

Whole Grain Messages

Use these messages to inspire moms to purchase, prepare and serve whole grains as part of family meals and snacks. These emotion based and informative messages and related tips and advice use motivators and reinforcements that are personally relevant to the target audience. Consumer testing indicated that moms found these messages and tips convincing, realistic and motivating. Use these resources to increase the confidence and skills of participants in selecting and preparing simple, tasty whole grain foods for kids and the entire family to enjoy.

Most of the photos shown with the messages and content were tested with consumers and are available from online sources. [Contact us \(nutritionmessages@fns.usda.gov\)](mailto:nutritionmessages@fns.usda.gov) if you are interested in information about the photos.

More ideas on how to incorporate these messages and tips into your program are available in Chapter V of “**Maximizing the Message...**” download the guidebook at <http://www.fns.usda.gov/fns/corenutritionmessages/Maximizing.htm>.



New Messages for All Mothers



Give yourself and those you love the goodness of whole grains. Make at least half of the grains you eat whole grains – such as bread, tortillas, pasta and cereals. Whole grains are good for your heart and digestion, and can help you maintain a healthy weight and good overall health.



Whole grains make a difference. Whole grains help keep your heart healthy and are good for digestion and a healthy weight. Choose foods with “100% whole wheat” or “100% whole grains” on the label. Or check the ingredient list to see if the word “**whole**” is before the first ingredient listed (for example, *whole* wheat flour). If it is, it’s whole-grain.

New

Messages for Mothers of Preschool-Aged Children



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.



Happy Kids, Happy Tummies. Serve your little ones whole grain versions of their favorite bread, cereal or pasta. It's a simple way to help them eat more whole grains. And, eating more whole grains that are higher in fiber can make potty time easier, too.

New

Messages for Mothers of Elementary-School-Aged Children



Start every day the whole grain way. Help your kids get their day off to a healthy start. Serve whole-grain versions of cereal, bread, tortillas or pancakes at breakfast. Whole grains give your kids B vitamins, minerals and fiber to help them feel full longer so they stay alert to concentrate at school.