



What Inspires Parents to Action?

Insights from the USDA's "Maximizing the Message" campaign and the *Network for a Healthy California's* "Champions for Change" campaign

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Why Moms?

- **Women are still the primary food shoppers and meal preparers**
- **Moms are more likely than dads to eat breakfast and dinner with their children– even in two parent households**



Bureau of Labor Statistics. *American Time Use Survey and ERS Eating and Health Module*. Economic Research Service Web site. <http://www.ers.usda.gov/Data/ATUS/current.htm>. Accessed August 15, 2008.

Dye JL, Johnson T. *A Child's Day: 2003 (Selected Indicators of Child Well-being)*. In *Current Population Reports*. Washington DC: United States Department of Commerce, Economics and Statistics Administration, Census Bureau; 2007.



Message influencers

- **Role Modeling**
- **Cooking and eating together**
- **Division of feeding responsibilities**
- **Availability and accessibility**
- **Food preferences, beliefs and asking**



Core Nutrition Messages

- **Seven for mothers of preschoolers**
- **Four for mothers of elementary school-age children**
- **Five for 8- to 10 – year old children**



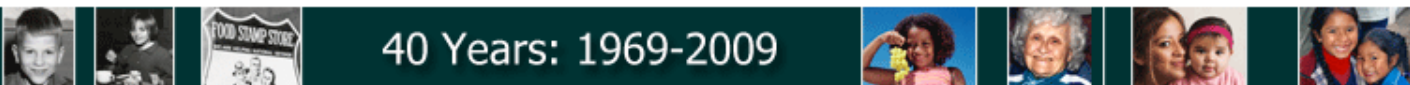
Accurate, Easy to read, Emotionally based.



USDA “Maximizing the Message”

- **Sixteen consumer-tested nutrition messages**
- **Supporting content for messages**
- **Implementation guidance**
- **Additional resources and materials**
- **Training**





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Core Nutrition Messages

Accurate, consumer-tested, powerful...

The Food and Nutrition Service has released a set of 16 nutrition education messages, supporting content (such as tips and recipes) and implementation guidance for use in the nutrition assistance programs. Nutrition educators can employ these tools to support and enhance nutrition education targeting low-income mothers and children.



Use the messages in interventions designed to: increase consumption of fruits, vegetables or low-fat milk products and foster child feeding practices that support the development of healthy eating habits.

Key Features of the messages and supporting content:

- Development guided by a workgroup of internal and external experts in nutrition education, communication and the FNS programs.
- Based on findings from 30 focus-groups conducted with

See Also

- o Messages
- o Supporting Content for Messages
- o Implementation Guidance
- o Other Materials/Resources
- o Training Opportunities

Google:
USDA
mom
messages

Mom's take the cake!

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Network for a Healthy California **“Champions for Change” Part II**

- **In-depth interviews in Los Angeles, Oakland**
- **185% FPL mothers of children 5-17**
- **African-American, Spanish speaking, and multicultural panels**



Runyon, Saltzman and Einhorn, 2008



“Champions for Change” insights

- **Feelings about change**
- **Ability to change**
- **Skills to change**
- **Support for change**
- **Beliefs about change**
- **Changing eating habits**
- **Abandoning change**



Skills that resonate with Moms

- **How to plan and cook healthy meals that taste great**
- **How to gain family support**
- **How to incorporate physical activity into family time**
- **How to substitute healthier alternatives rather than saying no**
- **How to make the best of what's on sale**
- **How to deal with guilt and frustration**



Network Billboard campaign extension

- Issue remains relevant
- Relationship of skills to success
- Influence on self-efficacy and normative beliefs
- Social support and inspiration



A billboard featuring a woman in a teal shirt smiling and holding a young boy in a striped shirt. To the right, the text reads: "A palabras necias oídos sordos." Below that, "Regla #7: Piden dulces; les doy frutas." The logo for "CAMPEONES del CAMBIO" is on the right, with the tagline "Red para una California Saludable".

Para información sobre las oportunidades de Cambio, llame al 1-888-9-COMIDA. Financiado por el Supplemental Nutrition Assistance Program del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas. Para comentarios, visite www.cambio.org.

30-sheet Eco Poster Final size: 272" w x 125" h mechanical size: 22.87" w x 10.41" h



A billboard featuring a woman in a light blue shirt smiling. To the right, the text reads: "My shopping cart. My rules." Below that, "Rule #5: Buy more fruits and vegetables." The logo for "CHAMPIONS for CHANGE" is on the right, with the tagline "Network for a Healthy California".

For more shopping information, visit www.cambio.org. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. Visit www.cambio.org for healthy tips.

10-sheet Eco Poster Final size: 229" w x 124" h mechanical size: 22.87" w x 10.41" h



Network for a Healthy California

“WHAT’S HARDER #2A” :30 TV



MOM #1: Saying no to my kids when they want afternoon sweets is hard.



DAD #1: Finding out your child has type 2 diabetes would be a lot harder.



MOM #2: Getting your kids to eat more fruits and vegetables can be hard...



DAD #2: Watching your child struggle with obesity would be a lot harder. Realizing it was time to change...



MOM #1: Now that wasn't very hard.



ANNC: Be a champion for your children. Be a champion for change.



ANNC: For budget saving tips to keep your family healthy, visit us online.

Variation to script and visuals will result based on feedback from consumer panel testing. Representative stock photos only. Champion Moms and families will be recruited for casting. Visuals are mom and dad interacting with their children then turning to camera to deliver their lines.



Network for a Healthy California Champions for Change

Español



**We are moms.
We are dads.**

**We are concerned parents.
We are just like you.**



- BE A CHAMPION** ▶
- MY KITCHEN** ▶
- BE ACTIVE** ▶
- OUR COMMUNITY** ▶
- RESOURCES**

We are *Champions for Change!*

We want the best for our kids. We want them to be healthy. We want to protect them from serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

So we are making healthy changes in our kitchens, homes, schools, and neighborhoods. We make the rules now. Rules like:

1. [Eat more fruits and vegetables.](#)
2. [Be more active.](#)
3. [Speak up for healthy changes.](#)

You do not have to... protect your... problems. But... to helping yo... vegetables a...

Change is go... living are sta... communities... easy but we are making it happen. And so can you.

Become a [Champion for Change](#). And become a champion for your family's health.

**Google:
Network
champions
for change**

What's New?

**CDSS
FoodStamp
Info**

OFFICIAL HONOREE
2008
WAWBY

Practical Applications

- Translate the “Why” into the “How”
- Incorporate into group discussions and nutrition education classes
- Make messages come alive
- Integrate promotions and curriculum with the core messages
- Use in counseling sessions
- Collaborate with others to maximize message impact



Maximizing Our Nutrition Messages

**Speaking
With
One
Voice**

