

## Educational Edge

### Fruit and Veggie Flash Cards Generate Global Interest

Our Fruit and Vegetable Flash Cards have generated interest among health educators, nutritionists, early childhood educators, speech therapists, ESL teachers, and others from around the world. While we all know that the internet has made locating resources easier than ever, it still astounds me when we get hits from across the globe, including:

Australia, Brazil, Canada, Colombia, Croatia, Czech Republic, England, France, Germany, Greece, Hungary, India, Ireland, Japan, Malaysia, Mexico, Pakistan, Philippines, Poland, Portugal, Romania, Russia, Scotland, Singapore, Slovakia, South Africa, Spain, Taiwan, Thailand, and Turkey.

Use these flash cards to help your participants become familiar with 48 different fruits and vegetables, while building recognition and language skills. They are also a great way to reinforce the concept of adding color and variety to their diet. Or, use them as a menu planning or shopping tool.

For lots more suggestions on using our flash cards in your program, [click here](#).

To order your set today go to [www.brainchildpress.com/shopnow.html](http://www.brainchildpress.com/shopnow.html)

## Community Connections

### NEW Farmers' Market Magazine Highlights Health, Sustainability

This past summer an exciting new resource promoting Farmers' Markets arrived on the scene. Published out of Cedar Falls, Iowa by Scissortail Productions, this slick, colorful periodical is called *Farmers' Markets Today: The Business Journal for Direct-to-Customers Marketers*.

In it you'll find articles highlighting best practices, features on award winning Farmers' Markets from across the nation, and news about the growing effort to create sustainable communities. You'll also find my column from time to time, which focuses on ideas for connecting with kids and ways to educate and create a new generation of citizens committed to their own health and wellbeing, as well as that of their families, communities, regions, and the global environment.

If your program encourages families to shop at Farmers' Markets, you will want this magazine. Until April 1st, free subscriptions are available to the following:

**Farmers' Markets Managers & Vendors**  
**Fruit Stand Farmers & Growers**  
**Community Supported Agriculture Growers**  
**Farm Market & U-Pick-Em Farm Owners**  
**Artisans & Crafters**

Government agencies and programs such as Coop Extension, WIC, and schools and libraries receive 25% off the regular subscription price of \$33.95.

[Click here](#)

to visit their website and order your institution's subscription today.

## Fast Facts

### Your Clients Don't Read . . .

According to the National Endowment for the Arts (2007) Americans are reading less and less. This fact has ramifications for individuals and families, but it also has an impact on your clients' needs, how you perceive them, and how you provide services or education to them. [\(Click here to access the NEA report\)](#)

- ~ 43% of adults 18+ do not read for pleasure. If they do read at home, it is typically required reading for work or school.
- ~ People between the ages of 15 and 34 years only read an average of 8 minutes a day during the week; 10.5 minutes on the weekend.
- ~ Only one third of high school students read proficiently.
- ~ By third grade, if a student hasn't learned to read, the likelihood of their developing mastery of the written word is low.

### Why It's Important . . .

- ~ Adults who don't read well are less likely to seek out written information or to optimally use the informational materials you give to them.
- ~ Infants and children who are not read to, and who do not see adults reading in their homes are at risk for developmental delays.
- ~ Children's early exposure to books is directly related to their language development and cognitive ability.
- ~ The number of books in a home is correlated to academic achievement levels.
- ~ The people you work with need accessible materials that help them learn about and act on parenting skills, health and fitness concerns, civic issues, and other important topics.
- ~ These materials need to be appropriate for low-level readers, be eye-catching, and easy to understand.
- ~ Children's picture books can provide children with early exposure to books, and to concepts of health, fitness, good nutrition, and positive social and civic skills while also conveying important information to parents.
- ~ When parents and children sit together with a simple but informative book, learning and dialog about the concept takes place, as does parent-child bonding, the building of emergent literacy skills, and reinforcement of the benefits and joys of reading.

### What You Can Do About It . . .

- ~ Make sure the educational materials you provide are accessible to the people you serve, whether you design and print them yourself, or purchase them.
- ~ When you put concept-specific picture books in the hands of children, you can make a huge difference in the lives of kids and families while meeting your program's education, social services, nutrition, intervention, or participation goals.
- ~ All Brain Child Books are developed and designed to educate and encourage learners large and small, young and old. Think about it - young children can't take action around diet, lifestyle, preventative health, or other issues without the support of an adult in the home.
- ~ Have a topic or issue you need to address in your program? Let us know!

## Opportunity Overview

### New "Busy Body" Series on Physical Activity Wants Your Best Shots

We are in the process of developing a new series of children's picture books focusing on physical activity and fitness. The name of the series will be called "Busy Bodies," and we are inviting you to participate in it's development.

Like you, we emphasize diversity as a critical component of our mission, and we strive to publish children's picture books that represent all children in terms of gender, race, ethnicity, region, and ability. Because we want our books to look like a broad spectrum of America, we are inviting you and all of America to enter our photo contest.

We will be seeking photos of all kinds of kids doing all kinds of activities. You will be able to submit photos in different age groups and categories. In exchange for a small processing fee, each entry will receive one of our books. Winning entries selected for inclusion in one or more books will receive a cash prize and 10 free copies of the book in which their photo is featured. Look for contest details on our website sometime in March. And, we'll let you know more in our next newsletter.

To your health,

Peggy Sissel-Phelan, Ed.D.

President and CEO  
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*Books that are  
 Building Blocks of  
 Healthy Beginnings*



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