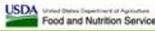


Core Nutrition Messages 

NEW! **Whole Grains, Milk, and Child Feeding Resources**

Messages, Tips, Advice, and Guidance 

Primary audience: Mothers and children (aged 8-10 yrs) eligible to participate in nutrition assistance programs

Objective: To increase consumption of whole grains, low-fat milk products, fruits and vegetables, and foster child feeding practices that support the development of healthy eating habits.

15 NEW Whole Grain, Milk, and Child Feeding Messages
 8 for moms of preschoolers.
 3 for moms of elementary school kids.
 4 for all mothers.

16 Existing Messages
Over 35 pages of tips, advice, and guidance.

Online Communication Tools for Moms and Kids

 **Rollover Widgets and YouTube Videos**
 The two online formats allow each mothers to select the one that works best for her!

 **Track & Field Fuel-Up Challenge Game**
 Kids have fun while learning and gaining skills in making healthier choices with this interactive online game.

For more information, and to access the tools, visit <http://www.fns.usda.gov/fns/corenutritionmessages/default.htm>

FNS has released 13 new messages, tips and other related resources for nutrition educators. The new materials focus on these behavioral goals: increasing consumption of whole grains and low-fat milk products, and fruits and veggies to recommended levels; and fostering child feeding practices that support the development of healthy eating habits. The supporting content i.e., tips, advice, and guidance-provide simple, realistic and actionable suggestions and information. These new resources complement the 16 existing messages for moms and kids.

Educators can use the messages, tips and advice to create a variety of educational resources such as print materials, digital presentations, slide shows., and more. The tips and advice are presented in several formats (bullets, mom’s stories, Q & As) making them flexible for use in a variety of nutrition education approaches and programs. There are also photos available that can be used in presentations or print materials.

The online communication tools—the rollover widgets and YouTube videos., present the information in more interactive, engaging formats. The videos can be shown in group discussions. And moms can review the rollovers and videos on their own to reinforce what they learn in the program.

There are also materials available for kids age 8-10. The online game “Track & Field Fuel Up Challenge” is a fun, interactive way to educate children about the benefits of healthy eating. Activity sheets are also available for printing. Teachers can use the game and activity sheets in the classroom, and include them in at-home activities.

FNS developed these materials with input directly from moms and kids in six cities—most of whom participate in FNS programs., to ensure that they are easy-to-understand, and motivating. Key stakeholders and experts in nutrition education and communications played a vital role.

All of these materials are consistent with and support and reinforce the 2010 Dietary Guidelines for Americans.