



Food First

Resources designed and produced by Comic Company for The British Dietetic Association's FOOD FIRST WEIGHT WISE Campaign 2003.
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EAT 2B FIT is part of the BDA's FOOD FIRST WEIGHT WISE campaign. It 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 each 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



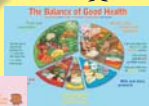
- **EAT 2B FIT POSTCARD**

code 109



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

code 112



- **BALANCE OF GOOD HEALTH POSTCARD**

code 107

EAT 2B FIT: A TEACHING GUIDE FOR PRIMARY SCHOOLS



EAT 2B FIT TEACHING GUIDE has been created by the British Dietetic Association to encourage **healthy eating** among children at **Key Stages 1 and 2** (5 to 11 years) while fulfilling National Curriculum attainment targets in **nutrition, diet, food and health**.

EAT 2B FIT supports the BDA's **Weight Wise** campaign - a three-year project to increase public awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight.



EAT 2B FIT

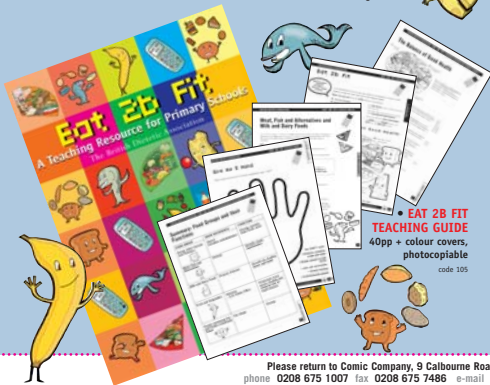
- promotes the **Balance of Good Health** as the basis for teaching about food across the primary syllabus
- is packed with **teaching notes, lesson plans, details of whole school food initiatives**, reviewed **websites**, and **photocopiable activity sheets**
- gives detailed background information about **food and nutrition**
- codes activities according to **QCA** guidelines for *Science and Design and Technology*, and highlights **required vocabulary**
- is useful with **young people in any setting**, not just school
- helps children think about their **food intake and physical activity**
- enables children to select **healthier meals, snacks and drinks**
- **motivates children to eat well and be active for a healthy life**

TEACH NUTRITION USING THE BALANCE OF GOOD HEALTH



The **Balance of Good Health** model was developed by the **Health Education Authority** in 1994, and is now used by the **Food Standards Agency** and many other organisations. Dietitians and other UK food scientists acknowledge it to be the best method of teaching nutrition. The **QCA National Curriculum** does not insist teachers use the model, but children will inevitably encounter it as they go about their daily lives. **Using The Balance of Good Health as the basis for teaching will ensure that all the required principles of nutrition will be really well covered.**

EAT 2B FIT TEACHING GUIDE was co-ordinated and primarily written by Sheila Turner, registered dietitian, Rotherham NHS Trusts, with contributions from many dietitians and teachers throughout the UK.



• **EAT 2B FIT TEACHING GUIDE**
40pp + colour covers, photocopiable
code 105

Please return to **Comic Company, 9 Calbourne Road, London SW12 8LW**
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Organisation to invoice (official orders £20 or over)

BARGAIN BUNDLE!
Buy **EAT 2B FIT ACTION PACK** & **EAT 2B FIT TEACHING GUIDE** together for **£30 - SAVE £6!**

title	unit / pack price	code	quantity	total price
EAT 2B FIT stickers	packs of 60, £3.50	112	£
EAT 2B FIT bookmarks	packs of 60, £4.00	111	£
EAT 2B FIT poster	£1.50	110	£
EAT 2B FIT postcard	packs of 50, £5.50	109	£
BALANCE OF GOOD HEALTH poster	£1.50	108	£
BALANCE OF GOOD HEALTH postcard	packs of 50, £5.50	107	£
EAT 2B FIT TEACHING GUIDE	£16.00	105	£
EAT 2B FIT 2003 ACTION PACK (Campaign Guide, 2 of each new poster, sample cards & bookmarks, pack of 60 stickers)	£20	104	£
EAT 2B FIT BARGAIN BUNDLE! (Teaching Guide and Action Pack combined)	£30	106	£
			postage	£4.00

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