

Core Nutrition Messages

Conveying the Messages: Overview of Videos for Moms

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 is important to them, such as meal preparation tips and recipes, benefits that underscore why they should adopt a specific behavior; and options that provide flexibility to fit their lifestyles.



Videos

The three (3) videos feature a mother that represents the diversity of participants in the nutrition assistance programs and address each of the topics: milk, whole grains and child feeding practices. The content of the videos come from the core messages and the associated tips, advice and guidance. The content included in each of the videos covers the “what,” “why,” and “how” elements of the core messages and supporting content. The mother-to-mother conversational style personalizes this information and connects with the audience.



Whole Grains



Child Feeding



Milk

The videos¹ are online for viewing and downloading. In addition, a limited supply is available in DVD format. They are an excellent way to reach mothers online with new information and to reinforce counseling and other nutrition education and promotion activities. They can also be used in a variety of programs and settings (e.g., WIC offices, SNAP-ED, parent meetings, partner web sites, etc.) as a part of ongoing education activities. The videos are also 508 compliant².

¹ Web-based files are available as .wmv files; in addition, a limited number is available on DVD.

² The videos are ‘closed captioned’ to meet 508 compliance requirements.