

Eagle  
Books



# Eagle Books Toolkit

for Families, Classrooms, and Communities





***Thank you for your interest***  
in using Eagle Books to support your  
efforts to promote healthy eating and  
encourage exercise.

In the time-honored tradition of Native storytelling,  
Eagle Books embrace the wisdom of tradition and  
culture in addressing diabetes and prevention.

This Eagle Books Toolkit is designed to help you  
maximize the effectiveness of the Eagle Books series. By enlisting Eagle Books’  
engaging activities and support materials for use in homes, classrooms, and  
communities, you help build upon the foundation of the series and sustain the valuable  
messages far beyond a simple reading of each story.

**Tip:**

Eagle Books may be  
ordered at  
[http://www.cdc.gov/diabetes/  
pubs/eagle.htm](http://www.cdc.gov/diabetes/pubs/eagle.htm)

For further information email  
[cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) or call 800-  
CDC-INFO (800-232-4636)



# EAGLE BOOKS TOOLKIT

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Eagle Eye: Look through all sections of Eagle Books information at <http://www.cdc.gov/diabetes/pubs/eagle.htm> for more ideas for using Eagle Books materials in your community.

## Eagle Books Brief

Inspired by the wisdom of traditional ways of health in tribal communities, Eagle Books stories for young children feature a wise eagle, a grateful rabbit, a clever coyote, and four young friends who explore the benefits of being physically active and eating healthy foods, seeking the wisdom of elders regarding healthy living, and learning to prevent type 2 diabetes in Indian Country.

*Through The Eyes of The Eagle* introduces the characters of Mr. Eagle and Rain That Dances, the American Indian boy he befriends. Mr. Eagle reminds the young boy of the healthy ways of his ancestors.

In *Knees Lifted High*, the second book in the series, Rain That Dances introduces Thunder Cloud, his best friend, to Mr. Eagle who encourages the boys to be physically active every day.

The third book, *A Plate Full of Color*, introduces Miss Rabbit and the boys' friends, Little Hummingbird and Simon. Miss Rabbit teaches the value of eating a variety of colorful and healthy foods.

*Tricky Treats*, the final book in the series, introduces the character of Coyote, a trickster, and encourages children not to be tricked when choosing foods to eat.

The series was written by Georgia Perez, a community health representative for 19 years in Nambe Pueblo, NM and illustrated by Patrick Rolo (Bad River Band of Ojibwe, Wisconsin) and Lisa A. Fifield (Oneida Tribe of Wisconsin, Black Bear Clan).



The series was developed by the Native Diabetes Wellness Program, Division of Diabetes Translation, Centers for Disease Control and Prevention, in collaboration with the Tribal Leaders Diabetes Committee and the Indian Health Service Division of Diabetes Treatment and Prevention in response to the burden of type 2 diabetes among Native Americans and the lack of type 2 diabetes prevention materials for children.

## Traveling Exhibition

*Through the Eyes of the Eagle: Illustrating Healthy Living for Children* is a traveling exhibition of sixty-five original watercolor paintings from the Eagle Books. Graphic elements from the glorious Eagle Books illustrations have been used to create themed activities and resources for use in homes, schools, and communities to further fortify the health messages of the stories.

For information regarding the traveling exhibition of Eagle Books illustrations, visit [http://www.cdc.gov/diabetes/pubs/eagle\\_exhibition.htm](http://www.cdc.gov/diabetes/pubs/eagle_exhibition.htm).

## How to Use Your Eagle Books Toolkit

This toolkit includes a catalogue of activity sheets, incentives, backdrops, props, games, etc. using Eagle Books themes, characters, and scenes for use in your homes, schools, or to supplement a special event or health fair. Electronic files for these pieces are readily available at <http://www.cdc.gov/diabetes/pubs/eagle.htm>. All materials featured are public domain and may be duplicated without permission.

## Sizing Items for Specific Use

Suggestions for use, file sizes, printing information, and applicable assembly instructions are provided for each file. Items may be printed in the dimensions listed or they may be altered to accommodate your unique ideas. For example, you may wish to print a cutout figure of Mr. Eagle to stand 4 feet high as a prop or you may print the figure 12 inches high to use as a table top decoration or even smaller for use as a stick

### FYI: IHS Best Practices

Eagle Books activities can be used to support 11 of the Best Practices adopted in 2009 by the Indian Health Service (IHS) for type 2 diabetes programs.

Adult Weight Management

Community Advocacy

Community Screening

Diabetes and Pregnancy

Diabetes Systems of Care

Diabetes Self Management Education (DSME)

Nutrition

Oral Health

Physical Activity

School Health and Diabetes

Youth and Type 2 Diabetes



puppet! For very large files or those requiring unique print stock, you may wish to consult a professional print facility.

Many items are created as editable documents so that you may tailor each to your specific use.

## Hold an Eagle Books Event

A powerful way to draw attention to the messages of Eagle Books, and thereby advocate healthy change, is to conduct an Eagle Books event. Whenever educators, health professionals, families, clubs, and Tribal leaders join forces, lasting healthy lifestyle changes become much more possible.

While the first series of Eagle Books was written for young children, Pre-K to grade 4, Eagle Books events can easily be enjoyed by the entire family. A printed copy of **Creating an Eagle Books Event** PowerPoint is included in this toolkit. The electronic file for this PowerPoint is posted in *Hold an Event/Get Started* at <http://www.cdc.gov/diabetes/pubs/eagle.htm>.

### What is an Eagle Books Event?

An Eagle Books event is an occasion—created by you— that enlists the characters and messages of Eagle Books as a means to promote healthy eating and physical activity to help prevent type 2 diabetes. What may an Eagle Books Event resemble?

- A half-day health fair?
- A school assembly?
- A week-long series of activities?
- A culture camp or retreat theme?
- A daily or weekly classroom activity?

You determine what level of event works best. This toolkit and companion on-line files and information will help support an event of your choice, from a simple one-hour activity period to a health fair.



## Your Resources

Eagle Books events can be simple and easy to plan and conduct. The scale of your event is up to you. Printable documents for planning, activity, educational, publicity, and incentive materials are available for download at

<http://www.cdc.gov/diabetes/pubs/eagle.htm>.

## Strength in Numbers

Seek the participation of a variety of professionals, programs, and community members when creating your event. The combined dedication of health, education, tribal leaders, and community participants is tremendously effective and much more enjoyable. When creating a team, consider:

- Health Clinics and Programs
- Teachers and Coaches
- School Boards
- Tribal Leaders
- Businesses
- Youth Programs
- Parents and Grandparents
- Older Siblings and School Children

## To Begin ...

Become familiar with resources posted at <http://www.cdc.gov/diabetes/pubs/eagle.htm>.

This will help you determine early on what is available for your event and what, if any, additional resources you may require. To get started:

- Confirm participants and sponsorships
- Select a date and location
- Plan publicity
- Develop event activities
- Strive to get Eagle Books in the hands of children, parents, and educators well before your event to increase familiarity and build anticipation
- Read *Eagle Books Event Planning Considerations* and *Eagle Books Event Publicity Timeline and Checklist* (following)





**F**rom Step 1 to “We’re done!” here are some things to consider for a successful Eagle Books event. Reference this list early in your planning with all event partners to help your event run smoothly.

## Personnel:

Who will serve as the “contact for information” person?

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Phone Number: \_\_\_\_\_

### Tip: Planning Committee

Every successful event has one or two prime movers, like you. However, the more people involved, the more powerful the event. Invite representatives of tribal government, diabetes programs, schools, clinics, nutrition programs, community centers, and others who have a stake in the health of your community. The most important qualifications are enthusiasm and willingness to invest time and effort. For larger events, consider assigning committees to serve each unique need and start planning at least 3 months prior to the event.

How often will your committee meet?

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Who is the sponsor for the event?

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## Tip: Sponsors

Local organizations may be able to co-sponsor your event, bringing resources and support to the project. Consider teaming up with some of the following:

- Tribes
- Dance groups
- Clinics
- Community centers
- Fitness centers
- Senior centers
- Head Start programs and preschools
- Schools and school districts
- Tribally-owned businesses
- Media organizations
- Elders
- Artists
- Art programs
- Cultural programs
- Youth clubs and programs

Who are the local stakeholders in your community?

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Are they well represented on your committee? If not, who do you wish to enlist?

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Who will communicate with the desired stakeholders?

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Do you need the approval/endorsement of tribal officials?

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If so, what do you need to do to get tribal endorsement?

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## Tip: Tribal Support

Official tribal support may be essential to the success of your event. Draft a resolution to authorize participation, requesting support or use of tribal facilities if needed. Designate a committee member to present the resolution to tribal government.

Are you inviting guest speaker(s) or performers? If so, who are they?

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Who will introduce each?

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Who are your volunteers for logistics, publicity, and other activities?

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Are the responsibilities of each clear?

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## Tip: Volunteers

Recruit volunteers. You may find eager helpers among friends, co-workers, family, elders, and youth. Make sure volunteers understand the purpose of your event. Assign specific tasks and provide clear instructions. Volunteers can fulfill many important tasks including these listed:

- Distributing promotional materials
- Staffing Eagle Book event activities
- Problem-solving
- Restocking and running errands during the event
- Managing trash and recycling
- Handling setup, clean-up, and teardown



Who will be in charge of volunteer recruitment and available to answer their questions?

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## Downloadable Materials:

Press releases, posters, flyers, images, activity sheets, incentives, and other downloadable materials are posted online at <http://www.cdc.gov/diabetes/pubs/eagle.htm>. Explore all these documents with your committee to gain ideas for your event.

Which Eagle Books downloadable materials do you plan to use?

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Who understands the printing requirements of your selected documents and can help you efficiently access and print these files?

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## What and for Whom:

How many people do you expect? \_\_\_\_\_

What type of event is being planned (i.e., formal with speakers and an agenda, mini-health fair, combination)?

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What is the age range of your primary attendees?

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What activities do you have planned for this age group?

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## Tip: Activities

The first set of Eagle Books is written for young children in Pre-K through Grade 4. However, having families, educators, and community leaders rally behind the books' messages is a win/win situation. Review the *Eagle Books Game Plan* for activity ideas including the ideas listed below.

- Traditional food tastings
- Elder storytelling
- Diabetes talking circles that include Eagle Books messages
- Hands-on experiments
- Physical fitness activities
- Age-appropriate science explorations regarding fat and sugar content and diabetes
- Blood pressure and glucose screenings by qualified personnel
- Viewing of animated Eagle Books for those unfamiliar with the Eagle Books' stories

What is your plan for older children attending?

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What is your plan for parents and elders attending?

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Will parental permission be required for any activities such as blood glucose screenings? If so, will parents be present or can permission forms be collected ahead of time?

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## When:

Day? Date? Time? \_\_\_\_\_

Are there school or community events with which you could partner (pow wow, parent night, annual health fair, etc.)?

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Are there potential school closures or community activities that would cause scheduling conflicts? If so, how will you solve them?

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What are the official start and end times for the event? \_\_\_\_\_

Have you allowed time for preparation, setup, and clean-up? At what times will those tasks occur? \_\_\_\_\_

Have you scheduled a practice run to be certain all equipment/computers/sound systems and other key technical components are functioning?

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## Where:

Is there suitable space – inside or outside – for each planned activity? For example, is there a quiet spot for storytelling and an open area for gunny sack races?

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Will the location be suitable for all desired attendees? \_\_\_\_\_

How will attendees get to this location?

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Where will this event take place at a single location or at multiple locations?

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Have you personally visited the space? \_\_\_\_\_

Will this event affect nearby activities? If so, what is your plan to address this?

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Will noise or traffic flow be an issue? If so, what is your plan to address this?

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Is there adequate parking? If not, what is your plan to resolve this?

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Is the venue accessible to all (wheelchairs, walkers, etc.)? If not, what is your plan to address this?

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Are any special permits or clearance forms required for any of the event elements? If so, who will obtain these forms?

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Are there any security considerations? If so, what is your plan to address this?

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## Location Setup:

Does the event require a different setup than what the room normally provides? If so, who will provide a room setup diagram?

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Who will set up and restore the room?

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How many tables and chairs will be needed?

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Will you have seating areas for guests not participating in activities? If so, where will each be located?

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What food will be served at the event?

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Are you serving foods that support the Eagle Books theme? (This is advised. Avoid sending mixed messages.)

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Will you need extra trash and recycling receptacles? If so, who will be responsible for them?

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Are there restrooms onsite and clearly identified? Are there baby changing stations for families? If not, how will you address these issues?

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Will you need to supply the kitchen and/or restrooms with extra supplies? If so, who will monitor this?

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Will you need coat racks? If so, who will supply and return them?

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Where will you locate the "lost and found" and who will staff it?

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## Tip: Logistics

Be certain all needs are addressed prior to the event.

- Room setup and teardown
- Clean-up
- Electrical outlets and A/V equipment on hand (if needed)
- Directional signs
- Trash and recycling containers
- Name badges
- Volunteer check-in
- Opening blessing and remarks (if desired)
- Refreshments
- Food preparation, refrigeration, and heating capability (if needed)

## Technical:

Will the event require microphones, sound equipment, or lights? If so, who will operate them?

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Does your location have enough electrical outlets? Where is each located?

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Will you need extension cords? Who will supply them? (Be sure the extension cords do not cause a tripping hazard.)

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Will the event include a slide or video presentation? Will the event require a data projector, VCR, TV, laptop, or wireless network? Who will obtain, set up, operate, and troubleshoot the equipment?

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Do those staffing the technical elements need training? Do they need a practice run? Where and at what time?

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Who will be on location to help problem solve and guide the technical demands of the event?

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Do you desire photos, video, film, or other recordings of the event? Who will provide these services?

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Photos to be posted on a website or used commercially require signed release forms. Will any photos be used in this manner? If so, who will obtain these releases?

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## Promotion and Publicity:

What is your plan to promote and publicize your event?

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Who will be responsible for promotion and publicity?

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Who will inform and invite the press?

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Who will write press releases?

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What is your approval process before press and publicity documents are distributed?

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Who will greet and escort media representatives?

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### Tip: Promotion

<http://www.cdc.gov/diabetes/pubs/eagle.htm> includes several media documents you may wish to use in your promotion and publicity plan, including those listed below.

- *Eagle Books Event Sample Radio Public Service Announcement*
- *Eagle Books Event Sample News Release*
- *Eagle Books Event Publicity Timeline and Checklist*

### Costs:

What is the budget for this event?

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## Tip: Budget

Set a realistic budget to avoid unpleasant surprises. Estimate costs and identify funding sources. Eagle Books events are inexpensive and support material files are readily available but you may find it necessary to pay for:

- Facilities rental
- Facility or other permits
- Food
- Food service supplies
- Labor
- Decorations
- Printing
- Art supplies
- Equipment rental
- Postage and shipping
- Security
- Transportation

Who has to approve expenditures?

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Who will be paying?

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## Wrapping it up:

Set a time to recap your event. Ask key participants to attend a post-event meeting to gain a broad perspective and valuable feedback.

When and where will you hold your event debriefing?

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As a team, ask the following questions:

What worked well?

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What should we do differently?

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What elements should we add?

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Should we make this an annual or twice-a-year event? What needs to be in place to make this happen?

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Who will organize thank-you correspondence?

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### Tip: Thank you

<http://www.cdc.gov/diabetes/pubs/eagle.htm> hosts materials you may wish to use as thank-you correspondence.

- Blank stationery
- Stationery with Eagle Books graphic
- Thank you card with caption
- Bookmarks
- Trading cards





## Eagle Books: Event Publicity Timeline

This publicity timeline is based on suggestions from communities that have hosted successful large-scale Eagle Books events. Not all suggestions may be necessary or desired for your event. Adapt the timeline to suit your needs.

### 2 months ahead

- Plan your communications strategy. Which key health messages are especially important to convey?
- Become familiar with the templates and graphic design files in the “Hold an Event” section of the website.
- Recruit volunteers to help with publicity.
- Research publication deadlines. Monthly newsletters may need information 6-8 weeks ahead.
- Identify “people stories” to obtain better coverage. Examples might include families that have made positive lifestyle changes after reading the books, a physical education teacher conducting an Eagle Books student challenge, or a local chef who can share healthy recipes.
- Identify individuals who are knowledgeable about the event and willing to be interviewed by the media.
- Decide where to seek coverage. Research and identify local media and online sites. Which are most familiar to your target audience? Reporters often have specialties like health, education, features, or tribal issues. Seek them out.
- Research free shopper publications and community Web sites for inclusion in their calendar of events.
- Start networking. Are you acquainted with reporters, editors, producers, news directors, bloggers, or advertising or public relations professionals? Are there local organizations, schools, or businesses that would post information or send it home?
- Consider using social media sites like Facebook and Twitter. Set up any needed accounts. Make sure a member of your team regularly posts information and responds to comments and questions about your event.
- Contact local television stations to request public service announcements.
- Start preparing flyers and posters.
- Create and get required approvals for:
  - News and press releases
  - Calendar listings
  - Radio public service announcements
  - Email listserv texts

***Important: Have all text reviewed for errors, bad grammar, and unclear wording.***



### 1 month ahead

- Mail, fax, email, or hand-deliver releases and public service announcements to reporters, editors and/or station managers. Follow up with calls requesting feature coverage, photographs and on-air interviews. Make any necessary arrangements.
- Post to online calendars.
- Plan for photo and video opportunities.
- Post flyers and posters in schools, grocery store and library bulletin boards, medical and social service agency waiting rooms, Head Start centers, tribal houses, etc. Send them home with students and distribute at applicable gatherings (e.g. parent-teacher meetings, powwows, youth group meetings). Distribute flyers to homes, but don't use mailboxes because they are restricted to U.S. mail.
- Send flyers home in student backpacks.
- Send emails and ask recipients to pass them on.
- Assign someone to collect copies of media coverage.
- Update your social media pages.

### 2 weeks ahead

- Seek approval to place invitations in payroll and billing correspondence.
- Make advance arrangements with retail outlets to place flyers in shopping bags.
- Re-contact reporters/editors/producers/station managers who have indicated interest. Find out if they plan to run advance stories or to cover your event. Offer assistance.
- Send email updates.
- Provide flyers to partner grocery and retail outlets to stuff in shopping bags (if arranged).
- Update your social media pages.

### 1 week ahead

- Send reminder and latest information to media.
- Update your social media pages.

### Day of the event

- Greet and escort media to designated locations, activities, and event representatives to conduct interviews.
- Have extra copies of news and/or press releases on hand.
- Update your social media pages.

### Within a week after the event

- Analyze your coverage and make notes for next year.
- Write thank-you notes to all involved in publicizing your event: volunteers, local businesses, print and broadcast personnel.



## Eagle Books: Event Publicity Checklist

- Identify local media outlets
- Create network with media representatives
- Research media deadlines
- Line up spokespersons
- Identify "people stories"
- Write and distribute news releases
- Post to local website calendars
- Set up social media pages
- Make and distribute flyers and posters
- Re-contact media about two weeks before the event
- Assist media representatives at the event
- Capture/collect media coverage
- Formally thank all who helped publicize the event

### Ideas for Use

- Read to determine who may be helpful to add to your committee
- Review as a committee to get ideas and keep your community informed of your upcoming event
- Read to get ideas for promoting your event and drawing a large crowd

## Tap the Local Talent

Activities to encourage healthy eating and physical activity to incorporate the science of type 2 diabetes and Native science, culture, and traditions are endless. When planning an event, look to peers, professionals, and community leaders from many different services to help build a wellness network. Consider what others have presented as event activities:

- Diabetes Bingo
- Art Exploration
- Examine Fat/Sugar Content of Various Foods
- Seed Planting
- Root Digging
- Healthy Food Preparation
- Physical Challenges
- Visits by Safety, Health, and Sports Mascots
- Storytelling by Elders
- Diabetes Talking Circle
- Eagle Books Plays
- Exercise and Heart Rate Charting
- Traditional Food Tasting
- Drum and Dance Performance

## Talking Points and Activity Suggestions

Familiarity with each story will help you develop discussion starters, teachable moments, and relevant activities to share with your event participants. Following are suggested talking points and companion activities to get you started.

### Book: *Through the Eyes of the Eagle*— Talking Points

- This first story in the series introduces the cast of characters to include Mr. Eagle and the boy he befriends, Rain That Dances.
- Mr. Eagle talks to Rain That Dances about how active his people once were.
- Mr. Eagle describes to Rain That Dances how changes in people's eating and physical activity from days long ago have caused an increase in type 2 diabetes. Type 2 diabetes, he explains, is when a body does not use the food that has been eaten right away, so there is too much sugar, or glucose, in the blood which can cause health problems. This makes Mr. Eagle very sad.
- Rain That Dances learns how, long ago, the men, women, and children in the village took care of themselves and each other.
- Rain That Dances decides to tell others how important it is to eat healthy foods and be physically active more often.



### **Book: *Through the Eyes of the Eagle*— Activity Ideas**

- Invite an elder to share a story with the children that involves traditional hunting, fishing, and/or gathering of Native foods, how they were prepared or stored, and potlatches, ceremonies, or festivities involved with healthy meals. Discuss the physical nature involved with food preparation and other tribal activities.
- Ask the children for ideas in making healthy choices each day. Provide art supplies for each child to draw examples of healthy choices.
- Draw, color, and cut out masks from materials supplied and have children act out the story as it is read aloud or make up their own.
- Invite a community member to demonstrate a simple traditional dance step and to discuss how dancing helps to keep children healthy.
- Ask the children to suggest information they may want to share with their parents, siblings, and friends.
- Provide supplies for each child to create a Mr. Eagle (free-hand or from pattern) that can be taken home and displayed as a constant reminder to make healthy choices.
- Provide traditional foods for sampling and to discuss why it is healthy.

### **Book: *Knees Lifted High* — Talking Points**

- In *Knees Lifted High*, Rain That Dances takes his best friend, Thunder Cloud, to meet Mr. Eagle.
- Mr. Eagle describes to the boys how people long ago were active; doing hard work, hunting, fishing, and gathering. The people spent much time outdoors and their bodies were strong and healthy.
- Thunder Cloud and Rain That Dances notice that many people in the village are not outside being active: They are watching TV or playing video games, riding in vehicles, or just sitting.
- Mr. Eagle explains that type 2 diabetes is when a body does not use the food that has been eaten right away, so there is too much sugar, or glucose, in the blood. Type 2 diabetes can cause health problems. It is important to know how type 2 diabetes can be managed or prevented.
- Mr. Eagle encourages the boys to continue to find ways to stay physically active and healthy.

### **Book: *Knees Lifted High* — Activity Ideas**

- Encourage the children to play the game suggested by Mr. Eagle (in the book, pp 25-27) or invent their own exercise game.
- Organize physical challenges: jump rope, beanbag toss, basketball shoot, a tricycle race, etc.





- Ask children to come up with ideas for activities that can replace TV watching or video-game playing that would make the body more strong.
- Provide supplies for each child to create a chart to monitor daily physical activity.
- Ask children for ideas to keep everyone in the family active (e.g., dancing, gardening, sharing house work, walking to the store, walking the dog, etc.).
- Invite a community member to demonstrate a simple traditional dance step and to discuss how dancing helps to keep children healthy.
- Set up a mock doctor's office to check heart rates before and after a simple exercise (e.g., jumping jacks). Explain how this increase in heart beats means the body is working harder and gaining strength.
- Invite a physical fitness professional or community health staff to create and lead a physical activity or challenge.

**Book: *Plate Full of Color* — Talking Points**

- In the book *Plate Full of Color*, the children—Rain That Dances, Thunder Cloud, Simon, and Little Hummingbird—meet up with Mr. Eagle and Miss Rabbit to talk about ways to stay strong and healthy.
- Miss Rabbit describes how different colors in foods add different benefits to the body and are very helpful in keeping bodies strong.
- The children talk about Mother Earth and how she makes wonderful and healthy foods as well as pure, clear water available to people.
- Miss Rabbit tells Thunder Cloud that it is fine for his mom to buy vegetables from the store. They are grown and brought to the store so everyone can have healthy food choices.
- Thunder Cloud promises to taste some vegetables he's never tried before.
- Miss Rabbit helps the children think of fruits and vegetables that would be fun to eat at breakfast, lunch, and supper, as well as snacks.
- The children come up with ideas of fruits and vegetables to replace their less-healthy snacks.

**Book: *Plate Full of Color* — Activity Ideas**

- Invite an elder to discuss traditional foods and how they are gathered and prepared.
- Use a flannel panel to show where different foods of varying colors grow (e.g., red apples, blue berries, orange carrots, yellow squash, green beans, etc.)
- Invite a representative from a local grocery or food service to bring samples of many different colors of produce and create an activity around the display.



- Plant vegetable seeds in small pots for children to take home or monitor within their classrooms.
- Provide whole, sliced, and diced fruits and vegetables for the children to create edible art with them (e.g., smiley faces, bugs, animals).
- Provide a simple check list or Bingo-type grid of images of fruits and vegetables the children can take to the grocery store and mark off those they recognize.
- Conduct a bingo game using healthy, school-district approved food items (e.g., raisins, carrot sticks, Cheerios) as markers.
- Provide traditional foods for sampling and to discuss why it is healthy.

**Book: *Tricky Treats* — Talking Points**

- In this story, *Tricky Treats*, Mr. Eagle prepares to meet with the village children for the last time.
- Rain That Dances packs some snacks and water for himself, Simon, Thunder Cloud, and Little Hummingbird to enjoy while visiting Mr. Eagle.
- When the children find Mr. Eagle and Miss Rabbit, they are introduced to Coyote. Coyote tells the children he wants to learn to eat healthy, too.
- Mr. Eagle talks to the children about everyday snacks and sometime snacks.
- Coyote tries to trick the children into eating unhealthy snacks like soda pop with sugar and chips.
- Mr. Eagle helps the children understand that sugary food is a sometimes snack because it doesn't help the body stay strong.
- The children decide to tell the people in the village how to eat healthy foods and stay physically active in order to be well and help prevent type 2 diabetes.

**Book: *Tricky Treats* — Activity Ideas**

- Discuss the commercials the children may have seen that promote sometime snacks.
- Provide materials for the children to decorate several small, snack-size, zip-lock bags; label each with "everyday snack" and let them fill the bags with healthy snacks (provided or from home).
- Ask the children to suggest information they may want to share with their parents, siblings, and friends. Provide art supplies for them to make visual reminders.
- Have someone dress up as a trickster and comically try to convince the children to choose sometime snacks over everyday snacks.



- Play a guessing game with quantities of sugar. Invite your diabetes educator to show children different amounts of sugar, and have them try to match the amount of sugar to the item (e.g., candy bar, sweet cereal, soda pop, etc.).
- Provide traditional foods for sampling and to discuss why they are healthy.

## Stage Your Event

The *Eagle Books Game Plan* — available for print at <http://www.cdc.gov/diabetes/pubs/eagle.htm> *Hold an Event/Get Started and Hold an Event/Ready. Set. Go!* — is one example of how to orchestrate your event. The size and limitations of your facility will play heavily in how to choreograph foot traffic and activity set up. In this sample, children are divided into groups, each group starting at a different activity. After a specified time, groups rotate from one activity to the next until each group has participated at each stop.

This *Eagle Books Game Plan* also includes talking points to coincide with each of the four Eagle Books stories. Provide this information to volunteers assisting with activities to help children relate the health messages from the book to the respective activity.

## Samples of Event Staging

There are a variety of ways participants may experience your event. These are examples. You may have your own idea.

- Divide children into groups and rotate groups from one activity to the next.
- Have the entire group of participants experience one activity at a time.
- Allow each participant self-select which activity to do first, next, etc.

The number and ages of attendees will determine how best to move them through the activities and how much time to allow at each stop.

Some activities may work as “walk-ins welcome,” where others—elder storytelling or dance lessons, for example—will work best with official start/stop times.

Have Eagle Books read aloud; show the video animated stories; supply crayons, paper, and Eagle Books materials; or have another plan for early/late arrivals for children who may have to wait briefly before beginning an organized activity.



## To Conclude

All is well that ends well. Using ideas from *Eagle Books Event Planning Considerations* from this toolkit, be certain the closing details are addressed.

Your event plan should include:

- Wrap up and clean up
- Officially thanking all supporters
- Encouraging feedback to determine what worked best and what can be improved
- Planning for the next year's event

## SUPPORT DOCUMENTS

- Copy of *Creating an Eagle Books Event PowerPoint*
- Sample Community Calendar Listing Format for Broadcast, Web, or Newsletter Posting
- Sample News Release/Press Release
- Sample Radio Public Service Announcements



# Creating Eagle Books Events



## What is an Eagle Books Event?

- A half-day health fair?
- A school assembly?
- A week-long series of activities?
- A culture camp or retreat theme?
- A daily or weekly classroom activity?
- Other?

It is an occasion—created by your own community—that uses the characters and messages of Eagle Books to bring people together for fun, learning, and motivation to exercise and eat more healthy foods.

An Eagle Books event may take any form:

- a half-day health fair
- a school assembly
- a retreat
- a daily/weekly classroom activity
- a party or culture camp theme
- a week-long series of activities

Essentially, an Eagle Books event incorporates the characters and messages of Eagle Books to promote healthy eating and exercise particularly in reference to combating diabetes.

## Strength In Numbers

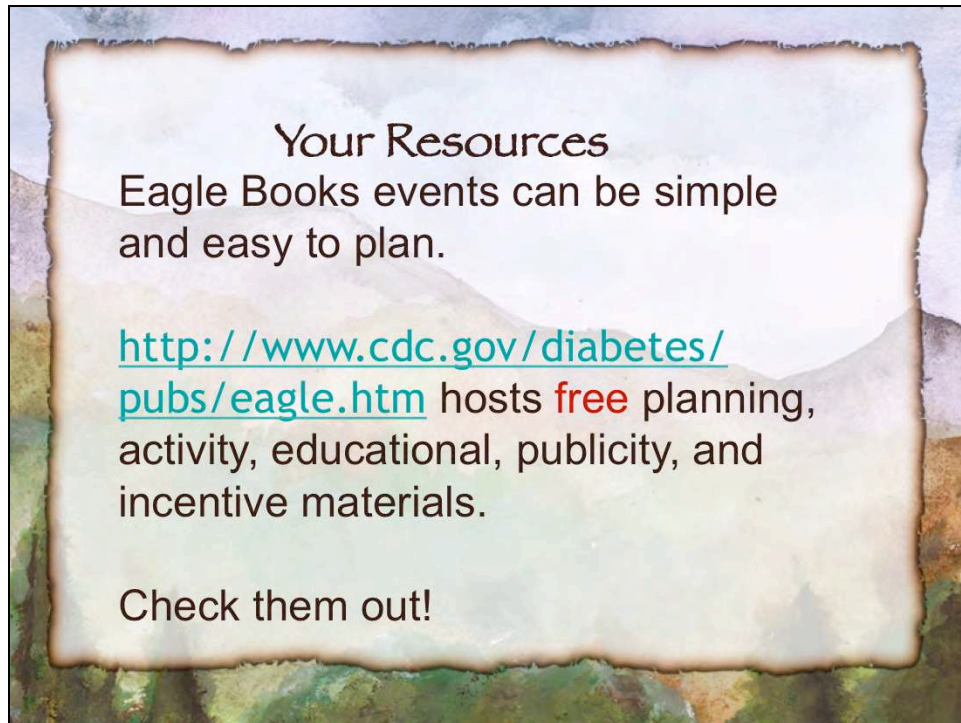
Enlist lots of people to help plan your event.

- health clinics and programs
- teachers and coaches
- school boards
- tribal leaders
- businesses
- youth programs
- parents and grandparents

When embraced by the entire community, lasting healthy lifestyle changes become much more possible.

Enlist lots of support when creating your event. The combined dedication of health, education, and tribal leaders is tremendously effective. When embraced by the entire community, lasting healthy behavior changes become much more possible.

The first series of Eagle Books was written for young children, Pre-K to grade 4, yet Eagle Books events can easily be enjoyed by the entire family.

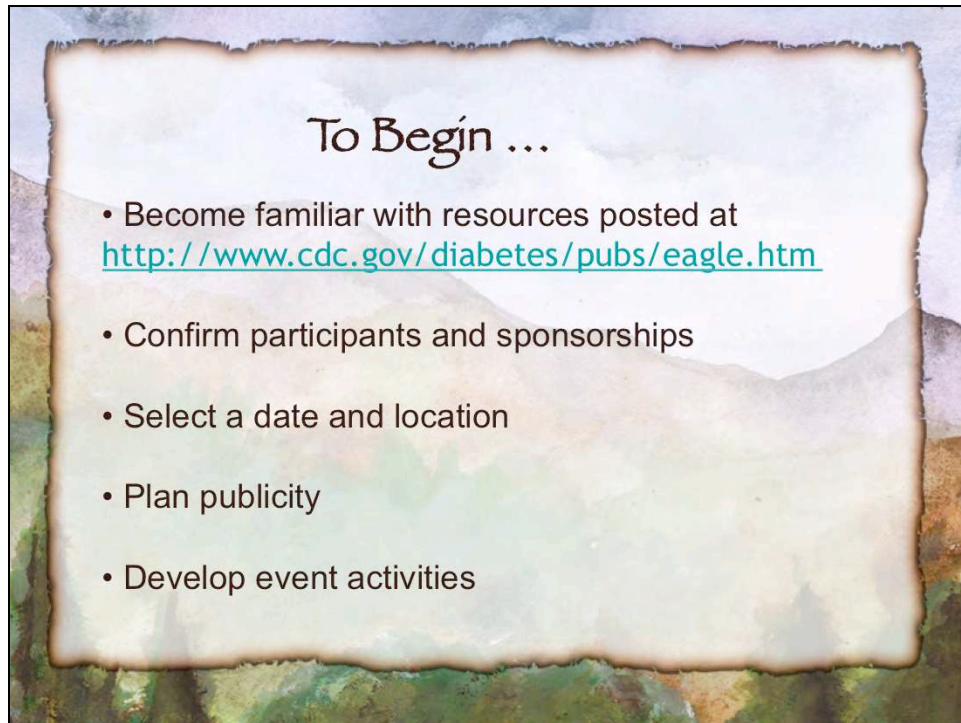


Eagle Books events may be relatively simple and can be inexpensive to conduct. The scale of your event is up to you. Planning, activity, educational, publicity, and incentive materials are available for print, free of charge, at <http://www.cdc.gov/diabetes/pubs/eagle.htm>.

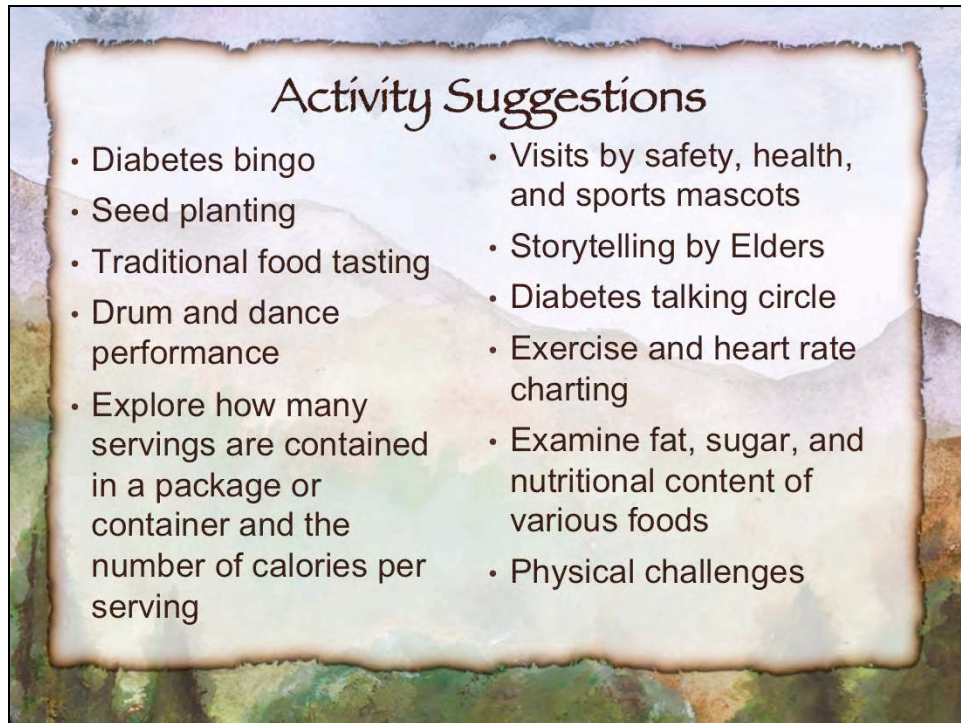
Information on ordering single and multiple copies of the Eagle Books is available at this site.

Become familiar with the materials and information posted online early in your planning to get ideas and options for event.





- Become familiar with resources posted online. This will help you determine, early on, what is already available for your event.
- Confirm participants and sponsorships
- Select a date and location
- Plan publicity
- Develop event activities
- Strive to get Eagle Books in the hands of children, parents, and educators well before your event, if possible, to increase familiarity and build anticipation



Consider these as activities at your event:

Diabetes bingo

Art exploration

Explore how many servings are actually contained in a package or container and the number of calories per serving

Examine fat, sugar, and nutritional content of various foods

Seed planting

Physical challenges

Visits by safety, health, and sports mascots

Storytelling by Elders

Diabetes talking circle

Eagle books plays

Exercise and heart rate charting

Traditional food tasting

Drum and dance performance

## FYI: IHS Best Practices

Eagle Books activities can be used to support 11 of the Best Practices adopted in 2009 by the Indian Health Service (IHS) for diabetes programs.

- Community Advocacy
- Community Screening
- Diabetes and Pregnancy
- Diabetes Systems of Care
- Diabetes Self Management Education
- Nutrition
- Oral Health
- Physical Activity
- School Health and Diabetes
- Youth and Type 2 Diabetes
- Adult Weight Management

Eagle Books are an excellent tool for engaging tribal health program personnel as stakeholders in community events and may add credibility to your community health projects.

Eagle Books activities can be used to support 11 of the Best Practices adopted in 2009 by the Indian Health Service (IHS) for diabetes programs.

Community Advocacy

Community Screening

Diabetes and Pregnancy

Diabetes Systems of Care

Diabetes Self Management Education (DSME)

Nutrition

Oral Health

Physical Activity

School Health and Diabetes

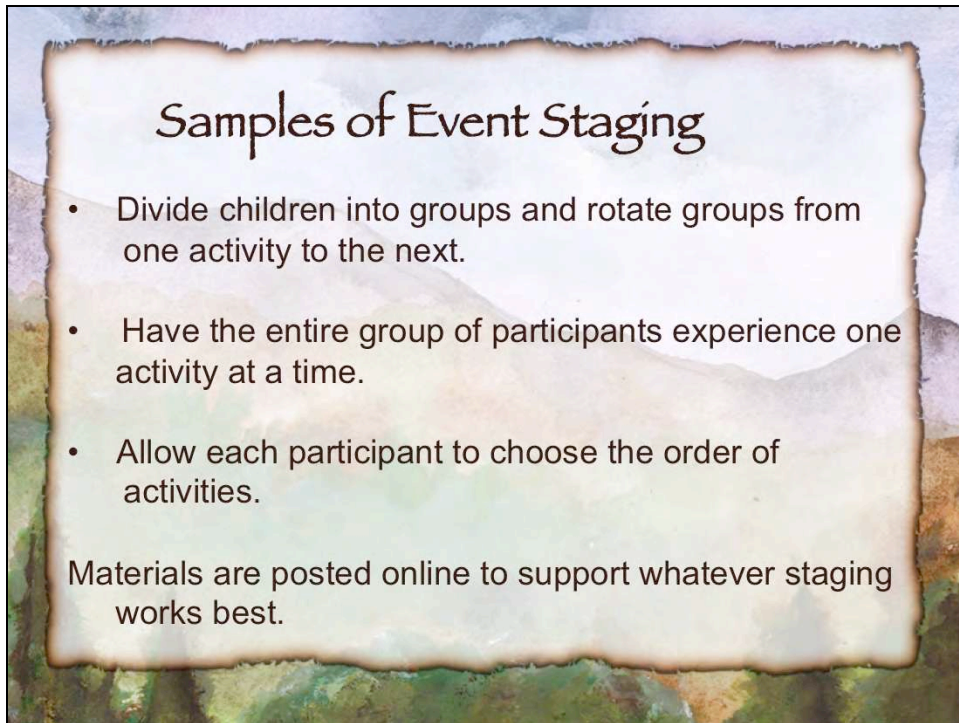
Youth and Type 2 Diabetes

Adult Weight Management

## Stage Your Event



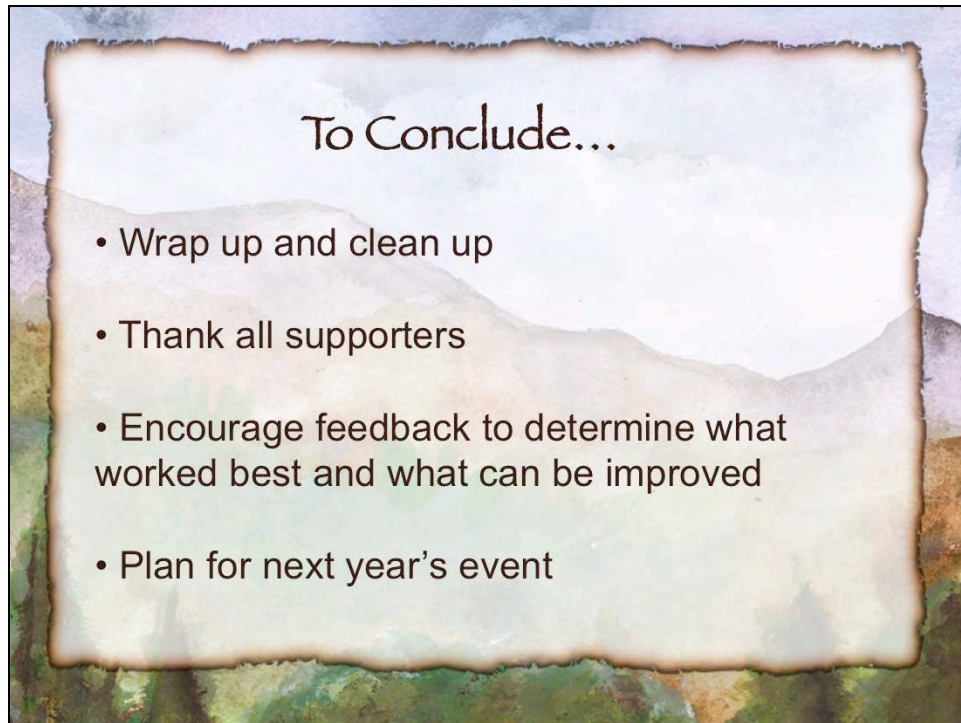
This Eagle Books Game Plan is one example of how to choreograph your event. In this plan, children are divided into groups, each group starting at a different activity. After a specified time allowance, groups rotate from one activity to the next until each group has participated at each stop. The Eagle Books Game Plan is posted online.



The number and ages of attendees will determine how best to move them through the activities planned and how much time to allow at each stop.

Some activities may work as “walk-ins welcome,” where others—Elder storytelling or dance lessons, for example—will work best with official start/stop times.

Have Eagle Books read; show the video animated stories; supply crayons, paper, and Eagle Books materials; or have another plan for early/late arrivals or children who may have to wait briefly before beginning an organized activity.



- Be certain your event ends at the specified time. Clean the facility, take out trash and recycling, return keys, etc. and any other closing tasks as appropriate. Thank all those who helped orchestrate and support your event by sending written correspondence. Eagle Books materials are available for that use. You may wish to call and thank assistants and sponsors as well.

- Plan for next year's event



For further information email  
[cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) or call 800-CDC-INFO  
(800-232-4636)

# Sample Community Calendar Listing Format for Broadcast, Web, or Newsletter Posting

Many local print, broadcast, or web-placed community calendars are available, free of charge, to publicize your event. Following is a sample of the type of information needed for an announced or posted promotion:

**Eagle Books Festival of Fun:** [ \_\_ ]-day celebration of healthy living based on the popular Eagle Books stories about type 2 diabetes prevention. Hands-on activities, healthy treats, storytelling, speakers and live appearances by community health and safety mascots. [Insert dates, time, location.] Sponsored by [\_\_\_\_\_]. Contact [ \_\_\_\_\_ ] for details.

Write your brief event description to include these details:

**WHO:** Sponsoring organizations

**WHAT:** [Description of event; who is invited; costs/no costs; extra activities available or included; items for purchase and/or free]

**WHERE:** [Location]

**WHEN:** [Date and time]

**HOST:** [Your organization]

**RSVP:** [Event contact person]





# Sample News Release/Press Release

## FOR IMMEDIATE RELEASE

Date

Contact: Your name

Your phone

Your email

### FAMILY FUN PLANNED AROUND CELEBRATED CHILDREN'S BOOKS!

The celebrated, inspiring, and delightful Eagle Books stories for children will come to life when <local organization/community> hosts a festival inviting families to have fun while learning how to prevent type 2 diabetes. The activities begin at <event starting time> and continue until <event ending time> on <day and date> at <location >. This Eagle Books <title of event> will include <activity>, <activity>, and <activity> with Eagle Books giveaways available to all who attend. The event is free and all ages are welcome.

<Insert a quote from planning committee representative. For example: "Type 2 diabetes is a very real and very serious disease within our community," said <name>, <title>. "The good news is that type 2 diabetes can be prevented. Our health fair includes activities that will really help families understand that they have control over everyday things that affect their health. Eagle Books show us those strengths in a fun way! We encourage the whole community to come join in the excitement."

Developed under the direction of the Native Diabetes Wellness Program, Division of Diabetes Translation, Centers for Disease Control and Prevention, in partnership with the Tribal Leaders Diabetes Committee and the Indian Health Service Division of Diabetes Treatment and Prevention, the Eagle Books are a series of four elementary-level story books in which engaging animal characters—Mr. Eagle, Miss Rabbit and clever trickster, Coyote— connect with a young boy named Rain That Dances and his friends to explore the joys and benefits of physical activity, good eating habits, and seeking advice from their elders about living a healthy life. The story books are used in many schools, clinics and Head Start programs and are part of the K-12 Diabetes Education in Tribal Schools: Health is Life in Balance curriculum for grades K-4.

More information is available from <local contact person> at <phone number>. Eagle Books information is available at <http://www.cdc.gov/diabetes/pubs/eagle.htm>.



# Sample Radio Public Service Announcements

## FOR INFORMATION:

<Contact name>

<Contact phone number>

<Organization name>

<Date the announcement can first be broadcast> through <date it should last be broadcast>

Station production notes (for example): Please add Eagle screech at head and local Native American or Alaska Native music sound bed.

## THIRTY (30) SECONDS #1:

Title: Eagle Books Invite Young At Heart

Calling children, teens, and the young-at-heart! Come join Mr. Eagle, Rain that Dances, and the colorful cast of characters at a free Eagle Books health festival. The excitement runs <event starting time> to <event ending time> on <day and date> at <location >. There will be games, storytelling, exhibitions, incentives, delicious snacks, and more. Have great fun and learn how to prevent type 2 diabetes. Call <organization name> at <phone number> to find out more.

## THIRTY (30) SECONDS #2:

Title: Eagle Books Come To Life

The delightful and inspiring Eagle Books stories for children will come to life when <local organization/community> hosts a festival of healthy activities to help families prevent type 2 diabetes. The fun runs from <event starting time> to <event ending time> on <day and date> at <location >. This Eagle Books <title of event> will include <activity>, <activity>, and <activity> with Eagle Books giveaways available to all who attend. The event is free and all ages are welcome.

Contact <local contact person> at <phone number> for more information. This message is brought to you by <your organization name and/or station call letters>.

