

Consumer DGA Messages – CONFIDENTIAL DRAFT



Level 3 “How” Messages: Below are consumer messages (center column) to trigger ideas/discussion in the formative consumer research that will inform final consumer message development.

DGA Content Area from Team	Draft Behavioral “How” Consumer Message	Examples of “Deeper Dive” Support/Messages
Eat less	<i>Enjoy what you eat, just eat less of it.</i> or <i>Drop a size in what you eat... Eat less.</i>	• Fill up a smaller plate and glass. • Slow down and savor each bite. • Stop before you’re stuffed.
Calories	Eat within your daily calorie budget.	• Get your personal daily calorie budget at XXX.gov. • Eating 2 slices of a thin-crust cheese pizza instead of a regular crust means you save 300 calories (plus you’re eating 2g less of saturated fat and 626mg less of salt!) • It takes 30 minutes of jogging to burn 300 calories.
Half plate F&V	<i>Save half your plate for fruits and vegetables.</i> (“save” gives a feeling of more flexibility for those who start with meat in thinking about their meals; you “save” room for something really good.)	• Eat fruits & vegetables vibrant with nutrition-packed colors, especially orange and dark green. • Fill the other side of your plate mostly with naturally fiber-rich 100% whole grain rice, bread, pasta and cereals. • Eat seafood and beans more often. • Keep meat portions small and lean.
Drink 1% or fat-free milk	<i>Switch to 1% or fat-free milk.</i>	• A cup of whole milk has the same amount of saturated fat as a fast-food burger or 5 strips of bacon. • Keep your milk simple – no added sugars. • Yogurt should also be 1% or fat-free, and keep added sugar to a minimum (no more than X grams per cup).
Reduce sweets and salt	<i>Cut back on foods already sweetened or salted for you.</i>	• One glazed donut isn’t just sugary, it has almost the same number of calories and even more salt than a medium side of fast-food fries. • If it’s in a package of any kind, that’s a red flag to check for added sugars or salt. • Any food with sugar or salt listed in the first three ingredients should be just an occasional treat. • Buy food with as little added sugar and salt as possible so that you can control the amount in what you eat/drink.

**Level 3 “How” Messages (continued)**

DGA Content Area from Team	Draft Behavioral “How” Consumer Message	Examples of “Deeper Dive” Support/Messages
Less/no sugary beverages	<i>Break the sugary drink habit.</i>	• A 12 oz can of soda has the same amount of sugar as 10 packets of sugar. A 16 oz. can of an energy drink has the same amount of sugar as 5 to 6 glazed donuts. • Sodas, energy drinks, fruit drinks and other beverages heavy in added sugar can make you heavy.
Less snacking	<i>Before you snack, stop and ask why.</i>	• If you’re hungry, reach for fruit, vegetables or nuts – nature’s original fast food – not salty or sugary snacks. • If you’re bored, fill your time with activity, not food. • If you want comfort/reward, connect with people, not food.

Level 2 “What” Messages: The following “what” messages (left column) will be used in the formative research to trigger more ideas/discussion for refinements to be tested further.

Level 2 “What” Message	Corresponding Level 3 “How” Messages
1. <i>Think before you eat.</i>	• Enjoy what you eat, just eat less of it. / Drop a size in what you eat... Eat less. • Eat within your daily calorie budget • Before you snack, stop and ask why.
2. <i>Eat foods that work for you, not against you.</i>	• Save half your plate for fruits and vegetables. • Switch to 1% or fat-free milk.
3. <i>Regain control over the sugar and salt you consume.</i> (communicates “you can do it/again”; did not use “take control” because it implies a you-are-out-of-control accusation in food context; “take control” is also a very commonly used phrase for existing hi-visibility public health efforts, e.g., diabetes)	• Cut back on foods already sweetened or salted for you. • Break the sugary drink habit.