

JUMP 'N JIVE Interactive Display

What's for Breakfast?

Target Audience: Parents/Caregivers and their children (or grandchildren)

Goal: To learn about some kinds of fruits/juices to include at breakfast and to learn basic food components of a healthy breakfast, especially fruit.

Evaluation: Number of parents who indicate they will buy a fruit for breakfast the next time they go shopping.

Materials	Activities
<p>Available from <i>Jump 'N Jive</i> campaign:</p> <p><u>Display:</u></p> <ol style="list-style-type: none"> 1. Title 2. JUMP 'N JIVE poster 3. <i>Have some fruit ...</i> poster 4. <i>Here are some ways...</i> poster 5. Dairy Council Food Cards (Note: Some of the items are placed in different food groups than stipulated by USDA. See <i>Which Food Group?</i> on website.) <p><u>Handouts:</u></p> <ol style="list-style-type: none"> 1. Ideas for a Fruitful Breakfast 2. Steps for Parents 3. Jump 'N Jive tip sheets 4. Evaluation ballots <p>Buy/obtain on your own:</p> <ol style="list-style-type: none"> 1. Display board* 2. Tablecloth/covering (e.g., with fruits/vegetables on it) (optional) 3. "Ballot box" (e.g., shoe box) 4. Other decorative items (e.g., plastic fruits that can be mounted with velcro onto the display board) 	<ol style="list-style-type: none"> 1. Make the display. <ol style="list-style-type: none"> A. Cover the table with the table covering (optional). Put the display board on a table. B. On middle panel, , mount the title and the Jump 'N Jive poster. C. On left panel, mount the <i>Have some fruit...</i> poster and the <i>Here are some ways...</i> poster. D. Take two of each tip sheet. Paste the back panel onto the front under title and logo. Mount these onto the left display panel under <i>Here are some ways...</i> poster. E. On the table in front of the <i>Here are some ways...</i> poster, place the <i>Ideas for a fruitful Breakfast</i> handout and the <i>Steps for Parents</i> handout. F. On the right panel, mount the Dairy Council food cards by food group. Cut off the bottom of an 8-1/2" X 11 envelope and glue on the food group label that you can get on the website. 2. After parents view the display, ask the parents and children what foods they eat for breakfast. Find those food cards and place on table. Do the breakfasts all contain 3 of the 5 food groups, including a fruit or juice? 3. Have the parents and children "improve" their normal breakfast if needed, especially if they need a fruit or juice. If they usually have fruit or juice for breakfast, have them "make" a breakfast with a new fruit or juice they may be willing to try 4. Provide positive feedback to them. Talk about other fruits or other ideas for a fruitful breakfast (look at handouts). 5. Ask parent to fill out the "ballot" and put it in the ballot box. 6. Distribute the handouts and tip sheets.

* 3' high x 4' wide cardboard/foam portable boards available at most office supply stores for under \$10.

Note: Items highlighted in yellow under "Materials" have been mailed.

