

Ready, Set, Go

Preparing and
Delivering
Effective Nutrition
Education for
Audiences Facing
Food Insecurity



Future of Food Free Webinars

Month	Webinar
February	Hungry and Overweight: How is it Possible? -recorded
March	Contributors and Effects of Food Insecurity: Nutrition and Beyond
April	School Meals and Community Partnerships: Creative Solutions against Food Insecurity
May	Point A to Point B: Improving Access to Healthy Foods in Food Banks
June	A Flavorful Pairing: Nutrition Education in Food Banks
July	Ready, Set, Go: Preparing and Delivering Effective Nutrition Education for Audiences Facing Food Insecurity

View Recordings at www.eatright.org/foundation/kidseatright



Learning Objectives

1. Describe opportunities for Academy members to provide effective nutrition education for food insecure audiences.
 2. Identify free programs for use with food insecure populations.
 3. Name at least one resource or strategy you plan to use in nutrition education for audiences facing food insecurity.
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Outline

- Opportunities for RDs to educate food insecure audiences
- RDs in Food Banks
- How to Prepare for Delivering Nutrition Education
- What Academy members can do to make an impact



A Message from the Academy Foundation:



Kathy McClusky, MS,
RD, FADA

Academy of Nutrition
and Dietetics
Foundation
Board of Directors
Chair, 2013-2014

“Thanks for joining us for this 6th Future of Food webinar in our series. Registered Dietitian Nutritionists are perfectly suited to effectively help food insecure families learn how to make healthy and economically feasible food choices. The Academy and Foundation have developed many programs and resources to help build your skills as an educator for families who so desperately need our assistance. Using these tools, we as dietitians can play a major role in working towards a healthier nation. More than ever we can be the country’s food and nutrition leaders.”

Today's Speakers



Colleen Keller, RD

Vice President of Programs
FeedMore, Central Virginia Food
Bank and Meals on Wheels Serving
Central Virginia



Christina Ferroli, PhD, RD

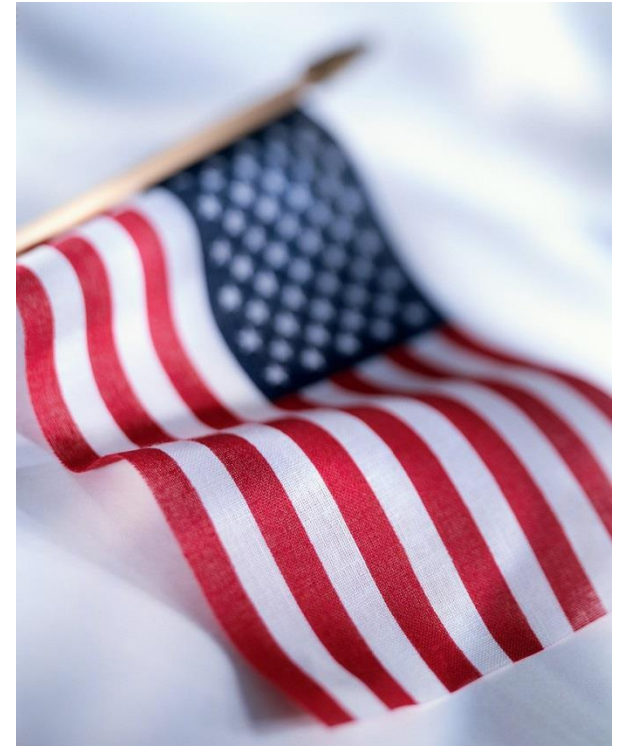
Purdue Extension



Opportunities for RDs to Educate Food Insecure Audiences

Federal Nutrition Programs

- Child and Adult Care Food Program (CACFP)
- Summer Food Service Program (SFSP)
- Women Infants & Children (WIC)
- Supplemental Nutrition Assistance Program (SNAP)

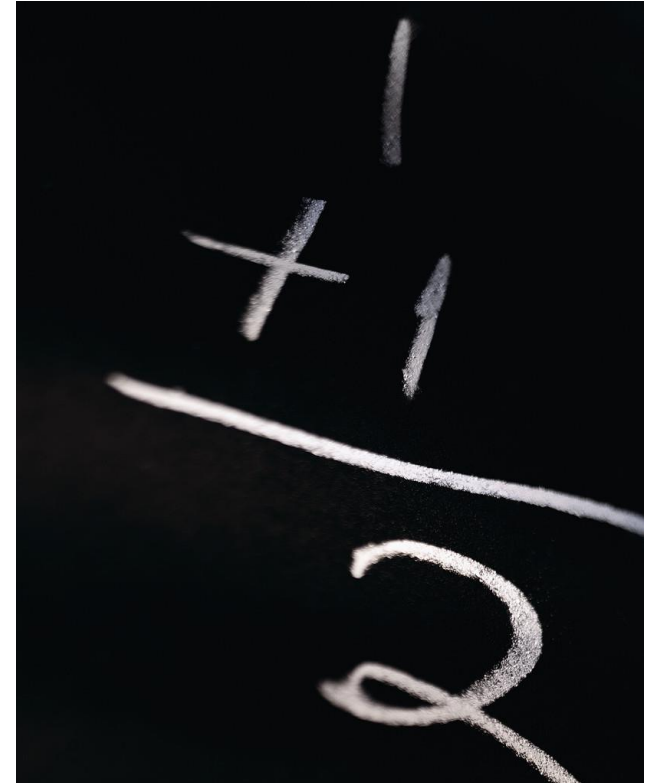


Child and Adult Care Food Program (CACFP)



Academy of Nutrition and Dietetics
Academy of Nutrition and Dietetics Foundation

- Targets at-risk populations after school, on weekends and holidays
- Required components
- Organized, regularly scheduled activities
- Education (nutrition) or enrichment activities



Summer Food Service Program (SFSP)

- Incorporate nutrition education activities during mealtime
- Utilize fresh fruits and veggies in abundance during summer months
- Provides milk at a time when children's consumption drops due to school vacation
- Teach sustainability – from seed to consumption



Women Infants & Children (WIC)

- Supplemental Nutrition Program
 - Women: Pregnant, breastfeeding, non-breastfeeding postpartum women
 - Infants
 - Children up to five years of age
 - Low-income
 - Nutritional risk
 - WIC food packages
 - Nutrition education
-



Women Infants & Children (WIC)

- Infant cereal
- Iron-fortified adult cereal
- Vitamin C-rich fruit or vegetable juice
- Eggs
- Milk
- Cheese
- Peanut butter
- Dried and canned beans/peas
- Canned fish
- Recently added foods:
 - Soy-based beverages
 - Tofu
 - Fruits and vegetables
 - Baby foods
 - Whole wheat bread and other whole-grain options



- Supplemental Nutrition Assistance Program (SNAP)
- Formerly known as “Food Stamps”



- Dollars allocated for “SNAP-Ed”

“The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and MyPlate.”



Opportunities for RDs to Educate Food Insecure Audiences

Other Programs

- Meals on Wheels
- Food Banks



RDs & Impact ²

- Finding Your Niche...
 - Have the right seat on the bus!
- Get your foot in the door



RDs & Impact ¹

- Realize Your Unique Strengths as a Food & Nutrition Professional
 - Start with nutrition in mind
 - Balance nutrition with budgetary constraints
 - Cite professional references – grounded in science
- Advocate for the customer
 - Think meals not “just pounds”
 - Food is more than “just nutrition”
 - Food is a consumable - not a “widget”
- Measure effectiveness
 - Product testing, customer feedback & outcomes

Possible RD Roles

- Staff positions - management
- Establishing nutrition policies/guidelines
- Grant writing
- Nutrition education development and implementation
- Developing and/or analyzing menus and inventory
- Staff development and wellness
- Providing nutrition counseling to clients
- Food safety education
- Nutrition fairs
- Community gardening curriculum

RDs & Food Banks ³

Survey Results:

- 59% of FA Network food banks are currently working with RDs
- 56% have RDs on staff
- 28% are consulting with RDs

Food banks working with RDs (n=108)	
Yes	59%
No	33%
Don't know	7%
RD roles in food banks (n=64)	
RD on staff	56%
Dietetic intern	53%
Volunteer	45%
Consultant	28%
None	3%
Food banks working with Dietetic Associations (n=108)	
Yes	30%
No	64%
Don't know	6%

RDs: Areas Needing Support ³

- Experience working with low-income and low literacy populations
- Ability to translate clinical terminology
- Realistic recommendations



RD Areas for Improvement³:

1. Community-based nutrition knowledge and skills
2. Understanding of/skills to work with the target population (e.g., needs, challenges, resources, interests)
3. Appropriate/realistic food/diet recommendations and recipe suggestions
4. Culinary skills
5. Ability to access appropriate resources/materials
6. Bilingual
7. (for volunteer RDs) More time, availability, and duration; more commitment

Walk a Mile in My Shoes ^{4, 5, 6}

- “I’m hungry”: [The SNAP Challenge](#)
 - Experience hunger for yourself
 - Learn about the daily struggles faced by food insecure individuals
 - Live on the average SNAP benefit for a week (food budget of \$4 a day)
- Service learning
 - Direct experience for RDs to better understand their audience
- Get to know individuals served
 - Speak to clients and hear their stories





Preparing Your Message ^{7, 8, 9, 10}

- Effectively translate clinical terminology
- Test the reading level
- Use the Rule of Three's
- Practice cultural competency

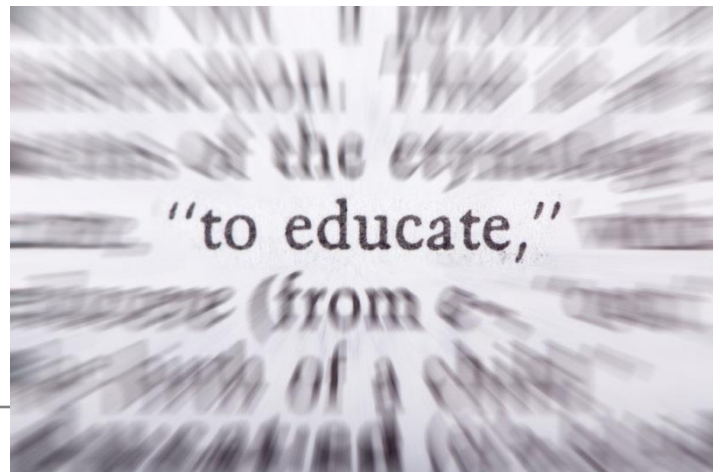


Effectively Translate Clinical Terminology ^{7, 8}



Examples:

- “Hyperlipidemia” = “high cholesterol”
- “More calcium to prevent osteoporosis” = “More low-fat/skim milk, yogurt, and cheese for strong bones”
- “consume” = “eat” or “drink”



Test the Reading Level 9, 10



- Flesch-Kincaid
- 5th-6th grade reading level
- Word's readability program



Readability Test 9, 10

Microsoft Word

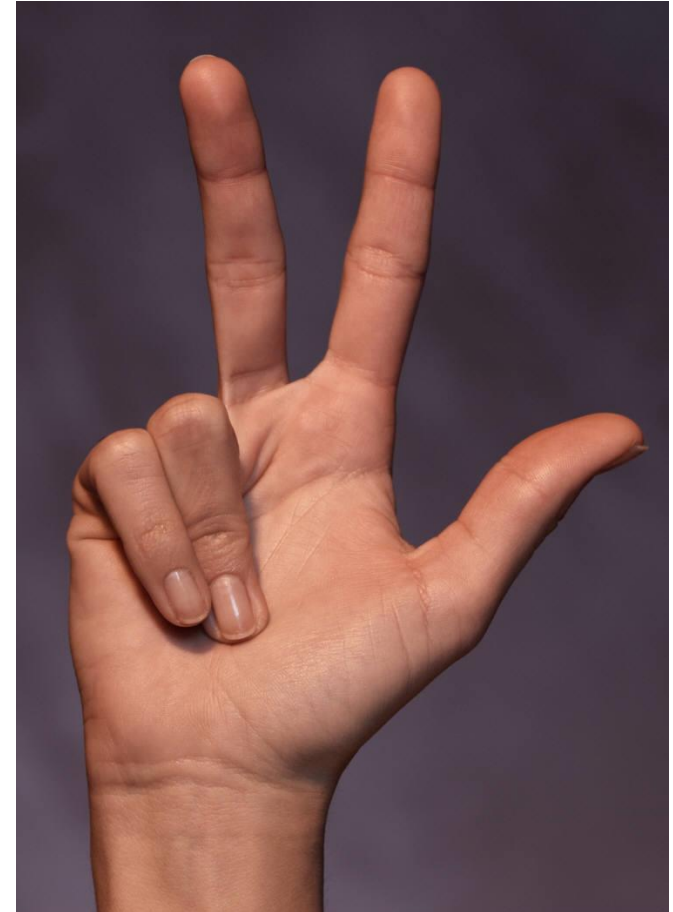
1. Click **File**
2. Click **Options**
3. Click **Proofing**
4. Make sure **Check grammar with spelling** is selected
5. Select the **Show Readability Statistics** Check box

Readability Statistics	
Counts	
Words	376
Characters	1575
Paragraphs	12
Sentences	19
Averages	
Sentences per Paragraph	1.7
Words per Sentence	18.5
Characters per Word	4.1
Readability	
Passive Sentences	10%
Flesch Reading Ease	76.7
Flesch-Kincaid Grade Level	7.1
OK	

Use the Rule of Three's ¹¹



1. Three key messages
2. Three parts to presentation
3. Lists of three



Practice Cultural Competency 12, 13



- Careful word choices
- Appropriate food examples
- Understanding barriers
- No assumptions



Summary

- Many opportunities exist for RDs to provide nutrition education to food insecure populations
 - RDs have many valuable strengths to serve food insecure populations
 - RDs can strengthen skills to best prepare and deliver nutrition education by:
 - Effectively translate clinical terminology
 - Test the reading level
 - Use the Rule of Three's
 1. Three key messages
 2. Three parts to presentation
 3. Lists of three
 - Practice Cultural Competency
-

Thank You!

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eat right.™



Nutrition Education Resources for Food Pantries

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Purdue Extension – Marion County
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Indianapolis, IN 46205
317.275.9255



Small Steps to Health

- Developed by Purdue Extension
- Nine-lesson curriculum
- Focus on diet quality, food security, & food safety
- Targets at risk, low-income or food insecure audiences
- Recipes and food demonstration with each lesson
- “What’s on MyPlate” and “Reading Labels Makes Sense” accompanying DVDs
- Evaluations (pre & post surveys)
- English & Spanish
- Used by the Family Nutrition Program (SNAP-Ed)



www.extension.purdue.edu/marion Family Nutrition < Seniors

Nine Lessons:

1. Small Steps to Good Taste – How to Make MyPlate Mine
2. Small Steps to Understanding Food Labels
3. Small Steps to a Great Start
4. Small Steps to Sensational Side Dishes and Snacks
5. Small Steps to Getting Your Calcium-Rich Foods
6. Small Steps to Going Lean with Protein
7. Small Steps to Figuring out Fats
8. Small Steps to Safe Food for Your Family
9. Small Steps to Great Meals

Label Reading Activities and Resources

1. "Reading Labels Makes Sense" DVD

- Uses "Label - Ease" to teach how to read a food label and decide whether to purchase the food or not!

2. Nutrition Facts Cards Activity

- Without food labels!

3. The Lineup Activity

- Compare Nutrition Facts to Food Cost

Start Here

Check Serving Size

Check Calories

Limit These Nutrients

Get Enough of These Nutrients

Nutrition Facts			
Serving Size 1/2 cup (114g)			
Servings Per Container 4			
Amount Per Serving			
Calories 90		Calories from Fat 30	
		% Daily Value*	
Total Fat 3g			5%
Saturated Fat 0g			0%
Cholesterol 0mg			0%
Sodium 300mg			13%
Total Carbohydrate 13g			4%
Dietary Fiber 3g			12%
Sugars 3g			
Protein 3g			
Vitamin A 270%	•	Vitamin C 10%	
Calcium 2%	•	Iron 4%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	30g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Quick Guide
to % Daily Value

5% or less is low
20% or more is high

Footnotes

Label-Ease®

www.dairycouncilofaz.org/online-nutrition-resources

Raise a finger, if the food has:

- 10% or more Vitamin A
- 10% or more Vitamin C
- 10% or more Calcium
- 10% or more Iron
- 10% (5g) or more Protein
- 10% or more Fiber

Lower a finger if the food has either 10% or more total fat or 200 calories or more.

If any fingers remain up, the food is nutritious!



Increase Fruit & Vegetable Consumption

How can I afford fruits & vegetables?

- Handout in curriculum

What foods are in the vegetable group?

- Handout in curriculum

Three simple steps to eating more fruits and vegetables.

- Handout in curriculum and is also from CDC.

http://www.fruitsandveggiesmorematters.org/wp-content/uploads/UserFiles/File/pdf/resources/cdc/ThreeSimpleSteps_Brochure.pdf



Small Steps to Great Meals

Basic Staples

- Handout in curriculum

Grocery List?

- Handout in curriculum

Skillet Meal Master Recipe

- Handout in curriculum

Ideas for Leftovers or planned over meals

- Handout in curriculum



Skillet Meals

Select one item from each of four food groups:

Grain Group

- Brown rice, whole grain pasta, etc.

Protein Group

- Lean meat, poultry, beans, tuna, etc.

Dairy Group

- Milk, dry milk, yogurt, cheese, etc.

Vegetable Group

- Peas, carrots, broccoli, spinach, tomatoes, etc.!

Plus:

- Add water (or milk) for rice or pasta to cook
- Add condensed soup for flavor and creamy texture
- Add seasonings for added flavor
- Add leftovers!



Great Resources!

SNAP-Ed Connection - <https://snap.nal.usda.gov>

- Recipes, handouts, curricula, clip art

The Education Store - <https://mdc.itap.purdue.edu/>

- Small Steps to Health & Making Your Food Dollars Work Curricula
- What's on MyPlate and Reading Labels Makes Sense DVDs

Indiana's Emergency Food Resource Network

<http://www.purdue.edu/indianasefrnetwork/>

- Newsletters, recipes

[http://www.purdue.edu/indianasefrnetwork/newsletter/default.a
sp](http://www.purdue.edu/indianasefrnetwork/newsletter/default.asp)

- Educational inserts

[http://www.purdue.edu/indianasefrnetwork/newsletter/educatio
nalinserts.aspx](http://www.purdue.edu/indianasefrnetwork/newsletter/educationalinserts.aspx)

More Great Resources!

The National Dairy Council – www.nationaldairycouncil.org

- Check out state dairy councils for free resources!

The Bean Institute - <http://beaninstitute.com/consumer-handouts/>

- Great resource for information on beans!

Wheatfoods Council - <http://www.wheatfoods.org/>

Whole Grain Council - <http://wholegrainscouncil.org/>

Just Say Yes to Fruits and Vegetables -

<http://www.jsyfruitveggies.org/>

Produce for Better Health (Foundation) -

<http://www.pbhfoundation.org/>

Recipe Rainbow Database -

www.pittsburghfoodbank.org/recipe/database/

Nutrition Ed Resources for RDs

Team Nutrition

<http://www.fns.usda.gov/teamnutrition>

- Nutrition Education books, kits & manuals for children of all ages
 - *Grow It, Try It, Like it!*
 - *The Two-Bite Club*
 - *Empowering Youth*
- Training Grants
- Resources Libraries
- Healthy Access Locator
- Best Practices Sharing Center



Share Our Strength's No Kid Hungry™

KIDS eat right.

Academy of Nutrition and Dietetics
Academy of Nutrition and Dietetics Foundation

<http://cookingmatters.org/what-we-do/educational-outreach/>

- Cooking Matters for:
 - Kids, Teens, Adults, Families
 - Chefs and Kids!
 - Child Care Professionals
- Cooking Matters:
 - At the Store
 - For Exploring Food Together
 - In Your Community
- Cooking Matters EXTRA for:
 - Parents of Preschoolers and Diabetes



SHARE OUR STRENGTH'S
**COOKING
MATTERS®**
NO KID HUNGRY



center for BEST
PRACTICES

Thank You!

Christina Ferroli, PhD, RD
Purdue Extension



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!

Family Meals. Anytime. Anyplace.

Presentations for teens and adults

Myth Busters. For Parents.

Presentation for parents

Hunger in Our Community. What We Can Do.

Presentations for adults and teens

Healthy Eating. From the Ground Up.

Presentations for elementary students, teens, and adults

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

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

Mini-Grants: eatright.org/foundation/kergrants

Nutrition Education Resources

As Mentioned on Future of Food Webinars February-July 2013

Webinar recordings available for public viewing at:

www.eatright.org/foundation/kidseatright

- Academy of Nutrition and Dietetics www.eatright.org
 - Kids Eat Right member website www.kidseatright.org/volunteer
 - Kids Eat Right public website www.kidseatright.org
- Feeding America www.feedingamerica.org
 - Map the Meal Gap www.feedingamerica.org/mapthegap
 - Food Bank Locator www.feedingamerica.org/foodbank
- National Dairy Council www.nationaldairycouncil.org
 - Fuel Up To Play60 www.fueluptoplay60.com
- CDC Online Resources http://www.cdc.gov/healthyweight/healthy_eating/recipes.html
CDC Simple Steps Brochure http://www.fruitsandveggiesmorematters.org/wp-content/uploads/UserFiles/File/pdf/resources/cdc/ThreeSimpleSteps_Brochure.pdf
- Dairy Council of Arizona Label Ease <http://www.dairycouncilofaz.org/online-catalog/spanish-materials/label-ease-a-handly-guide-to-using-the-new-food-labels-spanish/>
- Food Bank of NYC CookShop Program <http://www.foodbanknyc.org/our-programs/nutrition-and-health-education/cookshop>
- Harvesters Community Food Network www.harvesters.org
- Iowa State Extension's Online Store "Spend Smart, Eat Smart."
<https://store.extension.iastate.edu/ItemDetail.aspx?ProductID=12906>
- Just Say Yes to Fruits and Vegetables <http://www.jsyfruitveggies.org/>
- National Institutes of Health Viva Bien <http://publichealth.brown.edu/IHR/live-well->

Questions?

View recorded webinars at
www.eatright.org/foundation/kids_eatright



This document was developed with an educational grant from the National Dairy Council®

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