



FACT SHEET

- FNS developed a series of nutrition education and promotion materials targeting mothers entitled *Loving Your Family Feeding Their Future: Nutrition Education through the Food Stamp Program*.
- Materials communicate messages in the *2005 Dietary Guidelines for Americans (DGA)* and *MyPyramid* in a user-friendly, easy-to-read format.
- Mothers are the primary target audience because of their key roles in choosing and purchasing food for their households. They also serve as role models for their children's eating habits and lifestyles.
- *Loving Your Family...* includes guidebooks, brochures, and handouts in both English and Spanish.
- *Loving Your Family...* reflects cutting-edge communication techniques that capture moms' interest, including:
 - a "self-teaching" format (a mother telling her story to other mothers)
 - full-color images to communicate key information and elicit reader attention
 - design features that emphasize core information using text blocks, bullet lists, and repetition
 - easy, low-cost, and tasty recipes and menus for busy moms on a tight budget
 - real world examples to emphasize instructional points
- A Staff Support Kit includes a handbook and discussion materials for the nutrition educator in addition to all the participant materials.
- An online training module is also available for educators to review the kit components and ideas for using the materials at <http://foodstamp.nal.usda.gov>
- Materials were designed to address cultural, literacy, language and income barriers faced by many Food Stamp Program families.
- Educators can download materials or order extra copies of selected items at http://www.fns.usda.gov/fsp/nutrition_education/