

FNS Programs: Working Together To Maximize Effectiveness of Nutrition Education



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Overview of Presentation

- **Federal Initiatives and Policies**
- **FNS Vision for Nutrition Education**
- **Cross-program Efforts**
- **Partnerships**



USDA's Commitment

- **Alleviate hunger**
- **Promoting healthy diets & physically active lifestyles**
- **Setting program standards for diet quality**



FNS Vision

...a health promotion agency

Improvement Objectives

- 1. Deliver consistent, comprehensive, family-oriented nutrition education within FNS Programs**
- 2. Implement more comprehensive, integrated and sustainable cross-program nutrition education**

FNS Vision

...a health promotion agency

Improvement Objectives:

3. Expand our partnership and collaboration efforts with State and local community organizations to form State structures



First Lane

- **Consistent, comprehensive, family-oriented nutrition education**



Second Lane

- **Cross-program nutrition education**



Third Lane

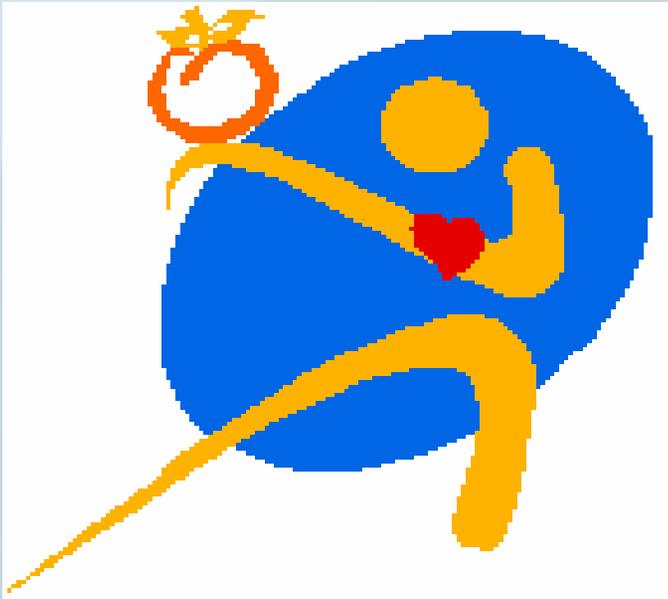
- **Partnership and collaboration efforts**



Lane One

- **Nutrition education within FNS Programs**
- **Marriage between food programs and nutrition education**





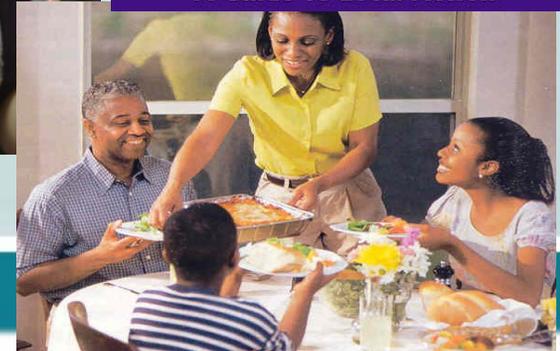
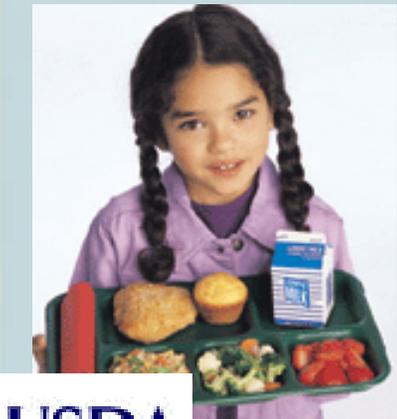
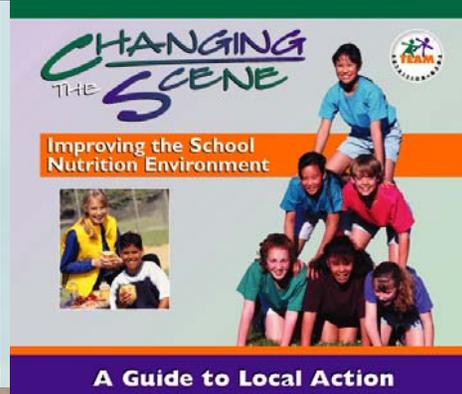
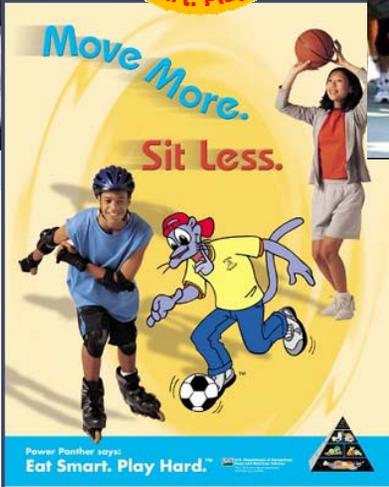
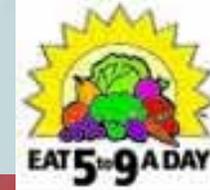
FNCS Employees

ESPH Worksite Wellness Program



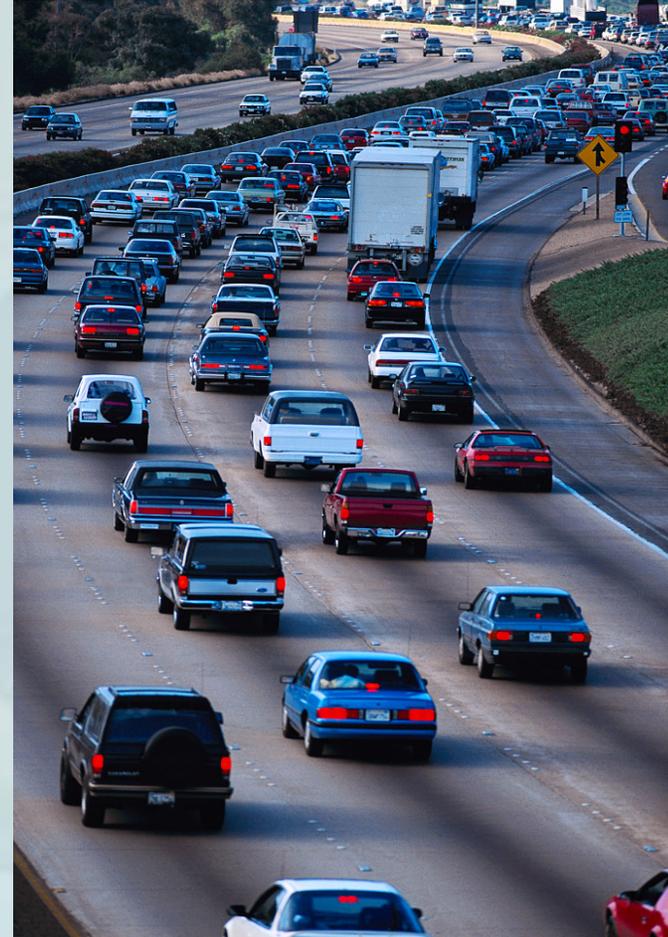
Lane Two

Loving  support
makes breastfeeding work

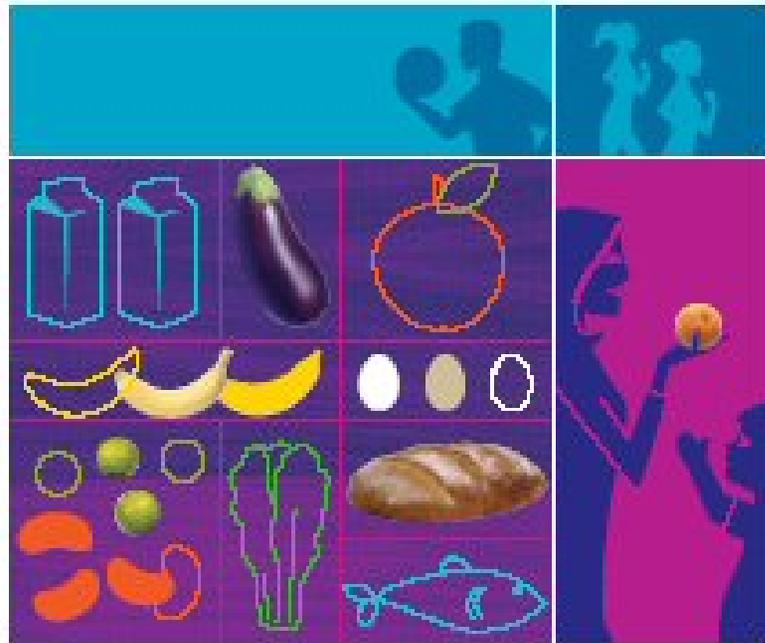


Lane Three

- **Partnership and collaboration efforts**



2005 Dietary Guidelines & MyPyramid



Dietary Guidelines
for Americans
2005



Program Based Nutrition Education

- **WIC Nutrition Services**
- **Breastfeeding Peer Counseling & FIT WIC**
- **HealthierUS School Challenge**
- **School Wellness Policy**
- **Fruit and Vegetable Program**
- **FSNE**

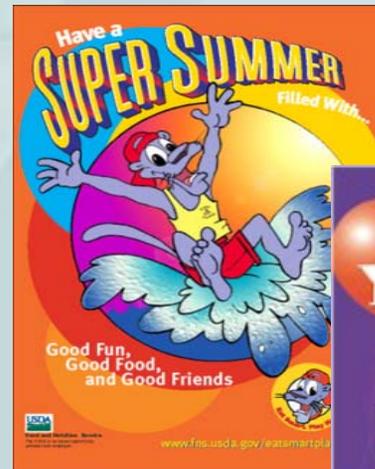
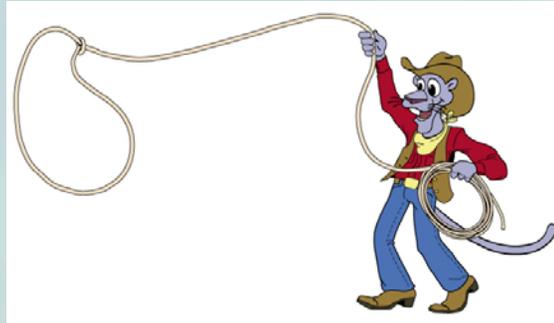


Cross-FNS Programs

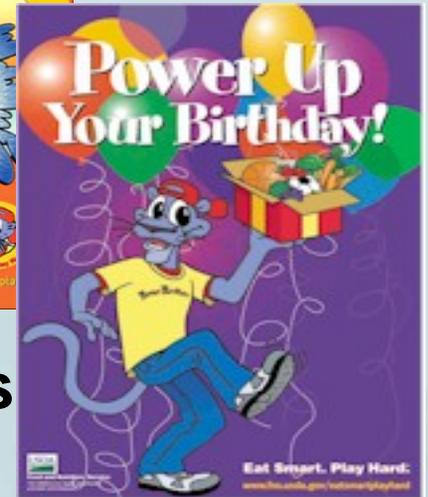


New Eat Smart. Play Hard.™ Items

Images



E-Cards



Emoticons



Plus Screensavers

Radio PSA's and coming soon

Power Plans and Powerline

Cross-FNS Programs





Emerging Initiative

Key nutrition behaviors and messages

Collaboration at the Federal Level

- **CDC, 5 A Day, Action for Healthy Kids and others**
- **Public-private partnerships**



Food Stamp Nutrition Education

Guiding Principles

- Focus on FSP participants and eligibles
- Define nutrition education
- Target women and children
- Encourage science-based, behaviorally-focused interventions
- Promote coordination and collaboration
- Recognize roles and responsibilities at various operational levels

Have a great week!



USDA

