



**SHARE** new mexico™

## **Eat Smart to Play Hard**

Eat Smart to Play Hard (ESPH) is an elementary school campaign developed using social marketing and designed to increase fruit and vegetable consumption among 8- to 11-year old children.

The ESPH program aims to reduce obesity and prevent chronic disease in children, families, schools, and communities across New Mexico by making it enjoyable and fun to eat healthy and exercise. The program is available in English and Spanish and includes:

- Student materials
- Parent Engagement
- Training and school support
- Fun Day event
- Promotion

Over 10,000 students in 15 counties throughout New Mexico have participated in Eat Smart to Play Hard. Students in grades 3-5 are encouraged to make delicious, simple recipes and complete fun activities at home with their families to earn prizes. Any NM school with over 50% of the students receiving free and reduced lunch qualifies for ESPH.

All students that participate in ESPH receive a:

- Fun book: a tracking booklet with weekly recipes and activities for students to do with their families.
- Prizes: infused water bottles, magnets, sport backpacks, and more prizes are earned for completing the recipes and activities in the fun book.
- Fun Day event

For more information visit our webpage

at <https://hsc.unm.edu/medicine/departments/pediatrics/divisions/pps/initiatives/esph/>, or email our Eat Smart to Play Hard team at [eatsmartplayhard@gmail.com](mailto:eatsmartplayhard@gmail.com)

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## **Details**

**Ages:** Children and Youth

**Genders:** All

**Payment Options:** Free

**Contact:** Eat Smart to Play Hard

**Contact Email:** [eatsmartplayhard@gmail.com](mailto:eatsmartplayhard@gmail.com)

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## **Services**

Schools (K-12)   Educational Programs   Public Health

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## **Locations**

*2703 Frontier Ave NE Research Incubator Building (RIB) Suite 120  
Albuquerque, NM 87131*

***Mailing:***

*MSC11 6145 1 University of New Mexico  
Albuquerque, NM 87131*

**Phone:** (505) 272-4462

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## **Parent Organization**

### **University of New Mexico Prevention Research Center**

The University of New Mexico Prevention Research Center addresses the needs of under-represented populations through community-engaged research and evidence-based dissemination and training. Using rigorous science, multidisciplinary teams and diverse partners, we develop, study and translate community interventions. Our approach to research is inclusive, respectful, culturally appropriate, and economically and geographically feasible.

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