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**Menu Labeling Education Focus Groups
Appendix III
Messages to be Tested**

Organizing Theme: Mom Power

Moms are the single most influential and important group of people on the planet. That's a pretty amazing thing. But somewhere in between paying the bills, getting kids to basketball practice, helping with homework, they forget just how important they are. So, it's no wonder that when dinner rolls around, they take the path of least resistance. Because counting calories is tedious and confusing, and thus, making sure their children eat healthy becomes a chore. It's another thing on their never-ending list of things to do. But that's where we'll come in. Let's help them feel good, not guilty, about what they feed their kids. We owe it to moms. Because moms are awesome. And, they should feel that way.



#IAMMOM

"GETTING MY KIDS TO EAT HEALTHY WAS TOUGH. BUT THEN I REMEMBERED I'M THE MOM AND I MAKE THE RULES. I STARTED ORDERING THEM HEALTHIER FOODS, AND EVENTUALLY THEY STARTED ORDERING IT THEMSELVES."

**SHARON GOODE, MOTHER OF 2
SPRINGFIELD, MA**

LEARN MORE ABOUT HOW SMALL CHANGES MAKE BIG DIFFERENCES.

**YOU'RE THE
mom
.COM**

**YOU WOULDN'T DRESS
THEM IN ADULT CLOTHES.**



YoureTheMom.org

**WHY ORDER THEM
ADULT-SIZED MEALS?**
THEY'RE KIDS, ORDER THEIR MEALS
FROM THE KIDS' MENU



SHARING IS MORE THAN JUST CARING.

Small changes can make a big difference. When you order, consider getting just one meal and splitting it with your kids to make for a healthier, happier meal.



YoureTheMom.org



EAT SMARTER. NOT LESS.

Small changes can make a big difference. Order your chicken sandwich grilled instead of fried, for a much healthier option.

**YOU'RE THE
mom**

YoureTheMom.org

**YOU WOULDN'T GIVE THEM
THE KEYS TO THE CAR.**



**WHY GIVE THEM AN
ADULT-SIZED MEAL?**
THEY'RE KIDS, ORDER THEIR MEALS
FROM THE KIDS' MENU



YoureTheMom.org



**YOU WOULDN'T DRESS
THEM IN ADULT CLOTHES.**

**WHY ORDER THEM
ADULT-SIZED MEALS?**

**THEY'RE KIDS, ORDER THEIR MEALS
FROM THE KIDS' MENU**



YoureTheMom.org