

# “Veggies Got Talent!”™

## Coming to a School or Community Center Near You!

*New Script Kit and National Contest Gets Kids to LOVE their Fruits + Veggies...  
and Puts the Spotlight on School Nutrition!*

Submitted by Barbara Storper, MS, RD  
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### Program Summary

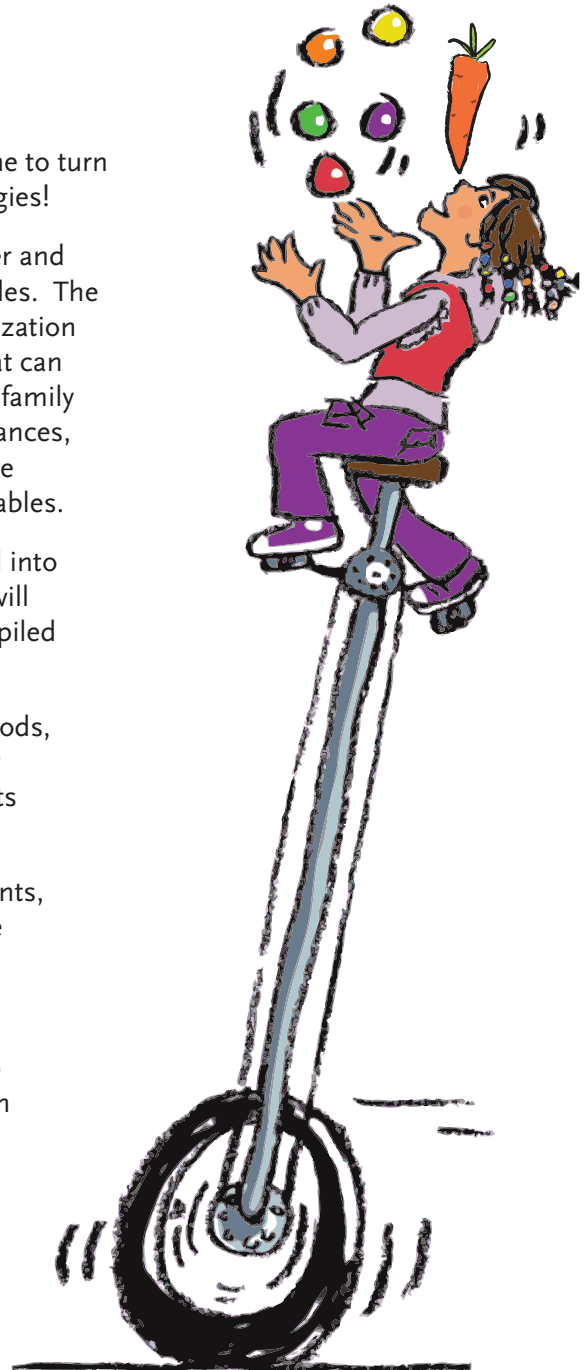
When was the last time you saw an ad for broccoli? Well, it’s time to turn the tables, level the playing field, and stand up for fruits and veggies!

The “Veggies Got Talent!” Script Kit uses the power of live theater and social media to create ongoing excitement for fruits and vegetables. The kit contains everything needed for a school or community organization to present its own “Veggies Got Talent!”—a live performance that can be presented by students in a classroom, school-wide assembly, family night, or community event. The show features colorful songs, dances, skits, and funny take-offs of popular TV shows, putting kids in the starring role, celebrating the unique “talents” of fruits and vegetables.

To extend the reach, winning acts can be videotaped and entered into the “America’s Next Top Vegetable!”—a national contest which will appear on a variety of social media channels, websites, and compiled into an educational DVD.

“Veggies Got Talent!” is like a marketing campaign for healthy foods, coordinated by schools or community groups, and performed by students! It’s a fun-filled solution to getting kids to eat their fruits and veggies!

In the process, the program will activate all stakeholders—students, parents, teachers, administrators, community members, and the media—to work together to improve eating habits and put the spotlight on school nutrition. It will raise the visibility of the school’s food service team and create buy-in for the new USDA regulations. The program provides a colorful way for a school to build enthusiasm for school meals and connect the dots between their wellness initiatives, with the school’s food service team leading the way. It also presents a host of innovative “healthy” fundraising opportunities for schools and community organizations.



**Just imagine...** an auditorium filled with hundreds of children, teachers, and parents, laughing and learning while watching a live theater show all about the benefits of fruits and vegetables, created and presented by the children, themselves. The local TV station is covering the performance, and the school's food service director is host, welcoming everyone to "Veggies Got Talent!"

Kids have worked diligently behind the scenes, researching and learning all about vegetables, and busily creating their acts for "Veggies Got Talent!" Back at home, several parents have been actively engaged, sewing a broccoli hat or mushroom vest, helping peel the carrots for the healthy bake sale. And, come the family night, almost all the parents venture out to see their children perform. The local media is on hand to broadcast the excitement of hundreds of local children, dressed up like their favorite vegetables, touting their talents, singing and dancing, with their parents cheering them on.

After the show, kids and their parents feast on delicious fruit and veggie snacks, while food service staff meet and greet their customers, inviting them to learn about their new school meal initiatives. The excitement for healthy eating continues all year long in the hallways, classrooms, and cafeteria, with fun visual reinforcements including posters, bulletin boards, table tents, and follow-up classroom lessons.



**Next step** — Broadway, or at least YouTube! The best acts are videotaped and entered into the "America's Next Top Vegetable!" contest for the whole world to see and vote on! The winning videos are compiled and broadcast on a special "FoodPlay Channel" on YouTube as well as on selected websites, and produced into educational DVD for use in schools, health clinics, community centers, food organizations, and homes.

## "Veggies Got Talent!" Program Components

- **"Veggies Got Talent!" Script Kit** — Filled with everything a school or community organization needs to create and present an exciting performance. The script will feature funny take-offs on popular TV talent shows, favorite songs, and skits celebrating fruits and vegetables. The kit contains a performance script, opportunities for student-created skits, a guide for a successful family night, production manual, music and lyrics, demo reel, and Q&A guide.
- **Fruits and Veggie Activity Kit** — Includes fun, standards-based nutrition activities to integrate nutrition into core subject areas of reading, writing, arithmetic, science, social studies, physical education, and health. Students will use these activities to help create their performance pieces, and continue with ongoing activities throughout the year linking classroom to cafeteria to home.
- **Promotional Kit** — Provides templates for all marketing and public relations materials. And, to bring the messages back to the classroom, cafeteria, hallways, and home—templates for colorful signs, table tents, reinforcements, tools, and materials that link the program up with a school's ongoing nutrition and wellness initiatives.
- **Fundraising and Sponsorship Kit** — Includes instructions and templates for fruit and veggie snacks stations (healthy "bake sales"), playbills, signage, fundraising forms, and more!
- **"America's Next Top Vegetable!" National Contest** — Kids, schools, families, and communities compete each year to see who will be "America's Next Top Vegetable!" Entry videos will be aired on YouTube along with specially created websites to allow the whole country (or world!) to vote for the winning vegetable! Nationally known judges, great prizes, and dynamic social media outreach will create excitement for this annual event! Opportunities for sponsorship by healthy companies will provide sustainable funding.

## Benefits — We put the spotlight on YOU!

*It's fun, it's affordable, it gets the whole community involved, and it makes healthy eating irresistible!*

### Use the “Veggies Got Talent!” Program to:

- ✓ Market healthy foods and get kids to eat them!
- ✓ Get the whole school community on board and excited to improve their eating habits, all in a spirit of fun and celebration!
- ✓ Fulfill the new USDA regulations calling for an increase in fruits, vegetables, and whole grains, with students, teachers, and parents fully on board.
- ✓ Get parents involved by putting their kids on stage!
- ✓ Provide schools with a turnkey program that is easy, affordable, and do-able, within the constraints of a school, classroom, or community center environment.
- ✓ Put the spotlight on school nutrition and connect the dots of all wellness and nutrition initiatives.
- ✓ Increase participation in school lunch, breakfast, and snack programs.
- ✓ Help meet requirements for TEAM Nutrition and HealthierUS Schools Challenge.
- ✓ Create excitement and build positive peer pressure among kids for fruits and vegetables.
- ✓ Create performances and activities that directly speak to a community's population, customized to address its specific culture, demographics, and foodways.
- ✓ Provide schools and community groups with healthy fundraising opportunities.
- ✓ Help connect where food comes from and celebrate eating locally, seasonally, and fresh!
- ✓ Provide teachers with standards-based tools for teaching nutrition, integrated into core curriculum, and utilizing a variety of learning styles.
- ✓ Become a Community Health Hero — get everyone on board, excited to work together to create healthy children, healthy families, healthy schools, and healthy communities.

### Who We Are:

**FoodPlay Productions** is a national award-winning nutrition education organization that uses the power of live theater and interactive media to turn kids and families on to healthy eating and active living. FoodPlay's live theater shows feature casts of professional performers, fantastic feats of juggling, music, magic, and audience participation to empower kids with the skills needed to make healthy choices. FoodPlay programs have reached over 4,000,000 children across the country to rave reviews and top awards including an Emmy, when made for TV. FOODPLAY is an evidence-based program with proven results. According to USDA and CDC-sponsored evaluations, FOODPLAY programs result in dramatic improvements in children's eating and exercise habits, and kids take the messages home. FoodPlay Productions was founded in 1982 by nutritionist, writer, and artistic director, Barbara Storper, MS, RD, a national leader in children's nutrition.

**Note:** “Veggies Got Talent!” is a way for FoodPlay Productions to bring live nutrition theater to schools and communities throughout the country, in a fun-filled and affordable program that allows for children themselves to be the creators and actors in their own performances! Studies show that it is through active engagement that kids best learn and, in the process, can become effective health advocates for themselves, their families, and their communities.

**Contributors:** We are currently working with several schools, districts, and community organizations including: Sunderland Elementary School: Sunderland, MA; Rosemary Ware, School Nurse, Holyoke, MA; Tamale Rempe, Food Service Director, Thompson School District, Loveland, CO; Deborah Barbe, Food Educator, Cooking with Kids, Santa Fe, NM; Sri Kannon, PhD, Community Nutrition, University of Massachusetts; The Food and Nutrition Resources Foundation, Malden, MA.  
(Please contact us for complete list of contributors.)

We'd love to work with you! For more information, please contact Barbara Storper at:  
**barbara@foodplay.com** or **1.800.FOODPLAY (1.800.366.3752)**