



Arizona Nutrition Network

Adopt a Food Stamp Office Guidebook



eatwellbewell.org

Arizona Nutrition Network



TABLE OF CONTENTS

Welcome	3
Commitment	4
General Instructions	5
Adopt an Office Protocol	5
Campaign Changes	5
Reporting.....	6
Ending Adopt an Office Commitment.....	6
First Visit	7
Social Marketing Campaign at a Glance	8
Ordering Materials and Incentive Items	9
Adopt a Food Stamp Office Planning Guides	
January	10
February	12
March	14
April	15
May	17
June	19
July.....	20
August.....	22
September	23
October.....	25
November.....	27
December	29

Adopt a Food Stamp Office Forms.....30

 Local DES Office Profile Form31

 Office Visit Status Report.....32

WELCOME

Welcome to the Arizona Nutrition Network (Network) Adopt a Food Stamp Office program. This program links the Network with Arizona's Department of Economic Security (DES) Food Stamp offices at the grassroots level, where differences can really be made. The Food Stamp program helps millions of families put healthier food on their tables. Bringing Food Stamp Nutrition Education (FSNE) to your local Food Stamp Office is a great way to increase your nutrition education messages.

This guidebook will take you through your first visit of the new year with your adopted office and will show you how simple it can be to schedule and conduct your follow-up visits. A twelve-month Planning Guide has been provided that will help you prepare for your visits.

Adopt a Food Stamp Office Children's Nutrition Education and Play Centers are located within selected DES offices throughout the state. The purpose of the play center is to provide a fun and interesting way for children of Food Stamp participants to learn about nutrition. If you would like information on how your DES office can incorporate a Children's Nutrition Education and Play Center within their office, contact your Partnership Development Specialist.

By following this guidebook, you will be bringing the most current Network Social Marketing campaign messages and materials to your local Food Stamp Office. By participating in this Adopt a Food Stamp Office program, you will be part of the team that makes a difference in the health of the Food Stamp recipients. You will find this program to be fun for you, the Food Stamp office and their clients. So, let's get started...

COMMITMENT

MINIMUM COMMITMENT

This program requires very little of your time and it will connect you with the people your program serves, ultimately making your work more effective. Best of all, it is designed to be fun.

The minimum requirement from you is to make one visit per month to your adopted office. In terms of time, this amounts to approximately 45 minutes a month per office visit.

- Preparation time (phone calls, ordering materials, etc).
- Regular office visit: A brief hello to the Office Manager, staff and Food Stamp participants as you restock materials.
- Presenting campaign information at the local Food Stamp office staff meetings at the start of each new Social Marketing campaign is optional (see Social Marketing Campaigns at a Glance). When including this activity into your plan, a greater understanding of the program will be experienced by your adopted office staff and the Food Stamp office participants.

Although this is the minimum time you should spend with this program, each office is different. You and the Office Manager can plan what you want your program to become by including additional activities such as those found in “Stretch Your Reach.” For additional ideas to enhance your program, contact your Network nutritionist at 602-364-3323.

ADOPT A FOOD STAMP OFFICE GENERAL INSTRUCTIONS

Adopt an Office Protocol

To begin your partnership with your local Department of Economic Security (DES) Food Stamp Office, **THE FOLLOWING PROTOCOL STEPS MUST BE FOLLOWED** to help your program become more successful and to prevent other Local Incentive Award (LIA) Partners/agencies from duplicating efforts:

1. Locate the DES office that is nearest to your agency.
2. Check to see if the DES office you have chosen is available to be adopted. To do this, call the Arizona Nutrition Network's Adopt a Food Stamp Office Program Representative who will check on the availability of the office you have chosen and will supply you with the DES office's contact information. This step prevents any duplication of program efforts with other Partners. Without completing this step, you are not authorized by the Network to proceed with your adoption program.
3. After you have been assigned a local Food Stamp Office, place a call and ask to speak to the Office Manager as is outlined in the Adopt a Food Stamp Office Guidebook. Explain that you are the Network contact person for the DES Adopt a Food Stamp Office Program and you are calling to check if their office has representation by any other agency. If they do not have a representative, set up an appointment to discuss how the Adopt a Food Stamp Office program will work for them. If there are any questions regarding any other agencies working with this office, call the Network Adopt a Food Stamp Office Program Representative.
4. After your appointment has been set, fill in the Local DES Office Profile Form (included in the Adopt a Food Stamp Office Forms section within this Guidebook) with as much information as you have available to you. Fill out the rest of the form as you meet and plan your program with the Office Manager.
5. Discuss the following with the Office Manager: a) what area within the office can be used for displaying Network materials such as holders for Fun Food News, or posters, b) will there be enough space in the local Food Stamp Office lobby for you to provide nutrition education activities (optional activities), and c) will they fit into your Adopted Office's schedule (optional activities are found on each month's planning guide under "Stretch Your Reach").
6. Monthly reporting of activities is to be completed using the electronic Monthly Report Excel Workbook that will be provided to you by the Network (see Reporting below for details).

Campaign Changes

Three times a year, the Network's Social Marketing campaign changes. An optional activity is to plan a 10-minute presentation to introduce each campaign change with its new materials at the

local Food Stamp Office staff meeting (see Social Marketing Campaign at a Glance list for dates, page 8). As Social Marketing Campaigns change, replace existing materials with the new campaign information (posters, Fun Food News, Recipe cards, etc.) during the month of change as you visit your adopted office.

Reporting

As you serve your adopted local Food Stamp Office, data tracking and reporting are part of your monthly requirements. This can be accomplished in the same manner as you report all other LIA program activities using the electronic Excel workbook.

Each approved LIA Partner, or qualified agency, will receive from the Network their electronic copy of the Excel Reporting Workbook prior to the beginning of each fiscal year. A list of sites from your individual approved program will be provided in this workbook.

For your monthly reporting, your agency is required to provide the Network with direct, unduplicated and indirect contact information for all your approved site locations which includes the contact information for the Adopt a Food Stamp Office program. Once every quarter a narrative page is required to be completed for your three-month progress. A separate tab within the Excel workbook will be provided for quarterly narrative reporting. If your agency is not a LIA Partner, but qualifies for the Adopt a Food Stamp Office Program, an electronic copy or CD will be provided to you for reporting purposes along with an instruction guidebook.

An electronic (e-mail) copy of your Monthly Report is due to the Network 15 days after the end of each month. The electronic copy of your Quarterly Narrative Report is due 15 days after the end of each quarter.

Ending Your Adopt an Office Commitment

If at any time your agency has to end the relationship with your Adopted Office, the following process should be followed:

- Notify the Network as soon as possible so that the Network can find a replacement agency to continue providing nutrition education for your adopted office.
- Notify your adopted Food Stamp Office Manager when you will be ending your visits; and if known, who the replacement will be.
- Provide your Adopted Food Stamp Office Manager with the Network's contact information so that they may call and request services.

The United States Department of Agriculture, the Arizona Department of Economic Security and the Arizona Nutrition Network realize the importance of the Adopt a Food Stamp Office program and would like to thank you for your commitment to increasing nutrition education throughout the State of Arizona.

This program is meant to be simple but powerful, increasing the Food Stamp Nutrition Education information that is available to Food Stamp participants. Plan your visits early in the month. The Office Visit Status Report Form (included) is provided as an OPTIONAL tool that can be used to record your narrative activities.

FIRST VISIT

On your first visit, plan on spending about 30 minutes to complete the Office Profile Form with the DES Office Manager and to meet the staff. Using the manual will help you prepare for each month's visit and serve as a reminder for materials to be ordered and activities you have scheduled. Several DES Food Stamp Offices receive Network materials that are mailed to them upon their request from the Network. Check with your Office Manager if the Food Stamp Office has been receiving these materials and plan on restocking their supply.

Now that you have adopted your local DES Food Stamp Office, with the approval of your Office Manager, replenish Fun Food News, posters and recipe cards in the lobby using the most current Social Marketing campaign materials.

Listed below is a checklist for your first office visit. A similar checklist for each month is provided within this manual.

During Your First Visit:

- _____ Set appointment and meet with Office Manager. Explain the Network's current campaign and complete the Food Stamp Office Profile form for the coming months.
- _____ Meet the Staff:
Ask the Office Manager if it would be okay to meet the staff. While doing so, give each of them a Network incentive item. If you are not able to give them out directly to staff, leave them with the Office Manager to be given out at a later time.
- _____ Select a Location for Materials:
Ask the Office Manager if there is an area that can be used for the Network Food Stamp Nutrition Education (FSNE) materials and set up your display (decide ahead of time what items you would like to display). Make sure you get approval from the Office Manager before you hang anything on the walls (some DES office buildings are leased and do not allow items to be hung on the walls).
- _____ Check and replace Network's written materials; they may need restocking, straightening or organizing using current Social Marketing items (nutrition facts, Fun Food News, recipe cards, etc.).

Discuss the possibilities of expanding your visits with the Office Manager. Several things should be considered before performing expanded activities: Is there enough space to do the activity? Is your Office Manager in favor of extra activities? Does the extra time fit into your schedule, or your Adopted Office's schedule? Ideas for these optional activities are found in each monthly planning guide under "Stretch Your Reach."

SOCIAL MARKETING CAMPAIGNS AT A GLANCE

Each campaign will run for a period of approximately four months. Check the Arizona Nutrition Network's website for materials and incentive items (will change periodically) that are available and associated with the following campaigns January through December of each year.

JANUARY – APRIL

“GROW A HEALTHY CHILD”

“Grow a Healthy Child” explains the importance of providing nutritious foods and the importance of family meals.

MAY – AUGUST

“GO LOW”

The “Go Low” campaign explains the many benefits of drinking 1% low fat and fat free milk to lower fat intake and ensure adequate calcium intake to keep bones strong.

SEPTEMBER – DECEMBER

“FRUITS AND VEGGIES”

This campaign emphasizes the importance of eating plenty of fruits and vegetables everyday to stay healthy.

The Network conducts statewide campaigns to relay nutrition messages through its Social Marketing program. Message development is based on formative research and is pre-tested to ensure relevance. These messages serve to encourage Food Stamp eligible Arizonans to choose a healthy diet and an active lifestyle to ultimately reduce chronic disease risk.

The Social Marketing campaigns have standard themes, which keep the messages consistent, ensure recognition and provide educators with ready-to-use materials that are tailored to each Social Marketing campaign. Social Marketing messages are distributed in many ways, which include: Posters, Billboards, Direct Mail, Fun Food News, Recipe Cards, TV Spots, and Door Hangers.

ADOPT A FOOD STAMP OFFICE ORDERING MATERIALS AND INCENTIVE ITEMS

Items that you will want to take with you to your Adopt a Food Stamp Office should be ordered ahead of time. Use the Network website to order materials that are available to contributing partners free of charge. Allow four to six weeks for delivery. Some Food Stamp Offices have requested the Fun Food News and a campaign poster to be sent to them periodically by the Network.

To get to the website and order materials follow these instructions:

- **Go to website www.eatwellbewell.org**
- **On the top of the page, click on “Partners”**
- **On left menu, click on “Partner Tools”**
- **On the left menu again, click on “Ordering Materials”**
- **Click on “Materials Request Form – AzNN Contributing Partner” twice, then enter password (call your Partnership Development Specialist for password), and click “SUBMIT,” for your list of items to be ordered.**
- **“Confirmation of order” will appear after an order is placed.**

Make it a point to use items and printed materials that tie into the Network’s most current Social Marketing campaign (see Social Marketing Campaigns at a Glance, page 8).

Please order quantities of the materials sufficient for your needs for a three to six month time period. If there are delays in receiving the outreach materials, please let your Partnership Development Specialist know when you placed the order, what was requested, and any information that you receive about the materials (backordered, no longer available, etc.). We will use this information to assist in obtaining the materials, or alternates for you.

Contact your Partnership Development Specialist with any questions about these resources or suggestions on additional materials that might be useful to your local project in providing Food Stamp Nutrition Education. Materials listed on the Network’s website change periodically. It is a good idea to check in advance for ordering as an item may be out of stock or discontinued with a new item taking its place.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

JANUARY

Social Marketing Campaign: “Grow a Healthy Child”

Each Fiscal Year begins with the ‘Grow a Healthy Child’ campaign, which continues through April. As materials for this campaign become available, use them to replace the existing stock that are displayed in your adopted office. With the approval of your Office Manager, place any additional written materials and posters in the lobby that you would like to display.

Checklist for Visit:

_____ Call the Office Manager early this month to schedule the date and time for your visit. And, if part of your plan, confirm that you will be attending their staff meeting to introduce this month’s campaign change.

During Your Visit:

_____ Activity (optional): A 10-minute overview presentation for “Grow a Healthy Child” can be given at the adopted Food Stamp Office staff meeting. Introduce materials to staff and discuss the importance of this campaign.

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ This is a good time to recap with the Manager and staff on how your program is being received by recipients if your program has been in operation for a few months.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

_____ Provide your adopted office with coupon holders, if still available. The beginning of the year is a good time to offer this item to Food Stamp participants.

For Next Month’s Visit:

_____ Order handouts and nutrition education incentive items for next month’s visit.

Remember to order the items you will take with you on your visit at least four to six weeks in advance.

Materials available for “Grow a Healthy Child” campaign:

For Participants*

- Fun Food News
- “Grow a Healthy Child” Poster
- Pens / Pencils
- Tattoos – Bobby and Friends
- Recipe Cards
- Recipe Card holders
- Fruits and Veggies Activity Book with Crayons

For Staff*

- Pens / Pencils
- Grocery List Pads
- Harvest Calendars
- Computer Screensaver Wallpaper (downloadable from website)
- Harvest Calendars
- Coupon Holders

* For a complete list of materials and incentive items, visit the website at www.eatwellbewell.org.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

- Hand out the Fun Food News and talk with adult participants waiting in the lobby about the messages found in the handout. Ask the children simple questions about their favorite foods. You can give out incentive items to those who participate.
- Give a simple 10-15 minute nutrition lesson to the participants waiting in the lobby on why it is important to provide healthy meals and to eat meals with your children in order for children to grow both physically and mentally. Make use of the “Grow a Healthy Child” Community Tool Kit by adjusting the lesson materials for either the adults or children you will be addressing in the lobby. Example: Making a meal in a hurry. Ask those that participated to share how they would use the foods, from the handouts you give out, to make a low cost meal. Pass out nutrition education incentive items to participants.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

FEBRUARY

Social Marketing Campaign: “Grow a Healthy Child”

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time for your visit this month.

During Your Visit:

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Briefly discuss with the Office Manager, and possibly the staff, any concerns and feedback received from your last visit and for the current campaign.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

_____ Order handouts and nutrition education incentive items for next months visit.

For a complete list of materials and incentive items, visit the website at www.eatwellbewell.org.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● Present a 10-minute lesson on being physically active for all ages. Use the Dyna bands to demonstrate exercises for adults and seniors. Give away Arizona Nutrition Network incentive items for kids and explain how these activities help to keep them active. Prepare handouts for different activities for families and individuals.

● A good lesson for this campaign can be taken from the “Loving Your Family, Feeding their Future” Community Tool Kit – “Family Time, Active and Fun,” a lesson on family activities and having fun. Ask questions on easy and low-cost ways to be physically active each day. Hand out the MyPyramid eating plan small information sheets and ask audience

to choose food they can eat in a healthy way, every day. Discuss ways to involve adults and children in their physical activity and healthy eating plans every day. Demonstrate ways to be physically active that would not be considered participating in sports. Use music from “Power Panther is Here,” or other lively, fun music and encourage all participants to move to the music. Point out that adults need to be active at least 30 minutes and children at least 60 minutes every day to stay healthy.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

MARCH

Social Marketing Campaign: “Grow a Healthy Child”

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit this month.

During Your Visit:

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Briefly discuss with the Office Manager, and possibly the staff, any concerns and feedback received from your last visit and for the current campaign.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

_____ Order materials and nutrition education incentive items for next month’s visit.

For a complete list of materials and incentive items, visit the website at www.eatwellbewell.org.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● From the www.eatwellbewell.org website, click on Arizona Department of Health Services logo located on the top menu to the right; use the Search box for “Obesity Prevention” to locate lesson information on ways to stay healthy and prevent obesity.

● A visit by a mascot costume character: If your agency has planned to use any of the mascot costumes available from the Network’s website this month for another activity, plan with your Manager to have the costume person visit your Adopted Office also. See the website for a list of mascot costumes available and to make arrangements to reserve a costume. This should be done well in advance (two - three months) of your scheduled date. Bring current campaign incentive items and materials with you so that the mascot costume character has give-a-way items for Food Stamp participants.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

APRIL

Social Marketing Campaign: “Grow a Healthy Child”

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit this month.

During Your Visit:

_____ Activity (optional): Discuss with Office Manager that you would like to give a 10-minute presentation on the “Go Low” campaign at their May staff meeting, if this is part of your plan.

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Briefly discuss with the Office Manager, and possibly the staff, any concerns and feedback received from your last visit and for the current campaign.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

_____ Order handouts and nutrition education incentive items from the website now for May’s Social Marketing campaign change that you will use to replace current campaign materials (see May’s Planning Guide for a list of materials for the new Social Marketing campaign).

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● If Adopted Office space permits and the Office Manager agrees you can adapt a lesson from the Community Tool Kit on “Loving Your Family, Feeding their Future” on “Family Meals Easy, Tasty and Healthy!” This lesson explains the importance of family meals and timesaving or low-cost ways to prepare healthy family meals each week. A sample of foods that a child can help prepare can be given out to those in the lobby. Explain that when children help prepare food for a meal they are more likely to eat the food they prepare.

● Order the Place Mats from our website, if available, to be handed out to the Food Stamp Office Participants. As you are handing them out talk about the benefits of family meals and the important role parents and caregivers have in teaching children to eat healthy and to interact with them at mealtime.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

MAY

Social Marketing Campaign: “Go Low”

This is the first month for the Social Marketing Campaign “Go Low,” which will continue through August. Use the checklist below to plan your visit. With the approval of your Office Manager, place any additional written materials and posters in the lobby that you would like to display for this campaign.

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit and that your presentation is still scheduled, if this is part of your month’s plan.

During Your Visit:

_____ Activity (optional): Attend staff meeting and give a 10-minute presentation on the “Go Low” campaign. Introduce the new materials to staff and discuss the importance of this current campaign. Hand out nutrition education incentive items for this campaign during your presentation.

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Take down materials from the last campaign and replace with current campaign items (nutrition facts, Fun Food News, etc.).

For Next Month’s Visit:

_____ Order handouts and nutrition education incentive items needed to restock the Adopted Office’s supplies from the Network’s website.

Materials available for “Go Low” campaign:

For Participants*

- “Go Low” Fun Food News
- “Go Low” Campaign Poster
- Pens / Pencils
- Tattoos – Bobby and Friends
- “Go Low” Recipe Cards
- Recipe Card holders
- Puzzle Cups

For Staff*

- Pens / Pencils
- Stress Balls
- Grocery List Pads
- Coupon Holders
- “Go Low” computer Screensaver and Wallpaper (downloadable from website)
- Puzzle Cups

* For a complete list of materials and incentive items, visit the website at www.eatwellbewell.org.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

- Hand out the Fun Food News or recipe cards for this campaign and talk with adult participants waiting in the lobby about the messages found in the handout. Ask the children simple questions about their favorite dairy product. You can give out incentive items to those who participate.
- Use the “Go Low” Community Tool Kit to create a lesson on getting enough of the right kinds of food in the right amounts and to be physically active every day. You will assist the audience in identifying the amount of food and/or calcium most women and children need to consume each day. By displaying different dairy food models, children can choose the correct amount of milk/dairy products needed on a daily basis to prevent osteoporosis. Pictures of bone density can be displayed to demonstrate good and poor bone health.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

JUNE

Social Marketing Campaign: “Go Low”

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit this month.

During Your Visit:

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Briefly discuss with the Office Manager, and possibly the staff, any concerns and feedback received from your last visit and for the new “Go Low” campaign.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

_____ Order materials and nutrition education incentive items for next month’s visit.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● If Adopted Office space permits and the Office Manager agrees, you can 1) put on a food demonstration/sampling of different types of cool summer smoothies from low fat or fat free milk, or 2) you can prepare ahead of time one to two ounce samples of fat free yogurt and fruit to give to participants in the lobby along with a handout on ways to increase calcium in their diet.

● As you visit with the participants in the waiting room/lobby talk about the low fat, fat free milk choices and the importance of drinking milk every day for strong bones. Have the children get involved by demonstrating to you what the 4-P’s for better health would be (Push, Pound, Pull and Pick up). Pass out information on “Go Low” calcium rich foods and incentive items to support this activity.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

JULY

Social Marketing Campaign: “Go Low”

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit this month.

During Your Visit:

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Briefly discuss with the Office Manager, and possibly the staff, any concerns and feedback received from your last visit and for the current campaign.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

_____ Order materials and nutrition education incentive items for next month’s visit.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● From the Community Tool Kit – “Go Low,” do a milk taste test using four types of milk in small containers. Mark the bottom of each plastic glass with the type of milk you will pour into it; use Fat Free (skim), 1% low fat, 2%, and whole milk. Ask for a volunteer to sample each glass and a person to pour the different types of milk into each glass. Make sure that the taster does not see which glass contains which milk. Have the taste tester either close their eyes or put on dark glasses before sampling the milk. Milk should be very cold and freshly poured. Ask the taster to tell you what type of milk they just drank and if they liked it. Record their responses. This is a great time to talk to participants about the importance of good nutrition and encourage them to switch to either 1% low fat, or fat free milk. If they liked the 2% milk, encourage them to switch to 1% to reduce cholesterol and fat in their diets. Pass out Dyna-bands to adults and Frisbees to children to emphasize that exercise is a good way along with drinking enough milk every day to strengthen bones and maintain healthy weight.

● Hand out recipe cards on low fat, fat free dairy products and recipe card holders. Spend 10-15 minutes talking with the Food Stamp recipients about the benefits of eating low fat, fat free dairy products used in the recipes. Hand out grocery list pads to those that participate in your activity.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

AUGUST

Social Marketing Campaign: “Go Low”

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time for your visit this month.

During Your Visit:

_____ Activity (optional): Discuss with the Office Manager that you would like to give a 10-minute presentation on the “Fruits and Veggies” campaign at their September staff meeting, if this is part of your plan.

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Check and replace the Network’s written materials that may need restocking, straightening or organizing (nutrition facts, Fun Food New, etc.).

For Next Month’s Visit:

_____ Order handouts and nutrition education incentive items from the website now for September’s new “Fruits and Veggies” Social Marketing campaign that you will use to replace current campaign materials (see September’s Planning Guide for a list of materials for the new Social Marketing campaign).

Remember to order the items you will take with you on your visit at least four to six weeks in advance.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● Plan a 10-20 minute lesson on the importance of eating breakfast, which would include drinking low fat, fat free milk. Lesson material can be found from the United States Department of Agriculture (USDA), Eat Smart Play Hard (Professional Tools), Power Up with Breakfast (ages 8-10) or “Start Smart, Eat Breakfast” website. This website has a multitude of lessons on fun ways to get children and adults to eat breakfast and includes recipes.

● As you give out information sheets on low fat, fat free milk (Fun Food News), explain why it is important to eat a balanced diet and to include the right kind of dairy products to reduce cholesterol and fat in their diets.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

SEPTEMBER

Social Marketing Campaign: “Fruits and Veggies”

This is the first month for the Social Marketing Campaign “Fruits and Veggies,” which will continue through December. Use the checklist below to plan your meeting. With the approval of your Office Manager, place any additional written materials and posters in the lobby that you would like to display for this campaign.

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit and that your presentation is still scheduled, if part of your month’s plan.

During Your Visit:

_____ Activity (optional): Attend staff meeting and give a presentation on the “Fruits and Veggies” campaign. Your presentation overview should last about 10 minutes. Introduce the new materials to staff and discuss the benefits of eating nine or more fruits and vegetables. Hand out nutrition education incentive items for this campaign change during your presentation.

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Take down and replace materials from the last campaign with “Fruits and Veggies” campaign items (nutrition fact sheets, Fun Food News, Posters, etc.).

For Next Month’s Visit:

_____ Order materials and nutrition education incentive items from the website now for next month’s visit at least four - six weeks in advance.

Materials available for “Fruits and Veggies” campaign:

For Participants*

- “Fruits and Veggies ” Fun Food News
- “Fruits and Veggies ” Campaign Poster
- Pens / Pencils
- Tattoos – Bobby and Friends
- “Fruits & Veggies” Recipe Cards
- Recipe Card holders
- Fruits and Veggies Activity Book with Crayons

For Staff*

- Pens / Pencils
- Refrigerator magnets
- Stress Balls
- Grocery List Pads
- Computer Screensaver and Wallpaper (downloadable from website)

For a complete list of materials and incentive items, visit the website at www.eatwellbewell.org.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

- Prepare a 10-minute lesson taken from the USDA Nutrition Connection or MyPyramid for Kids. You can access USDA website from the www.eatwellbewell.org website by clicking on the USDA logo at the top of the page.
- Use the “Fruits and Veggies, More Matters” website for a lesson on “Why Fruits and Veggies?” Plan a 10-15 minute lesson talking about taking steps to eating more fruits and veggies which may reduce a family’s risk of many diseases. Explain that the Dietary Guidelines for Americans recommends eating Fruits and Vegetables more than any other of the food groups listed on MyPyramid. Have a question and answer session on what nutrients are contained in different foods that help prevent diseases, such as: Fiber, Folate, Vitamin C, Vitamin A, Potassium, and Magnesium. You can give out samples of bright colored fruits and vegetables that contain these nutrients and ask if they can identify the nutrients in the foods. Be sure to have prizes for participants in the lesson.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

OCTOBER

Social Marketing Campaign: “Fruits and Veggies”

Checklist for Visit:

- _____ Call the Office Manager one week before scheduled visit to confirm the date and time for your visit this month.
- _____ Discuss with the Office Manager if staff will be able to hand out recipe cards to participants for the month of November. This is a way to introduce ‘Cooking Healthier for the Holidays.’ Make sure you order recipe cards well in advance if this will be part of your program.

During Your Visit:

- _____ Activity (optional): Incorporate a “Stretch Your Reach” activity.
- _____ Briefly discuss with the Office Manager, and possibly the staff, any concerns and feedback received from your last visit and for the current campaign.
- _____ Provide your adopted office with coupon holders, if still available. This time of the year is a good time to offer this item to Food Stamp participants.
- _____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

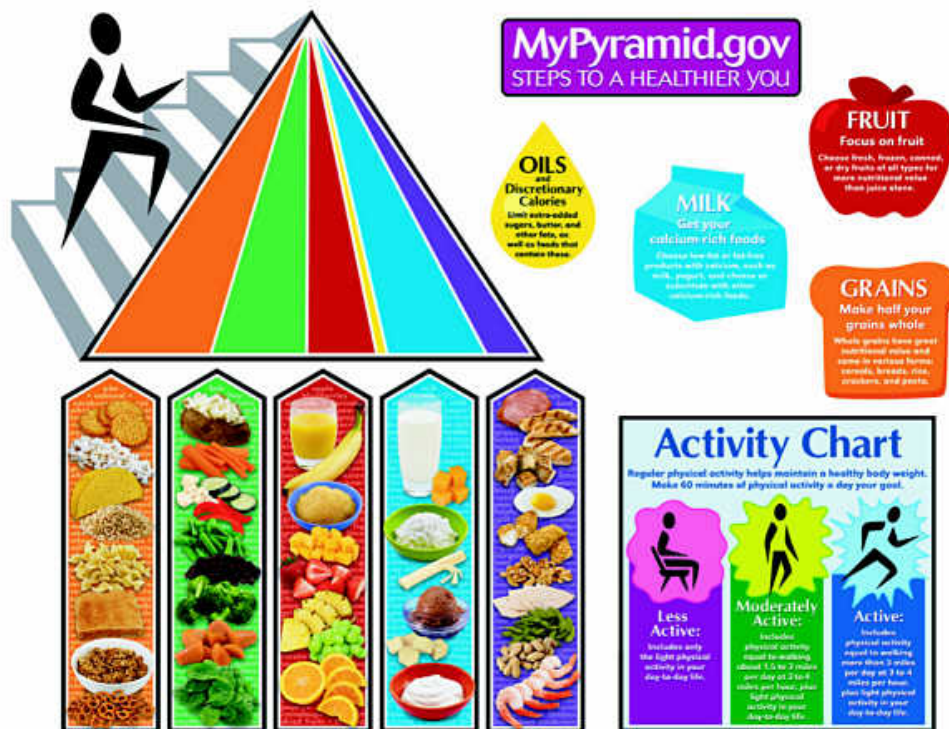
- _____ Order materials and nutrition education incentive items for next month’s visit.

Remember to order the items you will take with you on your visit at least four to six weeks in advance.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● With the Office Manager’s permission, create a bulletin board with the current Social Marketing campaign information (Bobby posters and information on eating more fruits and veggies can be used). Below is a picture of a bulletin board from Neat Solutions for Healthy Children (www.neatsolutions.com) with a theme on MyPyramid. Create a lesson about the importance of the food groups on the bulletin board. Or, create a separate lesson for each food group, using this bulletin board for several presentations. You can use food models and talk about the nutrients that are in each food from that group.



Websites to find examples of bulletin boards: USDA website – Team Nutrition, Louisiana Department of Education, <http://www.doe.state.la.us/lde/nutrition/jazzy/23growup.html>, CDC website, Food & Nutrition, and try www.Bam.gov/sub_foodnutiriton. Also, on the Internet, go to Google and search “Bulletin Boards and Nutrition” for additional ideas.

● Prepare a 10-minute lesson on why exercise and nutrition go hand in hand and how they are so important to staying healthy. Use your bulletin board to explain why the figure is going up the stairs as well as the exercises listed on the activity chart and why it is important for adults as well as children to eat right and exercise to prevent disease and to decrease obesity.

ADOPT A FOOD STAMP OFFICE PLANNING GUIDE

NOVEMBER

Social Marketing Campaign: “Fruits and Veggies”

Bring recipe cards that promote healthier cooking to Adopted Office early in the month. Ask staff to give recipes to each Food Stamp participant during the month if approved by the Office Manager.

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit this month.

During Your Visit:

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Briefly discuss with the Office Manager any concerns and feedback received from your last visit.

_____ Check and replace the Network’s written materials that need restocking, straightening or organizing.

For Next Month’s Visit:

_____ Order handout materials and items you may want for next month’s visit at least six weeks early because of the coming holidays.

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● If Adopted Office space permits and the Office Manager agrees, you can: 1) present information on helping mothers include recommended amounts of fruits and vegetables in their daily meal plans and to encourage children to try at least two new fruits and vegetables within a week’s time. Use your Community Tool Kit for “Loving Your Family, Feeding Their Future” or “Vegetables and Fruits, Simple Solutions” to create a short lesson. Explain how to include fruits and vegetables at meal time and as snacks and let the children help prepare these foods.

Hand out recipe cards that will have healthier cooking ideas on them, or 2) if staff has handed out the recipes to promote healthier cooking for the Holidays, talk to participants about how this will help them to eat better.

● Food Demo: Use one of the recipes from the recipe cards to prepare taste test samples. Give participants in the lobby a sample (one to two ounce) of food from the recipe as a taste test as you talk about the nutritional value and importance of these foods.

ADOPT F FOOD STAMP OFFICE PLANNING GUIDE

DECEMBER

Social Marketing Campaign: “Fruits and Veggies”

Schedule your December visit early in the month because of the busy holiday season.

Checklist for Visit:

_____ Call the Office Manager one week before scheduled visit to confirm the date and time of your visit this month.

During Your Visit:

_____ Activity (optional): Incorporate a “Stretch Your Reach” activity.

_____ Go over your schedule with the Office Manager, if part of your plan, next month’s presentation at the January staff meeting for the Social Marketing change to the “Grow a Healthy Child” campaign.

_____ If time allows, discuss with staff how your program is being received and any comments on the recipe cards that were passed out in November.

_____ Check and replace the Network’s written materials that may need restocking, straightening or organizing (nutrition facts, Fun Food New, etc.).

For Next Month’s Visit:

_____ Order handouts and nutrition education incentive items from the website now for next month’s Social Marketing Campaign change to “Grow a Healthy Child.”

Stretch Your Reach

(Optional activities that you can plan with the Office Manager)

● Puppet stories are fun ways to teach children about nutrition and healthy eating. Use one of the nutrition books on eating your fruits and veggies every day along with some hand puppets to present your message. Your DES Adopted office will have several books available. Choose from “Growing Vegetable Soup,” “Eating the Alphabet,” or one of the “Vegetable Group” books to help tell your story.

● Use a bulletin board theme to talk with participants in the lobby about making healthy choices for each meal and how to eat nine or more fruits and veggies every day. Hand out incentive items that correspond with the current Social Marketing campaign as a thank you for participating.

ADOPT A FOOD STAMP OFFICE
FORMS

Department of Economic Security Office Profile

LIA Partnership Representative: _____ Telephone: _____ E-mail: _____

OFFICE INFORMATION					
Office Name:		Office Hours:		Date:	
Telephone Number:		Address:		E-mail:	
Office Manager:		Direction to Office:			
Back-up Office Manager:					
Notes:			Notes:		
Average # of FS Clients in this Office		Best Day and Time to Visit:		Materials Location:	
Material Display Items	/	Amount	Material Display Items	/	Amount
SCHEDULE OF VISITS / CLASSES					
Class/Activity Title		Scheduled Dates		Materials Needed for Class	
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					

ADOPT A FOOD STAMP OFFICE
OFFICE VISIT STATUS REPORT (OPTIONAL)

Fill out after each visit to be used for the narrative section on quarterly reports.

On (date) _____, I visited my Adopt a Food Stamp Office located at

Address

During this visit, I:

____ Restocked Fun Food News

____ Hung new Network posters

____ Hand out Social Marketing incentive items to staff and/or participants

____ Activity (optional) provided:

____ Other (describe):

Other comments from this visit (positive comments that were said about the program, an unmet need for the office, reaction of staff or participants to campaign materials, or problems encountered, etc):