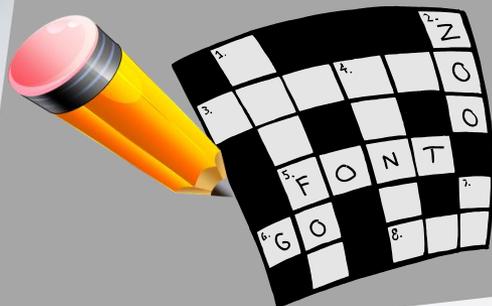
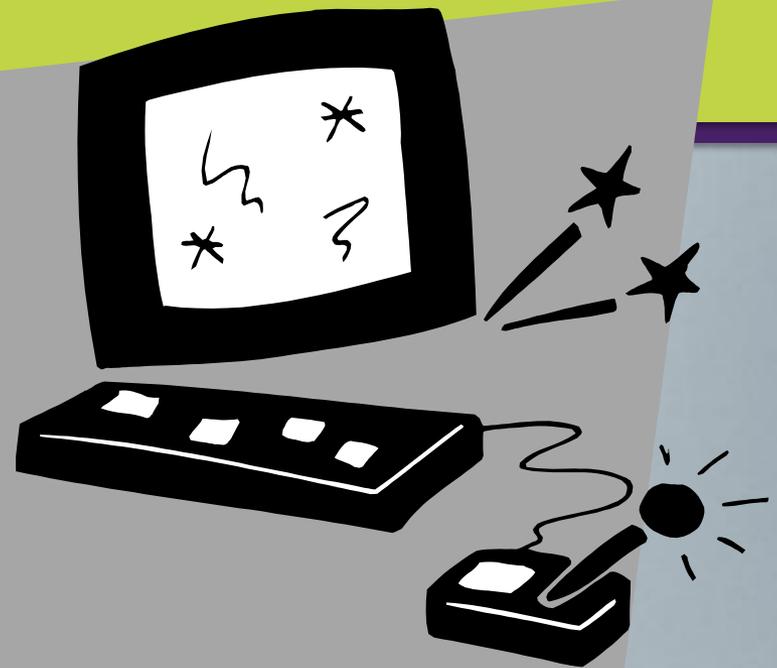


Let's Play!

*Engaging Kids with
Fun and Interactive
Resources*



Erika Pijai, MS, RD
Child Nutrition Division
USDA Food and Nutrition Service

Objectives

- Obtain and use new USDA resources to work with schools and communities to help children and families make healthy food choices and be physically active.
- Apply focus group and pilot test research findings in coaching, counseling, and providing nutrition education for children and families
- Describe how new MyPlate lessons teach children about nutritious food choices while meeting educational standards for English language arts, math, and science.
- Enhance your nutrition education for children and caregivers using new MyPlate Lesson Plans, interactive computer games, and other resources from the USDA

Background

Core Nutrition Messages

Helping Moms & Kids Make Healthier Food Choices

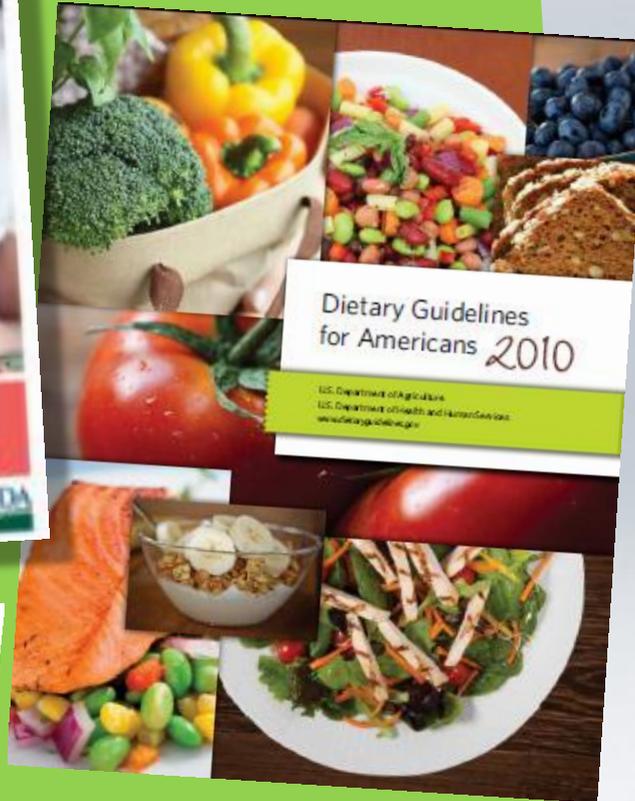
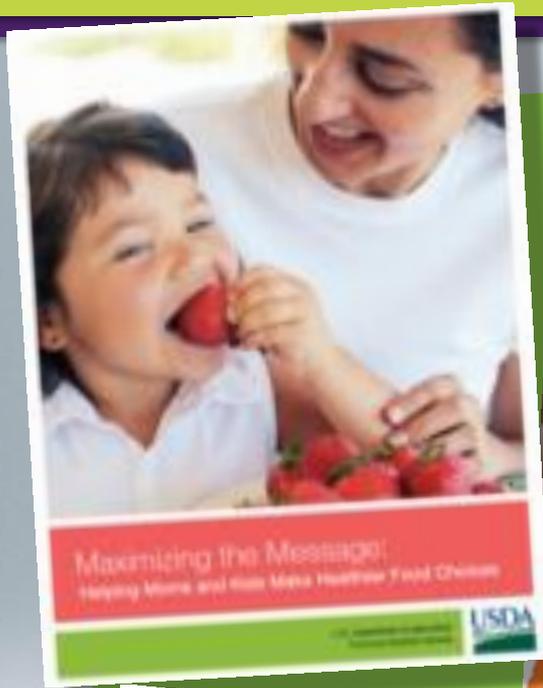


United States Department of Agriculture
Food and Nutrition Service

tion

Purpose

Core Nutrition Messages



consistent
science-
based
easy to use
consumer
tested
resonating

inspirational

Audience & Behaviors

*Kids 8-10
years old*



*fruits & vegetables
low-fat/fat-free milk*

Developmental Process

Collaborative audience-focused approach:

Core Message Workgroup

- Representatives from WIC, SNAP, Food Distribution, and Child Nutrition Programs, Center for Nutrition Policy and Promotion
- National WIC Association
- School Nutrition Association
- CDC
- NIH
- Association of State & Territorial Public Health Nutrition Directors (ASTPHND)
- State leaders, Regional representatives—**many were Academy members**

Ongoing feedback from practitioners in States

Stakeholder Reviews

Consumer Research



Consumer Research: Methodology

12 Focus Groups

Kids age 8-10;
n=73

47% African American
22% Hispanic
30% Caucasian
1% Other
48% Boys
52% Girls



***Over 50%
participants in
nutrition assistance
programs***

Core Nutrition Messages

For Children

Fruits and Vegetables

- **Eat smart to play hard.** Eat fruits and veggies at meals and snacks.
- **Fuel up with fruits and veggies.** And soar through your day like a rocket ship.

Low-Fat/Fat-Free Milk

- **Eat smart to play hard.** Drink milk at meals.
- **Fuel up with milk at meals.** And soar through your day like a rocket ship.
- **Snack like a super hero.** Power up with fruit and yogurt.

Core Nutrition Messages

Kids preferred messages that melded fantasy/aspiration with the reality of being the “best you can be.”

- “If you eat smart... then you can play harder and be more active, and you can do more things because you have more energy.” - Chicago
- “I like it ‘cause I actually want to soar,” and I actually want to go to the moon and stuff, like an astronaut.” - Los Angeles

Core Nutrition Messages

Application: Using Themes in Nutrition Education

- This age group is motivated by ideas of:
 - Having more energy
 - Being strong or fast
 - Maximizing their physical performance at play or sports
- Consistent with other research findings (Contento, 2007)
- Use fun themes to stimulate curiosity and motivation to eat more F&V and milk.

Core Nutrition Messages

Application: Milk and Dairy Messages

- Pair nutrition messages related to milk/yogurt with images depicting fat-free or low-fat versions.
- Education needed:
 - Types of milk
 - Terms related to milk
 - Milk and dairy identification, using MyPlate.



USDA United States Department of Agriculture
Food and Nutrition Service



Consumer Research: Kids 8-10 Years

2 Rounds of Focus Groups (December 2010 and May 2011)

Round 1:

- Gather feedback on message concepts
- Inform development of supporting content

Round 2:

- Gather feedback on:
- Refined messages
 - New supporting content
 - New communication tool concepts



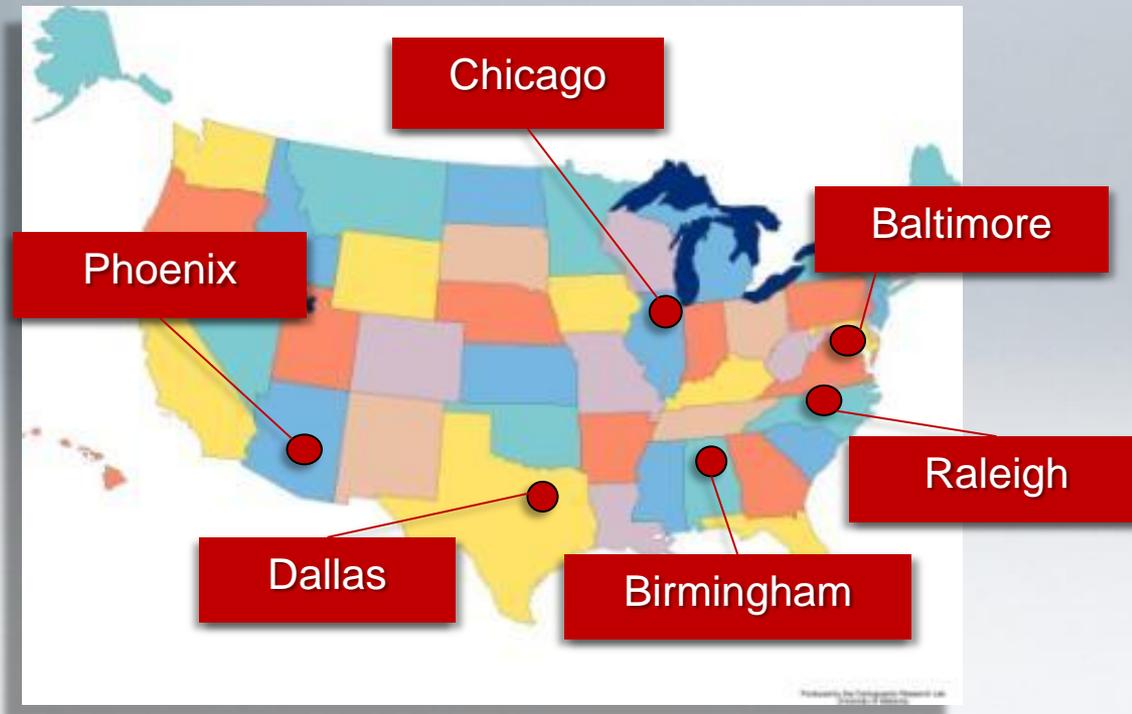
Consumer Research: Methodology

12 Focus Groups

Kids age 8-10;
n=73

36% African American
40% Hispanic
24% Caucasian
45% Boys
55% Girls

***Over 75%
participants
in nutrition
assistance
programs***



The Products

For kids 8-10 years old

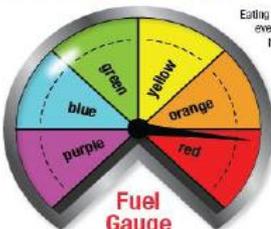
Activity Sheets

Fuel up with fruits and veggies.
And soar through your day like a rocket ship!

GET READY FOR LIFTOFF

Eating fruits and vegetables of every color in the rainbow can help give you the different vitamins and minerals you need to soar through your day.

Write the name of a fruit or veggie on the dotted lines in the fuel gauge that matches each color.



JOKES:
SuperKids love to laugh. Try these jokes with your friends.

Q: Why aren't bananas ever lonely?
A: Because they come in bunches.

Q: What did the apple skin say to the apple?
A: I've got you covered.

Q: What fruit always travels in groups of two?
A: Peas.

Q: What does corn say when it's picked?
A: Ditch! My ears.

HA HA ROFLI
HA HA HA!
LOLI



Online Game

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



The Products

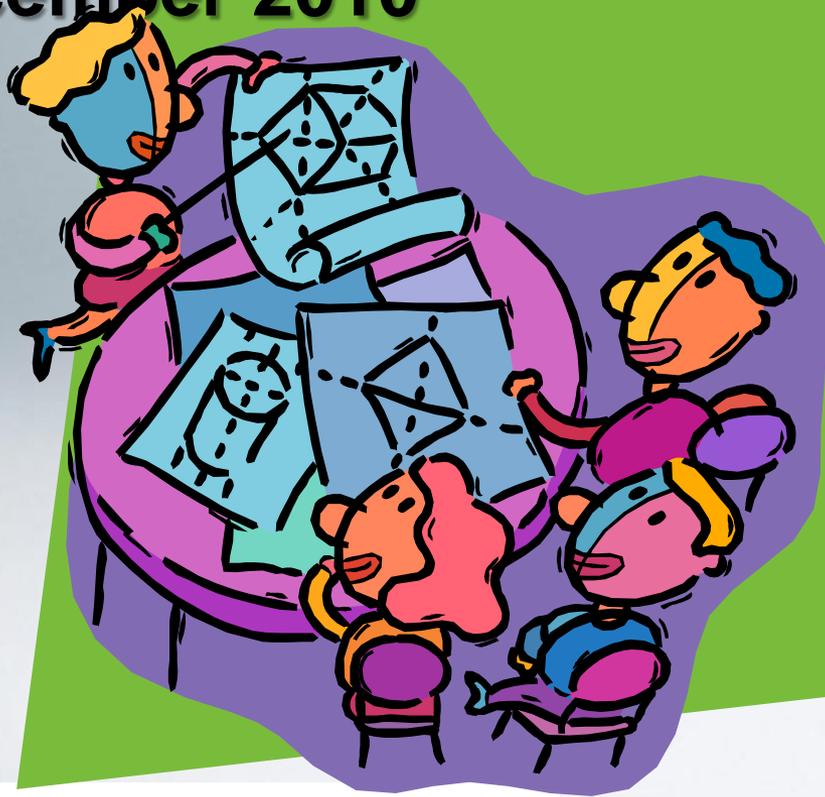
Other products include:

- Messages and supporting content for mothers
- Communication tools
- Formative research reports
- Implementation Guide



Purpose: Round 1 Focus Groups

***Formative Phase of
Research***
December 2010



**Assess general
perceptions of
health and
nutrition**

**Identify sources of
learning**

Test concepts

**Explore
communication
tool ideas**

“How important is it to be healthy, and why?”

- Children agreed that good health is important.
- Top reasons:
 - Not being overweight
 - Having energy
 - Having strong bones
 - Not having health problems
 - Not dying



“What are some things you can do to be healthy?”

Physical Activity



Findings

Round 1

“Can you name some drinks that are healthy?”



• Water, milk, and orange juice are considered healthy drinks

Opportunity for nutrition education!!

Findings

Round 1

“When and where do you hear advice about what to eat or drink?”

- School
 - Posters in gym or cafeteria
 - Classroom lessons
- Parents or Caregivers



Findings

Round 1

6 "Content Sheets" tested

Eat smart to play hard.

Eat fruits and veggies at meals and snacks.



Fruits and veggies give you energy to help you be a champion when you run and play. Eat them every day at meals, snacks or for dessert. Make this recipe and share with your family and friends. Don't have or like pineapple? Be creative! Use whatever fruits you have at home, that you like.

Champion's POWER Packed Snacks—makes 4 servings

- 2 cups canned crushed pineapple
- 1 firm medium banana, peeled and sliced
- 1/3 cup raisins
- 1 cup fresh or frozen berries, thawed
- 1 cup low-fat vanilla yogurt

Have fun putting a layer of pineapple, berries, yogurt, banana slices and raisins into each of 4 glasses.

"THE TRYING GAME"

Have you ever tried Amazing asparagus, Exciting eggplant, Peppy peppers, Squirmy sweet potatoes or Tasty mango? There are so many tasty fruits and vegetables, it's fun to see, touch, taste and smell new ones you've never had before.

Use this chart to write about and draw the new fruits and vegetables you try. Can't think of any? Ask your family and friends to tell you their favorites and try some of these. You can even have a contest with your friends to see who is the Champion at trying new fruits and veggies.

My new fruit or vegetable	How does it taste, smell, feel?	Draw a picture of it

Snack like a super hero.

Power up with fruit and yogurt.



BE "SUPER" AT THE SUPERMARKET.

Help your family do the grocery shopping. Make your own list of the low-fat yogurt and other foods. Ask adults that help Super Heroes strong. When you go to the store, ask your Mom, Dad or grandparent if you can pick out those foods listed!

When you get home, ask if you can make your own Super Powerful Snacks, such as:

- Muscle Popping Pop:** For a "cool snack," place your favorite fruit yogurt into an ice cube tray and freeze it. Grab an orange and enjoy!
- Super Smoothie:** In your favorite Super Hero glass, mix together plain low-fat yogurt with crushed fresh or frozen berries.
- Hero Dip:** Sprinkle some cinnamon on low-fat vanilla yogurt and dip about that in it. You can use apples, peaches, pears or bananas.

HERO RAP

Now listen up and I'll be brief
Calcium builds strong bones and teeth
Vitamin C helps protect your heart
 So grab an orange and give it a go
 For muscles to grow like you've never seen,
 Drink low-fat milk for its **protein**
 Mix low-fat yogurt with fruit to see
 How sweet and **creamy** it can be
 Eat fruits and low-fat yogurt each day
 For the Super Kid energy
 To keep crappin'!



Snack like a super hero.

Power up with fruit and yogurt.



You are a powerful girl or boy. So choose powerful snacks like yogurt and fruit that keep you super strong and healthy. That way, you can run, jump, dance and play hard all day.

As any Super Hero knows, fruits have fiber. Some are high in vitamin A or vitamin C. Eating 1 to 1 1/2 cups of fruit a day helps you be your best at game and sports. The calcium and protein in low-fat yogurt help to keep your bones and muscles growing super strong. It also has carbohydrates to give you energy.

SUPER SNACK MATCH

Snacks with fruit and low-fat yogurt have nutrients, like vitamins, that your body needs to grow super strong. Draw lines to match the nutrients on the left with how it helps your body on the right.

Fiber

1. What helps to heal your cuts so you can keep going as a super hero instead of a wounded hero?

Vitamin C

2. What helps you have super seeing powers at night, keeps your skin healthy and helps boost mood?

Vitamin A

3. Super heroes don't have time for stomach aches. What helps keep your digestive track clean and healthy?

Calcium

4. Every super hero needs strength and energy. What gives you energy, builds muscles, and helps you grow strong?

Protein

5. Many super heroes have sidekicks to help them out. What helps other nutrients build strong bones?

Vitamin D

6. A super hero is always on the go. What builds super strong bones and teeth, and helps muscles move?



Eat smart to play hard.

Eat fruits and veggies at meals and snacks.



Be a SuperKid. Eat more fruits and veggies every day. They taste great. And they make your body strong so you can play hard all day long!

It's easy to eat like a SuperKid. Ask Mom for your favorite fruits and veggies at meals and snacks. And try some new ones, too!

- Jump start your day. Eat a banana at breakfast, or drink a small glass of 100% fruit juice.
- At lunch, be sure to munch on a crisp apple or carrots.
- Power up your snack. Eat some grapes or raisins.
- Be a winner at dinner. Eat some broccoli "trees" or salad, or a yummy sweet potato.
- Try a tangy mango or orange for dessert.



JOKES:

SuperKids love to laugh. Try these jokes with your friends.

Q: Why aren't bananas ever lonely?
 A: Because they come in bunches.

Q: What did the apple skin say to the apple?
 A: I've got you covered.

Q: What fruit always travels in groups of two?
 A: Pears.

Q: What does corn say when it's picked?
 A: Coo! My ears.

HA HA HA ROFLU
 HA HA HA HA
 LOL!

Fuel up with milk at meals.

And soar through your day like a rocket ship.



Low-fat milk (that's free or 1% milk) is your rocket fuel. Drink it and you'll have the energy to take off for the stars.

Want to grow big and strong like an astronaut? Try these tips:

- Power up with breakfast. Drink a glass of low-fat milk with your food.
- Drink milk with snacks. Have a glass of low-fat milk or snacks to refuel your energy.
- Lunch, dinner, be a winner. Drink low-fat milk with meals.
- Play hard. Then renew your energy with a glass of low-fat milk.

FUEL FOR YOUR BRAIN

1: How many cups of milk per day does it take to fill your tank?

1. one
2. two
3. three
4. four

2: Can you name a galaxy that has milk in its name?

3: What kind of cheese has crates like the moon?



Fuel up with milk at meals.

And soar through your day like a rocket ship.



As long as you are growing, you need the nine key nutrients found in fat-free and 1% fat milk to keep your body strong. They give you lots of energy, too.

MATCHING

All milk has calcium, protein and other nutrients to make you look and feel good. The calories in milk also give you energy so you can run, jump, play and soar through your day. But, some kinds of milk also have fat—and your body really doesn't need very much of that. Do you know what type of milk will give you energy, but won't weigh you down with too much fat?

Draw lines to match the kinds of milk with the calories and fat (per 8 ounce serving).

Whole Milk	120 Calories – 4.5 g Fat
2% Milk	100 Calories – 2.5 g Fat
1% Milk	80 Calories – 0 g Fat
Skim/Non-fat/Fat-free Milk	150 Calories – 8 g Fat



Findings

Round 1

Eat smart
to play hard.
Eat fruits and
veggies at meals
and snacks.



Fruits and veggies give you energy to help you be a champion when you run and play. Eat them every day at meals, snacks or for dessert. Make this recipe and share with your family and friends. Don't have or like pineapple?

Be creative! Use whatever fruits you have at home that you like.

"THE TRYING GAME"



Have you ever tried Amazing asparagus, Exciting eggplant, Peppy peppers, Spunky sweet potatoes or Tangy mango? There are so many tasty fruits and vegetables, it's fun to see, touch, taste and smell new ones you've never had before.

Use this chart to write about and draw the new fruits and vegetables you try. Can't think of any? Ask your family and friends to tell you their favorites and try some of those. You can even have a contest with your friends to see who is the Champion at trying new fruits and veggies.

My new fruit or vegetable	How does it taste, smell, feel?	Draw a picture of it
_____	_____	
_____	_____	
_____	_____	
_____	_____	

- Kids liked:**
- recipe/snack suggestions
 - “something fun to do...a fun looking game or activity”

“There’s a lot of stuff you could learn and they were cool...I like the trying game.”

Findings

Round 1

Fuel up with
milk at meals.

And soar through
your day like a
rocket ship.



Low-fat milk (fat-free or 1% milk) is your rocket fuel. Drink it and you'll have the energy to take off for the stars.

Want to grow big and strong like an astronaut? Try these tips:

FUEL FOR YOUR BRAIN

1: How many cups of milk per day does it take to fill your tank?

1. one
2. two
3. three
4. four

2: Can you name a galaxy that has milk in its name?

3: What kind of cheese has craters like the moon?



Kids rejected content
they perceived as
difficult

“it is hard to do the
bottom quiz because
it doesn't explain to
me and it looks
boring.”

~*Birmingham*

Findings

Round 1



Kids rejected content they perceived as **outdated**

“It looks kind of old...the spaceship.”
~*Birmingham*

have fat – and your body really doesn’t need very much of that. Do you know what type of milk will give you energy, but won’t weigh you down with too much fat?

Draw lines to match the kinds of milk with the calories and fat (per 8 ounce serving).

Whole Milk	120 Calories – 4.5 g Fat
2% Milk	100 Calories – 2.5 g Fat
1% Milk	80 Calories – 0 g Fat
Skim/Non-fat/Fat-free Milk	150 Calories – 8 g Fat



AMOUNTS: WHOLE MILK: 120 CALORIES – 4.5 g FAT; 2% MILK: 100 CALORIES – 2.5 g FAT; 1% MILK: 80 CALORIES – 0 g FAT; SKIM MILK: 150 CALORIES – 8 g FAT

E

Message-Related Conclusions

- Continue encouraging kids to ask for low-fat yogurt, fruit, and other nutritious snacks.
- Focus on ways healthy eating can be fun, delicious, and easy.
- Emphasize the benefits > persuasion to eat healthy.
- Provide concrete ideas rather than abstract concepts (specific foods > nutrients).



Communication Tool Features

- **Fun, interactive games and activities** = critical to communicating healthy eating messages.
- **Include *at-a-glance* elements** that encourage “doing”.
- **Strike a balance** with the “right” amount of reading and level of complexity.

Communication Tool Features

- **Include recipes & suggestions** related to smoothies and yogurt/fruit combinations.
- **Include match games and quizzes** designed for kids to find the answer correctly.



Finalizing Supporting Content

Communication Tool Features

Fuel up with fruits and veggies
And soar through your day like a rocket ship!

GET READY FOR LIFTOFF

Eating fruits and vegetables of every color in the rainbow can help give you the different vitamins and minerals you need to soar through your day.

Write the name of a fruit or veggie on the dotted lines in the fuel gauge that matches each color.

JOKES:
 SuperKids love to laugh. Try these jokes with your friends.
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 A: Because they come in bunches.
 Q: What fruit always travels in groups of two?
 A: Pears.
 Q: What did the apple skin say to the apple?
 A: I've got you covered.
 Q: What does corn say when it's picked?
 A: Ouch! My ears.

HA HA HA HA!
ROFL!
LOL!

Shack Like a super hero.
Power up with fruit and yogurt.

"SUPER" MARKET.

grocery shopping. Make your yogurt and other foods, like berries strong. When you go what mom? I want to try me." "Oo, "Believe it or not, I " Then ask your Mom, Dad, k out those foods yourself

you can make your own as: a "cool snack," place at yogurt into an ice spoon and enjoy!

ite rain

For muscles to grow like y Drink low-fat ____ for its Mix low-fat yogurt with ____ How sweet and tasty Vite Eat fruits and low-fat For the Super Kid energy To keep rappin' away!

Match these words to the tag below:
 fruit, teeth, orange, yogurt, milk

HERO RAP

Now listen up and I'll be b
Calcium builds strong bo
Vitamin C helps scratche
 So grab an _____ and f
 For muscles to grow like y
 Drink low-fat ____ for its
 Mix low-fat yogurt with ____
 How sweet and tasty Vite
 Eat fruits and low-fat
 For the Super Kid energy
 To keep rappin' away!

Eat smart to play hard.
Eat fruits and veggies at meals and snacks.

Fruits and veggies give you energy to help you be a champion when you run and play. Eat them every day at meals, snacks, or for dessert. Ask mom or dad to help you make this recipe and share it with your family and friends. Don't have or like pineapple? Be creative! Use whatever fruits you have at home.

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Have you ever tried Amazing asparagus, Exciting eggplant, Peppy peppers, Spunky sweet potatoes, or Tangy mango? There are so many tasty fruits and vegetables, it's fun to see, touch, taste, and smell new ones you've never had before.

Use this chart to write about and draw the new fruits and vegetables you try. Can't think of any? friends to tell you their favorites and try some of those. You can even have a contest with who is the Champion at trying new fruits and veggies.

My new fruit or vegetable	How does it taste, smell, feel?	Draw a picture
mango	sweet	
_____	_____	_____
_____	_____	_____

Champion's POWER Packed Snack—makes 4 servings

2 cups canned crushed pineapple packed in juice	1 cup low-fat vanilla yogurt
1 cup fresh or frozen berries, thawed	1/3 cup raisins
1 firm medium banana, peeled and sliced	

Have fun putting a layer of pineapple, berries, yogurt, banana slices, and raisins into each of 4 glasses.

Fuel up with milk at meals.
And soar through your day like a rocket ship.

Make fat-free or low-fat (1%) milk your rocket fuel.

Want to grow big and strong like an astronaut? You need milk to help build muscles and to provide fuel for your fun. Try these tips:

- Power up with breakfast. Drink a glass of low-fat milk with your food.
- Drink milk with snacks. Have a glass of low-fat milk at snacks to refuel your energy.
- Lunch, dinner, be a winner. Drink low-fat milk with meals.
- Play hard. Then renew your energy with a glass of low-fat milk.

FUEL FOR YOUR BRAIN

1: How many cups of milk per day does it take to fill your tank?

You can get the answer by solving these questions:
 What's 1 + 1.5 = ____
 What's 4 - 1 = ____

That's how much you need if you are 8
 That's how much you need if you are 9 or 10

2: If you're looking for rocket fuel, what galaxy would you visit?

Milk gives you energy, so you can take off for the stars!

a. Whirlpool Galaxy	b. Milky Way Galaxy	c. Bode's Galaxy	d. Sculptor Galaxy
---------------------	---------------------	------------------	--------------------

3: What kind of cheese has craters like the moon?

Low-fat cheese is made from milk, and tastes great too!

a. Swiss Cheese	b. Blue Cheese	c. Macaroni & Cheese	d. Sharp Cheese
-----------------	----------------	----------------------	-----------------

Computer and Internet Use

- Many participants comfortable using a computer and the Internet.
- Common themes of websites participants like:
 - Lessons to teach content that's tested
 - Bright colors
 - Audio
- Games and activities important in online enjoyment.



Purpose: Round 2 Focus Groups

**Phase 2 Evaluative
Research** **May 2011**

Gauge reactions
to two online
game ideas

Capture information
about computer use
and game
preferences

Identify where
children learn about
healthy eating.



Findings

Round 2

**All of the children
said they have
access to a
computer and the
Internet**

➤ **typically at home,
school, or both**



Findings

Round 2

Two game concepts were tested

Concept #1



Concept #2

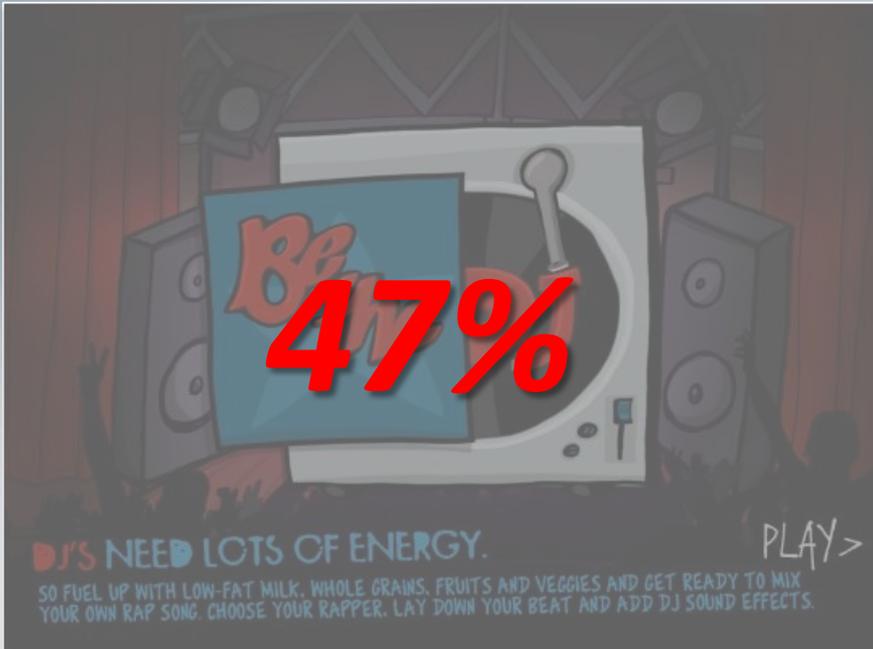


Findings

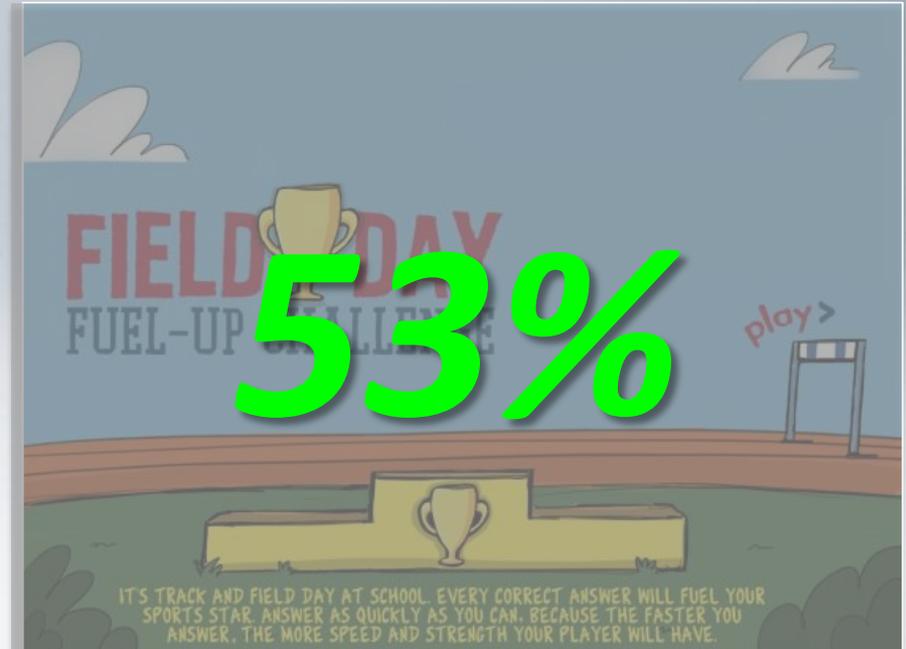
Round 2

Percent of children who preferred each game concept:

Concept #1



Concept #2



Game Concept 2: Field Day

Fuel Up Challenge

Javelin

High jump

Long jump

Dash jump



Players compete in 4 Track & Field events



United States
Food and Nutrition Service

right. and Dietetics

nutrition

Game Concept 2: Field Day

Fuel Up Challenge

QUESTION:

Vitamin C helps scratches heal. Which fruit has lots of Vitamin C? (Hint: The food is named after the color of its peel.)

- a. Banana
- b. Orange
- c. Cherry
- d. Grape

One healthy eating question per event.



PICK YOUR ANSWER:

A B C D

Appealing features of the game

- Picking own character
- Familiarity with Field Day concept at school
- Parent would prefer it
- Teachers would like it
- Mini celebrations when “right” are encouraging

“I liked it because if you answer questions right, I always feel good about myself.”

~Phoenix

Appealing features of the game



Perceived fun factor!

“It seems fun. You do a bunch of activities. If you get it right, you get to celebrate.”
~Raleigh

Game Evolution

Round 2

Name Change:

Kids associated “Field Day” with tug-o-war, dunk tank, egg toss.



Game Evolution

Round 2



•Enhanced Rewards:

- Trophies, medals
- Sound effects

•More Questions (16):

- 5 milk
- 5 fruits & veggies
- 3 whole grains
- 3 fun questions

•More Challenging Questions

QUESTION:

Eat smart to play hard. Like eating fruits and veggies – fresh, frozen, or canned. When you need energy for your next event, which one of these foods would NOT go in a sporty FRUIT smoothie?

QUESTION:

Vitamin C helps scratches heal. Which fruit has lots of Vitamin C? (Hint: The food is named after the color of its peel.)

- a. Banana
- b. Orange
- c. Cherry
- d. Grape



Game Evolution

Round 2

www.fns.usda.gov/fns/corenutritionmessages

2 versions:

- Flash
- HTML



Blast Off Game

teamnutrition.usda.gov/Resources/blastoff.htm



Consumer-Tested!



United States Department of Agriculture
Food and Nutrition Service

United States Department of Nutrition
right. and Dietetics

Blast Off Game

- 1 BREAKFAST
- 2 LUNCH
- 3 SNACKS
- 4 DINNER
- 5 ACTIVITY

SOUND OFF | HELP | QUIT



Cheeseburger



Tuna Salad



Spinach Salad



Vegetarian Chilli



Sloppy Joe



Corn Bread





2 LUNCH MENU



Spinach Salad
GROUPS: ● ● ● ● ●



Milk (2%)
GROUPS: ● ● ● ●



Vegetarian Chilli
GROUPS: ● ● ● ●



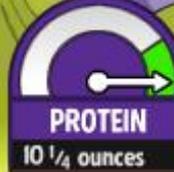
Rice and Peas
GROUPS: ● ● ● ●



FRUITS
1 3/4 cups



VEGETABLES
4 cups



PROTEIN
10 1/4 ounces



GRAINS
5 1/2 ounces



DAIRY
2 3/4 cups

ACTIVITY BATTERY



60 MINUTES

FUEL TANK **TARGET 1800**

1800



Blast Off Game

- Mission Report
- Personalized Certificate of Achievement
- Menu to Planet Power



USDA

Click the certificate to print it out!!!

ition

Using Technology to Reach Kids

“Overall, kids 9-11 years old now use computers and the Internet to play games, send e-mail, and even do homework.”

~ConsumerStyles, 2007.

Technology is one possible way to disseminate nutrition messages and related content, and engage children in interactive learning.

Previous Findings:

Kids and Computer Games

“Children provided nutrition education via computer games compared to conventional teaching had slightly but significantly better nutritional knowledge and dietary intake.”

~Turnin, *Diabetes Metab*, 2001

“Psychoeducational multimedia games have the potential to substantially change dietary behavior.”

~Baranowski, *Am J Prev Med*, 2003a

Communication Tools: Examples of Use

Core Nutrition Messages as building blocks to nutrition education efforts

Fuel up with milk at meals.

And soar through your day like a rocket ship.



Make fat-free or low-fat (1%) milk your rocket fuel.

Want to grow big and strong like an astronaut? You need milk to help build muscles and to provide fuel for your fun. Try these tips:

- Power up with breakfast. Drink a glass of low-fat milk with your food.
- Drink milk with snacks. Have a glass of low-fat milk at snacks to refuel your energy.
- Lunch, dinner, be a winner! Drink low-fat milk with meals.
- Play hard. Then renew your energy with a glass of low-fat milk.

FUEL FOR YOUR BRAIN



1: How many cups of milk per day does it take to fill your tank?
You can get the answer by solving these questions:
What's $1 + 1.5 =$ ___? That's how much you need if you are 8
What's $4 - 1 =$ ___? That's how much you need if you are 9 or 10

2: If you're looking for rocket fuel, what galaxy would you visit?
a. Whirlpool Galaxy b. Milky Way Galaxy c. Bode's Galaxy d. Sculptor Galaxy
Milk gives you energy, so you can take off for the stars!

3: What kind of cheese has craters like the moon?
a. Swiss Cheese b. Blue Cheese c. Macaroni & Cheese d. Sharp Cheese
Low-fat cheese is made from milk, and tastes great too!

Milk Matters

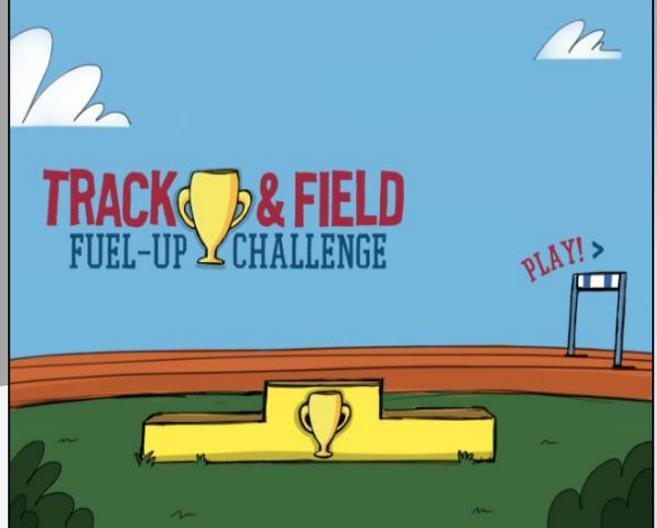
Fat-free and low-fat (1%) milk and yogurt give your entire family calcium, protein and vitamin D for strong bones, teeth and muscles.

Roll over the images below for tips to help your family get the milk they need, plus ways to make the switch to lower-fat milk easier.




Fat-free and low-fat (1%) milk have the same 9 essential vitamins, minerals and protein as whole and 2% milk, but without the extra fat, so they're also good for your heart.

Additional Resources:
Several Links to additional information



Use consistent messaging

Communication Tools: Examples of Use

- Track fruit and veggie intake!
- Prepare/serve simple recipes.

National School Lunch Week
(Oct 15-19)

Eat smart to play hard.
Eat fruits and veggies at meals and snacks.



Fruits and veggies give you energy to help you be a champion when you run and play. Eat them every day at meals, snacks, or for dessert. Ask mom or dad to help you make this recipe and share it with your family and friends. Don't have or like pineapple? Be creative! Use whatever fruits you have at home.

"THE TRYING GAME"

Have you ever tried Amazing asparagus, Exciting eggplant, Peppy peppers, Spunky sweet potatoes, or Tangy mango? There are so many tasty fruits and vegetables, it's fun to see, touch, taste, and smell new ones you've never had before.

Use this chart to write about and draw the new fruits and vegetables you try. Can't think of any? Ask your family and friends to tell you their favorites and try some of those. You can even have a contest with your friends to see who is the Champion at trying new fruits and veggies.

My new fruit or vegetable	How does it taste, smell, feel?	Draw a picture of it
mango	sweet	
_____	_____	_____
_____	_____	_____
_____	_____	_____



Champion's POWER Packed Snack—makes 4 servings

2 cups canned crushed pineapple packed in juice 1 cup low-fat vanilla yogurt
1 cup fresh or frozen berries, thawed 1/3 cup raisins
1 firm medium banana, peeled and sliced

Have fun putting a layer of pineapple, berries, yogurt, banana slices, and raisins into each of 4 glasses.

Communication Tools: Examples of Use

**Reinforce
classroom
lessons and
other activities**

Snack Like
a super hero.

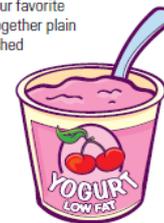
Power up with
fruit and yogurt.

BE "SUPER"
AT THE
SUPERMARKET.

Help your family do the grocery shopping. Make your own list of the low-fat yogurt and other foods, like fruits, that keep Super Heroes strong. When you go to the store, say: "Guess what mom? I want to try something that's good for me." Or, "Believe it or not, I want to try a healthy snack." Then ask your Mom, Dad, or grandparent if you can pick out those foods yourself.

When you get home, ask if you can make your own Super Powerful Snacks, such as:

- **Muscle Popping Pops:** For a "cool snack," place your favorite fat-free or low-fat yogurt into an ice cube tray and freeze it. Grab a spoon and enjoy!
- **Super Smoothie:** In your favorite Super Hero glass, mix together plain low-fat yogurt with crushed fresh or frozen berries.



Match
these words to the
rap below:
fruit, teeth, orange,
yogurt, milk

HERO RAP

Now listen up and I'll be brief.

Calcium builds strong bones and _____

Vitamin C helps scratches heal.

So grab an _____ and give it a peel.

For muscles to grow like you've never seen,

Drink low-fat _____ for its **protein**.

Mix low-fat yogurt with _____ to see

How sweet and tasty **Vitamin D** can be.

Eat fruits and low-fat _____ each day

For the Super Kid energy

To keep rappin' away!

Communication Tools: Examples of Use

Integrate supporting content & communication tools into the school context to enhance what children are already learning about healthy eating.



Conclusion: Communication Tools

“Research indicates that using multiple delivery points, as well as a variety of communication tools and approaches to disseminate consistent message to the individual, family, and community, increases the likelihood of success.”

~Institute of Medicine. *Promoting Health-Interventions Strategies from Social and Behavior Research*, 2000.

Conclusion: Communication Tools

- Make it interactive
- Involve multiple channels in education for consistent messaging
 - Include a Parental component
- Explore Core Message materials:
[Fns.usda.gov/fns/corenutritionmessages](https://fns.usda.gov/fns/corenutritionmessages)

