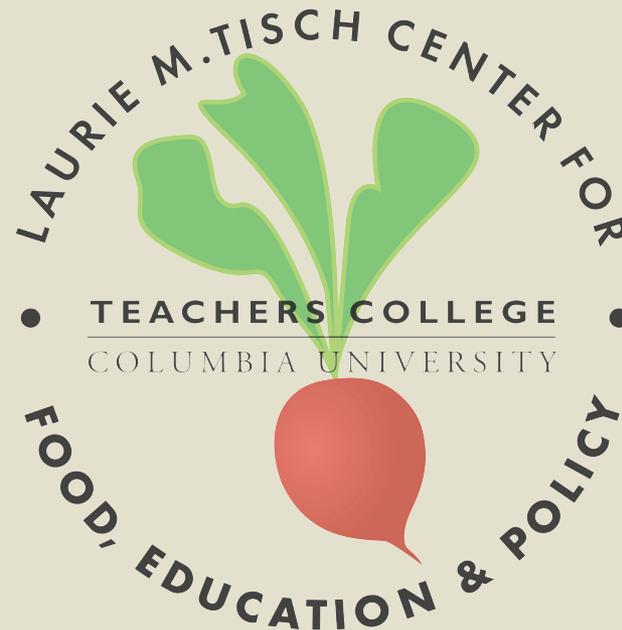


Nutrition Education

Needs a re-brand or doing just fine?

Pamela Koch



Close your eyes



What does nutrition education really mean?

Does the field of nutrition education have a marketing problem?

What can nutrition educators do to fix it?

What does nutrition education really mean?

What does nutrition education really mean?

Does the field of nutrition education have a marketing problem?

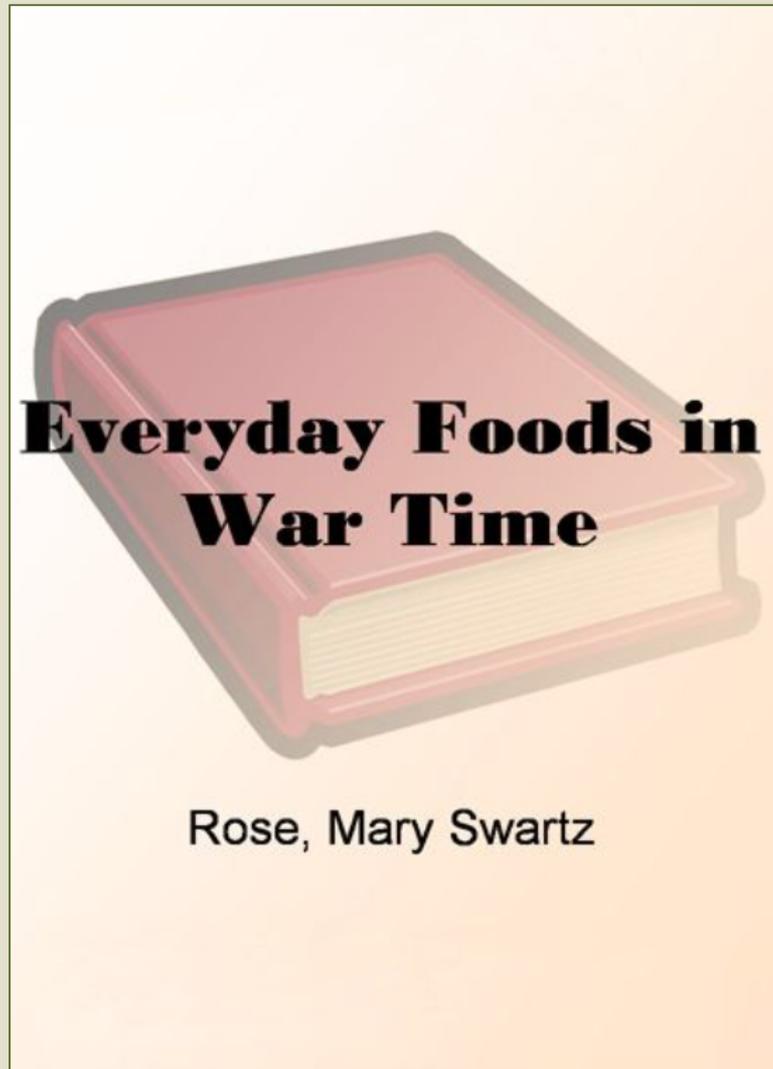
What can nutrition educators do to fix it?

What does nutrition education really mean?

**Nutrition science &
nutrition education**

What does nutrition education really mean?

Mary Swartz Rose, 1917



Mary Swartz Rose, 1917

The patriotic housewife finds her little domestic boat sailing in uncharted waters.

Mary Swartz Rose, 1917

To change one's menu is often trying; to be uncertain whether the substituted foods will preserve one's health and strength make adjustments doubly difficult.

Mary Swartz Rose, 1917

It is hoped that the brief chapters which follow will make it easier to ***“save wheat, meat, sugars, and fats”*** and to make an acceptable bill of fare without excessive cost.

What does nutrition education really mean?

Whitehead, 1973

World Review of Nutrition and Dietetics, Vol. 17

Editor: G. H. BOURNE, Atlanta, Ga.

Publishers: S. KARGER AG, Basel

SEPARATUM (Printed in Switzerland)

World Review of Nutrition and Dietetics, vol. 17, pp. 91–149 (Karger, Basel 1973)

Nutrition Education Research¹

FLOY EUGENIA WHITEHEAD

Department of Home Economics, University of Iowa, Iowa City, Iowa

Review of nutrition education 1900–1970

Whitehead, 1973

The need for research in nutrition education is established by at least two facts: (1) each new generation must be taught to use the ***existing food supply intelligently***,...

Whitehead, 1973

...and (2) the body of facts which make up the ***science of nutrition is an evolving one.***

What does nutrition education really mean?

Whitehead, summary 1900–1944

15. Nutrition information does not of itself assure the practice of good food habits.

16. Access to food as well as knowledge about food does not improve food habits unless motivation to do so is provided.

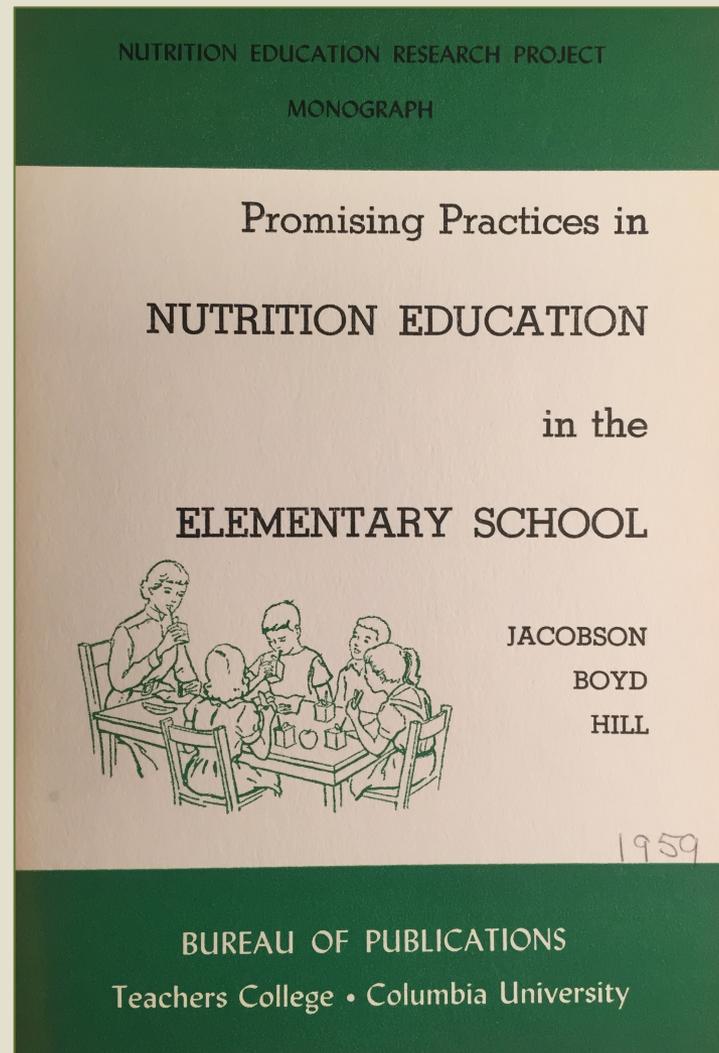
17. Food habits may be improved by group decision and by teacher-pupil planning, participation and evaluation of their learning experiences.

18. Education which creates a desire to change food habits and then provides information needed to direct that change may be expected to yield improved food habits.

page 109 (there were 30 points, highlighting 4 here)

What does nutrition education really mean?

Jacobson, Boyd, and Hill, 1959



Jacobson, Boyd, and Hill, 1959

Through nutrition education, teachers and administrators can help children develop ***wholesome attitudes*** toward ***essential foods*** and ***desirable food practices***.

Jacobson, Boyd, and Hill, 1959

The sensitive teacher helps children explore questions...One third grade class the study of food and nutrition began when a pupil asked, “***Where do our foods come from?***”

Pam read more

Jacobson, Boyd, and Hill, 1959

The school lunchroom because a laboratory for teaching and practicing good food habits.

Fieldtrips to local markets followed by tasting parties help children to appreciate and enjoy foods served in the lunchroom.

What does nutrition education really mean?

Teachers College Record, 1980

TEACHERS COLLEGE RECORD

TEACHERS COLLEGE, COLUMBIA UNIVERSITY
VOLUME 81, NUMBER 4, SUMMER 1980

FOR THE RECORD

JOAN DYE GUSSOW 411 *Food and Nutrition Education: A Redefinition*

LEARNING AND EATING: THE NEW NUTRITION EDUCATION

HAROLD J. MOROWITZ 417 *Food for Thought*

ISOBEL CONTENTO 421 *Thinking about Nutrition Education:
What to Teach, How to Teach It, and
What to Measure*

JOAN DYE GUSSOW 448 *Who Pays the Piper?*

HAROLD J. MOROWITZ 467 *Drinking Hemlock and Other Nutritional
Matters*

FRANCES MOORE LAPPÉ 471 *Beyond the Hunger Myths*
JOSEPH COLLINS

WILLIAM J. REESE 496 *After Bread, Education: Nutrition and Urban
School Children, 1890-1920*

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What does nutrition education really mean?

Gussow, 1980

Ready or not, nutrition educators may simply have to take on ***food supply*** issues, since no one else is doing so.

What does nutrition education really mean?

Gussow, 1980

But ***telling the whole truth***,
teaching people about who eats
and who does not, *and why*, and
about what ought not to be eaten
as well as what ought to, will ***make***
nutrition a politically charged
subject, ...

What does nutrition education really mean?

Gussow, 1980

But *telling the whole truth*,
teaching people about who eats
and who does not, *and why*, and
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as well as what ought to, will ***make***
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subject, ...

What does nutrition education really mean?

Gussow, 1980

... a subject that more than mathematics or reading or even history or social studies will ***collide early on with powerful economic interests.***

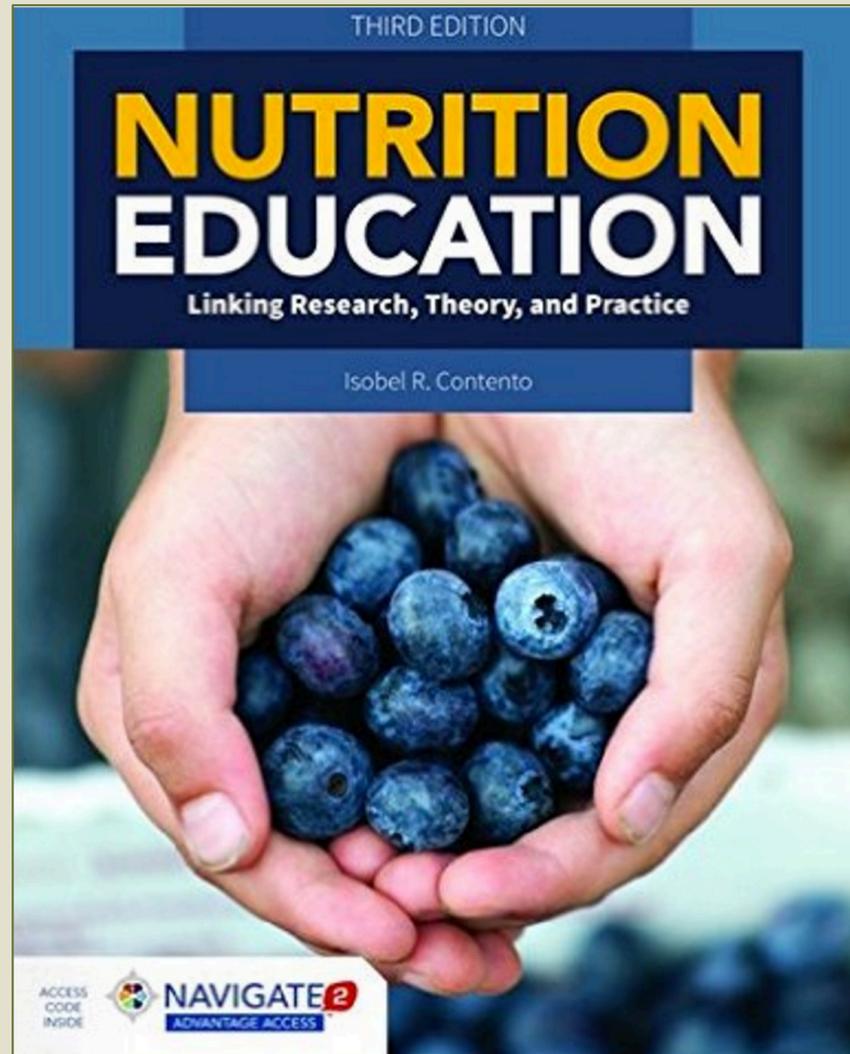
What does nutrition education really mean?

Gussow, 1980

To teach the right things—simply to ask the right questions—is likely to prove unsettling to the largest single industry in the United States. ***However, not to do so is to continue to settle for ineffectual-ness.***

What does nutrition education really mean?

Contento, 2007, 2011, 2016



What does nutrition education really mean?

Contento, 2007, 2011, 2016

Nutrition education is any combination of educational strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food choices and other food- and nutrition-related behaviors conducive to health and well-being.

What does nutrition education really mean?

Contento, 2007, 2011, 2016

Nutrition education is delivered through multiple venues and involves activities at the individual, community, and policy levels.

What does nutrition education really mean?

Porter et al, 2014



What does nutrition education really mean?

Porter, et. al., 2014

Quality nutrition education goes beyond teaching facts about nutrients or merely telling people what to and what not to eat.

What does nutrition education really mean?

Porter, et. al., 2014

Growing lettuce in a school garden, making and eating a salad, and counting out teaspoons of sugar in large sized sodas are all nutrition education.

What does nutrition education really mean?

Porter, et. al., 2014

Nutrition education gets people fired up so they truly want to eat more vegetables, whole grains, fruits, and other healthy foods. Nutrition education encourages people to cook and eat meals with families and friends.

What does nutrition education really mean?

Porter, et. al., 2014

Nutrition education advocates for environments where healthy choices are the easy choices. Nutrition education teaches skills such as choosing affordable, fresh, locally grown foods at farmers markets.

What does nutrition education really mean?

Porter, et. al., 2014

Nutrition education raises awareness that our food supply has an overabundance of large sizes of chips, sweetened beverages, fast foods, candy, and baked goods that the food industry formulates to be irresistible.

What does nutrition education really mean?

Porter, et. al., 2014

These broad experiences with food can empower people to make food choices not only promote personal health but promote ecological sustainability.

What does nutrition education really mean?

Porter, et. al., 2014

When we eat more plant-based, whole foods and try to source some of our food locally we can reduce the carbon footprint of our diet.

What does nutrition education really mean?

Bottom line:

We need nutrition education so we
to help everyone eat well... ***despite
the crappy food supply***

Does the field of nutrition education have a marketing problem?

What does nutrition education really mean?

Does the field of nutrition education have a marketing problem?

What can nutrition educators do to fix it?

Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

What works and what doesn't work
about the term nutrition education?

Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

What works and what doesn't work
about the term nutrition education?

Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

What works and what doesn't work
about the term nutrition education?

short and concise

positive and important

attractive to policy makers

familiar

open doors to broader conversations

Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

What works and what doesn't work
about the term nutrition education?

Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

What works and what doesn't work
about the term nutrition education?

didactic, boring, outdated
implies knowledge is enough
narrow, not understood, vague
negative connotations
limiting

Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

Taglines:

Empowering food decisions for
healthy individuals and communities.

Empowering healthy decisions for
a better world.

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Does the field of nutrition education have a marketing problem?

SNEB session, July, 2016

Taglines:

Pay now or pay later.

Transforming our world.

Love food, love eating, love life.

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What can nutrition educators do to fix it?

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What can nutrition educators do to fix it?

What can nutrition educators do to fix it?

Rebranding ... formal examples



AAFCS

AMERICAN ASSOCIATION OF
FAMILY & CONSUMER SCIENCES

AAFCS Brand Story

What can nutrition educators do to fix it?

Rebranding ... formal examples



AAFCS

AMERICAN ASSOCIATION OF
FAMILY & CONSUMER SCIENCES

AAFCS Brand Story

CONNECTING PROFESSIONALS...
TOUCHING LIVES

What can nutrition educators do to fix it?

Rebranding ... formal examples

**FAMILY &
CONSUMER
SCIENCES**



Creating Healthy & Sustainable Families

What can nutrition educators do to fix it?

Rebranding ... formal examples

UNIFYING THE WIC BRAND

9 SEPTEMBER 2016

What can nutrition educators do to fix it?

Rebranding ... formal examples

UNIFYING THE WIC BRAND

9 SEPTEMBER 2016

What can nutrition educators do to fix it?

Rebranding ... formal examples

SITUATION TODAY

Having so many identities and messages can seem confusing and disconnected.



What can nutrition educators do to fix it?

Rebranding ... formal examples

OUR LOGO



What can nutrition educators do to fix it?

Rebranding ... formal examples

OUR TYPOGRAPHY

BE THE
MOM YOU
WANT TO BE.

What can nutrition educators do to fix it?

Rebranding ... formal examples

OUR BRAND PLATFORM

SULLIVAN

WIC gives moms information, tools and support to be the mom they want to be.

We give you healthy food and teach you how to use it

We provide a community of support

We connect you to care beyond WIC

OPTIMISTIC

STRONG

OPEN

What can nutrition educators do to fix it?

**Imagine unifying
messaging for the
field of nutrition
education...**

What can nutrition educators do to fix it?

**... and making
food supply central**

And, a final note from a farmer...

The Opinion Pages | OP-ED CONTRIBUTOR

The New York Times

An English Sheep Farmer's View of Rural America

By JAMES REBANKS MARCH 1, 2017