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.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>2000</th>
<th>2011</th>
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<tbody>
<tr>
<td>&lt;$30,000</td>
<td>35%</td>
<td>63%</td>
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<tr>
<td>$50,000 to $74,999</td>
<td>74%</td>
<td>89%</td>
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**Difference**

|          | 39%  | 26%  |

Difficulty Understanding Health Information

28%* Low Income Respondents
13% High Income Respondents

*\( p < 0.01 \)

"It is important for me to be informed about health issues."

Purpose

Empowering People

- Consumer-tested, relevant and actionable messages and tips
- Help participants understand and apply the DGAs
- Support USDA 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

Choose MyPlate.gov
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
About 80% participate in one nutrition assistance program

45% participate in WIC

**Race**
- 35% Hispanic
- 45% African American
- 19% White

**Education**
- 48% HS or less
- 49% some college/vocational/technical school
- 3% college grad

**Employment**
- 29% FT
- 22% PT
- 49% Not Working
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
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.

Make half your plate fruits & veggies.
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.
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.
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.

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

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

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?
Milk gives you energy, so you can take off for the stars!

3: What kind of cheese has craters like the moon?
Low-fat cheese is made from milk, and tastes great too!
They learn from watching you. Eat fruits and veggies and your kids will too.
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.
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.

Enjoy each other while enjoying family meals.
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.
“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.”
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
Regular computer and Internet access

Many seek info online by visiting multiple web sites

~25% have smartphones

Mixed feelings about “trusted web sites”
Cell Phones were:

Not preferred means for communications

Mixed reactions on how info could be received via phone

If positive, like “opt-in texts”
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

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

Widgets:
- 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

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

Recipe of the month:
- BROCCOLI CASSEROLE
  - 1 large head broccoli
  - 3 medium shallots
  - 2 cups shredded cheddar cheese

GIVE THE GOODNESS OF WHOLE GRAINS
- Look for bread, cereal, tortillas and pasta with "100% Whole Grain" or "100% Whole Wheat" on the package.
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
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.
Suggestions for Improvement

Personally Appealing

- Bright colors
- More movement
- Animation

Include words
Show more kids
Include recipe ideas
“...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
Enjoy each other while enjoying family meals
Images of Kids

Milk_Final_Cut.mp4

[YouTube video player]
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
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.

We set a healthy table and let everyone, including the kids, make some choices about what they want and how much to eat.
“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
“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
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.

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

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, Tips and Resources
- Whole Grains
- Milk
- Child Feeding
- Fruit & Vegetables

Fun Ways for Kids to Learn
- Messages
- Game
- Activity sheets
- Cooking with Kids

MyPlate

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

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

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

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”

www.fns.usda.gov/fns/corenutritionmessages/default.htm
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.
Just Say Yes to Fruits and Vegetables

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

Audio version of mom’s stories
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**
- Calories: 28
- Fat: 1.0 g (37.6% calories from fat)
- Protein: 1.0 g
- Carbohydrate: 4.0 g
- Dietary fiber: 1.0 g
- Cholesterol: 0.0 mg
- Sodium: 193 mg

**Exchanges**
1/2 Vegetable
They learn from watching you …

Eat More Fruits and Veggies
and they will too!
Piloting social marketing campaign targeting Spanish speaking audiences.
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