

Talking Points for the Grow a Healthy Child campaign

The Arizona Nutrition Network:

- The Arizona Nutrition Network is a public and private partnership led by the Arizona Department of Health's Office of Nutrition and Chronic Disease Prevention Services. Through an interagency agreement with the Department of Economic Security, Family Assistance Administration, the Network provides common nutrition messages to food stamp participants and applicants.
- Mission: To shape food consumption in a positive way, promote health, and reduce disease among all people living in Arizona.
- The Network assists its partners in making nutrition education consistent, clear, and concise among agencies, organizations, and health professionals throughout Arizona. This is done through statewide campaigns, materials distribution, and through the funding of community nutrition programs.
- The Arizona Nutrition Network conducts three social marketing campaigns per year. Message development is based on formative research, and pre-tested with the target audience to ensure relevance. These messages serve to encourage Food Stamp participants and applicants to choose diets that meet nutrient requirements, promote health, promote active lifestyles, and ultimately reduce chronic disease risk. Standard components to the themes keep the campaigns consistent and recognizable to the public, as well as "turn-key" for staff that develops the educational pieces tailored for each campaign.

Grow a Healthy Child/Healthy Eating:

- Campaign that will run November 2006 through March 2007
- Main message: Healthy foods grow healthy children
- What mothers do today makes a huge difference tomorrow. Providing healthy foods gives their child the gift of lifelong health. Their child is also learning to enjoy healthy foods now and for the future.
- The best way to share healthy foods is through family meals. Family meals give families a special time to listen to each other. Parents can share their values and shape their children's lives.
- Eating a variety of foods, including whole grains, low fat milk, fruits and vegetables, and lean meats are part of a healthy diet.

Milk:

- The best choice for adults is 1% or fat free milk. Adults do not need the extra fat and calories that are in 2% and whole milk.
- 1% low fat and fat free milk have all the calcium and vitamins A and D found in whole milk, without all the fat. By choosing 1% or less, consumers get all the good nutrition of milk - with little or no fat.
- Whole milk is best for children between the ages of 1 and 2 years. At this age, the extra fat is necessary for growth and proper brain and nervous system development.
- Cow's milk is NOT appropriate for babies before their first birthday.

Fruits and Vegetables:

- Pick brightly colored fruits and vegetables in dark greens, oranges, yellows, reds, blues and purples, and whites and tans. These tend to have more antioxidants and other good-for-you nutrients than their less colorful counterparts.
- Select fruits at different ripeness levels ... some ready to eat immediately and some ready in 3-4 days.
- Stock your freezer with assorted frozen vegetables, in plain and mixed packages, for those hectic days when you have to pull dinner together in a hurry.
- Don't forget about canned fruits and vegetables. Choose those canned in 100 percent juice.
- Make it a point to try one new fruit or vegetable each time you visit the supermarket. With hundreds of different fruits and vegetables available, you're bound to discover a new favorite.
- Stock up on dried fruits, such as raisins, apricots, and prunes. They keep a long time and are a quick pick-me-up.

Statistics:

- Over 60% of U.S. adults, or over 177 million people, are either overweight or obese (BRFSS 2005).
- In 2005, only 23.7% of Arizona adults, and 23.2% of U.S. adults, said they consumed 5 or more servings of fruits and vegetables per day (BRFSS 2005).
- Approximately 84.8% of Arizona youth in grades 9-12 consumed less than 5 servings of fruits and vegetables per day in the past 7 days and 80.0% drank less than 3 glasses of milk per day during the past 7 days in 2005 (YRBSS 2005).
- Approximately, 56.2% of Arizona adults are either overweight or obese (BRFSS 2005).
- Approximately 11.9% of Arizona youth in grades 9-12 are overweight and 13.6% of Arizona children are considered to be at risk of becoming overweight.