Maryland Food Supplement Nutrition Education

Fiscal Year 2013 Talking Points

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FY13 FSNE Talking Points

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FY13 FSNE Talking Points

General Talking Points – overview of FSNE curricula and general nutrition/health statistics from leading national health organizations

General FSNE Process Data Talking Points

FSNE reached over 35,600 participants in FY13, with more than 60% of participants receiving nutrition education over multiple sessions. In total, FSNE made almost 312,000 contacts in FY13, a 26% increase over the previous year.

In FY13, FSNE educators spent more than 10,200 hours delivering nutrition education to low-income residents of 19 Maryland counties and Baltimore City.

Of the more than 35,000 individuals reached through FSNE nutrition education in FY13, 80% were youth and 20% were adults.

In FY13, FSNE reached individuals throughout the lifespan with nutrition education – preschool-aged youth (16% of total participants), school-aged youth (64%), adults (18%), and seniors (2%). MD FSNE trained more than 1,600 collaborating partners to administer lessons from 19 different nutrition education programs to low-income individuals and families.

FSNE Adult Talking Points

FSNE reached over 5,600 adult participants in FY13, making more than 20,500 total adult contacts.

Adult participants in FSNE nutrition education classes increased their daily servings of fruits and vegetables by 23%, for a total of five servings consumed per day.

Following FSNE nutrition education programs, 35% more adult participants report consuming fruits and vegetables every day for snacks.

Adults participating in FSNE nutrition education programs increase the daily variety of different fruits and vegetables they consume. More than 1/2 of adults eat 2 or more kinds of fruit each day, while 2/3 consume 2 or more types of vegetables each day.

FSNE nutrition education programs show a 44% increase in adults who report that they consume a variety of at least 2 or more vegetables each day.
FSNE Youth Talking Points

FSNE reached over 28,200 youth participants in FY13, making a total of 287,600 contacts, which is a 29% increase over the previous year.

After participating in FSNE nutrition education programs, 8 out of 10 (83%) students report consuming at least one fruit the previous day while 7 out of 10 (72%) consume at least one vegetable during that same time period.

Students make their own food selections at school meals. Students participating in FSNE nutrition education programs show a 21% increase in their daily consumption of vegetables with lunch.

65% of youth who participate in FSNE school-based nutrition education curricula try at least one new healthy food during their time in the program. On average, students who try new foods during their time in an FSNE program consume at least two healthy foods, including fruits, vegetables, dairy products, or whole-grain foods.

Youth who participate in FSNE nutrition education curricula report significant increases in their preference for healthy foods, including fruits, vegetables, and whole grain foods – 70% report liking vegetables and almost 90% report liking fruits and whole grains.

General Nutrition Statements

The Dietary Guidelines for Americans, 2010 recommends that Americans eat more fruits and vegetables as part of a healthy diet.

MyPlate food guidance emphasizes the need to “focus on fruits” and “vary your vegetables” as building blocks for a healthy diet.

16.3% of Maryland Farmers’ Markets accept SNAP benefits (CDC State Indicator Report, 2013).

36.4% of Maryland adults report they consume fruits and vegetables less than one time a day (CDC State Indicator Report, 2013).

Only about 25% of Americans get the recommended amount of fruits and vegetables. According to some estimates, 18% of men and 21% of women consume less than 1 serving of vegetables each day and approximately 50% of people consume less than 1 serving of fruit each day (Nutrition Decisions Text, p. 94).

Note:

- CDC/ BRFFS gathers data based on times per day
- NHANES uses cups
- USDA does it by pounds and ounces per capita
**1-2-3 Feed Me! Talking Points**

In FY13, 1-2-3 Feed Me! was pilot tested with 60 childcare providers throughout Maryland. The continuing education course, which is offered as either a two- or three-hour session, educates childcare providers on the process of implementing healthy feeding practices with the children in their care.

After participating in the 1-2-3 Feed Me! course, 94% of childcare providers report plans to show the children in their care that they regularly enjoy eating healthy foods; before the course, only 63% of participants reported doing this. Thus, participants demonstrate a 30% increase in intent to model healthy eating from pre- to post-course participation.

1-2-3 Feed Me! participants increase their plans to incorporate healthy eating into their childcare setting.

- Childcare providers’ plans to eat with the children in their care increased from 65% before the program to 80% after the program.
- Almost 7 out of 10 participants report plans to cook or prepare healthy foods with the children in their care after the course, an increase of 122% from before the course.
**Color Me Healthy Talking Points**

*Color Me Healthy* was used with over 1,750 youth in FY13 - 80% of the youth reached were under the age of five.

Maryland FSNE educators trained 90 teachers to implement *Color Me Healthy* lessons and activities with their students.

Youth often learn healthy behaviors by watching important people in their lives demonstrate such behaviors. Teachers who are trained to implement *Color Me Healthy* report a significant increase in their modeling of healthy behaviors, including drinking water and choosing fruits or vegetables as snacks.

Teachers who are trained to implement *Color Me Healthy* pass along more healthy eating information to their students’ parents or caregivers, thus helping to extend the reach of FSNE to students’ homes.

Teachers who use *Color Me Healthy* in their classrooms change their teaching behaviors to encourage positive nutrition and physical activity among their students— they offer more physical activity breaks to students, introduce more fruits and vegetables through classroom lessons or activities, and involve students in more healthy food preparations and tastings.
Cooking Matters at the Store Talking Points

Nationally, participants who complete grocery store tours intend to positively change their food shopping and purchasing behaviors. 63% of participants intend to regularly read ingredient lists to find whole grains, while almost 60% of participants intend to compare unit prices to find the best deals and to compare food labels to make healthy choices.

Maryland FSNE has reached over 200 low-income participants through Cooking Matters at the Store tours.

Maryland grocery store tours draw statewide and national media attention, as well as appearances by local political figures, including Baltimore City Mayor Stephanie Rawlings-Blake, who endorse this food security initiative.
Eating Smart, Being Active Talking Points

In FY13, more than 525 adults were reached through *Eating Smart, Being Active* sessions.

Adult participants in *Eating Smart, Being Active* sessions increased their daily servings of fruits and vegetables by 34%, for an average of five servings consumed per day.

27% more adults report consuming fruits and vegetables every day for snacks following their participation in *Eating Smart, Being Active* sessions.

Adults participating in *Eating Smart, Being Active* sessions increase the variety of both fruits and vegetables they consume. On a regular basis, more than ½ of adults eat 2 or more types of fruits while ¾ consume 2 or more types of vegetables.

*Eating Smart, Being Active* lessons contribute to an 86% increase in the number of adults who report eating 2 or more vegetables most days with their main meal.
**Eat Smart, Live Strong Talking Points**

In FY13, over 400 seniors participated in *Eat Smart, Live Strong* nutrition education sessions.

Senior participants in *Eat Smart, Live Strong* sessions increased their daily servings of fruits and vegetables by 14%, for an average of four servings consumed per day.

Following participation in *Eat Smart, Live Strong* programming, 35% more seniors report consuming fruits and vegetables every day for snacks.

Seniors participating in *Eat Smart, Live Strong* sessions consume an increased variety of fruits and vegetables. Over ½ of participants report regularly eating 2 or more types of fruits and vegetables throughout the day.

After participating in *Eat Smart, Live Strong*, 50% more senior participants report eating multiple (2 or more) vegetables every day at their main meal.
**Feeding for Healthy Eating Talking Points**

In FY13, FSNE educators taught *Feeding for Healthy Eating* classes to 270 parents throughout seven Maryland counties.

9 out of 10 *Feeding for Healthy Eating* participants report always or often telling their preschool-aged child it is okay to stop eating when the child indicates that she/he is full, an increase of 15% from before the program.

Almost 9 out of 10 *Feeding for Healthy Eating* participants report often or always offering their preschool-aged child a new food a second time even if they did not like it the first time it was offered, a 10% increase from before the program.

131 adults chose to participate in text message reinforcements of *Feeding for Healthy Eating* class content; 80% of these adults remained in the text message component of the program throughout its duration.
Growing Healthy Habits Talking Points

Since *Growing Healthy Habits* was launched in 2010, more than 7,200 Maryland youth have participated in FSNE-supported programs using this curriculum.

In FY13, *Growing Healthy Habits* was delivered in over 60 classrooms in 8 Maryland counties and Baltimore City, as well as after school clubs, day camps and childcare programs.

In FY13, FSNE trained 40 teachers throughout Maryland on integrating *Growing Healthy Habits* and gardening activities into the classroom through an intensive, 30-hour course that counts as two continuing professional development credits with MSDE. In FY14, four more courses are being offered with the goal of reaching an additional 65-80 teachers statewide.

Since 2011, 120 teachers have been trained to use the *Growing Healthy Habits* curriculum through 1.5 to 3 hour sessions provided by FSNE.

75% of youth who participate in *Growing Healthy Habits* try one or more vegetables for the first time during the program – locally-grown zucchini and summer squash are the most popular new vegetables tried by students.

Students participating in *Growing Healthy Habits* have at least 5 opportunities to assist with preparing healthy recipes using locally grown produce.

Students have multiple opportunities to grow and taste vegetables during the *Growing Healthy Habits* program. After participating in the program, youth report an increased preference for 11 of the 16 locally-grown vegetables they tasted.

Teachers report that students increasingly share nutrition information with their family and friends and consume more fruits and vegetables after participating in the *Growing Healthy Habits* curriculum.

Youth often learn healthy behaviors by watching important people in their lives demonstrate such behaviors. Teachers who are trained to implement *Growing Healthy Habits* report a significant increase in their modeling of healthy behaviors, including drinking water and choosing fruits or vegetables as snacks.

3 out of 4 teachers report wide-reaching impacts of *Growing Healthy Habits* beyond the classroom, influencing changes in the cafeteria and school policies, as well as the eating habits of students both inside and outside of school.

Students participating in *Growing Healthy Habits* programs show an increased interest in the nutritional value of the foods they consume.
On average, students participating in Growing Healthy Habits programs receive more than 300 minutes of gardening for nutrition lessons.

FSNE has worked with collaborating partners to create and support more than 80 school and community gardens across the state.
**Healthy Cents Talking Points**

In its first year, *Healthy Cents* reached almost 700 low-income participants in nearly 1/3 of the counties in Maryland.

Maryland FSNE educators trained almost 90 collaborating partners to administer *Healthy Cents* lessons on their own.

*Healthy Cents* participants strongly desire to improve their nutrition and food shopping skills. After participating in *Healthy Cents*, adults intend to more frequently:

- Eat a variety of fruits and vegetables
- Consume more fruits and vegetables
- Plan meals and snacks ahead of time
- Create and use a grocery list; and
- Make unit price comparisons.
Integrating Nutrition into the School Curriculum Talking Points

In FY13, FSNE educators reached 125 teachers through the 30-hour *Integrating Nutrition into the School Curriculum* (INC) course. The continuing education course educates teachers on the process of integrating nutrition and physical activity lessons into their classroom activities, in an effort to enhance student health behaviors, classroom practices, and the larger school environment.

After completing the 30-hour INC course, 90% of teachers report integrating a nutrition or physical activity lesson into classroom activities across a variety of subjects, including art/music, language arts, math, science, health, and social studies.

Teachers who integrate nutrition education lessons into their classroom activities report high levels of student participation and interest. 90% of teachers report that students speak more highly of nutrition and physical activity after participating in the integrated lessons.

77% of teachers who integrate nutrition into their classroom report that their students more frequently consume healthy foods after receiving nutrition lessons.

INC teachers report that the impacts of their integrated lessons extend beyond the classroom environment- 64% of teachers share nutrition education lessons with other teachers, while almost 40% share nutrition education experiences with their school administrators.
*Market to Mealtime Talking Points*

In FY13, FSNE educators conducted nearly 70 *Market to Mealtime* events at food banks and farmers’ markets in five Maryland counties and Baltimore City. At these events, educators used recipe demonstrations, seasonal displays, and food tastings to encourage low-income families to acquire and consume healthy, seasonal produce.

FSNE delivered more than 10,000 recipe cards to Farmers’ Market shoppers and food bank recipients in FY13.

Almost 100% of *Market to Mealtime* participants who attend events with recipe demonstrations report that they enjoy the way the recipe tasted; 91% believe that their families would like the recipe as well.

A majority of *Market to Mealtime* participants report that they plan to use the knowledge they gained during the sessions – nearly 8 out of 10 participants plan to buy the produce that was used in the recipe they tasted.

76% of *Market to Mealtime* participants plan to involve their family in making the recipe they tasted.
In FY13, FSNE reached 178 youth through Media Smart Youth, a curriculum that uses media awareness to promote healthy nutrition and physical activity behaviors.

FSNE educators taught 46, 35-minute Media Smart Youth sessions in community and after school settings during FY13.

Youth who participate in Media Smart Youth report making healthier decisions for their lunchtime meals. After participating in the program, almost 5 out of 10 Media Smart Youth participants report always eating fruits with their lunchtime meal, an 11% increase from before the program.

Media Smart Youth participants are confident in their ability to select and prepare healthy foods. 74% report that they feel empowered to choose fruits and vegetables in the school cafeteria and 66% report being able to prepare their favorite fruits and vegetables at home.

After participating in Media Smart Youth, 7 out of 10 (70%) students report consuming at least one vegetable the previous day while almost 8 out of 10 (78%) consume at least one fruit during that same time period.
**Nutrition Nuggets Talking Points**

In FY13, over 1,570 school-aged youth were reached through the *Nutrition Nuggets* curriculum.

FSNE educators trained 50 collaborating teachers to implement *Nutrition Nuggets* lessons and activities in their classrooms.

Youth who participate in *Nutrition Nuggets* report increased confidence in their ability to prepare their favorite fruits and vegetables at home. After the program, 76% of youth say they could prepare these foods at home – a 12% increase from before the program.

*Nutrition Nuggets* youth participants report a significant increase in their preference for healthy foods, especially whole grain foods and fruit, after participating in the curriculum. More than 60% of participants report liking both fruits and whole grain foods *a lot* after participating in the program.

5 out of 10 *Nutrition Nuggets* participants try at least one new food during their time in the program.
Nutrition to Go! Talking Points

FSNE educators reached 1,524 adults in 8 Maryland counties through Nutrition to Go! display-based nutrition education in FY13.

In FY13, over ¼ of the low-income adults served by Maryland FSNE were reached through Nutrition to Go! lessons, which provide education on healthy food choices, physical activity, and food resource management.

Adult participants in Nutrition to Go! lessons report strong intent to seek out the calorie content of their meals and beverages and to make healthy decisions based on this nutrition information.

After participating in Nutrition to Go! lessons, adults report strong plans to increase the amount of healthy beverages they consume by choosing water and unsweetened beverages over less healthy options like soda; drinking water with meals, snacks, and throughout the day; and seeking out the nutrition information and calorie content of the beverages they drink.

Nutrition to Go! participants increase their plans to implement smart shopping strategies, such as using a list when food shopping, comparing unit prices, planning ahead for weekly meals, and reading sales flyers.
Read for Health Talking Points

In FY13, Read for Health, a curriculum that uses language arts as a vehicle to teach nutrition and physical activity, reached almost 8,000 youth in Maryland schools.

Read for Health targets Pre-K through elementary-aged youth with health messages reinforced through activities, food tastings, and newsletters sent to families. In FY13, Maryland FSNE educators taught 461 teachers and support staff to deliver the program.

Teachers who are trained to implement Read for Health pass along more healthy eating information to their students’ parents or caregivers, thus helping to extend the reach of FSNE to students’ homes.

Teachers who use the Read for Health curriculum change their teaching practices to encourage positive nutrition behaviors among their students – they introduce more new fruits or vegetables to students, provide more opportunities to taste fruits or vegetables in their classrooms, and ask students to share examples of their healthy eating and physical activities at home and school with their classmates.
ReFresh Talking Points

In FY13, ReFresh reached almost 1,300 youth through a series of 8 nutrition education lessons coinciding with the school year.

In FY13, FSNE educators trained 31 teachers to deliver the ReFresh curriculum in their schools.

After participating in ReFresh, 8 out of 10 (83%) students report consuming at least one fruit the previous day while 7 out of 10 (71%) consume at least one vegetable during that same time period.

Youth who participate in ReFresh make healthy choices regarding their lunchtime meals. 95% of students report regularly eating fruit with lunch, while 82% report regularly consuming vegetables at their lunchtime meal.

Youth who participate in ReFresh report significant increases in their preference for healthy foods, including fruits, vegetables, and whole grain foods - 86% report liking vegetables, 98% report liking fruits, and 94% report liking whole grain foods after participating in the curriculum.
**Text2BHealthy Talking Points**

*Text2BHealthy* reaches over 2,600 parents across the state of Maryland, an average of 25% of the parent population at participating schools, with nearly 100 text messages over the course of the school year.

Approximately 40% of *Text2BHealthy* parents say their child is eating a wider variety of fruits and vegetables.

Almost 40% of *Text2BHealthy* parents are eating fruits and vegetables as snacks more often at the end of the year than they were at the beginning, and 74% of parents are now eating fruits and vegetables as snacks often or every day!

52% of *Text2BHealthy* parents report eating 2 or more vegetables at their main meal often or every day, and 47% of parents say their child is doing the same.

After participating in the *Text2BHealthy* program, 50% of parents increase the variety of different vegetables consumed each day.
Up for the Challenge Talking Points

FSNE educators reached 813 youth and taught 50 collaborating teachers how to administer lessons from Up for the Challenge in FY13.

In FY13, FSNE educators taught over 280, 1-hour Up for the Challenge sessions in 7 Maryland counties.

Youth who participate in FSNE nutrition education curricula report significant increases in their preference for healthy foods, including fruits, vegetables, and whole grain foods – 70% report liking vegetables and almost 90% report liking fruits and whole grains.

65% of youth who participate in FSNE after school nutrition education curricula try at least one new healthy food during their time in the program. On average, youth who try new foods during their time in the programs consume at least two new healthy foods, including fruits, vegetables, dairy products, or whole grain foods.
Walkways Talking Points

Since 2009, FSNE has reached more than 450 low-income adult participants through the Walkways curriculum.

Walkways participants significantly increase the number of daily steps they take – adults who participate in at least 4 sessions report an average increase of 182 steps per day.

Adult participants in Walkways plan to significantly improve their physical activity behaviors by engaging in at least 30 minutes of daily physical activity and by making small changes, such as taking the stairs and parking further away from their destination.

After participating in Walkways, adults plan to maintain a healthy weight by choosing smaller portions of food and by balancing the calories they consume with the physical activity they complete.