

# Nutrition Facts

## Read the Label

# Showing Parents How to Talk to Their Kids about the Nutrition Facts Label

## Training for Health Educators and Community Outreach



**U.S. FOOD & DRUG  
ADMINISTRATION**

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)

Revised: October 2018

### Nutrition Facts

4 servings per container

**Serving size 1 1/2 cup (208g)**

Amount per serving  
**Calories 240**

% Daily Value\*

**Total Fat** 4g 5%

Saturated Fat 1.5g 8%

Trans Fat 0g

**Cholesterol** 5mg 2%

**Sodium** 430mg 19%

**Total Carbohydrate** 46g 17%

Dietary Fiber 7g 25%

Total Sugars 4g

Includes 2g Added Sugars 4%

**Protein** 11g

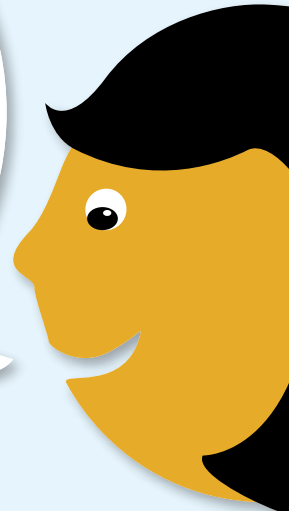
Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 6mg 35%

Potassium 240mg 6%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



**Nutrition Facts**

**Read the Label**

This presentation will guide you in understanding the Nutrition Facts label and sharing this information with your community!

**Read the Label** youth outreach materials include fun, easy tips and targeted education to help make label reading understandable by young people.

**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



# Nutrition Facts

## Read the Label

**Read the Label** enables you to work with parents in your community. They, in turn, can help their kids make healthy nutrition choices.



**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



**FDA**

**Nutrition Facts**

**Read the Label**

The goal of **Read the Label** is to help kids understand the **Nutrition Facts** label on food and beverage packages ... and then use that information to make healthy dietary choices.

Thank you for joining the **U.S. Food and Drug Administration (FDA)** in this important initiative.

**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



**Nutrition Facts**

**Read the Label**

# About the Read the Label Youth Outreach Materials

# About the Campaign

## What is Read the Label?

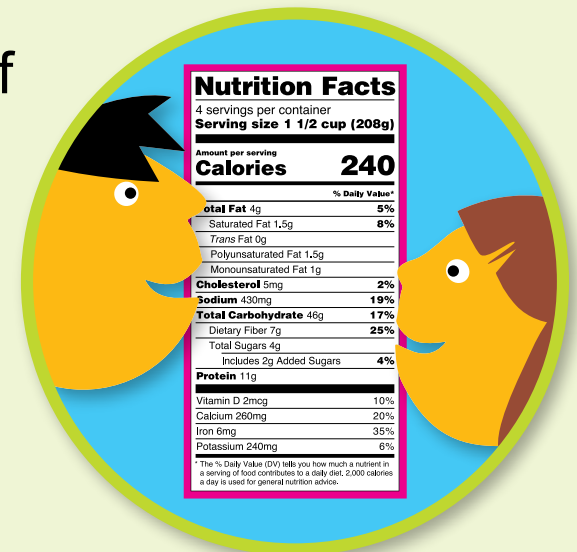
- The **Read the Label** approach to encourage healthy dietary practices is all about empowerment.
- By educating kids, families, and communities about using the **Nutrition Facts** label on food and beverage packages, we are equipping them to make smart, lifelong, food choices.
- **You** can help by conducting outreach presentations in your community!



# About the Campaign

# Importance of Reaching Kids

- **Kids**, especially “tweens” (ages 9 – 13), are in a transition phase, taking increased care of themselves and making many of **their own food and snack choices**.
- Helping them to establish **good habits** as they are learning to make these decisions can have tremendous long-term impact!
- **Parents** are key **role models** *and* advisors in helping their kids “get their food facts first.”



# About the Campaign

# Involving Parents

- **Read the Label** encourages parents to support their kids' efforts to use the Nutrition Facts label when making food choices.
- Together, parents and their children can Read the Label to make informed decisions about food based upon nutrition facts.
- **LET'S GET STARTED!**





# About the Campaign

# Read the Label Online Resources

**Activities for Kids** to engage them with the Nutrition Facts label

- Easy key messages
- Hands-on fun!

**Parent Tools** to support kids' learning

**Local Outreach** via Health Educators and Community Partners

Visit the [Read the Label Website](http://www.fda.gov/readthelabel)



**Nutrition Facts**

**Read the Label**

**Using this PowerPoint® Presentation**

Using this  
Powerpoint®  
Presentation

# Get Your Tools Ready

- This PowerPoint® Presentation is designed to prepare you to make **Read the Label** community presentations.
- To maximize the presentation planning, we suggest that you download the [Outreach Manual](#) and general “[Talking Points](#)” to use as a reference as you work through these slides.

**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



**Using this  
Powerpoint®  
Presentation**

# **This Presentation Includes:**

- Key Messages
- Using the Outreach Manual
  - Preparing for Community Events
  - Agenda and Overview of Family Activities: Days 1 & 2
- Reproducible Family Activities
- Additional Resources for Nutrition Information

**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



**Nutrition Facts**

**Read the Label**

**Read the Label: Key Messages**

# Key Messages

# The Nutrition Facts Label

## 1. Size up Servings

- The information listed on the Nutrition Facts label is usually based on one serving of the food. Pay attention to the serving size and the number of servings you eat or drink to discover the total number of calories and nutrients you are consuming.
- If you eat or drink two servings of the food or beverage, you are getting double the calories and nutrients that are listed on the label. And keep in mind, packages can—and often do—contain more than one serving! Some containers may also have information displayed per package.

1 →

<b>Nutrition Facts</b>	
4 servings per container	
<b>Serving size 1 1/2 cup (208g)</b>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>240</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1.5g	<b>8%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

**Nutrition Facts**  
**Read the Label**

# Key Messages

# The Nutrition Facts Label

## 2. Consider the Calories

- Calories from food provide the energy children's bodies need to function and grow. When they are active, they "burn" calories. To keep children's bodies healthy, balance the number of calories they eat and drink with the number of calories their bodies use.
- When choosing and comparing foods, follow this guide:
  - 100 calories per serving of an individual food is considered a moderate amount
  - 400 calories or more per serving of an individual food is considered high in calories

2

<b>Nutrition Facts</b>	
4 servings per container	
<b>Serving size 1 1/2 cup (208g)</b>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>240</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1.5g	<b>8%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Nutrition Facts**

**Read the Label**

# Key Messages

## The Nutrition Facts Label

### 3. Choose Nutrients Wisely

- % Daily Value (%DV) is the percentage of the Daily Value (reference amounts of nutrients to consume or not to exceed each day for adults and children 4 years of age and older) and shows how much a nutrient in a serving of the food contributes to a total daily diet.
- Use %DV to compare food products and choose foods that are higher in nutrients to get more of (dietary fiber, vitamin D, calcium, iron, and potassium) and lower in nutrients to get less of (saturated fat, *trans* fat, sodium, and added sugars).
- When choosing and comparing foods, follow this guide:
  - 5% DV or less of a nutrient per serving is considered low
  - 20% DV or more of a nutrient per serving is considered high

3

<b>Nutrition Facts</b>	
4 servings per container	
<b>Serving size 1 1/2 cup (208g)</b>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>240</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1.5g	<b>8%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 46g	<b>17%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 4g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Nutrition Facts**  
**Read the Label**



**Nutrition Facts**

**Read the Label**

**Overview:  
Planning Your Community Event**

# Planning Your Event

## Start with the Outreach Manual

The manual serves as your road map for community presentations. Download your manual [here](#).



**Nutrition Facts**  
**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



# Planning Your Event

## What the Outreach Manual Includes:

- **Understanding the Nutrition Facts Label** (*page 4*): describes servings information, calories, and nutrients to look for on the label.
- **Community Outreach: Getting Ready** (*page 6*): describes how to choose a venue for your community outreach events, how to solicit parent participants, and what materials you will need.
- **Planning Your Presentation** (*page 7*): outlines the agenda for one or two-day events. This flexibility gives you the option to hold the type of event that best suits your audience's needs.



# Planning Your Event

## Event Structure Options

- **A one-session presentation** conducted in one 45-minute session.  
-or-
- **A two-session presentation** for each community group, conducted in two 30-45 minute sessions (Day 2 can be scheduled 1 to 2 weeks after Day 1 session). Make sure to book both days at one time for a consistent meeting space.
- **15 to 20 parent participants** (if you choose the two-session option, attendees should attend both sessions)

**Flexible Activities:** The family activities shown on pages 12-15 are flexible. If it is not feasible for families to do them at home, you can do the activities onsite using purchased food and beverage products and/or take a group trip to a supermarket.



# Planning Your Event

## Presentation Agenda Option 1: One-Day Agenda

**Step 1:** Engage and Start to Read the Label! Conduct the Icebreaker Activity (*page 8*)

**Step 2:** Give a brief overview of the Nutrition Facts label key messages on pages 4-5 as your guide

**Step 3:** Encourage participants to continue to Read the Label at home! Explain and distribute **Family Activities** (pages 12-15), the **Read the Label Infographic** (page 16), and optional **Tips for Parents** and **Cool Tips for Kids**.

Thank the participants for their willingness and help in teaching their families how to use the Nutrition Facts label to make informed food choices.



# Planning Your Event

## Presentation Agenda Option 2: Two-Day Agenda

### Day 1:

- Engage and Start to Read the Label! Conduct Icebreaker Activity (*page 8*).
- Give a brief overview of the Nutrition Facts label, using the Key Messages on pages 4-5 as your guide.
- Introduce Family Take-Home Activities.

### Day 2:

- Regroup and Share: Recap Activity to share and evaluate the outcomes of the Family Take-Home Activities (*page 10*).



# Planning Your Event

## Engaging Families with Take-Home Activities

- **Read the Label Family Activities** (*pages 12 – 15*): Four handouts to be given to each parent participant.

Parents should complete all four, or as many as they can, with their kids and bring the completed activities back with them on Day 2 (if you are holding a two-day event).

- **Read the Label Infographic** (*page 16*)



# Planning Your Event

## Family Activities: A Closer Look

- Read the Label **When Choosing Snacks**
- Read the Label **When Packing Lunch**
- Read the Label to **“Shake Down” Sodium**
- Read the Label **at the Supermarket**
- Read the Label **Infographic**





**Nutrition Facts**

**Read the Label**

**Logistics**

# Logistics

## Getting Started: Preparing for Community Outreach Events

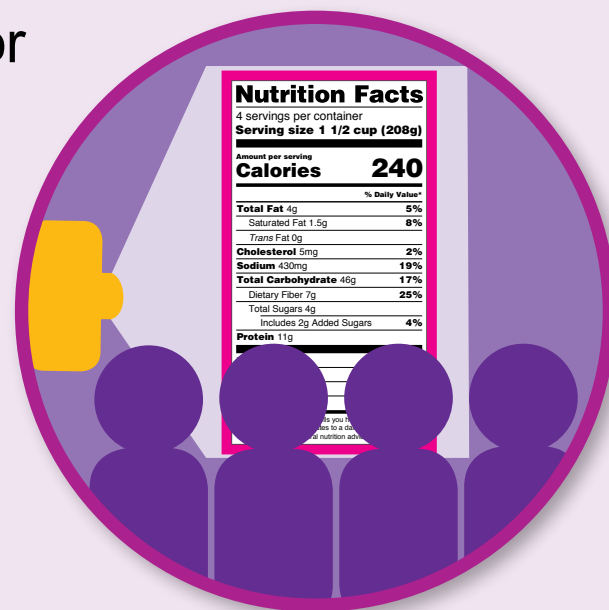
1. Choose Your Venue
2. Solicit Participants
3. Brief Yourself
4. Materials Needed
5. Shopping Prep
6. Room Set Up

# Logistics

## 1. Choose Your Venue

Explore public meeting spaces that offer plenty of room and tables/chairs for participants. Consider:

- Community recreational centers
- Faith institutions
- Libraries
- Local YMCAs/YWCAs
- Schools
- Supermarkets with meeting space



**Nutrition Facts**

**Read the Label**

## 2. Solicit Participants

- Promote your **Read the Label** event to sign up 15 to 20 parent participants (the event is geared toward parents, although tweens may attend if parents prefer). Create flyers and posters to alert your audience, or send invitations with an RSVP date. Use your organization's social media accounts (Twitter and/or Facebook) to announce your event.
- Enlist volunteers to help take notes, pictures, or facilitate an active discussion.

## 3. Brief Yourself

- Review the information in the Outreach Manual to familiarize yourself with **Read the Label's** key messages and be prepared to answer questions.
- Explore FDA's additional [Nutrition Facts label online resources](#).

**Important note:** Read the Label materials are designed to promote the importance of reading the Nutrition Facts label. As a community educator, do not offer any nutritional advice or recommendations. For specific nutrition or health-related questions, refer participants to:

- [www.choosemyplate.gov](http://www.choosemyplate.gov)
- [www.health.gov/dietaryguidelines](http://www.health.gov/dietaryguidelines)
- [www.cdc.gov/nccdphp/dnpao/index.html](http://www.cdc.gov/nccdphp/dnpao/index.html)



## 4. Materials Needed

- Copies of Family Activities (*pages 12 – 16*), one for each parent or parent/child team
- Small-to-mid sized bags or boxes of popular snack foods (such as chocolate chip cookies, crackers, nacho chips, popcorn, potato chips, or pretzels), placed on a front table (at least one per participant).

Tip: When displaying the snacks, turn the Nutrition Facts label on each package away from the audience

- Plates/bowls for dispensing the snacks (two per participant)



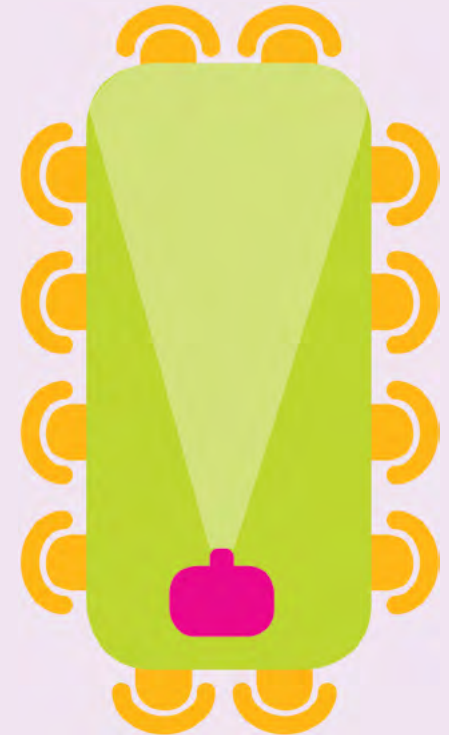
## 5. Shopping Prep

- Shop for snacks and paper goods.
- When choosing snacks, be sure that the snack packages have 2 or more servings per container. Also, try to find some “unexpected” examples, such as a small bag of chips that contains 2 or 3 servings per container. For example: 150 calories per serving with 3 servings per container equals 450 calories per package.



## 6. Room Set Up

- Request 15 to 20 chairs and at least one long table.
- Reserve optional equipment if desired. For example: computers/computer projection equipment to show FDA's [Read the Label website](#).





**Nutrition Facts**

**Read the Label**

**Public Speaking Tips**

# Public Speaking Tips

## At a Glance: Public Speaking/Presentation Tips

- Know Your Material
- Practice
- Know the Audience
- Know the Room
- Relax
- Visualize Yourself Speaking



# Public Speaking Tips

## Know Your Material

- Know more about your material than you include in your planned remarks. This way you will feel confident and will be prepared for questions.
- Use humor, personal stories, and conversational language to move your presentation along. You'll be less likely to forget your remarks that way!



# Public Speaking Tips

## Practice

**That means: practice, practice, practice!**

- Rehearse out loud with all the equipment you plan on using.
- Revise your presentation as necessary.
- Work to control filler words (like “um” and “you know”). Practice pausing and breathing instead.
- Practice with a timer and allot time for the unexpected, such as questions that may pop up in the middle of your remarks.



# Public Speaking Tips

## Know the Audience and the Room

- Plan where you'll be standing, and ensure that the group will be able to see you and the presentation from where they are seated.
- Arrive early, walk around the speaking area, and test the microphone (if speaking to a large group), any visual aids, and any technical equipment you may be using.
- Greet audience members as they arrive. It's easier to speak to a group of friends than to strangers.



# Public Speaking Tips

## Relax ... and Visualize Yourself Speaking

- Begin by addressing the audience. Pause, smile and count to three before saying anything. (“One one-thousand, two one-thousand, three one-thousand. Pause. Begin.”)
- Imagine yourself speaking, with your voice loud, clear, and confident.



**Nutrition Facts**

**Read the Label**

**The Event**

# The Event

## Review the Agenda

### One-Day Agenda:

- Icebreaker and Take-Home Activities

### Two-Day Agenda:

- Day 1: Engage and Start to Read the Label!
- Day 2: Regroup and Share

### Every Day:

- Read the Label at Home





# The Event

## Announce the Activities

### Tell the audience:

- The purpose of doing these activities is to engage you and your kids in looking at the **Nutrition Facts** label and understanding the important dietary information that it shows.
- By using these activities at home, your kids will become accustomed to using the Nutrition Facts label to “**get their food facts first.**”
- Some of what your kids discover may surprise them!



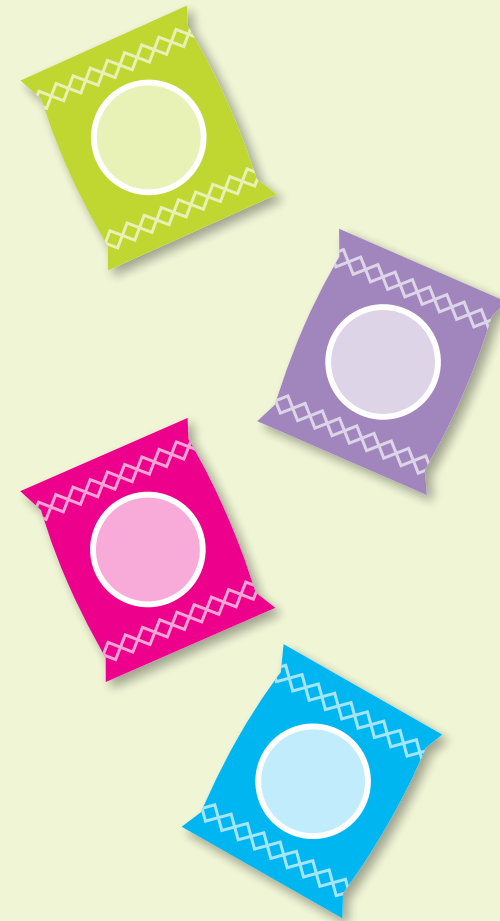
# The Event

## Icebreaker Activity

### Day 1: Supplies

- Bags/boxes of popular snack foods: 1 for each participant
- Plates/bowls: 2 for each participant
- Copies of Family Handouts: 1 set per participant
  - Read the Label **When Choosing Snacks**
  - Read the Label **When Packing Lunch**
  - Read the Label to **“Shake Down” Sodium**
  - Read the Label **When at the Supermarket**

*See the Outreach Manual for complete activities.*



# The Event

## Icebreaker Activity

### Day 1: Activity Steps

- Select snacks
- Measure out portions without looking at label
- Read the Label to check actual serving size
- Discuss how 2 portions differ
- Review key messages



*See the Outreach Manual for complete activity.*

**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



**FDA**

# The Event

## Follow-up Activity

(If Using Two-Day Option)

### Day 2: Supplies

- Flip chart, easel, and markers
- Copies of the **Read the Label Infographic**
- Optional: other resources (Tips for Parents, other handouts, and list of Web resources)



See the Outreach Manual for complete activity.



# The Event

## Follow-up Activity

(If Using Two-Day Option)

### Day 2: Activity Steps

Divide participants into 3 groups

- Give out sheets of flip chart paper
- Have groups discuss and record their experiences
- Invite one volunteer from each group to share learnings
- Ask group for ideas for daily actions

*See the Outreach Manual for complete activity.*

### Our Discoveries

Calories per serving  $\times 3 =$  Calories consumed

\_\_\_ % DV of

\_\_\_\_\_  
nutrient



**Nutrition Facts**

**Read the Label**

# Additional Read the Label Resources

The entire portfolio of **Read the Label** materials and activities (for kids, parents, and health educators) are available [online](#) in English and Spanish.

**Nutrition Facts**

**Read the Label**

Revised: October 2018

[www.fda.gov/nutritioneducation](http://www.fda.gov/nutritioneducation)



## Nutrition Facts

### Read the Label

# Additional Resources

FDA has additional [resources](#) on nutrition and the Nutrition Facts label, which you may find useful.

- Whyville: a virtual world where young “citizens” can practice label reading in this *online* community and develop skills for making healthy snack choices in the *real* world. FDA’s two label games—Label Lingo and Snack Sort—can be found in the [Snack Shack](#)
- [Nutrition Facts Label Online](#): users can explore the various sections of the label and download printable nutrition fact sheets to keep and share
- [Sodium Fact Sheet and Infographic](#)
- [Food Facts](#): fact sheets about the label and other topics
- Videos

Many other downloadable and printable materials are also available in FDA’s Center for Food Safety and Applied Nutrition [Education Resource Library](#). Some publications are available to be ordered as print copies, free of charge.



## **Nutrition Facts**

**Read the Label**

Thank you for  
encouraging families  
in your community to  
**Read the Label!**

