

Harvest of the Month™



Harvest of the Month features award-winning, ready-to-go resources that are free, practice-based, and versatile for use in any setting. Harvest of the Month resources are designed to promote healthy lifestyle habits like eating fruits and vegetables and engaging in daily physical activity.

WHAT IS HARVEST OF THE MONTH?

FREE RESOURCES—NUTRITION EDUCATION

100+
customizable tools,
calendars, & other activities

288
recipes & serving ideas

3
posters

To find all these great tools and resources, visit HarvestOfTheMonth.com

NEWSLETTERS

for educators, families, kids, businesses and retail stores



252
English Newsletters



5
Additional Languages
for Family Newsletters
Spanish, Chinese, Hmong,
Vietnamese, Russian

WHO IT HELPS:



Educators
teach students how to eat healthier and be more active



Families
buy and make healthier meals



Kids
start (or learn) healthier habits for a lifetime



Communities
increase access to fresh fruits and vegetables

PRACTICE-BASED

Harvest of the Month is practice-based. Research shows eating a colorful variety of fruits and vegetables and getting at least 60 minutes of physical activity daily can help children maintain good health, a healthy weight, and lower their risk for obesity and other diet-related chronic diseases.

Resources incorporate knowledge- and skill-based strategies and align with:

- USDA's Choose MyPlate Guidelines**
- 2010 Dietary Guidelines for Americans**
- Common Core Standards**

HARVEST OF THE MONTH AIMS TO REVERSE THESE TRENDS, BY:

- 1** Increasing consumption of fruits and vegetables, especially locally grown produce
- 2** Increasing preferences for fruits and vegetables
- 3** Increasing participation in daily physical activity

We know that low-income children in California are not eating enough healthy foods and not getting enough physical activity. **And it's impacting their health.**



1 out of 10 eat the recommended amount of veggies



Approximately half, ages 6 to 11 years, get the recommended amount of physical activity.



3 out of 7 are overweight or obese



One-Quarter eat the recommended amount of fruits

Source: 2013 California Children's Healthy Eating and Exercise Practices survey.

HARVEST OF THE MONTH WORKS EVERYWHERE!

It can be done any time, any place – where people eat, live, learn, work, play and shop.



15 million

students in California have participated in Harvest of the Month*



12 million

adults in California have participated in Harvest of the Month*



30

states with Harvest of the Month programs

**Numbers include only those reached by Harvest of the Month programs funded by the California Department of Public Health. Actual numbers may be greater as materials have been shared nationally.*



WHERE IT WORKS

HARVEST OF THE MONTH SUPPORTS:

- ✓ Farm to School
- ✓ Farm to Fork
- ✓ School & Community Gardens
- ✓ Local School Wellness Policies
- ✓ Worksite Wellness Programs
- ✓ Community Health and Wellness Initiatives
- ✓ Healthy Eating and Cooking Programs
- ✓ CalFresh (SNAP) and WIC
- ✓ Summer Meal Programs



“Harvest of the Month is outstanding

and has made a great difference in both staff eating habits and student preferences.

It is one of the most valuable programs we’ve had. Anytime you can integrate food into curriculum, students become that much more engaged.”

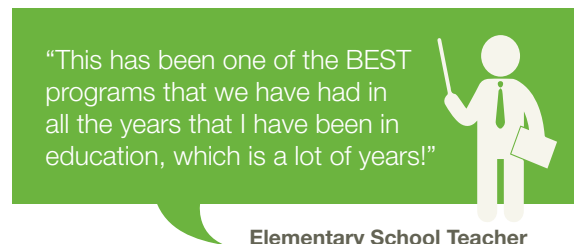
– Elementary School Principal

10,000 people

in San Diego, including families and adults, participated in *Harvest of the Month Get Fit* in one month, helping more people to be physically active.



Grocery Store Manager



Elementary School Teacher



This material was produced by the California Department of Public Health’s Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

The Nutrition Education and Obesity Prevention Branch recognizes the following key contributors in the development of this project: Katharina Streng, Emily Pérez and Kristy Garcia, Public Health Institute; Allyson Conwell, GALEWILL Design; Nick Bakkie and Clint Hostetler, Hostetler Bakkie Design.