

Messages for Preschool Moms

There are 7 core messages for mothers of preschoolers. These messages address: role modeling eating fruits and vegetables, cooking and eating together, letting kids serve them-selves, and offering new foods.

These messages may be used alone, or with other messages and with the consumer-tested supporting content (e.g., bulleted tips, stories, or recipes).

Role Modeling Messages*

1. They learn from watching you. Eat fruits and veggies and your kids will too.
2. They take their lead from you. Eat fruits and veggies and your kids will too.

Cooking and Eating Together Messages*

1. Cook together. Eat together. Talk together. Make mealtime a family time.
2. Make meals and memories together. It's a lesson they'll use for life.

Division of Feeding Responsibility Messages

1. Let them learn by serving themselves.
Let your kids serve themselves at dinner. Teach them to take small amounts at first. Tell them they can get more if they're still hungry.
2. 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.
3. Patience works better than pressure.
Offer your children new foods. Then, let them choose how much to eat. Kids are more likely to enjoy a food when eating it is their own choice. It also helps them learn to be independent.

* Consumer-tested supporting content is available for these messages.