



Feeding Bodies. Fueling Minds.™

June 4, 2019

Ms. Melissa Ciampo
Food and Nutrition Service
U.S. Department of Agriculture
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

Dear Ms. Ciampo:

These comments are submitted on behalf of the 58,000 members of the School Nutrition Association (SNA) and in response to the *Comment Request: Generic Clearance for the Development of Nutrition Education Messages and Products for the General Public* in the Federal Register on April 5, 2019. Our membership includes school nutrition professionals in K-12 schools, college level academic instructors/professors in related fields, State Agency personnel administering Federal child nutrition programs and other related professionals. Although our primary focus is the school population, there is overlap in the areas serving the general public.

Materials promoting school nutrition programs and products and the importance of good nutrition to the general public should be concise, easy to understand and readily available. Messaging is key, as is the mode used to distribute the information. Although materials produced in the past have carried the evidence-based nutrition messages, it has been difficult for many operators to utilize them. The Food and Nutrition Service (FNS) should look to coordinate with stakeholders across state and local levels to promote the materials and how to access them. While social media has become a popular means of communicating, not all in the general public subscribe to FNS social media platforms. Coordinating with state and local nutrition organizations like SNA, may assist in expanding the reach of the messaging. Opportunities for the public to see the messaging and explore how to use resources must be frequent and reinforced.

While the focus is on the primary audience for many of these nutrition education materials, FNS should consider the secondary audience also. Materials distributed through the school nutrition program or in collaboration with classroom educators creates an opportunity to reinforce the messaging. FNS should work with key direct and indirect stakeholders in message development, support, and distribution.

Sincerely,

Gay Anderson, SNS
President

Patricia Montague, CAE
Chief Executive Officer