



Presentation Script

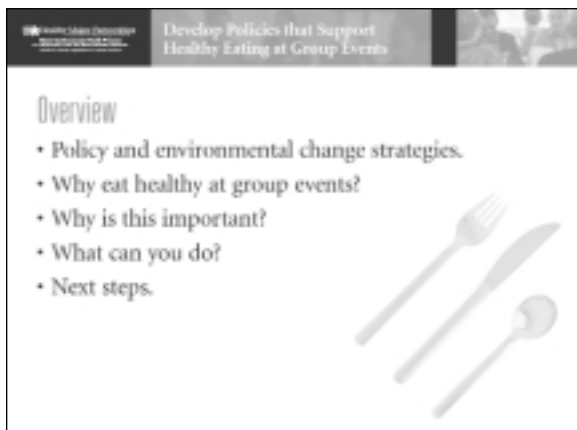


Slide 1

Hello and welcome. My name is _____ and I'm from _____. Thank you all for coming to this important presentation. The title of this presentation is "Developing Policies that Support Healthy Eating at Group Events." I invite you to participate in a discussion at the end of these slides. Please add your name and contact information to the attendance sheet I'm circulating.

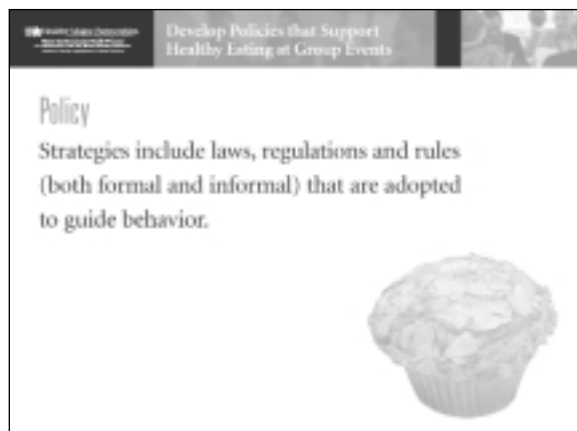
Note to presenter:

Attendance sheet is at the end of the presentation script.



Slide 2

The presentation today will cover the following components: policy and environmental change strategies; putting health on the menu, why this is important; what you can do and next steps.



Slide 3

Public health experts recommend policy and environmental change strategies that make it easy for everyone to eat wisely. Policies include laws, regulations and rules (both formal and informal) that have the power to guide behavior. By developing policies that promote healthy food and beverage options at group events, the healthy choice can also become the easy choice.

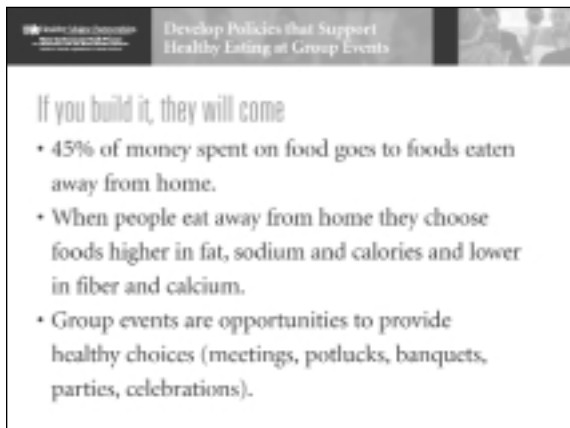


Presentation Script (continued)



Slide 4

Environmental change strategies include changes to the economic, social or physical environments. A group event where food is provided is an ideal setting for environmental changes.



Slide 5

The Dietary Guidelines for Americans recommends eating a diet moderate in total fat, choosing foods with less salt and eating a variety of whole grain foods daily.

Currently in the U.S., over 45% of money spent on food goes to foods eaten away from the home. These foods eaten away from home are higher in fat, sodium and calories and lower in fiber and calcium.

Food and beverages served at group events can include healthy options that will improve the quality of our diets and our health.

References: U.S. Department of Agriculture and U.S. Department of Health and Human Services. Nutrition and your health: dietary guidelines for Americans. 5th Ed. Washington, DC: U.S. Department of Agriculture and U.S. Department of Health and Human Services, 2000. Clauson, A. Share of food spending for eating out reaches 47 percent. *FoodReview*. 1999; 22(3): 20-22. Guthrie, J.F.; Lin, B.H.; and Frazao, E. Role of food prepared away from home in the American diet, 1977-78 versus 1994-96: changes and consequences. *Journal of Nutrition Education and Behavior*. 2002; 34: 140-150.



Presentation Script (continued)

Why is this important?

- 56% of Maine adults are overweight or obese.
- 10% of Maine high school students are overweight and 15% are at risk for becoming overweight.
- Maine people are not eating enough vegetables and fruits.
- Group events are environments where food is often the focus.

Slide 6

There is a national obesity epidemic and more than half of Maine people are overweight or obese.

The financial burden of overweight and obesity in the U.S. in 2000 was estimated at \$117 billion, nearly 10% of U.S. health care expenses.

Recent studies show that obesity is more strongly associated with chronic medical conditions and reduced health-related quality of life, than smoking, heavy drinking or poverty.

Improving nutrition by developing policies that support healthy eating at group events can prevent and control this epidemic, as well as decrease the risk of chronic diseases including cardiovascular disease, diabetes, cancer and osteoporosis.

References: Maine Behavioral Risk Factor Surveillance System, 2000. Wolf, A. What is the economic case for treating obesity? *Obesity Research* 1998; 6 (S1): 2S-7S. Sturm, R.M., Wells, K.B. Does obesity contribute as much to morbidity as poverty or smoking? *Public Health*. 2001; 115: 229-235

What can you do?

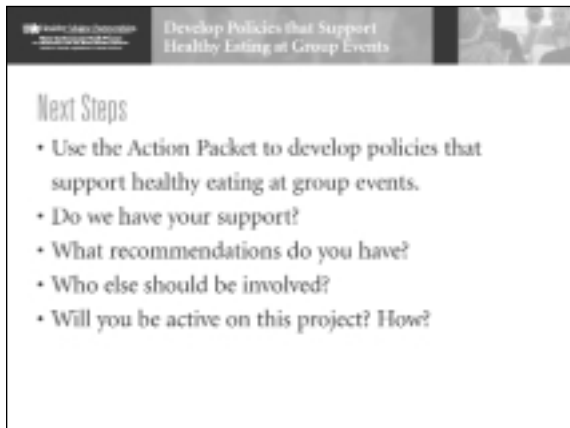
- Join our partnership team.
- Identify and contact key players.
- Share your ideas and resources.
- Identify group events where food is served.
- Develop policies that guarantee healthy foods are provided at group events.
- Use the Action Packet.

Slide 7

Our plan is to identify those who are interested in developing policies that support healthy eating at group events in this community. We need to assess the current environment and policies and identify a clear goal for this project. We have an Action Packet specifically designed to guide the process.



Presentation Script (continued)



Next Steps

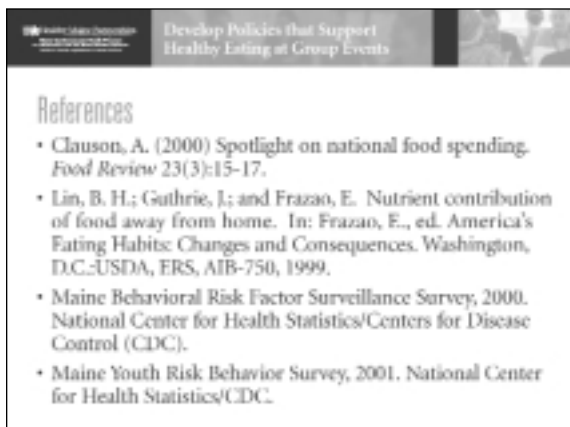
- Use the Action Packet to develop policies that support healthy eating at group events.
- Do we have your support?
- What recommendations do you have?
- Who else should be involved?
- Will you be active on this project? How?

Slide 8

We plan to use this Action Packet from the very beginning to the end of this project. The first step is to gather interested parties. That's why we are here today. We would like to hear your reaction and feedback to this idea of developing policies to support healthy eating at group events. Our next step is to set up a meeting of interested partners to begin the action planning process.

Note to presenter:

At this time prompt the audience by asking, one by one, the questions on slide 8. Be patient. Allow people to be silent for a while at first, often they are still thinking. Circulate a copy of the table from Step 1 on page 8 called **Identify interested partners to work on the project**. Your goal should be to have a meeting date and time set with these newly identified partners before leaving the presentation.



References

- Clauson, A. (2000) Spotlight on national food spending. *Food Review* 23(3):15-17.
- Lin, B. H.; Guthrie, J.; and Frazao, E. Nutrient contribution of food away from home. In: Frazao, E., ed. *America's Eating Habits: Changes and Consequences*. Washington, D.C.:USDA, ERS, AIB-750, 1999.
- Maine Behavioral Risk Factor Surveillance Survey, 2000. National Center for Health Statistics/Centers for Disease Control (CDC).
- Maine Youth Risk Behavior Survey, 2001. National Center for Health Statistics/CDC.

Slide 9

Here are several references for the information presented here. Thank you.



Attendance Sheet

Date of Presentation: _____ Location: _____ Time: _____

Number of Attendees: _____ Presenter's Name: _____

Attendees:

Name	Phone	Address
_____	_____	_____
_____	_____	_____
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Fact Sheet

Foods eaten away from home:

- More than 45% of money spent on food goes to foods eaten away from the home (Clauson, A. Share of food spending for eating out reaches 47 percent. *FoodReview*. 1999; 22(3): 20-22).
- Foods eaten away from home are higher in fat, sodium and calories and are lower in fiber and calcium. This has a major impact on the quality of foods Americans are eating and contributes to the obesity epidemic (Guthrie, J.F.; Lin, B.H.; and Frazao, E. Role of food prepared away from home in the American diet, 1977-78 versus 1994-96: changes and consequences. *Journal of Nutrition Education and Behavior*. 2002; 34: 140-150).
- Group events include business meetings, staff meetings, school-wide events and celebrations, classroom parties, community suppers, potluck meals and any group event where food and/or beverages are included.
- Foods eaten away from home, including at group events, have become a much larger part of Americans' lives (Lin, B.H.; Guthrie, J.; and Frazao, E. American children's diets not making the grade. *FoodReview*. 2001; 24(2): 8-17).

Obesity epidemic:

- 56% of Maine adults are overweight or obese (Maine Behavioral Risk Factor Surveillance System, 2000).
- 10% of Maine high school students are overweight and 15% are at risk for becoming overweight (Maine Youth Risk Behavior Survey, 2001).
- During the past two decades the percentage of children who are overweight has nearly doubled and the percentage of adolescents who are overweight has almost tripled in the U.S. (National Center for Health Statistics, Centers for Disease Control and Prevention. Prevalence of overweight among children and adolescents: United States, 1999 [Internet]. [Hyattsville (MD)]: NCHS [cited 2001 Oct 31]. Available from: www.cdc.gov/nchs/products/pubs/pubd/hestats/over99fig1.htm).
- Overweight children have an increased risk of high blood pressure, high cholesterol levels, Type 2 diabetes, early heart disease and becoming obese adults (Dietz, W.H. Health consequences of obesity in youth: Childhood predictors of adult disease. *Pediatrics*. 1998 Mar; 101(3) Suppl: 518-525).



Fact Sheet *(continued)*

Eating habits:

- 75% of Maine adults and 75% of Maine high school students do not eat the recommended five servings of fruit and vegetables each day (Maine Behavioral Risk Factor Surveillance System, 2000; Maine Youth Risk Behavior Survey, 2001).
- Fruit, vegetables, and whole grain foods are excellent sources of fiber with little or no fat or sodium and are healthy options to be included at group events (U.S. Department of Agriculture and U.S. Department of Health and Human Services. Nutrition and your health: dietary guidelines for Americans. 5th ed. Washington, DC: U.S. Department of Agriculture and U.S. Department of Health and Human Services, 2000).



Press Release Tips

Below are some commonsense tips for using a press release:

- Know who your audience is, why you are writing the release and what you want them to learn by the time they have finished reading.
- Know which media your audience reads, keep accurate lists.
- Know each media's deadlines and follow them.
- When possible, include a black and white photo with your release (for print media). Including a photo often improves the likelihood that your release will be used.
- Sunday afternoon or evening is a great time to get your story to either a wire service or newspaper.

Use the Sample Press Release on the next page to announce your community's effort for healthy eating.





Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT (name, phone number):

(Community) puts health on the menu at group events.

(City, Maine, date) – (community) is taking measures to improve nutrition and promote better health. (community leader) has announced a community-wide effort to develop policies that support healthy eating at group events. This is seen as an important step in addressing today’s obesity epidemic and reducing the incidence of heart disease, stroke, diabetes and other related diseases.

“Foods eaten away from home, including at group events, have become a much larger part of Americans’ lives,” says (source). Because these foods tend to be higher in fat, sodium and calories and lower in fiber and calcium, they are taking a toll on our health. It’s important to make healthy food options more widely available. Business meetings, school and classroom events, community suppers and social events are ideal venues for change.”

This project brought many concerned citizens and community leaders to the table. Together, they organized community presentations and met with local decision-makers to identify current policies and see how changes could be made. As a result of this effort, several groups have agreed to add healthy food choices to their upcoming gatherings. These groups include: (list).

“In time, fresh fruits and vegetables will take the place of chips and dip,” says (source). Our goal is to make it easy for everyone to choose healthier options.”

This is a project of (local project). To receive more information or to get involved in the project, call (local project phone #).

- END-