, and *My Pyramid for Kids*. Campaign products and messages focus on four major themes: breakfast, snacking, physical activity and balancing eating and physical activity.

Power Panther™ is the national spokesperson for **EAT SMART. PLAY HARD.™** and is the only mascot along with Slurp™ that should be used with the slogan The Campaign slogan, the Power Panther™ spokesperson, Slurp™ and messages have been consumer-tested with the target audience.

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General Guidelines for All Users

1. Any organization or group may download and use the printed Campaign materials to support educational programs aimed at the FNS target populations. Examples of materials include:
 - Posters
 - Brochures
 - Activity Sheets
 - Bookmarks
 - Tip Sheets
 - Campaign Overview
 - Appearance and Booking Criteria for Power Panther™ Costume
 - Guidelines for Use of Power Panther™
 - Sticker/Activity Book
2. Any public or private group including State and local FNS program operators, FNS program affiliated organizations, partners, other federal agencies and industry groups may reproduce the above printed materials **without modifications or additions** for distribution to the public.
3. **EAT SMART. PLAY HARD.™** Campaign products including Power Panther™ and Slurp™ **may not be used** in any way to imply endorsement of any product, service, organization or company.
4. **No promotional activity may be undertaken** that could give the appearance of an endorsement by FNS of a specific product, service, or company.

FNS will make a limited number of these products available at no cost to approved **EAT SMART. PLAY HARD.™** Partners. All others may download resources from the website: www.fns.usda.gov/eatsmartplayhard/



Guidelines for Federal, State and Local FNS Program Operators and Affiliated Organizations, and Partners

USDA/FNS owns the trademark and copyright to the:

- **EAT SMART. PLAY HARD.™** slogan
- Power Panther™ and Slurp™ names
- Power Panther™ and Slurp™ images

This document provides guidance on use and reproduction of both copyrighted and trademarked products. **FNS allows and encourages reproduction and use of the Power Panther™ images (artwork), slogan, messages and materials without modifications by program operators and FNS Program affiliated organizations for educational and outreach (for FNS Programs) purposes only.**

The agencies and organizations listed in Figure 1 may incorporate the Power Panther™ name, slogan and images into their educational materials including newsletters, nutrition brochures, and web sites (must include a link to the FNS Campaign Web site). **All other groups and organizations must write for permission and include detailed information about what they plan to do.**

The slogan and images may only be used on products and materials that support the recommendations of the *Dietary Guidelines for Americans (DGAs)*, *MyPyramid*, and *MyPyramid for Kids*. They may also be used to help consumers develop the skills needed to adapt dietary and other practices that are consistent with the DGAs and *MyPyramid*.



Figure 1

Program operators and FNS Program Affiliated Organizations

- State and local agencies and non-profit organizations and other groups that operate FNS nutrition assistance programs.
- American School Food Service Association
 - American Public Human Services Association
 - American Association of Food Stamp Directors
 - National WIC Association
 - National Association of Food Distribution Programs on Indian Reservations
 - National Child Care Association
 - National Food Service Management Institute
 - The Child & Adult Care Food Program (CACFP) Sponsors' Association
 - National Network for Child Care
 - National Food Service Management Institute
 - National Association for the Education of Young Children
 - Save the Children
 - The National Sponsors Forum
 - National Association of Family Child Care
 - National Association of CACFP Professionals
 - Food Research and Action Center (FRAC)

EAT SMART. PLAY HARD.™ National Campaign Partners

The Campaign slogan and the Power Panther™ spokescharacter may be used on educational, program outreach and promotional materials (including brochures, banners, posters, newsletters, etc.) used to educate and increase awareness about healthy eating, physical activity and FNS nutrition assistance programs. Use of these materials for product promotion and advertising including use on food product labels is prohibited.

There is no cost to use the Power Panther™ artwork (images). USDA/FNS encourages use as outlined in this document. The Nutrition Services Staff of USDA/FNS must approve all other uses in writing. See Contact Information section for mailing address.



Specifications for Power Panther™ and Slurp Images

The Power Panther™ and Slurp images must:

- include the slogan **EAT SMART. PLAY HARD.™**
- display the trademark (™) symbol and clearly identify FNS as the source using the tagline: Food and Nutrition Service, USDA or A public service of (your organization/agency name) and Food and Nutrition Service, USDA.
- only be used as illustrated in the Camera Ready Slicks or website images. The images may be downloaded from the **EAT SMART. PLAY HARD.™** Web site at www.fns.usda.gov/eatsmartplayhard/.

Additionally,

- The artwork of Power Panther™ and Slurp images must not be modified, added to, altered or pieced apart in any way.
- There are no size restrictions for Power Panther™ and Slurp images.
- Users of Power Panther™ and Slurp images **may not produce** Power Panther™ costumes, dolls, or reproductions of the Power Panther™ or Slurp™ for educational purposes or commercial sale.
- The Power Panther™ costume may be borrowed through the designated geographic FNS Regional office, subject to availability and submission of the Power Panther™ Costume Request/Agreement Form. See Contact Information or the **EAT SMART. PLAY HARD.™** Web site at www.fns.usda.gov/eatsmartplayhard/ for further information.

About the Eat Smart. **EAT SMART. PLAY HARD.™** Brand

The brand is a relationship between the target audience, programs, services, institutions and the **EAT SMART. PLAY HARD.™** Campaign. The brand provides an identity which allows the children and families to recognize the Campaign as a source of information that encourages healthier eating and physical activity. The brand differentiates the **EAT SMART. PLAY HARD.™** Campaign from competing influences.

While tactics and strategies used to deliver the Campaign will differ according to your programs and resources, use of the brand elements will help identify these varied activities as parts of a single Campaign. As you implement **EAT SMART. PLAY HARD.™** using available resources, consider the following.

- **Maintain Brand Identity**
Strong brands arise from consistent experiences. The **EAT SMART. PLAY HARD.™** Campaign includes images and messages that are easily recognized. Follow these “Guidelines for Use of **EAT SMART. PLAY HARD.™** Campaign Products” to promote consistency and maintain integrity of the brand.
- **Consider Co-Branding**
Many State and local programs have developed nutrition education initiatives that promote healthy eating and physical activity behaviors. Co-branding involves combining two or more brands and related messages into a single product. Used properly, it is an effective

way to leverage stronger impact as illustrated in the images below.

It may be appropriate to ‘co-brand’ your messages with those of **EAT SMART. PLAY HARD.™** if your organization is:

- a not-for-profit or non-profit
- reaching a similar audience and
- focusing on similar behavior outcomes using related messages

Campaign partners can benefit from the science-based resources available through the Campaign. The **EAT SMART. PLAY HARD.™** resources and the established brand helps programs and partners to focus on planning comprehensive interventions, tailoring messages to specific interests and audience needs, and measuring outcomes to document changes in behavior.



Stay on Brand

Applying a distinct set of characteristics to the brand improves recognition by providing consistency among the various channels through which the Campaign is delivered. Based on Campaign research, several qualities make kids want to associate with **EAT SMART. PLAY HARD.™** The following characteristics represent the Campaign as well as the personality of Power Panther™, and Slurp™ and should be reflected in materials, activities, and interventions developed for the target audience.

- **Powerful:**

EAT SMART. PLAY HARD.™ helps kids and parents find the strength and ability to make changes to become healthier. Campaign activities focus on making choices for oneself that lead to a greater feeling of personal power. Materials and resources promote self confidence so that the target audience believes they can make realistic, practical changes that will lead to healthier behaviors.

The Campaign is **more** energetic, active and effective — **less** passive and ineffective.

- **Friendly:**

EAT SMART. PLAY HARD.™ is inviting. People want to be a part of the activity or event to find out more. The Campaign supports individuals in making challenging decisions about their behaviors and provides tools to make change easier and possibly more fun. People who experience the Campaign feel included, supported, and nurtured.

The Campaign is **more** supportive — **less** challenging, antagonistic.

- **Fun:**

There are lots of ways to make healthier food choices and be more physically active—the Campaign is about making positive changes. Not only is the activity lively, full of energy, and original, but it also encourages excitement. An **EAT SMART. PLAY HARD.™** interaction stimulates participant to think about positive eating and physical activity choices.

The Campaign is **more** enjoyable and full of play — **less** dull and common.



- **Helpful:**
EAT SMART. PLAY HARD.™ activities provides specific guidance about how to make healthy eating and physical activity choices. Campaign activities introduce active, achievable strategies to try new things. They provide helpful, science-based, and easy to understand strategies and tools to a healthier living in a manner that is relevant to how people live their lives and in familiar environments including home, school, work, and play.

The Campaign is **more** useful and active — **less** passive and informational.

- **Popular:**
EAT SMART. PLAY HARD.™ is a great way to motivate people to adopt healthy behaviors. Campaign implementation and activities promote attractive messages and actions that are well received. The Campaign is a hip, cool, positive, and balanced way to make healthy lifestyle changes for children and adults.

The Campaign is **more** likable and pervasive — **less** isolated and unbalanced.



As you plan Campaign activities, consider completing the following “brand check.” This exercise will help you to better focus efforts and increase consistency with the Campaign brand. Ideally, all elements should be included.

- Address Campaign healthy eating and/or physical activity behavioral objectives.
- Include messages developed to support the behavior objectives.
- Promote the concept that all children can make healthy eating and physical activity choices.
- Promote the concept that all parents have the ability to model healthy eating and physical activity behaviors and can lead their children to make healthy choices.
- Convey three of the five Campaign characteristics: powerful, friendly, fun, helpful and popular. Note how the previous poster conveys all these characteristics.

When developing materials using the **EAT SMART. PLAY HARD.™** brand, please make sure that any images used do not promote brand-name products, do not portray extreme or dangerous physical activities and portray easily accessible and affordable foods or activities.

Sharing Information Regarding Activities and Use of Products

All users are encouraged to share with FNS information about how the Campaign materials were used. A brief summary, photos, news clippings, testimonials, etc. are welcomed. Success stories may be posted on our FNS Web site, shared in future materials or included in FNS reports. Send all information to the Nutrition Services Staff at the following address.

FNS Contact Information for Special Use Permission

Nutrition Services Staff (NSS)
USDA, FNS, ORNA
3101 Park Center Drive, Room 1014
Alexandria, VA 22302-1500
Phone: (703) 305-2585
Fax: (703) 305-2576



Contact Information for Power Panther™ Costume Headquarters and Regional Offices

Northeast Regional Office

10 Causeway Street
Boston, MA. 02222-1068
Phone: (617) 565-6418
Fax: (617) 565-6473
States: CT, ME, MA, NH, NY, RI, VT

Midwest Regional Office

77 West Jackson Boulevard, 20th Floor
Chicago, Illinois 60602-3507
Phone: (312) 886-3686
Fax: (312) 353-4108
States: IL, IN, MI, MN, OH, WI

Mid-Atlantic Regional Office

300 Corporate Boulevard
Robbinsville, NJ 08691-1585
Phone: (609) 259-5091
Fax: (609) 259-5011
States: DE, DC, MD, NJ, PA, PR, VA, VI, WV

Mountain Plains Regional Office

1244 Speer Boulevard, Suite 903
Denver, Colorado 80202
Phone: (303) 844-0312
Fax: (303) 844-6203
States: CO, IA, KS, MO, MT, NE, ND, SD, UT, WY

Southeast Regional Office

61 Forsyth Street, Southwest
Room 8T36
Atlanta, GA
Phone: (404) 562-1812
Fax: (404) 527-4502
States: AL, FL, GA, KY, MS, NC, SC, TN

Western Regional Office

550 Kearney Street
Room 400
San Francisco, CA 94108
Phone: (415) 705-1350
Fax: (415) 705-1364
States: AK, AS, AZ, CA, GU, HI, ID, NV, OR, WA

Southwest Regional Office

1100 Commerce Street
Room 5-C-30
Dallas, TX 75242
Phone: (214) 290-9953
Fax: (214) 767-5522
States: AR, LA, NM, OK, TX

Headquarters, USDA/FNS

Office of Strategic Initiatives and Program Outreach
3101 Park Center Drive, Room 926
Alexandria, VA 22310
Phone: (703) 305-2281
Fax: (703) 605-0220