NATIONAL NUTRITION MONTH
2015-2016

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What is National Nutrition Month?

- Educational campaign created by the Academy of Nutrition and Dietetics (AND) to inform the public about correct eating practices and to advocate the profession as the go-to experts for evidence-based nutrition information.

- Developed into a 9-month event at Rush including:
  - Booth presenting with educational material and engaging activity
  - Sampling of foods offered in cafeteria
READY: THE PROBLEM

- Previous projects and surveys established **lack of food and nutrition related knowledge** among RUMC employees and students.

- A multitude of **incorrect, misleading nutrition information is readily accessible** to the public

- **Lack of awareness of services** provided by the FNS department

- **Prior process had limitations** we wanted to improve upon including:
  - Not participant driven
  - Lacked continuity
  - Missed participants
  - Unclear responsibilities
**READY: THE GOAL**

- Develop relevant, seasonal and **participant driven** monthly nutrition topics related to the **central theme**, “Putting the U in Nutrition” used to guide education materials and activities.

- Present information developed at booths displayed the first week of the month on Tuesday and Thursday, with samples provided on Thursdays in the **cafeteria and student lounge**.

- **Engage the audience with interactive activities** that allowed participants to practice nutrition principles learned.
## READY: THE GOAL

<table>
<thead>
<tr>
<th>Month</th>
<th>Nutrition Topic</th>
<th>Objectives</th>
<th>Activity</th>
<th>Food Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 15th &amp; 17th</td>
<td>Sports Nutrition</td>
<td>Educate on healthy carbohydrate loading, safe supplementation, and proper hydration strategies</td>
<td>Sports Nutrition misconceptions: Myth or Fact</td>
<td>African Rice</td>
</tr>
<tr>
<td>October 6th &amp; 8th</td>
<td>Trick Your Way into a Healthy Treat</td>
<td>Educate on ways to modify various baking recipes and provide low-calorie candy/treat options</td>
<td>Compare calorie count of halloween candies with interactive poster</td>
<td>Black Bean Brownies</td>
</tr>
<tr>
<td>November 3rd &amp; 5th</td>
<td>Portioning out our Gratefulness</td>
<td>Educate on MyPlate components and proper portion sizes of common foods consumed during Thanksgiving</td>
<td>Determine dinner plate with proper MyPlate components</td>
<td>Pear Maple Salad</td>
</tr>
<tr>
<td>December 8th &amp; 10th</td>
<td>Cozy Comfort Food</td>
<td>Provide healthier substitutions for common holiday comfort foods and mindful eating tips to avoid overeating</td>
<td>Choose the holiday plate that is most accordant with MyPlate</td>
<td>Swiss Oatmeal</td>
</tr>
<tr>
<td>January 5th &amp; 8th</td>
<td>New You, New Goals</td>
<td>Provide strategies for setting SMART goals and tips for starting and maintaining diet changes</td>
<td>Write New Year’s Resolutions on banner &amp; provide suggestions for modifying into SMART goal</td>
<td>Orange Kamut Salad</td>
</tr>
</tbody>
</table>
## Ready: The Goal

<table>
<thead>
<tr>
<th>Month</th>
<th>Nutrition Topic</th>
<th>Objectives</th>
<th>Activity</th>
<th>Food Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2(^{nd}) &amp; 4(^{th})</td>
<td>Heart Your Heart</td>
<td>Educate on components of a heart healthy diet, specifically the Mediterranean Diet and provide diet tips to prevent heart disease</td>
<td>Determine plate that most represented a Mediterranean diet</td>
<td>Chocolate Avocado Mousse</td>
</tr>
<tr>
<td>March 1(^{st}) &amp; 3(^{rd}) 9(^{th})</td>
<td>Munch Madness</td>
<td>Provide healthy snack ideas and how to incorporate mindful eating while snacking</td>
<td>Bracket trivia game</td>
<td>Kale Green Smoothie</td>
</tr>
<tr>
<td></td>
<td>National Nutrition Month: Savor the Flavor of Eating Right &amp; RD Day</td>
<td>Provide information regarding the role of Registered Dietitians, introduce the team of Rush RDs, and educate on the new Dietary Guidelines</td>
<td>Nutrition trivia game with NNM 2016 theme prizes</td>
<td>No sample</td>
</tr>
<tr>
<td>April 5(^{th}) &amp; 7(^{th})</td>
<td>Don’t Let Beverages Fool You</td>
<td>Educate on calorie content of common beverages and provide tips on reducing intake of sugar sweetened beverages</td>
<td>Display what 100 calories of various beverages looks like</td>
<td>TBD</td>
</tr>
<tr>
<td>May 3(^{rd}) &amp; 5(^{th})</td>
<td>Get Your Grill On</td>
<td>Educate on how to buy healthy foods on a budget and provide tips on healthy grilling and seasoning methods</td>
<td>Determine which meal/recipe costs less</td>
<td>TBD</td>
</tr>
</tbody>
</table>
READY: THE SCOPE

Objectives:

1. Improve nutrition related knowledge among employees and students of RUMC through evidence-based nutrition education on topics that are relevant, interesting and useful to participants in the form of activities, handouts and posters.

2. Increase the awareness of services provided by the FNS department.

READY: THE TEAM

Student Leaders

Cafeteria Managers and Employees

First Year Interns
READY: THE METRICS

Monthly objectives were created for each topic to guide educational materials, handouts, and activities

**New You, New Goals**

- Provide strategies for setting SMART goals
- Give tips for starting and maintaining diet changes

**Portioning out our Gratefulness**

- Educate on MyPlate components
- Teach proper portion sizes of common foods consumed during Thanksgiving

**Sports Nutrition**

- Educate on healthy carbohydrate loading
- Provide resources for safe supplementation
- Educate on proper hydration strategies
READY: THE METRICS

NNM related outcomes were measured through evaluation questionnaires distributed to participants at the monthly presentations.

Evaluations assessed:
- Satisfaction with topic
- Relevant material provided
- Engaging activities
- Interactive presenters
- Learned something new
- Questions/comments

<table>
<thead>
<tr>
<th>National Nutrition Month Survey</th>
<th>(1=not at all, 5=very much so)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please rank your satisfaction with this topic</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>All educational material was understandable and relevant</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Activities were engaging and educational</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Presenters were engaging and interactive</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Education material provided you with something new to learn</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>What questions do you have about nutrition/what would you like to learn about? Other comments?</td>
<td></td>
</tr>
</tbody>
</table>
UNDERSTAND: BASELINE PERFORMANCE
UNDERSTAND: BASELINE PERFORMANCE

NNM 2014-2015 Survey Data

- Handout information was useful: 74%
- Display was helpful and informative: 16%
- Learned something new at the booth: 65%
- Will use new information in the future: 68%

Questions:
- Not at all
- Somewhat
- Neutral
- Mostly
- Very much so
UNDERSTAND: KEY DRIVERS OF THE PROBLEM

Overall Problems

*Lack of food and nutrition related knowledge*
- Previous projects and surveys established lack of food and nutrition related knowledge among Rush University Medical Center (RUMC) employees and students.

*Incorrect information easily available*
- A multitude of incorrect, misleading nutrition information is readily accessible to the public.

*Limited awareness of services*
- Lack of awareness of services provided by the Food and Nutrition Services (FNS) department.
UNDERSTAND: KEY DRIVERS OF THE PROBLEM

2014-2015 Process Problems

Not participant driven
- A lack of participant based topics and ability for participant input on presented topics existed.

Lack of continuity
- Topics and information presented lacked continuity and handout formats and visual aids were not consistent.

Participants missed
- A wide range of participants were missed with implementation at only one location.

Unclear responsibilities
- First year students were not given clearly defined responsibilities, no reminder or adequate time to complete duties, and no opportunity to provide feedback.
UNDERSTAND: CURRENT PROCESS (NNM 2014-2015)

- National Nutrition Month activities were presented on Tuesday and Thursday during one week of each month in the cafeteria, and samples were provided on Thursdays.

- Topics for presentations alternated monthly between a cultural theme and a health related topic.

- First year students were responsible for creating visual aids and handouts, which were edited by second year students.
**SOLVE: SOLUTIONS**

**Made NNM more customer driven**

- Created monthly **themes applicable to larger population**
- Added section to each monthly handout **addressing nutrition related questions from students and employees** from surveys with research based evidence

**Promoted continuity**

- Monthly topics revolved around a **central theme**, “Putting the U in Nutrition”
- **Created a template** for handouts and visual aids that were used monthly to provide a recognizable format for all NNM materials
**SOLVE: SOLUTIONS**

**Expanded variety of customers reached**

- **Added additional location in the student lounge** for monthly presentations

**Provided clearly defined responsibilities**

- **Specific objectives and timelines** were developed and presented to first year students
- **Provided reminders** of dates and responsibilities a month before presentation
- Provided **opportunity for feedback** of management style
BOOTHs
Portioning out our Gratefulness!

National Nutrition Month

New Year, New You!

Tips for Healthy Eating During the Holidays:

- Drink plenty of water throughout the day.
- Saturates your daily nutrients and promotes satiety.
- Reduce your portion sizes and balance your plate with a variety of vegetables, lean proteins, and whole grains.
- Support the recommendations for daily servings of fruits and vegetables in your diet.
- For healthy eating habits, choose whole-grain breads and cereals, low-fat milk, and lean meats.
- Eat slowly and be mindful about what you're eating.
- This will help you maintain a healthy weight.
- Get physically active today and every day.
Tropical Green Smoothie

Who knew green could taste so good and be so good for you?
This smoothie is loaded with vitamins (specifically Vitamins A and C), minerals (Calcium, Potassium, and Magnesium), fiber, and healthy fats. Want to try making it on your own? Here's how!

Ingredients:
- 1 avocado
- 1 apple
- 1 banana
- 1 cup spinach
- 1 cup pineapple
- 1 cup unsweetened almond milk
- 1 tsp cinnamon
- 1 tsp vanilla extract

Instructions:
1. Combine all ingredients in a blender.
2. Blend on low until combined.
3. Then, blend on high until smooth.
4. Pour into a glass and enjoy!

Simply combine the above ingredients with 1 cup of crushed ice in a blender. Blend on low for 15 seconds until incorporated. Then, switch to high and blend for 30 seconds or until desired texture is reached. Serve in a 16 oz cup and enjoy! Will provide: 287 calories, 11g fat, 6g of fiber, and 5g of protein.

National Nutrition Month

The month of March means one thing: March Madness and March Midoons mean one thing: endless snacks, because the spiking events in college without the snacks. Take advantage of this opportunity to get plenty of fiber, vitamins, and minerals into your diet by matching the snacks in March Madness with the snacks in this month’s nutrition month. Below are some suggestions.

Healthy Snack Ideas

Fast Buns with Poppy Seed: Fast buns with poppy seed are a delicious and easy snack. They are packed with fiber and protein and make a great addition to your meal.

Leek and Onion Soup: Leek and onion soup is a hearty and filling dish. It is packed with nutrients and protein and is perfect for a cold winter day.

Brown Rice with Black Beans: Brown rice with black beans is a healthy and filling dish. It is packed with protein and fiber and is perfect for a cold winter day.

Fruit and Nut Bars: Fruit and nut bars are a healthy and filling snack. They are packed with protein and fiber and are perfect for a cold winter day.

Incorporating Mindful Eating

Do you ever find it difficult to stop eating even though you’re no longer hungry? If you do, try using these tips to help you control your eating habits.

1. Choose healthy snacks: Choose healthy snacks that are low in calories and high in nutrients.
2. Eat slowly: Eat slowly and savor each bite. This will help you feel more satisfied and prevent overeating.
3. Use a plate: Use a plate to measure your food. This will help you stay within your calorie limit.
4. Drink water: Drink water before meals to help you feel more satisfied.

The message is to encourage you to keep eating healthy and mindful. These tips can help you control your eating habits and make healthy choices throughout the month of March.
RD DAY

- Ordered decorative material and giveaways to public

- Reserved bulletin board in front of cafeteria/In a Rush to honor NNM/
  RD day to display:
  - Pictures of each clinical RD with information regarding:
    - Area of practice
    - Research interests
    - Credentials/dietetic practice groups
    - Favorite healthy eating/lifestyle tip
  - Poster explaining various RD credentials and practice groups
  - Poster explaining the new Dietary Guidelines

- Presented activity on RD day:
  - Engaged RUMC employees/visitors/students to answer trivia questions to
    earn a prize
    - Trivia questions based on previous NNM themes from this year
    - Prizes include pens and measuring spoons
RD DAY

Happy RD Day!

Thanks for sharing healthy recipes so we don’t have to unbutton our pants in public after we eat anymore.
SOLVE: OUTCOMES DATA
SOLVE: OUTCOMES DATA

November NNM Survey Data

<table>
<thead>
<tr>
<th>Percentage (%)</th>
<th>Satisfaction with topic</th>
<th>Material understandable &amp; relevant</th>
<th>Activities engaging &amp; educational</th>
<th>Presenters engaging and interactive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17</td>
<td>25</td>
<td>25</td>
<td>17</td>
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</table>

December NNM Survey Data

<table>
<thead>
<tr>
<th>Percentage (%)</th>
<th>Satisfaction with topic</th>
<th>Material understandable &amp; relevant</th>
<th>Activities engaging &amp; educational</th>
<th>Presenters engaging and interactive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>91</td>
<td>91</td>
<td>91</td>
<td>83</td>
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SOLVE: OUTCOMES DATA

January NNM Survey Data

<table>
<thead>
<tr>
<th>Questions</th>
<th>Percentage (%)</th>
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</thead>
<tbody>
<tr>
<td>Satisfaction with topic</td>
<td>79</td>
</tr>
<tr>
<td>Material understandable &amp; relevant</td>
<td>68</td>
</tr>
<tr>
<td>Activities engaging &amp; educational</td>
<td>56</td>
</tr>
<tr>
<td>Presenters engaging and interactive</td>
<td>90</td>
</tr>
</tbody>
</table>

February NNM Survey Data

<table>
<thead>
<tr>
<th>Questions</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction with topic</td>
<td>87</td>
</tr>
<tr>
<td>Material understandable &amp; relevant</td>
<td>90</td>
</tr>
<tr>
<td>Activities engaging &amp; educational</td>
<td>81</td>
</tr>
<tr>
<td>Presenters engaging and interactive</td>
<td>87</td>
</tr>
<tr>
<td>Learned something new</td>
<td>87</td>
</tr>
</tbody>
</table>
SOLVE: OUTCOMES DATA

March NNM Survey Data

- Satisfaction with topic: 95%
- Material understandable & relevant: 95%
- Activities engaging & educational: 100%
- Presenters engaging and interactive: 100%
- Learned something new: 90%

Questions

Tally Comparison

- # of Customers Visited
  - February: 27
  - March: 16, 72, 22
  - Average: 98

Days of the Week
- Tuesday
- Thursday
## SOLVE: OUTCOMES DATA

### Comments Types by Month

<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presentation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td>1</td>
<td>4</td>
<td></td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Negative</td>
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<td></td>
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<td><strong>Sample</strong></td>
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<td>1</td>
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<td>Negative</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td><strong>Questions/Topic Ideas</strong></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td></td>
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<tr>
<td><strong>Total Comments</strong></td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>10</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

### Comment Examples

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Sample</th>
<th>Questions/Topic Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educators were very helpful!</td>
<td>Delicious</td>
<td>Is coconut oil good or bad?</td>
</tr>
<tr>
<td>Very Informative</td>
<td>Awesome brownies!</td>
<td>Portion control</td>
</tr>
<tr>
<td>Love the flip board!</td>
<td>The mousse is the bomb dot com</td>
<td>Healthy vegetarian meals and easy to make recipes</td>
</tr>
</tbody>
</table>
**SOLVE: OUTCOMES DATA**

![NNM Survey Data Chart]

### Overall Average Rating

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction with topic</td>
<td>4.8</td>
</tr>
<tr>
<td>Material understandable &amp; relevant</td>
<td>4.9</td>
</tr>
<tr>
<td>Activities engaging &amp; educational</td>
<td>4.8</td>
</tr>
<tr>
<td>Presenters engaging &amp; interactive</td>
<td>4.9</td>
</tr>
<tr>
<td>Learned something new</td>
<td>4.85</td>
</tr>
</tbody>
</table>
SOLVE: OUTCOMES DATA

NNM 2014-2015 Survey Data

Questions
- Handout information was useful
- Display was helpful and informative
- Learned something new at the booth
- Will use new information in the future

Questions
- Satisfaction with topic
- Material understandable & relevant
- Activities engaging & educational
- Presenters engaging and interactive
- Learned something new

Bar charts showing percentage (%) for each question with responses ranging from Not at all to Very much so.
Second year students will be responsible for designing and implementing presentations for the next year, however the student leaders will:

- Provide summary of all data/project overview documents for the oncoming team to improve the transition process.
- Include a question to the evaluation questionnaire distributed during the final month to provide suggestions for monthly topics to be incorporated into the subsequent year.
HOLD: FUTURE RECOMMENDATIONS

- Keep **survey questions the same** to compare results year from year
- **Advertise NNM in other avenues** including student emails and/or monthly FNS newsletter to increase range of participants reached
- **Provide incentives or raffles** to increase participant engagement
- **Add an additional location** (possibly the 4th floor atrium by the information desk) to expand to less educated population
CONCLUSION

The newly implemented NNM process was successful in delivering immense value to the population served.

- Increased knowledge of evidence-based nutrition information employees and students in RUMC
- Expanded awareness of FNS department services through offering samples of food served in the cafeteria to and educating the role of RDs during RD Day
- Improved satisfaction with the addition of a central theme and more participant centered topics

Overall, the 2015-2016 NNM process was able to provide nutrition education in an interactive way that was enjoyable for all participants and team members.
QUESTIONS?