

# Sample Bookmark using Core Messages

Front

**Start them early with whole grains.**



It's easy to get your kids in the habit of eating and enjoying whole grains if you start when they are young. Whole grains give your kids B vitamins, minerals, and fiber to help them be strong and healthy.



Back

**Fitting Whole Grains Into Your Preschooler's Day**



## **Cereal Mixer**

Combine two or three of their favorite whole-grain cereals with different shapes.

## **Pass the Pasta**

Try different shapes and colors of whole-wheat pasta. Sprinkle it with a little olive oil and low-fat cheese.

## **Check which other foods you will try at home:**

- whole wheat tortilla
- whole wheat bread
- brown rice

# Key Attributes of Sample

Main message clear and visible

**Start them early with whole grains.**



It's easy to get your kids in the habit of eating and enjoying whole grains if you start when they are young. Whole grains give your kids B vitamins, minerals, and fiber to help them be strong and healthy.

Photos illustrate the behavior

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Visually Appealing

“What”

“Why”

“How”

Interactive