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“Eat Smart to Play Hard”: a social marketing intervention strategically designed to increase consumption of fruit and vegetables by 8- to 10-year olds in rural New Mexico.

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Johnston, J and G Canaca. "“Eat Smart to Play Hard”: a social marketing intervention strategically designed to increase consumption of fruit and vegetables by 8- to 10-year olds in rural New Mexico.." (2015). <https://digitalrepository.unm.edu/prc-posters-presentations/44>

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“Eat Smart to Play Hard”: a social marketing intervention strategically designed to increase consumption of fruit and vegetables by 8- to 10-year olds in rural New Mexico.

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Presented at: Individual, Family, & Community Education Research Showcase 2015; November 12, 2015; Albuquerque, NM