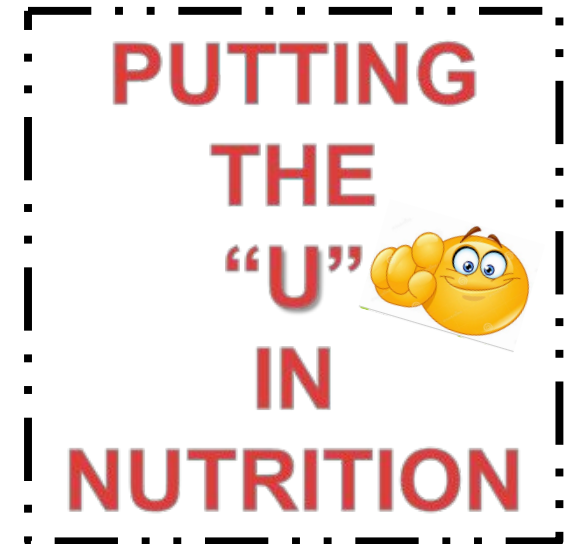


NATIONAL NUTRITION MONTH 2015-2016

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INTRODUCTION

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 activites** that allowed participants to practice nutrition principles learned.



READY: THE GOAL

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

READY: THE GOAL

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

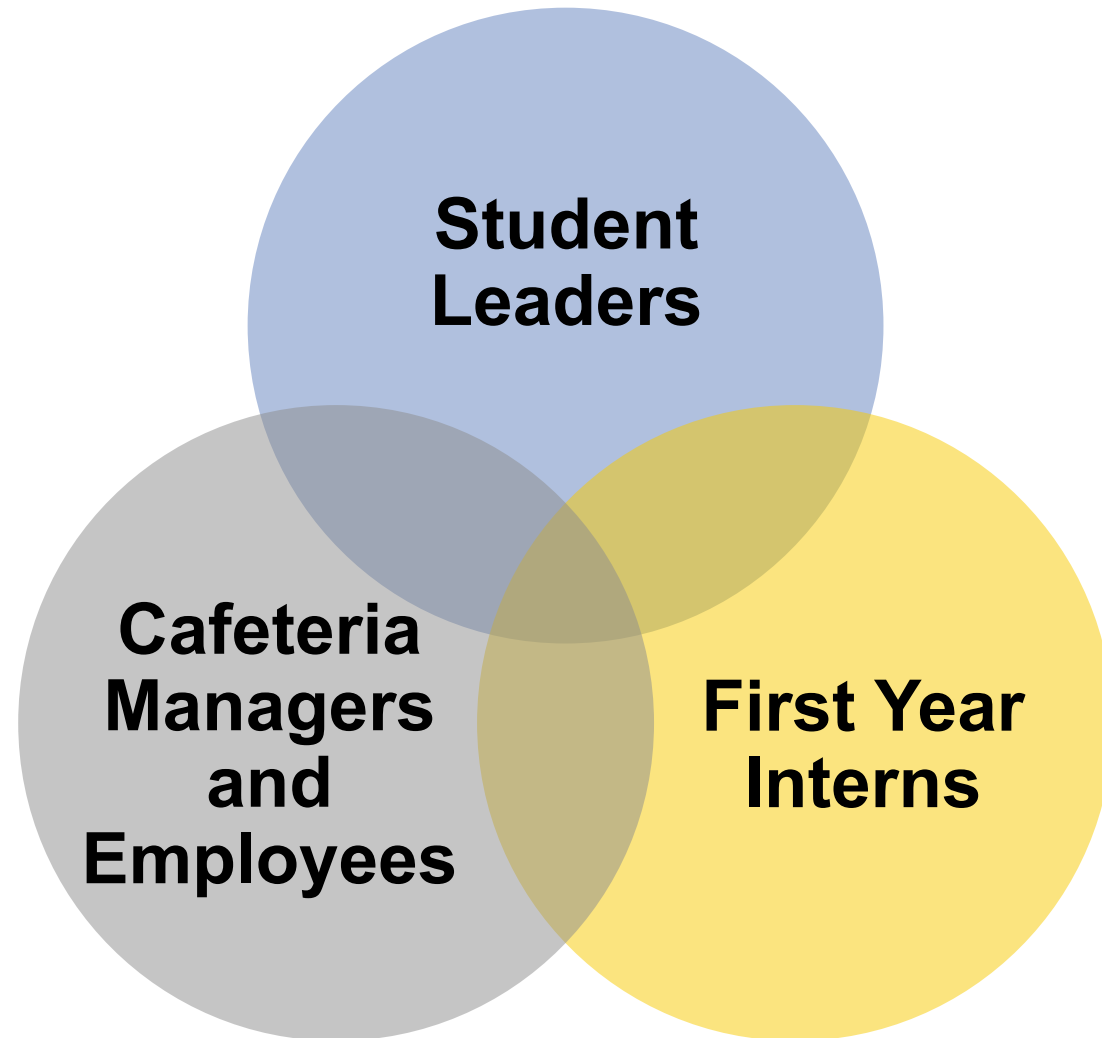
READY: THE SCOPE



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.
3. Expand prior process (2014-2015 NNM) to increase effectiveness in above two objectives.

READY: THE TEAM



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

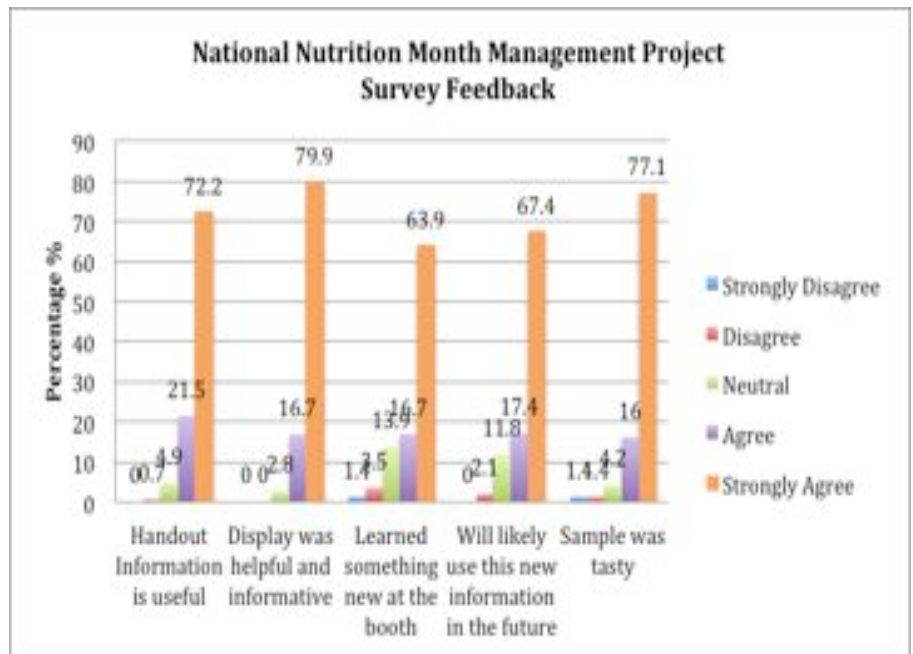
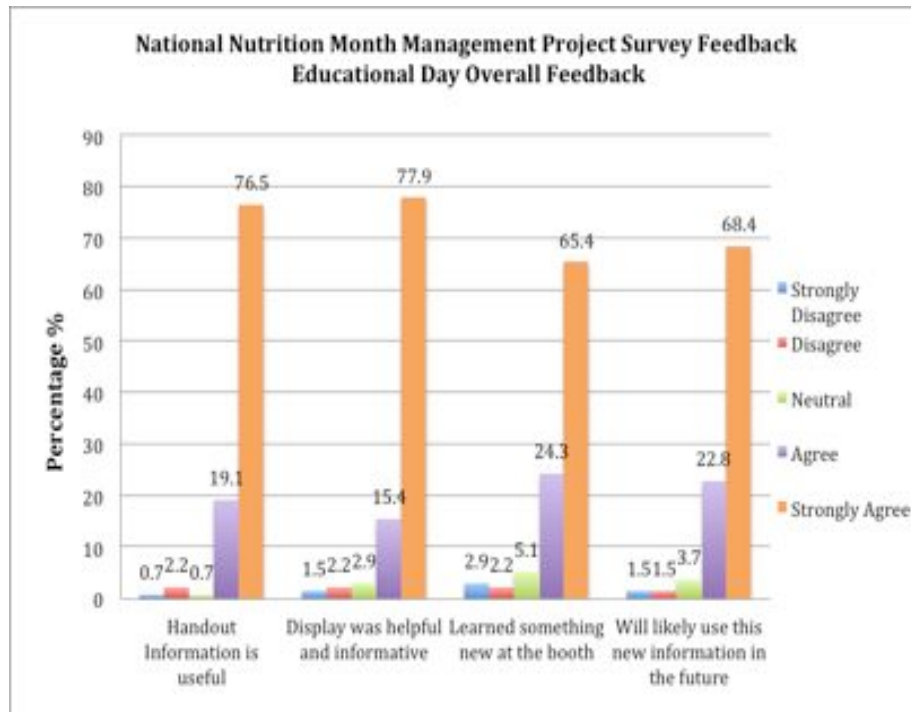
Evaluations assessed:

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

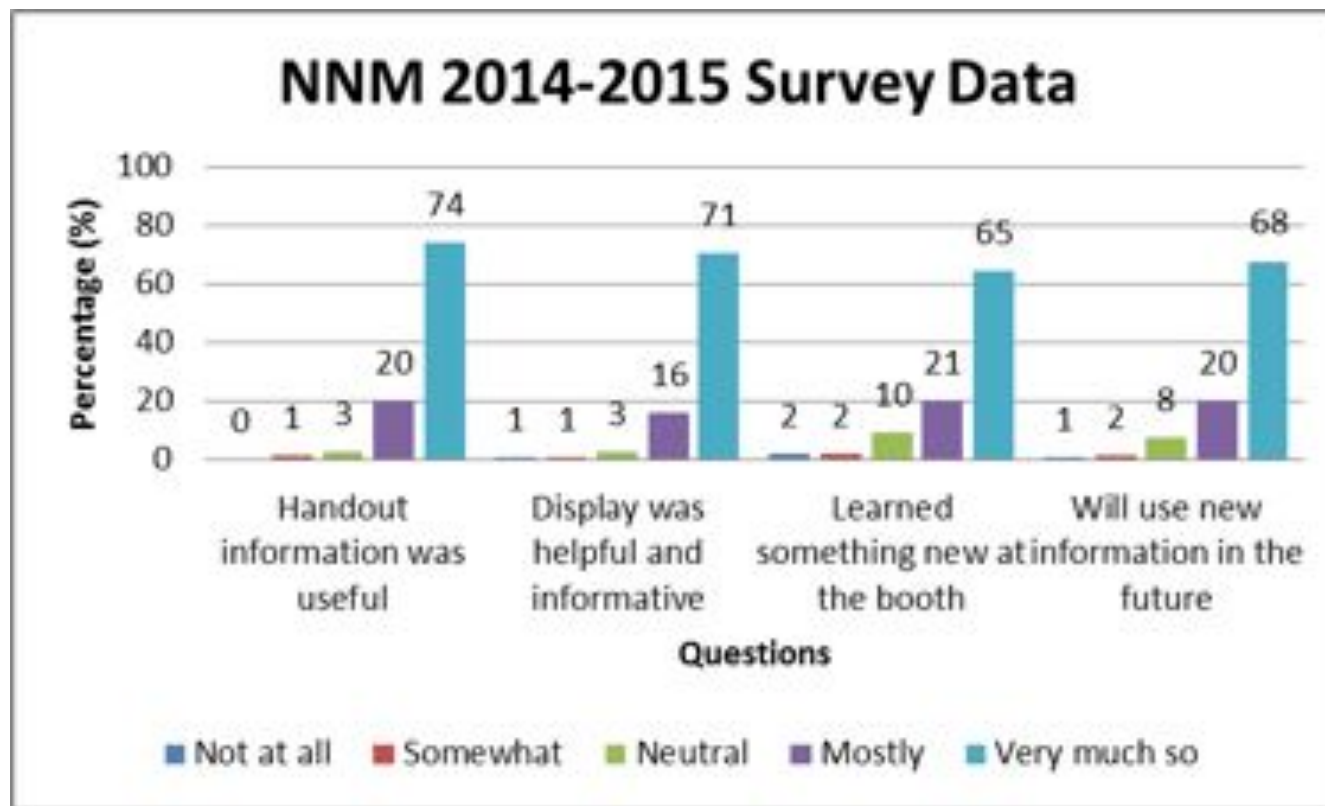


<i>National Nutrition Month Survey</i> (1=not at all, 5=very much so)					
Please rank your satisfaction with this topic					
1	2	3	4	5	
All educational material was understandable and relevant					
1	2	3	4	5	
Activities were engaging and educational					
1	2	3	4	5	
Presenters were engaging and interactive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

UNDERSTAND: BASELINE PERFORMANCE



UNDERSTAND: BASELINE PERFORMANCE



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



EDUCATIONAL HANDOUTS



Portioning out our Gratefulness!

11/3 & 11/5

National Nutrition Month

November is treasured for celebrating Thanksgiving, which is all about eating, spending time with family, and giving thanks to all that is good in our lives. It is also a time where our eyes tend to be bigger than our stomachs. Below are some tips for choosing your food wisely during this holiday season using MyPlate and correct portion sizes!

MyPlate

Correct Portion Sizes

It can be difficult to determine what the correct portion size is for typical Thanksgiving foods. Here is a list with some visual guides to help you keep your portions in control during the holidays.

Tips for Healthy Eating During the Holidays

- Drink plenty of water throughout the day.
 - Staying hydrated may prevent overeating.
- Have breakfast the morning of to curb appetite and prevent overeating later.
- Enjoy the homemade items and skip the processed, boxed dishes.
- Fill the base plate with fresh greens and vegetables first to decrease room for the other items.
- Contribute to the meal by bringing a vegetable or fruit tray, healthy salad, modified traditional item, or healthy dessert so there are healthier options to choose from.
- Eat slowly and be mindful about what you're eating.
 - This will help you recognize when you're actually full and prevent overeating.
- Get physically active before and after the meal.
 - Walk, hike or run with family and friends (try the Turkey Trot the morning of Thanksgiving).

You asked and we researched!

Q: How many calories are in a Thanksgiving Dinner?

According to the Calorie Control Council, the average Thanksgiving meal is around **4,100 calories** (3,000 alone from the dinner with 1,500 added from drinks and appetizers) and **229 grams of fat**. This is 2.25 times more calories and 3.5 times fat than recommended!

References:
 (1) Calorie Control Council. *Stuff the Well, Not Yourself! How to Tame the 1,000-Calorie Thanksgiving Meal*. Internet: <http://www.caloriecontrol.org/press-releases/coc-releases/1000-calorie-thanksgiving-meal-the-real-cost-portioned-10-04-2013>

National Nutrition Month

1/5 & 1/8

New Year, New You!

The new year is a great time to kick start healthy lifestyle changes! This month, learn how to make realistic and obtainable nutrition focused goals that you will be able to incorporate into your life all year long!

Ask the Dietetic Interns:

Q: How many grams of sugar should I be eating?

A: Sugar is naturally found in several food groups including fruit, dairy, and starches. Sugar is also added to many processed foods and can be listed on ingredient labels as high-fructose corn syrup, sucrose, and corn syrup. The USDA Dietary Guidelines for Americans suggests that less than 5-15% of daily calories should come from solid fats and added sugar. If someone is consuming a 2,000 calorie diet, this translates to less than 100-300 calories coming from added sugar and solid fats. The Dietary Guidelines for Americans recommend a limit of 30 grams of added sugar per day for a 2,000 calorie diet (1,400 calories-13 grams, 1,600 calories-14 grams, 1,800 calories-19 grams).

To decrease added sugar in your diet, try limiting sugar sweetened beverages and sweet snacks, which account for 47% and 31%, respectively, of American's daily intake of added sugar.

References: Dietary Guidelines for Americans 2015-Preliminary Report

SMART Goals

Try to incorporate the aspects of SMART goals when setting New Year's resolutions! This framework will help you create goals that are realistic and attainable, which will help you be successful in achieving them!

Specific: Make a goal as specific as possible. A specific goal has a greater chance of being accomplished compared to a general goal.

Measurable: Create criteria to measure progress towards the goal so that you stay on track and know when you have accomplished it.

Attainable: Plan time frames and steps towards accomplishing the goal to keep motivated throughout the process. Choose goals that are important to you!

Realistic: Choose a goal that you are willing and capable of working at. Use resources around you to help make this possible.

Timely: Putting a time frame on a goal gives it a sense of urgency. Make due dates for each step of the goal to drive it forward.

Focus on a Healthy Lifestyle Instead of Weight Loss

Try setting goals that focus on the process of a healthy life style, rather than the results of weight loss. A healthy lifestyle will result in long term, positive changes, while weight loss goals are shorter-term and may lead to resuming unhealthy habits after weight loss is achieved. Here are some ways to begin forming habits for a healthy lifestyle:

- Start by making small changes: Whether it is replacing your lunchtime soda with water, or paying more attention to nutrition labels, making one change at a time and focusing on that change is a good way to start.
- Experiment with recipes: Cooking meals at home allows you to better monitor what you eat. You will save money, have better control of portions, and be able to experiment with seasonal ingredients and recipes!
- Be mindful of portions: It is easy to overeat if you're not sure what a proper portion size should be. Portion sizes on packaged foods can be found at the top of the nutrition label!

EDUCATIONAL HANDOUTS



Tropical Green Smoothie

Who knew green could taste so good and be so good for you? This smoothie is loaded in 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!



Recipe calls for: ½ cup Avocado

Avocados are high in monounsaturated fatty acids. Research shows health benefits if monounsaturated fatty acids are used in place of saturated fat or refined carbohydrates. Monounsaturated fatty acids are a component of the Mediterranean Diet, which has been shown to prevent cardiovascular disease.



Recipe calls for: 1 cup Apple Juice

Pineapple, spinach, and kale are loaded with Vitamin A, C, Calcium, and Magnesium.



Recipe calls for: ½ cup Fresh Spinach

Vitamin K is a water-soluble vitamin. It is one of your body's sources of antioxidants but to name a few, it's needed for many anatomic reactions, hair and nail growth and helps the absorption of iron, another important mineral.



Recipe calls for: ½ cup Vanilla Frozen Yogurt

Vitamin A is a fat-soluble vitamin, and a necessary component for vision and cell growth.



Recipe calls for: ½ cup Fresh Pineapple Chunks

Kale is the most abundant mineral in the body. It's an essential part of your bones and teeth, and is needed for many cellular signaling pathways. Magnesium is another mineral in the body and is needed for over 300 metabolic reactions, especially for nerve impulses, muscle contractions, and the maintenance of a normal heart rhythm.



Recipe calls for: ½ cup Fresh Kale

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

March 1st and 31st

The month of March means one thing: March Madness, and March Madness means one thing: endless snacks, because no sporting event is complete without the snacks. Take advantage of this opportunity to get plenty of fiber, vitamins, and minerals into your diet by munching on the dietician's snack suggestions below.

Healthy Snack Ideas

Fast Break Dip: Spread hummus in a circular tray, and use ranchini or cucumber slices as the dippers on a basketball, then stick carrots in the hummus as the orange of the basketball. The garbanzo beans in the hummus provide an excellent source of fiber, and these specific veggies provide lots of vitamins A, beta carotene, potassium, and vitamin C. It's also a snack option for your gluten- and/or dairy-free guests.

Basketball Cuties: Using egg whites as glue, paint basketballs (using the Cutie peel (or any other orange citrus fruit). Then sprinkle cinnamon over the egg whites to give the stitching color. Eating the peel is not recommended, but it's a fun activity to do, especially with kids!

Fruit sandwiches: Thinly slice apples starting from the top of the apple and working your way down. Use these apple slices as bread and put nut butter and or cheddar cheese slices in the middle. If you don't want the cheese on the sandwiches, sprinkle cinnamon as nutmeg on the nut butter for extra flavor. If you don't like apple, slice a banana in half the long-way. This sandwich will be loaded in fiber, protein, and important mono and polyunsaturated fatty acids.

Avocado Chocolate Pudding: In a mixing bowl combine 2 large avocados (peeled, pitted, and cubed), ½ cup unsweetened cocoa powder, ½ cup brown sugar, 1/3 cup coconut milk, 2 tsp vanilla extract, and 1 pinch ground cinnamon. Mash everything, mix together, and enjoy! The avocados are an excellent source of monounsaturated fats. This recipe is dailysuperfoods.com.

Incorporating Mindful Eating

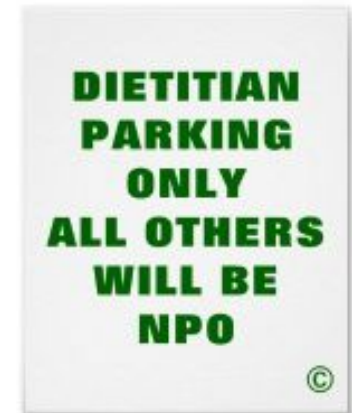
Do you ever find it difficult to stop snacking even though you're no longer hungry? Take a look at these tips to help you save the snacking for later.

Portion out your snacks ahead of time in individual Tupperware or mini plastic baggies so you can allow for individualized portion sizes, rather than keeping everything out in a large bowl in front of you. If this isn't realistic, take a seat a bit walking distance from the snacking area. If food is within reach, you are more inclined to take it despite your satiety cues.

The slower the better-The slower you eat, the easier it is to recognize if you feel full. Some options to slow your eating down are as:

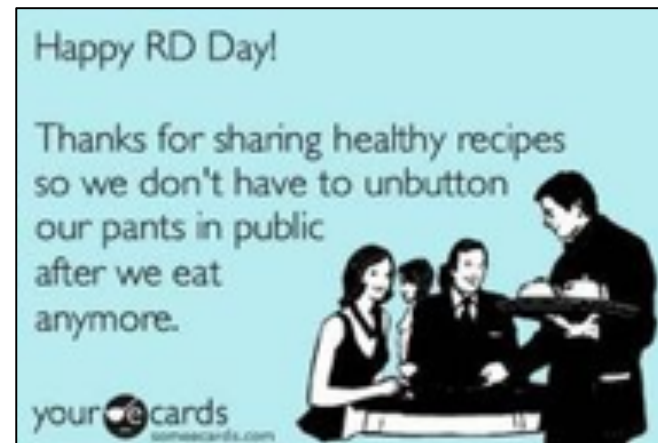
- Chew your food 20 times before swallowing
- Eat with your non-dominant hand
- The most distracted you are when eating, the less likely you will recognize any satiety cues. Eat your snacks where you are the least distracted, whether that means during a commercial break, halftime, or before/after a game.

RD DAY

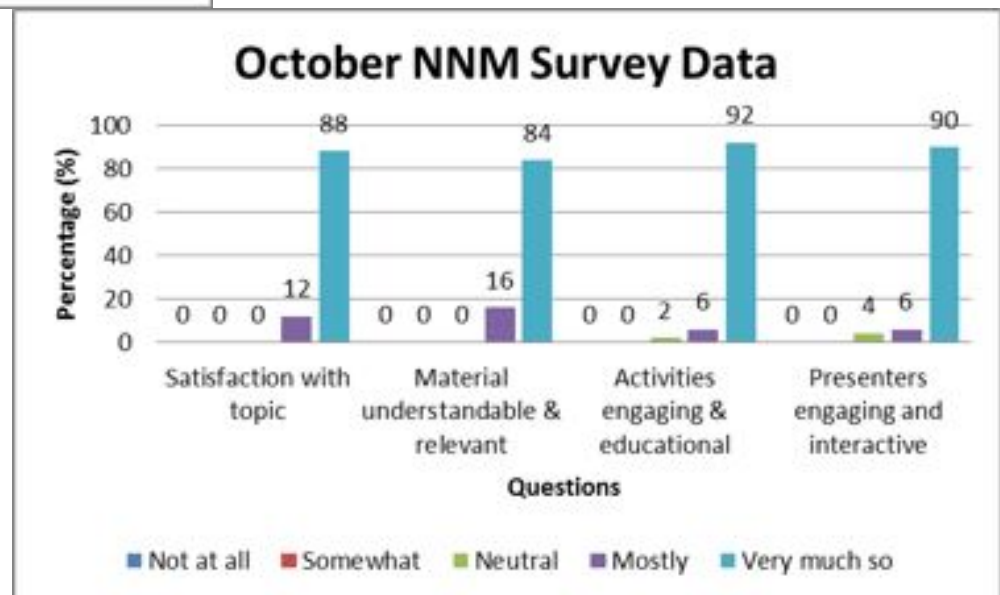
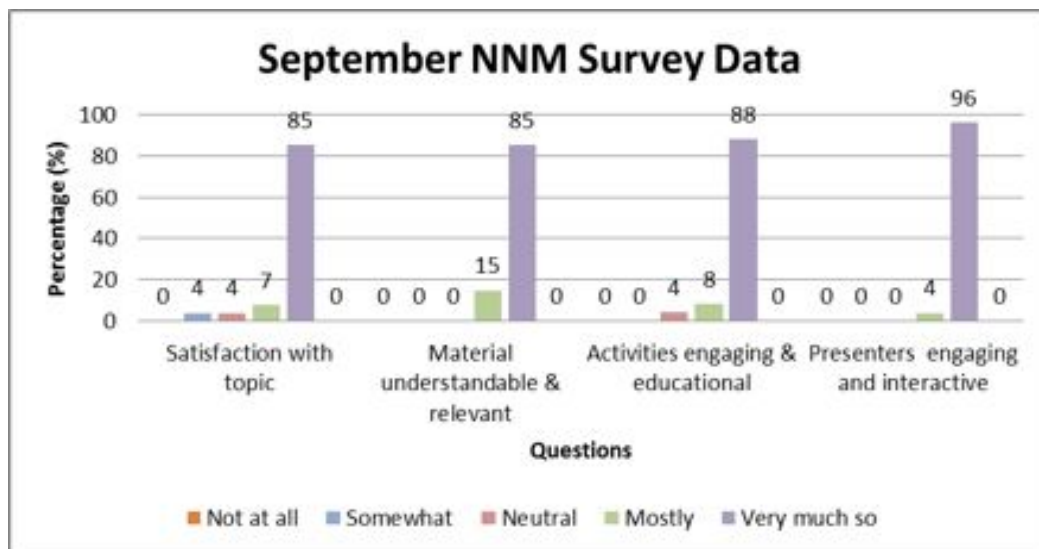


- ❖ Ordered decorative material and giveaways to public
- ❖ Reserved bulletin board in front of cafeteria/In a Rush to honor NNM/ RD day to display:
 - ❖ Pictures of each clinical RD with information regarding:
 - ❖ Area of practice
 - ❖ Research interests
 - ❖ Credentials/dietetic practice groups
 - ❖ 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

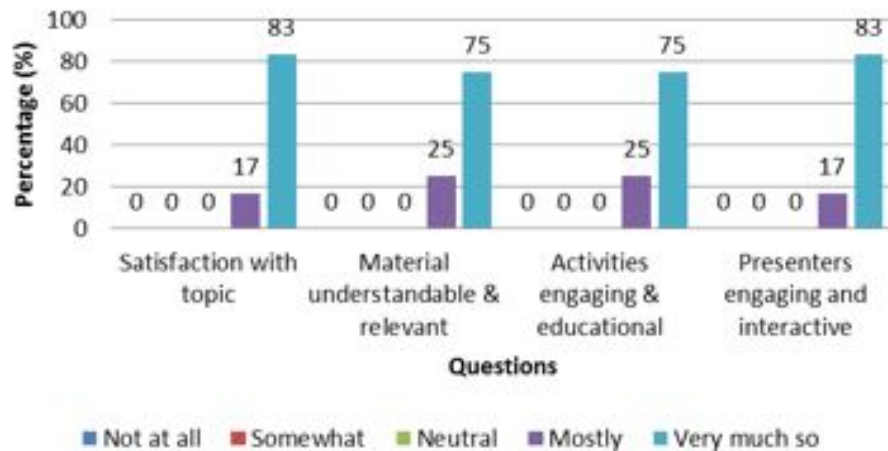


SOLVE: OUTCOMES DATA

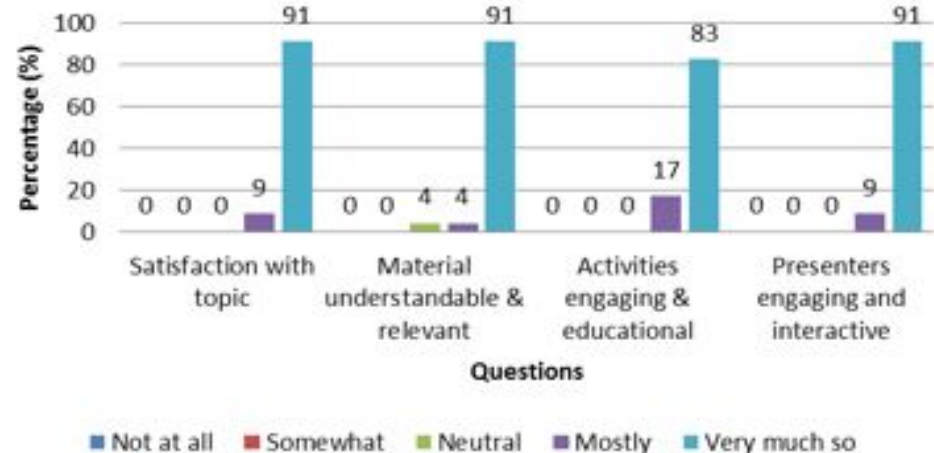


SOLVE: OUTCOMES DATA

November NNM Survey Data

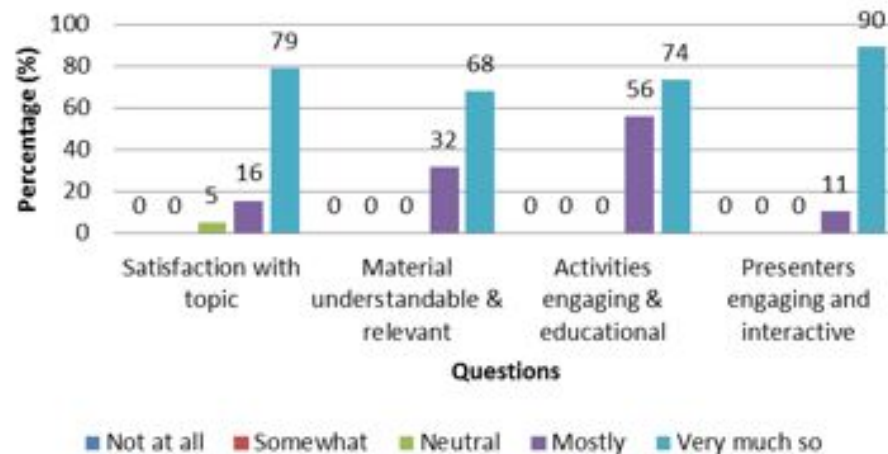


December NNM Survey Data

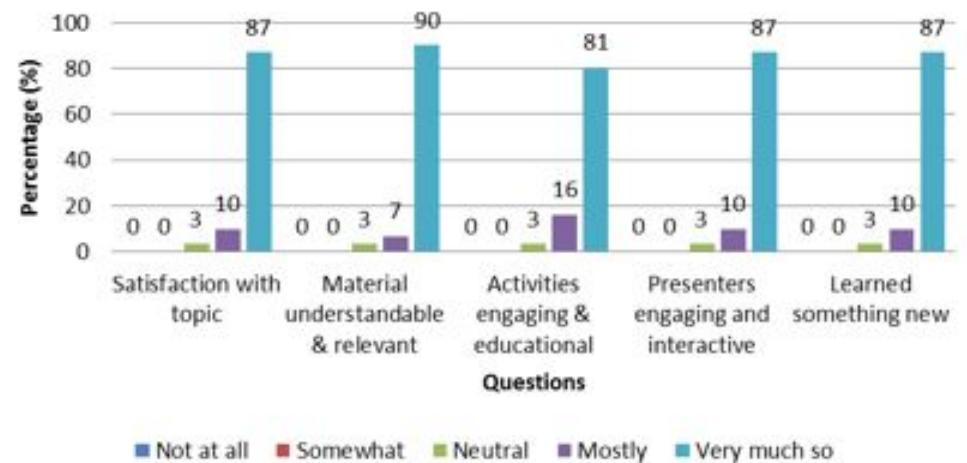


SOLVE: OUTCOMES DATA

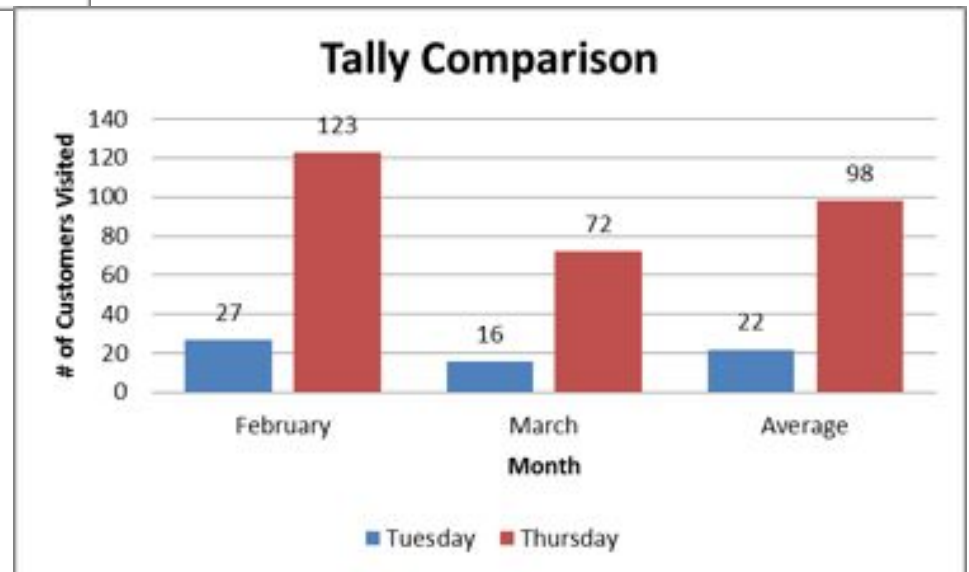
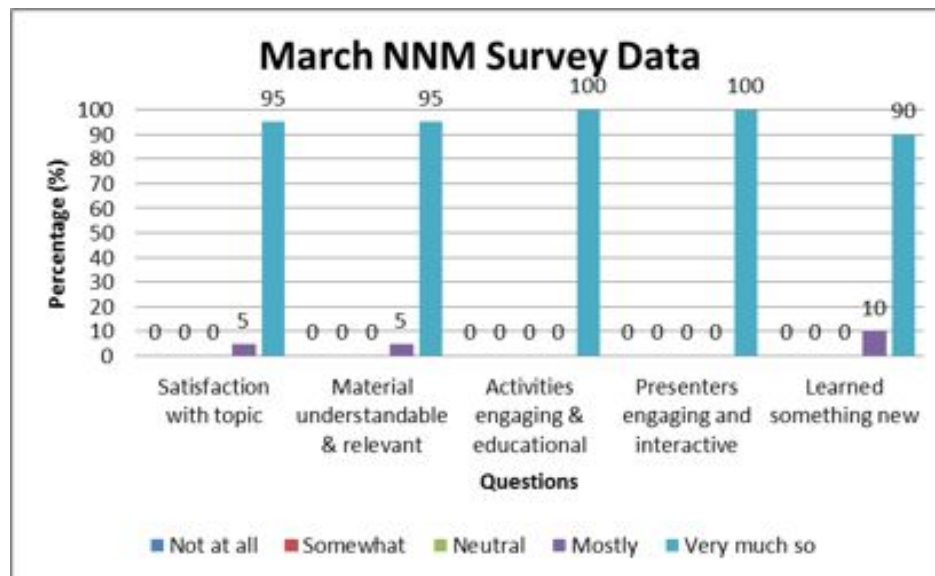
January NNM Survey Data



February NNM Survey Data



SOLVE: OUTCOMES DATA

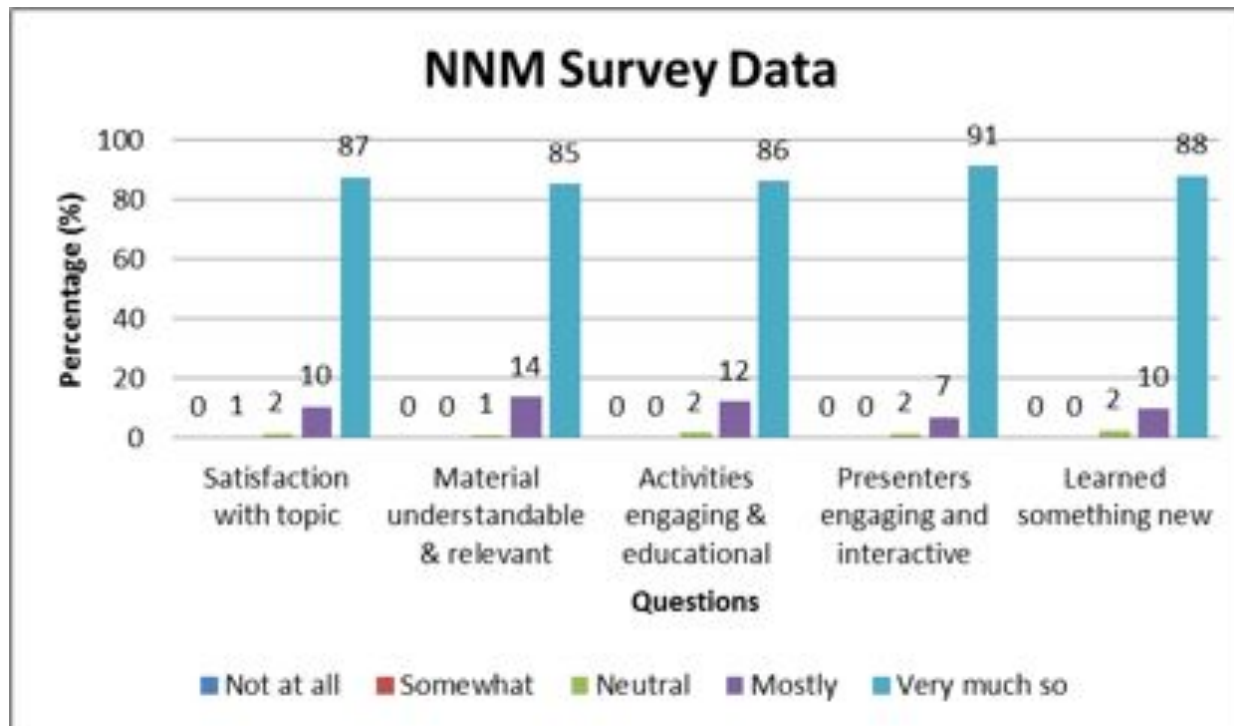


SOLVE: OUTCOMES DATA

Comments Types by Month								
		September	October	November	December	January	February	March
Presentation	Positive	1	4		5	3	5	7
	Negative							
Sample	Positive	1	1		2	1	2	1
	Negative	2						1
Questions/Topic Ideas		2	2	2	3	3	1	
Total Comments		6	7	2	10	7	8	9

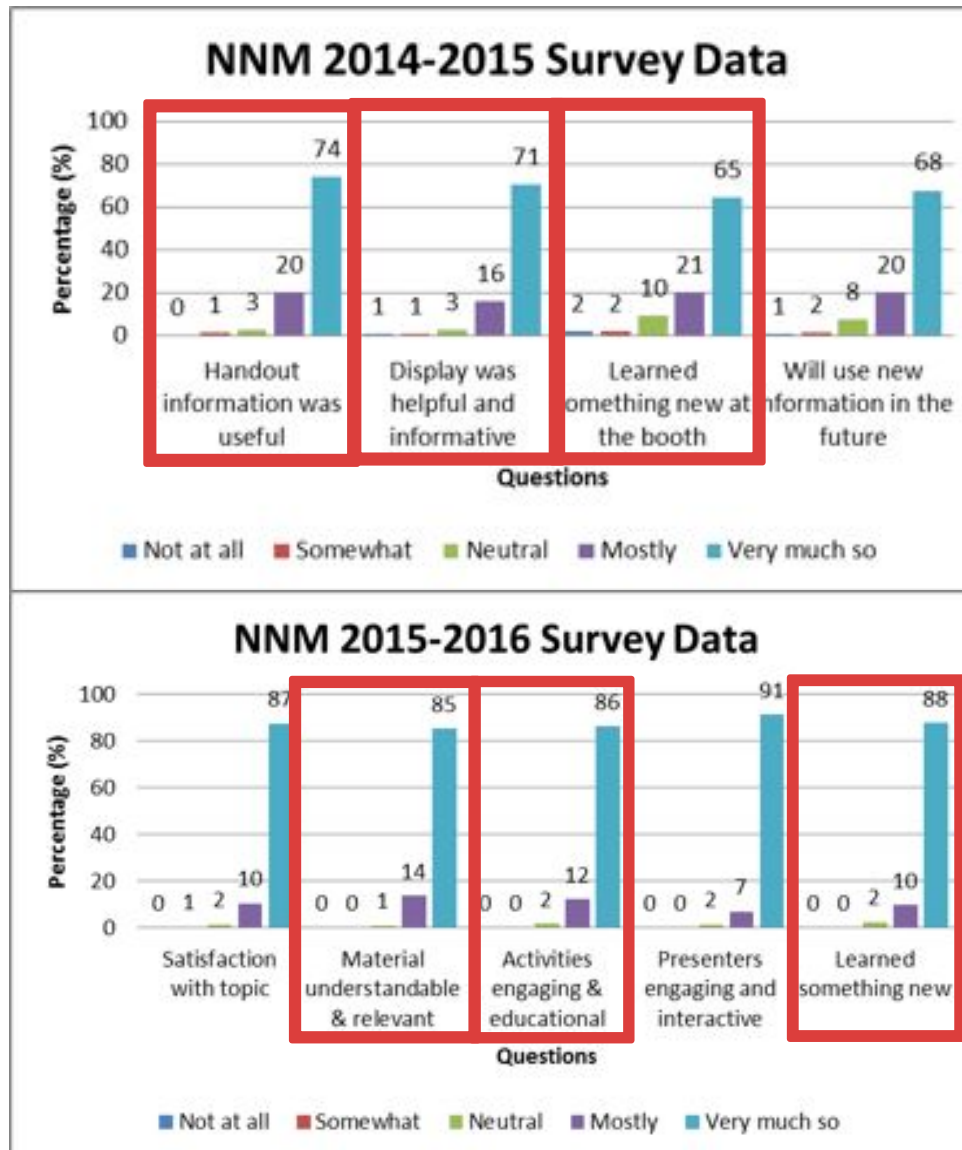
Comment Examples				
Presentation		Sample		Questions/Topic Ideas
+	-	+	-	
Educators were very helpful!		Delicious	No taste	Is coconut oil good or bad?
Very Informative		Awesome brownies!	Needs more spice	Portion control
Love the flip board!		The mousse is the bomb dot com		Healthy vegetarian meals and easy to make recipes

SOLVE: OUTCOMES DATA



Overall Average Rating				
Satisfaction with topic	Material understandable & relevant	Activities engaging & educational	Presenters engaging & interactive	Learned something new
4.8	4.9	4.8	4.9	4.85

SOLVE: OUTCOMES DATA



HOLD: MAINTENANCE PLAN



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?



Happy National
Nutrition Month

