



Press Release for
Wednesday, September 21, 2005

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Good Food Strategies

Kid-Made Ads Touting Healthy Foods to Go in King County Buses

120 Students Win Art Contest to Create "Healthy Food In Motion" Ad Campaign

Seattle, WA - This week bus riders in the Highline, Tukwila, Burien, and White Center areas will see original works of art by 120 area students that have been created as part of a bus advertising campaign promoting the consumption of fresh fruits and vegetables.

According to a new study in the *American Journal of Public Health*, junk-food dominates the foods advertised during the TV programs children ages 6 to 11 watch most. Researchers found the ads offer "little representation" of fruits and vegetables, dairy foods, meats, poultry and fish.

Sponsored by Washington State University Extension's Food \$ense Program through a grant from the King County STEPS to a Healthier US program, the ***Healthy Food In Motion*** Ads will run for at least two months in conjunction with ongoing health and nutrition and gardening education curriculum in the schools developed by WSU King County Extension's CHANGE (Cultivating Health and Nutrition Through Gardening Education) program. CHANGE is a truly innovative program that works to improve nutrition of limited-income residents through experiential cooking and gardening education. CHANGE stretches food dollars, provides hands-on learning and promotes self-reliance.

Students are enthusiastic about the program. Said third grader Eunica S. who participated in the program last year, "Other kids will like the program because you get to eat a lot of healthy food." Added Amna H. "You get to garden and have fun digging, planting, and harvesting."

"In our district (Tukwila) this program is priceless! The educational information the students receive about healthy food choices, gardening, and the chance to cook in class is so beneficial for my students. It provides a starting point for health and nutrition to be a focus in students' lives," said Trina Anderson, third grade teacher at Thorndyke Elementary School.

In the 2004-2005 school year more than two thousand kids in eight schools in the Highline and Tukwila School Districts participated in the CHANGE program, nearly double the number of students served in the 2002-2003 school year.

According to Holly Freishtat, then manager of the CHANGE program, this Ad campaign really originated with the students. "We were teaching students what advertisements are and how to pay attention to their methods, and what they are trying to sell them. We start the lesson by teaching children about how flowers use bright colors, scents, and even mock female insects to attract pollinators. The students were asked to create advertisements for fruits and vegetables after the kids reported that they have not seen any ads like this. Proud of their own artistic achievements, some of the students suggested it would be cool if these ads could reach the public in their neighborhoods."

CHANGE hopes to raise funding to expand the **Healthy Food In Motion** campaign to more classrooms and to run more ads in buses throughout King County next year.

Media Opportunity: As part of the CHANGE program, two hundred and forty students will visit local King County farms as a kick off to Washington State University King County Extension Harvest Celebration Farm Tours.

Tuesday, September 27 - 140 K and 1st grade students from White Center Elementary will visit Fall City Farm to get hands-on experience with harvesting fruits and vegetables, 11am - 1pm. For directions to Fall City Farm, visit www.pugetsoundfresh.org

Thursday, September 29th - 140 Kindergarten, 2, and 3rd grade students from Thorndyke Elementary School in Tukwila will visit Full Circle Farm in Carnation to get hands-on experience with harvesting fruits and vegetables 11am - 1:30pm. For directions to Full Circle Farm, visit www.pugetsoundfresh.org

For more information about what kids are learning in the classroom about food, gardening and nutrition, to see samples of the bus ad, or to speak with teachers, principals, students and other experts, visit www.goodfoodstrategies.com/healthykids or contact Food \$ense CHANGE Martha Aitken , [www.metrokc.gov/dchs/csd/wsuce/Food\\$ense/CHANGE](http://www.metrokc.gov/dchs/csd/wsuce/Food$ense/CHANGE)

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