



Online Tools

Increasing Access of Low-Income Moms to Relevant and Realistic Messages

Judy F. Wilson, MSPH, RD
Senior Nutrition Advisor
Office of Research and Analysis
FNS-USDA

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Co-Authors

Paul McConaughy, MA

Michigan Fitness Foundation
Michigan Nutrition Network
Lansing, MI

Catherine S. Copley

Planning & Research
Porter Novelli Public Services
Washington, DC

Joyce Patterson, MPH

University of Michigan
Ann Arbor, MI

Patricia Jordan, RD, CDN

Bureau of Supplemental Food
Programs

N.Y.S. Department of Health
NYS WIC Nutrition Coordinator,
Albany, NY

Linda Melcher, MS, RD

Nutrition Education Consultant,
Laramie, WY

Session Objective

- Describe the key research findings
- Describe developmental process of messages and communication tools
- Identify ways to integrate the audience-tested communication tools
- Discuss and apply the process used in developing these resources in practice

The "Digital Divide"

Internet Usage by Income

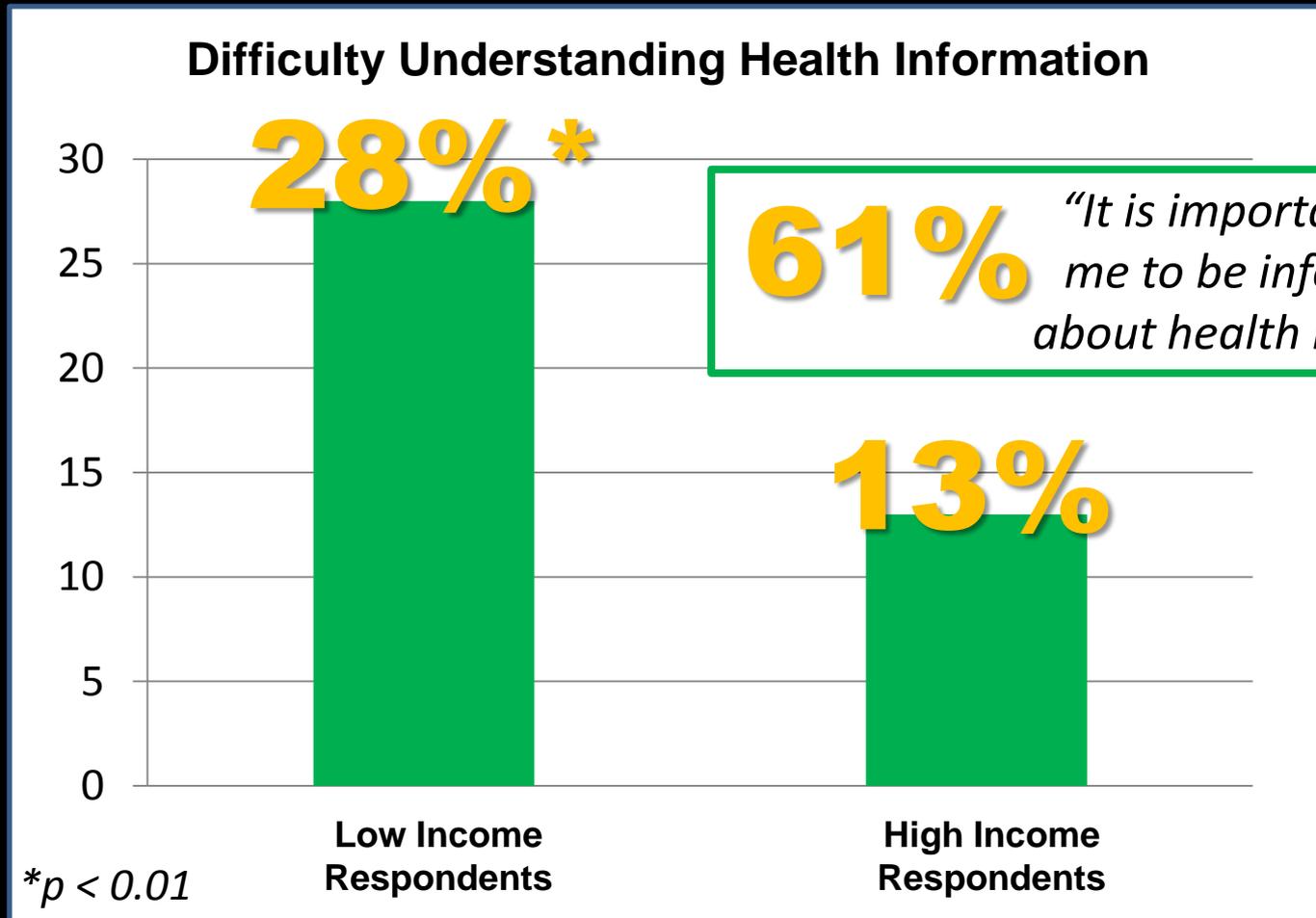
US Census Bureau Statistics

Percent of persons 18 years old and over.

	<u>2000</u>	<u>2011</u>
<\$30,000	35%	63%
\$50,000 to \$74,999	74%	89%
<i>Difference</i>	39%	26%

Source: US Census Bureau, Adult Computer and Adult Internet Users by Selected Characteristics: 2000 to 2011, Statistical Abstract of the US www.census.gov, accessed September 27, 2012

Health Confusion



Source: Weber & Burns, Social Media's Role in Bridging the Health Information Gap, 2012 Styles Survey.

Purpose

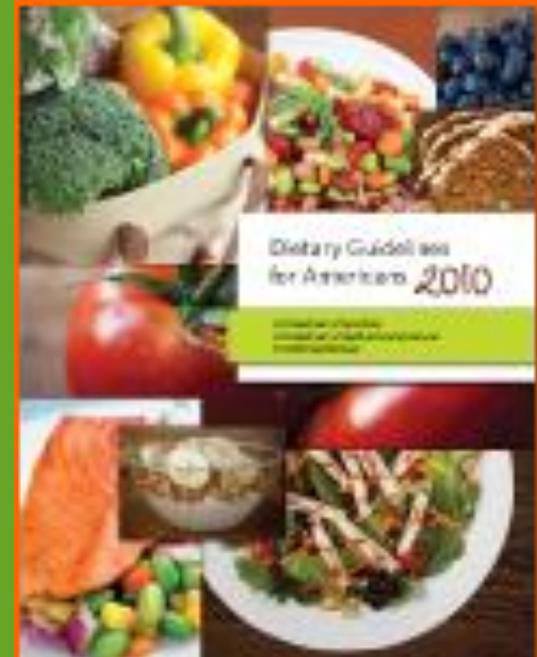
Empowering People

- Consumer-tested, relevant and actionable messages and tips
- Help participants understand and apply the DGAs
- Support UDSA priorities and program polices
- Facilitate collaboration and communication of consistent messages across the nutrition programs.

Program Policies

WIC Food
Package Rule;
School Meal...

Federal Guidance



Audience

Low-income Moms

of Preschool (2-5) and Elementary School Kids (6-10) and Kids (8-10)



Target Behaviors:

- Mothers and kids consume recommended amounts of:
 - Fruits and Veggies
 - Whole Grains
 - Milk products choosing primarily fat-free or low-fat milk
- Mothers use child feeding practices that support development of healthy eating habits



Developmental Process

Collaborative, Audience-Focused Approach

Core Message Workgroup

WIC, CND, FDP, CNPP,
SNAP, NWA, SNA, NDC,
CDC, NIH, ASTPHND,
State leaders, regional
representatives

Porter Novelli

Stakeholder Reviews



Consumer Research

Methodology

2010/2011

**36 focus
groups in
6 cities**

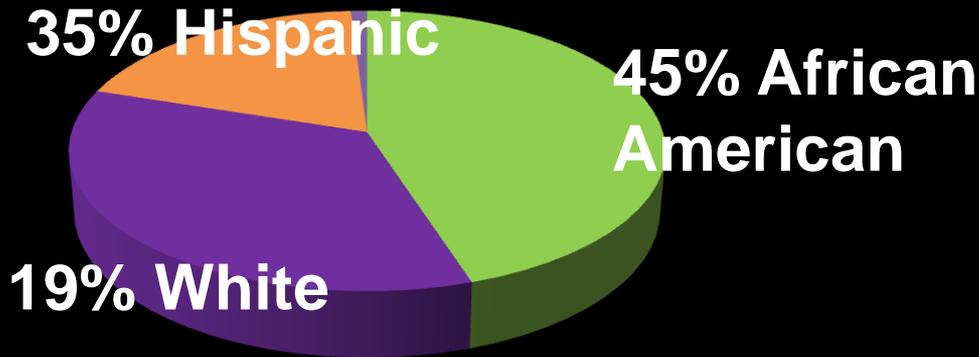
N = 176 Mothers

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



Demographics of Focus Groups

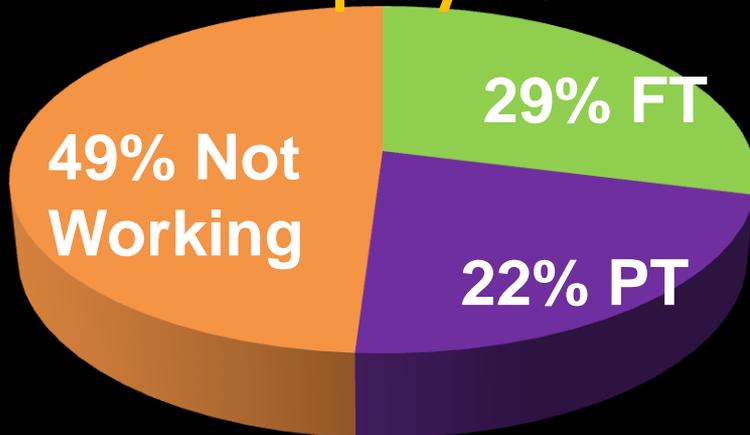
Race



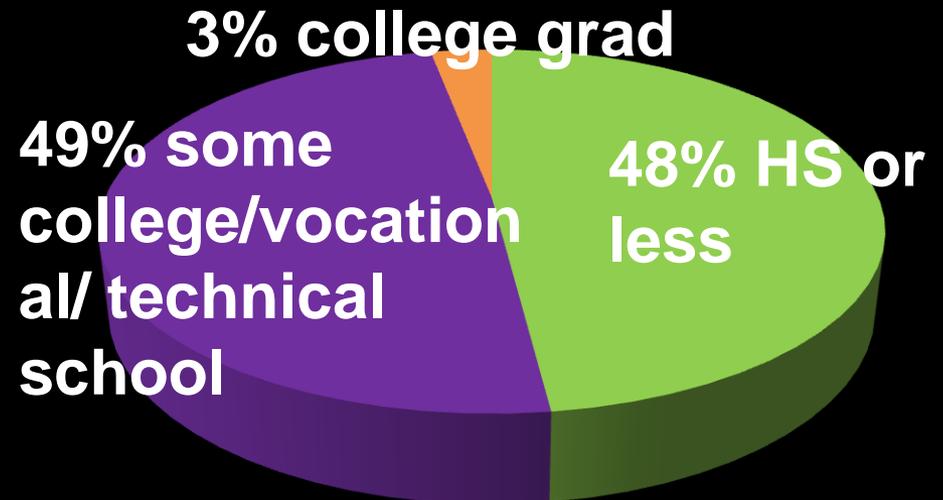
About 80% participate in one nutrition assistance program

45% participate in WIC

Employment



Education



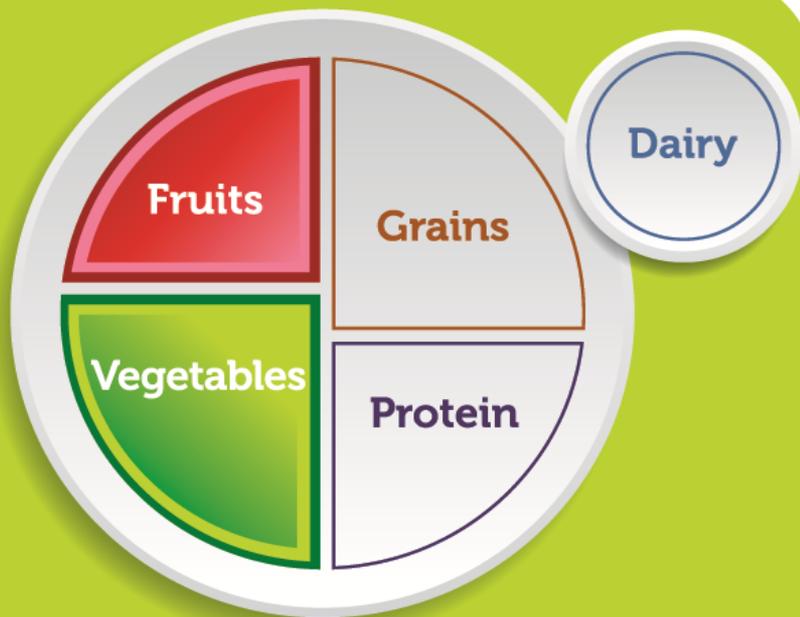
Key Lessons Learned

Messages that resonated with mothers:

- Evoked feelings of empowerment
- Spoke to their influence on kids long term health
- Offered practical tips
- Addressed health benefits
- Novel and relevant information and ideas



Supporting MyPlate



Choose **MyPlate**.gov

5

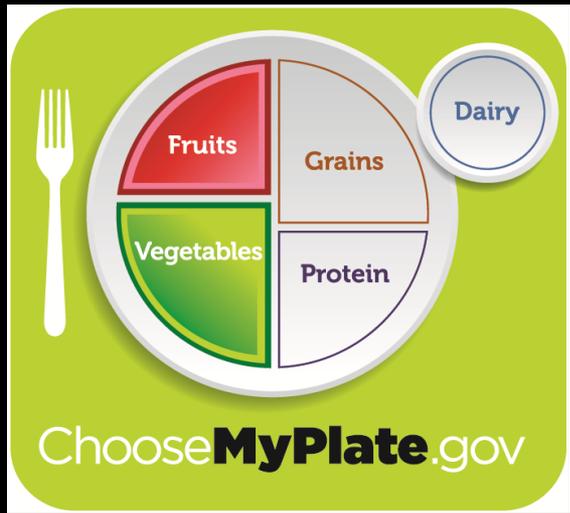
Fruit &
Vegetable
Messages

5

Whole
Grain
Messages

8

Milk
Messages



***Make half
your plate
fruits &
veggies.***

**They learn from watching you.
Eat fruits & veggies and your kids
will too.**

**They take their lead from you.
Eat fruits & veggies and your kids
will too.**

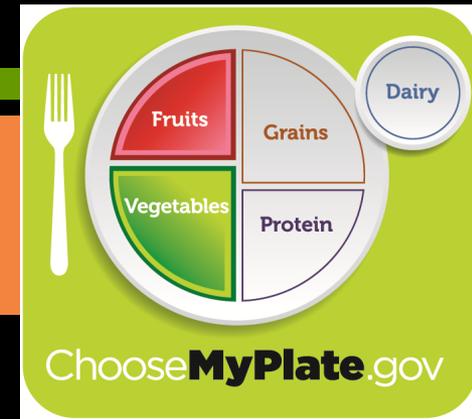
**Let your kids be produce pickers.
Help them pick fruits & veggies at
the store.**

**When they come home hungry,
have fruits and veggies ready to
eat.***

**Want your kids to reach for a
healthy snack? Make sure fruits
and veggies are in reach.**

Fruits & Vegetables

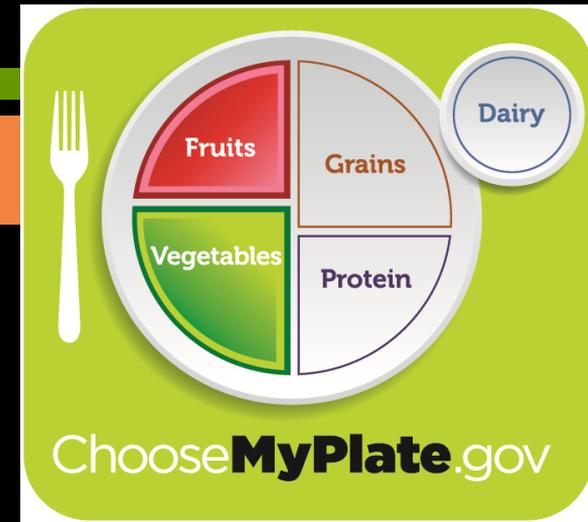
For Moms of Elementary School Kids



Let your kids be produce pickers.
Help them pick fruits and veggies at the store.

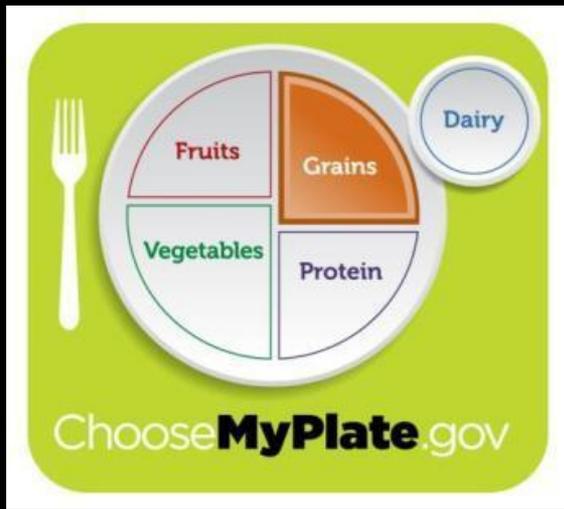
Fruits & Vegetables

For Moms of Preschool Kids



They learn from watching you.

Eat fruits and veggies and your kids will too.



Make at least half of your grains whole grains.

Give yourself and those you love the goodness of whole grains.

Whole grains make a difference.

Start them early with whole grains.

Happy Kids, Happy Tummies.

Start every day the whole grain way.

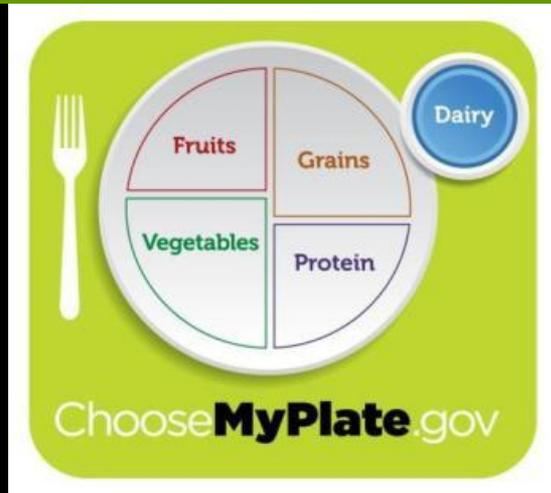
Whole Grains

For Moms of Elementary School Kids



Start every day the whole grain way.

Help your kids get their day off to a healthy start. Serve whole-grain versions of cereal, bread, tortillas or pancakes at breakfast. Whole grains give your kids B vitamins, minerals and fiber to help them feel full longer so they stay alert to concentrate at school.



Switch to fat-free or low-fat (1%) milk.

MOMS

There's no power like Mom Power.

Mom is a child's first teacher.

Strong bodies need strong bones.

Milk Matters.

They're still growing.

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

Eat smart to play hard. Drink milk at meals.

Snack like a super hero. Power up with fruit and yogurt.

kids

Milk

For Moms of Elementary School Kids



They're still growing.

Help your kids grow strong. Serve fat-free or low-fat (1%) milk at meals.

Milk

For Kids 8-10 years old



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

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!



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



United States Department of Agriculture

- MyPlate
- Weight Management & Calories
- Physical Activity
- SuperTracker & Other Tools
- Printable Materials & Ordering
- Healthy Eating Tips

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[Home](#) > [Health and Nutrition Information for Preschoolers](#) > [Develop Healthy Eating Habits](#) > [Make Mealtime a Family Time](#)

Stay Connected:

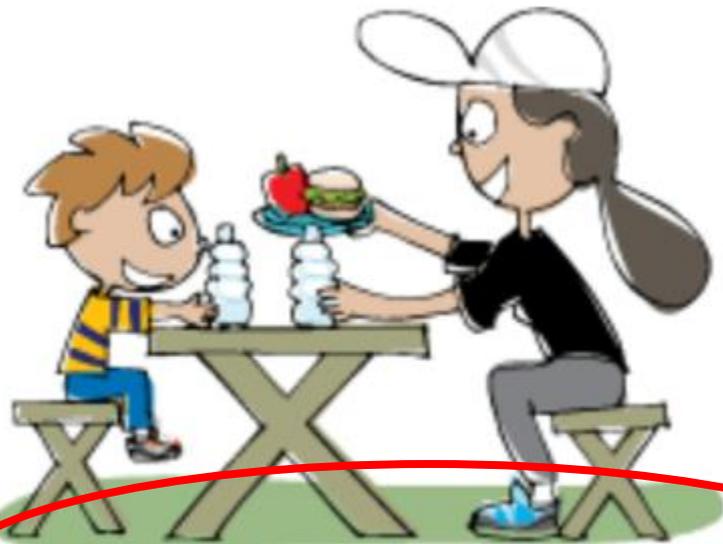


Topics

- > [Daily Food Plan for Preschoolers](#)
- > [Growth During the Preschool Years](#)
- > [Develop Healthy Eating Habits](#)

Develop Healthy Eating Habits

Make Mealtime a Family Time



They learn from watching you. Eat fruits and veggies and your kids will too.

meals allow your preschooler to focus on the task of eating and give chance to model good behaviors.

a little work to bring everyone together for meals. But it's worth it and the family eats better.

Start eating meals together as a family when your kids are young. This way, it becomes a habit.

Plan when you will eat together as a family. Write it on your calendar.

You may not be able to eat together every day. Try to have family meals most days of the week.

Family meals enjoyable

Focus on the meal and each other. Turn off the television. Take phone calls or texts later.



Cook together. Eat together. Talk together. Make mealtime a family time.

Child Feeding



Enjoy each other while enjoying family meals.

Feed their independent spirit at meal times.

Let go a little to gain a lot.

Think beyond a single meal. Keep in mind what your child eats over time.

Sometimes new foods take time.

Patience works better than pressure.

Make meals and memories together.

Cook together. Eat together. Talk together.

Make mealtime a family time.

Child Feeding

**Enjoy each other
while enjoying
family meals**

Keep meal time relaxed to nourish the body and help your family make stronger connections. Let your little ones select which foods to put on their plates and how much to eat from the healthy choices you provide.



About the Supporting Content



- **Narrative Stories (Mom –to-Mom)**
- **Bulleted Tips**
- **Questions and Answers**
- **Interactive tools**
- **Recipes**

Can be used in print materials, for discussions, anticipatory guidance and more.

Mom's Stories

One Mom's Story:

Using "Mom Power" for Good



“As a mom, it’s my job to make sure my family gets the foods they need every day – like milk. That’s why I serve fat-free or low-fat (1%) milk to my kids. I also keep low-fat or fat-free yogurt and cheese in the house for healthy snacks. This helps my kids eat better, develop healthy habits, and grow strong.”

Q&A

Moms often ask:

Q. How do I know my kids are getting enough food and nutrition?



A. Young children eat when they are hungry and usually stop when they are full. It's also helpful to know that before eating, their stomachs are about the size of their fist. So what may not look like much food to you may actually be just right for their small stomachs.

Bulleted Tips

Try these tips to make serving themselves an even better experience.



- Use small bowls so your kids can see the food, and use serving utensils they can hold easily in their little hands.
- Hold the serving bowls for them to make it easier to scoop up the food.
- Be patient! Your kids are learning, so be ready to wipe up a few spills.
- Encourage and praise your children when they serve themselves.

Lessons Learned: Key finding

Messages that resonated with moms

- **Practical guidance**, especially actionable tips and recipes
- **New, novel information**, especially about health benefits
- Evoked feelings of empowerment
- Inspiration about their **influence or role as mothers**

The Products

Messages and Supporting Content for Mothers of Preschool and Elementary-Age Kids

29 Messages

Whole Grains, Milk, Fruits and
Veggies and Child Feeding

Appealing Photos

Communication Tools for
moms and kids (8-10 yrs)

Implementation Guidance

Supporting Content -Tips,
Advice and Guidance



Information seeking behaviors and technology use among low-income moms.



Key Findings

Information Seeking Behavior

Regular computer and Internet access

Many seek info online by visiting multiple web sites

~25% have smartphones

Mixed feelings about “trusted web sites”

Cell Phone Communications

Cell Phones were:

Not preferred means for communications

Mixed reactions on how info could be received via phone

If positive, like “opt-in texts”



Sources of Interest

On health, meal prep, parenting:

- Recipe websites
- Cooking or food TV shows
- Diet or dieting website resources
- Parenting websites & mags
- Pediatricians offices
- Materials kids get from school

Where Moms would Like/Expect to see information

Most common:

- Facebook
- Online/resource/website
- Through email (including newsletters)
- Online or TV news (links on homepages)
- Pay attention to headlines!

On Line Communication Tools:

What We Wanted to Achieve



**Provide
ready-to-go
tools**

**Provide use
examples**

Three Test Concepts

Easy Ways To Eat Healthier

Low-Fat Milk | Whole Grains | Fruits & Veggies | Money Saving Tips | Family Meals

There's no power like mom power.

You are a positive influence in your children's lives. Help them develop healthy eating habits for life. Offer them low fat or fat-free (1% fat or less) milk and yogurt at meals and snacks.

Recipe of the month

BROCCOLI CASSEROLE

- 1 large head broccoli
- 3 medium shallots
- 2 cups shredded cheddar cheese

Serve low fat and fat-free milk at meals and snacks.



Prepare snacks or meals together. Once a week the kids and I make smoothies.

Rollovers

There's no power like mom power.

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Recipe of the month

BROCCOLI CASSEROLE

- 1 large head broccoli
- 3 medium shallots
- 2 cups shredded cheddar cheese

Serve low fat and fat-free milk at meals and snacks.



Videos

Easy Ways To Eat Healthier

Low-Fat Milk | Whole Grains | Fruits & Veggies | Money Saving Tips | Family Meals

Give yourself and those you love the goodness of whole grains.

Make at least half of the grains you eat – such as bread, tortillas, pasta and cereals – whole grains. Fiber-rich whole grains are good for your heart, digestion, a healthy weight and overall health.

Recipe of the month

BROCCOLI CASSEROLE

- 1 large head broccoli
- 3 medium shallots
- 2 cups shredded cheddar cheese

GIVE THE GOODNESS OF WHOLE GRAINS



Choose foods that are naturally whole grains like oatmeal, brown rice and popcorn.

next tip

More tips at website.gov 

GIVE THE GOODNESS OF WHOLE GRAINS



Look for bread, cereal, tortillas and pasta with "100% Whole Grain" or "100% Whole Wheat" on the package.

next tip

More tips at website.gov 

GIVE THE GOODNESS OF WHOLE GRAINS



Look at the ingredients list. Make sure the word "whole" is before the first or second ingredient.

next tip

INGREDIENTS:
WHOLE WHEAT FLOUR,
WHOLE WHEAT GLUTEN,
HONEY, RAISINS, PEAS,
SALT, 2% OR LESS
OTHER INGREDIENTS

More tips at website.gov 

Widgets

- Consumer's General Reactions



“Real”

Families

**Realistic ways
to make
changes and
involve
kids.**

Other Features of Concern to Moms

Wanted to Print, Save or Bookmark

Did not like appears similar to ads and pop ups

Wanted to be able to control

Video Concept

Easy Ways To Eat Healthier

Low-Fat Milk

Whole Grains

Fruits & Veggies

Money Saving Tips

Family Meals

There's no power like mom power.

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Recipe of the month

BROCCOLI CASSEROLE

- 1 large head broccoli
- 3 medium shallots
- 2 cups shredded cheddar cheese

Serve low fat and fat-free milk at meals and snacks.



Suggestions for Improvement

Personally Appealing

- Bright colors
- More movement
- Animation

Include words

Show more kids

Include recipe ideas



Reactions to Videos

“...put written word with it. I might not have 2 minutes to watch the video but I might have 30 seconds to skim the words.”

*Mother of an Elementary School
Aged Child, Raleigh*

Written Words

DFR_Final_Cut.mp4



Subscribe

18 videos



**Enjoy each other while
enjoying family meals**



0:23 / 2:35



Images of Kids

Milk_Final_Cut.mp4



Subscribe

18 videos ▾



1:25 / 2:45



Recipes

WGrains_Final_Cut.mp4



Subscribe

18 videos



2:07 / 2:37



Final Videos

Milk_Final_Cut.mp4



Subscribe

18 videos



Milk

DFR_Final_Cut.mp4



Subscribe

18 videos



Child Feeding

WGrains_Final_Cut.mp4



Subscribe

18 videos



Whole Grains

Easy Ways To Eat Healthier

Low-Fat Milk

Whole Grains

Fruits & Veggies

Money Saving Tips

Family Meals

Give yourself and those you love the goodness of whole grains.

Make at least half of the grains you eat – such as bread, tortillas, pasta and cereals – whole grains. Fiber-rich whole grains are good for your heart, digestion, a healthy weight and overall health.

Recipe of the month

BROCCOLI CASSEROLE

- 1 large head broccoli
- 3 medium shallots
- 2 cups shredded cheddar cheese

GIVE THE GOODNESS OF **WHOLE** GRAINS



Choose foods that are naturally whole grains like oatmeal, brown rice and popcorn.

[next tip](#)



More tips at website.gov

GIVE THE GOODNESS OF **WHOLE** GRAINS



Look at the ingredients list. Make sure the word “whole” is before the first or second ingredient.

[next tip](#)



More tips at website.gov

Easy Ways To Eat Healthier

Low-Fat Milk

Whole Grains

Fruits & Veggies

Money Saving Tips

Family Meals

Enjoy each other while enjoying family meals.

Easygoing meals nourish the body and make stronger family connections. Keep things relaxed. Let your little ones select which foods to put on their plates and how much to eat from the healthy choices you provide.

Recipe of the month

BROCCOLI CASSEROLE

- 1 large head broccoli
- 3 medium shallots
- 2 cups shredded cheddar cheese

Keep mealtimes easygoing.



Roller
Concepts

Reactions to Widget

Informative

“The pictures catches your attention, and you click it and it shows up. You know right then and there what you need.”

Mother of a Non-School Aged Child, Raleigh

Reactions to Widget

“In the past when I click on something I get 50 different spam emails. I wouldn't click on it, even in my trusted website.”

Mother of an Elementary School-Aged Child, Raleigh

Reactions to Rollover

Non-intrusive

No Clicking Required



“Instead of just zoning out on a video, you actually are interactive with it.”

Mother of an Elementary School Aged Child, Catonsville

Control Involvement

Liked Scavenger Hunt feature

Other Considerations

Stakeholders Input

Comfort Level with Technology

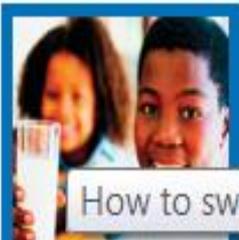


Milk Matters

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

The Rollover Widget

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.



How to switch types?



Take it slowly. If your young child or family is drinking whole milk, first change to 2% fat milk for a few weeks, then switch to 1% fat milk. Later, you can try fat-free milk.



Especially for Moms

- Recipes
- Videos
- Rollovers
- Fact sheets

Core Nutrition Messages Especially for Moms

As a Mom, we know you want your kids and the entire family to eat the foods they need to grow, develop and do their best at school, play and work. That's why we have provided these recipes, videos, tips, and factsheets just for you! You will find quick and easy recipes kids and other family members will enjoy. Videos, rollover widgets and factsheets tips provide ideas on ways to get your kids to try new foods, eat whole grains, fruits and vegetables and low-fat milk and yogurt.

Recipes: Easy, delicious, and healthy foods your family will enjoy!

Whole Grains



Milk, Yogurt



Fruits & Veggies



Videos: View these video and learn how moms, **just like you**, are helping their kids families **eat** healthier foods.

Whole Grains



Child Feeding



Milk



Rollover Widgets: Learn about the health benefits of these foods and get ideas about ways to motivate kids to eat them!

Whole Grains



Child Feeding



Milk



Fact Sheets, Tips, Advice: Get clear and accurate facts and easy ways to : include great tasting whole grains in meals, switch to low-fat milk products in 3 easy steps and simple ways to help kids learn to make healthy foods choices.

- Easy ways to "Make the switch to low-fat milk"
- How to "Start them early with whole grains."

Recipes, Tips and Resources

- Whole Grains
- Milk
- Child Feeding
- Fruit & Vegetables

Fun Ways for Kids to Learn

- Messages
- Game
- Activity sheets
- Cooking with Kids

MyPlate

Summary-Core Nutrition Messages:

- Focus on behavioral outcomes
- Flexible for multiple education methods
- Mom appeal
- Reflect and amplify the DGA
- Cross program application

Measuring Results

Web Site

Launched in May 2012

64,662 Page views/ 47,102 Unique Viewers

Widget Box Analytics

Total est. 4,500 views 18 countries, 20+ domains

Monitoring Use

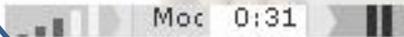
About 50% State report using/plans to use.

Online Education: New York

Just Say *Yes* to Fruits and Vegetables



They learn from watching you.
Eat fruits and veggies and your kids will too.



Just Say Yes to Fruits and Vegetables!

Learn how getting healthier can be incredibly easy on your lifestyle, and surprisingly easy on your wallet too. Check out our recipes, tips and tricks, and ways to save. [Let's get started.](#)

Featured Monthly Recipe

Swiss Chard and Pasta

[View Recipe](#)



162 people like this. Sign up to see what your friends like.

Audio version of
mom's stories

Virginia's Calendar

MARCH

Sometimes new foods take time. Kids don't always take to new foods right away. Offer new fruits and veggies many times. Give them a taste at first and be patient with them.



Skillet Cabbage

Ingredients

2 stalks celery
1 onion
1/2 head cabbage
1/2 green pepper
1 medium tomato
1 1/2 teaspoons vegetable oil
1/2 teaspoon salt
1/4 teaspoon pepper

Directions

Wash celery and chop into small pieces. Cut ends off of onion and peel off brown layers; chop into small pieces. Cut cabbage head in half and shred using a grater. Cut green pepper in half, remove white veins and seeds; chop into small pieces. Wash tomato and cut out core; chop into small pieces. Heat oil in a large, nonstick frying pan over medium-high heat. Add celery and onion and cook until soft, 4-7 minutes. Add cabbage, green pepper, salt, and pepper. Cook for 5-10 minutes, stirring often so cabbage wilts. Add tomato and serve immediately.

Makes 6 servings

Per serving

28 Calories
1 g Fat
(37.6% calories from fat)
1 g Protein
4 g Carbohydrate
1 g Dietary fiber
0 mg Cholesterol
193 mg Sodium

Exchanges

1/2 Vegetable

Michigan's Billboards



MICHIGAN FITNESS FOUNDATION

USDA

PURE MICHIGAN[®] FIT

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They learn from watching you ...

**Eat More Fruits
and Veggies**
and they will too!



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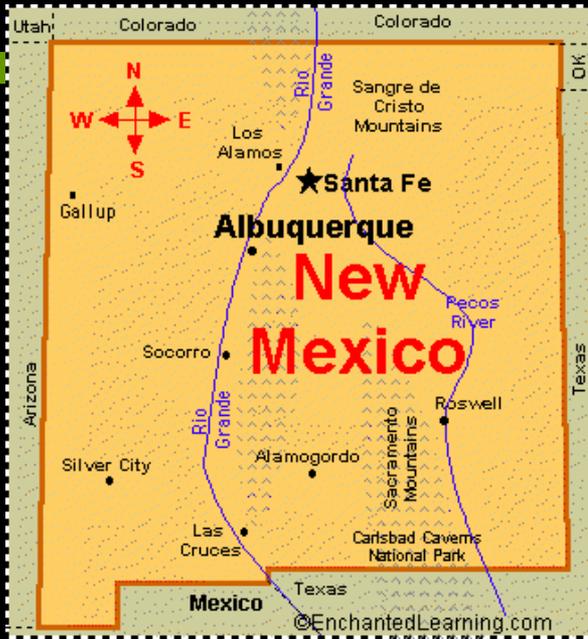
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New Mexico



**Piloting social
marketing
campaign targeting
Spanish speaking
audiences.**



Summary - Wrap Up

- Support programs
- Research-based & consumer tested
- Flexible –for use in various formats
- Contain features that connect with moms

How can the Core Nutrition Messages help you?

*Tested and
Evidence-based*

Comprehensive

Time Saving

For more information visit our web pages at:
<http://www.fns.usda.gov/fns/corenutritionmessages/default.htm>

**THANK
YOU**

Write to: nutritionmessages@fns.usda.gov