Food Label Fun-damentals Facilitator Guide

Introduction
People look at food labels for different reasons. One person may look at a food label to see the amount of sodium or fat in the product, while another person may look at food labels to see if one product has more or less of a particular nutrient. A recent study showed that for consumers to benefit from food label information, it is necessary to make food labels, especially the serving size and the percent daily value, easy to understand. The purpose of this program is to help individuals learn about the different parts of the food label so that they can make wise decisions.

Objectives
- Explain the different parts of the food label and ways consumers can use the label to make informed food choices
- Use the Nutrition Facts Panel to make healthy food choices
- Relate serving size to portion control
- Use the Percent Daily Value to evaluate the nutrient contribution of foods
- Compare nutrient claims on labels

Teaching tools
Use the following pieces to teach this program. Read them carefully prior to conducting the program.
- PowerPoint Script
- PowerPoint
- Activities
- Game - BINGO
- Evaluation
  - The evaluation should be conducted both before and after the program.
  - The same instrument is used.
- Publication — FCS 3-538 Understanding the Food Label

At least one month before the program
1. Advertise the program.
2. Ask participants to bring two or three food labels from products they have at home.
3. Bring extra food labels for participants who may not bring any to the program. You may need to start a collection of food labels. Labels can be obtained by asking family members, friends, and colleagues to collect labels.
4. Decide on prizes you will use for individuals or groups who “win” games.
5. Collect packages of crackers, cereal, popcorn, canned soup, fruits, etc. to play the game guesstimate.

One week before the program
1. Review facilitator guide and teaching tools.
2. Print the following:
   - Activities (Guesstimate, Helping Henry)
   - BINGO game
Brief Teaching Outline
This brief outline helps you to see the program at a glance. The PowerPoint script provides talking points and areas to emphasize for each slide and provides an in-depth approach to the program.

1. Welcome
2. Evaluation — after you welcome the participants you need to give them the evaluation before you teach the program. This evaluation allows you to see what the participants know before they begin the program.
3. Introduction
   a. Frank’s Grocery Dilemma
   b. Overview of the nutrition fact panel
   c. Objectives
4. Parts of the Nutrition Fact panel
   a. Serving size
   b. Calories
   c. Nutrients: Limit these
   d. Nutrients: Get enough of these
   e. Footnote
   f. Percent Daily Value
5. Label Lingo
6. The Ingredient List
7. Evaluation — After you conduct the program have participants fill out the evaluation again. This second evaluation allows you to see what the participants have learned from the program.
8. Place the evaluations completed before and after the program in separate envelopes. Have your FCS agent mail the evaluations to:

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   University of Kentucky
   218 Funkhouser Building
   Lexington, Kentucky 40506-0050

Thank you for working with others to conduct this food label program. Our goal is to see individuals make better nutrition decisions. Thanks for helping us realize this goal.

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