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
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!

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, cease packaged with good stuff like vitamins, minerals, protein, fiber and water — so they don't have the same negative health effects.

In their 2015 dietary guidelines, 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. Nongrs 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
- molasses
- maple syrup
- molasses
- nectars (eg. peach nectar, pear nectar)
- pancake syrup
- raw sugar
- sucrose
- white granulated sugar

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

Fatalities caused the 2015 dietary guidelines, Advisory Committee, Part 2, 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.

Make Sweets a Special Treat

Do you remember when sweets were considered a special treat? Today, we’re treated by sweet options whenever we go: check-out lines 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.

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 choose a sugar-sweetened beverage, go for the small size. The 8-oz. can and bottles of soda contain about 100 calories.

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 flavoured 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 cocktail).

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

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Key Messages Consistent with DGA

**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 labels that must appear 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:

- **Require information about “added sugars.”**
- **Describe that packaged foods, including drinks, that are typically eaten in one sitting, are 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.

Shirley Flister of Many, Iowa, likes Fleisch Conversions so much that she was the first blogger at the Many Senior Citizen Center. She continues to attend the meetings every month and is now the main speaker. In this role, Shirley practices what she’s learned at Fleisch Conversations to cook healthier meals; she uses salt-free, spice blends for added flavor and tries to cut out sugar in recipes.

Shirley uses the up-to-date nutrition information discussed at Fleisch Conversations meetings to make changes to her personal life, too. She has cut back on salt use and tried to wash 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 her 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 surprised that Shirley lost three pounds. “She was almost more excited than I was!” says Shirley.

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**Access to Food Assistance**

Many Iowans may be eligible for Iowa Food Assistance Program benefits but have not applied for the program.

Iowans can call the Iowa Food Bank Association hotline to speak with someone who can help them with the Food Assistance application. The hotline is 1-800-565-4FOOD (4663) – open from 8:00 to 4:00, Monday through Friday.

The establishment of a hotline will provide even greater access to our efforts to connect potentially eligible Iowans with the assistance they need,” said Clay Barben, Executive Director of Iowa Food Bank Association. “The hotline will support our local partners and will allow the Iowans throughout the state to access assistance 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, non-citizens. Food Assistance helps low-income eligible Iowans obtain food to maintain a nutritious diet. Low income individuals and families. Food Assistance benefits are provided through an Electronic Benefit Transfer (EBT) card that looks like any other credit card.

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**Recipe of the Month**

**Mini Berry Pie**

Serves: 5

**INGREDIENTS**

Pie Crust:

- 1 package refrigerated pie crust
- 8 tablespoons butter
- 1/4 cup sugar
- 1/4 teaspoon salt

Pie Filling:

- 1/2 cup packed brown sugar
- 1/2 cup granulated sugar
- 1/4 cup water
- 1/2 teaspoon vanilla extract
- 1 teaspoon rum extract
- 1 tablespoon all-purpose flour

**INSTRUCTIONS**

1. Preheat oven to 375°F.
2. Spray a muffin tin with nonstick cooking spray.
3. Fill each cup with 1/4 cup filling.
4. Bake for 15–20 minutes or until golden brown. Serve warm.

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**Sugar, Sugar**

Sugar is a sweetener that is added to many foods to enhance flavor. However, too much sugar can lead to health problems such as obesity, type 2 diabetes, and tooth decay. It is important to monitor your sugar intake to keep these health issues at bay.

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Taste New Food Products and Recipes

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. And, for the first time, data from 15 studies—totaling more than 360,000 participants—revealed that a daily handful of nuts might help you live longer!

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.

- Sunflower Seeds: 4 level teaspoons or 1/4 cup
- Pumpkin Seeds: 4 level teaspoons or 1/4 cup
- Peanuts: 40-50
- Almonds: 20
- Pecan Halves: 20
- Pistachios: 40-50
- Cashews: 20

Swap for Better NUTrition
Nuts are nutritious, but not all nut products are created equal. For maximum health benefits, choose raw nuts and avoid those smothered in added oil, sugar, and salt. Avoided 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 crackers or cheese.
- Use smoked nuts instead of bacon in salads.
- Add pecans or walnuts to unseasoned cereal. Delish.
- Mix your favorite raw nuts together and store in the freezer. Serve small amounts in place of roasted mixed nuts. Remember, a handful or 1/4 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 seeds, roasted pumpkin seeds, sunflower kernels, or roasted soy nuts. Roasted garbanzo beans are a crunchy option, too.

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 greasing 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 can help you reach that goal. Most nut and seed butters have 80 to 100 calories per tablespoon.

Variety!

Try different nut and seed butters like almond butter (pictured)
Discuss Food Safety and Physical Activity
Nutrition Topics Connect to Health and Independence

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 enter your system from food and the environment.

This may sound like a bad thing. But research shows that these 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 1/4 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 1/4-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
• 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?