



P.A.C.K. WEEK



PACK ASSORTED COLORS FOR KIDS

Dear School Nurse:

Thank you for participating in **P.A.C.K. Week**. We have a variety of materials to help make P.A.C.K. Week a success. The materials include:

- **Food Service Implementation Guide** to help involve the cafeteria.
- **Reproducible letter** for teachers at your school(s) to encourage classroom participation.
- **Reproducible Nutrition Activity Sheets** for distribution to teachers for use in the classroom.
- **Reproducible flier** to be sent home to parents in advance of P.A.C.K. Week to encourage participation.
- **Downloadable posters** for coloring contests and to hang in the school.

P.A.C.K. Week is a simple five-day program that promotes eating *more* fruits and vegetables as well as a *wider color variety*. Each day of the week has been designated a different color and students are encouraged to “pack” or select a fruit or veggie to match the daily color. By encouraging teachers and the cafeteria staff to get involved in P.A.C.K. Week, the whole school will embrace this fun and healthy program. Last year, many schools encouraged students to wear something to match the color of the day and some chose to continue this program periodically throughout the school year.

The colors for each day of P.A.C.K. Week are:

Pack Purple Day – Monday

Pack White Day – Tuesday

Pack Red Day – Wednesday

Pack Yellow/Orange Day – Thursday

Pack Green Day – Friday

Helpful hints to make P.A.C.K. Week a success:

- Pick a week for P.A.C.K. Week and announce it to teachers at a staff meeting.
- Provide the Food Service Manager with a copy of the Cafeteria Guide to ensure participation.
- Distribute Activity Sheets to the teaching staff to help bring nutrition education into the classroom, and highlight the benefits of teaching kids about making healthy food choices. Last year, many teachers graphed snack fruit & veggie choices with their students.
- Use the reproducible flier to send home to parents/guardians in advance of P.A.C.K. Week.
- Hang P.A.C.K. Week posters in visible locations around the school to highlight the program.
- Include P.A.C.K. Week information in newsletters or on menus.

For additional P.A.C.K. Week tips, classroom and activity suggestions and a Spanish Parent Letter, please visit www.welchs.com/pack.

Thanks again for your participation!

Sincerely,

Casey Lewis, MS RD,
Health and Nutrition, Welch's

Pack more colorful fruits and vegetables into each day!
