

Motivating Consumers with Messages that Make Sense to Them:

*Key Findings from the
Latest Research*



Learning Objectives

- Describe the unique qualitative and quantitative research methodology used to develop and measure effectiveness of consumer messaging with a diverse population.
 - Name at least three messages that the research study indicated to have the greatest potential for motivating Americans to make eating and physical activity behavior changes.
 - Identify how to access ready-made educational materials developed based on outcomes of this research.
-

Today's Speakers



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Members of the 2012 Dietary Guidelines Alliance



Be inspired™



In Liaison with: United States Departments of Agriculture
and Health and Human Services

Dietary Guidelines Alliance Mission

To provide positive, simple,
consistent messages to
help consumers achieve
healthy, active lifestyles
consistent with the
*Dietary Guidelines for
Americans.*

Since 1994



Common Goal of Alliance Members

- To provide consumers with concrete, practical ways to apply the *Dietary Guidelines* to **THEIR** lives
 - Healthy Eating
 - Physical Activity
- Desire to close the gap between what consumers **SAY** and what they **DO**



It's All About You

Make healthy choices that fit your lifestyle so you can do the things you want to do.



BE REALISTIC

Make small changes overtime in what you eat and the level of activity you do. After all, small changes work better than giant leaps



BE SENSIBLE

Enjoy all foods, just don't over do it



BE ADVENTUROUS

Expand your tastes to enjoy a variety of foods



BE ACTIVE

Walk the dog, don't just watch the dog walk



BE FLEXIBLE/BE BALANCED

Balance what you eat and the physical activity you do over several days. No need to worry about just one meal or one day

Dietary Guidelines Alliance Consumer Research

1995-1996: Qualitative Research on Positive Messaging and It's All About You Core Messages

2001-2002: Qualitative Research on Portion Size

2004: Qualitative Research on Weight, Calories and Energy Balance; retested It's All About You Core Messages

2010: Qualitative Research and Quantitative Message Testing on Energy Balance (Calories and Physical Activity), Portion Size, Nutrient-Rich Foods and Managing Higher-Calorie Food and Beverage Choices (in the context of calorie needs); retested It's All About You Core Messages

Dietary Guidelines Alliance 2010 Consumer Research:

*Motivating Families
to Lead a Healthier Lifestyle
in 2011 and Beyond*



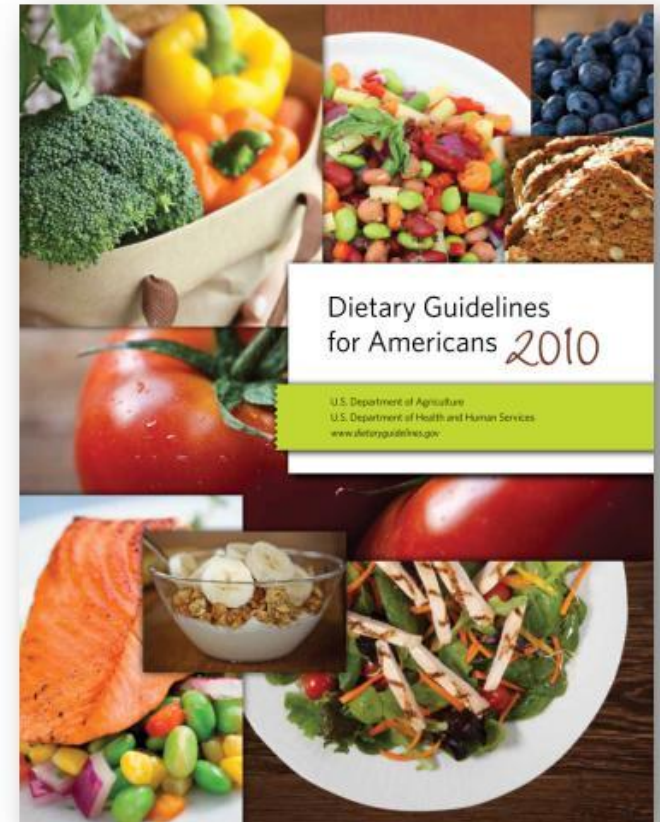
Mom is maxed (...and so is Dad)



Source: The NPD Group's Annual Food For Thought Survey- 2010

2010 DGA Key Recommendations

- Balance calories with physical activity to manage weight.
- Consume more of certain foods such as fruits, vegetables, whole grains, fat-free and low-fat dairy products, and seafood, with nutrients that often come up short.
- Consume fewer foods with sodium (salt), saturated fats, *trans* fats, cholesterol, added sugars, and refined grains.



Dietary Guidelines Alliance 2010 Research Objectives

- Gather parents' familiarity with and gaps in knowledge regarding the core concepts of:

Achieving energy balance
(contribution of calories in and out, including physical activity)

Recognizing the impact of portion size
(amount of food and drink consumed)

Making nutrient-rich choices within the context of individual calorie needs

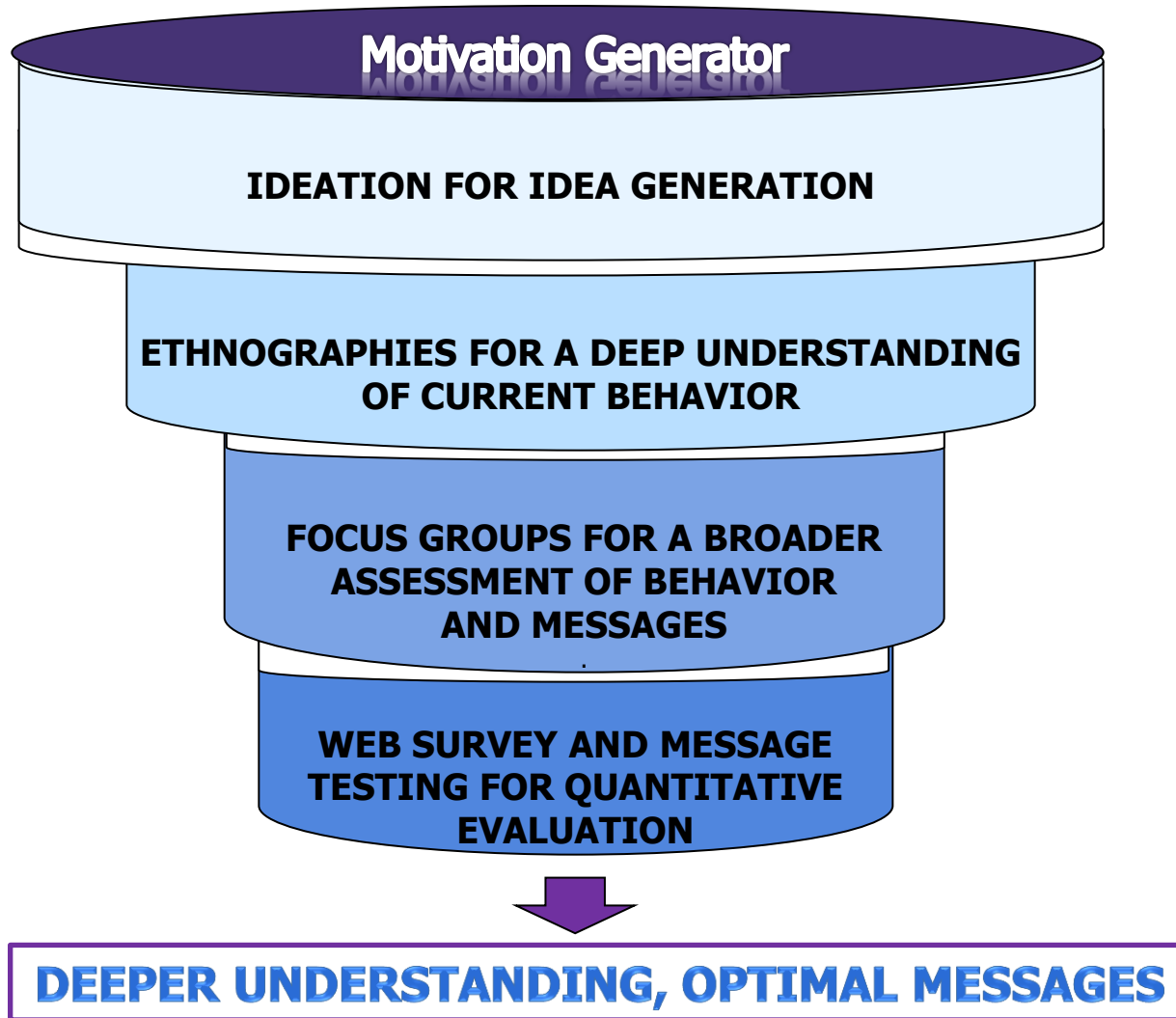
Enjoying higher-calorie foods within the context of individual calorie needs

- Identify the behaviors, motivators and mindsets that lead to successful action among consumers as well as the perceived barriers that prevent consumers from being successful.
- Craft communications that *inspire action* among consumers.

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Research Design





Phase I Key Findings: In-home Ethnographies

Observe and understand consumer behavior
as it relates to dietary choices and
physical activity among “striver” and
“succeeder” families

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Consumers' Perceived Barriers to Being Healthy

Taste

Time

Money

Access

Knowledge

Admitted laziness

Motivation

Harmony

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Consumers' Perceived Catalysts to Being Healthy

Overall physical and mental health
Exposure to information
Education at school
Wholistic view of diet

Belief in making the time
“It’s A Family Affair”

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Phase II Key Findings: Focus Groups Among Parents in “Striver Families”

Further explore behaviors, barriers and catalysts
and gather initial reaction to draft messages on
core concepts

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High-level learnings that have implications for effective messaging

Parents know a lot less about some concepts than we might have anticipated

Parents have more pressing issues to deal with than eating healthy & exercising

Parents do not appreciate the fact that their long-term health is at risk

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Calorie knowledge is weak.

Calories IN - Some have a fairly good grasp of what they are, but don't believe they are important to track, with some being more focused on other components such as carbohydrates or fats.

Calories OUT - There is no understanding of how many calories are used up throughout the day or for specific activities, and no desire to keep track of calories burned.

"I just don't know what the calorie is and what it does to you." Oakland

"Do all foods have calories?" Birmingham

"No one ever taught us about calories." Birmingham

"Well maybe we can count how much we are taking, but how will we know how much we are burning?" Birmingham

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Though many parents are not active, their children are active.

Parents feel that being involved in physical activity is good for kids – even if it contributes to hectic family life and actually may impact the healthfulness of the food the family buys and eats.

Several parents mention social benefits for their kids of being on a team, like confidence and making friends.

"Playing on a team makes your kids involved, makes them develop social skills."
Birmingham

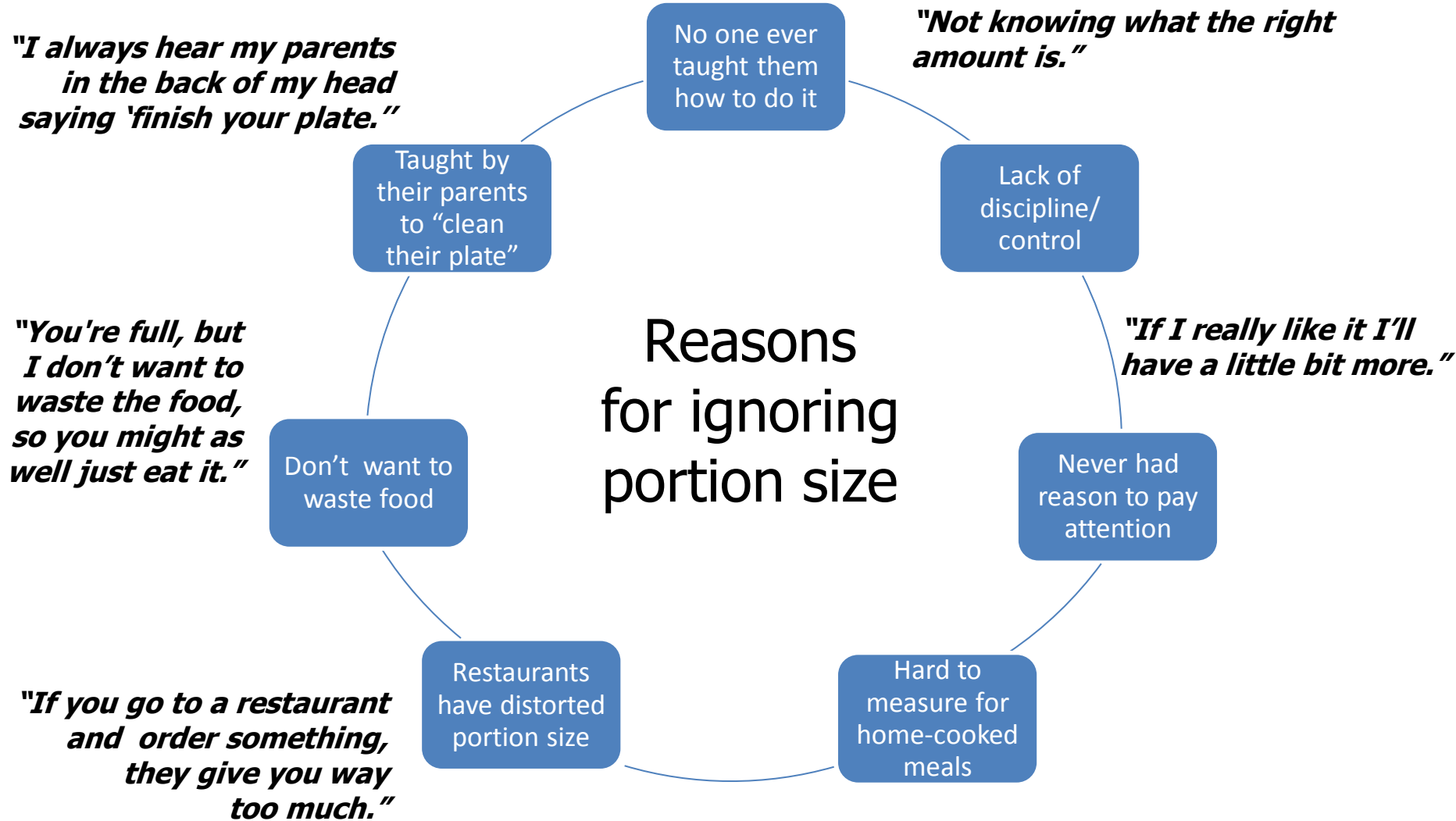
"My kids' karate, it's a good ego boost, discipline and self confidence."
Oakland

Parents recognize that kids are doing less "unstructured" activity like playing outside, riding bikes, and more organized activity like dance and sports teams.

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Portion size is not top of mind for many parents.



Defining nutrient-rich foods and beverages

Most are receptive to this concept but do not think of foods and beverages as being “rich” in terms of nutrients per calorie.

Blueberries
Fish
Fruits and vegetables
Milk
Whole Grains
Strawberries
Kiwi
Kale
Broccoli

"Sweet potatoes are supposed to have the highest amount of vitamins in them." - Baltimore

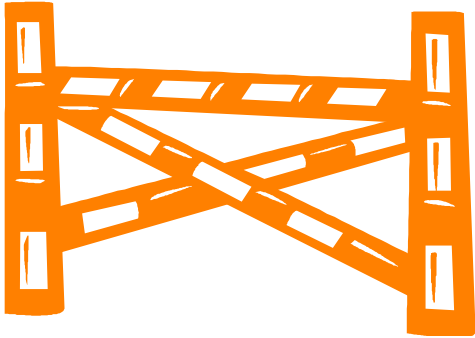
"My kids just love broccoli and blueberries and strawberries, so we have lots of that in the house. We mostly base our shopping on what our kids will eat." - Baltimore

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A place for higher-calorie foods: The struggle continues... with some perceived hurdles.

1. Stress, time, and trade-offs



2. Perception that higher-calorie foods are better-tasting

3. Emotional desire to eat foods that are comforting and indulgent

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Parents are reluctant to be the “bad guys” with their children.

Family dynamics play a large role in the decisions parents make about food and physical activity. Leading by example and being a role model are important goals for parents, but they have a hard time doing this and enforcing rules around food and beverages.

- ✓ They do not want to be like their parents.
- ✓ They do not want to listen to their children complain.
- ✓ They do not see their children enough.

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Planning ahead can help parents stay on track.



Successful families are also ***flexible***, realizing that a busy day may come up unexpectedly.

"My daughter helps me with the menu, and if it gets crazy I will skip to one of the easier meals." Birmingham Group

"I'd like to make a better plan [for] the meals and exercise routine in the week and shop accordingly." Baltimore Group

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Phase III Key Findings: Quantitative Web Survey and Message Testing among Parents of Children Ages 2-17 Years

Validate qualitative insights and quantify receptivity to specific messages among parents (in general) and key subpopulations

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Paying attention to total calories in any one meal or snack seems daunting, while incorporating nutrient-rich foods and portion control are seen to be easier to do on a regular basis.

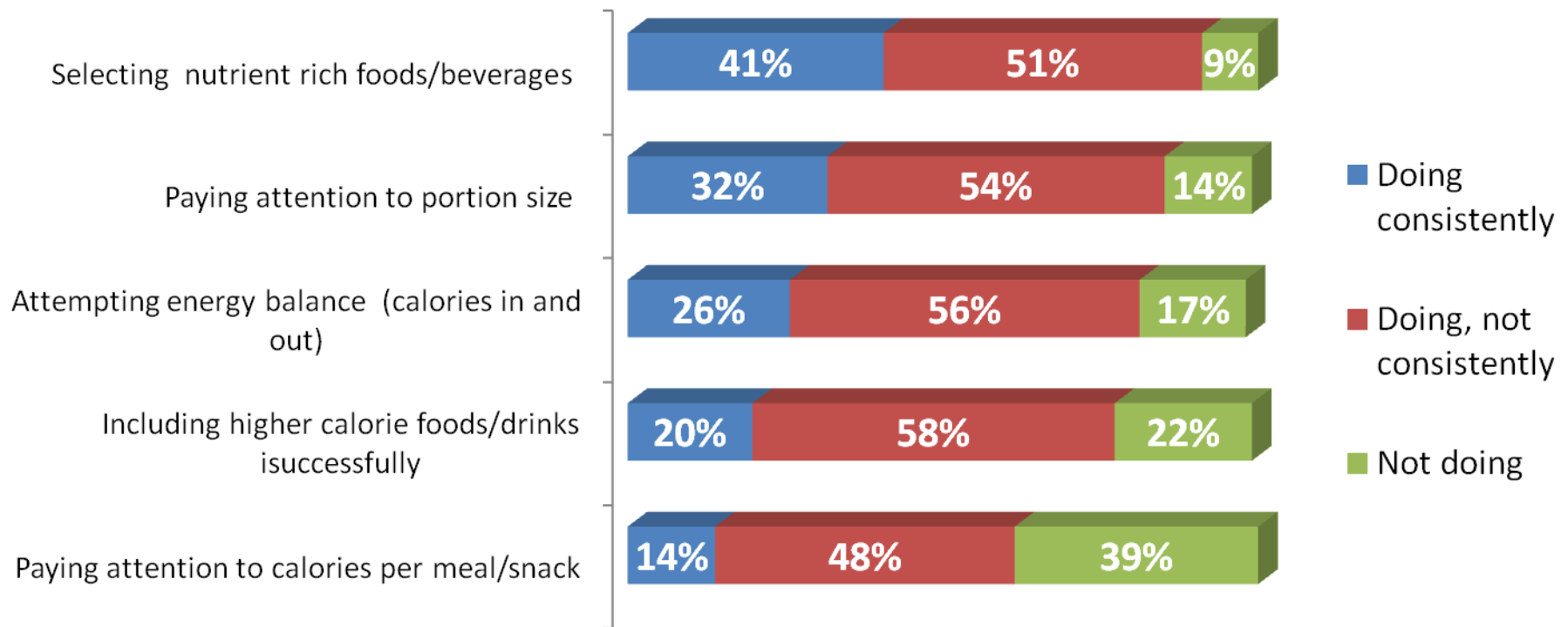
EASE OF APPLYING CORE AREAS
(n=1000)

Ranked #1 to 5 where 1 is the easiest:	Ranked #1	Ranked #1 or 2
Serving foods and beverages that are <u>nutrient-rich</u> (such as whole grains, lean meats, low-fat dairy and fruits and vegetables) more often.	40%	62%
Paying attention to the <u>amount</u> of foods and beverages served and eaten during any one meal or snack.	29%	54%
Making an effort to <u>balance</u> the amount of food and beverages your family eats and drinks with their level of activity.	13%	37%
<u>Managing higher calorie</u> food and beverage choices in a way that does not affect your family’s weight.	9%	25%
Paying attention to the <u>total calories</u> your family gets from foods and beverages during any one meal or snack.	9%	23%

Q16. Please rank the following things in terms of how easy they are (or would be) for your family to do on a regular basis. Please rank these from 1 to 5, where 1 is the easiest.

There is not one core behavior that a majority of parents are consistently applying. Parents report being most successful selecting nutrient-rich foods and beverages.

CURRENTLY CONDUCTING CORE AREAS
(n=1000)



Q61-65. Is your family currently doing any of the following?

For each of the core areas, parents went through the following three-step process to assess messaging.



How would you rate each of the following messages in terms of being believable?

Please rank the following messages in terms of how likely they would be to motivate you to...

FOR TOP RATED MESSAGE ONLY:
Thinking about your daily routine, how likely is it that this message would actually get you to...



Top-Performing Consumer-Tested Messages

Know your number.

Learning how many calories you should consume in a day is a critical first step in managing your weight.

Calories count.

Calories are like a budget – you can only eat so many in a day. Spend wisely by choosing lower-calorie, nutrient-rich foods most of the time to help manage your weight.

Fun stuff counts as exercise!

Get active with the family whether it's soccer in the backyard, dancing to music or taking a walk in your neighborhood.

Take charge of your weight.

Balancing the calories you eat and drink with the calories you burn through physical activity puts you in control.

Small steps = big changes.

Serve smaller portions to help curb calories and keep your weight on the right track.

Base your plate on nutrient-rich foods that offer beneficial nutrients and fewer calories.

Choose fruits and vegetables, whole and enriched grains, lean meats, beans and nuts, and low-fat and fat-free dairy foods more often.

You are an important role model for your children.

Show your family how to savor their favorite higher-calorie foods and beverages by enjoying smaller portions together.

The grocery store and health professional's office are top-rated sources for information related to the core concepts tested.

(n=1000)	Grocery store	Health-care provider's office	Restaurant	Internet	TV	Gym	Mobile phone	Materials from school
The relationship between <u>calories</u> and weight	22%	23%	13%	12%	12%	13%	2%	4%
The <u>amount</u> you and your kids should be eating and drinking	22%	23%	17%	10%	12%	2%	1%	11%
Getting more <u>nutrient-rich</u> foods and beverages into your family's diet	53%	11%	8%	8%	11%	2%	2%	5%
Fitting <u>higher calorie</u> foods and beverages into your family's diet in a sensible way	30%	13%	20%	11%	15%	4%	1%	5%
How <u>balancing</u> the amount your family eats and drinks with their level of activity improves health	24%	18%	8%	11%	18%	12%	1%	7%

= High = Low

Q56-60. Where do you think you would be most likely to pay attention to information about each of the following things? (SELECT ONE) 2010, Dietary Guidelines Alliance





Key Takeaways

- **There is a calorie disconnect among consumers.** This includes:
 - Recognition that calories count when it comes to weight
 - Estimation of individual calorie needs
 - Calorie expenditure – how it works and what amount certain activities burn
 - Achieving a balance of food and physical activity choices and behaviors
- **Establishing “calorie-consciousness”** among parents is important, yet calorie-counting may be confusing and overwhelming. **Knowing your personal calorie number** is a critical first step; it also provides choices in context to assess labels.
- Parents may stay committed to consistent physical activity if the benefit to their kids’ future is clear and may help them multi-task – “Family” time is “active” time and...FUN TIME!

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Key Takeaways

- **We cannot assume families know even the basics**, including nutrient-rich items and portion size. “Making it a family affair” moves us from being passive to participatory. Planning and preparation are now active learning opportunities and also ...Family time.
- Grocery stores, in particular, as well as health professional offices and restaurants ranked high as places where consumers would want to receive this information. These venues provide **endless opportunities**.
- **Consumer insights are critical** to developing consumer-friendly language, materials, and approaches to food, nutrition, fitness and health education. Consistency and consideration of individual or family-specific needs are clear, consumer-driven communication directives.

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Thank You!

For More Information:

- Reinhardt Kapsak W, Smith Edge M, White C, Childs NM, Geiger CJ. *Putting the Dietary Guidelines for Americans into Action: Behavior-Directed Messages to Motivate Parents - Phases I and II Observational and Focus Group Findings. JAND, in press.*
- Reinhardt Kapsak W, Smith Edge M, White C, Childs NM, Geiger CJ. *Putting the Dietary Guidelines for Americans into Action: Behavior-Directed Messages to Motivate Parents - Phase III Quantitative Message Testing and Survey Evaluation. JAND, in press.*

Kids Eat Right Toolkits



Healthy Breakfast. Everywhere You Go.

Presentations for elementary, middle, high school students and adults

Healthy Snacking. In a Nutshell.

Presentations for adults, adult athletes, parents, teachers/schools, coaches, elementary students, teens, teen athletes, and worksites

Family Champions. One Change at a Time.

Three interactive parent workshops including cooking activities. Available in English and Spanish!

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Myth Busters. For Parents.

Presentation for parents

Join: [Kidseatright.org/volunteer](https://www.kidseatright.org/volunteer)

Promote: [Kidseatright.org](https://www.kidseatright.org)

Myth Busters.

What every parent
needs to know
about nutrition
and physical
activity.



Making the Message Clear

By Busting Nutrition and Fitness Myths:

Myth # 1

It's impossible to know how many calories I need and even if I did, it's too hard to keep track.



Myth # 2

I don't have time to exercise.



Myth # 3

A clean plate is a happy plate.



Making the Message Clear

Myth # 4

My kids won't eat that.



Myth # 5

A balanced diet is eating 1/2 healthy foods and 1/2 not-so-healthy foods.



Know Your Number

Myth # 1:

It's impossible to know how many calories I need and even if I did, it's too hard to keep track.

Myth Buster:

You can **Know Your Number!**

Learning how many calories you should consume in a day is a critical first step in managing your weight.



Know Your Number

Pop Quiz: Who needs more calories?
How much more?



- 24 year old man
- 6 feet tall
- weighs 200 pounds
- exercises heavily most days

Calorie needs:
4,041



- 24 year old man
- 6 feet tall
- weighs 200 pounds
- sits most of the day

Calorie needs:
2,500

Know Your Number

www.choosemyplate.gov

Use the Super Tracker
To Create Your Profile



Fun Stuff Counts

Myth #2: I don't have time to exercise.

Myth Buster:

Fun Stuff Counts

Get active with the family whether it's soccer in the backyard, dancing to music or taking a walk in your neighborhood.



The American College of Sports Medicine is a great resource for exercise guidelines
www.ACSM.org

Small Steps = Big Changes

Pop Quiz: Which meal has the most calories?
How much more?



376 calories

**Smaller, but plenty big enough. OR
You won't go hungry with this
choice!**

2,380 calories



Letting Go of Healthy Eating Myths!

- 1. Know Your Number**
 - 2. Fun Stuff Counts**
 - 3. Small Steps = Big Changes**
 - 4. Be a Role Model for Your Children**
 - 5. Base Your Plate on Nutrient Rich Foods**
-

Use the Myth Busters Toolkit:

- PTA/PTO meetings
- Grocery stores
- Worksite wellness
- School staff
- Food Banks
- WIC
- YMCA



Join:

www.kidseatright.org/volunteer

and access the new Myth Buster toolkit and other quality nutrition education presentations and resources!



Questions?

Thank you!

