



# “Don’t Drop the Ball”

Campaign for Healthy Families by



## I. What is the Campaign Goal?

The goal of the campaign is to promote healthful eating and encourage preschoolers, school aged children and their families to get involved with selecting and preparing their own healthy meals.

## II. What does the campaign entail?

1. LYFVE™ will conduct
  - ‘No-cook’ cooking workshops for Preschoolers
  - Hands-on cooking workshops for school aged children and their families after school and on weekends
2. Workshop venues include
  - Retail Food Outlets
  - Public & Private schools and learning institutions
  - Libraries, YMCA, After School Programs
  - Philadelphia, Montgomery, Delaware and Chester Counties
3. LYFVE™ will use as a foundation for recipes: fruits, vegetables and whole grain and demonstrate how to use the food pyramid map effectively.
4. The focal point of the campaign is – **The Super Ball** – a reusable food container in the shape of a ball (football, soccer ball, basketball, beach ball)
5. **The Message: “Don’t Drop the Ball”**. Each student and family member has a responsibility to
  - Eat healthy; to keep the ball in hand (don’t drop it) Keep it filled with the right mix of foods based on the food pyramid
  - Be their ‘brother’s keeper’ in watching for unhealthy food choices;
  - Engage in physical activity. Keeping in mind that along with eating right, staying active is important to being healthy and maintaining a happy life.



### III. What's In it for You?

- Each participating student/family will receive
  - A personalized Food Map
  - MyPyramid Menu Planner (after attending 2 workshops)
  - Promotional **Super Ball** Tray packed with lunch & snack ideas from LYFVE™ and participating Food Retailers
  - Fun physical activity challenges the entire family can get involved in
  - GOT LYFVE™? Membership Card: a reminder to choose fruits & vegetables when hunger strikes; and for 10% off when purchasing healthy snacks and healthy food from participating retailers and farmers markets
  - Workshop Demo on how to use the Super Ball Tray to pack healthy and balanced meals for in-home or take out
  - Access to additional cooking workshops, demos and nutrition information sessions
  - The opportunity to earn points towards free stuff from LYFVE™ and program sponsors with documented physical activity over a period of time for e.g. for playing ball at least 1 hour per day



### VI. How Can My School or Organization get Involved?

- Register your school or organization by going to our Don't Drop the Ball Campaign web page on our website.
- A team member will contact you about logistics and details for your organization.