



Online Tools

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

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Presenter Disclosures

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“No relationships to disclose”

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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



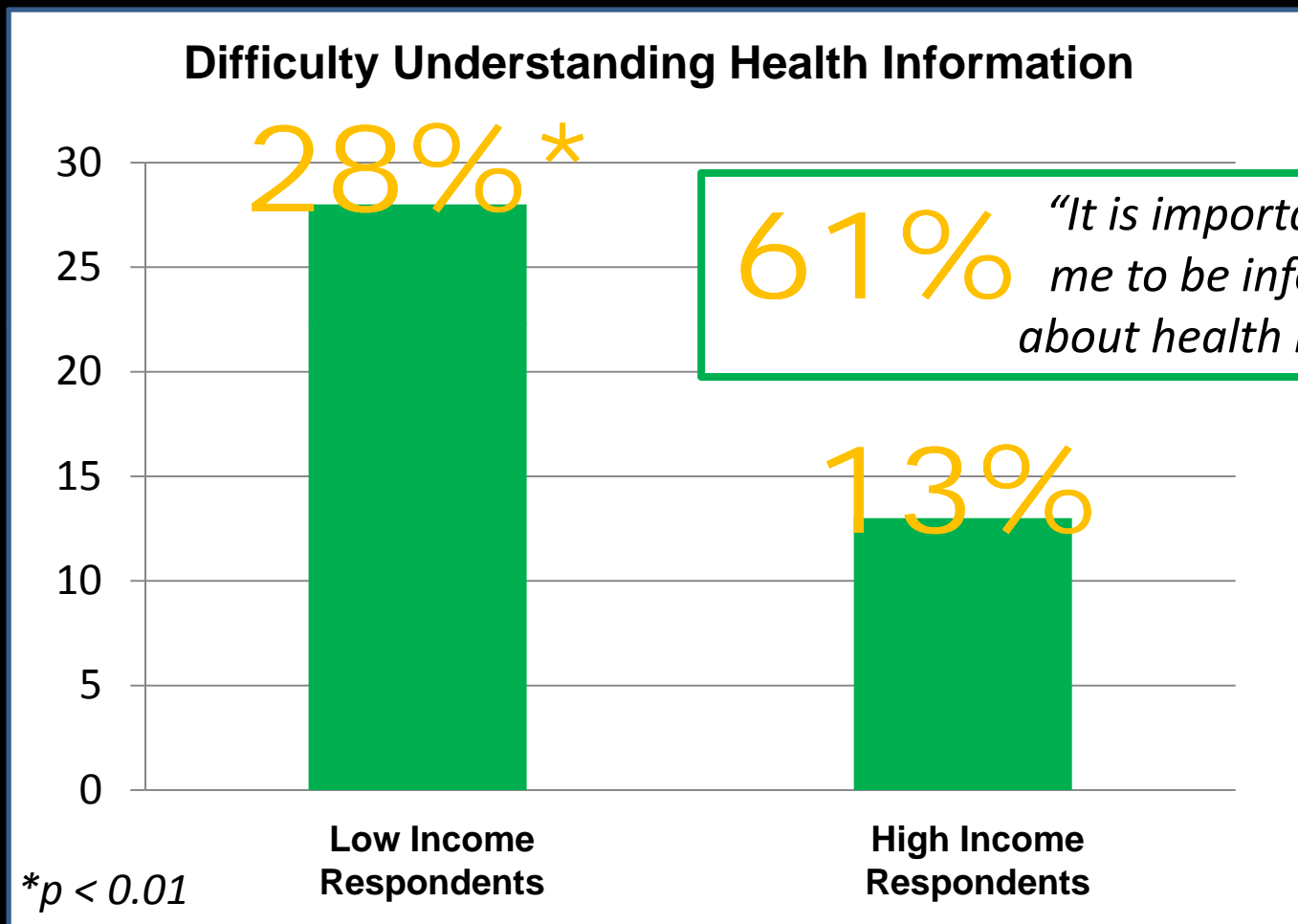
US Census Bureau Statistics

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>	<i>39%</i>	<i>26%</i>

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.

Overview and Background

Core Nutrition Messages

*Helping Moms & Kids
Make Healthier Food
Choices*



Purpose

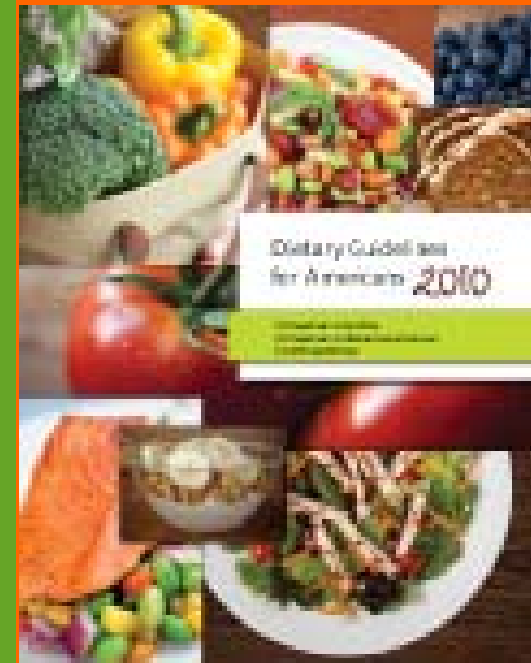
Empowering People

- 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

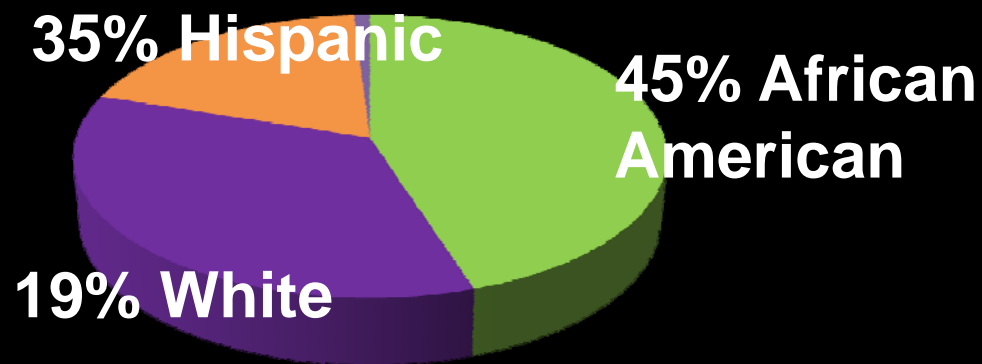
**36 focus
groups in
6 cities**

N = 176 Mothers



Demographics of Focus Groups

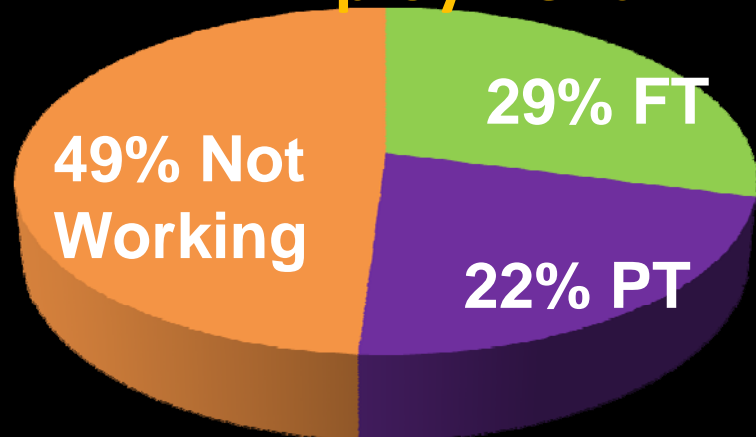
Race



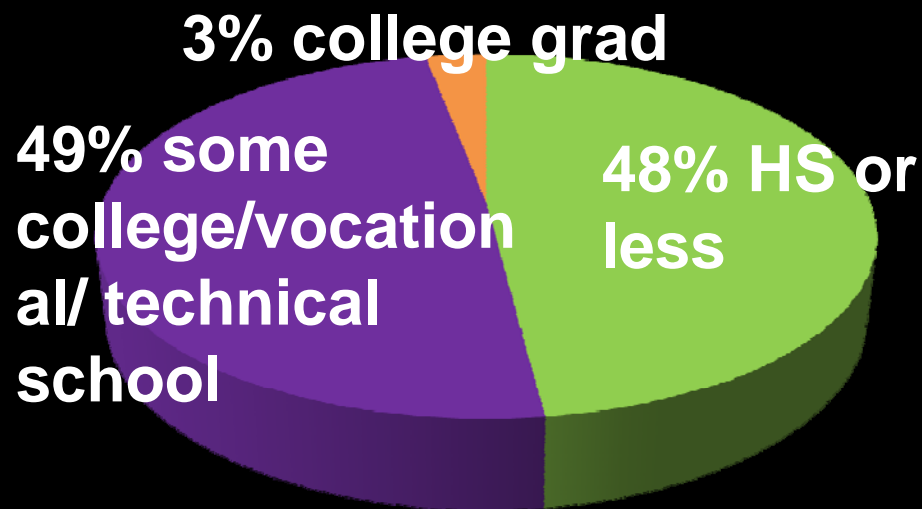
About 80% participate in one nutrition assistance program

45% participate in WIC

Employment



Education



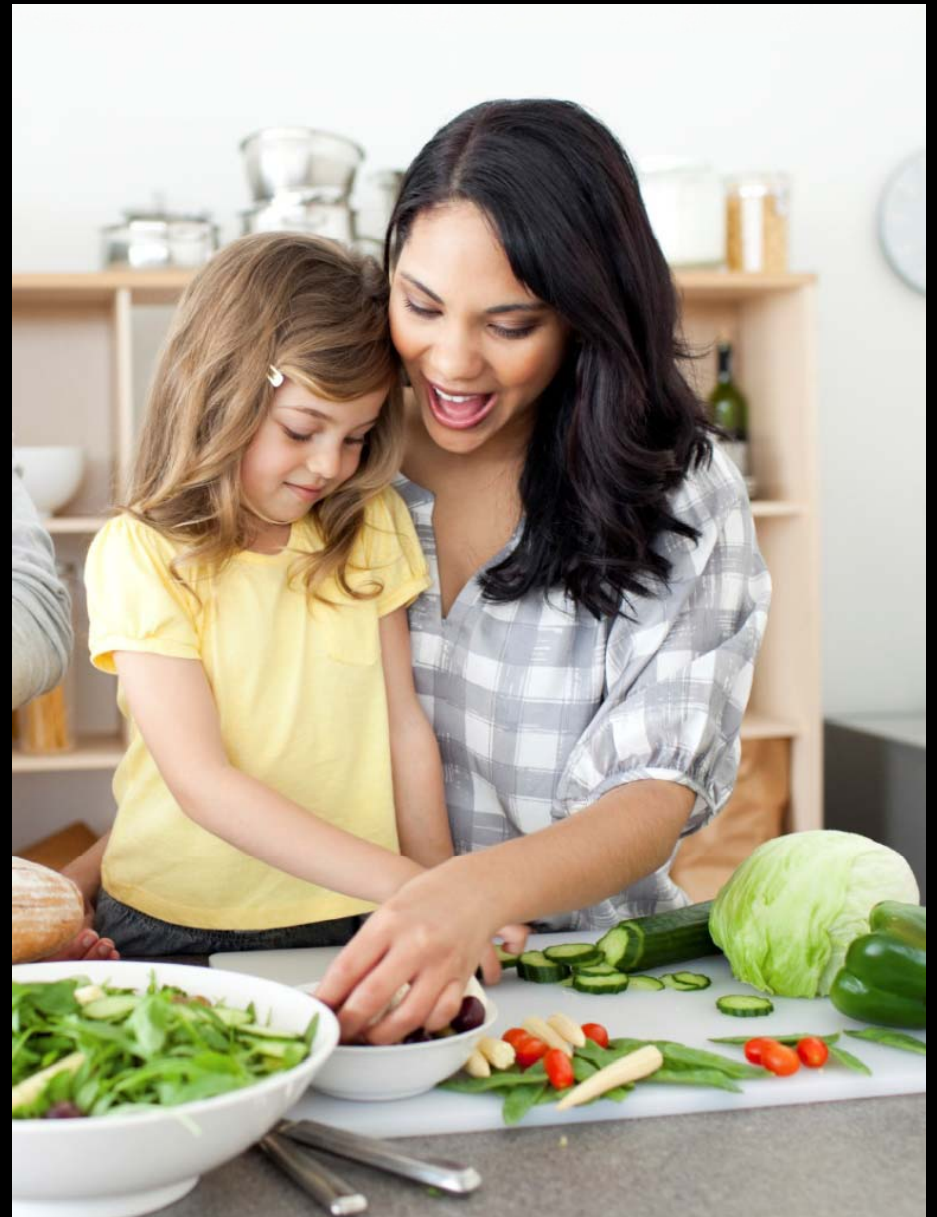
Key Research Findings: Lessons Learned from Moms

**Message
Attributes
that Appeal
Most to
Moms**

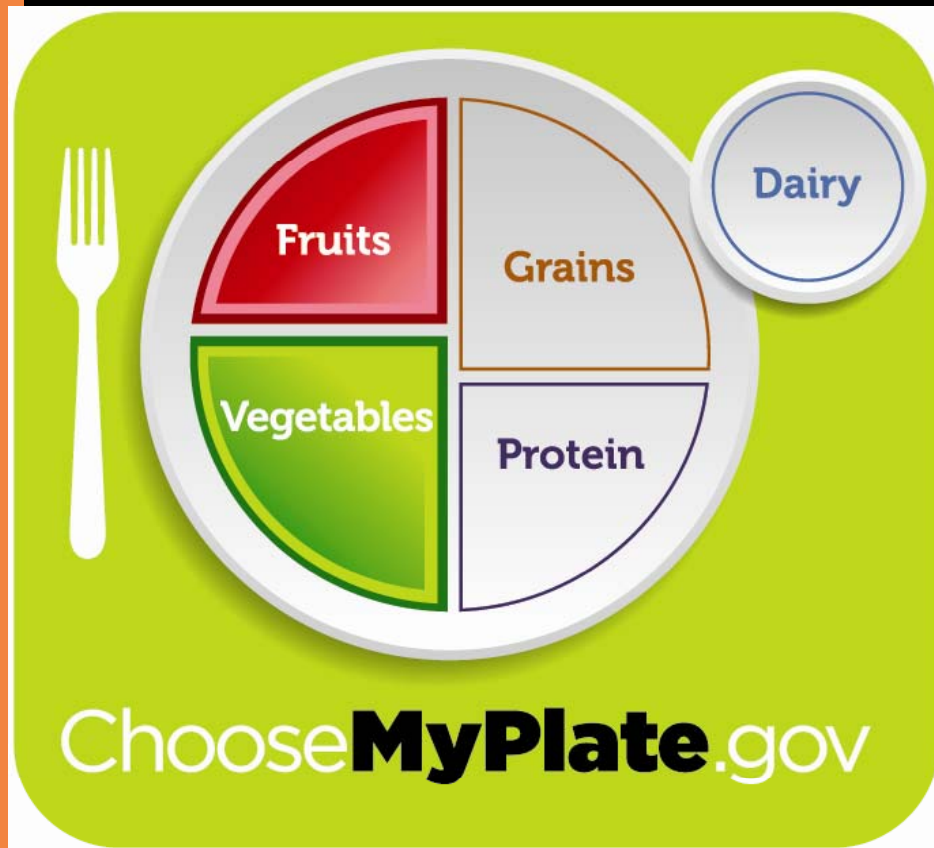


Messages that resonated with mothers:

- 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



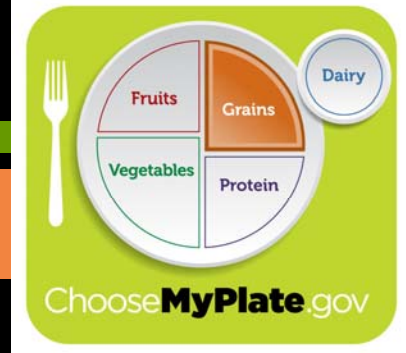
Whole Grains

**Fruits &
Vegetables**

Milk

Whole Grains

For All Moms

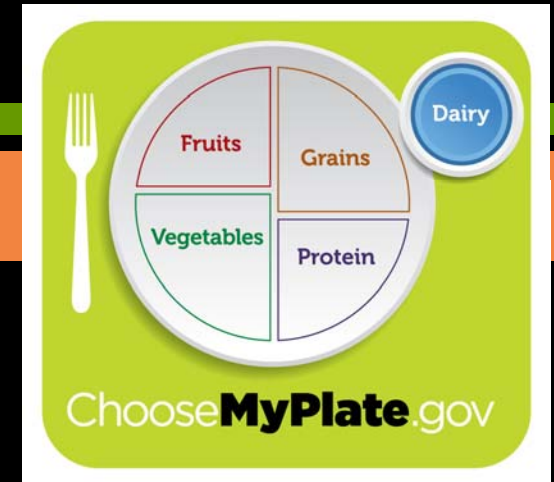


**Give yourself
and those you
love the
goodness of
whole grains.**

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

Milk

For Moms of Preschool Kids



Mom is a child's first teacher.

You teach by doing. Every time you drink fat-free or low-fat (1%) milk, or eat low-fat yogurt, you're giving your kids a lesson in how to eat for better health. It's a lesson they can use for all their lives.

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.



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



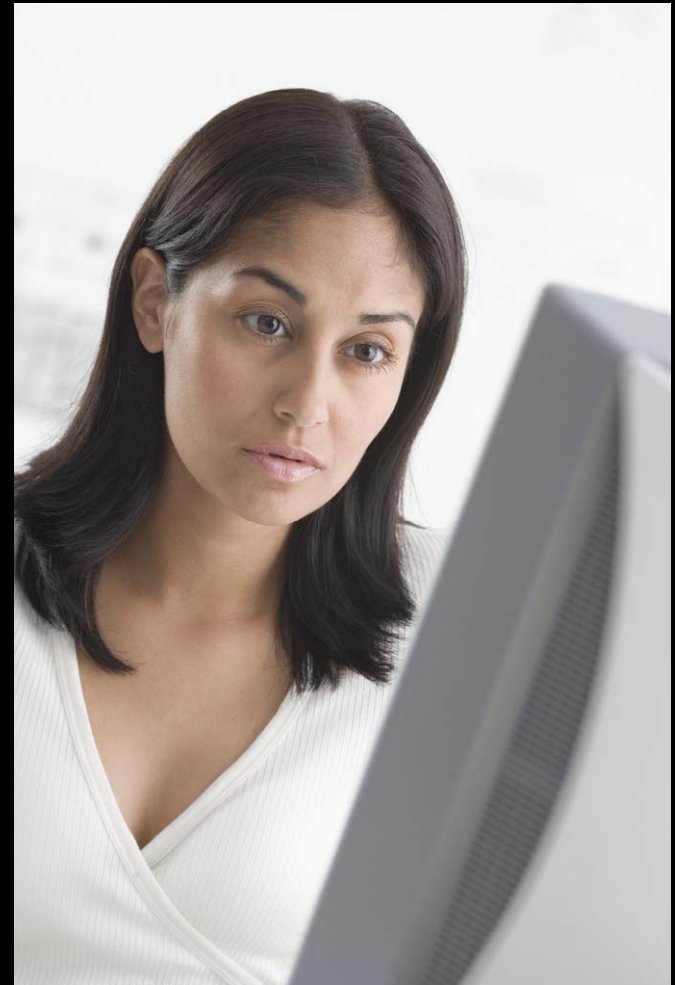
Key Findings

Information Seeking Behavior

Regular computer and
Internet access

Many seek info online by
visiting multiple web
sites

~25% have smartphones



Communications for Healthy Family

Mothers were asked: *“What is the best way to provide you with information to help you and your family eat healthfully?”*

Information in the
doctor’s office

Opt-in email newsletter

Recipes with
step by step
instructions



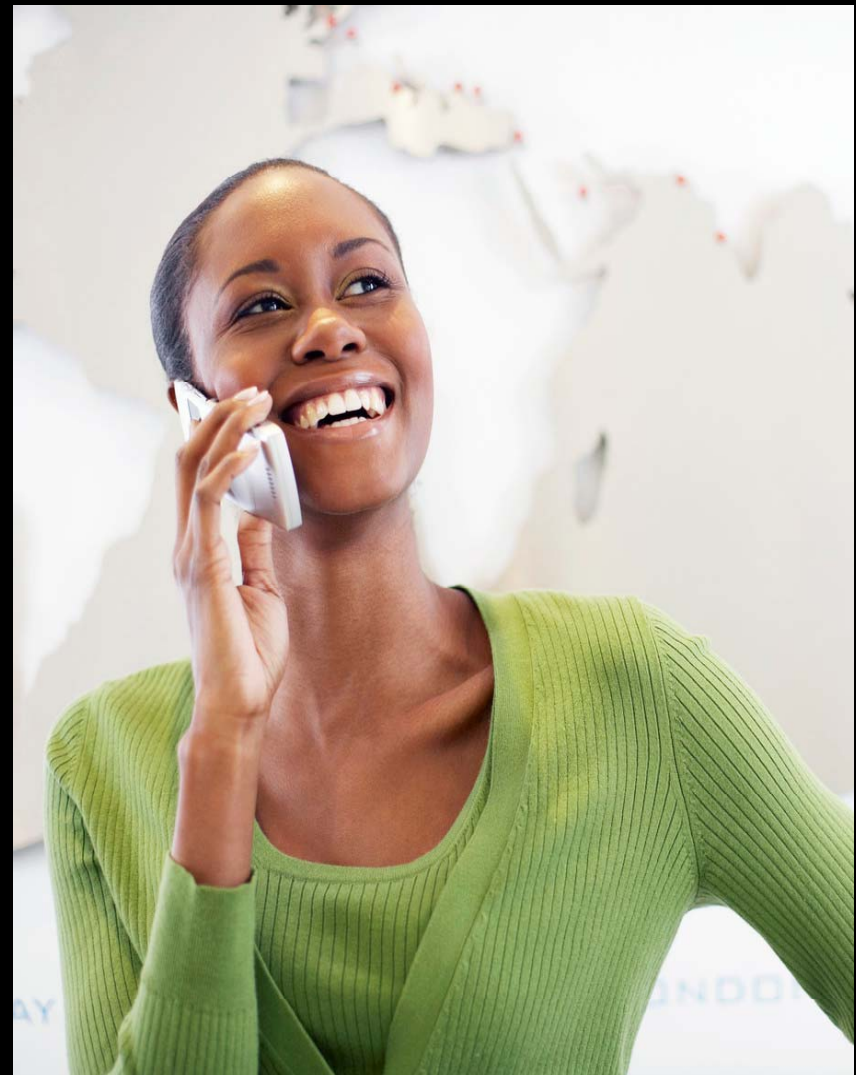
Cell Phone Communications

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



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)

Grocery stores, MD
offices, schools.



On Line Communication Tools:

What We Wanted to Achieve



**Provide
ready-to-go
tools**

**Provide use
examples**

Three Test Concepts

Videos
Widgets
Rollovers

Easy Ways
To Eat Healthier

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.

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.

Recipe of the month

BROCCOLI CASSEROLE

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



More tips at website.gov



More tips at website.gov



Consumer's General Reactions



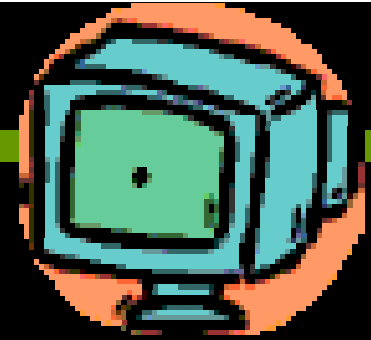
“Real” Families



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



**Print,
Save
or
Bookmark**



Ads and Pop Ups

my viewed | my saved | recommended

Better Homes and Gardens Find a Pro
WIN \$5,000
for fall home fix-ups!
Enter

Published on: May 8, 2012

Asthma is common.

Black children are
2 TIMES
more likely to
have asthma
than white children.

[Click image for more information](#)

« Previous | Next »

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V8 DESCRIBE
THE INDESCRIBABLE

HAVE A V8® JUICE AND
MAKE YOUR OWN WORD

TRY IT NOW!

#DESCRIBEV8

SODIUM
INTAKE QUIZ

WHERE'S
THE SALT?

[Click here to discover how much is in your food and its effect on your health.](#)

INFO | SHARE

www.cdc.gov/salt | CDC



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.

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.



How to tell if it is a whole grain.



Keep mealtimes easygoing.



Videos: Suggestions for Improvement

Personally Appealing

- Bright colors
- More movement
- Animation



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

http://www.fns.usda.gov/fns/corenutritionmessages/especially_for_moms_page.htm

WGrains_Final_Cut.mp4



Subscribe

18 videos ▾



Whole Grains



0:41 / 2:37



Easy Ways To Eat Healthier

Low-Fat Milk

Whole Grains

Fruits & Veggies

Money Saving Tips

Family Meals

Give yourself a the goodness of

Make at least half of the grains
pasta and cereals – whole grains
for your heart, digestion, a healthy

Recipe of the

BROCCOLI CASSEROLE

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



Quench their thirst with a frosty glass of low-fat or fat-free (1% fat or less) milk after school or play.

[next tip](#)



More tips at [website.gov](#) 



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](#) 

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

How to tell if it is a whole grain.



It's easier to get your kids in the habit of eating and enjoying whole grains if you start when they are young. Try sprinkling crushed whole-grain cereal over yogurt ,topped fruits.

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

Roller

Concepts

Reactions to Widget



Informative

Simple

Effective

Easy to Access

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



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

Mother of an Elementary School Aged Child, Catonsville



Give Yourself and Those You Love the Goodness of Whole Grains.

Whole grains are rich in vitamins, minerals and other nutrients to help keep your family healthy. At least half of the grains you eat each day should be whole grains.

The Rollover Widget

Roll over the images below for tips to help you identify whole –grain foods and include them in meals and snacks.



Choose foods that are whole grain. Some foods are always whole grain, like oatmeal, brown rice, wild rice and popcorn.

Milk Rollover



Milk Matters

Fat-free and low-fat (1%) milk gives 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.



Prepare snacks and meals with your kids. Make smoothies by blending together 1% fat milk, fruit and low-fat yogurt. Or, make oatmeal with 1% fat milk instead of water.

Take a low-fat milk
Theater seats \$1
fat 1/2 of milk may e
and means with
the same sugar kids
your kids. Make
messes kids age 4-
dishes with milk
smoothies, soups; kids
milk has a change
age 2 to 4 years.
know that's why a
10% fat milk, fruit
and low-fat milk
switch to 1% fat milk
yogurt. Or make
extra fat like yogurt
Oatmeal with 1%
they're as good
sethokan. The
roll your heart.
Wager, too.

The Web Site

A page for each topic area

The screenshot shows the USDA Food and Nutrition Service website. At the top, there is a navigation bar with the USDA logo and the text "United States Department of Agriculture Food and Nutrition Service". Below this is a green header for "Core Nutrition Messages". The main content area features a pink banner for "NEW Whole Grains, Milk, and Child Feeding Messages" with a small image of a child. Below the banner is a paragraph of text and a list of bullet points. A red circle highlights a section with a yellow background that says "Download these powerful new messages and tools and use to inspire your audience to make positive changes in their eating behaviors!". This section contains several links for "New! Milk", "New! Child Feeding", "New! Whole Grains", and "For Kids". A green box with white text "Videos, widget and Kids' video game" is overlaid on this section. To the right, there is a sidebar with "Also See" links and an "Online Tools! Post, Use, Share" section with a "Rollover" widget, "Videos" button, and "Video Game" button. At the bottom, there is a red banner with the URL "www.fns.usda.gov/fns/corenutritionmessages/default.htm".

USDA United States Department of Agriculture
Food and Nutrition Service

Core Nutrition Messages

NEW
Whole Grains, Milk, and Child Feeding Messages

Make an even bigger impact with these new consumer-tested messages and communication tools from the Food and Nutrition Service. These tested messages complement existing messages and the new Dietary Guidelines for Americans. Designed specifically for populations served by WIC, SNAP, Child Nutrition and other federal nutrition assistance programs, the messages can help nutrition educators deliver consistent messages that resonate with moms and kids and motivate them to adopt healthier eating habits.

Use these resources as part of nutrition education to help:

- Increase consumption of whole grains, fat-free and low-fat (1% fat or less) milk, and fruits and vegetables.
- Encourage child feeding practices that foster healthy eating habits.

See [background](#) and [implementation guide](#), for information about the target audience, development process, ideas for using messages and more.

Download these powerful new messages and tools and use to inspire your audience to make positive changes in their eating behaviors!

New! Milk
- Messages
- Tips, A
- Commur

New! Child Feeding
- Messages

New! Whole G
- Messages
- Tips, Advic, ...
- Communication Too

For Kids
- Messages
- Learning Activities **New!**

Insight: A Research Blog
Learn the what, why and how behind the messages and key findings from consumer research. [Read more...](#)

Also See

Messages, Tips, Advice By Topic
-Milk
- Whole Grains
-Child Feeding
-Fruit & Vegetables

About Messages
-Background
-Implementation Guide

Communication Tools
Research Findings Blog
Training Materials & Tools
Especially for Moms

Online Tools! Post, Use, Share

To help you reinforce messages and motivate moms and kids

Rollover

Videos

Video Game

www.fns.usda.gov/fns/corenutritionmessages/default.htm

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](#)

www.fns.usda.gov/fns/corenutritionmessages/default.htm

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

Why Fruits & Veggies

Quick & Easy Recipes

Money Saving Tips

Community Resources

Health Resources

Professionals

Español



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

JSY Podcast - Maki 0:00

Why Fruits & Veggies

Quick & Easy Recipes

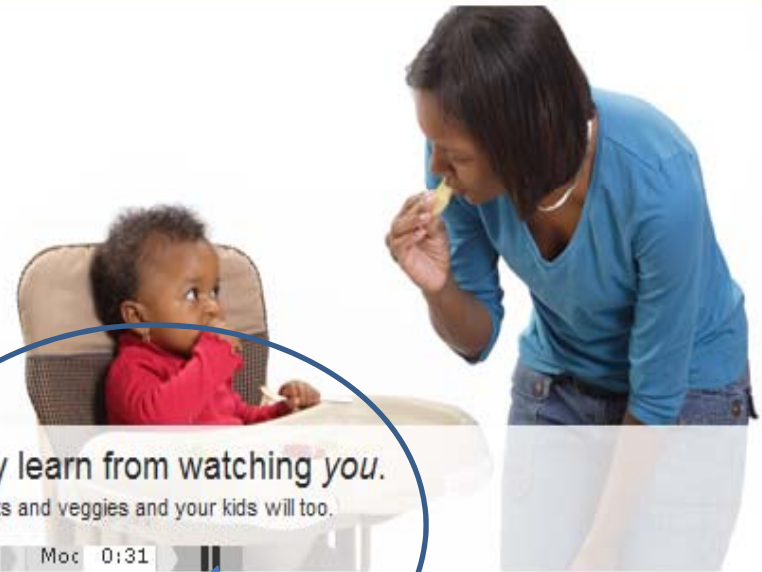
Money Saving Tips

Community Resources

Health Resources

Professionals

Español



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

0:31

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

Michigan's Billboards



They learn from watching you ...

Eat More Fruits and Veggies

Logos: Michigan Fitness Coalition, USDA



They learn from watching you ...

Eat More Fruits and Veggies

Logos: Michigan Fitness Coalition, USDA



They learn from watching you ...

Eat More Fruits and Veggies

and they will too!

Logos: Michigan Fitness Coalition, USDA, Michigan Department of Agriculture & Rural Development



Michigan Fitness Coalition
USDA
PURE MICHIGAN FIT

The Michigan Department of Agriculture & Rural Development is proud to support the Michigan Fitness Coalition's efforts to increase the quantity and quality of fresh produce consumed in Michigan. These billboards are available for use at no charge. However, the Michigan Department of Agriculture & Rural Development is not responsible for any damage to the billboards or for any other costs associated with their use. All rights reserved. © 2014 Michigan Department of Agriculture & Rural Development.

New Mexico



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



Wrap Up

- Support & extend reach of programs
- Extend reach of research-based messages
- Allow use in various formats
- Complement/support traditional approaches



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