

California 5 a Day



Power Play! Campaign



Nutrition Education, Fun Activities, and Community Resources

The **5 a Day—Power Play! Campaign** is a nationwide nutrition campaign to encourage children, ages 9 to 11 years old, to eat 5 or more servings of fruits and vegetables and be active for sixty minutes daily for better health.

- **Nutrition Education Materials** for schools, community based organizations, farmers' markets, supermarkets, and retail stores.
- **Training and Technical Assistance** for professionals, community members, media, retail stores, and members of the coalition.
- **Links to Community Resources** through an established regional coalition, which supports and promotes the *Campaign*.

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Serving Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and Marin Counties.



University of California
Division of Agriculture & Natural Resources
COOPERATIVE EXTENSION – ALAMEDA COUNTY

*Provides science-based educational and technical resources
of the University to local communities*

