# Fresh Conversations Coordinator Training

August, 2018

IDPH
Iowa Department of Public Health

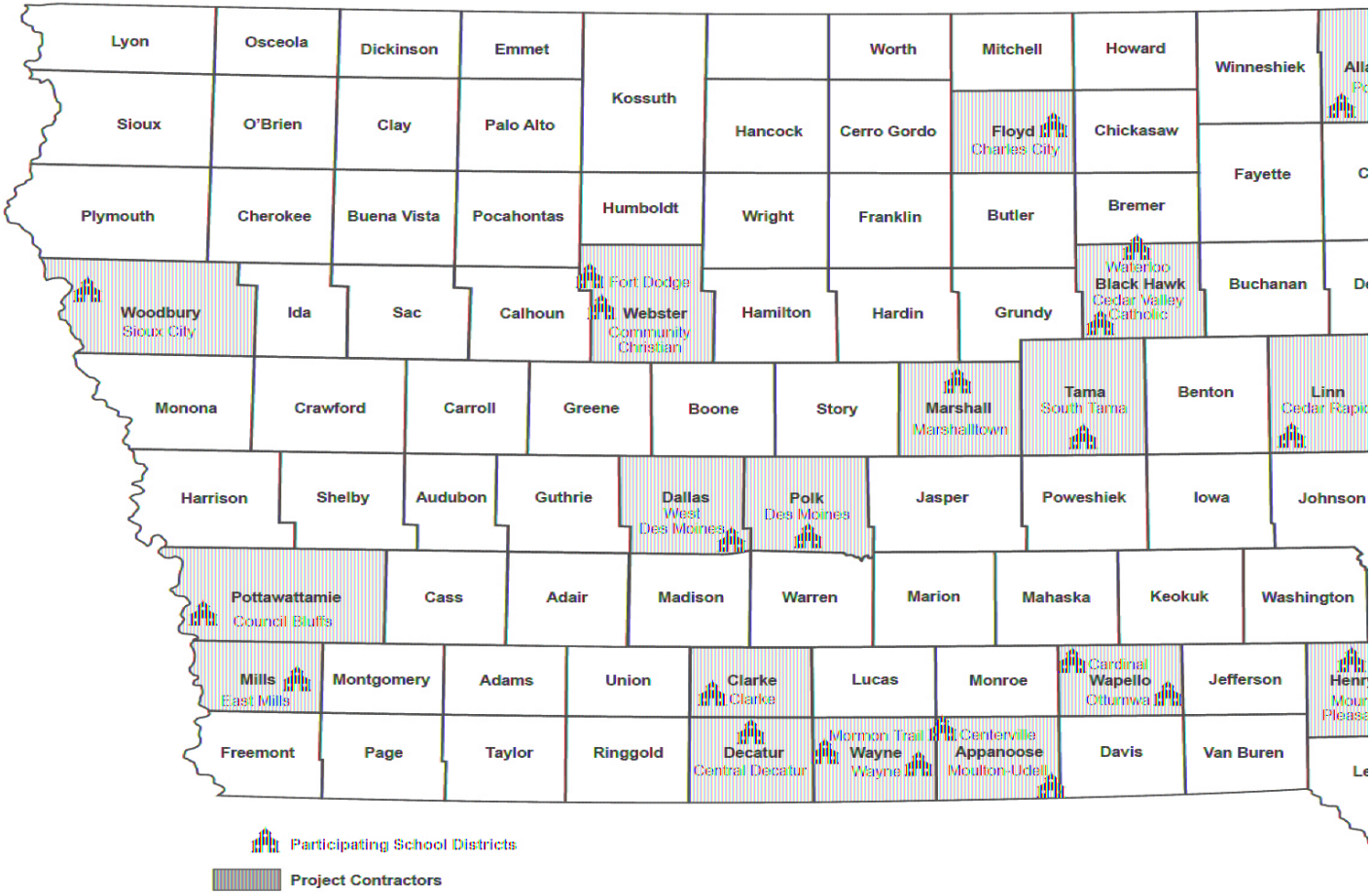
# What's New?

Pick a **better** snack™

Fuel your FUN.
Snack on WATERMELON.
Pick a better snack™
MDPH

Farm to School

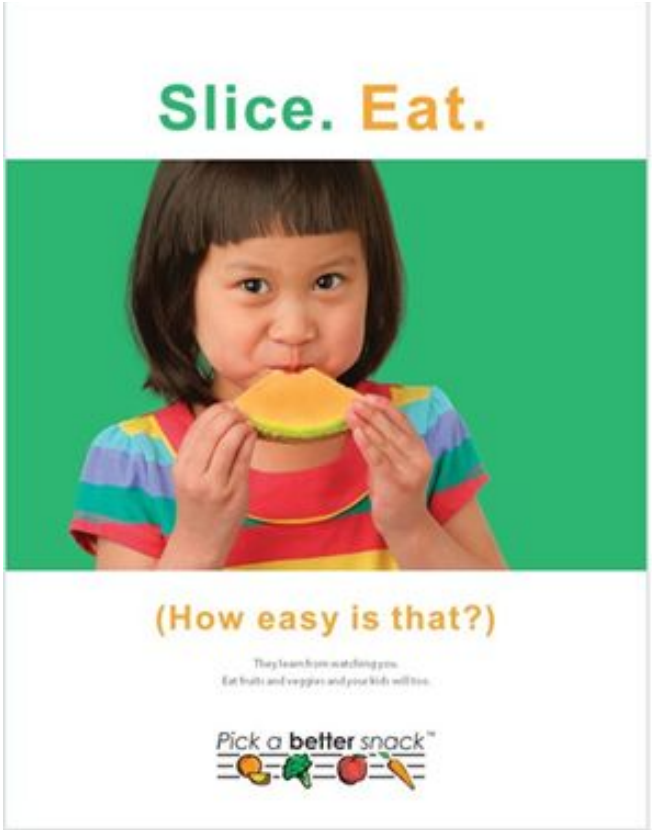
# Iowa Nutrition Network School Grant Program: 2



# Social Marketing

Pick a **better** snack™

PLAY YOUR WAY
ONE HOUR A DA


Slice. Eat.
(How easy is that?)
Pick a better snack™

Fuel your FUN. Munch on BROCCOLI.
Pick a better snack™

Fuel your FUN.
Snack on WATERMELON.
Pick a better snack

Fuel your FUN.
Munch on BROCCOLI.
Pick a better snack

Fuel your FUN.
Nibble on ORANGES.
Pick a better snack

Fuel your FUN.
Chomp on CAULIFLOWER.
Pick a better snack

PLAY
YOUR
WAY
ONE
HOUR
A DAY.
Pick a better snack
Run. Jump. Climb and catch. It's fun to play your way for an hour a day.

PLAY
YOUR
WAY!
one hour a day!
IDPH

PLAY
YOUR
WAY!
one hour a day!
IDPH

PLAY
YOUR
WAY!
one hour a day!
IDPH

PLAY
YOUR
WAY!
one hour a day!
IDPH

PLAY
YOUR
WAY!
one hour a day!
IDPH

# How Do We Market?

- School banners, posters and clings
- Student magnets, bookmarks, stickers and incentives
- Parent materials
- Billboards
- IPTV videos
- Facebook posts and videos
- Banner ads

# Farm to School

Pick a better snack™

IDPH Iowa Department of Public Health

# Contact:

Suzy Wilson, RDN, LDN

Iowa Department of Public Health

515-725-1254

suzy.wilson@idph.iowa.gov