There are many ways that we can put the messages into practice and you have already heard about some of these from other speakers.
The Core Messages were designed for use in the nutrition assistance programs and other nutrition education programs. Both the messages and their supporting content are tools that can enhance theory-based interventions that:

- Address the behavior outcomes Judy mentioned earlier
- Use motivators & reinforcements that are relevant to the target audience
- Are delivered thru multiple channels of communications
- Involve participants
- Expose participant to the messages multiple times

**Remember to connect the messages with the Programs.** For example using the messages to support and reinforce program policies such as the new WIC food package and the SNAP-ED guiding principles. You use a variety of educational approaches in your work and the messages can be integrated into these approaches such as:

- facilitated group discussions
- hands-on classes
- counseling sessions, and
- social marketing campaigns.

Share the messages with partners and use the messages in collaborative activities.

Finally, remember that the message can be used with many of our current initiatives and incorporated into a variety of materials that promote the same behaviors and focus on the same target audience.

For example, some or the message work very well with SNAP-Ed Loving Your Family Feeding Their Future resources, Eat Smart Play Hard, and other Team Nutrition Resources.
It is important to consider cultural relevance when using the messages. They were tested with English speaking Hispanic and Non-Hispanic African American and White audiences. If you plan to use the messages with other racial ethnic groups or in other languages, conduct additional formative research to ensure that the messages are relevant, understood and motivational to your audience.

Consider your population’s race, ethnicity, background, and other characteristics, and make adjustments as needed to ensure that the messages are appropriate for them. For example, some segments of the population have religious beliefs/practices that preclude serving milk/milk products with certain foods at meals. In such cases you can modify the supporting content to offer other suggestions and test them with a few moms to make sure they are clear and have the intended effect.
There are many ways to apply these messages into nutrition education programs. This can be easily done utilizing the unique strengths and characteristics of the respective program. For EFNEP, you have the opportunity to provide a series of lessons that are learner centered, and that focus on the parent and child relationship with the goal to help participants practice and apply what they learn.

As an example, children are more inclined to eat something that they are able to see, smell, touch, and taste. One of the most memorable successes I remember in my position as an EFNEP State Coordinator was when a mother told her nutrition assistant that her children learned the same things she did. The nutrition assistant had had a difficult time breaking into the community. This mother’s commitment to making the food experience “real for her children,” and to sharing her success with other parents, led to a wonderful period of parent/child nutrition and food preparation classes that were well received in the community. The nutrition assistant had a waiting list of parent/child groups that wanted to learn together. The core message on having children help pick their produce and then using the supplementary resources, possibly even the recipes, could reinforce this concept taught.
As Helen indicated, the core messages are flexible. They are suitable for multiple communication channels and they work well with many of the approaches used in SNAP and other programs.

- Direct Education
- Indirect education
- Social Marketing

SNAP-Ed has already included the message in guidance materials and has links to the messages on the SNAP-Ed Connections website.
The message work very well with the Loving Your Family Feeding their future materials and discussion sessions that focus on fruits and vegetables. These materials are reflected in this slide and can be download from the SNAP-Ed Nutrition connection.
The messages support and reinforce many components of the School Nutrition Programs and can be used to reach both moms and kids.
The messages help to reinforce the concept of parents as role models for healthy eating as well as other healthy behaviors.
Integrate the Messages in Other Programs is Too!

- Include in tip sheets for FMNP/CSFP
- Make a part of food demonstrations
- Include materials for School Night
- Write articles or create ads for papers/bulletins

1. Use them in conjunction with Healthy cooking demonstration: They work well as part of lessons too. Select a low cost recipe from the SNAP-ED recipe data base or the ESPH for Parents web pages.

   Key Messages: Cook together. Eat together. Talk together. Make mealtime a family time.

2. Create an interactive bulletin board

3. Create handouts and articles using the messages and supporting content that can be inserted into the community newspaper, newsletter, parent notices, etc

4. Pair messages with compelling photos that tap into mothers emotions as a trigger question to get the discussion going with groups of moms.
Example of potential use.
Sample of a potential announcement

They’re still growing.

Help your kids grow strong.
Serve fat-free or low fat milk at meals.

Join us at our parent’s meeting and find out more!!

Date:
Time
Sample road sign Ad.

They're Still Growing!
Help your kids grow strong.
Serve fat-free or low-fat milk at meals.
Let your kids be “Produce” pickers!

Help them pick fruits and veggies at the store

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

Kids love to dip fresh veggies in low fat dressing. Cut up veggies. Store them near the dip on a low shelf in the fridge.

Dip Recipes—Take One

- Swap Slime
- Princess Dip
- Honey Mustard
- Avocado Dip
We know that many of you are using the core messages or may have ideas and plans for using them in your programs, that could be used by others, as well. So we really want to hear from State and local people today.
To facilitate hearing from you with the technology that we are using:

- I will ask for examples by program name
- The operator will queue you in
- We’ll only have time to take one or two examples per program, so please share using the Q&A feature if you have a great idea and are not able to verbally share today.

The operator will now explain how you will be queued in.
We will follow the same process for questions. I will ask for questions by region of the country. We’ll take one question, and then move to another region. We’ll repeat this process as time permits.

Again, if you are not able to have your question addressed verbally, please use the Q&A function.
FNS tested these messages during development as tools for expanding and enhancing ongoing education and comprehensive, theory-based intervention. FNS did formative evaluation to make sure the messages are—clear, relevant, etc. If you are using the messages with other population groups or in other languages consider doing further evaluations. This could be as intercept interviews by which you ask moms to review the product and tell you what they got from it to see if they still understand the message, or other methods. Remember to do testing if you add pictures to make sure the picture help to get the right message across.

If you are using them as part of a new intervention consider doing other types of evaluation. Think about applying for grants to support the evaluation. Think about what you will do—how often, where, what types of intervention design, etc.
The next 3 slides provide an orientation to the core message web pages
This page provides an overview of messages. See Also will house the Ideas These are ideas from the Field coming soon! share your strategies with us.
You can download resources to assist you in getting the word out to your partners, such as flyers, slides, etc.
You can also download The implementation guide.
So, what’s next

- Print and disseminate copies of “Maximizing the Message”
- Collect and share practices from the field
- Integrate messages into emerging Program resources
- Expand messages and supporting content
  - DFR
  - Whole Grains
  - Supporting content for other messages
- Solicit your help
You can:

- Help to get the word out
  - disseminating the flyer, mention in presentations
  - putting a link from your Web-site to the Core Messages
  - Sharing messages with and informing stakeholders/partners about these resources

- Integrating messages in program materials and interventions
- Share Practices–based applications from the field
  - Let us know about successful efforts
  - Share copies and electronic examples
  - Help us get the word out

This will promote replication of ideas-rather than duplication-and spur new idea or modifications of current ones for other population groups.
I want to acknowledge Art Pridemore who assisted with the technology elements of this webinar.

Also, thanks to each of you for joining us and sharing your thoughts and questions in this joint agency webinar.

A few final items to share:

1. Please ask all of the attendees at your site to provide feedback on the webinar. Your comments are important and will be used to improve future webinars.

2. Please send a report to Judy regarding the number of attendees by program. We do not need names of attendees.

3. Judy has sent you Certificates of Completion for both webinars. Please print these and distribute to attendees at your site.

4. Remember to share how you are using the messages so that others can benefit from your experience.

5. FNS would love to get photos your own that work well with the messages and materials you have developed that use the messages.

6. We will also send out a notice when the webinars are posted on the website.

Have fun and keep up the good work!
For more information visit our web pages at:

THANK YOU

April 2, 2009