

Nutrition Fact Sheets



Choose MyPlate

MyPlate is a communication tool to share the recommendations in the 2010 Dietary Guidelines for Americans. MyPlate illustrates the five food groups of a balanced diet using a familiar mealtime visual, a place setting. MyPlate is a useful teaching tool to help children classify food into correct food groups; to build a diet of balanced food groups; and provide cues for eating foods of different colors.

In addition to MyPlate, key consumer messages communicate other behavior targets addressed in the 2010 Dietary Guidelines for Americans.

WHAT ARE THE FOOD GROUPS OF MYPLATE?

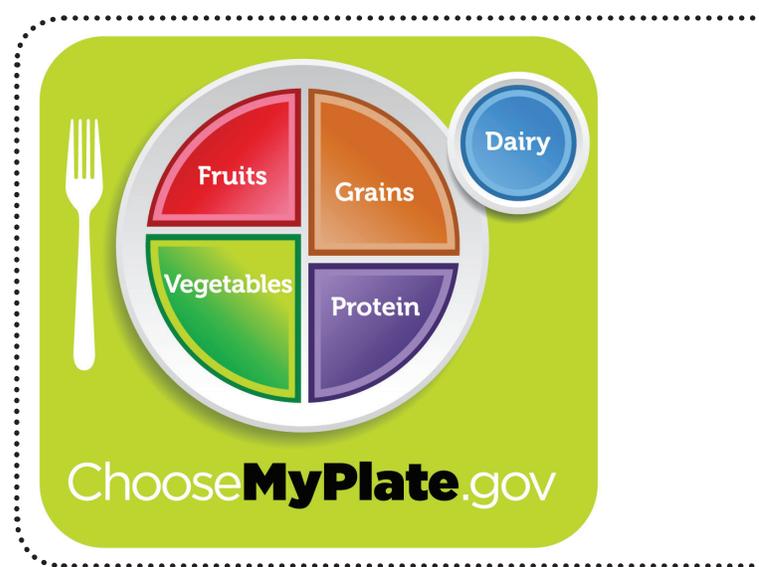
Fruits All fresh, canned, frozen, and dried fruits as well as 100% fruit juices.

Vegetables All fresh, canned, frozen, and dried vegetables as well as 100% vegetable juices.

Vegetables are organized into five categories:

1. Dark green like kale, spinach, and broccoli.
2. Red and orange like winter squash, carrots, tomatoes, sweet potatoes, and red peppers.
3. Starchy like white potatoes, corn, green peas, and lima beans.
4. Beans and peas (also called legumes) in all dried forms - kidney, red, white, pinto, black, and others.
5. Others like zucchini, cauliflower, cabbage, green beans, and onions.

- Most fruits and vegetables are naturally low in fat and calories, and contain zero cholesterol. They are also important sources of many nutrients, including potassium, dietary fiber, folate (folic acid), vitamin A, vitamin C, and magnesium.



Dairy All fluid milks, cheeses, yogurt, ice cream, frozen yogurt and calcium-fortified soy beverages.

- Milk products that are consumed in their low-fat or fat-free forms provide the same nutrients as whole milk, but contain little or no solid fat.
- Milk products are the main dietary source of calcium.

Grains Food made from wheat, rice, oats, flour, and similar grains. Grains are organized in two categories:

1. Whole grains - whole wheat breads, pasta, brown rice, oats, and popcorn. "Whole grain" is typically listed on the product label.
 2. Refined grains - white rice, pasta, bread, noodles, crackers, and tortillas.
- Grains are important sources of dietary fiber, several B vitamins (thiamin, riboflavin, niacin, and folate), and minerals iron, magnesium, and selenium.

Choose MyPlate

PROTEIN All beef, pork, poultry and game, seafood, eggs, dry beans and peas, nuts and seeds, and processed soy products like tofu.

- Foods in this group supply protein, B vitamins (niacin, thiamin, riboflavin, B6 and B12), vitamin E, iron, zinc, and magnesium.

Daily Servings - Children ages 6 to 12 should eat the following servings daily:

Grains	6 ounces
Vegetables	2.5 cups
Fruits	1.5 cups
Dairy	3 cups
Protein Foods	5 ounces

The number of recommended servings varies by gender and age. Click below to calculate an individualized daily food plan: <http://www.choosemyplate.gov/supertracker-tools/daily-food-plans.html>

EXTRAS

Foods that do not fit into a MyPlate food group are called extras. Extra is not an official term of the United States Department of Agriculture, but is a common term that children can comprehend. Extras include cookies, cakes, chips, candy, and soda.

COMBINATION FOODS

In addition to extras, we also eat items that contain foods from multiple groups. Spaghetti with meatballs, tacos, egg sandwiches, and cheese pizza are a few examples. Young students can be expected to identify the two main food groups of a combination food. Older students may identify more than two foods groups. Small food amounts, like garnishes and condiments, do not count as a serving.

EAT A VARIETY OF COLORS

Fruits and vegetables come in many appetizing colors. The depth of the color often corresponds to the antioxidant level in the fruit or vegetable. Choose a variety of colors to maximize nutrient consumption. Click here to learn more about colors and your plate: www.fruitsandveggiesmatter.gov/

2010 KEY CONSUMER DIETARY MESSAGES

Balancing Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.

Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals and choose the foods with lower numbers.
- Eat high fat foods as occasional choices, not every day foods.
- Drink water instead of sugary drinks.

FOOD FOR THOUGHT

Balanced diets consist of foods from the MyPlate food groups. The number of recommended servings varies by gender and age. Choosing fruits, vegetables, and proteins of various colors maximizes the nutrient intake.

FOR MORE INFORMATION

www.choosemyplate.gov/food-groups
www.choosemyplate.gov/supertracker
www.eatright.org
www.5aday.gov

Health Benefits by Food Group

GRAINS

Dietary fiber may help reduce blood cholesterol levels and lower risk of heart disease, obesity, and type 2 diabetes. Fiber-containing foods help provide a feeling of fullness with fewer calories.

Good grain sources: All whole grains contain the bran, the endosperm, and the germ. The bran is the source of fiber in the whole grain. Common examples are whole wheat, whole cornmeal, oats, brown rice, and bulgur. Bran is also consumed as its own product such as oat bran or corn bran.

The B vitamins thiamin, riboflavin, and niacin play a key role in metabolism – they help the body release energy from protein, fat, and carbohydrates.

Good grain sources: All whole grains like whole wheat, oatmeal, bulgur, and cornmeal, and most refined grains that are enriched to replace the B vitamins that are lost in processing.

Folate (folic acid), another B vitamin, helps the body form red blood cells.

Good grain sources: All whole grains like whole wheat, oatmeal, bulgur, and cornmeal, and most refined grains that are enriched to replace the folate that is lost in processing.

Iron is used to carry oxygen in the blood. Whole and enriched refined grain products are major sources of non-heme iron in American diets.

Good grain sources: All whole grains like whole wheat, oatmeal, bulgur, and cornmeal, and most refined grains that are enriched to replace the iron that is lost in processing.

Magnesium helps maintain normal muscle and nerve function, keeps heart rhythm steady, supports a healthy immune system, and keeps bones strong. Magnesium also helps regulate blood sugar levels, promotes normal blood pressure, and is known to be involved in energy metabolism and protein synthesis.

Good grain sources: All whole grains like whole wheat, oatmeal, bulgur, and cornmeal.

PROTEIN

Proteins function as building blocks for bones, muscles, cartilage, skin, and blood. Proteins are one of three nutrients that provide calories (the others are fat and carbohydrates).

Animal sources include beef, pork, poultry, seafood, dairy, and eggs. Meat and poultry choices should be lean or low fat.

Non-animal sources include dry beans and peas, nuts and seeds, and processed soy products.

B vitamins help the body release energy, play a vital role in the function of the nervous system, aids in the formation of red blood cells, and help build tissues.

Animal sources include beef, pork, poultry, seafood, and eggs. Meat and poultry choices should be lean or low fat.

Non-animal sources include dry beans and peas, nuts and seeds, and processed soy products.

Iron is used to carry oxygen in the blood. Iron rich foods along with foods rich in vitamin C can decrease the prevalence of anemia. Heme iron, found in animal products, is more readily absorbed by the body than the non-heme iron found in non-animal products.

Animal sources include beef, pork, poultry, seafood, and eggs.

Non-animal sources include dry beans and peas, nuts and seeds, and soy products.

Magnesium helps maintain normal muscle and nerve function, keeps heart rhythm steady, supports a healthy immune system, and keeps bones strong. Magnesium also helps regulate blood sugar levels, promotes normal blood pressure, and is known to be involved in energy metabolism and protein synthesis.

Excellent sources are non-animal based: dried beans and peas, nuts and seeds and soy products. Seafood choices such as salmon, halibut, and scallops are good sources.

Health Benefits by Food Group

FRUITS AND VEGETABLES

Dietary fiber from fruits and vegetables helps reduce blood cholesterol levels and may lower risk of heart disease. Fiber is important for proper bowel function. Fiber-containing foods help provide a feeling of fullness with fewer calories.

Whole or cut-up fruits and vegetables are excellent sources of dietary fiber.

Potassium is a mineral classified as an electrolyte that helps regulate many body functions, including heart rhythm. Diets rich in potassium may help maintain healthy blood pressure.

Good fruit sources: bananas, prunes and prune juice, dried peaches and apricots, cantaloupe, honeydew melon, and orange juice.

Good vegetables sources: sweet potatoes, white potatoes, white beans, tomato products (paste, sauce, and juice), beet greens, soybeans, lima beans, spinach, lentils, and kidney beans.

Magnesium helps maintain normal muscle and nerve function, keeps heart rhythm steady, supports a healthy immune system, and keeps bones strong. Magnesium also helps regulate blood sugar levels, promotes normal blood pressure, and is known to be involved in energy metabolism and protein synthesis.

Good fruit sources: bananas, raisins.
Good vegetables sources: Swiss chard, spinach and other leafy greens, avocados, dry beans and peas.

Folate (folic acid) helps the body form red blood cells.

Good vegetable sources: black-eyed peas, cooked spinach, great northern beans, asparagus.

Vitamin A keeps eyes and skin healthy and helps to protect against infections.

Good fruit sources: cantaloupe, mangoes, and orange juice.

Good vegetables sources: sweet potatoes, pumpkins, carrots, spinach, turnip greens, mustard greens, kale, collard greens, winter squash, red peppers.

Vitamin C is important for growth and repair of all body tissues, helps heal cuts and wounds, and keeps teeth and gums healthy. Vitamin C aids in iron absorption.

Good fruit sources: kiwi, strawberries, cantaloupe, pineapple, mangoes, and all citrus.

Good vegetables sources: red and green peppers, sweet potatoes, kale, broccoli, Brussels sprouts, tomato juice, cauliflower.

DAIRY

Calcium is used for building bones and teeth and in maintaining bone mass.

Excellent dairy sources: milk, calcium-fortified soy beverage, cheese and yogurt.

Potassium is a mineral classified as an electrolyte that helps regulate many body functions, including heart rhythm. Diets rich in potassium may help maintain healthy blood pressure.

Excellent dairy sources: yogurt and milk.

Vitamin D functions to maintain proper levels of calcium and phosphorous, helping to build and maintain bones.

Excellent dairy sources: milk, yogurt, and calcium-fortified soy beverage.

Beverage Basics

Beverages are our primary source of hydration as well as an important component in a healthy diet. Consumers have many beverage choices and unfortunately, some beverages can be nothing more than “empty calories.” Empty calories is a term coined to mean foods high in calories, but with little to no nutritional value.

Adequate fluid intake serves the body by:

- Feeding muscles and cushioning joints
- Protecting the brain and maintaining electrolyte balance in cells
- Flushing toxins and distributing nutrients through the blood
- Maintaining cognitive function.

“Small changes in hydration can affect mood, ability to concentrate and lead to development of headaches.”

Journal of Nutrition, February 2012

WHERE DO BEVERAGES FIT IN MYPLATE?

Beverages are not a specific category in the MyPlate tool. The type of beverage determines where it belongs in MyPlate.

Milk beverages = dairy

- Milk provides protein, calcium, potassium, magnesium and vitamins D and A – nutrients essential for growing bones and teeth.
- Choose fat-free or low-fat (1%) milk for maximum nutrition with minimum calories.
- Flavored milk provides equal nutrients, but is flavored with added sugars. Flavored milk contains more calories than low-fat (1%) milk.

Fruit and vegetable juices = fruit and vegetables

- Fruit and vegetable juices provide vitamins A, C, and K as well as minerals essential for growth and repair.
- Choose portion-wise 100% juice beverages. Children should consume no more than 4 to 6 ounces of fruit juice a day.
- Compared to 100% juice, whole fruits and vegetables are lower in calories, more filling, and provide dietary fiber.

All other beverages = extras

- If the beverage is not water, milk or fruit/vegetable juice, it is an “extra” item in our diet.
- Fruit flavored drinks contain added sugar. Read the ingredient list for sugar, syrup, sucrose, fructose and other words ending in “ose” – a sign of added sugar.
- Sugar-sweetened beverages such as soda, sweet teas, fruit drinks, and sports drinks should be consumed in moderation.
- Sports drinks are intended to replace water and electrolytes lost through sweating during exercise. Sports drinks can be helpful for young athletes engaged in prolonged, vigorous physical activities (American Academy of Pediatrics Committee on Nutrition and the Council on Sports Medicine and Fitness, 2011).
- Energy drinks often contain high amounts of caffeine, and are not recommended for young people (American Academy of Pediatrics Committee on Nutrition and the Council on Sports Medicine and Fitness, 2011).

MyPlate does not specifically address beverage intake.

Sugar-sweetened beverages can be a significant source of empty calories!

Small changes are easy to make!

Beverage Basics

SUGAR-SWEETENED BEVERAGES

Sweetened beverages are the greatest source of added sugars in the American diet. The average student consumes between 250 - 300 calories a day from sugar-sweetened beverages (Gortmaker, Long & Wang 2009; Reedy & Krebs-Smith, 2010). A typical 12-ounce can of soda has 160 calories and more than 5 teaspoons of sugar. See the below table for additional information.

Sweetened beverages are filled with empty calories that provide no benefit to a growing child's body. In addition to weight gain, diabetes, and heart disease, excess sugar can contribute to tooth decay. Substituting sugar-sweetened beverages for milk can also lead to lower bone mineral density and bone fractures (Gortmaker et al., 2009).

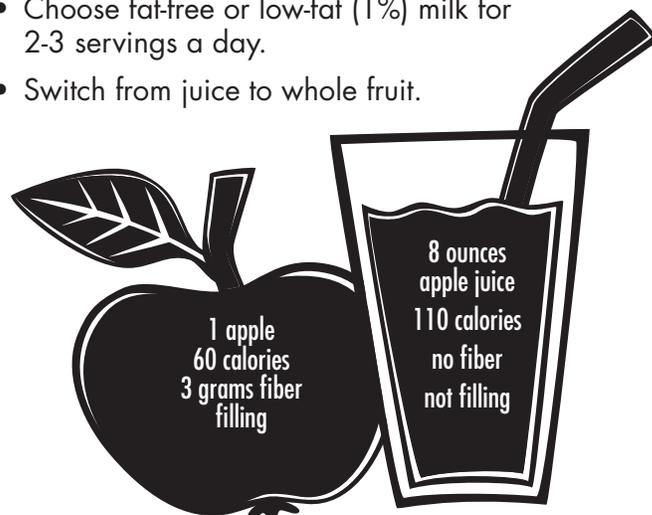
Adolescents represent the largest beverage consumer group, with 62 percent, over 2 million youth, drinking one or more sugar-sweetened beverage every day (Centers for Disease Control & Prevention, 2011). Young people are exposed to a massive amount of marketing for sugary drinks. Companies target young people through direct advertisements as well as more sophisticated tactics like rewards clubs, social media campaigns, and product placements (Harris, Schwartz, & Brownell, 2012). Furthermore, the pictures and words used on beverage labels can promote misconceptions and cause confusion when making beverage choices.

	Serving Size	Calories	Sugar (teaspoons)
Water	12 ounces	0	0
Regular soda	12 ounces	150	10
Orange soda	12 ounces	165	13
100% orange juice	12 ounces	165	10
Juice drink	12 ounces	125	8
Sports drink	12 ounces	90	5
Sweet tea	12 ounces	125	8
Mocha-flavored frozen coffee	12 ounces	360	14
2% milk	8 ounces	122	3
Low-fat (1%) milk	8 ounces	102	3

Sources: Harvard School of Public Health and Washington State Dairy Council

IT IS EASY TO MAKE CHANGES!

- Downsize portions of sugar-sweetened beverages.
- Choose water.
- Flavor water with a slice of fresh fruit or serve over ice.
- Tap water for thirst! A reusable bottle filled with fresh water is all that is needed.
- Choose fat-free or low-fat (1%) milk for 2-3 servings a day.
- Switch from juice to whole fruit.



FOOD FOR THOUGHT

Remember... all foods can fit into a healthy lifestyle. Choosing water for thirst and drinking fat-free or low-fat (1%) milk everyday will help balance calories and help keep growing bodies hydrated and healthy.

FOR MORE INFORMATION

www.sugarydrinkfacts.org

www.kidshealth.org

www.choosemyplate.org

www.nationaldairyCouncil.org

Snack Balance

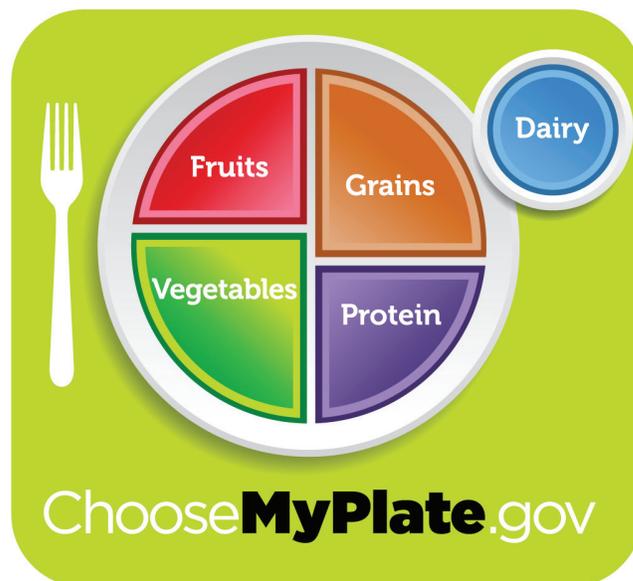
Snack attack! Hunger can sneak up on you throughout the day. Hungry students can find it difficult to concentrate and may experience dips in mood and energy. Snacks are an important strategy for curbing hunger and maintaining energy levels. Healthy snacks spaced throughout the day can even decrease mealtime calorie intake. For young children, who tend to eat meals of smaller portions, snacks are critical to supplying necessary amounts of calories and nutrients. Consumers are surrounded by snack choices with some choices better than others.

MyPlate-based snacks are good sources of protein, carbohydrates, fats, fiber, vitamin and minerals.

SNACKS AS THE “4TH PLATE” IN DAILY HEALTHY EATING

Most people snack, and snacks are a necessary part of a healthy diet. Snack balance can be achieved by choosing **portion-wise** snacks in the food categories of MyPlate. Over the course of a day, choose a snack from each category of MyPlate: a fruit, a vegetable, a grain, a dairy, and a protein. Small snacks, eaten 1½ to 2 hours before meals are ideal.

To maximize flavor, variety and the power of the snack, create a snack from a combination of food groups.



Below are a few examples of snacks within the MyPlate food groups.

Fruit and vegetable snacks

- Whole fruit
- Handful of cherries or grapes
- Snack box of raisins
- Cup of raw vegetables
- Cup of vegetable soup

Grain snacks

- Half of a whole wheat bagel
- Graham crackers
- Dry cereal
- Popcorn

Protein and dairy snacks

- Roll of turkey slices
- Hardboiled egg
- Handful of nuts
- String cheese
- Flavored fat-free milk

Combination snacks

- A banana dipped in yogurt
- Carrot sticks, whole grain crackers, and a slice of cheese
- Pita pizza on whole grain pita bread with grated cheese
- Pinwheel of lunchmeat, cheese and cucumber

Snack Balance

MAKE SNACKS COUNT!

Not all snacks are equal. Select foods that satisfy hunger and supply the body with energy over a period of time. Foods with fiber (fruits, vegetables and whole grains) are slower to metabolize.

CONVENIENCE

Snack choice is driven by taste and convenience. Successful snack balance involves planning ahead so that healthy options are readily available.

- Keep easy to grab snacks on hand.
- Plan snacks for the week.
- Include water and low-sugar beverages.
- Pay attention to serving sizes.

Estimating Portion Size

About 1 cup = A baseball

About ½ cup = A juice box

About ½ cup of cooked rice, pasta or cereal = A computer mouse

About 1/4 cup =
A golf ball or large egg

About a 3 ounce serving of meat/fish
= A deck of cards

The size of a 1 ounce pancake, waffle serving, or a slice of bread = A CD

About 1.5 ounces of cheese =
3 dominoes

About 2 TBSP of peanut butter =
A ping pong ball

TASTE

Sweet, sour, crunchy, salty, creamy, and spicy – MyPlate has them all! Help children explore taste, cravings, and snack choice by encouraging the trial of new foods and new methods of preparation.

The Try It fact sheet has ideas for promoting food trial and taste exploration.

- Satisfy a sweet tooth with fresh fruit.
- Create your own trail mixes.
- Combine a crunchy vegetable with a creamy protein.
- Use dairy products as an additional source of flavor.
- To maximize taste, pick fresh or in season fruits and vegetables.

FOOD FOR THOUGHT

Remember... snacks are an important part of a healthy lifestyle. Snack balance is achieved by choosing portion-wise snacks from the five MyPlate food categories. Plan and be creative!

FOR MORE INFORMATION:

www.mealsmatter.com

www.choosemyplate.gov

www.fruitsandveggiesmatter.gov/what

www.letsmove.gov/healthy-snacks

Plan snacks as the "4th Plate" in healthy eating.

Snacks are important for growing children - make them count!

Choose snacks from MyPlate food categories!

Try It with a Twist

Behavior is the desired outcome of all health education. Trial use of a new behavior is an important behavioral milestone. If a child tries a new food or movement and has a positive experience, he or she is more likely to repeat the action. Trial, as opposed to full adoption, is also much more appealing and less threatening to folks – “Come on just try it; what have you got to lose?”

Events and contests are two fun and appealing strategies used to promote trial. Student willingness to try new things and evaluate the experience is a general life skill with linkages to critical thinking and academic progress.

HOW TO PROMOTE TRIAL OF NEW FOOD & MOVEMENTS?

The manner in which experimentation is promoted is important. Trial works when the desired actions are positively reinforced. Positive reinforcements can be intrinsic, like taste and enjoyment, or extrinsic, like praise and stickers.

Trial Basics

- Set group goals to try new things.
- Make it fun, make it exciting, make it an event.
- Use creative names and trivia facts to appeal to students.
- Nudge students by asking and encouraging them to try.
- Provide regular opportunities to try and rate new foods or activities.
- Track and reward progress toward goals.

Try it with a Twist!

- Try different versions of similar foods or movements.
- Use low-fat dips, herbs or combinations to reenergize traditional options.
- Challenge students to create a twist to a food or movement.

PROCESS QUESTIONS

Soliciting feedback and helping students process the experience is crucial to the trial experience. Below are some basic processing type questions.

What?

- What did you like about the food/movement?
- How would you rate it (1 or 2 thumbs-up)?

So What?

- How will I use this food or movement?
- How can this food/movement benefit me?

What's Next?

- What could be different to improve the score?
- What will you try next? Where?

Trial is a significant milestone to new behaviors.

Use opportunities across the school day to Try It!

Use community connections to reinforce new diet and activity behaviors!

Try It with a Twist

HOW CAN WE TRY IT? SCHOOL DAY OPPORTUNITIES

Collectively, school days have numerous routines and opportunities that can be modified to include the trial of healthy eating and movement. Extensions beyond the classroom also reinforce classroom messages and trial events. Specific examples are listed below, but actual opportunities are countless!

Classroom: Great efforts should be made to include trial of the new foods into the corresponding classroom lessons.

Taste Testing: Sample a new fruit, vegetable or grain product at the beginning of a lesson. Ask students about properties of the new food.

Try It Homework: Within the lesson, set goals that students and family can try together. Sample goals include making half the plate fruits/vegetables or trying one new food over the weekend.

Celebrations: Ask students to research and incorporate thematic healthy foods and movements into traditional classroom parties.

Wild Things Fall Party: In preparation, students read and discuss "Where the Wild Things Are," by Maurice Sendak. Students make animal masks, snack on animal trail mixes, and compete in forest-type games.

Celebration of the Heart Walk: In February, hold a walk that celebrates the importance of the heart. In preparation, students set walking goals, calculate distances, make posters about the heart and invite community members.

Cafeteria: School meals are an excellent opportunity to link classroom messages to actual behaviors. School nutrition staff are often eager to be included in classroom learning and student connections.

New Food Events: Work in collaboration with staff to introduce new HealthierUS School Challenge recipes/foods. Students can create awareness posters, help distribute samples, and conduct exit polls of consumers.

www.recipesforkidschallenge.com/

Chef's Move to School Program: The program pairs chefs with schools in their communities with the mission of collaboratively educating kids about food and proper nutrition.

www.chefsmoveto-schools.org

Events: School-wide events are particularly powerful for initiating sustainable change. Events can be implemented as one-time events that link to classroom lessons. Service-learning projects extend over time and seek to initiate system-wide change. Students can be powerful messengers of change. Projects can be initiated through intact groups and school clubs with recruitment of the general student body.

Try It with A Twist Tuesday: A school-wide program where students try a movement or food in a different version. The program can be extended to student ownership where students clubs or classrooms "sponsor" and introduce the twist.

For more information:

www.fns.usda.gov/tn/

www.healthiergeneration.org/schools

www.agday.org

www.health.state.mn.us (and click on Great Trays)

<http://saladbars2schools.org/>

www.ode.state.oh.us (and click on Learning Supports)

Fruit and Vegetable Program:

The goal of the ODE sponsored program is to increase overall consumption and fresh variety of fruits and vegetables. Schools receive funds to purchase fresh fruits and fresh vegetables served free to children during the school day. www.ode.state.oh.us and click on Learning Supports.

Farm-to-School Initiatives:

The Farm-to-School initiative is an effort to connect schools with regional or local farms to serve healthy meals using locally produced foods. www.ode.state.oh.us and click on Learning Supports.

Food Label Guide

There are three main sources of information on food and beverage products: Nutrition Facts label, ingredient statement, and the food packaging. The food packaging uses colors, graphics, product names, and health claims to influence consumer purchasing. The Nutrition Facts and ingredient lists are more accurate sources of product information.

NUTRITION FACTS LABEL

The Nutrition Facts label reports the amount of fat, carbohydrates (sugars and fiber), and protein as well as some vitamins and minerals by serving size. The label format is standardized to make side-by-side product comparisons easier for the consumer. All information on Nutrition Fact label is listed per serving. See additional label reading information on side 2 of this fact sheet.

WATCH OUT FOR 'PORTION DISTORTION'

A portion is the amount of food a person chooses to eat, whereas a serving is a measured amount listed on the Nutrition Facts label. Portions have increased dramatically over the last 40 years. Read the Nutrition Facts label found on all food and beverage products to find the standard serving size and how many servings are in the package. A food or beverage package may look like it has a single serving, when it actually contains 2 or even 3 servings.

WHAT IS IN A PRODUCT?

The ingredient statement provided under the Nutrition Facts panel is required to list every single ingredient in the product, no matter how insignificant the amount may seem. The ingredients are listed in descending order, with the first item being the most plentiful, and so on down the list. Some ingredients are broken up into their component parts, like sugars being reported by their basic parts ending in 'ose'.

If a consumer is not savvy and looks on the list only for the word 'sugar,' they may erroneously conclude that the product does not contain sugar.

FOOD PACKAGING SELLS THE PRODUCT!

All products are required to have a label that contains basic product information like product name, size of container, and also both the Nutrition Facts label and the ingredient list. The remainder of the food packaging, however, is a form of product advertising. Persuasive text, pictures of fruits and vegetables, and claims are used frequently to convince a consumer that a product is a healthy choice. For example, a 'fruit-flavored drink' (claim) with pictures of apples and oranges (graphics) on the label could have zero fruit juice in the product. Check the ingredient statement for more accurate information.

FOOD FOR THOUGHT

Remember... reading food labels is an important step in making healthy food choices. Use the Nutrition Facts and ingredient statement to make informed healthy choices every day!

FOR MORE INFORMATION:

www.choosemyplate.org

www.fda.gov/Food/ResourcesForYou/Consumers/NFLPM/default.htm

hp2010.nhlbi.nih.gov/portion/

www.cdc.gov/healthyweight

The Nutrition Facts label helps make informed food choices.

The ingredient statement lists all food and additives in a product.

Clever food packaging sells products!

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container about 2

Amount Per Serving

Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans</i> Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	
25g			
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g

For educational purposes only. This label does not meet the labeling requirements described in 21 CFR 101.9.

1 Serving Size

This section is the basis for determining number of calories, amount of each nutrient, and %DVs of a food. Use it to compare a serving size to how much you actually eat. Serving sizes are given in familiar units, such as cups or pieces, followed by the metric amount, e.g., number of grams.

2 Amount of Calories

If you want to manage your weight (lose, gain, or maintain), this section is especially helpful. The amount of calories is listed on the left side. The right side shows how many calories in one serving come from fat. In this example, there are 250 calories, 110 of which come from fat. The key is to balance how many calories you eat with how many calories your body uses. **Tip:** Remember that a product that's fat-free isn't necessarily calorie-free.

3 Limit these Nutrients

Eating too much total fat (including saturated fat and trans fat), cholesterol, or sodium may increase your risk of certain chronic diseases, such as heart disease, some cancers, or high blood pressure. The goal is to stay below 100%DV for each of these nutrients per day.

4 Get Enough of these Nutrients

Americans often don't get enough dietary fiber, vitamin A, vitamin C, calcium, and iron in their diets. Eating enough of these nutrients may improve your health and help reduce the risk of some diseases and conditions.

5 Percent (%) Daily Value

This section tells you whether the nutrients (total fat, sodium, dietary fiber, etc.) in one serving of food contribute a little or a lot to your total daily diet.

The %DVs are based on a 2,000-calorie diet. Each listed nutrient is based on 100% of the recommended amounts for that nutrient. For example, 18% for total fat means that one serving furnishes 18% of the total amount of fat that you could eat in a day and stay within public health recommendations. Use the Quick Guide to Percent DV (%DV): 5%DV or less is low and 20%DV or more is high.

6 Footnote with Daily Values (DVs)

The footnote provides information about the DVs for important nutrients, including fats, sodium and fiber. The DVs are listed for people who eat 2,000 or 2,500 calories each day.

-The amounts for total fat, saturated fat, cholesterol, and sodium are maximum amounts. That means you should try to stay below the amounts listed.

Goal Setting & Tracking

Setting goals and tracking one's progress are fundamental skills in making and maintaining behavior change. These skills, collectively called self-monitoring, help people quit smoking, increase physical activity, and change eating patterns. Goal setting and tracking are so important in establishing healthy behaviors that they are skills included within the National Health Education Standards.

Goal setting and tracking are also skills that can be used in other areas of daily living. Young readers often set daily reading goals and track progress. Athletes keep training logs and set performance-related goals. Fiscally, adults make change by establishing budgets and keeping a checkbook or financial log.

HOW DO FOOD AND ACTIVITIES LOGS WORK?

Food diaries, physical activity logs, and goals work by focusing one's attention. Diaries provide an accurate assessment of current behaviors. Without food diaries, individuals have been shown to overestimate intake of fruits, vegetables, and water, as well as overestimate activity levels. After keeping a diary, individuals are surprised by the differences in perceptions and reality.

Goal setting and food/activity logs work synergistically throughout the process of change. First, logs identify areas to set goals for improvement. A log will identify intake and activity levels across a period of time, and thus trends that may go unnoticed without a record become visible. Logs can also shape behavior through the process of writing it down. There is a level of immediate ownership to a behavior when it is written down; thus diaries may contribute to fewer bites, snacks, and second helpings. Lastly, logs serve as a source of positive reinforce-

ment once the goal is achieved. Numerous studies have found that when people keep journals, caloric intake can go down by several hundred calories and physical activity can increase by 35% (Burke, Wang, & Sevick, 2011; Guide to Community Preventative Services, 2011).

SETTING SMART GOALS

The word SMART is a good template for setting goals that are more likely to guide and influence behavior. SMART goals contain five critical pieces:

S pecific	State <i>what</i> is trying to be accomplished.
M easurable	State the desired <i>level</i> of the behavior.
A ction	State in terms of actions that are <i>behaviors</i> , not to be confused with outcomes.
R ealistic	Realistic goals are <i>individualized</i> and represent the next step for that behavior.
T ime	State the time <i>frame</i> for the action and measurement. The time frame can be by occurrence, daily, or weekly. Shorter time frames are ideal.

SMART EXAMPLES

- Eat five servings of fruits and vegetables a day.
- Everyday, eat at least one fruit or vegetable as a snack.
- Drink water or milk with every meal.
- Drink no more than one sugar-sweetened beverage a day.
- Walk 150 minutes per week.
- Include at least 3 physical activity breaks into the classroom per week.

Goal Setting and Tracking

Set SMART goals
Track progress daily
Planned system
Reminders
Record often
Keep it simple
Adjust goals, or tracking system, as needed
Celebrate successes!

HOW TO KEEP ACCURATE LOGS

There are countless ways to go about tracking activity and food behavior. Sticky notes, a computer spreadsheet, a small notebook, on the family calendar, or via a smartphone app are a few popular and successful methods. Whether the tools are paper/pencil or electronic, successful tracking follows five general principals:

1. Record the action that is being shaped.

Logs and goals should be individualized to the behavior of interest. For fruit and vegetable goals, track fruit and vegetables. One does not need to track every single thing, just the behavior of interest.

2. Develop a system or routine for recording the behaviors.

Take time to plan a system around keeping a log – a routine will increase the likelihood of tracking and goal completion. The system should identify a tool, what will be recorded, and a time of day for recording.

3. Include reminders in your system.

Reminders also increase the likelihood of recording one's actions. Leaving the diary in a visible place, linking recording to another behavior, and involving others are a few reminders to try.

4. Record often.

The more often one writes in his or her log, the more accurate the entries. Recording at least once a day is an excellent starting point for new journal keepers.

5. Keep it simple, but interesting.

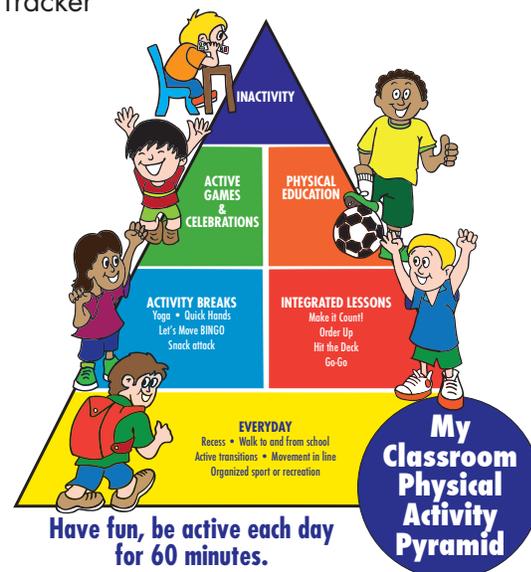
Use stickers, colored pens, and other appealing tools in record keeping.

WHAT NUTRITION AND ACTIVITY GOALS CAN WE TRACK IN THE CLASSROOM?

The materials for each grade level have been designed with a nutrition goal in mind. Nutrition goals include food group balance (grades 1 and 4), color balance (grade 2), building a MySnack plate (grade 4) and beverage balance (grade 5).

As a class, the My Classroom Physical Activity Pyramid also reminds teachers and students to be active throughout the school day. Customize the tracking sheets to your classroom! The following goal setting and tracking sheets are included to help your students move to action!

- My Physical Activity Pyramid
- My Classroom Physical Activity Pyramid
- MyPlate Tracker
- MySnack Tracker



RESOURCES

www.choosemyplate.gov/supertracker