

# Maximizing the Message Webinar

## Reaching Moms of Preschoolers with Messages that Matter

Thursday, March 26, 2009

2:00 pm-3:30 pm Eastern

### Description:

This dynamic session focuses on the seven new nutrition messages designed to help mothers of preschoolers encourage healthy eating habits among their 2- to 5-year-old children. Speakers will provide background information, outline the developmental process, share what mothers in twelve focus groups said about fruits, vegetables, being good role models and child-feeding practices and how these findings helped to create relevant, realistic and compelling messages for the low-income mothers. You will hear how colleagues in other States and Programs are putting the messages into practice and share your ideas. Hear about future plans and provide input to inform decisions about future direction.

### Objectives:

After participating in these sessions you will be able to:

- ✚ Articulate the rationale behind the messages and describe the developmental process.
- ✚ Apply lessons learned from the qualitative research (focus groups) to enhance nutrition education and communication.
- ✚ Utilize messages and related materials and other resources on the FNS Core Message web pages to support ongoing nutrition education, new initiatives and new food policy.

### Speakers

#### **Helen Chipman, PhD, RD**

Helen is **National Program Leader for Food and Nutrition Education** with the Cooperative State Research, Education and Extension Service (CSREES) of USDA. She works in the Families, 4-H and Nutrition Unit and is located in Washington, DC. In this capacity, she has oversight for EFNEP and other low-income nutrition education programming conducted through land-grant universities. Helen has had a long and distinguished career through the university and federal systems. She joined the CSREES as National Program Leader in 2007.

**Judy F. Wilson, MSPH, RD is Senior Nutrition Advisor** with the USDA Food and Nutrition Service, Office of Research and Analysis (ORA) locate in Alexandria, Va. Judy initiated the development of the core messages and was member of the workgroup and FNS team that formulated the messages. Judy joined FNS in 1999 and is responsible for initiating the State Nutrition Action Plans, National Nutrition Conference, Eat Smart Play Hard, and other initiatives. She has worked at the Federal, State, and local levels with programs such as WIC, CSFP, FMNP, Summer Nutrition Program, and Department of Justice with over 30 years of public health experience.

**Alicia H. White, MS, RD, is a Nutritionist** with the USDA Food and Nutrition Service, Supplemental Food Programs Division (WIC). Alicia served as the Project Officer for the Core Message Initiative providing leadership to this effort and managing contract support activities. Alicia has over 12 years of experience in community/public health nutrition and has worked with WIC, Supplemental Nutrition Assistance Program (Food Stamp Program), Cooperative Extension Service and EFNEP at the county, State and Federal levels. In addition to the core nutrition message project, Alicia helped guide the development of messages for Virginia's FIT WIC project, lead the development and launch of the Food Stamp Nutrition Connection resource system and provided technical assistance in developing the SNAP online photo gallery.