



Minnesota
Heart Health
Program

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Cooper-Morris

*3/11/83
R.M. Great.
Really looks like the
way to go. NB*

December 10, 1982

TO: H. Blackburn and Media Group

FROM: Rebecca Mullis *RM*

RE: Media/Eating Pattern Meeting

The media and nutrition education groups met September 13, 1982, to discuss a number of issues related to disseminating the MHHP eating pattern message. Several topics were discussed.

These include:

1. What are we selling?
2. How should we sell it?
3. What are alternative motivators for individuals to make eating pattern change?
4. What strategies could we use to incorporate these particular motivators?
5. Other issues

The following discussion addresses each of these topics as per this meeting.

1. What are we selling? It was decided that we were selling Eating Pattern Modification for the long term. This includes an awareness of eating patterns as a habit, recognition of one's eating pattern, and individual responsibility for eating pattern modification. On the short term the group decided that we want to accomplish a change in attitude to make the eating pattern fashionable, easy to incorporate into one's lifestyle, and facilitate practice of these new behaviors by community residents.

2. How should we sell it? This discussion included tactics presently employed by persons in promoting change in lifestyles:

- a. testimonials,
- b. painless, easy steps i.e. one change per week and
- c. multiple trials

3. What are alternative motivators for individuals to make eating pattern change? The following were identified as possible alternative motivators:

- a. weight loss,
- b. economy for both the consumer and the producer,
- c. personal attractiveness,
- d. convenience,
- e. health and feeling better,
- f. variety,
- g. naturalness i.e. whole and fresh,
- h. taste,
- i. image,
- j. texture,
- k. eye appeal, color attractiveness,
- l. quilt (low kev)

It was also recognized at this discussion that convenience may be antecedent as well as a motivator. Three of these and their respective strategies were discussed in some detail. These include economy, taste and convenience.

Economy: Possible strategies related to this particular motivator include:

1. Concept of using beans and grains versus meat. It was suggested that a flyer be prepared on complementary proteins which would include a simple approach to complementary proteins emphasizing cost, nutrition, and health,
2. Using seasonal foods in recipes prepared by MHHP staff,
3. Including suggestions for hot dishes that contain meat with the emphasis on pennies per serving,
4. Focus on the preparation of cheaper cuts of meat as these are usually leaner and thus are more consistent with our message,
5. Emphasizing complex carbohydrates, what are they and what do they mean to our diet,
6. Using lowfat dairy products as a source of complete protein in food preparation.

Taste: The discussion of taste as a motivator included:

1. Emphasizing the concept of adaptability of taste buds, by assuring persons that taste buds will be able to adjust and that food will taste fresher.
2. Emphasizing taste at point-of-purchase. This could include tasting sessions in grocery stores with steamed vegetables and dip. It might be possible to work with vegetable producers in this particular effort.

Convenience: The convenience issue included a number of positive perspectives on how we would emphasize the convenience portion of our message. Ideas included:

1. A tip of the month for the Eating Pattern Task Force,
2. Emphasize preparation i.e. prepare two instead of one,
3. Promote vegetable stir fry,
4. Promote fruits and vegetables as a new instant food stressing steamer skills,
5. Make your own own mixes - it is convenient and economical,
6. Look at new concepts in casseroles,
7. Emphasize labeling on convenience foods for those that are consistent with our message,
8. Stress smaller portion sizes with weight loss issues.

It was also discussed that we need not emphasize some aspects of the message (i.e. margarine) as there was no real need to push this when the campaign for margarine already exists. Perhaps we might want to focus on alternative spreads, i.e. apple sauce, jams, etc.

Other issues included vitamins, alcohol and sugar. It was stressed that with the vitamins issue we need to discourage vitamin supplements. Alcohol is empty calories and encourages overeating and this should be emphasized through direct education, not in media efforts. The sugar issue should be sold as empty calories. We need to routinely cut in half the amount of sugar in recipes.

Follow-up plans of this meeting including examining joint research possibilities for media and nutrition education and forming a uniform plan for the eating pattern campaign in educated towns. A follow-up meeting will be scheduled in the near future.

/db