



Each episode takes the viewer on a visual journey that not only focuses on four amazingly creative homes but also inspires you to think out of the box. *Beyond the Box* proves that unique, affordable homes can be created with vision, great design sense, and innovation.



## Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona

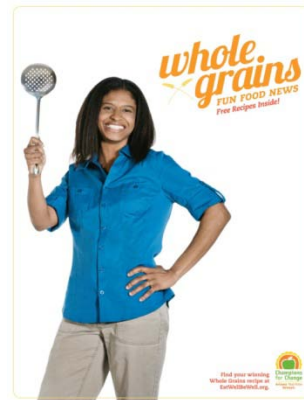


# Arizona Nutrition Network

## Whole Grains

### *Social Marketing Micro-Campaign*

2011



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# Campaign Messaging

## Primary Message

**Make half your grains whole.**

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# Campaign Messaging

## Secondary Messages

- Try new whole grains
- Look for the word “whole”
- Take small steps by eating whole grains everyday
- Eating Whole Grains:
  - is an important part of a healthy diet
  - is a healthy choice for everyone in your family

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# Whole Grains Campaign

- :30 Spots for TV Advertising
- Web Site: Updates & Online Ads
- Direct Mail & Door Hangers (for SNAP participants)
- Community Outreach

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# Whole Grain Marketing Collateral

- Fun Food News
- Posters
- Recipe Cards



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OATS



BROWN RICE



# whole grains

**THE CHOICE OF CHAMPION MOMS**  
Whole Grains are a great source of fiber, vitamins and minerals. And best of all, there are plenty of tasty options your kids will love.



WHOLE WHEAT



CORN



Find your winning whole grains recipe at [EatWellBeWell.org](http://EatWellBeWell.org).



AVENA



ARROZ INTEGRAL



# granos enteros

**LA ELECCIÓN DE LAS MAMÁS CAMPEONAS**  
Los granos enteros son una buena fuente de fibra, vitaminas y minerales. Y lo mejor de todo, hay una variedad de opciones deliciosas que a sus hijos le encantarán.



TRIGO ENTERO



MAÍZ



Busque su receta ganadora de Granos Enteros en [ComeSanoViveMejor.org](http://ComeSanoViveMejor.org).



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**whole grains**  
*FUN FOOD NEWS*  
*Free Recipes Inside!*

Find your winning Whole Grains recipe at [EatWellBeWell.org](http://EatWellBeWell.org).

**Champions for Change**  
 Arizona Nutrition Network

The material was developed by USDA's Supplemental Nutrition Assistance Program (SNAP) and is available to people with low income. For more information, contact 1-800-368-8802. This material is for informational purposes only and does not constitute an offer of insurance or any other financial product.

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Team Whole Grains

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# whole grains

## WHOLE GRAINS. BIG GAINS.

Whole grains are good for you!  
Fiber, for a healthy digestive system.  
Vitamins, for strong muscles  
and immune system.

Make sure half of the grains you  
eat every day are whole grains. For  
example: oats, corn, brown rice, barley,  
corn or whole wheat tortillas and whole  
wheat bread. Check the ingredients  
list for the word "whole" so you know  
that you're getting the whole grain:  
the bran, germ and endosperm.

Whole grains give you lots of energy  
and help you grow big and strong!  
Bobby B. is still growing, just like you!

Divide players into two teams: Team Bobby B. and Team  
Whole Grains. Each day, list one meal eaten at home or in  
the cafeteria that contains a whole grain. Each team can  
connect one dot daily (20 days) for each whole grain meal  
listed. Keep a list of meals that contain a whole grain item,  
because each team cannot list the same meal twice!

Whichever team completes their drawing first, wins!  
Afterwards, color in the picture and discuss why each  
whole grain food listed is good for you.



Team Bobby B.

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For more fun games, go to [EatWellBeWell.org](http://EatWellBeWell.org).

This material was federally funded by USDA's Supplemental Nutrition Assistance Program through the Arizona Nutrition Network. The Supplemental Nutrition Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-352-8401. This institution is an equal opportunity provider and employer. AUNN 1/13



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## Packed Pita Pocket

### Ingredients

- 4 whole wheat pita breads
- 1/2 cup sliced zucchini
- 1/2 cup red pepper strips
- 1/2 cup sliced onions
- 4, 1/4-inch slices eggplant
- Vegetable oil spray
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon dried oregano

### Directions

1. Wash hands with warm water and soap. Wash fresh vegetables before preparing.
  2. Place cut vegetables on broiler rack or cookie sheet; spray lightly with vegetable oil cooking spray.
  3. Season with salt, pepper, and oregano.
  4. Broil the vegetables until they begin to soften, about 5-6 minutes.
  5. Cook in pan then place into plastic storage bag and add vinegar.
  6. Shake bag coating all vegetables with vinegar.
  7. Split pita bread and fill each half with vegetables; serve immediately.
- To carry this recipe as a lunch, place pita bread halves in one bag and vegetables in another and fill pita with vegetables just before eating.

For more free recipes, visit [EatWellBeWell.org](http://EatWellBeWell.org) or call 1-800-695-3335.

This material was adapted from the USDA's Expanded Food and Nutrition Education Program through the Arizona Nutrition Network. The Expanded Food and Nutrition Education Program provides the information contained on this material. For additional information visit [www.ars.usda.gov](http://www.ars.usda.gov) or call 1-800-695-3335. This material is not meant to replace professional advice. ©2011 USDA



Makes 4 servings,  
one pita pocket each

### Nutrition Facts

per serving	
calories	101
carbohydrates	22 gm
protein	4 gm
total fat	1 gm
saturated fat	0 gm
trans fat	0 gm
cholesterol	0 mg
fiber	3 gm
sodium	223 mg
calcium	10 mg
iron	1 mg
total sugars	3 gm
calories from fat	5 %



## More Veggies Breakfast

### Ingredients

- 4 whole wheat bread slices
- 1/2 cup shredded low fat cheese
- 3 cups frozen mixed vegetables, thawed
- 4 eggs, lightly beaten
- 1 cup fat free sour cream
- 2 Tablespoons chopped green onions
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- Cooking spray

### Directions

1. Wash hands with warm water and soap. Wash fresh vegetables before preparing.
2. Preheat the oven to 325°F. Spray muffin tins with cooking spray. Cut 12 small rounds from the bread slices (3 per slice). Place one round in each prepared muffin tin.
3. Sprinkle a small amount of cheese on top of each round of bread. Divide mixed vegetables evenly among the muffins.
4. Beat the eggs, sour cream and green onions together in a medium bowl. Add the salt and pepper.
5. Spoon evenly over each muffin.
6. Bake at 325°F for 25 minutes, or until well-risen and golden.
7. Serve warm.

For more free recipes, visit [EatWellBeWell.org](http://EatWellBeWell.org) or call 1-800-695-3335.

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Makes 6 servings,  
2 muffins round each

### Nutrition Facts

per serving	
calories	202
carbohydrates	29 gm
protein	13 gm
total fat	5 gm
saturated fat	2 gm
trans fat	0 gm
cholesterol	147 mg
fiber	4 gm
sodium	223 mg
calcium	252 mg
iron	43 mcg
total sugars	2 mg
calories from fat	22 %



## Apple Bread Pudding

### Ingredients

- 1 can sliced apples, drained  
(a 20-ounce can or about 2 cups)
- 2 whole wheat bread slices, cut into 1 inch cubes
- 1 large egg
- 3 Tablespoons sugar
- 1 cup canned evaporated low fat milk
- 1 teaspoon vanilla extract
- 1/4 teaspoon ground cinnamon
- 1/4 cup raisins (optional)

### Directions

1. Wash hands with warm water and soap; preheat oven to 350°F.
2. Lightly grease an 8-inch square baking dish.
3. Combine apples, optional raisins and bread and place in greased baking dish. Set aside.
4. Beat egg and sugar in a medium bowl thoroughly. Gradually beat in milk.
5. Stir in vanilla and cinnamon. Pour over fruit and bread mixture. Let stand about 30 minutes to soften bread. Place baking dish in a large pan. Pour enough hot water to fill the outside pan with about 1 inch of water.
6. Bake about 30 minutes or until done. To check if the pudding is cooked, put a knife in the pudding and pull it out. If the knife is clean, the pudding is cooked. If there is pudding stuck to the knife, it is not done. Serve warm or cool. Refrigerate extra servings.

For more free recipes, visit [EatWellBeWell.org](http://EatWellBeWell.org) or call 1-800-695-3335.

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Makes 6 servings,  
approximately 1/2 cup each

### Nutrition Facts

per serving	
calories	170
carbohydrates	34 gm
protein	6 gm
total fat	2 gm
saturated fat	0 gm
trans fat	0 gm
cholesterol	42 mg
fiber	4 gm
sodium	106 mg
calcium	172 mg
iron	20 mg
total sugars	1 mg
calories from fat	11 %



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# Website Updates

- [EatWellBeWell.org](http://EatWellBeWell.org)
- [ComeSanoViveMejor.org](http://ComeSanoViveMejor.org)

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# Questions?

For more information visit:

[EatWellBeWell.Org](http://EatWellBeWell.Org)

[ComeSanoViveMejor.Org](http://ComeSanoViveMejor.Org)

Or talk to your Program Consultant



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