



Kaiser Permanente implemented **Healthy Eating Active Living (HEAL)** as a comprehensive approach to address the rising obesity epidemic and other chronic conditions related to poor nutrition and inactivity. Central to this initiative has been the development and dissemination of appealing, high-quality health education materials that promote healthy behaviors and encourage healthy choices. This poster presentation will showcase the development of several nutrition education posters, and the core health literacy principles applied. Viewers will have the opportunity to offer recommendations for maximizing the utility of the publications, as well as learn how they can receive free copies of the materials to support the obesity and chronic disease prevention programs sponsored by their organizations.

Background

Since the late 1990s, Carole Bartolotto MA, RD, Senior Consultant for Kaiser Permanente Southern California Regional Health Education, in collaboration with the Kaiser Permanente Southern California Nutrition Advisory Committee (SNAC), has created a poster each year to support National Nutrition Month. In 2009 they began developing a series of posters to disseminate important nutrition education messages to Kaiser Permanente members and employees using a low literacy, photo-based format.

Healthy Plate (2009)

The purpose of this poster was to address the need for a realistic, easy-to-understand graphic that explained how to create healthy, well proportioned meals. Original photographs were taken using food from a local grocery store, and the content developed by the SNAC committee.

- Since its creation, the "Healthy Plate" poster has been translated into Spanish and reissued as a bilingual publication called *"Plato del buen comer"* with an annual usage of almost 110,000.
- The Healthy Plate is shared with Kaiser Permanente members in 13 medical centers and community members across the Southern California region.

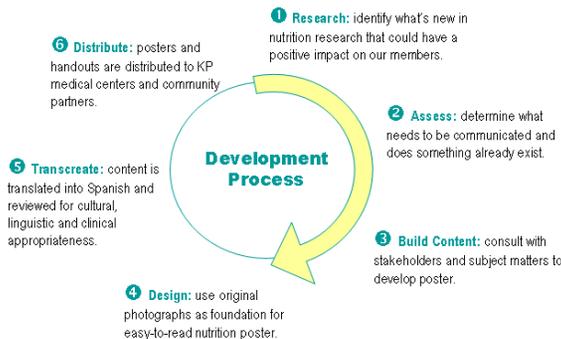
Healthy Drinks (2010)

In 2010 Kaiser Permanente Southern California introduced a healthy beverage policy which banned sugar-sweetened beverages in its regional offices. To support the healthy of our members and the Healthy Workforce initiative, the 2010 National Nutrition Month poster focused on the sugar content of sugar-sweetened beverages, and strategies for choosing healthier options.

- The "What's In Your Drink?" poster was reformatted into an 8.5 x 11 handout and incorporated into many Health Education programs.
- "What's In Your Drink" was selected as a primary educational piece to support the Kaiser Permanente Healthy Eating Active Living initiative, which includes providing free posters and handouts as part of the Operation Splash and the "Rethink Your Drink" campaign – community programs that focus on nutrition education and policy implementation at public parks and pools to reduce obesity.

Calories Count (2011)

"Calories: Are You Getting More Than You Think?" poster was developed using a similar process. Original and a few stock photographs were used to convey the importance of counting calories and knowing the caloric value of popular fast foods. The poster was reformatted into 8.5 x 11 handouts and are incorporated into many Health Education programs and shared with the community members.



Promoting Nutrition

What people eat and drink has a major impact on their health. Many health problems could be reduced – or even go away completely – if people had access to and ate better food.

- Most people in the United States do not eat the recommended five servings of fruits and vegetables per day.
- Sugar-sweetened beverages are a major source of excess calories and contributor to weight gain and obesity.
- Large portion sizes and high-fat, high-calorie, high-sodium ingredients at fast-food outlets and restaurants have been linked to rising rates of obesity, Type 2 diabetes and high blood pressure.

Kaiser Permanente encourages patients and community members to eat fresh food instead of packaged and processed foods. We encourage people to cook meals from home from fresh foods by offering healthy recipes on our kp.org website, eliminating sugary beverages from medical center cafeterias, and by offering farmers' markets open to the community at many Kaiser Permanente medical centers and office buildings.

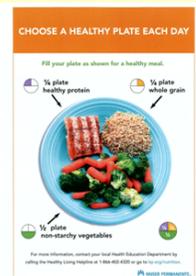
Health Literacy in Practice

To help Kaiser Permanente promote key nutrition messages, posters focused on one key message and portrayed it with a few simple photos and a small amount of text, applying principles of health literacy.

When people receive accurate, easy-to-use information about a health issue, they are better able to take action to protect and promote their health. The following five *Principles for Clear Health Communication* (Pfizer 2004) offer guidelines to ensure that health materials are easy to read and understand:

- 1 Explain purpose and limit content.
- 2 Involve the reader.
- 3 Make it easy to read.
- 4 Make it look easy to read.
- 5 Select visuals that clarify and motivate.

Principle 1: Involve the reader.



Principle 2: Make it look easy to read.

Principle 3: Select visuals that clarify and motivate.



Teachable Moments

In addition to displaying the posters in public and community venues, the posters were also used as teaching tools in healthy weight classes for children, teens and adults.

- 1 Health education classes use the "Healthy Plate" poster for families with young children—participants use paper plates and plastic food models or draw pictures of their favorite foods to create their own healthy plate.
- 2 Participants also apply the message from the "What's In Your Drink?" poster by using a label from their favorite drinks and count out the teaspoons of sugar. They discuss what other healthier options they can try to replace the sugary beverages.

Lessons Learned

Field Testing

- For materials used with community members, we learned the importance of field testing materials with the target audience to ensure understanding and the use of culturally appropriate images.
- Future versions of the "Healthy Plate" will include vegetarian choices, foods popular with different ethnic groups, or even a "Healthy Bowl" to depict a stew or soup comprised of the healthy food groups.

Skill Building

The "Calories: Are You Getting More Than You Think?" poster gave consumers a key message that some of their favorite fast food choices are very high in calories and can be replaced by fresh foods prepared at home.

- Some consumers may also need skills to choose healthier foods at time of purchase, for example, health education content can help participants "makeover" unhealthy options by teaching how to replace one of the high-fat chicken entrée with a serving of vegetables, choosing steamed rice instead of fried, asking for low-oil preparation, etc.

The "What's In Your Drink" poster offered basic information on sugars and fats in popular drinks.

- In Kaiser Permanente healthy weight classes for children, teens, and adults, participants learn how to analyze and use information on nutrition label and get practice in counting out sugar content of their favorite beverages, helping to raise their self-efficacy in choosing healthier options.

Next Steps...

New ideas for nutrition posters & publications

- 1 Kaiser Permanente Regional Health Education and Healthy Workforce units can serve as a bridge to connect individual behavior change and policy/environmental change strategies.
 - Promote and advocate for healthier foods and beverages at medical centers and regional offices, and provide nutrition information, shopping tips and recipes.
 - Provide calorie information on menu boards at medical center cafeterias.
 - Coordinate nutrition education and skills building activities as part of the farmers' markets at medical centers in areas underserved by access to fresh produce, and help encourage greater consumption of fresh fruits and vegetables.
- 2 Healthy lifestyle curricula, posters and nutrition health education materials will be shared with community organizations and providers throughout the Southern California region to increase local capacity to make healthy choices easy.

Contact Information

For more information about Southern California Kaiser Permanente Regional Health Education nutrition education programs and publications to support your obesity prevention and health promotion work, please contact Erica Browne MPH, CHES at (626) 564-5385 or Erica.L.Browne@kp.org.

Acknowledgments

Kaiser Permanente Southern California Regional Health Education, Southern California Permanente Medical Group, Kaiser Permanente Healthy Workforce, and Kaiser Permanente Southern California Public Affairs.