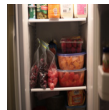


SLIM BY DESIGN

| CLIENT | BEHAVIORS | TOOLS |
|---------------------|--------------------------------|-------------------------|
| Parent of a toddler | Eat more fruits and vegetables | “Slim by Design” photos |

TOOLS



OPENING ACTIVITY

Position “Slim by Design” photos on the table so all clients can see them.

TRIGGER EMOTIONAL DRIVERS

“These photos are all about reinventing a better life for your child. As a parent, imagine how good you’d feel if you were able to reinvent the future so that your child wouldn’t be reaching for the potato chips or raiding the cookie jar all day, but instead be snacking on fruits and vegetables without thinking twice. Imagine how proud you’ll be when your child eats only when they’re hungry. These photos hold the clues.

“Every picture tells a story, and each story is backed by research — proven facts that will give you simple ways to put your child on the path to a healthier life. The best part is, it won’t cost you a cent.”

DISCUSSION OF PHOTOS AND RESEARCH:

Ask clients to pick a photo, and ask them to guess what they think the photo says about reinventing healthier lives. (Group photos by location, starting with home photos before moving on to the grocery store or healthy plate.) Each time, briefly explain the connection between the photo image and healthy eating behaviors, citing the research and recommendations in the chart below. Labeling the photos with the relevant research and behavioral recommendations may be helpful.

ACTION PLAN

“We talked about a lot of easy, practical ways to rearrange your kitchen, table and the grocery shopping today. Which one would you like to try this week?”

| PHOTO DESCRIPTION | |
|---|---|
| <p>Cereal boxes on the counter</p> | <p>Research shows people with cereal on the counter weigh 21 pounds more than the person who doesn't have cereal boxes—even one—on the counter. Why? It's very visible, reachable and tasty. The package label suggests "healthy" with words like vitamins and minerals.</p> <p><i>Recommendation: Clear the counter of all foods except fruit.</i></p> |
| <p>Potato chips and cookies on the counter</p> | <p>Women who keep potato chips on the counter weigh 8 pounds more than those who don't.</p> <p><i>Recommendation: Keep the counter free of all foods except fruit.</i></p> |
| <p>Fruit on the counter</p> | <p>"First seen, first eaten." You are three times more likely to eat the first food you see than if you have to dig for food.</p> <p><i>Recommendation: Keep the foods you want your family to eat on the countertop.</i></p> |
| <p>Cut-up fruit in clear baggies on the second shelf of refrigerator</p> | <p>Move fruit from the refrigerator drawers to a visible, easy-to-grab location. Research suggests that fruit consumption will double in a week.</p> <p><i>Recommendation: Move fruit from refrigerator drawers to an eye-level shelf. Cut fruit in advance and place in clear plastic bags.</i></p> |
| <p>White and dark plates</p> | <p>Make sure the color of your plates contrasts with the color of your food because the color of your plate impacts how much food you serve yourself. If the food blends in with the plate, you'll serve yourself 18 percent more.</p> <p><i>Recommendation: For most foods, use small, white plates instead of large, dark plates.</i></p> |
| <p>10-inch and 12-inch plates</p> | <p>Food portions look smaller on a large plate, so people are tempted to serve and eat more. Serving food on a smaller plate saves about 60 calories at each meal.</p> <p><i>Recommendation: Use smaller plates for adults and even smaller plates for children.</i></p> |
| <p>2-quart and 3-quart serving bowls</p> | <p>Bigger bowls make us unconsciously think it's normal and appropriate to serve more—so we serve an extra 17 percent more.</p> <p><i>Recommendation: Use smaller serving bowls and keep them in the kitchen where they are less visible and available. Keep salad and vegetable serving dishes on the table for easy access.</i></p> |

| | |
|---|---|
| <p>Small serving spoon and large serving spoon</p> | <p>Serving food from a large serving spoon rather than a small spoon adds about 14 percent more calories. People will eat about 19 percent less total food when someone else serves them from the kitchen rather than when they are allowed to serve themselves at the table. <i>Recommendation: Use a small serving spoon like a tablespoon. Serve food onto plates in the kitchen, not where you eat.</i></p> |
| <p>TV in the kitchen</p> | <p>People who have TVs, iPads and comfortable chairs in their kitchen spend about 18 more minutes there each day than people who don't. For many, that translates into 18 more opportunities to eat and drink. <i>Recommendation: Take the TV out of the kitchen, and make the kitchen functional, not comfortable.</i></p> |
| <p>Half-plate rule</p> | <p>The “half-plate rule” is a simple guideline that isn't restrictive. People are “allowed” to eat their favorite foods on half their plates, as long as they serve and eat fruits, vegetables and salad on the other half of their plates. <i>Recommendation: Apply the “half-plate rule” to mealtimes for adults and children.</i></p> |
| <p>Half-cart rule</p> | <p>People can't follow the “half-plate rule” if they don't buy enough fruits and vegetables. The “half-cart rule” encourages people to buy more fruits and vegetables at the grocery store. <i>Recommendation: Use a purse or other visual to divide the grocery cart into two halves. Fill one half with fruits and vegetables and the other half with other foods.</i></p> |
| <p>Sugarless bubble gum</p> | <p>Chewing sugarless gum short-circuits our cravings at the grocery store, making it hard to imagine the sensory details of crunchy chips or creamy ice cream. Researchers found that people chewing gum bought 7 percent less junk food than those who weren't chewing gum. <i>Recommendation: Chew sugarless gum when shopping for foods in the grocery store.</i></p> |
| <p>Bulk food boxes</p> | <p>Research suggests that people who filled their cupboards with bulk food eat it faster and in greater quantities than you otherwise would. <i>Recommendation: Repackage supersized boxes into single-serve-size baggies.</i></p> |
| <p>Candy bowl on desk (Could have a second photo of the candy dish with paper clips in it)</p> | <p>People who had candy in or on their desks reported weighing 15.4 pounds more than those who didn't. Removing the candy bowl saves about 74 calories a day—that's the equivalent of 5 or 6 pounds over a year. <i>Recommendation: Don't use a candy dish or keep it out of sight.</i></p> |