

PBH Resources

January, 2011

1. New Content:

- Release of three new reports.
 - ✓ *2010 State of the Plate, 2010 Study on America's Consumption of Fruits & Vegetables:* www.pbhfoundation.org/research/stateplate.pdf
 - ✓ *2010 Gap Analysis, The Fruit & Vegetable Consumption Challenge: How Federal Spending Falls Short of Addressing Public Health Needs:*
Executive summary is at www.pbhfoundation.org/research/2010gapexecsumm.pdf.
The full report is at www.pbhfoundation.org/research/2010gapanalysis.pdf.
 - ✓ *National Action Plan to Promote Health Through Increased Fruit and Vegetable Consumption, 2010 Report Card:* [Executive Summary](#), the [Full Report Card](#), or view the [Grades Only](#).
- **America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day**
 - ✓ Toolkits and pledge buttons are available at: http://www.pbhfoundation.org/educators/professional/more_matters_pledge/
 - ✓ See the pledge in action at http://www.fruitsandveggiesmorematters.org/?page_id=7
- My Community: http://www.fruitsandveggiesmorematters.org/?page_id=7
 - ✓ Use this site as a way to publicize in-store activities/contests/tours.

2. Upcoming Activities/Content of Relevance:

- Winter release soon:
 - ✓ Radio Scripts
 - ✓ Activity Calendars: Will include suggested timeframes for fruit/vegetable/holiday promotions with fun activity ideas/suggestions
- Updated www.PBHFoundation.org website in mid 2011
- PBH Annual Meeting in Monterey CA on March 31-April 2, 2011; [Monterey Plaza Hotel & Spa](#)
 - ✓ Annual Mom research review
 - ✓ New Literature Review on Health Benefits of Fruits/Vegetables
 - ✓ New Literature Review on Effective Behavior Change Strategies for Fruits/Veggies
 - ✓ Local field tours
 - ✓ Take a look at the [Annual Meeting Agenda Preview](#) for details on event timing and feel free to use [electronic registration](#) to register for all the Annual Meeting events

3. Current Available Content for Your Use:

- About the Buzz archives (consumer articles about fruits/veggie "rumors"): http://www.fruitsandveggiesmorematters.org/?page_id=1697
- Retail materials: <http://www.pbhfoundation.org/retail/partners/retailers/>
 - ✓ These include [fact sheets](#), ["shell" press releases](#), [ad slicks and drop-in ad messages](#), [school tour materials](#), [Spanish materials](#), and [seasonal marketing tools](#) including [fruit and veggie of the month recipes and columns](#)
- 30 Minute Recipes: http://www.fruitsandveggiesmorematters.org/?page_id=1547
- On A Budget: http://www.fruitsandveggiesmorematters.org/?page_id=5653

- Daily F/V/Health News feed Topic alerts): http://www.fruitsandveggiesmorematters.org/?page_id=8767
- Consumer Column archives: <http://www.pbhfoundation.org/pulse/press/naps/>
- Insiders Viewpoint archives: http://www.fruitsandveggiesmorematters.org/?page_id=1020
- For ideas/content via our social media outreach, follow us on:
 - ✓ Facebook: <http://www.facebook.com/pages/Fruits-VeggiesMore-Matters/103391981984>
 - ✓ Twitter: http://twitter.com/Fruits_Veggies
 - ✓ Stem and Stalk Mom's Blog: <http://www.fruitsandveggiesmorematters.org/?cat=27>

4. Stay informed via our "publications"

- ✓ **PBH Direct** – monthly email keeping you up to date on PBH happenings. Email akissel@pbhfoundation.org
- ✓ **Fruit & Veggie Voice (consumer e-newsletter)** - http://www.fruitsandveggiesmorematters.org/?page_id=89
- ✓ **Retail Matters** – quarterly print newsletter that provides information to Retailers. Email akissel@pbhfoundation.org

5. Check our websites

- ✓ Foundation site for "consumer intermediaries" www.pbhfoundation.org
- ✓ Consumer site www.fruitsandveggiesmorematters.org
- ✓ Catalog site www.pbhcatalog.com
- ✓ Kids site www.foodchamps.com

6. YouTube Links

- ✓ 20 videos: <http://www.youtube.com/user/FruitsVeggiesMore?feature=mhum#p/u>
- ✓ PSAs:
 - <http://www.youtube.com/watch?v=D2LvrhgAPWU> Color of Life
 - <http://www.youtube.com/watch?v=g390zSk2bQE> Paper Dolls
 - <http://www.youtube.com/watch?v=arXfqg05zrs> School Daze
 - <http://www.youtube.com/watch?v=s03f2k395Lw> Cam Ward

7. PBH Research at: <http://www.pbhfoundation.org/members/membership/board/communications/>

See 2010 spring board meeting area on this page and look for:

- ✓ NPD & PBH: State of the Plate (overall national consumption of fruits/veggies)
- ✓ 2010 GenX Mom Research (attitudes/barriers of moms, including Gen Y moms)