

Playtime...

So good for me.



Date:

Dear Colleague,

(Agency) is pleased to provide the "Playtime" promotional materials. "Playtime" is a multi-cultural social marketing campaign to increase physical activity among Alaskan families. "Playtime" promotes positive family health and well-being by encouraging physical activity with unstructured play.

Enclosed in the "Playtime" package, you should find:

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|---------------------------------------|--|
| 1. Mini-poster (flat brochure) | 6. Brochure insert ("Playtime" ball games instructions) |
| 2. Discussion points | 7. Inflatable ball safety slip |
| 3. Outreach flyer | 8. CDC of original materials |
| 4. Tri-fold brochure | 9. Process evaluation survey |
| 5. Inflatable ball | |

This campaign originated with 2004 USDA WIC Program Operation Adjustment funds and was developed by Alaska Health and Social Services Family Nutrition Programs (FNP). Please join efforts to promote "Playtime". Please contact AK WIC state agency (907-269-3100) if you have questions or need more information.

Thank You,

Janelle Gomez
WIC / Community Nutritionist