

KERNEL

KERNEL (Kids Eating Right-Nutrition and Exercise for Life) is a youth oriented nutrition and physical activity program designed to engage children in learning about lifelong healthy eating habits, gardening and exercise.



HISTORY OF KERNEL

- Inspired by a WIC focus group, KERNEL was created in 2015 by Catholic Charities Food For All and piloted at the Emerson-Garfield Farmers Market for 12 weeks and for 4 weeks at the Hillyard Farmers Market in Spokane, Washington.
- In 2015, the Emerson-Garfield KERNEL had 233 different kids participate a total of 354 times.
- In 2016, KERNEL expanded to 5 Spokane area farmers markets.
- As of October 6th, 1731 unique kids attended KERNEL a total of 2806 times in 2016 over 68 market days.
- Several new markets have expressed interest in implementing KERNEL in 2017.




HOW KERNEL WORKS

- Registration/ Check-in
- Complete the activity
- Give \$2 reward that can be used to purchase fruits and vegetables
- Give activity card related to the topic



THE ACTIVITY CARD




KERNEL

Kids Eating Right-Nutrition and Exercise For Life

Hooping exercises over 30 core muscles and improves balance, flexibility, dexterity and coordination while toning and reshaping the abdomen, buttocks and legs with regular use.

Kernels of Truth:

- The term "Hula Hoop" came from British sailors who thought the "Hula Hoop" resembled the hula dancing they had seen in the Hawaiian Islands.
- Jemez Pueblo Indian hoop dancer Tony White Cloud became known as the "founder of the modern Hoop Dance". He made a cameo appearance in Valley of the Sun, starring Lucille Ball in 1942 and danced in Apache Country, starring Gene Autry in 1952.
- Over 100 million Hula Hoops were sold by Wham-O in its first year of production in 1958.



Each week, there is a card related to the specific activity distributed to participants. The front will contain some activity related information and usually three "Kernels of Truth".

WEEKLY RECIPE

Citrus Kale Salad

Ingredients

1 bunch kale
washed and bite size pieces
1 Tablespoon lemon juice
¼ cup olive oil
Salt and pepper to taste

Directions

1. After tearing kale into bite size pieces, massage with olive oil so it's easier to eat.
2. Mix lemon juice, salt and pepper, and honey or brown sugar together before adding it to the kale salad.
3. Top with mandarin oranges and sunflower seeds. If you want to make some now and save some for later, keep the dressing and salad ingredients separate.



Notes

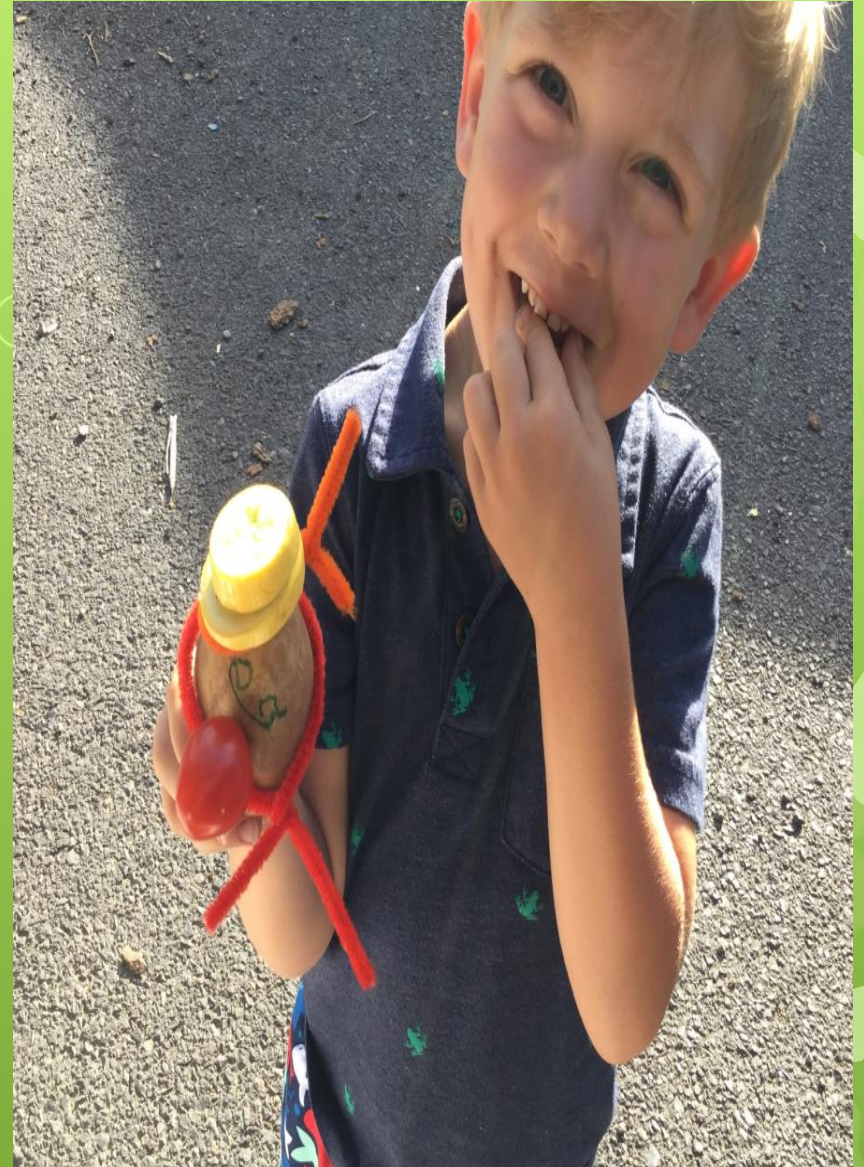
You could add mango or pineapple instead of mandarin oranges.



Each week, the activity card has a recipe on the reverse side.

DIY KIDS' PROGRAMMING

- **Identify Your Community Assets:**
 - Create a rotation of local community partners who create an activity to direct.
- **Be Honest About Your Market's Capacity:**
 - Set up a self-directed activity at the market booth for kids to stop by to pick-up or do right there, like a scavenger hunt at the market, or a coloring page with markers available.
- **Small Bites:**
 - Develop a schedule that works for the market
 - Can be scheduled for the whole market season, or just during the summer break for schools.



EXPENSES AND FUNDING

TYPES OF KIDS' PROGRAMMING CAN HAVE VARYING COSTS. FOR EXAMPLE, KERNEL IS ESTIMATED TO COST \$80 PER WEEK PER 25 KIDS WITH THE COSTS GOING DOWN EVERY ADDITIONAL 25 KIDS PER WEEK.

HERE ARE SOME WAYS TO PROVIDE REVENUE TO COVER COSTS TO IMPLEMENT THE MOST EFFECTIVE KIDS' PROGRAM YOUR MARKET DECIDES TO UNDERTAKE:

- SPONSORSHIPS AND PARTNERSHIPS
- FUNDRAISERS
- PART OF VENDOR FEES
- CHARGE A PROMOTIONAL FEE TO PARTNERS WHO STAFF THE BOOTH THAT WEEK FOR ACCESS TO FAMILIES



Book Events in Schools and Farmers Markets

- Partnered with **Readers to Eaters**, a Seattle based publisher
- Ability to use SNAP-Ed funds to purchase pre-approved books to give to SNAP families at markets or students at qualifying schools
- Used the author for reading and book give away

