



Resources designed and produced by Comic Company for The British Dietetic Association's FOOD FIRST WEIGHT WISE Campaign 2003

Food First



This year's FOOD FIRST WEIGHT WISE campaign, **Eat 2b Fit**, is aimed at young people age 7-11 years, a vital group to reach if we're to avoid adding to the alarming number of overweight or obese adults.

WEIGHT WISE is a three-year public nutrition campaign to increase awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight, and to provide plenty of practical ideas for action.

- **EAT 2B FIT ACTION PACK** includes the **CAMPAIGN GUIDE** plus 5 photocopiable **FACTSHEETS**, 2 of our new **"EAT 2B FIT"** and **"BALANCE OF GOOD HEALTH"** POSTERS, plus sample **POSTCARDS** & **BOOKMARKS**, and 60 **EAT 2B FIT STICKERS**.

code 104



code 108



code 110

- **"BALANCE OF GOOD HEALTH" POSTER** • **"EAT 2B FIT" POSTER**
- A3 posters** • clearly explain The Balance of Good Health • Eat 2B Fit illustrated by fun cartoon characters drawing attention to food groups



- **EAT 2B FIT CAMPAIGN GUIDE**

24-page A4 GUIDE
Includes a review of the latest research findings, bibliography, and loads of activity ideas, media tips, details of useful resources, organisations and web addresses.



- **EAT 2B FIT BOOKMARKS**
- 6 designs, full colour, 50mm x 210mm
- 60 bookmarks per pack

code 111

5 PHOTOCOPIABLE FACTSHEETS

- Pack a Healthy Lunch
- Snack Attack!
- Eat 2b Fit – how to use the BALANCE OF GOOD HEALTH
- What Can a Food Label Tell You?
- Move 2b Fit



- **EAT 2B FIT POSTCARD**

code 109



- **EAT 2B FIT STICKERS**
- 50mm, 12 lively images plus campaign logo

code 112



- **BALANCE OF GOOD HEALTH POSTCARD**

code 107



**"SMALL CHANGES, BIG BENEFITS"
POSTER-LEAFLET**

- 4-page **A5 LEAFLET** explains how even small modifications to what you eat can lead to great improvements in weight, health and well-being
- includes **"THINK F.A.T."** – how to check the Frequency, Amount, and Type of fat eaten, and **"HOW TO READ A NUTRITION LABEL"**
- **foldout A3 POSTER** illustrates how you can make big "savings" by looking for **LOWER-FAT ALTERNATIVES** to popular foods



code 69



- **WEIGHT WISE STICKERS**
50mm,
6 lively
images plus
campaign
logo



code 70



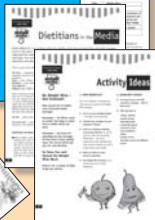
Resources designed and produced by Comic Company for the **FOOD FIRST Weight Wise Campaign 2002**

- **WEIGHT WISE ACTION PACK** includes the **CAMPAIGN GUIDE** plus 5 photocopiable **FACTSHEETS**, and sample **"SMALL CHANGES, BIG BENEFITS" POSTER-LEAFLET** and **WEIGHT WISE STICKERS**.

- **WEIGHT WISE CAMPAIGN GUIDE**
24-page A4 GUIDE includes **KEY FACTS** and **FIGURES**, **ACTIVITY IDEAS**, **MEDIA TIPS**, details of **USEFUL RESOURCES**, and 5 **PHOTOCOPIABLE FACTSHEETS**.



code 68



5 PHOTOCOPIABLE FACTSHEETS explain why being a healthy weight is so important; how to use a **Body Mass Index** chart; the **Balance of Good Health**; how to read nutrition labels; and how to be more active to help maintain a healthy weight.

Please return to Comic Company, 9 Calbourne Road, London SW12 8LW phone 0208 675 1007 fax 0208 675 7486 e-mail info@comiccompany.co.uk

Name Position

Address

Town Postcode

Tel Fax

Organisation to invoice (official orders £20 or over)

..... Purchase Order No (if known)

POSTER-LEAFLET PRICES

50+ copies	£20 per 50 (40p each)
250+ copies	£18 per 50 (36p each)
500+ copies	£16.50 per 50 (33p each)
1000+ copies	£15 per 50 (30p each)

title	unit / pack price	code	quantity	total price
EAT 2B FIT 2003 ACTION PACK NEW (Guide, 2 of each new poster, sample cards & bookmarks, pack of 60 stickers) ..	£20	104	£
EAT 2B FIT stickers NEW	packs of 60, £3.50	112	£
EAT 2B FIT bookmarks NEW	packs of 60, £4.00	111	£
EAT 2B FIT poster NEW	£1.50	110	£
EAT 2B FIT postcard NEW	packs of 50, £5.50	109	£
BALANCE OF GOOD HEALTH poster NEW	£1.50	108	£
BALANCE OF GOOD HEALTH postcard NEW	packs of 50, £5.50	107	£
WEIGHTWISE ACTION PACK (Action Guide, 5 photocopiable factsheets, sample leaflet-poster & stickers) ..	£20	68	£
WEIGHTWISE "Small Changes, Big Benefits" leaflet-poster ..	packs of 50, see PRICE BOX	69	£
WEIGHTWISE "Small Changes, Big Benefits" stickers	packs of 60, £3.50	70	£

+ postage £4.00

TOTAL ORDER

WE ARE HAPPY TO INVOICE OFFICIAL ORDERS FOR £20 OR OVER, but otherwise please send payment with order. Prices include VAT where applicable. Please make cheques payable to Comic Company. BACS payments can be made to Comic Company (account no. 61299107) at HSBC Bank (Sort Code 40-01-07).

