

Guide to Scoring Nutrition Education Materials



CRITERIA

- 1. Messages are consistent with the USDA Dietary Guidelines.**
 - Content reflects the USDA Dietary Guidelines for Americans and My Pyramid
 - Content is based on conclusions in scientific literature
- 2. If materials are produced by food companies, they promote only healthy messages.**
 - For example, avoid materials promoting more than the recommended daily servings of any food.
 - Look for the source of materials (e.g. Kraft, McDonalds, the National Dairy Council)
 - Note: materials from promoters of fresh fruits and vegetables are often ok.
- 3. Materials use pictures, bullet points, and short, simple words.**
- 4. Materials are culturally-appropriate for those served. For example,**
 - Include foods commonly used by target groups
 - Materials are translated for non-English speakers
- 5. Nutrition education messages are linked to actual foods that are provided. For example,**
 - Provide fresh vegetables when promoting “eat more fruits and vegetables”
 - Don’t provide soda when advising “cut down on sweetened drinks”
- 6. Behavior change messages are simple and focus on one or two behaviors. Important messages include:**
 - Prevent weight gain
 - Decrease fast food intake
 - Eat more fruit & vegetables
 - Lower salt intake
 - Cut down on sweetened drinks
 - Switch to whole grains
- 7. Nutrition messages are relevant to health problems among clients. For example,**
 - Eat more fruits and vegetables
 - Use more low fat dairy foods (e.g. 1% milk)
 - Cut down on sweetened drinks (e.g. soda)
- 8. Materials include specific information about HOW and HOW MUCH to change behaviors. For example,**
 - Try to eat 5 servings vegetables each day
 - Drink more water in place of sweetened drinks
 - Eat more colors (fruits and vegetables)
 - Consume 3 servings of dairy foods each day, preferably low or nonfat
- 9. Materials are visually appealing. For example,**
 - Use of pictures
 - Well laid out
 - Not too many words
 - Use of color
- 10. Materials are supported by other education methods such as cooking demonstrations, taste testing, or visual displays.**