

Figure C: FNS Core Nutrition Messages

There are 16 core nutrition messages addressing 5 concepts: 7 for mothers of preschoolers, 4 for mothers of elementary school-age children, and 5 for 8- to 10-year-old children. These messages may be used alone or with others. Consumer-tested supporting content (e.g., bulleted tips, stories, or recipes) is provided for certain messages in the Appendices.

For Mothers of Preschoolers

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.

For Mothers of Elementary School-Age Children

Availability/Accessibility Messages

1. Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.*
2. When they come home hungry, have fruits and veggies ready to eat.*
3. Let your kids be "produce pickers." Help them pick fruits and veggies at the store.
4. They're still growing. Help your kids grow strong. Serve fat-free or low-fat milk at meals.

For 8- to 10-Year-Old Children

Food Preference, Beliefs, and Asking Behavior Messages

Note: Milk and yogurt messages must be paired with image depicting low-fat or fat-free milk or yogurt.

1. Eat smart to play hard. Drink milk at meals.
2. Fuel up with milk at meals. And soar through your day like a rocket ship.
3. Snack like a super hero. Power up with fruit and yogurt.
4. Eat smart to play hard. Eat fruits and veggies at meals and snacks.
5. Fuel up with fruits and veggies. And soar through your day like a rocket ship.

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