

Adding a Social Marketing Campaign to a  
School-Based Nutrition Education  
Program Improves Children's Dietary  
Intake: A Quasi-Experimental Study

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# Fresh Conversations

A SNAP-Ed Program for  
Older Iowans

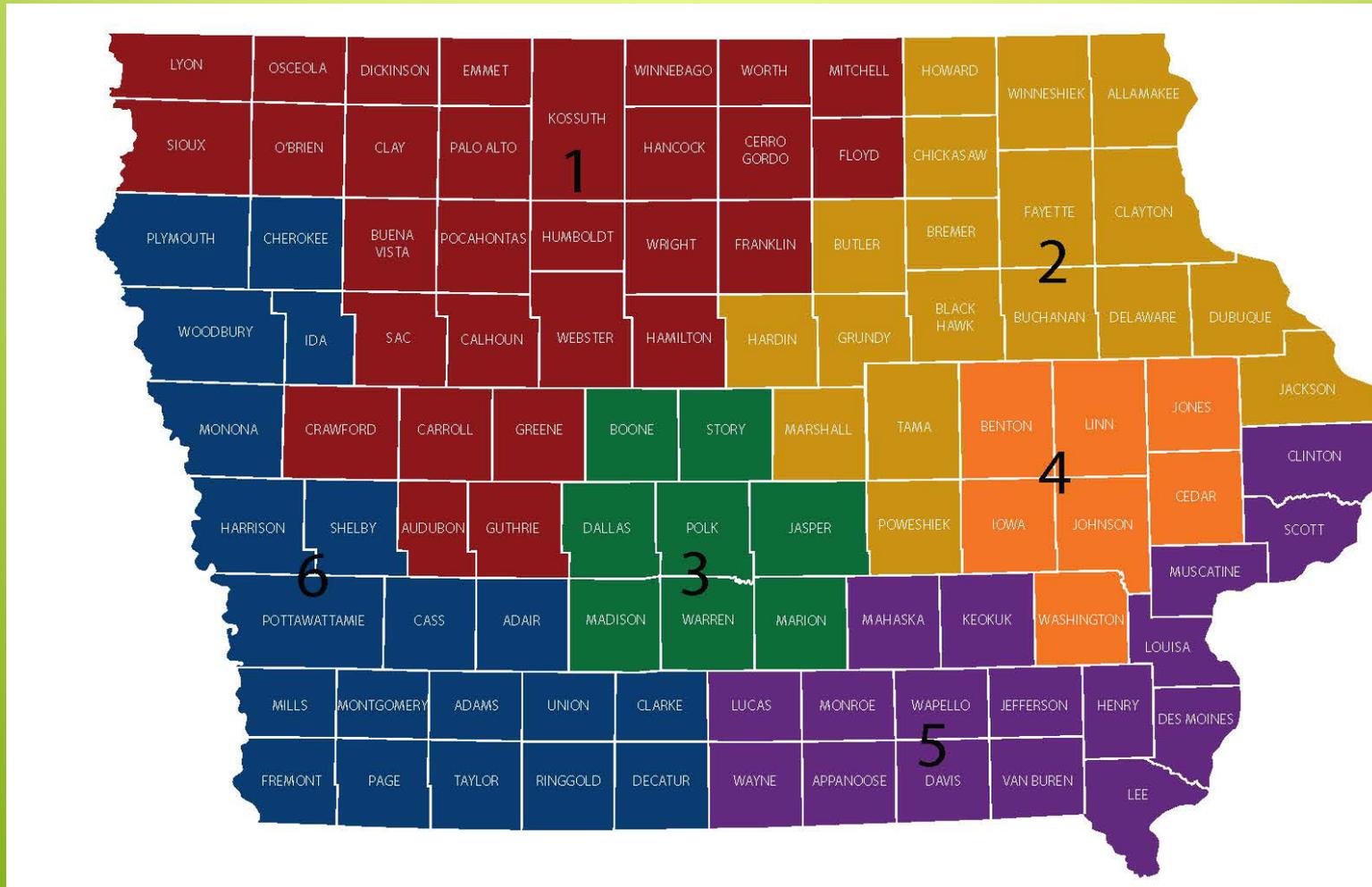
Iowa Department of Public Health  
(Iowa Nutrition Network)

and

Iowa Department on Aging

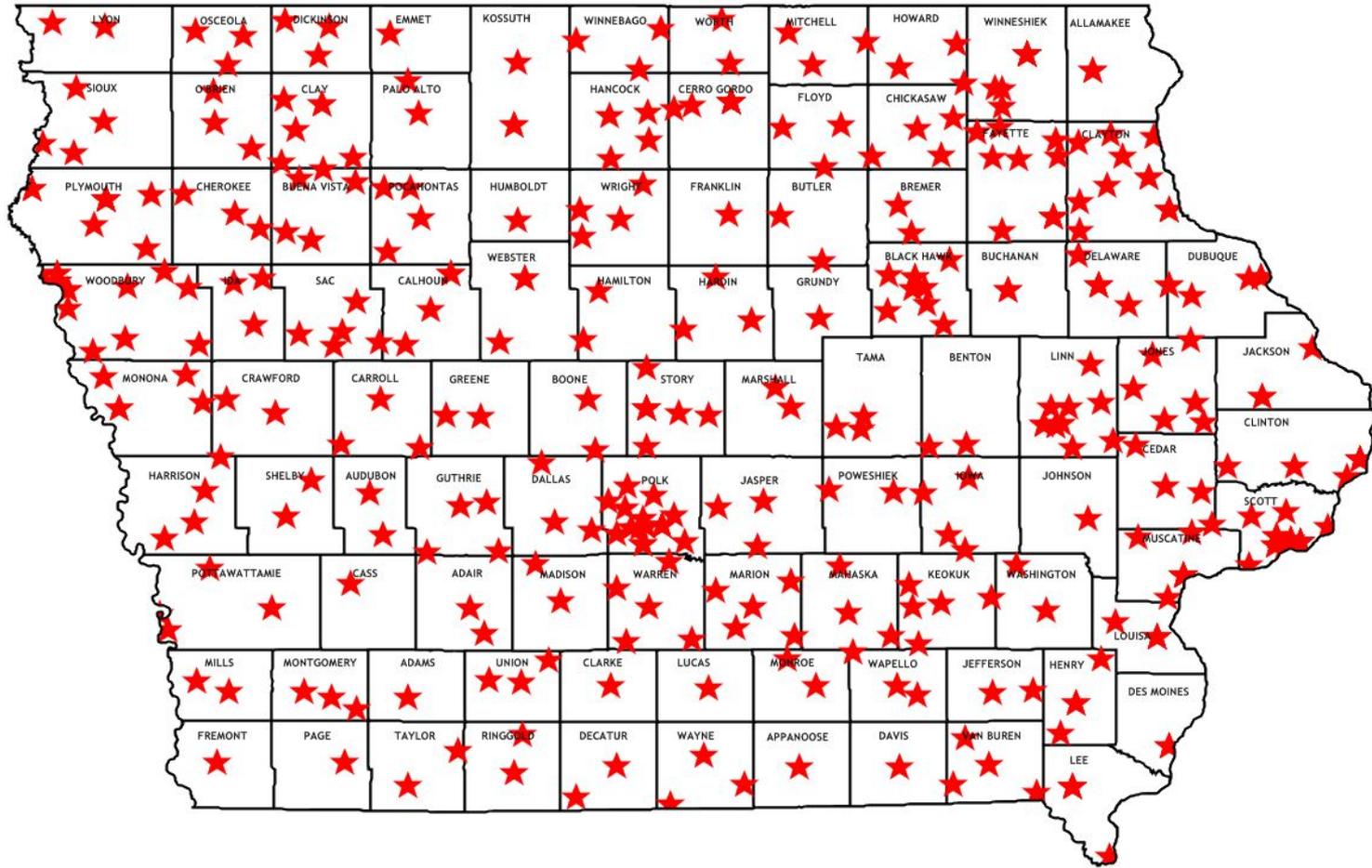


# Iowa Area Agencies on Aging



The number of people over the age of 65 in Iowa will more than double by 2040 compared to 2000.

# Iowa Congregate Meal Sites



# Fresh Conversations Program Goals

- Program's nutrition goals reflect the *Dietary Guidelines* and key recommendations for healthy eating patterns
- Promote:
  - food safety guidelines for preparing, storing food
  - physical activity most days of week; balance caloric intake/output
- Develop consumer skills: stay current on food packaging terms interpretation of Nutrition Facts Label

# INN Fresh Conversations Program

Monthly Newsletter and Education Guide  
New Information Every Month!



January 2016  
Volume 3, Number 1

A Healthy Living Newsletter for Seniors

## Getting Serious about Added Sugars

Americans love sweet foods, but nutrition experts are warning us that *added* sugars can have serious health effects. They suggest limiting added sugars to no more than 10 percent of daily calories — roughly 12 teaspoons a day for many adults — because of their link to obesity and chronic disease. Americans take in 22 to 30 teaspoons of added sugars daily. That's nearly 350 to 500 calories!

What are *added sugars*? The term refers to any caloric sweetener added to a food during processing, cooking or at the table. Sugars that occur "naturally" in foods, like fruit and milk, come packaged with good stuff like vitamins, minerals, protein, fiber and water—so they don't have the same negative health effects.

.....  
**In their 2015 scientific report, the Dietary Guidelines Advisory Committee followed the lead of other major health groups like the American Heart Association and urged people to cut back on added sugars.**  
.....

Reading the ingredient label on processed foods can help to identify added sugars. Names for added sugars on food labels include:

- anhydrous dextrose
- brown sugar
- confectioner's powdered sugar
- corn syrup
- corn syrup solids
- dextrose
- fructose
- high-fructose corn syrup (HFCS)
- honey
- invert sugar
- lactose
- malt syrup
- maltose
- maple syrup
- molasses
- nectars (e.g., peach nectar, pear nectar)
- pancake syrup
- raw sugar
- sucrose
- white granulated sugar

Source: <http://www.choosemyplate.gov/what-are-added-sugars>

Do you know the different types of added sugars hidden in your food?



<sup>1</sup> Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Part D, Chapter 1

## Sinfully Sweet

It's easy to understand how drinking sweetened beverages and eating sweet treats could "put on the pounds" but gaining weight may not be the only reason sugar can harm your health. Recent evidence suggests that the more added sugars people consume, the higher their triglyceride levels, LDL cholesterol, and blood pressure—and the association was independent of sugar's effect on body weight. Sugar also may be involved in the development of artery-hardening plaque and fatty liver<sup>2</sup>.

## Make Sweets a Special Treat

Do you remember when sweets were considered a **special treat**? Today, we are enticed by sweet options wherever we go: check-out lanes in stores, vending machines, gas stations, coffee shops and movies. A first step to eating fewer sugary snacks may be to decide which treats are worth eating. Do you crave sweet snacks every day? Using fruit for snacks and desserts may satisfy that sweet tooth without added sugars.

Substitute fruit for your sugary snacks.

<sup>2</sup> Thaler, RD, LCN, J. (Ed.). Added Sugars and Heart Health. Today's Dietitian, 36. [www.todaydietitian.com/newsarchives/09/11/16/38-2222](http://www.todaydietitian.com/newsarchives/09/11/16/38-2222)

<sup>3</sup> NHANES 2009-2010 survey data.

## Added Sugars Add Up

Unlike salt, which is in a wide variety of foods, the **vast majority** of added sugars consumed comes from sugar-sweetened beverages, desserts and sweet snacks. Dairy, including sweetened flavored milks and yogurts, contribute only 4 percent of total added sugars consumed. While fruit has *natural sugar*, less than 1 percent of total added sugars come from fruits and 100% fruit juice (including fresh, canned, frozen, dried fruit and fruit salads)<sup>3</sup>.

So, how can you enjoy a little sugar without harming your health?



## Rethink Your Drink!

- Drink more water. Keep chilled water in the refrigerator.
- Make water tastier by adding slices of lemon, lime, cucumber or melon.
- Add a splash of 100% juice to plain sparkling water for a refreshing, low-calorie drink.
- When you do choose a sugar-sweetened beverage, go for the small size. The 8-oz. cans and bottles of soda contain about 100 calories.

# Key Messages Consistent with DGA



## A Spoonful of Sugar

One teaspoon of granulated sugar equals 4 grams of sugar. For example, 16 grams of sugar in a product is equal to about 4 teaspoons of granulated sugar. Can you visualize that?

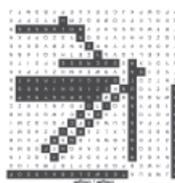
## Added Sugars on Food Labels

Spotting added sugars on food labels requires some detective work. Though food and beverage manufacturers list a product's total amount of sugar per serving on the Nutrition Facts Panel, they currently are not required to list how much of that sugar is added sugar versus naturally occurring sugar.

The Food and Drug Administration is proposing to update the Nutrition Facts label found on most food packages in the United States. The Nutrition Facts label, introduced 20 years ago, helps you make informed food choices. If adopted, the proposed changes would include the following.

- Provide information about "added sugars."
- Require that packaged foods, including drinks, that are typically eaten in one sitting be labeled as a single serving. For example, a 20-ounce bottle of soda, typically consumed in a single sitting, would be labeled as one serving rather than as more than one serving.

Package size affects how much people eat and drink. For example, both 12 and 20 ounce bottles will equal 1 serving, since people typically drink both sizes in one sitting<sup>4</sup>.



<sup>4</sup> Feed Serving Sizes Get a Reality Check. Retrieved December 1, 2015. <http://www.fda.gov/oc/ohrt/FeedServingSizesGetarealitycheck.pdf>



**FRESH** Testimonial

Shirley Fistler of Manly, Iowa likes *Fresh Conversations* so much that she was the first facilitator at the Manly Senior Citizen Center. She continues to attend the meetings every month but is now the Manly cook. In this role, Shirley practices what she's learned at *Fresh Conversations* to cook healthier meals; she uses salt-free, spice blends for added flavor and tries to cut down on sugar in recipes.

Shirley uses the up-to-date nutrition information discussed at *Fresh Conversations* meetings to make changes to her personal life, too. She has cut back on salt use and tries to walk more often. For example, when Shirley and her friend drive together, they park farther away from their destination and walk together. This not only increased how far they walk but there is more time to talk, as well!

These small changes have made a difference. At a recent doctor's appointment, the nurse was excited that Shirley lost three pounds. "She was almost more excited than I was!" says Shirley.

## Access to Food Assistance

Many Iowans who may be eligible for Iowa Food Assistance Program benefits haven't yet applied for the program.

Iowans can call the new Iowa Food Bank Association Hotline to speak with someone who can help them with the Food Assistance application. The Hotline -- 855-944-FOOD (9663) -- is open 8:00 to 4:30, Monday through Friday.

"The establishment of a hotline will provide a big boost to our efforts to connect potentially eligible Iowans with the assistance they need," said Cory Berkenes, Executive Director for Iowa Food Bank Association. "The hotline will support our Outreach Coordinators who already travel the state throughout the year assisting Iowans with the Food Assistance application."

The Iowa Food Assistance Program, funded through the federal USDA, Food and Nutrition Services program is available to citizens and some qualified, documented immigrants. Food Assistance benefits help to prevent hunger, improve nutrition and provide economic benefits to farmers, food producers and grocers. Iowa Food Assistance benefits are provided through an Electronic Benefit Transfer (EBT) that looks like any other debit card.

## Sugar, Sugar

A J W R U A T E E W S L E B A L D O O F  
D F H W E B P G O R D Y T B T W A I O O  
D N K Q J R A X T X D Z S M I I Q C I N  
E I E D O A J A F O C A A G N V F O B M A  
D Z J F D O V B W N I D G S R J Y U U B  
S N B C H U L X L Z E R Y U X Z H E M Y  
U P Y F A S O U W S E F C Y O N G Z M I  
O F O T O L E Y X D A T C J W G C O N R  
A I B P Y A V Q I T O P D J N L I K Z C  
R W R G O R B E M B C O R N S Y R U P C  
S X Z Y G U N K E Z I S G N I V R E S B  
K N T Z D T U S P E C I A L T R E A T B  
T V Z I S A E V R W E A M H Z L Y P K R  
N Y D V X N S S U C R O M S E V P S I T X  
X K X E L L O V A Y Z E T H S G I A B N  
T A D H K X F Y N R E R N Z M V Q E K E  
D G Z C H V V F E G N Y S Z O P F X A  
T R F W S G S S H F V M L A S S E S R  
O K N L K P V O M R G Z W H R Y C P P X  
P F G W P K J C E E X U E P Y B D M F J

ADDED SUGARS	FOOD LABELS	INGREDIENTS
SPECIAL TREAT	SWEET	SERVING SIZE
HONEY	CORN/SYRUP	FRUCTOSE
MOLASSES	SUCROSE	NATURAL SUGAR

## Recipe of the Month Mini Berry Pie



Sweeten your winter with this low-sugar treat from *Spend Smart. Eat Smart.*  
Serves: 5  
Serving size: 1 shell with 1/4 cup filling

### INGREDIENTS

- Pie Crust**
- Nonstick cooking spray
  - 5 whole wheat tortillas (6")
  - 1 teaspoon sugar
  - 1/4 teaspoon cinnamon

### Pie Filling

- 1 bag (16 ounces) frozen mixed berries (2 1/2 cups)
- 1 1/2 teaspoons sugar
- 1 teaspoon cornstarch

### INSTRUCTIONS

1. Preheat oven to 375°F.
2. Spray a muffin tin with nonstick cooking spray.
3. Lay tortillas flat. Spray one side of each tortilla with cooking spray.
4. Combine sugar and cinnamon. Sprinkle mixture on the tortillas.
5. Place the tortillas in the muffin tin. Fit them into the muffin bowls. The cinnamon and sugar will be on the inside of the bowls. Bake the tortillas for 13–15 minutes. They will be light brown and crisp.
6. Put berries in a medium saucepan over low heat.
7. Stir sugar and cornstarch in a small bowl. Add mixture to thawed berries.
8. Cook over medium heat. Mixture will start to get thick and bubble. Cook 1 minute more. Remove from heat.
9. Put 1/4 cup berry filling into each tortilla bowl.

**Cooking Tips:** 1. Mini pies have a great fresh taste in the middle of winter. 2. Make tortilla bowls ahead of time. Store in an airtight container. Do not add filling until serving. 3. Add a spoonful of yogurt to the top of the filling.

Food Assistance can help you buy healthy food in Iowa. Visit <http://iowa.gov/food-assistance> for more information or contact your local Department of Human Services office. This material was developed by the Iowa Department of Public Health and funded by USDA's Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at <http://www.usda.gov/complaint>, filing, send form, or all any USDA office, or call (866) 632-9892 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-4410, by fax (202) 690-7442 or email at [procomplaint@usda.gov](mailto:procomplaint@usda.gov).

**Iowa Nutrition Network**  
PROMOTING HEALTHY LIFESTYLES

# Taste New Food Products and Recipes



December 2015  
Volume 2, Number 12

A Healthy Living Newsletter for Seniors

## Good News for Nut Lovers: Guilt-Free Holiday Snacking

When it comes to snacking, the holidays are a perfect time to go nuts. Known as little powerhouses for all the health benefits they deliver, nuts of all kinds offer a perfect alternative to sugary, high-carb sweets.

Aren't nuts high in fat, though? Yes, but nuts and seeds are rich in unsaturated fats, which can lower LDL or "bad" cholesterol. And research studies have shown even more health benefits from eating nuts, such as better blood-vessel function and improved insulin resistance. **In fact, for the first time, data from 15 studies—totaling more than 350,000 participants—revealed that a daily handful of nuts might help you live longer!**

**Nuts' high unsaturated fat content makes them prone to spoiling. To keep nuts fresh, keep them in an airtight container in your refrigerator for 1 to 2 weeks, or place them in a sealed plastic bag in your freezer for 1 to 3 months.**

If that isn't enough good news, how about this: You may eat less food (fewer calories) over the holidays if you eat nuts. Fat takes more time to digest and stays in your stomach longer, so your hunger is satisfied longer, too.

To avoid eating too many snack calories over the holidays, just remember to eat nuts instead of snack foods that are high in saturated fat (like summer sausage, cheese, or ice cream) or in refined carbs (like sugar cookies or chips). Check out the article *Swap for Better NUTrition* on page 2.

### What's a Serving?

Nuts are rich in fat, so calories add up quickly. Expect 150 to 200 calories in each ounce of nuts and seeds. The number of nuts in a 1-ounce serving is listed for each type.



**Peanuts** 40-50  
**Almonds** 20  
**Pecan Halves** 20



Sources: International Tree Nut Council Nutrition Research & Education Foundation, National Peanut Board



## Swap for Better NUTrition

Nuts are nutritious, but not all nut products are created equal. For maximum health benefits, choose *au naturel* nuts and avoid those smothered in added oil, sugar, and salt, covered in "fake" yogurt or chocolate, or transformed into nut clusters. This winter, instead of just eating more nuts, think about substituting nuts for less-healthy options.

- Munch on cocoa-powdered almonds instead of a chocolate candy bar or brownie.
- Add nuts to steamed vegetables in place of salt or cream sauce.
- Dress a salad with toasted nuts instead of croutons or cheese.
- Use smoked nuts instead of bacon in salads.
- Add pecans or walnuts to unsweetened cereal. Delicious!
- Mix your favorite raw nuts together and store in the freezer. Serve small amounts in place of roasted mixed nuts. Remember, a handful or ¼ cup is a reasonable serving.
- Stir nuts into your favorite grain dish such as couscous or pilaf for a boost of protein and flavor.

**If you don't tolerate or like nuts, consider sunflower and pumpkin seeds, adaname, or roasted soy nuts. Roasted garbanzo beans are a crunchy option, too.**

**Have you tried slivered almonds and diced apricots mixed with wild rice? YUM!**

## Butter Me Up!

Today, the classic peanut butter from your childhood has competition from a variety of nut and seed butters. They're made by grinding nuts into a paste, and some grocery stores make them on demand.

When choosing from commercial nut butters, pick one that doesn't have added sugars and salt. Some may contain oil or emulsifiers to help with spreadability and keep the nut butter from separating at room temperature. Make sure the added

oil is not in the form of hydrogenated oils, a source of unhealthy trans fats.

According to dietitians, the key to gleaming the health benefits from nut and seed butters is to eat them in moderation—about 2 tablespoons per serving. MyPlate guidelines recommend eating 4 ounces of nuts or seeds per week, and nut butters recommend eating 4 ounces of nuts or seeds per week, and nut butters can help you reach that goal. Most nut and seed butters have 80 to 100 calories per tablespoon.



# Discuss Food Safety and Physical Activity

## Microwave Holiday Leftovers Safely

Holiday leftovers are too good to waste. So what's the current advice for warming leftovers safely in the microwave? According to the USDA Food Safety and Inspection Service, only use cookware that's specially manufactured for the microwave oven. Glass, ceramic containers, and all plastics that are safe to use typically are labeled for microwave oven use.

### Safe to use:

- Any utensil labeled for microwave use, along with heatproof glass (such as Pyrex, Anchor Hocking, etc.).
- Glass-ceramic (such as Corning Ware).
- Oven cooking bags.
- Most paper plates, towels, and napkins. For optimal safety, use white, unprinted materials.
- Wax paper, parchment paper, heavy plastic wrap. Don't allow plastic wrap to touch food; vent it to allow a steam escape.

### Not safe to use:

- Cold storage containers: margarine tubs, cottage cheese and yogurt cartons, etc. These materials are not approved for cooking, and their chemicals can migrate into food.
- Brown paper bags and newspapers.
- Metal items, including pans, twist ties, and take-out containers with metal handles.
- Foam-insulated cups, bowls, plates, or trays.
- Food completely wrapped in aluminum foil.
- Food cooked in any container or packaging that has warped or melted during heating.



Name that Nut Answers: 1. Hazelnuts 2. Peanuts 3. Pine Nuts 4. Pistachios 5. Almonds 6. Cashews



Testimonial

Ada Gavin's motto is, "If you don't use it, you'll lose it." That's why she stays active by walking her two dogs and doing plenty of flower and vegetable gardening in the summer months. By freezing a lot of those veggies, she enjoys plenty of homegrown nutrition throughout the winter, too.

Because she lives close to the Pioneer Columbus Community Center in Polk County, she usually walks to her *Fresh Conversations*

gatherings. And thanks to the information from *FC*, she uses more olive oil, eats more vegetables, and tries some of the recipes from the *FC* newsletter—a great way to use more of the produce from her garden.

Inspired by *Fresh Conversations*, Ada keeps up that all-important exercise, too. In fact, she now exercises more with her family, spending quality time with loved ones and carrying out her healthy motto at the same time.

## Daily Stretching Can Improve Quality of Life



According to Dr. Karl Knopf in his book *Stretching for 50+*, stretching helps you release muscle tension and soreness, and it can improve posture. It also prevents muscle strains and ligament injuries.

Overly tight muscles restrict full motion in and around a joint, and this can limit everything you do, including walking. Don't wait to start stretching—poor flexibility is more easily restored before it becomes a chronic problem. Do you have a daily stretch routine?



## Recipe of the Month

### Tasty Toasted Nuts



Serve up this tasty treat at your holiday events this month. It's easy!

To bring out the flavor of nuts and seeds, bake them for 5 to 10 minutes at 350 degrees.

Want to toast a small amount? Heat nuts or seeds in a dry, heavy skillet over medium heat for 1 to 2 minutes or until they're golden brown and they give off a rich, toasty aroma.

**Cooking tip: Watch nuts closely as they warm because it's easy to burn them. Stir or toss nuts or seeds frequently for even toasting.**

## Name That Nut Cryptogram

Use the encrypted code to name that nut!

A	B	C	D	E	F	G	H	I	J	K	L	M
12	5	19	10	3	21	17	23	14	24	2	28	15

N	O	P	Q	R	S	T	U	V	W	X	Y	Z
22	7	25	9	1	18	11	6	13	20	4	16	8

1. \_\_\_\_\_  
23 12 8 3 26 22 6 11 18  
also called filberts, are good sources of vitamin E, manganese and copper.

2. \_\_\_\_\_  
25 3 12 22 6 11 18  
although botanically a legume, are nutritionally similar to tree nuts.

3. \_\_\_\_\_  
25 14 22 3 22 6 11 18  
also known as piñon, are second only to walnuts in polyunsaturated fat content.

4. \_\_\_\_\_  
25 14 18 11 12 19 23 14 7 18  
the only tree nuts that can be roasted in their shells, have the most potassium and vitamin B6.

5. \_\_\_\_\_  
12 26 15 7 22 10 18  
have the most protein and fiber of any tree nut.

6. \_\_\_\_\_  
19 12 18 23 3 20 18  
are never sold in their shells.

Food Assistance can help you buy healthy food in Iowa. Visit <http://dhs.iowa.gov/food-assistance> for more information or contact your local Department of Human Services office. This material was developed by the Iowa Department of Public Health and funded by USDA's Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [http://www.asst.usda.gov/complaint\\_filing\\_cust.html](http://www.asst.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-6962 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).



# Nutrition Topics Connect to Health and Independence



November 2015  
Volume 2, Number 11

A Healthy Living Newsletter for Seniors

## Feed and Love Your Bacteria

Your colon (also known as your large intestine) is home to 100 trillion bacteria. They represent some 1,200 different species, which have evolved over millennia. In fact, **your gut has about four pounds of bacteria** that entered your system from food and the environment.

This may sound like a bad thing. But research shows that those bacteria are crucial to your health.

Among other things, they:

- **Digest fiber**, along with other parts of food that you couldn't digest otherwise
- **Produce and activate** B vitamins and vitamin K
- **Release beneficial chemicals in food**—including ones that may prevent cancer
- **Activate your immune system** (especially important during the cold and flu season)
- **Prevent "bad" bacteria** from taking over and making you sick

Evidence shows that gut bacteria probably influence our risk for many health problems, including obesity, type-2 diabetes and certain autoimmune diseases. For example, lean people appear to have different gut bacteria than people who are obese, but scientists are only beginning to understand why. New research also shows that our personal bugs may affect mental health conditions such as depression and anxiety.

So, while scientists are busy examining bacteria in poop samples, we can engage in a more enjoyable task: **Focus on feeding the good bacteria** in your gut so they can thrive and you can, too.

The best food for intestinal bugs comes from plant-based fiber. The more kinds the better, so eat a wide range of fiber-rich vegetables, whole grains, beans, legumes, nuts, and seeds. Diversify your diet, and get busy feeding those hard-working bugs!



Did you know?

It's important to feed the "friendly" gut bacteria with food they like best: non-digestible fiber from plant foods. Most low-fiber, processed foods are digested before they reach the good bugs living in your lower intestine.

Current US dietary recommendations call for adults to eat one to two cups of beans and peas per week.

## It's All Good!

Learn all about legumes and just how good they are for you.

### Good for You

Legumes (dried beans, peas, and lentils) are high in protein and loaded with fiber. They're also naturally low in fat, contain no cholesterol, and are rich in folate, potassium, iron, and magnesium. In recent studies, participants ate ½ cup to 1 cup of legumes each day, resulting in lower LDL ("bad") cholesterol levels, blood glucose, and blood pressure.

### Good for Your Bugs

One ½-cup serving of legumes provides 7 to 10 grams of fiber—ideal food for the good bacteria inside your gut.

### Good for Your Wallet

Legumes provide more protein for your money than most other foods. What's the best option for home cooks? The Bean Institute says the answer depends on many factors, including **cost, convenience, and control.**

- **Cost:** Dried beans cost less per serving than canned beans.
- **Convenience:** To save time, cook with canned beans. Or cook larger batches of dried beans, then freeze them for use in soups, stews, and chili to get both cost savings and convenience!
- **Control:** If you want less sodium, cook with dried beans. Drain and rinse canned beans to remove some of the sodium or buy the lower sodium version of many canned bean products.



### Good-Bug Baggage

Adults carry around about three to five pounds of beneficial bacteria—enough to fill a big soup can. The bacteria cells in our body outnumber human cells 10 to 1. But because they're much smaller than human cells, they account for only about 1 to 2 percent of our body mass—although they make up about half of our body's waste.

How many varieties are in your pantry? Well-known legumes include black-eyed peas (aka cowpeas), colorful lentils, and beans such as butter, navy, cannellini, red kidney, adzuki, soy, and chickpeas or garbanzo beans (main ingredient in hummus).

Seniors like to *try it* before they *buy it*.



# RDN Program Coordinators

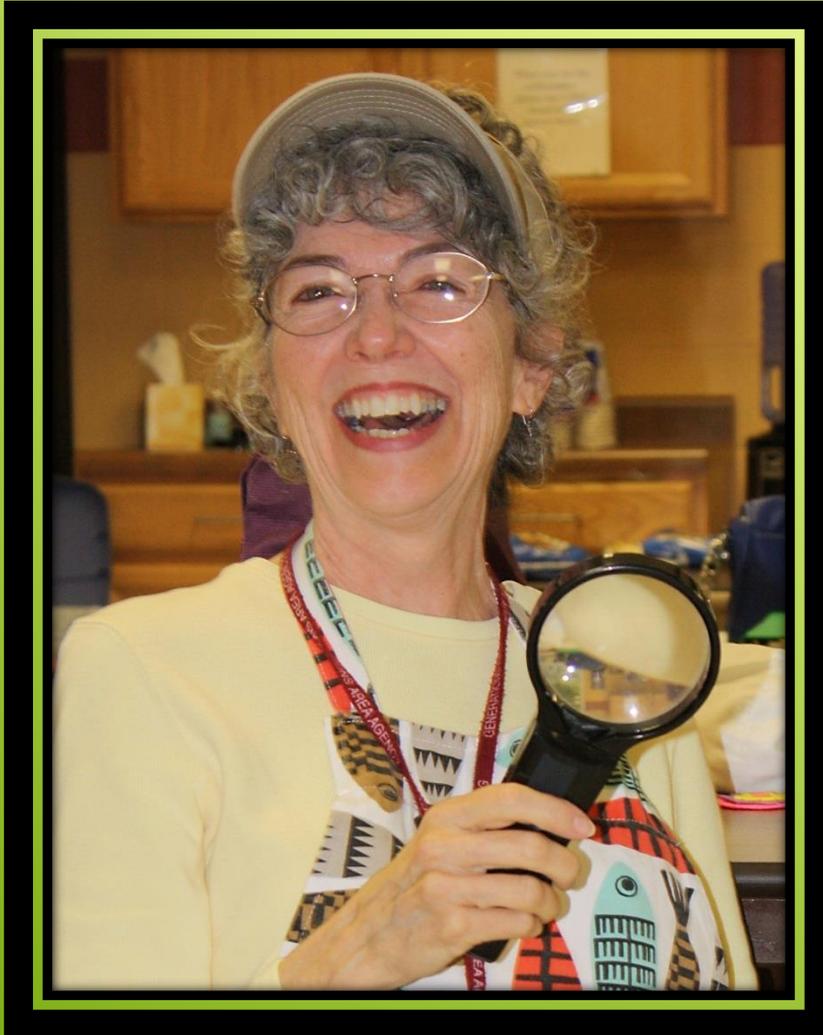
**Lynda Graham**  
**Milestones AAA**



**Anne Blocker**  
**Northeast Iowa AAA**



# Friendly Educators/Facilitators



# We Pay Attention to People We Like



# Coordination: PH Programs

WISEWOMAN

Chronic Disease Self Management

Pre-Diabetes

Falls Prevention

Oral Health

# PSE

- IDPH is a key partner in Growing Bolder, a new statewide partnership focused on reducing senior hunger in Iowa.
- Enhance direct education by working with Area Agencies on Aging to allow seniors greater access to fresh produce. Plan is to work with food banks, Extension (donations gardens) and local partners to deliver produce boxes to meal sites and senior housing sites.

# Future of SNAP-Ed

What questions are on your mind as  
you leave today?