



## Call for Fruit & Veggie Role Models & Champions

The following activities are criteria that define Role Models and Champions of the effort to increase fruit and vegetable consumption within the education and public health community. Winners will be selected by 1) level of emphasis placed on fruits and vegetables; 2) impact on improving attitudes or improving consumption behavior regarding fruits and vegetables; and 3) leadership in initiating change.

### Role Models

- Supporter of the overall mission of increasing fruit and vegetable consumption among Americans.
- Healthy lifestyle values (eating well and physical activity) are deeply rooted in the organization's culture.
- Implement [National Action Plan](#) strategy(ies), e.g. fruits/veggie education, addition of fruit/veggies to menus and/or school offerings, etc. For example:
  - ✓ Educate consumers about fruits and vegetables, by:
    - Incorporating Fruits & Veggies—More Matters messaging and/or materials ([www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org), [www.PBHFoundation.org](http://www.PBHFoundation.org), [www.FoodChamps.org](http://www.FoodChamps.org), or [www.PBHCatalog.org](http://www.PBHCatalog.org)) in an appropriate setting, such as:
      - In classroom or education session, cafeterias, WIC clinics, worksites, or websites
      - Via social media efforts (Facebook, twitter, etc.)
      - Via any other appropriate community outreach setting or mechanism
    - Linking to [www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org)
    - Supporting Fruits & Veggies—More Matters efforts year-long
  - ✓ Support *Let's Move* Salad Bars to Schools by:
    - Bringing a salad bar into a school ([www.saladbars2schools.org](http://www.saladbars2schools.org))
    - Introducing smoothie bars, healthy fruit and vegetable vending, fruit and vegetable fundraisers or other ways to get fruits and vegetables into schools
    - Initiating fundraising effort to encourage donations to purchase a salad bar for a school ([www.saladbars2schools.org](http://www.saladbars2schools.org))
- Demonstrating success of program goals (e.g. skill-building, knowledge about benefits of fruits and vegetables, increased fruit & vegetable consumption, etc.)

### Role Model Benefits

- Organization will be “showcased” in PBH public relations efforts
- Organization will be recognized with an award during a luncheon at PBH Annual Meeting, March 31-April 2, 2011 in Monterey, California
- A travel stipend will be available to each winner on an as-needed basis to attend PBH Annual Meeting
- Free registration to PBH Annual Meeting will be provided
- Acknowledgment on [www.PBHFoundation.org](http://www.PBHFoundation.org). As appropriate, project may be featured on “my community” pages of [www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org).

### Champions

(Entities that didn't meet all Role Model criteria as outlined above, but deserve recognition for their efforts.)

### Champion Benefits

- Organization will be recognized verbally during a luncheon at PBH annual meeting, March 31-April 2, 2011 in Monterey, CA
- Free registration at PBH Annual Meeting will be provided

**To apply, simply provide a description, not to exceed 500 words, of your activities and e-mail to [ImaRoleModel@PBHFoundation.org](mailto:ImaRoleModel@PBHFoundation.org). Exact number of winners will be determined by quality of activities.**

Application Deadline: January 20<sup>th</sup>, 2011