Core Nutrition Messages

USDA United States Department of Agriculture
Food and Nutrition Service

NEW!

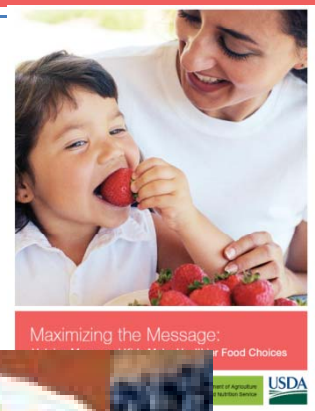
Whole Grains, Milk, and Child Feeding Resources

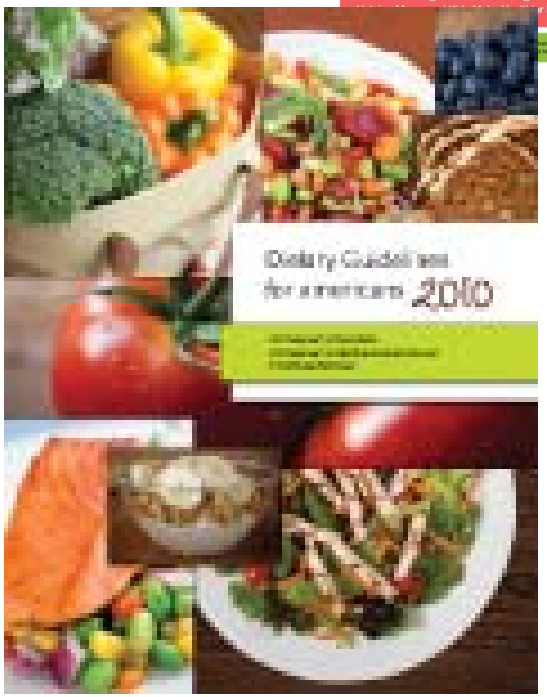
Messages • Tips • Online Communication Tools • Activities for Kids • and more!

Purpose

Empowering People…

- Provide consumer-tested messages, tips, and advice, that help program participants put the new dietary guidance into practice.
- Support national priorities and program polices
- Facilitate coordination across the nutrition assistance programs.





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Primary Audience

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- Moms of Preschoolers
- Moms of Elementary School Children
- Elementary School Kids (8-10 yrs old)
- Eligible for or participating in the nutrition assistance programs.

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Target Behaviors

Increase consumption of

- whole grains
- fat-free or low-fat milk
- fruits and vegetables

Use child feeding practices that foster healthy eating habits in kids

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Developmental Process

- Collaborative approach involving:
  - WIC, CND, FDP, CNPP, SNAP
  - NWA, SNA, NDC, CDC, NIH
  - ASTPHN, State leaders, Regional representatives
- Stakeholder Reviews
- Ongoing consultation with a workgroup of experts in nutrition education and communications

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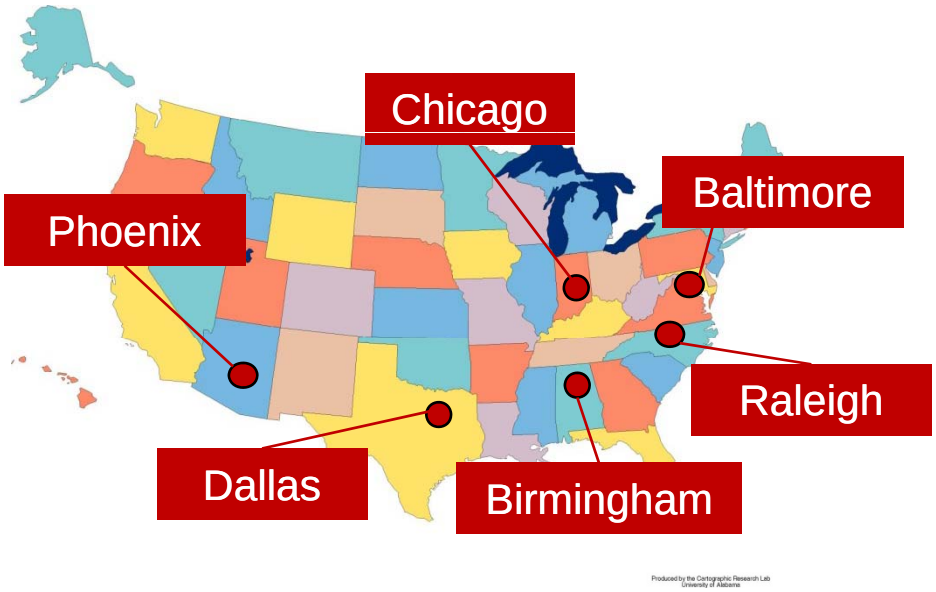
Consumer Research

48 focus groups; 6 cities

- Representative of target audience

176 Mothers
45% African American
35% Hispanic
20% Caucasian

73 Kids age 8-10
36% African American
40% Hispanic
24% Caucasian



Over 75% participants in nutrition assistance programs

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The Products

Messages, Tips, Guidance

BEHAVIORAL-FOCUSED **ACTIONABLE** **RELEVANT** **COMPELLING**

13 NEW Messages

- 5 Whole Grain
- 4 Milk
- 4 Child Feeding

16 Existing Messages

- 7 Child Feeding
- 5 Fruits and Vegetables
- 4 Milk

Over 35 pages of NEW tips, advice and guidance

Examples of Select Core Nutrition Messages

Whole Grain Message

Give yourself and those you love the goodness of whole grains. Make at least half of the grains you eat whole grains – such as bread, tortillas, pasta and cereals. Whole grains are good for your heart and digestion, and can help you maintain a healthy weight and good overall health.

Milk Message

Mom is a child's first teacher.

You teach by doing. Every time you drink fat-free or low-fat (1%) milk, or eat low-fat yogurt, you're giving your kids a lesson in how to eat for better health. It's a lesson they can use for all their lives.

Child Feeding Message

Think beyond a single meal. Keep in mind what your child eats over time. Meals and healthy snacks give children several chances every day to eat a variety of foods. If your child eats only a little or nothing at one meal, don't worry. They'll make up for it with other meals and snacks to get what they need for good health over time.

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Over 35 pages of tips, advice and guidance.

- Accurate
- Relevant
- Actionable
- Compelling

Fat-Free and Low-Fat (1%) Milk Have Nutrients Everyone Needs

Did you know that milk is loaded with vitamins, minerals and protein, with nine (9) key nutrients? Better yet, fat-free and low-fat (1%) milk still deliver this nutrition, just without the extra fat that is in whole and reduced-fat (2%) milk. But many kids are not getting enough milk to keep their bodies growing strong. Here's what fat-free and low-fat milk and the nutrients they contain can do for your family:

Milk helps muscles move and refuels muscles after play.

Fat-free and low-fat (1%) milk are heart-healthy.

Protein and other nutrients in milk helps kids grow and build muscles and other tissue.

Your kids and you need calcium and vitamin D for strong bones.

The calcium in milk helps keep teeth strong for a beautiful smile.

Milk is loaded with nutrients, such as potassium and phosphorus that kids and adults need for good health.

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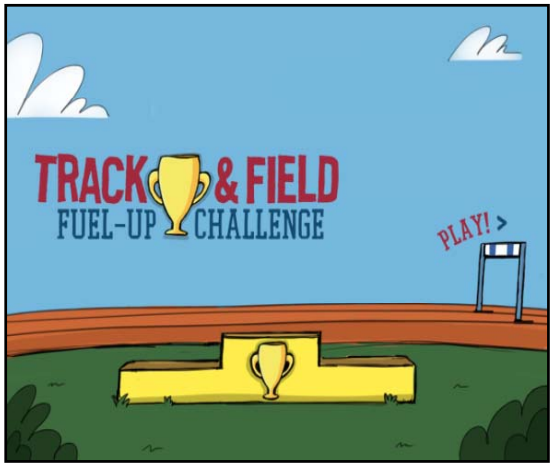
… Online Communication Tools for Moms & Kids

Rollover Widgets and YouTube Videos

- The two online formats allow each mother to select the one that works best for her!

Online Game for Kids

- Kids have fun while learning and gaining skills in making healthier choices with this interactive online game.



- **Activity Sheets for Kids**

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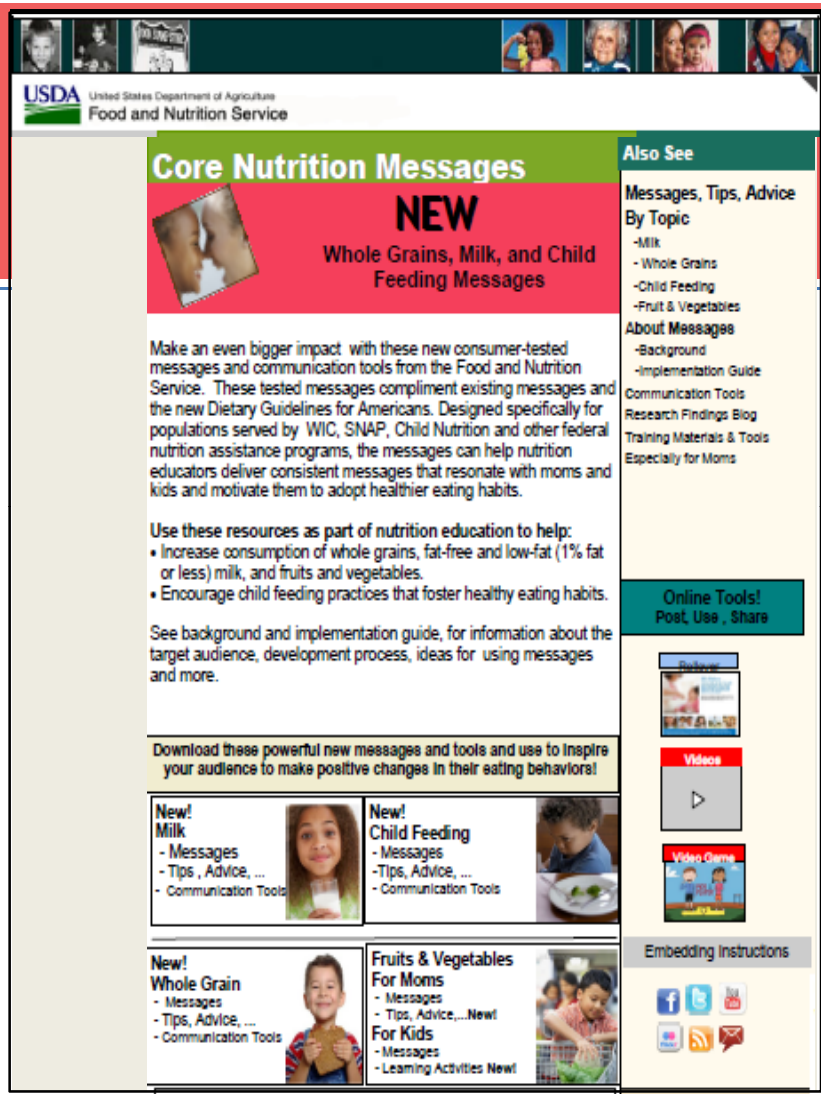
Web Site



Questions? Comments ? Suggestions?

Send email to:

nutritionmessages@fns.usda.gov

Download these products at:

www.fns.usda.gov/fns/corenutritionmessages/default.html