



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

FNS recently released new audience tested messages, tips, advice, online tools and other resources designed to reach and resonate with mothers and children who participate in the nutrition assistance programs. These materials are designed to increase consumption of **whole grains, low-fat milk products, fruits, vegetables** and foster **child feeding** practices that support the development of healthy eating habits. Materials are available at [www.fns.usda.gov/fns/corenutritionmessages/default.html](http://www.fns.usda.gov/fns/corenutritionmessages/default.html).

### Messages, Tips, Advice, and Guidance

Make an even bigger impact with these new consumer-tested messages. These messages complement existing messages and the new Dietary Guidelines for Americans. The messages can help nutrition educators deliver consistent messages that resonate with moms and kids and motivate them to adopt healthier eating habits.

#### 13 New Whole Grain, Milk, and Child Feeding Messages

- 5 whole grain messages
- 4 milk messages
- 4 child feeding messages

#### 16 Existing Messages

Over **35 NEW** pages of tips, advice and guidance

### Online Communications Tools for Moms



#### Rollover Widgets and YouTube Videos

These new tools cover the “what,” “why,” and “how” elements that mothers indicated were compelling to them. Mothers may choose the tool that works best for them. They can hear from “other moms” via the videos, get actionable tips from the rollover widgets or review both!

### Resources for Kids

#### Online Game and Activity Sheets

The online game and printable activity sheets use fantasy and fun to challenge, capture kids’ attention, and stimulate their motivation to learn about and consume fruits, vegetables and milk. They complement and reinforce the messages for mothers that focus on making these foods more available and accessible in

