



# POWER LINE

Connecting You to the **Eat Smart. Play Hard.™** Campaign



**Eat Smart. Play Hard.™**  
[www.fns.usda.gov/eatsmartplayhard](http://www.fns.usda.gov/eatsmartplayhard)



Food and Nutrition Service  
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# POWER LINE

## Contents



### The Power Line—Connecting You to the Eat Smart. Play Hard.™ Campaign

Power Plant.....	4
Power Pac .....	4
Power Line .....	4



### Plug-Ins—Turning the power on in your programs.

#### Bright Ideas for:

Children—Pre-K to Kindergarten.....	5
Children—Grades 1–6 .....	7
Middle School .....	8
Adults .....	10
Additional Ideas .....	11



### Transformers—Moving the power to the outlets

Tools & Tips.....	14
Getting Organized .....	14
Presentation Tips .....	16
Making Your Presentation Interactive.....	17
Getting Feedback .....	18
Speaker’s Power Line Feedback Form.....	19
Audience Feedback Form .....	21



# Power Line

– *connecting you to the  
Eat Smart. Play Hard.™ campaign*

## The Power Plant – a brief overview

Think about the **Eat Smart. Play Hard.™** campaign as a powerful generator you can use to add vitality to nutrition education and promotion efforts in all Food and Nutrition Service (FNS) nutrition assistance programs. The campaign is designed to promote behavior change by conveying science-based, behavior-focused, motivational messages about healthy eating and physical activity through all FNS programs. **Power Panther™**, the campaign's spokescharacter, is a key tool that can help communicate messages to children and their caregivers. Campaign messages are based on the Dietary Guidelines for Americans and MyPyramid.

**Eat Smart. Play Hard.™** targets the diverse population of children (ages 8-10) who participate or are eligible to participate in FNS nutrition assistance programs, and their caregivers. Many materials can also be used with a wider age range of children and their caregivers. Caregivers include parents, guardians, childcare providers, after-school providers, and teachers.

You can easily incorporate **Eat Smart. Play Hard.™** resources into ongoing programs and future plans for nutrition education. Use the slogan, messages, spokes character, and visual materials as a community-wide campaign or supplement and underscore your nutrition education and promotion activities with an attractive and timely update.

## The Power Pac

The **Eat Smart. Play Hard.™** Web site for educators contains a variety of **Eat Smart. Play Hard.™** materials. Use this site to inform staff working in and across FNS programs— including State and local groups, voluntary and nonprofit organizations, and professional associations about **Eat**

**Smart. Play Hard.™** The site contains nutrition education and promotion materials, ideas on how to use them in your programs, instructions on how to borrow the **Power Panther™** costume for your special events, and guidance on how to make the **Power Panther™** come alive. It includes publicity tools such as sample drop-in newsletter articles, campaign slicks, and more. Available online only at <http://www.fns.usda.gov/eatsmartplayhardeducators>. New materials are being developed continuously, so tour the site often.

## The Power Line

This document, the Power Line, is a new resource FNS developed to:

- Empower and motivate you to make **Eat Smart. Play Hard.™** part of your nutrition education activities by:
  - a. Providing background on the campaign
  - b. Reviewing what's available now
  - c. Previewing plans for the future
  - d. Providing plug-ins— ideas on how to integrate the campaign into your nutrition education activities
- Connect you with FNS resources to enhance your nutrition education efforts.
- Assist you in informing others about **Eat Smart. Play Hard.™** nutrition activities.

The Power Line and the **Eat Smart. Play Hard.™** campaign provide tested tools for you to use in your nutrition education efforts. The materials and the **Power Panther™** are designed to supplement and add new interest to your ongoing efforts or to help you start new ones. The Power Line provides ideas for adapting the materials to your specific program or activities.



# Plug-ins

—turning the power on in your programs

To help you get started integrating **Eat Smart. Play Hard.™** into your efforts, we offer the following suggestions. They include Bright Ideas from the field that you can plug into your interventions. Let us know about effective ways you find to incorporate these materials into your activities and to conduct the campaign in your community. We will share them with others.

## CHILDREN - PRE K TO KINDERGARTEN (WIC, CHILDCARE SETTINGS, CSFP, FSP)

### Shake It Up

**Purpose:** Get young kids to understand the connection between eating and physical activity, and the variety of ways to be active.

**Materials:** Print from the Web site, the *Move More. Sit Less.* poster; MyPyramid for Kids poster; and *Move More. Sit Less.* brochures. Download the **Power Panther™** songs.

**Preparation:** Hang up *Move More. Sit Less.* and *It's Up to You!* posters; make space for kids to move; bring a CD player for the **Power Panther™** songs.

**Activity:** First have kids warm up by moving around to the **Power Panther™** song. Next, have them play out the activities shown on MyPyramid for Kids poster. End with a game of “statue,” having them move around and then “freeze” at certain times. Serve a snack and talk about food being the fuel for activity.

**Handout:** Send *Move More. Sit Less.* brochure home to parents.



**Bright Idea:** Washington DC WIC collaborated with the U.S. Department of Housing (DOH) to conduct National Nutrition Month activities for children. DOH helped to identify several sites to reach children and their caregivers. **Power Panther™** greeted the children and adults and assisted the WIC staff in leading a session that encouraged regular exercise.



## What's in My Breakfast?

**Purpose:** Encourage kids and caregivers to eat breakfast and make healthful food choices.

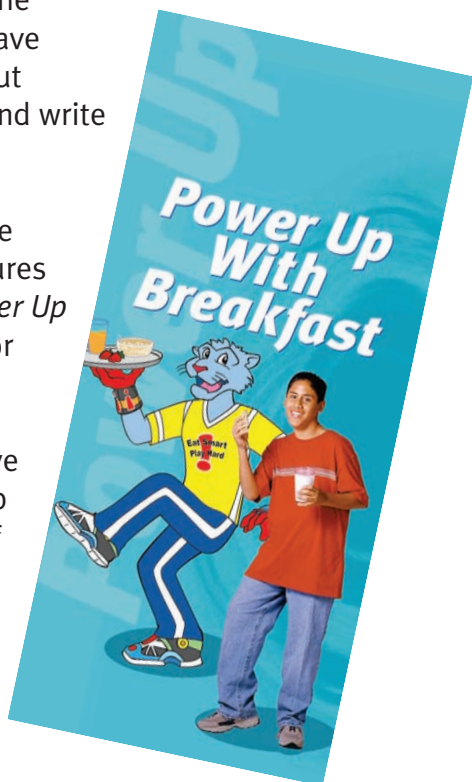
**Materials:** Print from the Web site, *Power Up with Breakfast* poster, brochure, and activity sheet. Download and play the breakfast public service announcement.

**Preparation:** Collect empty cereal boxes, juice boxes (rinsed out), egg cartons, bread loaf wrappers, frozen waffle boxes, milk cartons, pictures of other foods—like fruits—or culturally appropriate foods eaten by your audience. Hang up *Power Up with Breakfast* poster.

**Activity:** Have children pick out their "pretend" breakfast and talk about their choices. Provide and enjoy a snack. Talk with parents about the importance of eating breakfast and being a role model. Discuss the brochures and have parents talk about personal goals and write them down.

**Handout:** Provide *Power Up* brochures for parents, *Power Up* activity sheets for kids.

**Bright Idea:** Have children make up snack baggies of mixed breakfast cereal.



## Power Panther™ Tales-fruit and vegetable game

**Purpose:** Introduce new fruits and vegetables to kids; encourage them to eat more fruits and vegetables each day.

**Materials:** Print from the Web site, the *Grab Quick and Easy Snacks* poster and brochure. Make **Power Panther™** stickers by printing image on labels. Download and play the **Power Panther™** songs.

**Preparation:** Collect pictures of a wide variety of fruits and vegetables from magazines or newspapers. Hang up the *Grab Quick and Easy Snacks* poster.

**Activity:** Show kids pictures of fruits and vegetables (or use real fruits and vegetables) whose names start with any letter in **Power Panther™** name. Ask them: Can you name this food? Do you know this food? Have kids put the picture of the food with the correct letter in **Power Panther™** name. Ask them: Have you eaten this food? How does it taste? Would you tell a friend to try it? Do you think **Power Panther™** eats it? What other foods might **Power Panther™** eat? Use the poster picture to give ideas. Invite the kids to try one new fruit or vegetable snack. Talk about what they like about the fruit or vegetable. Give the kids that tried a fruit or vegetable a **Power Panther™** sticker at the end of the session.

**Handout:** Send brochure home to parents and provide a sticker for the kids to give their parents if they serve a vegetable or fruit for dinner.



**CHILDREN - GRADES 1 THROUGH 6  
(SCHOOL, AFTERSCHOOL SETTINGS;  
YOUNGER CHILDREN - CHILDCARE  
SETTINGS, CSFP)**

## Food at the Source

**Purpose:** Raise kids' awareness of fruits and vegetables around them, introduce new fruits and vegetables to them, and encourage them to eat more fruits and vegetables each day.

**Materials:** Print from the Web site, *Grab Quick and Easy Snacks* poster, activity sheet, and brochure. Download and play the **Power Panther™** songs.

**Preparation:** Hang up *Grab Quick and Easy Snacks* poster. Develop a fruit and vegetable identification chart. Coordinate providing a fruit or vegetable snack.

**Activity:** Take a trip to a farmers' market, to a local grocery, or take a tour through the school kitchen. Use a checklist to see how many new fruits and vegetables you can find. At the end of the activity, talk about the checklist. Provide a fresh fruit snack at the end of the activity.

**Handout:** Provide a *Grab Quick and Easy Snacks* brochure for parents; send home an activity sheet for kids.

**Bright Idea:** Make **Power Panther™** parfaits with the children, using low-fat vanilla yogurt, mixed berries, and granola for garnish.

## Build a Pyramid

**Purpose:** Challenge kids to select a variety of food items for one full day.

**Materials:** Collect pictures of foods from the local paper like those in the food ads. Draw a MyPyramid on poster size paper or place on a bulletin board. Print from Web site, MyPyramid and *Balance Your Day* poster, brochure, and activity sheet. Download and play the breakfast public service announcement.

**Preparation:** Hang up the MyPyramid poster, *Balance Your Day* poster and give children empty MyPyramid sheets.

**Activity:** Divide children into teams and give teams the food ads to "go shopping." Match the purchases to the MyPyramid categories. The team that puts five different food items in each MyPyramid group first wins.

**Handout:** Provide *Balance Your Day* brochure as a take-home to parents; send home the *Balance Your Day* activity sheet for kids.



## What's in My lunch?

**Purpose:** Provide opportunity for kids to try and vote on new food items to be offered for lunch.

**Materials:** Print from the Web site, *Grab Quick and Easy Snacks* brochure and poster. Download and play the **Power Panther™** songs.

**Preparation:** Coordinate with the food service department to establish a student advisory panel. Use the **Power Panther™** clip art or sticker to make a Student Advisory Panel Club Card and a Certificate of Participation for each student who participates.

**Activity:** During the school year, have a taste test for the student panel to introduce new food items, including new fruits and vegetables. At the taste test, hang up the poster and play the **Power Panther™** songs.

**Handout:** Present a Student Advisory Panel Club Card and a Certificate of Participation to each student on the panel.

**Bright Idea:** Baum Elementary School in Decatur, IL, held a Heart Healthy Lunch during National School Lunch Week. About 375 kids and 50 adults attended. Soy pasta products were highlighted in the lunch and evaluated by a student taste panel. **Power Panther™** attended the event and greeted kids and their teachers and parents.

## MIDDLE SCHOOL/HIGH SCHOOL (SCHOOL AND AFTERSCHOOL SETTINGS, FSP)

### How Healthy Is Your School Environment:

**Purpose:** Increase awareness of the nutrition environment surrounding kids and how it impacts their behavior.

**Materials:** Print from the Web site *Changing the Scene*.

**Preparation:** From *Changing the Scene*, review the consequences of unhealthy lifestyle choices; copy the assessment checklist from *Changing the Scene*.

**Activity:** Using the *Changing the Scene* assessment form, have kids assess their school environment as a project for a class. This is ideal for social studies and other classes with a public service component. Have the students write and publish a report in the school newspaper.





## What Fuels You?

**Purpose:** Raise kids' awareness of what they are eating every day and how they can make more healthful choices.

**Materials:** Print from the Web site, *Grab Quick and Easy Snacks* poster and brochure, and a copy of *MyPyramid*.

**Preparation:** Hang up the *Grab Quick and Easy Snacks* poster.

**Activity:** Have kids keep a food intake diary for 3 to 5 days. At the end of the week, have them match it to the *MyPyramid* and report on gaps and overages. If they are short on fruits and vegetables, have them take the challenge. Use the brochure to help them set an action plan to eat one extra serving of fruit or vegetable each day for the next month.

**Handout:** Provide the *Grab Quick and Easy Snacks* brochure to participants.



## Each One Teach One

**Purpose:** Provide information and practice in making healthy food and activity choices.

**Materials:** Print from the Web site, *Balance Your Day* poster, brochure, activity sheet and *MyPyramid*.

**Preparation:** Hang up the *Balance Your Day* and *MyPyramid* posters.

**Activity:** Have students prepare session for program or class on basic nutrition information using, for example, fruits and vegetables. Next, have your students teach the session to lower grades using the materials you have ordered or printed.

**Handout:** Provide the *Balance Your Day* activity sheets.

**Bright Idea:** In Bedford, VA, the Work and Family Studies classes at two high schools prepared an educational program for children at two elementary schools. The programs included a nutrition lesson, songs, dances, and exercises about healthy eating and physical activity. Power Panther™ participated and the cafeteria staff prepared a healthy fruit and vegetable snack for the kids after the assembly.

## ADULTS (FSP, WIC CSFP, FDPIR)

### Fruits and Vegetables- the Original Fast Food

**Purpose:** Encourage caregivers to choose fruits and vegetables as snacks and to serve them to the children in their care.

**Materials from the Power Tools:** Print from the Web site, the *Grab Quick and Easy Snacks* poster and brochure and campaign *Tip Sheet*.

**Preparation:** Hang up a *Grab Quick and Easy Snacks* poster; develop lesson or facilitated discussion using brochure as support material or download and use the *Grab Quick and Easy Snack Power Plan* from the **Eat Smart. Play Hard.**™ Web site.

**Activity:** Conduct nutrition session. Use the *Tip Sheet* for practical ideas; use the brochure to discuss and set a goal to try one new behavior.

**Handout:** Provide the *Grab Quick and Easy Snacks* brochure.

**Bright Idea:** The Columbia Hospital WIC Program in Washington, DC, hosted a Halloween nutrition event. Healthy snacks and eating fruits and veggies for the Halloween holiday were stressed. Goody bags containing healthy snacks as well as nutrition education handouts were given to participants. **Power Panther**™ participated to reinforce the message.

**Bright Idea:** Idaho promoted eating a healthy breakfast and physical activity throughout National Nutrition Month in a variety of ways. **Power Panther**™ visited with about 10,000 students and 200 teachers at 18 events. Media spots broadcast during the month reached over 2 million people. Promotion activities included a **Power Panther**™ visit to the cafeteria and the classroom where healthy snacks were featured; distribution of coloring sheets to kids with snack recipes and parent tips on the back. On the playground, **Power Panther**™ helped kids be active by participating in or leading some activities. Idaho also developed a ready-to-use entertaining script for a school assembly. A breakfast menu with **Power Panther**™ in the background was provided for school food service to duplicate and use. Quantity food recipes featuring healthy choices at school breakfast were also provided. Finally, a sample news release was included to help get the media involved.

### Eat Smart. Play Hard.™ - It's Your Choice

**Purpose:** Encourage caregivers to make healthy lifestyle choices.

**Materials:** Print from the Web site, **Eat Smart. Play Hard.**™ posters and brochures and make stickers.

**Preparation:** Hang the **Eat Smart. Play Hard.**™ or other nutrition posters from the ceiling like flags. Prepare a "Fair Card" that has a space for stamps from each booth. Solicit door prizes from partners.

**Activity:** Invite caregivers to attend a nutrition fair that can take place at schools, childcare centers, WIC clinics, and community centers or at several coordinated sites. Have a nutrition Fair Card for people to get stamped at various stations. Offer a door prize for those who turn in completed cards. Hold 15-minute mini-sessions on specific topics as a part of the event.

**Handout:** Distribute the brochures, bookmarks, and stickers. Hold a drawing for door prizes for those who completed their Fair Cards.

## You Can Lead the Way!

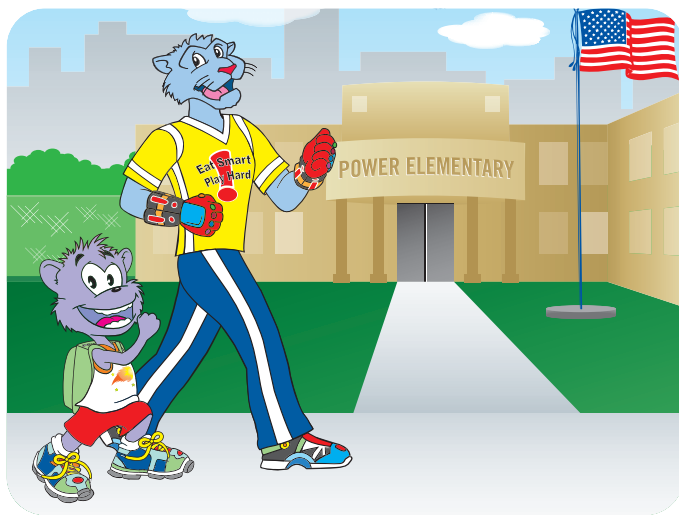
**Purpose:** Support caregivers in being role models for healthy lifestyle choices.

**Materials:** Print from the Web site, **Eat Smart. Play Hard.**™ posters, brochures, Power Plans, campaign *Tip Sheet* and make stickers.

**Preparation:** Hang up *Be a Role Model* or other posters; using the brochures, prepare a guide for a facilitated group discussion about being a role model.

**Activity:** Hold a discussion with parents about how adult behavior impacts children. Help caregivers set healthy lifestyle goals using the brochure ideas. Review campaign tips and ask parents to share their reactions. Are they realistic? Do you do this? What would help you to do so? Share ideas about overcoming barriers.

**Bright Idea:** Union County Schools in Jonesboro, IL, through the Early Childhood Program, held a nutrition demolition for parents and children. Parents worked with their children to demolish bad snacking habits and prepare healthy choices. About 200 attended, including four classes of preschoolers.



**Eat Smart. Play Hard.**™

## Additional Ideas (PROGRAM OPERATORS - ALL PROGRAMS)

- Incorporate **Power Panther**™ and the **Eat Smart. Play Hard.**™ slogans and messages into newsletters, news releases, and other educational materials developed by your program.

**Bright Idea:** The State of Michigan incorporated **Eat Smart. Play Hard.**™ into their Michigan Team Nutrition logo. They use the logo on numerous publications, such as their Team Nutrition newsletter distributed to schools in the State.



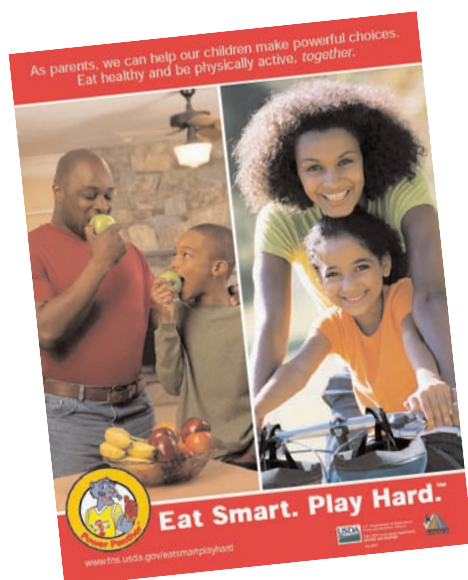
- Support your existing programs by incorporating **Power Panther**™ and **Eat Smart. Play Hard.**™ messages into lesson plan modules. For example, use them to promote active lifestyles, healthy snacks, and family activities. You could plan and promote a Power Walk—or plan a session on Power Snacks for Athletes. Invite a local chef to prepare quick-and-easy healthy snack choices as a food demonstration. Use the posters as teaching resources and share brochures as take-home reminders and goal setting devices.



**Bright Idea:** In North Carolina, the annual Cumberland County “Schools On Parade” held an open house to showcase their public schools. Over 5,000 parents, students, and community leaders attended. The event highlighted school meal programs and featured healthy eating. **Power Panther™** was there to distribute book-marks, stickers, and brochures.

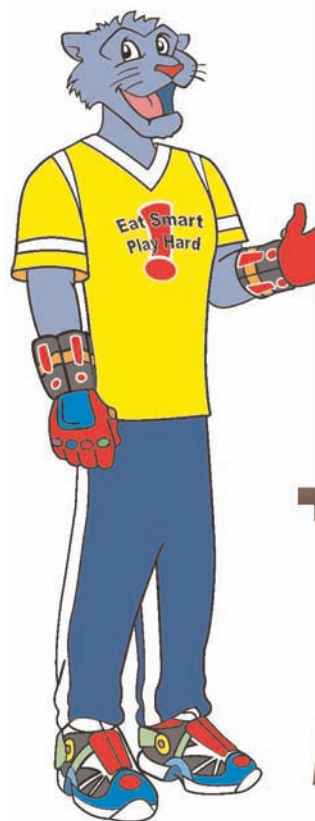
**Bright Idea:** Idaho Child and Adult Care Food Program (CACFP) and Head Start programs have included **Power Panther™** in some evening Parent Council meetings to promote **Eat Smart. Play Hard.™** messages to parents and young children.

- Use materials as a part of educational and outreach displays. Construct an **Eat Smart. Play Hard.™** bulletin board using campaign materials. Use the clip art to print **Power Panther™** in several poses, paste him to foam board and cut out the figures. String the figures and build a mobile to hang from the ceiling. Cut out a larger version of the **Power Panther™** from a poster and paste it to foam board. Place figure on an easel to stand him up on display.



**Bright Idea:** Kansas incorporated **Power Panther™** and the **Eat Smart. Play Hard.™** campaign in the Body Walk mobile exhibit that travels to schools throughout the State and provides lessons about how the body works and how important good nutrition and physical activity are to building a healthy body. The exhibit features **Power Panther™** as a key element and includes the **Eat Smart. Play Hard.™** slogan and messages.

**Bright Idea:** Idaho CACFP has included the **Power Panther™** logo in their early childhood newsletter, “Every Child Learning Every Day,” produced by the Idaho State Department of Education. This newsletter contains a monthly nutrition article and has a circulation of 11,000 parents of young children.



Vitamin A & D Lowfat Milk 1% Milkfat	
<b>Nutrition Facts</b>	
Serving Size 1 cup (244 g)	
<b>Amount Per Serving</b>	
<b>Calories</b> 110	<b>Calories from Fat</b> 20
<b>% Daily Value*</b>	
<b>Total Fat</b> 2.5g	4%
<b>Saturated Fat</b> 1.5g	8%
<b>Trans Fat</b> 0g	
<b>Cholesterol</b> 15mg	4%
<b>Sodium</b> 108mg	5%
<b>Total Carbohydrate</b> 13g	4%
<b>Dietary Fiber</b> 0g	0%
<b>Sugars</b> 12g	
<b>Protein</b> 9g	18%
<b>Vitamin A</b> 10%	<b>Vitamin C</b> 0%
<b>Calcium</b> 30%	<b>Iron</b> 0%
<b>Vitamin D</b> 25%	
<small>*Percent Daily Values are based on a 2,000 calorie diet.</small>	



**Bright Idea:** Idaho CACFP has added a performance standard for their CACFP sponsors. In order to earn a “Certificate of Merit,” a sponsor must be visited by the **Power Panther™** to promote the **Eat Smart. Play Hard.™** campaign. In just over a year, 30 percent of Idaho CACFP sponsors have been visited by the **Power Panther™**.

Have the **Power Panther™** present at back-to-school nights to showcase healthy school meals.

- Incorporate campaign messages and **Power Panther™** art into school menu notices you send home. Reprint activity sheets to use as tray liners. Add **Power Panther™** and the campaign slogan and messages to aprons, hats, or T-shirts for program staff to wear. Add **Power Panther™** and campaign graphics to incentive items, such as balloons, pens or pencils or Frisbees to give away at school or other community events.



**Bright Idea:** In Maine, the Portland Public Schools used the **Power Panther™** and **Eat Smart. Play Hard.™** messages on menus and displayed the posters in the cafeterias of 65 elementary schools. Selected classes took field trips to tour the Central Kitchen. **Power Panther™** was introduced to the district’s physical education teachers at an in-service training and each teacher received a *Move More. Sit Less.* poster. School nurses were also enlisted to help promote the campaign messages.

- Use cutouts of **Power Panther™** at sporting events or warehouse sites, and include appropriate handout materials to disseminate the campaign messages.
- Invite **Power Panther™** to highlight the campaign messages at meetings, conferences, and special events.



**Bright Idea:** At the Northeast Regional Office Obesity Conference, entitled “Fall Into Healthy Behaviors,” over 400 attendees learned about the campaign. **Power Panther™** attended and led everyone to the lunch break. The conference agenda, certificates, nametags, and bags were all decorated with images of **Power Panther™**.



# Transformers

– moving the power to the outlets

## Tools and Tips for Trainers

*As a trainer you will be the “transformer” that transmits the power of **Eat Smart. Play Hard.™** to your audience. The outlets for the campaign can be all FNS nutrition assistance program sites, including WIC clinics, schools, Food Stamp nutrition education delivery sites, summer food service sites, childcare centers, and food distribution locations. Other outlets for the campaign could include school board members, community leaders, parent organizations, and local partner associations. They can help you build community support and positive environments for healthy eating and active living.*

This section includes some basic information and ready-made feedback tools. To help you prepare for trainings or presentations, you’ll find:

- a checklist to help you get organized,
- presentation tips,
- ideas for making your presentation or workshop interactive, and
- feedback forms.

## Getting Organized

You can use the checklist below to plan ahead for your presentation.

### ① BE PREPARED.

\_\_\_\_\_ **Order or gather** all materials and props in time to ensure that they arrive before the presentation. Be sure to allow at least 4 weeks for shipment of any materials you need.

\_\_\_\_\_ **Confirm** the date and time of your presentation, the time you are expected to arrive, and the amount of time you are allotted. Reconfirm with your contact person the week before the event.

\_\_\_\_\_ **Determine** the number of people expected and the interests of the audience, so you can prepare a focused, effective presentation.

\_\_\_\_\_ **Determine** the street address, transportation options, and driving directions in advance. Find out where you can park, and if there are parking fees.

\_\_\_\_\_ **Know** the full name and phone number of your contact person and any other information you may need in case of emergency.

\_\_\_\_\_ **Bring** all of the equipment and supplies that you need, or arrange in advance for someone at the host organization to provide them.

### ② ARRIVE EARLY.

\_\_\_\_\_ **Be at the site** ahead of time so that you can check out the meeting location, meet your hosts, set up equipment, and place materials on resource tables.

\_\_\_\_\_ **Make sure** the equipment works properly.



\_\_\_\_\_ **Check to see** that the projector, screen, lighting, and seating are arranged for the best audience view.

\_\_\_\_\_ **Bring enough** handouts for everyone. Ask host staff to make additional copies, if necessary.

③ **INTRODUCE YOURSELF** at the start of your presentation.

④ **BE READY FOR QUESTIONS.**

If you are uncertain of the correct answer to a question, refer the person to other organizations that can help, or take the person's name and respond later.

\_\_\_\_\_ **Listen actively** and communicate with your audience. If you are planning your next response while a question is being asked, you are not listening actively.

\_\_\_\_\_ **Have a piece of paper** or a folder available to collect questions that need followup.

\_\_\_\_\_ **Bring a "cheat sheet"** of any local referral information you think you might need. Guide those looking for resources to one or more organizations or Web sites.

⑤ **TAKE A FEW MINUTES** after the presentation to reflect on how it went—and to begin planning for your next event.

\_\_\_\_\_ **How interested** was the audience in the information you presented?

\_\_\_\_\_ **Did you receive** questions during your talk? Comments afterward?

\_\_\_\_\_ **Use the Speakers Feedback Form** at the end of this document to let us know the usefulness of these materials and to make suggestions for improving them.

\_\_\_\_\_ **Get feedback** from your audience. Use the Audience Feedback Form at the end of this document.

\_\_\_\_\_ **Update your presentation** to include any last minute adjustments, fix any rough spots, or make changes based on audience feedback.



## Presentation Tips

- 1. Practice and time** your presentation.
- 2. Use simple language**, and avoid technical terms, acronyms, jargon, or unusual words. Speak loudly and clearly. Pause before and after important points.
- 3. Stand when you speak**, so that your audience can see you clearly.
- 4. Your appearance is important.** Dress appropriately for the environment and audience.
- 5. Be yourself.** Speak to the audience as you would to a friend. Emphasize important points, and vary the tone of your voice. Your delivery is as important as the facts you want to convey.
- 6. If you haven't been introduced**, introduce yourself briefly. Don't try to start with a joke unless you are very good at it. Most people are unable to do this well.
- 7. Relax.** Most people are nervous for the first few moments of a talk. Take a few deep breaths before you start, and know what you want to say first. Once you get into your talk, you will relax.
- 8. Make eye contact** with each member of the audience. Speak with emotion and sincerity. Smile as often as you can - your audience will respond warmly.
- 9. Avoid reading your talk.** If you must use notes, use an outline to guide you. Look down to see your next point, but then look up again before speaking.
- 10. Incorporate examples** and gestures when possible. Use examples to illustrate your points when you can, as long as they are relevant. Don't digress from your outline or prepared talk unless you're very experienced.
- 11. Look at someone** who is actively listening. Do not be discouraged if someone in the audience appears disinterested or falls asleep.
- 12. Never apologize** for what you say or what you are about to say.
- 13. Don't fill in** with "um" or "err" or use slang.
- 14. Leave time for questions.** Field all questions—no question is stupid or irrelevant. Do not comment that you have already covered their issue.
- 15. Try to end on an upbeat note** and on time.
- 16. Thank your host** for inviting you and your audience for listening. Compliment them and your host before leaving the podium.
- 17. Make yourself available** for a few moments afterward in case someone has a question to ask privately.

## Making Your Presentation Interactive

When conducting your Power Line training, consider using a participatory format. By using an interactive style, you help your group connect to the subject, remember it, and commit to the effort.

Here are some suggestions for making Power Line training interactive. Choose the ones that fit your comfort level and experience.

### BEFORE STARTING

- **Assess expectations.**
  1. Pass out index cards and ask people to write three things they hope to learn from this session.
  2. Ask two or three to share ideas. Ask audience, with a show of hands, if they have this goal. Write down approximate number.
  3. Adjust presentation to try and meet expectations.
  4. Ask people to note in their evaluation any expectations you did not meet.
- **Assess knowledge or use of Eat Smart. Play Hard.™**
  1. Ask for a show of hands of people who have heard about **Eat Smart. Play Hard.™**. Write down approximate number.
  2. Ask how many have ordered any of the products. Note number.
  3. Ask how many have used any of the products. Were the materials helpful? How can FNS improve them?

### SLIDE PRESENTATION

- Include a few interactive activities as part of the presentation. Depending on your time limit, you can give people a minute to write their answers and compare them to the information you present; call on a few people to give their answers; or break the group into smaller groups so they can discuss and report back to the full group. Add your own interactive activities, and let us know about them in your feedback.

### FACILITATED GROUP DISCUSSION

- Following the presentation, conduct a 20- to 30-minute group discussion about using the campaign in ongoing program efforts or in activities for multiple FNS programs. To get started, you can review the “plug-ins” section.

#### Format of the discussion:

- Brainstorm ideas.
- Discuss details of each idea.
- Select the top three choices of the group.
- Have each group member discuss action steps they would take to implement one of the choices.
- Discuss method to provide feedback on implementation progress.

#### Facilitator’s role:

- Establish ground rules for the group.
- Ask open-ended questions.
- Keep the discussion on track.
- Encourage full participation.
- Summarize the discussion.
- Close by repeating/reinforcing the goals and action steps and how progress will be reported.



## Getting Feedback

Feedback on the training program is critical for measuring its effectiveness as well as for improving future efforts. Training is a fluid exercise, a work in progress. Goals and objectives for a particular education program can change with the audience and with time. To keep the training fresh and meaningful, we welcome feedback from both trainers and participants.

You can use the *Audience Feedback Form* at the end of this document to get comments on your session. Make one copy of the form for each person expected to attend your presentation, and hand it out before your session. Give the audience time to complete the form before you end your session. Offer an incentive such as a bookmark or temporary tattoo for turning in forms. Choose a coworker or volunteer from the audience to collect the forms as people leave the room, or invite them to return the forms later. Use the box at the end of the form for the address, or fax number for attendees to send the completed form.

FNS strives to provide you with tools you need. Your comments help us to do that. Please share a summary of completed *Audience Feedback and Speaker Power Line Feedback* forms. We value your suggestions and will consider your comments as we continually update the contents. You may send comments to us at: USDA/Food and Nutrition Service, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302. Att: NSS



# Speaker's Power Line Feedback Form

Who are you?  Federal Staff  State Staff  Local Program Staff

Specify program:  Child Nutrition Program  WIC Program  Food Stamp Program  
 Food Distribution Program  Farmers' Market

Title:  Teacher  TN Coordinator  Nutrition Coordinator

FNS Regional Office (specify region and program)  Program Manager  Farmers' Market Staff

Other (specify) \_\_\_\_\_

How many **Eat Smart. Play Hard.**™ Power Line presentations have you conducted? \_\_\_\_\_

Check the primary audience(s) for your presentation:

Federal Nutrition Staff  State Nutrition Staff  Teachers

TN Coordinators  Child Nutrition Program Staff  WIC Program Staff

Food Stamp Nutrition Education Staff  Farmers' Market Staff  Food Distribution Staff

School Personnel, including School Food Service  Other (specify) \_\_\_\_\_

Name of meeting/training \_\_\_\_\_

Location and date of meeting \_\_\_\_\_

Approximate number in attendance \_\_\_\_\_

How long was your presentation?  1 hr. or less  1-2 hrs.  2-3 hrs.  Other (specify)

1. Which of the Power Line presentation materials did you use? Check all that apply.

Getting Organized

Presentation Tips

Interactive Presentations

Getting Feedback

Plug-ins

2. What material was most helpful in preparing your presentation? \_\_\_\_\_

Please explain. \_\_\_\_\_

3. What was least helpful? \_\_\_\_\_

Explain. \_\_\_\_\_

4. What can we do to improve the Power Line? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thank you for responding to these questions.  
Your feedback is valuable to us!**

Please mail or fax a completed copy of this form to:

# Audience Feedback Form

Help us continue to improve and enhance our efforts.

Name of meeting/training \_\_\_\_\_

Your job title \_\_\_\_\_

Organization \_\_\_\_\_

Location (city/state) \_\_\_\_\_

Which FNS program do you work with?

Please check all that apply.

- Food Stamp
- Child nutrition
- WIC
- Food Distribution
- CFSP
- CACFP
- FDPIR
- Other \_\_\_\_\_

What is your role in nutrition education activities?

Check all that apply.

- Planning and developing state nutrition education programs
- Developing nutrition education material
- Individual nutrition counseling
- Monitoring nutrition education
- Conducting nutrition education classes

Had you received any **Eat Smart. Play Hard.** materials before this training?  Yes  No

If yes, which ones? \_\_\_\_\_

\_\_\_\_\_

Have you used **Eat Smart. Play Hard.** in your nutrition education efforts?  Yes  No

If no, why? \_\_\_\_\_

\_\_\_\_\_

What did you like most about **Eat Smart. Play Hard.** training? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What did you find least useful about the presentation?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Was it well organized?  Yes  No

Please indicate which **Eat Smart. Play Hard.** materials you plan to use for your nutrition education activities.

- Posters
- Bookmarks
- Kid's Activity Sheets
- PowerPanther** Scripts
- Parent Brochures
- PowerPanther** Tales
- Power Plans
- Sticker Activity Book

Tell us one new thing you plan to do as a result of this training. \_\_\_\_\_

\_\_\_\_\_

What can the trainers do to make this session more useful in the future? \_\_\_\_\_

\_\_\_\_\_

Rate the overall training session/presentation on a scale of 1-10 with 10 being the highest.

1 2 3 4 5 6 7 8 9 10

**Thank you for responding to these questions.  
Your feedback is valuable to us!**

Please mail or fax a completed copy of this form to:





Food and Nutrition Service  
The USDA is an equal opportunity  
provider and employer.  
April 2008

**Eat Smart. Play Hard.™**  
[www.fns.usda.gov/eatsmartplayhard](http://www.fns.usda.gov/eatsmartplayhard)

