

**Free  
Webinar**

**Two-Part Webinar Series:  
Creating Inspiring Nutrition  
Education Tools! Messages Matter**



**Register today for Session 1**

**Developing Meaningful Messages:  
Putting Research into Practice**

**September 19, 2013 | 2:00-3:00 pm EST**

Participate in the Offline Activities\* to enhance learning and earn additional credits.  
*CPE credits pending.*

**Register Now**

<http://ems.intellor.com/index.cgi?p=204792&t=71&do=register&s=&rID=431&edID=306>

**After this session, you will**

- ◀ Understand the purpose, scope and developmental process.
- ◀ Know and apply key findings from 60 focus groups with low-income moms.
- ◀ Utilize insight gained regarding the information-seeking behaviors, preferences and perceptions of low-income mothers and conceptualize how these insights can enhance your practice.
- ◀ Apply the core nutrition messages to practice in an offline activity.\*

**\*Offline Activities - Enhance learning and earn extra credits**

Background reading assignment plus develop or modify a nutrition resource (draft) using a core nutrition message and supporting content. Detailed instructions will be available 48 hours prior to Session 1.

*\*(additional credit pending approval).*

**SAVE THE DATE!**

**Session 2**

**Using Consumer-tested  
Nutrition Messages to  
Design  
Motivational Resources  
for Your Target Audience**

**October 3, 2013  
2:00-3:00 pm EST**

**Registration available  
soon.**



**The Core Nutrition Messages communicate key dietary guidance in ways that are motivating, personally relevant, and easy-to-understand.** Learn more about these resources and how to use them to help moms and kids in your program develop healthier eating habits for life.

**View the Core Nutrition Messages and related resources at**

<http://www.fns.usda.gov/core-nutrition/core-nutrition-messages>