

Eat Smart. Play Hard.™

Guidelines for Power Panther™ and His Helper



United States Department of Agriculture
Food and Nutrition Service

Eat Smart. Play Hard.™



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Food and Nutrition Service

FNS #

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Introduction



Introduction

The Eat Smart. Play Hard.™ Campaign, sponsored by the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS), promotes and encourages healthy eating and physical activity behaviors in children, families, and communities. The primary target audience for the Campaign is children, ages 8 to 10, eligible to participate in FNS nutrition assistance programs, their parents, and other caregivers. Power Panther™ is the spokescharacter for the Campaign. For more information about the Eat Smart. Play Hard.™ campaign and to download campaign materials, please visit our Web site at: <http://www.fns.usda.gov/eatsmartplayhard/>.



General Information



About Power Panther™

He is powerful, friendly, fun, helpful and popular – all qualities Campaign research showed kids like! Power Panther™, along with his less than perfect nephew, Slurp, embodies the Campaign. Power Panther™ understands and lives by the Eat Smart. Play Hard.™ messages while Slurp learns to follow his Uncle’s advice on nutrition and physical activity. Power Panther™ is an educator and role model.

FNS has developed a Power Panther™ costume and makes the costumes available to program cooperators and partners on loan. Agencies that operate FNS programs are encouraged to use the costume with Eat Smart. Play Hard.™ materials to motivate kids and parents to improve their eating and physical activity behaviors. To make this easier, we have included below ways to use the costume to make nutrition education come alive. Resources to help you in planning are also provided in the appendixes.

The Power Panther™ costume is designed to fit a person 5’6 to 5’9 but could be worn by someone slightly shorter or taller. Power Panther™ is a male in his early twenties.

He has the following characteristics:

- He loves physical activity and is good at it.
- He has a self-assured walk.
- He enjoys jokes and wisecracks.
- He motivates children, including his nephew, Slurp, to make healthy food choices and to be physically active. He is entertaining and fun.
- He gives “high 5s” and “thumbs up” signs to encourage kids who have made wise food and physical activity choices. He gives the “thumbs down” when admonishing.
- He is enthusiastic, friendly, and nurturing.
- He models healthy eating and physical activity.

Power Panther™ Makes Nutrition Education Come Alive!

Following are ideas of Eat Smart. Play Hard.™ activities that Power Panther™ can use to promote healthy lifestyles using Eat Smart. Play Hard.™ materials included in the appendixes.

1. Educational Activities

Have Power Panther™:

- Help deliver interactive healthy lifestyle presentations to kids and adults. (See Power Panther™ scripts in Appendix A.)
- Lead physical activity at various events such as health fairs, school assemblies, conferences, or trainings. (See Power Up Moves in Appendix B.)
- Reinforce nutrition education messages at events, such as programs and health fairs.
- Encourage kids and adults to try new foods at promotional/educational events. Power Panther™ can distribute stickers to reward kids and adults for trying new foods and other healthy behaviors.
- Hand out Eat Smart. Play Hard.™ activity sheets during children’s nutrition education sessions to make programs come alive.
- Lead children on a “Power Panther™ Path” created on a floor or sidewalk. Use signs to create fitness stations and healthy snack stations, where Power Panther™ can exemplify healthy behaviors.
- Enact a play using the Eat Smart. Play Hard.™ Power Panther™ comic scripts. Invite Power Panther™ to make an appearance at the performance.



About Power Panther *(Continued)*

2. Community/School Events/Activities

Have Power Panther™:

- Cut ribbon to start an event, such as opening an FNS program site.
- Toss out game ball.
- Start a parade or race.
- Lead home team on field.
- Present awards at events, such as HealthierUS Challenge School Award ceremonies, prizes for races, talent contests, or incentive programs.
- Appear at an Eat Smart. Play Hard.™ event. Let kids dress up as Power Panther™ using the mask, gloves, and shoes (<http://www.fns.usda.gov/eatsmartplayhard/>).
- Lead a dance routine to one of the Eat Smart. Play Hard.™ songs. Kids will have a blast creating their own moves!
- Make an appearance during class or in after-school programs while playing the Eat Smart. Play Hard.™ songs.
- Lead exercise routines using Eat Smart. Play Hard.™ songs during schools and community events.



3. General Activities

Have Power Panther™:

- Meet and greet the audience by shaking hands, giving “high 5s” or “thumbs up,” or nodding his head.
- Do limited physical activities such as kicking or tossing a ball, doing jumping jacks and jogging.
- Make different “powerful” poses like stretching and making muscles.
- Take photographs with children and others. Post these and/or give kids a copy to frame.



Tips for Power Panther™ Actors

You become Power Panther™ as soon as you put the costume on.

Do

- Appear only in full costume. Never allow Power Panther™ to appear or be seen in partial costume, such as without the head. Keep costume out of sight before and after use.
- Appear dignified and friendly. Avoid clowning around.
- Remain anonymous at every appearance.
- Be animated. Express enthusiasm, energy, and interest.
- Before the event, try a few gestures after dressing such as walking, kicking, making muscles, striking different poses, or other planned movements.
- Perform in 30-minute segments with 15-minute breaks in between.
- Drink plenty of fluids such as water or juice.
- Use signals when you need help like grabbing his helper's arm or giving another previously agreed upon sign to mean, "We need to go now."

Don't

- Do not speak while wearing the Power Panther™ costume. The helper speaks and translates Power Panther's nonverbal communication.
- Do not force Power Panther™ on anyone. If children or adults back away, do not pursue them. Do not walk rapidly toward small children as it may frighten them. Be sensitive to shy children who need to familiarize themselves with the figure. Remember, Power Panther™ is big!
- Never try to pick up or hold children or fragile objects while wearing the costume.
- Never smoke, eat, or drink in the costume or appear at events where alcohol is served.



Tips for Power Panther Actors *(Continued)*

Power Panther's Helper

Power Panther™ and the helper are a team. They are friends and the helper can be male or female.

The role of the helper is to:

- Assist Power Panther™ with dressing and practice session.
- Guide Power Panther™ and help him negotiate physical barriers.
- Protect Power Panther™ from overly playful kids and adults.
- Facilitate interaction with the audience.
- Assure that Power Panther™ takes a 15-minute break to get water and change cold packs after 30 minutes of performing.



Tips for the Helper

- Before the event or activity, agree on the sign Power Panther™ will give the helper when he needs a break.
- The helper and Power Panther™ should rehearse one of the prepared scripts ahead of time with the other educators that will be involved. The scripts provide ready made presentations to facilitate Power Panther's interactions with different types of audiences. If the event is not conducive to performing one of the prepared scripts, suggestions for his interaction include:
- While walking around at an event, the helper can greet people with: "Do you know (or remember) Power Panther™?" or "I'd like you to meet a special friend of mine – Power Panther™!"
- Power Panther™ can wave hello, shake hands with the helper, then turn to display the pyramid on the back of his shirt while the helper says: "Do you know what the pyramid on Power Panther's shirt means?"
- The helper can say: "Power Panther™ has an important message he would like to share: **Eat Smart. Play Hard.**™" "Do you know what that means?" or "What can you do to **Eat Smart. Play Hard.**™?"
- The helper can ask: "Can you remember Power Panther's message: **Eat Smart. Play Hard.**™?" When the audience responds affirmatively, Power Panther™ can respond with a yes nod, an affirmative thumbs up, and/or a high five.
- The helper should stay close to Power Panther™ at all times to protect him from curious kids.
- The helper should keep a watchful eye for the signs that Power Panther™ uses when he needs help and be ready to help him leave the area.

Instructions for Putting on the Costume



Make sure there is a private place to dress Power Panther™ on site at the event. Plan to arrive 45-60 minutes before the appearance. Do not transport the dressed Power Panther™ in an automobile or other vehicle, as any transport time adds to the time the wearer is in full costume. Keep the costume and costume parts away from heat sources, such as radiators, stoves, candles, or any open flame.

The person acting as Power Panther™ will need someone to assist him/her in putting on the costume. Please read all of the instructions before putting on the costume.

Prior to a Power Panther™ appearance:

Cool Ice Pack

- Place the ice packs in a refrigerator to chill or freezer until frozen. Or place the ice packs on ice in a picnic cooler at least two hours prior to a performance. Even on cool days, it is recommended that the ice packs be worn as the costume can become very warm.

Fan Batteries

- The fan inside the head unit requires four AA batteries. New batteries will last up to four hours.



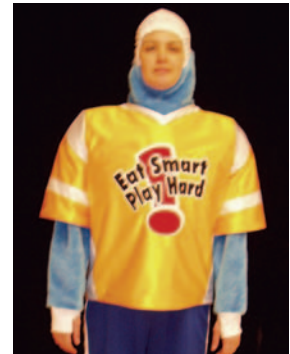
Instructions for Putting on the Costume (Continued)

Ready to Dress

1. In order to stay as cool as possible, wear only a T-shirt, shorts, and socks inside of the costume. Long hair should be tied back. (see photo 1)
2. Step into the pants, slipping your foot into the stirrup. Pull up the pants to the desired length, and adjust the suspender straps accordingly. (see photo 2)
3. Put on the mesh vest with sleeves and hood. The wrists have gloves to prevent the sleeve from riding up your arm during a performance. (see photo 3)
4. Put on the padded vest, with the zipper at the back. (see photo 4)
5. Wear socks and step into the sneakers making sure your feet are under the elastic support straps. (see photo 5)
6. Put on the shirt making sure that the vest, hood, and neck piece all lay as flat as possible. (see photo 5)
7. Remove the fan battery pack from the head unit and switch the fan to the on position. Secure battery pack inside the pouch in the head unit. (see photo 6)
8. Put on the head unit and gloves. (see photo 7)



1.



5.



2.



6.



3.



7.



4.

Once the entire costume is on, have the helper check over the performer to make sure everything is properly in place. Make sure no cords, performer clothing, or flesh is showing. Children become very disappointed when they realize there is a person inside of the character.

New batteries should power the fan up to four hours.

Make sure all pieces are together after the performance. If time allows, hang the costume to air-dry between events and before returning.

Emergency Situations

A Costume Part is Missing

If a costume part is missing, contact your FNS Regional Office for assistance in obtaining the appropriate replacements for the missing component.

A Costume Part is Soiled or Damaged

If a costume component is soiled, try to spot clean it with soap and water, if it is torn, either patch it up with a few stitches or pin it with a safety pin if time is limited. Do not appear in a costume that is obviously damaged.



Making Power Panther™ Come Alive

General

The moment the costume is on and you look down to see character-size feet, instead of your own, you will feel the magic of Power Panther™, as you become a moving, animated, real-life fantasy.

You are no longer a person in a suit; your limbs and gestures have merged to become those of Power Panther™.

Take a step and feel how the body moves as you do. The character enhances every gesture that you make; YOU BECOME POWER PANTHER™!

Close your eyes for a moment—how does it feel to become a costume character? How do you walk? Move? Communicate? What is your motivation? How does this costume feel? Happy? Excited? How does Power Panther™ portray this? How do people react to you?

To children, you are something out of a storybook fantasy. Though adults do realize there is a human being beneath all the finery, what children see is a fantasy character frolicking in their all-too-real world. If you are convincing enough in your portrayal, then the grown-ups will believe what they see.

You are helping people laugh at themselves and bring a little bit of magic into their lives. This is a big responsibility and important one! There is nothing silly about making people happy. You cannot let the charm of the costume “carry itself” by performing in a mechanical fashion.

You provide the spirit of Power Panther™, which is, in essence, the spirit of the Food and Nutrition Service. Without your full belief in Power Panther™, the costume might as well sit on a shelf filled with foam chips.



Performing

Becoming a talented mascot performer is not an easy task. It takes practice and dedication, plus the ability to act without becoming embarrassed. A shy performer may give a poor performance. You need to be confident and outgoing. This may seem difficult at first, but remember...your audience does not know who you really are! Relax, enjoy yourself, and have fun. Your job is to be Power Panther™.

Getting Ready

Before you begin a performance, make sure you are prepared. Take a moment beforehand to consider the following questions.

Who will your audience be? Where will you be performing? Will your audience be stationary or continually moving? How long will your performance last? What is your performing purpose? What will your audience expect from you?

Plan your performance accordingly.

Protocol and Etiquette

Even though your task is to be engaging and have fun, there are a few basic rules to follow so that you do not offend your audience.

- Never remove any costume component in the presence of other people, except your helper. Do not reveal your true identity. If you must take off any part of the costume, do so in seclusion.
- No smoking, drinking alcohol, or consumption of drugs prior to performing in the costume. Your complete concentration will be needed as a performer.
- Always play the role! Never get out of character while in costume. Remember that people are seeing the Power Panther™, not John or Jane Doe.
- Do not play favorites. Do not approach males more than females (or vice versa), children more than adults, etc. Power Panther™ loves all types of people!

REMEMBER: Do not be embarrassed. People only see the costumed character and not the person inside. Be imaginative, outgoing, and energetic! In your costume you will be able to get away with a lot of clowning around without ever offending anyone; however, you may be among many important dignitaries. You must act politely and respectfully at all times, especially in the event you are approached by, or presented to, an important figure. A costume is not an excuse to be disrespectful or ignore the rules of etiquette.

Gestures

Before you try any gestures or movements, remember your size! Your movements must be in proportion to your body size, so you must exaggerate your gestures. You may feel like you're over doing it, but in reality, everything will seem natural to your audience! It is a good idea to watch yourself performing in front of a mirror prior to performing in front of an audience.

Waves

Hello: A hello wave is a broad, welcoming, side-to-side motion with the head held high and accompanying nods. When greeting a very large crowd or in a procession, or parade, waves in broad sweeping motion are most effective.

Good-bye: Good-bye waves at large crowds are much the same as hello waves unless you are directing them at individuals or small children, in which case you might try a slow up and down motion with a sadly bowed head.



Making Power Panther™ Come Alive (Continued)

Bows

They can be short and polite, or low and sweeping. Practice a number of them so you'll be ready for any situation.

Beckon

Bend at the knees and slightly at the waist, point at your subject with arms extended and beckon them towards you with short, quick wrist and hand motions.

Head Tilts

Tilts can represent surprise, pose a question, or show disappointment depending on the angle and inflection.



Strength or Power

Ball up each of your hands in a fist and raise the fists, with your elbow bent, up on either side of your head or stand with your feet slightly apart and put your hands on your hips with your chest slightly inflated and your head held high.

Routines

Routines must be performed as a mime and must be simple and straightforward due to bulkiness of the body. The following are movements that can be done as a mime:

Shimmy

This is a quick routine that can be done during any walk. It simply involves bending at the knees and slightly at the waist, sticking your backside out and pivoting back and forth quickly on both feet like Chubby Checker doing the twist.

Shy Guy

Cover your eyes, bend one knee to the center and lean to one side as though you're shy and embarrassed at all this attention. Remember to cover the character's eyes and not your own, otherwise you will be actually covering the character's mouth. This works well with apprehensive small children.

Thumbs Up

A standard Power Panther™ move. Give one or two "thumbs up" to show admiration, encouragement, or approval.

Peek-A-Boo

A guaranteed winner with the little folks! Just play peek-a-boo with the children as you normally would.

Hide and Seek

Play hide and seek by trying to hide behind people in the audience. This is a sure fire hit since you are too big to really hide behind anyone.

Interacting with Children

Children represent a very special audience and must be handled with care. Watch children flock to your side with laughter and smiles. In their eyes, you are a make-believe fantasy. You are a character that has come to life right before their eyes.

Don't ever forget the magic and wonder you bring to children! You fall in the same league as Santa Claus.



The first thing you will notice is that most little ones love to hug mascots! You will find yourself bombarded with grabbing hands and squeals of delight—encourage this! Let yourself be hugged and loved. Bend down low, look into their eyes and reach out. Also, be cautious, some may try to jump on you, pour a drink in your mouth, or any other unexpected surprise. Remember, they think that you are REAL! Hug them back, but not too hard.

There are some children who are somewhat afraid or intimidated by mascots. Do not approach them. Wave at them and try to get them to come to you so that you do not scare them.

Once the initial excitement wears off, the children want to play. Try some simple gestures:

- Imitate the children's gestures
- Follow behind them without their knowledge
- Act surprised when they turn around and catch you
- Play shy
- Wave often
- Dance either for everyone or with an individual partner

Above all, read their reactions and do whatever pleases them. Children don't mind repetitive movements even though you may feel like you are being monotonous.

Here are some tips to be aware of with children:

- Do not grab children or pick them up. You are awkward and large. You may scare or hurt them, or even drop them because of your large oversized hands.
- Do not play favorites. Children's dreams are shattered if they get left out of the fun.
- If a child is shy or scared, do not force yourself on them. They just want to watch you to make sure that you are friendly. Give them time.
- If a child cries, do not touch them! Instead, bend down low, look them in the eye and cry with them, using your hands to rub your eyes. When they stop crying, warm up to them by waving, extending your arms for a hug, etc. Do not touch or approach them until they initiate the first contact. Put yourself in the child's place. Remember that this should be a pleasant experience for children.

How to Borrow the Power Panther Costume



How to Borrow the Power Panther™ Costume

Power Panther™ costumes are loaned to FNS partners and program cooperators. Costumes are in high demand and booked early for special events, such as National Nutrition Month, National School Lunch Week, and National School Breakfast Week. Please plan accordingly.

1. Complete the FNS Request/Agreement Form for Use of Power Panther™ Costume (Appendix D) and fax it to your FNS Regional Office (see Regional Office contact information on the following page). Send the completed Form to the Regional Office at least 30 days in advance.
2. Keep in mind that the costume is extremely popular and in high demand. The date listed on the form as the “Dates needed” should correspond to the dates listed for the events. The dates the costume is needed should only be one business day before the first event and the costume will be picked up one business day after the date of the last event.
3. The FNS Regional Office will review all requests. If your request is denied, you will be notified within 10 days. If approved, your request will be forwarded to the FNS costume management company.
4. If your request is approved, the FNS Regional Office will notify you that a costume is available, and of the date it is available. The Regional Office will also let you know the date you must return the costume.
5. Once you receive the costume, check it. If you notice any parts are missing or unusable, contact your Regional Office representative for assistance.
6. If possible, hang the costume to air-dry between events and before returning.
7. After your event, complete the Power Panther™ Costume Event Feedback Form (Appendix D) and return it with the costume. Also send a copy to the Regional Office Contact within 5 days of the event.
8. The costume must be boxed and ready for pick-up one business day after the date of the last event. This will allow others to use the costume. Agencies that fail to return the costume on time will not be approved to borrow it in the future. If it is necessary to ship the costume by overnight mail in order to get it back on time, the borrowing Agency must cover the expense.



Food and Nutrition Service (FNS) Contact Information



FNS Contact Information National Office and Regional Offices

Northeast Regional Office

10 Causeway Street
Boston, MA 02222-1068
Phone: 617-565-6418
Fax: 617-565-6473
States: CT, ME, MA, NH, NY, RI, VT

Mid-Atlantic Regional Office

300 Corporate Boulevard
Robbinsville, NJ 08691-1598
Phone: 609-259-5091
Fax: 609-259-5011
States: DE, DC, MD, NJ, PA, PR, VA, VI, WV

Southeast Regional Office

61 Forsyth Street, Southwest
Room 8T36
Atlanta, GA 30303-3427
Phone: 404-562-1812
Fax: 404-527-4502
States: AL, FL, GA, KY, MS, NC, SC, TN

Southwest Regional Office

1100 Commerce Street
Room 5-C-30
Dallas, TX 75242
Phone: 214-767-9814
Fax: 214-767-5522
States: AR, LA, NM, OK, TX

Midwest Regional Office

77 West Jackson Boulevard,
20th Floor
Chicago, IL 60602-3507
Phone: 312-886-3686
Fax: 312-353-4108
States: IL, IN, MI, MN, OH, WI

Mountain Plains Regional Office

1244 Speer Boulevard, Suite 903
Denver, CO 80202
Phone: 303-844-0312
Fax: 303-844-6203
States: CO, IA, KS, MO, MT, NE, ND, SD,
UT, WY

Western Regional Office

90 Seventh Street
Suite 10-100
San Francisco, CA 94103
Phone: 415-705-1350
Fax: 415-705-1364
States: AK, AS, AZ, CA, GU, HI, ID, NV,
OR, WA

National Office, USDA/FNS

Office of Strategic Initiatives,
Partnerships & Outreach
3101 Park Center Drive, Room 926
Alexandria, VA 22302
Phone: 703-305-2281
Fax: 703-605-0220

Role of FNS Regional Offices



Role of FNS Regional Offices in Approving Cooperators' Requests for the Power Panther™ Costume

1. Ensure Power Panther™ is only reserved by FNS program operators or implementing partners.
2. Ensure that the FNS Request/Agreement Form for Use of Power Panther™ Costume is properly completed with all planned events and signed by an appropriate State/Local FNS program representative. This form must also be completed by the Region when requesting costume for Regional Office activities.
3. Review completed forms and determine if the request is approved or denied. Be mindful that the date listed on the form as the “Dates needed” should correspond to the dates listed for the events. The dates the costume is needed should only be one business day before the first event and the costume will be picked up one business day after the date of the last event. The costume is in high demand, and this will help ensure others have the opportunity to use the costume.
4. Transmit approved FNS Request/Agreement Form for Use of Power Panther™ Costume to the FNS costume management company.
5. Notify requesting agencies of approval or denial of request within 10 days, and of the required return date. Note that the dates may need to be changed if no costume is available on the original request date.
6. Let the FNS National Office contact know of any problems regarding the costume and or costume complaints.
7. Ensure that each borrowing agency completes the Power Panther™ Costume Event Feedback Form, returns it with the costume, and/or transmits it to the Region. Submit a Power Panther™ Costume Event Feedback Form to the National Office for each event within 10 days of the event.
8. Follow up as needed with borrowing agencies to ensure costumes are returned to FNS contractor on time. Suspend future approval for agencies that fail to return the costume as scheduled.

Appendixes



Appendixes

A. Eat Smart. Play Hard.™ Power Panther™ Scripts

- i. Eat Smart. Play Hard.™ With MyPyramid
- ii. Power Panther™ Takes Eat Smart. Play Hard.™ to Schools
- iii. Learn To Eat Smart. Play Hard.™ With Power Panther™

B. Eat Smart. Play Hard.™ Power Up Moves

C. Sample Eat Smart. Play Hard.™ Event Summary

D. Forms for Borrowing the Power Panther™ Costume

- i. FNS Request/Agreement Form for Use of Power Panther™ Costume
- ii. Power Panther™ Costume Event Feedback Form

Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts



Background

Eat Smart. Play Hard.™ is about making America's children healthier. It's about practical suggestions that will help you motivate children and their caregivers to eat healthy and be active using MyPyramid. Power Panther™ helps to communicate the Eat Smart. Play Hard.™ Campaign messages in a fun and entertaining way for children, parents, community groups and other caregivers.

To make your job easier, we have developed three ready-to-use scripts that you can use to introduce Power Panther™ and at the same time convey practical actionable tips that kids and parents can put into practice.



Summary of Scripts:

Script 1

Eat Smart. Play Hard.™ With MyPyramid—This script for community events introduces parents, kids and community groups to Power Panther™ and provides an overview of MyPyramid for Kids' key messages. It conveys these messages and introduces Eat Smart. Play Hard.™ in a kid-friendly, interactive and engaging format and only requires about 15 minutes to complete. It includes an optional physical activity, “Power-Up Moves,” that kids and adults will enjoy!

Script 2

Power Panther™ Takes Eat Smart. Play Hard.™ To Schools

In a lively, interactive session, school-age children are introduced to Power Panther™ who encourages them to embrace healthy eating and physical activity behaviors. Power Panther™ also conveys the importance of eating breakfast.

Script 3

Learn To Eat Smart. Play Hard.™ With Power Panther™

The audience is introduced to the Eat Smart. Play Hard.™ Campaign and its spokescharacter, Power Panther™. This script can be tailored for use with children and their caregivers in a variety of settings. The interactive format should generate an exciting and engaging learning experience for participants.

Script 1: Eat Smart. Play Hard.™ With MyPyramid

Target Audience: children and parents/caregivers

Estimated Time (excluding group performance): 15 minutes

Examples of events: community health fairs, schools, conferences

Background Information for Presenters

Eat Smart. Play Hard.™ is about making America's children healthier. It's about practical suggestions that will help you motivate children and their caregivers to eat healthy and be physically active using MyPyramid. The Eat Smart. Play Hard.™ Campaign messages and materials are fun for children and informative for caregivers. To make your job easier, this ready-to-use script contains messages based the *2005 Dietary Guidelines for Americans* and MyPyramid for Kids, and conveys them in a kid-friendly, engaging format. These concepts are kid-tested and evidence-based.

The President's Challenge is a program that encourages all Americans to make being physically active part of their everyday lives. No matter what your activity and fitness level, the President's Challenge can help motivate you to improve. Additional information and an online tracking tool is available at: <http://presidentschallenge.org>

Materials Needed

- A music player (e.g., stereo or boom box) and from the Eat Smart. Play Hard.™ website located at: <http://www.fns.usda.gov/eatsmartplayhard/>
 - Eat Smart. Play Hard.™ songs: Power Panther™ is Here and If You Wanna be like the Power Panther™
 - Copies of Power Up Moves for audience or on display
 - PowerPoint presentation of Power Up Moves with words
 - Poster or flyer of Slurp, Power Panther's nephew
- From the Team Nutrition website located at <http://teammnutrition.usda.gov/kids-pyramid.html>
 - MyPyramid for Kids poster
 - MyPyramid for Kids food group posters (samples at right)
[Note: Posters similar to samples (right) can be created using any word processing program and a color printer]
 - Grains: make half your grains whole (orange)
 - Vegetables: Vary your veggies (green)
 - Fruits: Focus on fruits (red)
 - Milk: Get your calcium-rich foods (blue)
 - Meat & Beans: Go lean with protein (purple)
 - Piece of fruit or bowl of fruit.

Sample Food Group Posters:



Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (Continued)

Optional Materials

- The MyPyramid for Kids poster can be projected onto large screens using PowerPoint or other software to reinforce messages.
- Sports equipment

I. Background music: “Power Panther™ Is Here”

Speaker 1: Hello, Everyone! Welcome to _____ (name of event). I'm _____ (Speaker 1 introduce yourself).

Speaker 2: And, I'm (Speaker 2 introduce yourself).

Speaker 1: *These days, a lot of people are trying to eat better and be more physically active. Let's see a show of hands — how many of you want to eat healthier?
(Waits for audience response)

*Customize It by using time- and audience-specific language. For example:

Adults

- Winter or New Year: This time of year, a lot of people are making resolutions and eating healthier and getting fit.

Children

- Spring: This time of year, many kids are eating healthier and getting in shape so they can play hard at camp this summer.

Speaker 2: And, how many people would like to get in better shape? (Waits for audience response)
Well, if you want to shape up, you're in the right place, because we're going to give you some tools to help you eat healthier AND be more physically active, both of which will help you feel better, think more clearly, and have more energy to enjoy life!

Optional Group Performance (approx. 5 minutes). If none, skip to “Introducing Power Panther™” below

- A group performance at the beginning of your presentation may help draw a crowd.
- Group performances may include school dance/step teams, jump rope teams, or aerobics groups.

Speaker 1: Before we get started, we have some friends here to help us by pumping us all up and showing how much energy you have when you eat smart and play hard!

(group comes onto the stage)

Speaker 2: That's right, they have to eat smart and play hard to be able to do their thing!
Please join me in welcoming _____ (name of group).

(applause)

Group performance

(applause)

II. Introducing Power Panther™

Speaker 1: Now I'd like you to meet a special friend of ours – Power Panther™! Power Panther™ is the USDA's nutrition and physical activity spokescharacter. He travels all over the country visiting with kids and parents like you to encourage them to eat smart and play hard by following the recommendations of MyPyramid.

PP: *Waves to audience and gives high five to Speaker 1 and Speaker 2.*

Speaker 2: Power Panther™ wants all of us to eat smart and play hard, and he wants you to share that message with others. Can you repeat Power Panther's message with me? I want to hear all the ladies yell 'Eat Smart' and all the guys say 'Play Hard.' Okay, ready? What does Power Panther™ want us to do? (*Hold Hand to Ear to prompt audience response*) One more time: Eat Smart—Play Hard. That's great!

***Customize It** by using audience-specific language.

- If your audience is primarily children, address them as “girls” and “boys” (instead of “ladies” and “guys”).

PP: *Holds hand to ear.*

III. Eat Smart. Play Hard.™ — and being Powerful

PP: *Walks to center of the stage, and points to his Eat Smart. Play Hard.™ T-shirt, and makes a bicep flex with a fisted power glove to suggest power/strength.*

Speaker 1: Do you know what Eat Smart. Play Hard.™ means? (*Waits for audience responses*) It means eating healthy meals and snacks, and making sure you're physically active each day.*

***Customize It** by using event-specific language.

Give kudos to your audience for participating in physical activities at your event.

For example, after Speaker 1 says “...making sure you're physically active each day,” add:

- “Just like you're doing here today by walking around the Convention Center.”
- “Just like you're doing today by participating in the dance contest.”

Speaker 2: Why is eating smart and playing hard so important for kids? Eating smart or healthy helps you go, glow, and grow since it will give you energy, and help you focus and learn in school.

PP: *Gives a “thumbs up” to the helper and nods yes.*

Speaker 1: Power Panther™ says adults should also eat smart and play hard. It helps them to stay healthy and helps reduce the risk of some health problems,

Appendix A
Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (continued)

and controls weight. And when parents eat healthy and are active, they show their kids that it's good for them too, so kids will eat healthy too.

[If audience is children, omit last sentence above.]

PP: Gives a “thumbs up” to the helper and nods yes.

Speaker 2: Power Panther™ says it's really important to combine your day with healthy food and active play so you can have the energy and strength to be your very best.

Speaker 1: Power Panther™ knows that we all have the power within ourselves to make healthy choices every day. And parents can help their kids to make healthy choices too—like Power Panther™ does with his nephew, Slurp, who lives with him.

PP: Holds up a cutout of Slurp and holds his fist to his chest to communicate his love for Slurp.

Use Slurp cutout that is at least 47” tall or a projected image of Slurp

IV. Eat Smart. Play Hard.™ — and MyPyramid

PP: Turns around to show MyPyramid on back of shirt.

Speaker 2: Power Panther™ uses MyPyramid to help him and Slurp eat smart and play hard. He wears the MyPyramid on his t-shirt. How many of you know about MyPyramid? (Waits for audience responses) How many of you have visited MyPyramid on the Internet? (Waits for audience responses)

Speaker 1: MyPyramid shows us how to eat healthy, in the right amounts from all the different food groups, and to be active. You can use the MyPyramid Web site to create a healthy eating and physical activity plan that's just right for you.

PP: Gives thumbs up.

Speaker 2: Does anyone know what the orange stripe on MyPyramid means?” (Waits for audience responses).

PP: Sneaks across stage behind presenters' backs showing orange poster to audience. Poster, from MyPyramid for Kids reads “Grains: Make half your grains whole.”

Optional – Give prizes to audience for participating in the presentation. Speakers can prompt audience participation by passing out small participation prizes that reinforce eating smart and playing hard — examples include Eat Smart. Play Hard.™ stickers.

Speaker 1: That's right, orange is for grains. Can anyone name some foods that are grains?

Speaker 2: Each day, we need to make sure that half our grains are **whole** grains, but what exactly does that mean? Can anyone name some whole grains?

Speaker 1: That's right. You can tell which foods are whole grain by looking at the food label — make sure you see the word “whole” before grains on the ingredients list. Whole grains are foods like corn, oatmeal, brown rice, low fat popcorn, and whole wheat bread.

PP: *Gives thumbs up.*

Speaker 2: Does anyone know what the green stripe on MyPyramid means?”
(Waits for audience responses).

PP: *Walks across stage holding green “Vegetables: Vary your veggies” poster above his head for audience to see.*

Speaker 1: Green is for vegetables — it's important to make your plate colorful by varying your veggies and eating different types each day. Be sure to include dark green and orange vegetables too. Can anyone name a dark green or orange vegetable? They are things like spinach, broccoli, carrots, and sweet potatoes. And can anyone name a purple vegetable? Eggplant and cabbage can both be purple vegetables!

PP: *Rubs his stomach.*

Speaker 2: How about the red stripe on MyPyramid — does anyone know which food group red represents?” *(Waits for audience responses).*

PP: *Walks across stage holding red “Fruits: Focus on fruits” poster above his head for audience to see.*

Speaker 1: Red is for fruits — nature's treats: sweet and delicious. It's good to focus on fruits— to eat fruits with meals, and at snack time too. Choose fresh, frozen, canned, or dried fruit. When you do choose juice, make sure it's 100% juice.

Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (Continued)

Speaker 2: How about the yellow stripe — any ideas? I'll give you a hint...it's not a food group, but you need some every day for good health (*Waits for audience responses*).

Speaker 1: Yellow is for oils. We all need oil. It's best to get oils from fish, nuts and liquid oils like corn, soybean, canola, and olive oil. Does anyone know what the blue stripe represents? I'll give you a hint...it comes from cows. (*Waits for audience responses*).

PP: *Walks across stage holding blue “Milk: Get your calcium-rich foods” poster above his head for audience to see.*

Speaker 2: That's right, it's the milk group. We all need calcium-rich foods — like milk, yogurt, and cheese — to build strong bones. Be sure to check the container to make sure your milk, yogurt, or cheese is low fat or fat-free.

PP: *Flexes muscles.*

Speaker 1: There's only one group left and, you're right Power Panther™, it helps build muscles. Does anyone know which foods are represented by the purple stripe? (*Waits for audience responses*).

PP: *Walks across stage with purple “Meat & Beans: Go lean with protein” poster above head for audience to see.*

Speaker 2: Purple stands for meat and beans—be sure to go lean with your protein by choosing lean or low fat meat, chicken, turkey, and fish. And, like Power Panther™ always does, eat it baked, broiled, or grilled—not fried.

Speaker 1: And, it's nutty but true. Nuts, seeds, peas, and beans are all great sources of protein, too. Try changing your tune by adding beans and peas to your meals — in salads, burritos, or soups.

PP: *Gives thumbs up.*

V: Power Up with Breakfast!

PP: *Whispers into Speaker 2's ear.*

Speaker 2: Power Panther™ likes to eat breakfast. He wants to ask you about breakfast that's one of his favorite meals. How many of you eat breakfast every day — raise your hands? (*Waits for audience responses*) That's great!

Speaker 1: Do you know why breakfast is important? (*Waits for audience responses*) Eating breakfast will not only make you feel good and powerful, it will give you energy, and help you be more alert so you'll do better in school or work. How many of you had breakfast today?

PP: *Pulls out a piece of fruit and holds it up to the audience.*

Speaker 2: Breakfast helps get Power Panther™ going in the morning and helps him keep his mind on what he's doing. If he's running late, he sometimes grabs something like leftovers from dinner or makes a quick peanut butter and banana sandwich to eat on the way.

Speaker 1: Power Panther™ thinks it's important for families to eat breakfast together. In fact, every morning, he has a healthy breakfast like cereal, fruit, and low-fat milk with his nephew, Slurp.

Speaker 2: Let's see a show of hands for everyone who plans to eat breakfast in the morning — that's a great way to start eating smart!

VI. Balance Your Day with Food and Play

Speaker 1: Power Panther™ tries to balance his day with food and play to grow healthy and strong. Does anyone know why physical activity is important? (*Waits for audience responses*).

Speaker 2: That's right! Being physically active is good for your health, builds strong bones and muscles, and helps you feel more energetic and strong. It will also help adults stay healthier longer, lower their risk for diseases, and helps control weight.

Speaker 1: Power Panther™ likes to set a good example for Slurp, so he makes sure that fun physical activities are part of their time together. They're even taking the President's Challenge together!

[Note: See Background Information for Presenters for additional information on the President's Challenge.]

Speaker 2: By taking the President's Challenge, they get to track their physical activities together online, and earn awards for being active. Like MyPyramid recommends, Power Panther™ and Slurp get 60 minutes of activity on most days of the week by playing basketball together or going on walks around their neighborhood.

PP: *Pretends to shoot a basket.*

Speaker 1: Can you name some other great physical activities you could have fun doing every day?

Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (Continued)

PP: *Prompts audience response by dancing, swinging a golf club, stretching, running in place, doing jumping jacks, etc.*

Speaker 2: That's right, being active should be fun! Activities like dancing, gardening, golfing, and jump roping are all great ways to be physically active.

Speaker 1: Anything you like that makes you move more and sit less is great!

PP: *Gestures, pointing to himself.*

Speaker 2: Do you remember what Power Panther™ wants us to do? Eat Smart. Play Hard. Let's hear it again! Eat Smart. Play Hard.

VII. Interactive Audience Activity (Est. Time: 5 minutes)

Speaker 1: Would you like to join Power Panther™ in an activity today? It's a little activity with big ideas that we call Power Up Moves! Everyone please stand up and repeat after us!

Perform "Power Up Moves" with audience

Speaker 2: OK, should we try it with some music? *Music starts – "If You Wanna Be Like the Power Panther™" (Instrumental Original or Remix)*

Repeat activity 2-3 times

Speaker 1: Great Job! Thanks for participating!

Make any closing announcements — e.g., Stop by Booth XX to have your photo taken with Power Panther™!

Script 2: Panther™ Takes Eat Smart. Play Hard.™ To Schools

Target audience: 8–10 year old tweens (but may also be used for a wider school-age audience)

Examples of events: In-room appearance, school assembly, or after-school programs

Background Information for Presenters



Eat Smart. Play Hard.™ is about making America's children healthier. It's about practical suggestions that will help you motivate children and their caregivers to eat healthy and be active. The Eat Smart. Play Hard.™ Campaign messages and materials are fun for children and informative for caregivers. To make your job easier, this ready-to-use script contains messages based on the Food and Nutrition Service's cross-program Eat Smart. Play Hard.™ campaign. With the assistance of a "helper", Power Panther™ comes alive during your local and school events.

Materials Needed

- Music player (e.g., stereo or boom box)
- Eat Smart. Play Hard.™ songs:
 - Power Panther™ is Here
 - If You Wanna Be Like the Power Panther™
- Piece of fruit or bowl of fruit (so it can be seen by large audience)
- Poster of Slurp

Power Panther™ "moves" may also be integrated into your program. The following moves are included in the script below to reinforce campaign messages.

- Healthy eating:
 - holds a piece of fruit up in one hand and makes a thumbs-up gesture with the other
 - distributes healthy snacks (optional)
- Physical activity:
 - dances or moves to music
 - tosses a ball
 - does calisthenics
 - strength/power—makes a muscle or holds fists and lifts arms overhead
- Other moves:
 - waves hello
 - shakes hands with helper and audience
 - nods in agreement
 - gestures to audience e.g. thumbs-up

Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (Continued)

Script: Background music: “If You Wanna Be Like the Power Panther™”

Introducing Power Panther™

Helper: “Today we’ve invited a very special and exciting friend, Power Panther™ to visit with us. Some of you may have met him before, but I’d like to introduce him to all of you. Power Panther™ is a panther after all and can’t speak with words, but he definitely knows how to communicate—especially about helping kids learn how to Eat Smarter and Move More! Panther, please say hello to the audience.”

Power Panther™: Waves hello, and shake hands with the helper and audience.

Helper: “Power Panther™ has traveled over 500,000 miles across the country to meet school kids like you and to talk about eating healthy and being physically active. Everybody say a big “hello, Power Panther™!”

Eat Smart. Play Hard.™ — and being Powerful

Power Panther™: Walks to center of the stage or room and points to his Eat Smart. Play Hard.™ T-shirt and flexes his bicep with a fisted power glove to suggest power/strength.

Helper: “Power Panther™ loves to speak to kids like you and has a message he would like to share: Eat Smart. Play Hard. Do you know what that means? (*Waits for audience responses*) “It means eating healthy meals and snacks, and making sure you do fun active things like playing basketball or moving to music on a regular basis. Power Panther™ says you have the power within yourself to make healthy choices every day. If you eat smart and play hard, you can be as powerful as him.”

Power Panther™: Gives a “thumbs up” to the helper and makes a muscle or holds fists and lifts arms overhead to show strength.

Helper: “Do you know what the pyramid on Power Panther’s T-shirt means?” (Power Panther™ turns around to show MyPyramid). (*Waits for audience responses*) “It shows us how to eat healthy, in the right amounts from all the food groups.”

Power Panther™: Power Panther™ holds a piece of fruit up in one hand and gives the thumbs-up gesture with the other

Helper: “Power Panther™ wants to ask you about breakfast. Do you know why breakfast is important?” (*Waits for audience responses*) “Eating breakfast will not only make you feel good and powerful; it will give you energy, and help you be more alert so you’ll do better in school. It will also give you nutrients to help you grow. Power Panther’s message to you is, “Power Up With Breakfast.”

Power Panther™: Pulls out a banana or a box of generic cereal from his bag and holds it up to the audience.

Physical Activity

Helper: “Why is physical activity important?” (*Waits for audience responses*). “Being physically active is good for your health, builds strong bones and muscles, helps you feel more energetic, and makes you strong”.

Power Panther™: Makes a muscle.

Helper: “Power Panther™ says we should move more and sit less. Power Panther™ says that fun physical activities can be part of your daily routine with friends or family. Did you know that Power Panther™ and his nephew, Slurp, play basketball together or go on walks around the neighborhood most days of the week? (Power Panther™ or helper pulls out a poster of Slurp) “Who can name some other great physical activities you could do every day? (Examples of responses: bike riding, all sports, walking, running, active games like dodge ball, hiking, working out.)

“Let’s join Power Panther™ in making a muscle to show how strong we can get with physical activity.” [Or do a planned physical activity such as simple guided calisthenics such as touching toes, stretching arms in air, and side bends.]

More about Power Panther™

Power Panther™: gestures, pointing to himself.

Helper: “Power Panther™ wants me to tell you about him. His favorite activities are walking, running, and biking. He’s also very fast and powerful, can jump as high as a tractor-trailer and can climb trees when he needs to. He’ll share a secret with you—he keeps his energy level up by starting the day with a healthy breakfast. He also keeps fruits, vegetables, low-fat milk and yogurt, and whole wheat crackers handy because they make great snacks.”

Power Panther™: Nods in agreement, gives the thumbs up with one hand and pats his stomach with the other.

Helper: “Do you want to know more about Power Panther™?” (*Waits for audience responses*.) “He likes doing activities with friends and he always shares his snacks with them. Would you like to play/dance/eat with him today?” [This is a cue for a planned Power Panther™ activity such as more simple calisthenics, or distribution of healthy snacks.]

Resume music: Power Panther™ leads audience in calisthenics and/or distributing healthy snacks.

Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (Continued)

Script 3: Learn To Eat Smart. Play Hard.™ With Power Panther™

Target audience: Families — parents/caregivers and 8–10 year old tweens

Examples of events: Community events, farmers' markets, Food Stamp Program nutrition education events, etc.

Background Information for Presenters



Eat Smart. Play Hard.™ is about making America's children healthier. It's about practical suggestions that will help you motivate children and their caregivers to eat healthy and be active. The Eat Smart. Play Hard.™ Campaign messages and materials are fun for children and informative for caregivers. To make your job easier, this ready-to-use script contains messages based on the Food and Nutrition Service's cross-program Eat Smart. Play Hard.™ campaign. With the assistance of a "helper", Power Panther™ comes alive during your local and school events.

Materials Needed

- Music player (e.g., stereo or boom box)
- Eat Smart. Play Hard.™ songs:
 - Power Panther™ is Here
 - If You Wanna Be Like the Power Panther™
- Piece of fruit or bowl of fruit (so it can be seen by large audience)
- Slurp Poster

Power Panther™ "moves" may also be integrated into your program. The following moves are included in the script below to reinforce campaign messages.

- Healthy eating:
 - holds a piece of fruit up in one hand and makes a thumbs-up gesture with the other
 - distributes healthy snacks (optional)
- Physical activity:
 - dances or moves to music
 - tosses a ball
 - does calisthenics
 - strength/power—makes a muscle or holds fists and lifts arms overhead
- Other moves:
 - waves hello
 - shakes hands with helper and audience
 - nods in agreement
 - gestures to audience e.g. thumbs-up

Script:

Background music: “Power Panther™ is Here” or other Power Panther™ song.

Introducing Power Panther™

Helper: *While walking around at an event or during a presentation, greet people with: “Do you know (or remember) Power Panther™?” or “I’d like you to meet a special friend of mine—Power Panther™!”*

Power Panther™: Waves hello, and shake hands with the helper and audience.

Helper: “Power Panther™ has traveled over 500,000 miles across the country over the years to meet caregivers and kids like you and to talk about eating healthy and being physically active.” Let’s welcome Power Panther™ with a big “Hello, Power Panther™!”

Eat Smart. Play Hard.™ — and being Powerful

Power Panther™: Walks to center of the stage, room/area, and points to his Eat Smart. Play Hard.™ T-shirt, and makes a bicep flex with a fisted power glove to suggest power/strength.

Helper: “Power Panther™ has a message he wants to share with you: Eat Smart. Play Hard. Do you know what that means?” (*Waits for audience responses*) “It means eating healthy meals and snacks, and making sure you’re physically active on a regular basis. “Why is eating smart for kids important?” (*Waits for audience responses*) “Eating smart or healthy is good for your health, since it will give you energy, and help you learn in school.

Power Panther™: Gives a “thumbs up” to the helper and nods yes.

Helper: “Power Panther™ says adults should also eat smart. It will help them to lower their risk for heart disease, high blood pressure, diabetes, and other diseases, and help them control weight. And if parents eat healthy and show their kids that it’s good for them, their kids will want to eat healthy too.”

Power Panther™: Gives a “thumbs up” to the helper and nods yes.

Helper: “Power Panther™ says it’s really important to combine your day with healthy food and play so you can have the energy and strength to be your very best. Power Panther™ says you have the power within yourself to make healthy choices every day. And parents can help their kids to make healthy choices too—like Power Panther™ does with his nephew, Slurp, who lives with him. (Power Panther™ holds up a poster of Slurp and holds his fist to his chest to communicate his love for Slurp.) If you eat smart and play hard, you can be as powerful as Power Panther™.”

Appendix A

Introduction to Eat Smart. Play Hard.™ Power Panther™ Scripts (Continued)

Helper: “Do you know what the pyramid on Power Panther’s T-shirt means?” (Power Panther™ turns around to show MyPyramid) (*Helper waits for audience responses*) “It shows us how to eat healthy, in the right amounts from all the food groups.”

Power Panther™: Pulls out an apple from his bag, holds it up with one hand and gives the thumbs up with the other.

Helper: “Power Panther™ wants to ask you about breakfast. Do you know why breakfast is important?” (*Waits for audience responses*) “Eating breakfast will not only make you feel good and powerful; it will give you energy, and help you be more alert so you’ll do better in school or work.”

Power Panther™: Pulls out a banana or box of (generic) cereal from his bag and holds it up to the audience.

Helper: Power Panther™ thinks it’s important for families to eat breakfast together. In fact, every morning, he has a healthy breakfast like cereal, fruit, and low-fat milk with his nephew, Slurp.

Physical Activity

Helper: “Why is physical activity important?” (*Waits for audience responses*). “Being physically active is good for your health, builds strong bones and muscles, and helps you feel more energetic and strong.” It will also help adults to lower their risk for diseases and it will help control weight.” Power Panther™ says that fun physical activities can be part of family time. Power Panther™ and Slurp play basketball together or go on walks around the neighborhood most days of the week.

Power Panther™: Pretends to shoot a basket.

Helper: “Who can name some other great exercise activities you could do every day? (Helper reinforces audience responses and adds to them, e.g.: bike riding, all sports, walking, active games like dodge ball, running, hiking, working out.)

Helper: “Power Panther™ says we should move more and sit less. Let’s join Power Panther™ in a few easy moves.” [Do simple guided calisthenics such as touching toes, stretching arms in air, side bends, etc.]

More About Power Panther™

Power Panther™: gestures, pointing to himself.

Helper: “Power Panther™ wants me to tell you about him. His favorite activities are walking, running, and biking. He’s also very fast and powerful, can jump as high as a tractor-trailer and can climb trees when he needs to. He’ll share a secret with you—he keeps his energy level up by starting the day with a healthy breakfast. He also keeps fruits, vegetables, low-fat milk or yogurt, and whole wheat crackers handy because they make great snacks.”

Power Panther™: Nods in agreement and pats his stomach and gives the thumbs up gesture.

Helper: “Do you want to know more about Power Panther™?” (Waits for audience responses.)
“He likes doing activities with friends and he always shares his snacks with them. Would you like to play/dance/eat with him today?” [This is a cue for a planned Power Panther™ activity such as more simple calisthenics, or distribution of healthy snacks.]

Resume music: Power Panther™ leads audience in calisthenics or distributing healthy snacks.

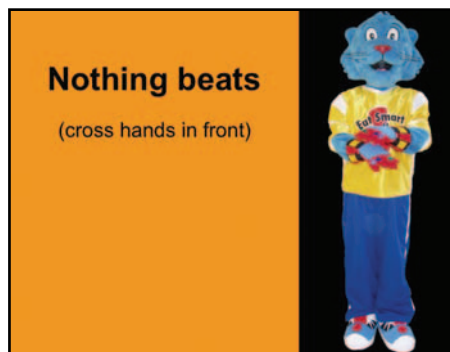
Appendix B Eat Smart. Play Hard.™ Power Up Moves

Get your audiences moving! Let Power Panther™ help you guide an audience of children or adults in this fun, engaging physical activity that adds easy movements to a rhyme that promotes healthy eating and physical activity.

Try it with an instrumental version of one of the Power Panther™ songs, available at:
<http://www.fns.usda.gov/eatsmartplayhardkids/Tunes/ptunes.htm>



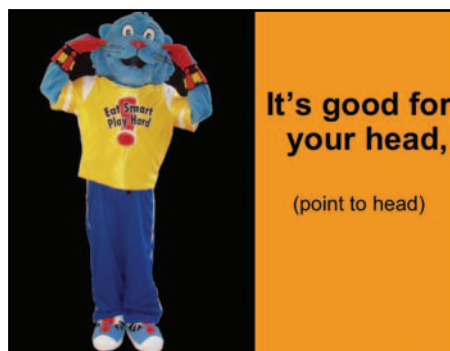
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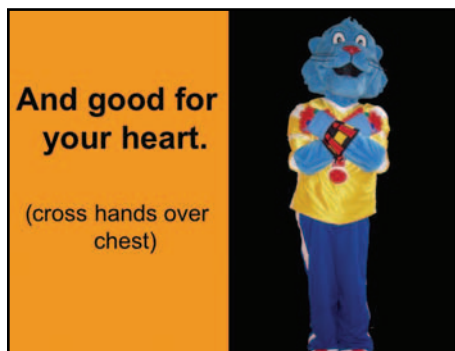
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3.



4.



5.



6.



7.



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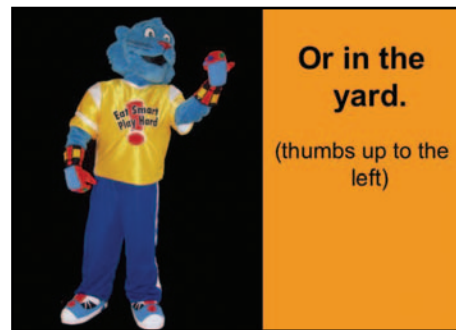
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10.



11.



12.

Appendix B
Eat Smart. Play Hard.™ Power Up Moves (Continued)



13.



14.



15.

Appendix C Sample Eat Smart. Play Hard.™ Event Summary

Power Panther™ Rocks the NBC4 Health and Fitness Expo



The 2006 NBC4 Health and Fitness Expo was kicked off January 14th, by the new invigorated Power Panther™ and NSS staff members Judy Wilson and Heather Hopwood taking the stage to help kids Eat Smart and Play Hard by following the recommendations of MyPyramid.



The D.C.-based MacFarland Middle School Step Team donned whiskers and tails for a heart-thumping dance and step performance to the Eat Smart. Play Hard.™ song “If You Wanna Be Like the Power Panther™.”

With the MyPyramid as a backdrop, Power Panther™ led the audience through an interactive presentation including an overview of MyPyramid, and core Eat Smart. Play Hard.™ messages: make family time an active time, grab quick and easy snacks, power up with breakfast, and balance your day with food and play. The presentation ended with a physical activity that brought the audience to their feet, moving and chanting an Eat Smart. Play Hard.™ rhyme to the instrumental beat of Outkast’s “The Way You Move” (see back).

The FNS exhibit booth offered Expo attendees a wealth of nutrition and physical activity resources. About 500 people took the Milk Taste Challenge, which had tasters struggling to identify types of milk based on fat content. Tasters were surprised they could not taste a difference, and at the calorie savings that can be achieved by switching to reduced fat, or nonfat milk. Most pledged to make the switch to lower fat milk.

Attendees also visited the FNS booth to play the MyPyramid Blast Off game, pose for snapshots with Power Panther™, and receive information on FNS programs, healthful eating, and physical activity.

More than 78,000 people took advantage of free health screenings and information at the two-day Expo.

The interactive presentation, and physical activity rhyme and movements may be used in a variety of settings. For a copy, contact Heather Hopwood at (703) 305-2141.



United States Department of Agriculture
Food and Nutrition Service

January 18, 2006



Appendix D
Forms for Borrowing the Power Panther™ Costume

Eat Smart. Play Hard.™
Power Panther™ Costume Request and Agreement Form

Complete the following and send by email or fax to your regional representative.

Department: _____ Agency: _____

Contact Person: _____ Title: _____

Division: _____ Program: _____

Address: _____ Suite/Room: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Fax: _____ Email: _____

ABOUT YOUR AGENCY

1. Which **USDA nutrition assistance program(s)** does your agency administer? Check all that apply.

- | | | |
|--------------------------------|---|--|
| <input type="checkbox"/> NONE | <input type="checkbox"/> Child Nutrition/School Meals | <input type="checkbox"/> Food Stamp Program |
| <input type="checkbox"/> WIC | <input type="checkbox"/> WIC Farmers Market | <input type="checkbox"/> FSNE |
| <input type="checkbox"/> FDPIR | <input type="checkbox"/> CACFP | <input type="checkbox"/> Summer Food Service Program |
| <input type="checkbox"/> TEFAP | <input type="checkbox"/> CSFP | <input type="checkbox"/> Other – specify _____ |

Type of requesting agency: [Check only **one**]

_____ FNS Region	_____ State Agency	_____ Other, specify _____
_____ Local Agency	_____ County	

ABOUT THE EVENTS

Check all **Eat Smart. Play Hard.™** materials you will use in conjunction with Power Panther's visit. All of the following materials are available at: <http://www.fns.usda.gov/eatsmartplayhardeducators/powerpanther/>

Type of Materials	Name of Material	Check All Items to be Used
Power Panther™ script:	Eat Smart. Play Hard™ with MyPyramid;	
	Eat Smart. Play Hard™ in School;	
	Learn to Eat Smart. Play Hard™ with Power Panther	
Eat Smart. Play Hard™ Lesson Plans:	Taste the Colors	
	Snack Smart	
	Power Up with Breakfast	
	Choose Drinks that Count	
Power Panther™ Song:	"If you want to be like the Power Panther"	
	" Power Panther is Here"	
Power Panther™ Exercise	Power Up Moves	
Others Materials:	Activity Sheets	
	Kids website	
	Comics	
Others - Specify		

1. What do you want to achieve by involving Power Panther in your event(s)?

2. Complete the following Schedule of Events Chart for your Power Panther Event(s). **There is a two (2) day limit on the costume loan.**

Instructions: Provide information about each event scheduled for Power Panther using the codes below. You can download this form as a MS word file on our web site for electronic submission: www.fns.usda.gov/eatsmart/playhard

Date - Enter date of each event. List events in the order you plan to conduct them.

Type of Event - Use these codes for type of event: (Select one)

- School-based (S), Community-based (C), Game or Sports Event (GS), Food Store (FS), Health (H), Parades, Walks, Hikes, Races (PA), Celebrations, School Breakfast or Lunch, Fruit & Veggie Month, etc. (CA), Other – Specify (O)

Sponsor - Enter the FNS sponsor or host of the event: For example WIC, FSP, FDP, WIC, FMNP, SFMNP; CNP; etc.

Target Audience - Enter age or grade levels for kids, or specify adults-example: kids 8-10 or grades 3-5.

Participation Estimate - Enter number of kids and adults expected. **Location of event** - Enter city, State, and zip code of each event.

Key activities - Use these codes for type of activity (Select up to 3):

- Nutrition Education (NE), Physical Activity (PA), Health Screenings (HS), Food Tasting (FT), Computer Lab using Eat Smart. Play Hard™ web site, interactive games, etc.(CL), Other - Specify (O)

Date of Event	Type Event (use above codes)	Sponsor(s) WIC, FSP, etc.	Target Audience	Participation Estimate		Location of Event			Key Activities (Use above codes)
				#Kids	#Adults	City	State	Zip Code	

Certification

I/We _____ have read the Guidelines for Power Panther™ and His Helper and agree to use the Power Panther™ costume in accordance with the criteria and only for promoting healthy eating, physical activity, and USDA nutrition assistance programs. I/We accept full liability for injury to persons or property connected with the use of the costume. I/We have read all the material provided, agree to the terms and conditions stated. I/We will return the costume on the date required and in the condition that it was received. I/We will not photograph Power Panther with food brands or other industry mascots.

(Signature of Agency Representative) _____ (Title) _____ (Date)

Appendix D
Forms for Borrowing the Power Panther™ Costume (Continued)

For FNS Use Only

About the Agency:

1. Request is from an agency that operates a FNS program. YES NO
2. Education activities are included as part of this event. YES NO

Length of Requested Use

3. Is this request for more than 2 days use? YES NO

Approved

Disapproved

Approving Official

Name

Title

Date

Check your location:

HQ NERO MARO SERO SWRO MWRO MPRO WRO

Comments:

Power Panther™ Costume Event Feedback Form

Date: _____ Name of Agency: _____

Person Completing Feedback Form: _____

Phone _____ E-mail Address: _____

Please describe the event where Power Panther™ costume was used:

Name of Event: _____ Date of Event: _____

Type of Event: _____ Location of Event (include City and State): _____

Focus/Objective of Event: _____

Main Message of Event (if different from focus): _____

Target Audience for Event (e.g., children, teen): _____ Age/Grade: _____

Describe Target Audience (e.g., from what school, club, or program): _____

What Did Power Panther™ Do at the Event? _____

Honored Guest/Speaker(s) (if applicable): _____

Main Message Related by Guest/Speaker(s) (if applicable): _____

Approximate Number of Children Who Attended: _____ Approximate Number of Adults Who Attended: _____

Was Your Event Successful? • Yes • No Please explain: _____

Would you use Power Panther™ in the Future? • Yes • No If no, why not? _____

Name (optional) _____ State _____

Eat Smart. Play Hard.™

United States Department of Agriculture • Food and Nutrition Service

OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. If you have any comments concerning the accuracy of time estimates or suggestions for improving this form, please contact: U. S. Department of Agriculture, Food and Nutrition Service, Office of Research, Nutrition and Analysis, Alexandria, VA 22302.

Notes



United States Department of Agriculture
Food and Nutrition Service