



Core Nutrition Messages

FNS has released a set of consumer-tested nutrition messages designed especially for low income mothers and children. These messages and supporting materials can assist nutrition educators in enhancing current and new nutrition education interventions.

“Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices” includes 16 audience-tested nutrition messages and supporting content that address important dietary behaviors influencing the health of low-income mothers and children.

Key Features of the messages and supporting content:

- Development was guided by a workgroup of internal and external experts in nutrition education, communication and the FNS programs.
- The messages and supporting content are based on findings from 30 focus-groups conducted with low-income mothers and children, over half of whom were participating in FNS programs.
- The messages are accurate, easy-to-read and emotionally based.

Use the messages, supporting content and guidance to expand and enhance current education activities, support new food package policies and facilitate development new initiatives. The messages are consistent with the 2005 Dietary Guidelines and MyPyramid and support program-based nutrition education as well as cross-program education initiatives such as those outlined in the State Nutrition Action Plans.

For more information visit:

<http://www.fns.usda.gov/corenutritionmessages>

