

# Core Nutrition Messages

## Conveying the Messages: Overview of the Rollover Widget

### Overview

The communication tools for moms are ready-to-go resources that deliver small, but important components of the messages, actionable tips and advice on each of the topics. In addition, these tools demonstrate how educators can use the messages and supporting content in communication resources they develop.



Each of the tools (videos and rollover-widgets) convey information mothers indicated as important to them, such as meal preparation tips and ideas, benefits that underscore why they should adopt a specific behavior; and options that provide flexibility to fit their lifestyles.

### Rollover Widgets

There are three rollover widgets, covering milk, whole grains and child feeding practices. The content in these tools cover the “what,” “why,” and “how” elements relevant to each behavior. For example, content includes calls-to-action for each behavior, complemented with compelling reasons to follow through (e.g., nutrition information and health benefits), plus tips for incorporating the behaviors into mothers’ daily lives. The content and images in these resources, come from the messages and supporting content.



**Give Yourself and Those You Love the Goodness of Whole Grains.**

Whole grains are rich in vitamins, minerals and other nutrients to help keep your family healthy. At least half of the grains you eat each day should be whole grains.

Put over the images below for tips to help you identify whole grain foods and exclude them in meals and snacks.

Choose foods that are whole grain. Some foods are always whole grain, like oatmeal, brown rice, wild rice and popcorn.

USDA Additional Resources: [www.fda.gov/dietaryguidance](http://www.fda.gov/dietaryguidance) ShareThis

Whole Grains



**Enjoy Each Other While Enjoying Family Meals.**

Meal time is a chance to help your kids grow and learn to make good decisions about what and how much to eat. It's also a chance to slow down, relax and enjoy your family's company.

Roll over the images below for tips to make meal time enjoyable and to help your kids learn healthy eating habits for life.

Eat as a family whenever you can. Keep meal time relaxed to nourish the body and help your family make stronger connections.

USDA Additional Resources: [www.fda.gov/dietaryguidance](http://www.fda.gov/dietaryguidance) ShareThis

Child Feeding



**Milk Matters**

Fat-free and low-fat (1% milk) gives your entire family calcium, protein and vitamin D for strong bones, health and muscle.

Put over the images below for tips to help your family get the milk they need. Use what you like to make the switch to lower fat milk easier.

Fat-free and low-fat (1%) milk have the same key essential vitamins, minerals and protein as whole and 2% fat milk, but without the extra fat, so they're also good for your heart.

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Milk

Mothers and other users access the information and tips by rolling the cursor over the five images along the bottom of each tool. This format alleviates the need to click-a practices mothers indicated they want to avoid (some felt clicking might place virus on their computers, take them to another site, etc.). The rollover widgets are available online and can be integrated into web sites, blogs, etc. The tools are also 508 compliant<sup>1</sup>.

<sup>1</sup> 508 compliant features include keyboard shortcuts and Screen Reader compatibility.