

## Abstract

**Objective:** The main purpose of this research and thesis project is to encourage more fruits and vegetables consumption among the children, by informing them about the nutrition and health benefits of fruits and vegetables through a book that provides education and entertainment. **Method:** Using qualitative and quantitative research method to get all the data required for planning the creative strategy with suitable media. **Result:** An educational and entertainment book entitled “Get Smart, Kids!”. This book consists of 4 short stories, quizzes and activities with answer key, along with 16 cards containing nutritional information, as an interactive element in the book.

**Keywords:** Fun, Friendly, Smart, Healthy.

This education app allows kids to learn fruits, vegetables, nuts and berries. 100 high-quality professional photos are available. A child can view and scroll the photos with his finger. It's really easy, because the gallery is specially adapted for the smallest kids. When a child views the photo, he/she hears the name of the fruit, and thus remembers it. The big advantage of the app is an ability to customize the list of the photos. Parents can disable unwanted (atypical for their country) fruits, vegetables or berries. After the fruits learning the application offers to check the knowled I write books for adults, but I confess, children's books are my absolute favorite book genre. In fact, one of my favorite things about having a child is I now have an excuse to build a ridiculously large kid's book library. Books open up new worlds to both kids and adults, spark the imagination and inspire adventure. Which is why books are so wonderful for encouraging healthy eating habits in our students and children. Kids will find it hilarious that Gregory's parents don't want him to eat his fruits and veggies and instead want him to eat trash. Instead of being told what's healthy, the kids will be pointing it out themselves in this book of silly role reversals. *I Will Never Not Ever Eat a Tomato (Charlie and Lola)* by Lauren Child. A witty book on perspective. *Children's Books : Sweet as Fruit (educational books for kids) (Nutrildren - Nutrition for Children Book 2)* - Kindle edition by Guez, Shir. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading *Children's Books : Sweet as Fruit (educational books for kids) (Nutrildren - Nutrition for Children Book 2)*. *Fruit Fruity Snacks Radishes Nutritious Delicious Healthy Eating For Kids Food Eat Grapes. Go, Go, Grapes!* Great for introducing vegetables and getting kids excited about eating healthy veggies. It presents things that could be new and foreign as fun and exciting. Kids could write their own chants about foods they like.