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
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”.
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