

## ABSTRACT

*Fruits and vegetables are one of the supporting 4 healthy 5 perfect. Fruits and vegetables are very important to consume, in order to maintain health and optimize work of the body, especially for children who are still in growth stage. But in fact, according to riskesdas in 2018, 95% children over the age 5 consume less fruits and vegetables. Reviewing the cause, Dr. Frieda Handayani Kawanto, SP.A (K) said that it was caused by not starting the formation of healthy eating from an early age due to the difficulty of mothers in introducing fruits and vegetables to children. Meanwhile, according Rose Gerber said that child's dont like fruits and vegetables due to eating, these two things are not accompanied by a fun atmosphere, present in the form of coercion, as well as the appearance of both of them that are not attractive. Terence M. Dovey said that, because of it, children will also often make selections of fruits and vegetables. If its get used to it, it will become habit to adult and cause growth disorders, obesity, and trigger non-contagious diseases. So, the role of parents is very important, especially mothers, is the center of control. From the problem above, a campaign method and strategy was created as a solution for mothers to train their children to consume fruits and vegetables, especially for children aged 5-12 years in East Bandung. The role of mothers as educators can train, and persuade children to eat fruits and vegetables.*

*It is hoped that the design of this health campaign can create a Fun atmosphere for eating fruits and vegetables, preventing children from being picky about eating and habit of living a healthy life in the future.*

*Keywords: Health Campaign, Picky Eating, Fruits and vegetables, Fun, Healthy*