

**Maximizing the Message:**  
Helping Moms and Kids Make Healthier Food Choices

**FNS Core Nutrition Messages-Feedback Form.**

Your feedback is important to us. It will assist us in planning so that we can meet your needs. Take a few minutes to share your thoughts with us. Email comments to [judy.wilson@fns.usda.gov](mailto:judy.wilson@fns.usda.gov) or fax it to her attention at 703-305-2576.

Messages Let us know what message you use?	Check the column that applies.			
	Using the messages	Plan to use	Do not plan to use	Unsure
<b>Messages for Mothers of Preschool Children</b>				
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.				
3. Cook together. Eat together. Talk together. Make mealtime a family time.				
4. Make meals and memories together. It's a lesson they'll use for life.				
<b>5. Let them learn by serving themselves.</b>				
6. Let your kids serve themselves at dinner. Teach them to take small amounts at first.				
7. Tell them they can get more if they're still hungry.				
<b>8. Sometimes, new foods take time.</b> 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.				
<b>9. Patience works better than pressure.</b> 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.				
<b>Messages for Mothers of Elementary School Kids</b>				
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.				
<b>Messages for 8-10 year old children</b>				
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.				

- A. If you are currently using any of the messages, please share with us how you are using them and what goals they support (attach a copy of related resources and materials please).
- B. If you are planning to use any of the messages, please indicate how you plan to use them and when you will implement your plans.
- C. If you are not planning to use messages, please tell us why? For example, are there barriers that we can address, do you serve a unique population group or maybe you just do not think they would work with your audience.
- D. What if any new messages would you like us to develop? Please indicate the behaviors you want us to address first and the target audience? Be as specific as possible.

Behavior or topic to address	Target Audience	Others
_____	_____	_____
_____	_____	_____

- E. Have you visited the core message web pages?       Yes       No
- F. If yes, how useful was the information on the web pages?  
 1.  very useful      2.  useful      3.  somewhat useful      4.  not useful
- G. What part(s) of the web-pages did you find most helpful?
- H. What part(s) of the web-page did you find least helpful?
- I. What suggestions do you have for improving the Core Message web pages? Please be specific.
- J. Tell us about you (optional).

**Are you a nutritionist**       Yes       No

**Where do you work?**       State Agency       Local/County Level       National level

**What agency/programs do you work with?**

- WIC       SNAP       School Nutrition Program       CACFP
- Other FNS program       CES       EFNEP       Professional Association
- NFP       Private industry       Advocacy organization
- Federal government (specify department please) \_\_\_\_\_
- Others (specify) \_\_\_\_\_

**Other comments:**

Thank you for your feedback. Please forward the completed form to [Judy.wilson@fns.usda.gov](mailto:Judy.wilson@fns.usda.gov) or fax it to 703-305-2576.