Creative Nutrition Programming That Continues After Hours

Presented by
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Wellness Dietitian
Nutrition Risk: High

01. Low intakes of fruits and vegetables
02. Low intake of water
03. Low intake of fiber
04. Nutrition Knowledge Deficit
Traditional Programming
Traditional Programming

- Health Risk Appraisal/Personal Health Assessment
  - Lifestyle habit survey + biometrics
    - Height, weight, blood sugar, blood pressure, blood lipids (HDL, LDL, Total), A1C, bone density
    - Exercise, stress, nutrition, tobacco, weight management
Traditional Programming
Need for Creative, Engaging Services

• Low engagement
• Poorly addresses learning styles
  • Auditory, kinesthetic/tactile, visual
• Lack of long-term behavior change
• Lack of significant behavior change
Nutrition Program Goals

- Increase access
- Increase knowledge
- Increase self-efficacy

Change high risk behaviors
Increasing knowledge: Address *all* learning styles
Learning Style: Auditory

- Prefers listening to information

- Techniques:
  - Conversations
  - Oral summaries
  - Webinars
  - Lectures
  - Reading out loud
Learning Style: Kinesthetic/Tactile

- Preference for hands-on learning; touch, feel, do

- Techniques:
  - Hands-on activities
  - Props, displays they can touch
  - Drawings/doodles
  - Role play
  - Using body movement while reciting info
  - Take notes while reading or listening
Learning Style: Visual\(^2\)

- Preference for seeing and observing
- Techniques:
  - Photos, diagrams, handouts
  - PowerPoint
  - Films
  - Displays, props
  - Watching demos
## Traditional Programming

<table>
<thead>
<tr>
<th>Traditional Method</th>
<th>Learning Style</th>
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<tbody>
<tr>
<td>Lecture/webinar</td>
<td>Auditory, visual</td>
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<tr>
<td>Health coaching</td>
<td>Auditory, maybe visual</td>
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Driving Change: Case Study

- Workbook
- Hands-on activities in-class and simulated via webinar
- Homework activities
Creating Healthier Recipes

Cooking your own meals is a great way to prepare healthy foods at home. Make your favorite recipes healthy by replacing high calorie, fat or sugar ingredients with lower calorie, fat or sugar ingredients.

Before you begin changing a recipe, ask the following questions:

- **Where are the calories in the recipe?** These are likely from butter, whole milk, sugar, cream cheese, gravies, high fat sauces or high fat meats.
- **Where is the fat?** Most fats have great, low fat substitutions.
- **Where is the sugar?** Sugar comes in many forms including table sugar, honey, molasses, maple syrup, corn syrup and brown sugar.

Once you have answered these questions, make a change one step at a time using the 4-step process described next. Changing more than one thing at a time could cause the taste and texture to change significantly.

What are functional foods?

Foods with added health benefits beyond what they originally contain. One example is peanut butter that has been fortified with omega 3s.

Home Activity: The 4-step Process for Recipe Modification

1. **Start with one ingredient at a time.** What ingredient do you want to substitute? Use the following sheet to write the ingredient and amount from your original recipe.

2. **Reduce or replace high calorie, high fat, high sugar ingredients.** What will you substitute the ingredient with? Use the Smart Substitutions list for suggestions.

3. **Add extra flavor, fiber, or a functional food ingredient.** Can you add flavor, fiber or a functional food ingredient? Use the following sheet to write the substitutions or additions you make and their amounts.

4. **Evaluate the result.** Does your new recipe pass the taste test? Keep tweaking until you are satisfied.
<table>
<thead>
<tr>
<th>Day</th>
<th>Breakfast</th>
<th>Lunch</th>
<th>Dinner</th>
<th>Snack</th>
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<tbody>
<tr>
<td>Monday</td>
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<td>Tuesday</td>
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<td>Sunday</td>
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### Enhanced Programming

<table>
<thead>
<tr>
<th>Innovative Method</th>
<th>Learning Style</th>
<th>Added Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture/webinar series with hands-on activities</td>
<td>Auditory, visual, kinesthetic</td>
<td>Long-term and gradual absorption of information</td>
</tr>
<tr>
<td>Workbook activities</td>
<td>Visual, kinesthetic, potential for auditory</td>
<td>Family-focused, shifting wellness into “after work” environment</td>
</tr>
</tbody>
</table>
Increasing Access
Increasing access

- Farmers Market/Mobile Market
  - Increasing access for use at home

Mill Village Farms Mobile Market
Adam’s Mobile Market
Hub City Mobile Market
Swamp Rabbit Café and Grocery
Marvin’s Produce
Increasing Self-Efficacy
Increasing self-efficacy

- Grocery Store Tours
  - Teambuilding, out-of-office
  - Foods for home

- Workshops
  - Packing a Healthy Lunch
  - Meal Planning
  - Recipe Revisions
  - Couponing
Increasing self-efficacy

- Support Groups
  - Meals on a Budget
  - Help: My Child is a Picky Eater
  - Families with Food Allergies
Implementing Services
Keys to Implementation

• Expert staff
  • Trained facilitators
  • Registered Dietitians

• Privacy secured

• Internal motivation versus external incentives
Where to Begin?

• 1. Assess current offerings and resources.
  • Room for improvement?
  • Funds for additional staff/programming?
  • Are all learning styles addressed?
<table>
<thead>
<tr>
<th>Program Name</th>
<th>Auditory</th>
<th>Visual</th>
<th>Tactile/Kinesthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy on a Budget (Lunch and Learn)</td>
<td>Video, speakers voice, group discussion, role playing</td>
<td>Powerpoint, video, food model visual aids, role playing</td>
<td>Food model visual aids, handout with note space, role playing</td>
</tr>
</tbody>
</table>
Where to Begin?

2. Look beyond satisfaction ratings.
   • How is home life targeted?
   • Are intrinsic motivators occurring? Determine what your employees value.

My kids are my inspiration.
Where to Begin?

3. Focus on outcome assessments.
   - Measure impact through specific, behavior-based outcomes
   - Pilot surveys/evaluations with focus groups
     - Increase reliability and validity
Satisfaction Outcomes

• Highly satisfied
• Unique
• Fun
• Thankful
• Impactful, including employee and their family
Case Study: Assess Target Behaviors

1. My Nutritious You From Blue facilitator was professional, knowledgeable and helpful.
   1 2 3 4 5 N/A

2. The power point deck and handouts used in this program were professional and informative.
   1 2 3 4 5 N/A

3. Because of this program, I feel that healthy eating habits are important to my health.
   (If you already felt healthy eating habits were important to your health before this program, select N/A.)
   1 2 3 4 5 N/A

4. Because of this program, I have more confidence that I can plan healthy meals for myself and my family.
   (If you were already confident before the program, select N/A.)
   1 2 3 4 5 N/A

5. I am eating more fruits and vegetables than I was when I started this program.
   (If you were already eating 5 servings of fruits and vegetables on most days, select N/A.)
   1 2 3 4 5 N/A

6. Overall, I am satisfied with the Nutritious You From Blue program.
   1 2 3 4 5 N/A

Please provide comments or suggestions regarding the program, the facilitator, your experience, or how you have been helped by this program (continue on the back if needed).
Behavior Change Outcomes

• 52% increased fruit and vegetable consumption
  • 35% already eating daily recommendation
• 73% increased confidence with meal planning
• 40% increased belief that eating healthy is important
  • 60% already believed healthy eating was important
Q8 As a result of the tour, I will

Answered: 15  Skipped: 9

Choose products with...

Check the nutrition facts...

Check the sodium content...

Choose low fat milk, yogurt...

Choose cuts of meat or poultry...

Other (please specify)

Answer Choices

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose products with more fiber</td>
<td>160.00%</td>
</tr>
<tr>
<td>Check the nutrition facts on products</td>
<td>86.67%</td>
</tr>
<tr>
<td>Check the sodium content of foods</td>
<td>86.67%</td>
</tr>
<tr>
<td>Choose low fat milk, yogurt or cheese</td>
<td>66.00%</td>
</tr>
<tr>
<td>Choose cuts of meat or poultry that are lower in fat</td>
<td>86.67%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>33.33%</td>
</tr>
</tbody>
</table>

Total Respondents: 15

<table>
<thead>
<tr>
<th>#</th>
<th>Other (please specify)</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I'll be much more conscious of the food labels and look for options that are healthier for me.</td>
<td>9/3/2015 2:28</td>
</tr>
<tr>
<td>2</td>
<td>I always check labels but not I have a better understanding of what to look for.</td>
<td>9/2/2015 5:39</td>
</tr>
<tr>
<td>3</td>
<td>Choose more appropriate carbs</td>
<td>6/30/2015 8:1</td>
</tr>
<tr>
<td>4</td>
<td>Look for BOGO's and plan ahead</td>
<td>6/26/2015 12:</td>
</tr>
<tr>
<td>5</td>
<td>choose bread products high in fiber</td>
<td>6/9/2015 1:14</td>
</tr>
</tbody>
</table>
References

