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10A *COOPER-GREEN*
NUTRITION *MPJ/SJK*

September 23, 1981

TO: Ken Greer
FROM: Henry Blackburn *B*
RE: Eating Pattern Message

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I keep hearing from your staff that the eating pattern message is "complex and confused". And I keep reading things which indicate that we haven't gotten through to your staff, so presumably our message is complex and confused. I would like to suggest, however, that it really isn't, and to list these pointers that staff can post before them. This might help use the right words and help sell the message and positive feelings toward change.

These are all in the health messages in the Manual. They are also summarized very neatly in the health passport section now available for all to see. But let's reemphasize them here.

The general goals are as follows:

- 1) Encourage plant proteins and complex carbohydrates.
- 2) Encourage lowfat meat and dairy products.
- 3) Encourage foods lower in sodium.

The food choices that go with these goals are centered on the following:

- Beans and peas
- Grains and cereals
- Pasta and breads
- Rice and potatoes
- Fruits and vegetables

Other messages:

These choices give you the individual the upper hand in regard to fat, calories, sugar and salt.

These choices are made in preference to high-calorie, high-fat, high-salt foods.

Use more poultry and fish.

Learn which cuts of beef and pork are leanest.

Build more main dishes around grains and pastas, vegetables and beans.

Use small amounts of meat or cheese.

Read labels.

Use no table salt.

Use instead more spices and other flavors.

Limit salty snacks such as chips and crackers.

Avoid high-salt commercial foods such as TV dinners, lunch meats, sausage, gravies, canned soups.

You are in control with such food choices.

Take your first steps today to start eating better.

Follow the heart health program classes and newspaper columns for other tips and guides on eating patterns.

Watch for them, try them out.

It's for your heart.

Put your heart in it.

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I recommend the health passport sections as the most readily available summary of ideas and messages, with the health education manual as the in-depth source which should be periodically studied by everyone on your staff.

Thanks.

HB:lr

pc: Maury Mittelmark
Russell Luepker ✓