

II. Message Audience

Maximizing the Message...provides you with 29 audience-tested nutrition messages, as well as supporting content, that address important diet-related behaviors influencing the health of low-income mothers and children. Specifically, core nutrition messages are provided for the following audience segments:

- Low-income mothers of preschool-age children (2- to 5-year-olds)
- Low-income mothers of elementary school-age children (6- to 10-year-olds)
- Eight- to ten-year-old children



Figure A: Making a Bigger Impact—Together

Low-income mothers and their children are served by several Federal nutrition assistance programs. When these programs communicate the core nutrition messages to their participants, we can reach millions of mothers and children. The opportunity for message repetition is also greater since many moms participate or have children who participate in multiple programs. Examples of USDA programs include:

- Supplemental Nutrition Assistance Program (SNAP)*
In Fiscal Year 2011, 5.2 million women ages 18 to 50 lived in SNAP households with children 3 to 10 years of age.¹
- Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
In Fiscal Year 2010, on average, 4.8 million children 1 to 4 years old participated in WIC each month.²
- National School Lunch Program (NSLP)
In 2011, an estimated 24.6 million children were between the ages of 6 and 11 years old.³ Most of these children were eligible to participate in the NSLP.

* Formerly known as the Food Stamp Program. The name changed on October 1, 2008.

