

Family Meals Month™

Join the Movement to Make Family Meals at Home Easier!

September



FMI Foundation



COMMUNITY COLLABORATORS TOOLKIT



September is National Family Meals Month,[™] an industry-wide movement to raise awareness of the benefits of frequent family meals. Join us as we work collaboratively with retailers and suppliers from across the country to bring families back to the table to share one more meal at home per week.



Established in 1996, the Food Marketing Institute Foundation seeks to ensure continued quality and efficiency in the food retailing system and is operated for charitable, educational and scientific purposes. To help support the role of food retailing, the FMI Foundation focuses on research and education in the areas of food safety, nutrition, and health. The FMI Foundation is a 501(c)3 non-profit organization.

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Join the Movement.

The Food Marketing Institute invites you to join the movement and celebrate Family Meals Month™! September is Family Meals Month™, a growing movement to raise awareness of the benefits of frequent family meals. Join us as we work collaboratively with retailers, food manufacturers, and health organizations from across the country to bring families back to the table to share one more meal at home per week. In 2015, the FMI Foundation created the concept of the Family Meals Month™ campaign, developed the core materials necessary for lift-off, and inspired participation by promoting the movement among food retailers and manufacturers. Three Family Meals Month™'s later, the movement represents the great work of 78 grocery retailers, 30 food manufacturers, and 71 community collaborators. Third-party data collected by Nielsen reveals that in 2016, 85% of shoppers said they took action after seeing the campaign (up from 75% in 2015).

The seeds of this movement have been planted—and we look forward to working with you all to continue to grow year after year!



Critical community needs can be met by encouraging more meals together as a family. Research continues to demonstrate that magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Family meals eaten at home have been shown to benefit the health and wellness of children and adolescents, to fight obesity, substance abuse and to make families stronger—helping to create a positive impact on our communities and our nation as a whole.

Health and community organizations will be integral in supporting families and communities in reaping the benefits of increased family meals.

The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. You are in a position to engage your audiences in participating in the Family Meals Month™ movement. By providing encouragement, education, and resources related to the importance of family meals, and tips to support their implementation, you will bring your community together, bring additional relevance to your cause, and drive behavior change that can help improve health outcomes. If your mission is related to any of the following areas in which family meals have shown promise, your audience can benefit from Family Meals Month™ programming:

- ▶ Improved mental health
- ▶ Improved academic performance
- ▶ Reduced incidence of obesity as adults
- ▶ Improved dietary patterns
- ▶ Improved literacy development
- ▶ Improved nutritional status of children and adolescents
- ▶ Consumption of more balanced meals
- ▶ Consumption of lower calorie meals
- ▶ Lower BMI

Connecting consumers to mealtime solutions is good for your mission and the health and wellbeing of your community.

Joining the Family Meals Month™ Movement does not have to be a departure from your cause, rather the contrary. Taking part in Family Meals Month™ is a natural extension of health and social mandates and a practical and enjoyable step your audience can take to effect improved outcomes for themselves and their family. Family Meals Month™ is a friendly reminder that your

organization advocates for families every day and actively supports the health and well-being of *their* family by providing educational and practical resources related to their lifestyle and health concerns. Utilizing your platform to help busy families get wholesome meals on the table so they can reap the benefits of family mealtime positions your organization as an extension of the family unit and a problem solver, creating more engagement, community, trust, and attention to your mission and resources going forward.

Your organization can participate in Family Meals Month™ in any way that complements your mission and current programming. There are a variety of ways to bring the Family Meals Month™ movement to your audience. This toolkit is designed to inspire and demonstrate how you can easily implement Family Meals Month™ each September. It contains turnkey content and resources that you can use as is, or customize to your brand voice. Pick and choose among the following messaging and promotional tools that works best for your organization, your employees, your audience, and your community:

- ▶ Key messages;
- ▶ Family meals research and trends;
- ▶ Visual files, including logos, campaign graphics, and materials;
- ▶ Ideas for activation and integration;
- ▶ Social media posts;
- ▶ Dedicated #hashtags to gather the conversation around the family meals topic;
- ▶ Turnkey web and broadcast content.

Looking for case studies on how health organizations have engaged with Family Meals Month™? Check out “Best Practices and Excellence in Family Meals Month” for inspiration and examples.

Get started today and talk to Us! We want to hear from you and discuss ways we can help you implement Family Meals Month™ in September! Contact us with questions and ideas about getting your organization involved: FamilyMealsMonth@fmi.org.

[ENTER CONTACT INFO]

STEP 1: Rally Your Audience and Staff around the Cause.



The movement begins with showing your support and enthusiasm for family meals by telling your audience and staff about the many benefits of sharing more meals at home as a family. These key messages and research can aid in communicating the importance of family meals and participating in Family Meals Month™. Share the following and incorporate into your internal and external messaging. For simplicity, you can repackage existing content and programming.

Key Messages for Consumers

We care about the health of you and your family! That's why we are celebrating Family Meals Month™ in September, a nationwide event designed to share the benefits of family meals on the health of children and adults alike.

- ▶ We know that juggling jobs, kids, and the demands of a busy, modern life often come at the expense of family mealtime at home. That's why we are your ally for connecting you to information that will provide easy solutions to your mealtime dilemma.
- ▶ We are invested in connecting you with the solutions that work best for you and your family.

We're helping your family eat well and be well together.

- ▶ We're committed to helping connect you to tools that make shared meals at home fun, affordable and healthier.
- ▶ We have the recipes and resources you need to address your health concerns and partnerships with grocers to help you locate those items in-store.

Did you know that 63% of Americans decide what to eat less than an hour before eating? (SOURCE: HARTMAN GROUP, 2013)

- ▶ We offer an ever-expanding toolbox of simple, time-efficient, healthy, and tasty recipes that take the stress out of planning and preparing family meals, utilizing pre-prepped fresh ingredients, frozen, and canned foods for ease of preparation. Our resources will also point you to delicious readymade entrees, wholesome heat and eat dishes, and other quick and easy options.

Researchers and health experts endorse and promote the lifelong benefits of family meals.

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain, and health of all family members.

- ▶ Family meals have been shown to have a positive impact on the nutrition status, health, and wellbeing of the entire family.
- ▶ Regular family meals are linked to the kinds of outcomes that we want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

September, back-to-school season, is the perfect time to commit to sharing one more family meal at home per week.

- ▶ With the start of a new school year, renew your commitment to creating and serving meals at home that nourish your kids' bodies, brains, and help them flourish for life. And it's the perfect time to learn how things are going for your kids at school at the outset of the new school year.
- ▶ As you juggle new school routines and fall activities, we invite you to rely on our organization for support. When it comes to making more shared mealtimes happen for your busy family, let us be your ally.

You and your family are an important face of the Family Meals Month™ movement! Engage with us and show your commitment to more meals together on social media.

- ▶ Follow us on Facebook and Twitter for family meals focused content, including shopping tips, and recipes. [insert company social media handles]
- ▶ Show your support for Family Meals Month™™ by pledging on social media to Raise Your Mitt to Commit™ to sharing one more family meal at home per week.
- ▶ Have fun with the pledge and help us bring national awareness to the benefits of family meals with Raise Your Mitt to Commit™ selfies and the Family Meals Month™ hashtag #familymealsmonth.
- ▶ Share your own family meal experiences, misadventures, and solutions with your social channels and don't forget to hashtag #familymealsmonth.

Key Messages for Staff

Created by the Food Marketing Institute Foundation, Family Meals Month™ is a nationwide event designed to bring health advocates, grocers, and food manufacturers together in support of the benefits of family meals and underscore the role of these partnerships in helping families create and share more meals at home.

Did you know that research shows that eating meals as a family can have far-reaching health and wellness benefits to individuals and the community? Family meals have been associated with increased diet quality, better weight management, as well as improved mental health, academic performance, and more.

With a collective and coordinated message, we're joining with grocers, retailers, and health organizations nationwide to encourage families to share one more meal at home per week; remind them that our organization is advocating for their health and well-being every day; and support them in implementing this important, healthy and enjoyable behavior.

- ▶ As a familiar voice and health advocate in our community, our messages and resources can help modern, time-strapped families of all shapes and sizes find easy solutions to their mealtime dilemma and bring a new face to our mission.
- ▶ We already offer an assortment of resources to engage the community in healthy behaviors. Incorporating the Family Meals Month™ messaging into our existing campaigns is the right thing to do and a seamless, turnkey effort to expand our reach.

Researchers, health experts and popular media are endorsing and promoting the lifelong benefits of family meals. (Find research and data on health benefits and impact of Family Meals Month™ in the next section.)

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.
- ▶ Family meals have been shown to have a positive impact on the nutrition status, health, and wellbeing of the entire family.
- ▶ Regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

September, back-to-school season, is the perfect time to encourage and support our audience in committing to share one more family meal at home per week.

- ▶ With the start of a new school year, parents are ready and willing to make a renewed commitment to healthy meals that nourish their kids' bodies and brains and help them flourish.
- ▶ As families juggle their new school routines and fall activities, we want them to remember that we are invested in their health and well-being. We are positioned to be a practical support system and the ultimate family mealtime ally; connecting our community with meal solutions that fit their busy lives and address their health and lifestyle concerns.

We're leveraging social media this September to activate our community to engage with Family Meals Month™ and to get families interacting about enjoying mealtime together.

- ▶ We'll share family meals-focused content in social media channels throughout September, including the Family Meals Month™ designated hashtag, #familymealsmonth. [insert your social media handles]
- ▶ We'll encourage our audience to raise their oven mitts and pledge to commit to one more family meal per week.

Family mealtime starts with us. Raise Your Mitt to Commit to one more meal, as a family, each week.

- ▶ We want selfies with the hashtag #familymealsmonth to go viral as we all post our "Raise a Mitt" pledge photos, mealtime pictures, favorite recipes and tips we've learned from [insert your campaign name] to our social media feeds.

Health Benefits of Family Meals

► Overall Health and Nutrition

Reducing away-from-home eating leads to healthier children.

SOURCE: ALTMAN, M; HOLLAND, JC; LUNDEEN, D; KOLKO, RP; STEIN, RI; SAELENS, BE; WELCH, RR; PERRI, MG; SCHECHTMAN, KB; EPSTEIN, LH; WILFLEY, DE. "REDUCTION IN FOOD AWAY FROM HOME IS ASSOCIATED WITH IMPROVED CHILD RELATIVE WEIGHT AND BODY COMPOSITION OUTCOMES AND THIS RELATION IS MEDIATED BY CHANGES IN DIET QUALITY." JOURNAL OF THE ACADEMY OF NUTRITION AND DIETETICS 115, NO. 9 (SEP 2015): 1400-1407.

Numerous studies have found that eating with others, particularly family, is associated with healthier dietary outcomes for both children and adults.

SOURCE: FULKERSON, JA; LARSON, N; HORNING, M; NEUMARK-SZTAINER, D. "A REVIEW OF ASSOCIATIONS BETWEEN FAMILY OR SHARED MEAL FREQUENCY AND DIETARY AND WEIGHT STATUS OUTCOMES ACROSS THE LIFESPAN." JOURNAL OF NUTRITION EDUCATION AND BEHAVIOR 46, NO. 1 (JAN 2014): 2-19.

People who eat the most home-cooked meals eat healthier and consume about 130 fewer calories daily, on average, compared to people who cook less or not at all.

SOURCE: WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

Educational and public health initiatives aimed at promoting shared family mealtimes may improve nutritional health of children and adolescents.

Clinicians may advise their patients about the benefits of sharing three or more family mealtimes per week. Benefits include a reduction in the odds for overweight (12%), eating unhealthy foods (20%), and disordered eating (35%) and an increase in the odds for eating healthy foods (24%).

SOURCE: HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

Participation in food purchasing and meal preparation is associated with better health outcomes than participating only in the mealtime activity itself.

SOURCE: CHAN, JC AND SOBAL, J. FAMILY MEALS AND BODY WEIGHT. ANALYSIS OF MULTIPLE FAMILY MEMBERS IN FAMILY UNITS. APPETITE, 2011.

Among countries in the developed world, those with food cultures centered on food enjoyment and conviviality, with widely shared, more sacrosanct mealtimes, currently enjoy better health outcomes (improved dietary quality, lower rates of obesity) than those that have reduced food and whose fragmented mealtimes have encouraged individualized eating.

SOURCE: FISCHLER, C. "COMMENSALITY, SOCIETY, AND CULTURE." SOCIAL SCIENCE INFORMATION 50, NO. 3-4 (AUG 31, 2011): 528-548.

On days when restaurants are used in lieu of home-prepared meals, dietary quality declines. Adults and children who eat at home more regularly are less likely to suffer from obesity.

SOURCE: INCORPORATING AWAY-FROM-HOME FOOD INTO A HEALTHY EATING PLAN, CENTER FOR DISEASE CONTROL AND PREVENTION. DEC 2008.

► Overweight and Obesity

In a study examining the relationship between everyday family rituals and BMI measurements, boys who have a social dinner experience tend to have lower BMI, notably when the family stays at the dinner table until everyone is finished eating. The results are the same for parents.

SOURCE: WANSINK, B. AND VAN KLEEF, E. (2014). DINNER RITUALS THAT CORRELATE WITH CHILD AND ADULT BMI. OBESITY, 22 (5).

There's clear evidence that the structure of a meal can heavily influence a child's long-term health. Kids and teens that share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders.

SOURCE: J. BERGE, "THE PROTECTIVE ROLE OF FAMILY MEALS FOR YOUTH OBESITY: 10-YEAR LONGITUDINAL ASSOCIATION. 2014

Children and adolescents who share family meals three or more times per week are more likely to be in a normal weight range and have healthier dietary and eating patterns than those who share fewer than three family meals together.

SOURCE: HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

Compared to family meals eaten at home, family meals eaten away from home are more strongly associated with high BMI.

SOURCE: CHAN, JC AND SOBAL, J. FAMILY MEALS AND BODY WEIGHT. ANALYSIS OF MULTIPLE FAMILY MEMBERS IN FAMILY UNITS. APPETITE, 2011.

Frequent family meals eaten away from home are more strongly associated with impacting the BMI of fathers than of other family members.

SOURCE: CHAN, JC AND SOBAL, J. FAMILY MEALS AND BODY WEIGHT. ANALYSIS OF MULTIPLE FAMILY MEMBERS IN FAMILY UNITS. APPETITE, 2011.

Adolescents who participate in even one or two family meals per week are less likely to be overweight or obese in adulthood compared to adolescents who never participate in family meals.

SOURCE: NEUMARK-SZTAINER, D. FAMILY MEALS AND ADOLESCENTS: WHAT HAVE WE LEARNED FROM PROJECT EAT (EATING AMOUNT TEENS)? PUBLIC HEALTH NUTRITION, 2010.

► Diabetes

In adolescents with type 1 diabetes, improved dietary change outcomes are seen when the family is targeted as a whole opposed to the child with diabetes only.

SOURCE: JOURNAL OF THE AMERICAN DIETETIC ASSOCIATION. PERCEIVED BENEFITS, BARRIERS, AND STRATEGIES OF FAMILY MEALS AMONG CHILDREN WITH TYPE 1 DIABETES MELLITUS AND THEIR PARENTS: FOCUS-GROUP FINDINGS 2010.

► Mental Health

Children who grow up sharing family meals are more likely to exhibit prosocial behavior as adults, such as sharing, fairness, and respect.

SOURCE: DE BACKER, CHARLOTTE, JS, "OUR" FOOD VERSUS "MY" FOOD. INVESTIGATING THE RELATION BETWEEN CHILDHOOD SHARED FOOD PRACTICES AND ADULT PROSOCIAL BEHAVIOR IN BELGIUM, APPETITE, 2014.

Further research suggests that teens who eat dinner with their parents regularly develop better relationships with them, do better in school, and are at lower risk of using drugs, drinking or smoking.

SOURCE: THE IMPORTANCE OF FAMILY DINNERS VIII, A CASACOLUMBIA™ WHITE PAPER (NATIONAL CENTER ON ADDICTION AND SUBSTANCE ABUSE AT COLUMBIA UNIVERSITY), SEP 2012.

With each additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use or abuse drugs, and less likely to engage in delinquent acts.

SOURCES: MEIER, A. & MUSICK, K. VARIATION IN ASSOCIATIONS BETWEEN FAMILY DINNERS AND ADOLESCENT WELL-BEING, JOURNAL OF MARRIAGE AND FAMILY, 2014; HAMMONDS, A.J. & FIESE, B.A. IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS. PEDIATRICS 2011.

Regular family meals in adolescent females may have long-term protective effects in the development of substance use.

SOURCE: JOURNAL OF ADOLESCENT HEALTH, MEALS AND SUBSTANCE USE, 2008.

► Social

Historical and anthropological studies of everyday eating norms have revealed how shared meals have been essential for family bonding and the development of ethical children.

SOURCE: KERNER, S; CHOU, C; AND WARMIND, M., COMMENSALITY: FROM EVERYDAY FOOD TO FEAST. BLOOMSBURY ACADEMIC, 2015.

Self-regulation to avoid overeating may rely on the presence of other eaters who both model norms and monitor behaviors.

SOURCE: R. PLINER AND R. BELL, "A TABLE FOR ONE: THE PAIN AND PLEASURE OF EATING ALONE," IN MEALS IN SCIENCE AND PRACTICE, ED. HERBERT L. MEISELMAN. WOODHEAD PUBLISHING SERIES IN FOOD SCIENCE, TECHNOLOGY AND NUTRITION, 2009.

Impact of Family Meals Month™ Implementation

(SOURCE: NIELSEN. NATIONAL FAMILY MEALS MONTH: CAMPAIGN RESULTS. 2016)

- Family Meals Month™ is valuable in conveying the importance of eating meals as a family. More consumers agree that it is extremely or very important to eat meals together as a family when they had familiarity with the campaign (85% vs. 64%).
- The movement is motivating consumers to act. In 2016, 85% of shoppers said they took action after seeing the campaign (up from 75% in 2015). 95% of those who saw the campaign on social media and/or email said that their consumption and/or shopping behavior changed.
- Many healthy actions were taken in households with children. In 2016, households with children represented 59% of those seeing the campaign and report the following changes in their behavior: eating together more often (49%), purchasing more fruits and vegetables (44%), cooking more meals at home (42%), starting to plan meals (40%), and purchasing meal solutions (32%).
- The campaign also had a positive impression on households without children. In 2016, households without children represented 41% of those who saw the campaign. Of these households, 1/3 said they thought the campaign was a good concept. About a ¼ said it inspired more time together as a family and that they plan to purchase more fruits and vegetables after seeing the campaign.

Consumer Research on Family Meals

► Overall Family Meals

Among all adults, only 59% of meals are eaten together, and the growth in alone eating outpaces the growth in single-person households.

SOURCE: FMI FOUNDATION, POWER OF FAMILY MEALS 2017: DESIRES, BARRIERS AND DIRECTIONS FOR SHARED MEALS AT HOME, 2017.

86% of parents who miss some dinners with their child during the week are taking specific steps to eat with their child more.

SOURCE: FMI FOUNDATION, POWER OF FAMILY MEALS 2017: DESIRES, BARRIERS AND DIRECTIONS FOR SHARED MEALS AT HOME, 2017.

Co-shopping is the “new normal” for American households. 84% of all U.S. adults say they have at least 50% of the household responsibility for grocery shopping (compared to 85% in 2016).

SOURCE: U.S. GROCERY SHOPPER TRENDS 2017, HARTMAN GROUP, 2017.

Lunchtime sees by far the lowest rate of successful “family meals at home”: Lunch is prepared and eaten at home with others only 23% of the time. Families with children under 18 years can expect the children to be at school for the lunch half of the day during most of the year. When American adults do eat lunch at home, other family members are quite often absent.

SOURCE: U.S. GROCERY SHOPPER TRENDS 2017, FOOD MARKETING INSTITUTE (FMI), 2017.

Each day, 18% of dinners are eaten away from home, and of those eaten at home, 29% are eaten alone.

SOURCE: COMPASS EATING OCCASIONS 2014-2016. THE HARTMAN GROUP. ANALYSIS 2017.

Parents report taking many steps to eat with their children more often including: serving meals that they know their children enjoy (47%); making sure everyone is home at dinnertime (42%); having/sticking to a set dinnertime (34%); serving meals that are already made or require less time to prepare (28%); coming home from work earlier (18%).

FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

Parents estimate that they enjoy dinner with their children on average 4.7 times per week, about 10% less than they would like.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, FOOD MARKETING INSTITUTE (FMI), 2016.

For 68% of consumers surveyed, dinner is the mealtime most of the people in the household eat together. 70% of the survey population said they usually or always eat the same things when they eat together.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

63% of Americans decide what to eat less than an hour before eating.

SOURCE: THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

People are hungry for help in the kitchen. Shopper studies show that 81% of parents buy items with minimal prep time. Parents recognize and opt for convenience when time is limited. For many, convenience is as important as nutrition.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS, 2014.

More men are cooking: The number of male primary grocery shoppers is 43%. Male shoppers are keeping pace with their female counterparts in number of visits to stores and in visits across channels. Sharing shopping roles means that more shoppers are making more trips to more stores.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS, 2014.

In contrast to the relatively structured and uniform eating culture that the modern grocery store was first established to serve, today’s eating is more dynamic, democratized, and influenced by multiple family members having a voice in what is eaten and prepared (31% of Millennials report sharing at least half of the responsibility for dinner preparation).

SOURCE: THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS, 2014.

31% of Millennials report sharing at least half of the responsibility for dinner preparation.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

Cooking is no longer a gender-based tradition. The percentage of men who spent time cooking on any given day has jumped to 42%, as compared to 29% in 1965.

SOURCE: SMITH, L. TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 2013.

► Benefits of Home-prepared Meals

88% of U.S. adults say they eat healthier at home than when they are out.

SOURCE: FMI FOUNDATION, POWER OF FAMILY MEALS 2017: DESIRES, BARRIERS AND DIRECTIONS FOR SHARED MEALS AT HOME (2017).

Most adults enjoy food preparation.

SOURCE: THE POWER OF FRESH/PREPARED DELI, FOOD MARKETING INSTITUTE (FMI). 2016 AND FOODWAYS OF YOUNGER GENERATIONS: MILLENNIALS AND GEN Z. THE HARTMAN GROUP. 2016.

Preparing one’s own food is believed to save money compared to eating out.

SOURCE: MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS. THE HARTMAN GROUP, 2013.

81% percent of U.S. households cite home as the most popular location for eating dinner, and nearly half (50%) of consumers report eating dinner with everyone in their household every night of the week. Overall satisfaction was higher among those who made dinner at home compared to those who eat out or have take-out food at home.

SOURCE: THE NPD GROUP. DINNERTIME MEALSCAPE STUDY, 2009.

► **Benefits of Eating Together**

When parents eat dinner alone, they find their own evening meal less satisfying.

SOURCE: THE HARTMAN GROUP. COMPASS EATING OCCASIONS 2014-2016, 2017.

Parents believe it is important to eat with their children and tend to want to eat with their children more. This is especially true for middle-aged fathers.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

86% of parents who miss some dinners with their child each week are taking specific steps to eat with their child more.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

Quick Stats

- 81% of parents buy items with minimal prep time.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- 63% of Americans decide what to eat less than an hour before eating.

SOURCE: THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

- 57% of people decide what's for dinner an hour before mealtime. 26% decided earlier that same day.

SOURCE: THE NPD GROUP. NATIONAL EATING TRENDS® 2012.

- Today 42% of men are cooking as compared to 29% in 1965.

SOURCE: SMITH, L. (2013). TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 12 (45).

- According to a 2013 Harris poll, only 30 percent of American families share dinner every night.

SOURCE: WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

When adults find themselves eating alone, they often report choosing restaurants or takeout because of the inefficiency of cooking for one. Conversely, preparing food to share among many eaters allows for economy of scale.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS, 2013.

► **Barriers to Eating Together**

Eating dinners together at home is both a priority and an ongoing challenge for large numbers of Americans: 71% of parents say that ideally they would like to eat dinner with their children every night.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

Adults believe that eating family meals is important, but family meals fail to occur as often as they succeed (50% of the time) in families with children under 18 years.

SOURCE: FOOD MARKETING INSTITUTE, U.S. GROCERY SHOPPER TRENDS, 2017.

Regarding schedules, adults are usually the problem with “dual incomes creating dueling schedules”. More than either parent would like, one of them usually misses family dinner. Fathers typically aspire to eat as many family dinners as mothers already do.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

- 68% of consumers say dinner is the mealtime most of the people in the household eat together.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

- 70% of consumers say they usually or always eat the same things when they eat together.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

- Sharing even one or two family meals per week as an adolescent is associated with lower rates of obesity in adulthood.

SOURCE: NEUMARK-SZTAINER, D. FAMILY MEALS AND ADOLESCENTS: WHAT HAVE WE LEARNED FROM PROJECT EAT (EATING AMOUNT TEENS)? PUBLIC HEALTH NUTRITION, 13 (7), 2010.

For more information, see *The Power of Family Meals 2017: Desires, Barriers, and Directions for Shared Meals at Home, 2017*.

STEP 2: Incorporating Family Meals Month™ into your Programming

September is for back-to-school and time for families to establish new routines. It is the perfect time to position your organization as an essential ally for busy families to create healthy habits, and leverage the new school year to make family meals an integral part of their new routine. By reminding families why and how your association is investing in providing solutions for every family, you'll build community loyalty and generate awareness for your cause.

Looking for ways to change up your existing campaigns? The simplest way to build on the power of Family Meals Month™ is to incorporate it into your existing programming. The next several pages contain activation ideas and thought starters to do just that. Don't forget to let the FMI Foundation know what you're planning!



On Your Website

- ▶ Create a Family Meals Month™ “landing page” where you discuss the health impact of consuming one more meal together, as a family, and link to your organization’s resources that will help make sharing one more meal at home per week a possibility for all families in your community.
- ▶ Blog about Family Meals Month™ during September.
- ▶ Include Family Meals Month™ content in your newsletters.
- ▶ Use your web site to drive action, movement, commitment, and engagement to your mission and to the mission of creating more opportunities for family meals in the community.
- ▶ Conduct a “Round-Up” campaign in September as part of Family Meals Month™, during which you ask members if they’d like to round-up their donations, dues, or registration fees to the next dollar to benefit a local food bank.
- ▶ Pledge \$1 for each individual joining your mailing list during the month of September to devote to programming to help your audience enjoy one more meal together each week as a family.

On Social Media

- ▶ Spread the family meals message in September with #familymealsmonth. In September, and throughout the year, share research and quick statistics with your customers about the many ways the whole family can benefit from eating meals together at home. Hashtag #familymealsmonth to let your audience know you’re in support of family health and Family Meals Month™.
- ▶ Encourage your audience to celebrate Family Meals Month™ in September by incorporating one more family meal at home per week into their new school year routines. Spark conversation with your audience to share how they’re making more family meals happen at home, more often.
- ▶ Use the Raise Your Mitt To Commit™ logo provided in the toolkit as a call to action for your audience. Encourage them to engage on social media during Family Meals Month™ by posting oven mitt selfies and taking the pledge to share one more family meal per week.
- ▶ Conduct contests designed to promote user-generated content and reward participants with prizes. Weekly contest idea: Each week during Family Meals Month™ ask your audience to share photos of their favorite home-cooked family meal—breakfast, lunch or dinner—and conduct a drawing for a grocery gift card among those who participate. Contests can also call for recipes, videos, a favorite family meal memory, or a fun fact about the impact that having regular family meals has had in their health and well-being. Other prizes are a cash reward, a donation made in their name, or a branded oven mitt. Be creative!
- ▶ Partner with a grocery retailer chain and/or local stores to share family meals-themed promotions that highlight meal strategies to help busy consumers honor their pledges to share one more family meal at home per week. Knowing that many won’t decide what they’re eating for dinner until the hours immediately preceding mealtime, consider afternoon reminders, recipes, and prepared meal ideas.

- ▶ Partner with grocery retailer chains and/or local grocers to record recipe demonstrations to share on your Facebook and Instagram pages, or broadcast via Facebook Live or an Instagram Live Story etc. Repurpose videos on social media by editing and sharing parts of the recipe demo; time-lapsing the demonstration; and/or adding captions and graphics.
- ▶ Share Family Meals Month™ recipes and strategies from your Web site to help families share one more meal at home per week.
- ▶ Partner with other Family Meals Month™ partners to host a Twitter chat, or series of chats, designed to raise the awareness of the importance of family meals, share recipes/resources, share networks, and generate dialogue with the public.
- ▶ Amplify social media content across multiple platforms including, but not limited to, Facebook, Twitter, Pinterest, Instagram, SnapChatYouTube, Yummily, and Periscope. Add Yummily plug-ins to Family Meals Month™ content.
- ▶ Encourage followers and fans to share facts, contests, recipes, and other content with their network, and across social media platforms, to showcase the importance and impact of family meals. Loop these activities into a contest for a cash reward, grocery gift card, a donation made in their name, or a branded oven mitt.
- ▶ Establish blogger relationships or leverage bloggers in your existing network to write about Family Meals Month™ and link back to recipes, programs, contests, etc.
- ▶ Participate in FMI Thunderclap to kick off Family Meals Month™, designed to unite all participants and initiatives.

For Staff

- ▶ Snap a group photo of your employees raising their oven mitts in commitment to helping families share one more family meal at home per week. Share their commitment with your customers using hashtag #familymealsmonth.
- ▶ Encourage your employees to Raise Your Mitt to Commit™ to share one more meal at home per week with their families by taking the social media, oven mitt selfie pledge. Host an internal contest for the most committed employee participant.
- ▶ Gather employee testimonials about what one more family meal per week means to them. Share these testimonials with your organization's network on social media.

For Public Figures

- ▶ Ask celebrity supporters and government officials to join in the Family Meals Month™ celebration with hashtag #familymealsmonth. Encourage them to take the social media oven mitt selfie pledge to demonstrate their commitment to family and community. Remind them that family meals make families stronger, and strong families make healthy communities.
- ▶ Invite a government official, like a mayor or local member of Congress in the communities your organization works in, to share a message using hashtag #familymealsmonth about the importance of family meals in his or her own family.

Partnerships

In the first several years of Family Meals Month™ implementation, FMI has noted trends in implementation excellence. One of these is joining forces to collaboratively develop and execute programs for Family Meals Month™. The whole is greater than the sum of the parts!

- ▶ Partner nationally with retailers and food manufacturers.
 - » Plan ahead to cross-promote your mission, Family Meals Month™ programming, and resources to all partner networks.
 - » Use your website and social media platforms to feature a different grocer and/or manufacturer every week, highlighting their offering (such as: ready-to-eat nutritious meal selections, frozen foods, meal kits, etc.) that help families in your community participate in more family meals per week, despite their time constraints.
- ▶ Partner locally with organizations and businesses.
 - » Partner with local grocers to conduct cooking classes in the community. Feature “graduates” on social media raising their mitts to commit to one more family meal a week.
 - » Engage the community through partnerships with apartment complexes, homeowners associations, community centers, schools/PTA, youth sports clubs, etc.
 - » Create print resources to place in community centers, apartment complexes, doctor's offices, and fitness facilities that emphasize the important health, emotional, and societal benefits of family meals, inviting individuals and families into your community for more information and resources. Let your members and community know why you're investing in family meals and that you're part of a community-wide movement dedicated to bringing shared mealtime back home to the family table.

- ▶ Partner with your audience.
 - » Throughout Family Meals Month™ feature “Family Meal of the Week” promotions that highlight families who have utilized strategies from your website or social media.

Employee Wellness

- ▶ Utilize the Family Meals Month™ movement to engage your staff
 - » Host a Lunch & Learn for your employees during Family Meals Month™ to educate them on the benefits of family meals and share best practices in making family meals happen.
 - » Host a Family Meals Month™ kickoff dinner for staff and their families and provide information on the benefits of family meals.
 - » Host a contest for staff who submit Raise Your Mitt selfies with hashtag #familymealsmonth to be entered into a raffle for a prize.
 - » Host a contest for staff who submit photos of a recipe they have made from the Family Meals Month™ recipe toolbox.

Media/Paid Advertising

- ▶ Distribute a press release sharing your organization’s commitment to families and their health and how partnering to extend the Family Meals Month™ movement is good for the community and the audience you serve.
- ▶ Go small or go big: simply place the Family Meals Month™ icon in the appropriate sections of your online and print ads, or devote a Sunday insert to Family Meals Month™. You’ll help bring national attention to the benefits of family mealtime while positioning your organization as a committed supporter of the health and well-being of families and community.
- ▶ Sponsor a television and/or radio ad showing the many benefits of enjoying meals together as a family.

Best Practices

- ▶ Tag FMI in social media content for easy recognition and incorporation into Family Meals Month™ metrics.
- ▶ Whether simply posting or hosting an online chat, use audience feedback prompts. Examples include: “Share a memory of your favorite family meal” or “Where is the most foreign or most unusual place your family has shared a meal?”
- ▶ Share success stories from current and previous Family Meals Months™.
- ▶ Feature visually engaging content including photos and videos.
- ▶ Feature user-generated content.
- ▶ Feature real people and families (e.g., followers, fans, organizational staff).
- ▶ Incorporate an interactive component into your programming, such as contests.
- ▶ Integrate omni-channel campaign tie-ins across social media and advertising platforms.
- ▶ Apply for a Gold Plate Award.



STEP 3: Use Family Meals Month™ Graphics

The following infographics can be used to illustrate the data on the benefits of family meals (download at: <https://www.fmi.org/family-meals/our-mission/supporting-research>):

FAMILY MEALS FUEL BETTER NUTRITION

The more meals families share, the better they eat, literally—consuming more healthy items like fruits, vegetables, fiber, calcium-rich foods, and vitamins.

24% INCREASE in healthy food consumption

3+ MEALS PER WEEK

#RaiseYourMitt #FamilyMealsMonth NationalFamilyMealsMonth.org

LAS COMIDAS EN FAMILIA PROMUEVEN UNA MEJOR NUTRICIÓN

Mientras más comidas comparten las familias, mejor comen. Literalmente, consumen más alimentos saludables como frutas, verduras, fibra, alimentos ricos en calcio y vitaminas.

24% DE AUMENTO en el consumo de alimentos saludables

MÁS DE 3 COMIDAS POR SEMANA

#RaiseYourMitt #FamilyMealsMonth NationalFamilyMealsMonth.org

FAMILY MEALS FOSTER EMOTIONAL BALANCE

Frequent family meals increase self-esteem, a sense of wellbeing, positive social behaviors and stronger family relationships.

FAMILY CONNECTION INCREASE

7+ meals per week

25% (3 meals per week)

39% (5 meals per week)

#RaiseYourMitt #FamilyMealsMonth Nat

COMER EN FAMILIA ES MÁS FÁCIL DE LO QUE CREE

Los supermercados ofrecen soluciones para que los compradores superen las barreras de tiempo, talento e ideas que dificultan lograr el objetivo de comer en familia una vez más por semana.

85% de las tiendas ofrecen demostraciones de cocina.

91% de los comercios ofrecen comidas recién preparadas.

100% ofrece recetas.

IDEAS

TALENTO

#RaiseYourMitt #FamilyMealsMonth NationalFamilyMealsMonth.org

FAMILY MEALS MAKE THE GRADE

Kids—from elementary to high-school age—who eat meals with their families four times a week or more **earn better test scores and succeed in school.**

5+ family dinners per week

20% A GRADES

12% A GRADES

2 family dinners per week

National Center on Addiction and Substance Abuse at Columbia

#RaiseYourMitt #FamilyMealsMonth NationalFamilyMealsMonth.org

FAMILY MEALS FEND OFF RISKY BEHAVIORS

The more families share meals, the less likely their kids are to drink alcohol, smoke or use marijuana.

4x LESS LIKELY

3x LESS LIKELY

2x LESS LIKELY

3+ MEALS PER WEEK

#RaiseYourMitt #FamilyMealsMonth NationalFamilyMealsMonth.org

LAS COMIDAS EN FAMILIA EVITAN LOS COMPORTAMIENTOS RIESGOSOS

Mientras más comidas comparten las familias, **menos probable** es que sus hijos beban alcohol, fumen o consuman marihuana.

4 VECES MENOS PROBABLE

3 VECES MENOS PROBABLE

2 VECES MENOS PROBABLE

MÁS DE 3 COMIDAS POR SEMANA

#RaiseYourMitt #FamilyMealsMonth NationalFamilyMealsMonth.org

STEP 4: Encourage Your Audience to Participate

You can put National Family Meals Month™ on the map, and improve public health at the same time, by spreading the message with hashtag **#familymealsmonth** and encouraging your audience to raise their oven mitts in commitment to sharing one more meal at home per week.

Use hashtag **#familymealsmonth** to help your mission and organization get the attention and recognition it deserves. FMI will track engagement nationwide and curate content.

The following are sample posts and tweets that can be tailored to your organization's unique voice.

SAMPLE FACEBOOK POSTS

Kids who eat family meals consume more fruits and vegetables. September is Family Meals Month™ and we're here to help your family have one more shared meal together per week. **#familymealsmonth** [include link to recipes and tips on your website]

We believe in family meals. Research shows that home-cooked meals nourish the spirit, brain and health of all family members. And regular family meals are linked to higher grades and self-esteem for our children. What's your favorite meal to make for your family? **#familymealsmonth**

Study: Kids who share meals with their family three or more times per week are less likely to be overweight, more likely to eat healthy foods, and less likely to have eating disorders. Commit to having one more family meal this week. **#familymealsmonth**

Research shows 81% of parents buy food with minimal prep time. Have you considered grab-n-go meals, pre-prepped ingredients for quick cooking options from your local grocer? **#familymealsmonth**

Like Comment Share

Study: With every additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use drugs, and less likely to engage in risky behavior. We're here to help you get your family to the table. **#familymealsmonth**

A recent study shows that children who grow up sharing meals as a family are more likely to exhibit positive behavior as adults, such as sharing, fairness, and respect. What are your favorite family-time rituals around the table? **#familymealsmonth**

Cooking trend: Parents want less prep time and less clean-up because time is short. It's all about convenience. Did you know that your local grocer has quick and easy grab-n-go chef-made meals and lots of pre-prepped ingredients already chopped and ready for cooking? **#familymealsmonth**

September is Family Meals Month™. Let's celebrate by sharing one more family meal per week! Kids who eat with their families regularly are better nourished, have lower rates of obesity, and do better in school. Easy A for family meals! **#familymealsmonth**

Family meals have decreased one-third in the past 20 years, but the desire is still present: 90 percent of families wish they could have more meals together. We've got solutions for you on our website to make family meals easier! (link to resources) **#familymealsmonth**

Like Comment Share

Busy schedules make family meal times challenging. September is Family Meals Month™ so Raise Your Mitt to Commit™ to one more family meal per week - breakfast, lunch, dinner or snack time. Find solutions at: [link to resources, specials or recipes on your website] **#familymealsmonth**

It's Family Meals Month™. Raise your oven mitt to commit to one more shared meal occasion. Make breakfast, lunch, dinner, snacks, appetizers, or late night munchies to enjoy with your family. [Insert local grocery chain] grocer near you has what you need! **#familymealsmonth**

What's your favorite family meal memory from childhood? Celebrate Family Meals Month™ and create memories with your family. Make your kids' favorite meal. Make breakfast for dinner. Pack a sack lunch dinner. Have a picnic in your family room. **#familymealsmonth**

Like Comment Share

September is Family Meals Month™. Make memories around your kitchen table. Here are some family meal ideas for this week (link to recipes and/or to quick meal kits from partner food retailers) **#familymealsmonth**

Make meals and memories during Family Meals Month™. Raise Your Mitt to Commit™ to one more shared family meal this week. We've got the resources to help you. (link to campaign resources) **#familymealsmonth**

SAMPLE FACEBOOK POSTS

Do you have recipes where you cook once and eat twice? Please share your meal ideas that make great leftovers or second meals. September is Family Meals Month™. Let's help each other make it easier to gather at the table more often. #familymealsmonth

Like Comment Share

It's Family Meals Month™. Good things happen around the dinner table when we share a meal with family. Do you have any games you play at the dinner table? Please share! #familymealsmonth

Do your kids cook or help prepare meals? What do they like to make? September is Family Meals Month™. Raise Your Mitt to Commit™ to one more family meal this week. #familymealsmonth

It's Family Meals Month™. Here's a week of easy-to-make family meals (link to recipes) to help you plan ahead! #familymealsmonth

Chances are your favorite childhood memories include meals and laughter around your family table. September is Family Meals Month™. Raise Your Mitt to Commit™ to making one more family meal this week. (link to website resources) #familymealsmonth

It's Family Meals Month™. Do you need more help planning meals? Do you need easier recipes to get dinner on the table quicker? We can help. (link to planning and recipe resources on your website) #familymealsmonth

Like Comment Share

Your local supermarket's chef is busy cooking all day to help you serve a delicious and healthy meal to your family. Stop by our partner [insert grocer's handle] on your way home to pick up a prepared meal. It's Family Meals Month™ and our organization and your local grocer has got you covered. #familymealsmonth

September is Family Meals Month™. Need help planning easy and healthy meals for your family? Talk to your local grocer's in-house dietitian and click here for more resources (link to dietitian services by local grocers). #familymealsmonth

September is Family Meals Month™. Make it easy and have one more shared meal. Pick up a rotisserie chicken and fresh or frozen veggies from your local grocer and your meal is complete. #familymealsmonth

Like Comment Share

What's for dinner tonight? Don't stress. Your local grocer has hot, delicious and healthy prepared meals waiting for you. Get your family around the table during Family Meals Month™, without worrying about the cooking. (link to grocers with prepared meal resources) #familymealsmonth

When the clock strikes 4pm, do you know what you're having for dinner? You're not alone. It's Family Meals Month™. Stop in to your local grocer and they'll make it easy for you. Pick up a prepared meal made fresh by your supermarkets' chef or visit the deli for a grab & go family sandwich night. #familymealsmonth

Celebrate Family Meals Month™. Pick up all your favorite pizza ingredients at your local grocery store and make your own pizzas at home with your kids (link to healthy pizza recipes) #familymealsmonth

SAMPLE TWEETS

September is Family Meals Month™. Let's celebrate by sharing one more family meal per week! Kids who eat with their families regularly are better nourished, have lower rates of obesity and do better in school. Easy A for family meals! #familymealsmonth

Family meals are linked to higher-grades and self-esteem, healthier eating habits and less risky behavior for our children. #familymealsmonth

Kids who have family meals 3x per week are less likely to be overweight and more likely to eat healthy foods. #familymealsmonth

With each additional family meal shared per week, kids are less likely to show symptoms of depression and less likely to use drugs. #familymealsmonth

Follow



Research shows that home-cooked meals nourish the spirit, brain, and health of all family members. We're here to help. #familymealsmonth

Reply Retweet Favorite More



Study: Children who grow up sharing meals as a family are more likely to exhibit sharing, fairness, and respect. #familymealsmonth

SAMPLE TWEETS

Kids who eat family meals consume more fruits and veggies. September is Family Meals Month™ and we're here to help your family have one more shared meal together per week. #familymealsmonth [include link to family meal ideas on your website]

90% of families wish they could have more meals together. We're here to help. Commit to one more family meal this week. #familymealsmonth

 Reply  Retweet  Favorite  More

Family meals have decreased by 1/3 in the past 20 years but 90 percent of families wish they could have more meals together. We've got solutions for you on our website to make family meals easier! (link to resources) #familymealsmonth

Cooking trend: Parents want less prep time and less clean-up because time is short. Head to your local grocer for quick and easy meals. #familymealsmonth

September is Family Meals Month™. Make it easy and pick up a prepared meal made by your local grocer's chef. #familymealsmonth

81% of parents buy food with minimal prep time. Have you considered grab-n-go meals, pre-prepped ingredients for quick cooking options from your local grocer? #familymealsmonth

Family meals decreased one-third in the past 20 yrs. Here's our planner app to help get your family back to the table. #familymealsmonth (link)

 Reply  Retweet  Favorite  More

Cooking trend: Time is short and parents are looking for convenience. Did you know that your local supermarket has quick and easy grab-n-go chef-made meals and plenty of pre-prepped ingredients already chopped and ready for cooking? #familymealsmonth

It's Family Meals Month™. Share one more meal this week. Breakfast, dinner or snack time brings your family together. #familymealsmonth

September is Family Meals Month™. Make it easy and pick up a rotisserie chicken and a veggie side to gather around the table. #familymealsmonth

Kids love to cook. It's Family Meals Month™. Gather the ingredients to make a pizza at home with your family. #familymealsmonth

It's Family Meals Month™. Raise Your Mitt to Commit™ to one more shared meal at home with your family this week. #familymealsmonth

Gather around the table for Family Meals Month™. A shared meal at home with your kids creates memories AND healthy habits! #familymealsmonth

What's your favorite childhood family meal memory? Celebrate Family Meals Month™ & create new memories. #familymealsmonth

Raise Your Mitt to Commit™ to one more family meal at home this week during Family Meals Month™. #familymealsmonth

It's Family Meals Month™! Share a family breakfast at home this weekend. Your local grocer has all the ingredients you'll need. #familymealsmonth

Celebrate Family Meals Month™ this week at home by checking out our quick meals toolbox (link). Your local grocer has all the ingredients you'll need to whip up these fresh, delicious family meals. #familymealsmonth

It's Family Meals Month™! Share a family breakfast at home this weekend. Check out our breakfast toolbox for fun and healthy ideas (link). #familymealsmonth

 Reply  Retweet  Favorite  More

Shared family meals are the best. Raise Your Mitt to Commit™ to one more home-cooked meal this week. #familymealsmonth

What was the funniest thing that happened at school today? Ask this and other fun questions at the family table tonight. #familymealsmonth

Let the kids take over the kitchen tonight and make an easy family meal to celebrate Family Meals Month™. #familymealsmonth

Breakfast for dinner. It's a kid's favorite. Let them help in the kitchen and create good memories. #familymealsmonth

It's Family Meals Month™. Set up a taco bar and have a fun shared meal. Your local grocer has what you need! #familymealsmonth

SAMPLE TWEETS

It's Family Meals Month™. Have fun with your kids, make Italian, Mexican, or Asian dishes and celebrate with a shared meal. #familymealsmonth

September is Family Meals Month™. Snack time is a great and easy occasion to gather your family at home. Grab healthy snack ideas here (link) #familymealsmonth

 Reply  Retweet  Favorite  More

Family meals matter. Raise Your Mitt to Commit™ to one more shared family meal at home this week. #familymealsmonth

What was your favorite meal growing up? Make it for your family and celebrate Family Meals Month™. #familymealsmonth

Shared family meals at home = LOVE. Celebrate Family Meals Month™ with these easy recipes (link). #familymealsmonth

Family Meals Month™ tip: Save time & prepare several dishes on Sunday. Keep them in the fridge or freezer for the week ahead #familymealsmonth

 Reply  Retweet  Favorite  More

September is Family Meals Month™ and back to school time. Surprise the kids with a sack lunch dinner for fun! #familymealsmonth

Family Meals Month™ tip: Buy extra and save time by cooking one meal & using leftovers to create a second meal #familymealsmonth

 Reply  Retweet  Favorite  More

Celebrate Family Meals Month™. Let the kids choose their favorite meal and have them shop and cook with you. #familymealsmonth

Throw a blanket on the floor at home and have a picnic with your family. Head to your local grocer's deli for sandwich ingredients to make it easy! #familymealsmonth
September is Family Meals Month™. Celebrate football season with a family tailgate. Invite neighbors and share dishes. #familymealsmonth

Grab-n-go, ready-to-cook dishes, prepped ingredients and chef-prepared meals are waiting for you at your local grocer to make meals at home easier. #familymealsmonth

 Reply  Retweet  Favorite  More

Shared meals can be breakfast, lunch, dinner, appetizers, after school, or snacks. Make memories at any meal. #familymealsmonth

We're here to help you with your family meal solutions. Need to make quicker meals? More nutritious meals? One click away [insert website link to Family Meals Month™ campaign] #familymealsmonth

Your local grocery store's chef has the perfect family meal waiting for you. Stop by to pick it up and have a shared family meal. #familymealsmonth

 Reply  Retweet  Favorite  More

Back to school = Back to routine. Commit to getting your family back to the table for a meal. #familymealsmonth
Need recipes to make meals faster and easier to get your family around the table? (link) #familymealsmonth

RAISE YOUR MITT SELFIES

Use the social media ideas above for fun ways to engage your audience with oven mitt selfies and socialize Family Meals Month™ with hashtag **#familymealsmonth**. You can get the Raise Your Mitt To Commit™ selfies trending

by sharing these few photos on social media of real families raising their mitts to commit to one more meal at home per week. You have permission to use these photos in your promotion of Family Meals Month™.



STEP 5: Include Family Meals Month™ Announcements in Your Broadcast Messaging

FAMILY MEALS MONTH™ BROADCAST SCRIPTS

10 SECOND TAG

SEPTEMBER IS FAMILY MEALS MONTH™. RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE FAMILY MEAL AT HOME PER WEEK – BECAUSE FAMILY MEALS MAKE FAMILIES STRONGER.

30 SECOND RADIO/PSA

IT'S SEPTEMBER - A NEW SCHOOL YEAR WITH NEW ROUTINES. SEPTEMBER IS ALSO FAMILY MEALS MONTH™ AND (ORGANIZATION'S NAME) BELIEVES IN THE BENEFITS OF GATHERING FAMILIES AROUND THE TABLE. WE'RE HERE TO MAKE IT EASIER FOR FAMILIES TO SHARE ONE MORE MEAL AT HOME PER WEEK. WHETHER YOU NEED TIME-EFFICIENT RECIPES, CREATIVE IDEAS, NUTRITIOUS TIPS, OR A NUDGE IN THE RIGHT DIRECTION TOWARD YOUR SUPERMARKET'S WEALTH OF MEALTIME RESOURCES– (ORGANIZATION NAME) HAS A SOLUTION FOR MANIC MEALTIME. DURING FAMILY MEALS MONTH™ WE INVITE YOU TO RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE FAMILY MEAL AT HOME PER WEEK – BECAUSE FAMILY MEALS MAKE FAMILIES STRONGER.

Press Release

YOUR LOGO HERE

For Immediate Release

Media Contact: PR contact's name

(xxx) xxx-xxxx, youremail@company.com

[YOUR ORGANIZATION'S NAME] Commits to Helping Families Eat at Home Together More Often During Family Meals Month™

The proven health and societal benefits of family meals inspire a month-long event aimed at helping families get back to the table

YOUR CITY, STATE – September, day, 2018 – With an aim to inspire families to eat at home together more often, as a service to public health, [name of organization] is celebrating Family Meals Month™ in September, encouraging families to share one more meal together per week at home, and highlighting simple, healthy meal resources to make it easier for families raise their mitt to commit to making these meals happen.

Numerous studies underscore the long-term health, academic, and societal benefits of consistently eating together as a family, yet, according to a 2013 Harris poll, only 30 percent of American families share dinner every night. In addition, recent research proves that people who frequently cook at home eat fewer and healthier calories. And the Family Meals Month™ movement works! Research from the 2016 campaign shows that 85% of shoppers said they took action after seeing the campaign. Further, 95% of those who saw the campaign on social media and/or email said that their consumption and/or shopping behavior changed.

“September is the perfect month to spotlight the long-term benefits of family meals, and start a conversation that encourages and inspires people to return to the kitchen,” said [organization spokesperson, title]. “Juggling the demands of modern life—school, sports, jobs and long commutes— can sabotage the best laid plans for home-cooked meals. In addition to our commitment to public health overall, we want to have a hand in helping our audience make wholesome meals together, at home, a modern family tradition.”

“Interest in creating more opportunities for families to eat meals together is at a critical point in our society,” said Leslie Sarasin, president and CEO of the Food Marketing Institute, creator of Family Meals Month™. “The will to return to the table exists, but families need a friendly, familiar voice to encourage, guide and help them. That voice comes from organizations they know and trust. Join us as we work collaboratively with retailers, food manufacturers, and health organizations from across the country to bring families back to the table to share one more meal at home per week.”

Recognizing mealtime struggles are real and shared by families of all shapes and size

Grocers and food manufacturers are offering more solutions than ever before, giving shoppers the tools they need to make one more family meal at home per week and [name of organization] has the resources to help consumers connect the dots and implement a plan. Shoppers can utilize the following resources from our website: [Link to your Family Meals Month™ “landing page” of online resources]

Raise Your Mitt to Commit™ to One More Meal at Home per Week

[Organization name] is encouraging our community to join the Family Meals Month™ movement by pledging to one more meal at home per week. Make it official, and shareable, by posting a selfie wearing your favorite oven mitt with the hashtag #familymealsmonth. Follow [Organization name] on Facebook and Twitter to join the conversation this September.

About Family Meals Month™

As the voice of food retail, the Food Marketing Institute created Family Meals Month™ as a nationwide, annual event to highlight the mealtime solutions offered by grocers and to encourage families to share one more meal at home per week.

About [your organization]

Insert your standard boilerplate here.

###

Source Note: Cornell University College of Human Ecology Department of Policy Analysis and Management: Do Family Meals Really Make a Difference?, Eliza Cook, Rachel Dunifon. 2012; Accessed [date], <http://www.human.cornell.edu/pam/outreach/upload/Family-Mealtimes-2.pdf>

Newsletter/Blog Content

[YOUR ORGANIZATION'S NAME] Commits to Helping Families Eat at Home Together More Often During Family Meals Month™

With an aim to inspire families to eat at home together more often, to foster the best health possible for individuals and families now and into the future, we are proud to celebrate Family Meals Month™! During September, we encourage families to share one more meal together per week and we will highlight tips, resources, information, inspiration, and simple, healthy meal solutions to help make that happen.

Did you know that numerous studies underscore the long-term health, academic and societal benefits of consistently eating together as a family? Home-cooked meals nourish the spirit, brain, and health of all family members. Not to mention, people who frequently cook at home eat fewer and healthier calories.' Additionally, regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

However, according to a 2013 Harris poll, only 30 percent of American families share dinner every night. Why is this? Yes, juggling jobs, kids and the demands of a busy, modern life often come at the expense of family mealtime at home. But, this doesn't need to be the case. You have allies all around you to provide solutions to your mealtime dilemma. We are committed to helping your family eat well to be well together and have these resources to bring to the table: [INSERT RESOURCES THAT YOUR ORGANIZATION IS PROVIDING IN YOUR FAMILY MEALS MONTH™ CAMPAIGN].

So, as the new school year starts, we challenge you to renew your commitment to creating and serving meals at home that nourish your kids and your whole family, because family meals make families stronger. Pledge to Raise Your Mitt to Commit™ to sharing one more family meal at home per week. Follow us on Facebook and Twitter for family meal- focused content, including shopping tips and recipes. [insert company social media handles]. Share your own family meal experiences, misadventures, and solutions within your social channels. And, remember, use the hashtag #familymealsmonth to be part of the conversation!

Source: Cornell University College of Human Ecology Department of Policy Analysis and Management: Do Family Meals Really Make a Difference?, Eliza Cook, Rachel Dunifon. 2012; Accessed [date], <http://www.human.cornell.edu/pam/outreach/upload/Family-Mealtimes-2.pdf>

STEP 6: Communicate the Value of Ongoing Participation in Family Meals Month™ within Your Company

The following contains questions and answers that can be used to answer inquiries within your company and beyond.

What is Family Meals Month™? Created by the Food Marketing Institute (FMI), Family Meals Month™ kicks off multi-industry movement to raise consumer awareness of the health and societal benefits of sharing frequent family meals at home. Each September, the food retail, food manufacturer industries, in conjunction with health organizations, will rally together in support of Family Meals Month™ and provide the resources and support to help busy families of all shapes and sizes share more meals at home more often.

Why Family meals? Numerous studies show that preparing and sharing meals at home make families and kids stronger and healthier. A partnership between food retailers and food manufactures, backed by community health organizations, is the best way to equip families to get wholesome meals on the table most often! Family Meals Month™ provides a platform for community health organizations to rally families to commit to sharing one more meal per week and to remind families that simple, healthy mealtime solutions are not only associated with improved health outcomes for the whole family, but also possible for them.

What is the call to action? Through campaign messaging and engagement tools, Family Meals Month™ partners will encourage consumers to commit to sharing one more family meal at home per week. In September, as kids head back to school and parents adjust their routines to accommodate fall activities, we want families to commit to making mealtime a priority. Their community health organizations can show them how.

Why should we participate? Once a daily tradition, family meals are at a critical intersection in our nation today. The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is their trusted health organization. Organizations can show them the way to reap the health benefits of consuming one more meal together per week, as a family. People are hungry for help in the kitchen! Those who partner in this event are viewed as problem-solvers, providing another way to highlight investment in the health of the community, by helping them solve a very practical issue in their life.ⁱⁱ

Do family meals really make a difference? Research supports that children who share regular family meals benefit from better grades, improved nutrition, stronger family relationships, higher self-esteem, and are less likely to use drugs and alcohol at an early age.ⁱⁱⁱ According to a recent study published online by *The Journal of Pediatrics*, adolescents who participated in just one or two family meals per week were less likely to be overweight or obese in adulthood as compared to adolescents who never

participated in family meals.^{iv} People eat healthier when they eat together at home. People reporting to eat the most home-cooked meals end up having healthier diets and consuming, on average, 130 fewer calories when compared to people who eat fewer home-cooked meals.^v

How will participating in Family Meals Month™ benefit our organization? Take advantage of Family Meals Month™ to remind your audience and the community at large that your organization advocates for families every day by partaking in a movement that helps them reap the benefits of family mealtime. Positioning your organization within the community as an extension of the family unit and a problem solver generates more engagement, community, trust, and attention to your mission and resources going forward.

Is there a cost to participate? Downloadable assets, available as part of the Family Meals Month™ Community Collaborator toolkit, are provided to you at no cost courtesy of the FMI Foundation. Created as a plug-and-play promotion, complementary graphic elements and suggested messaging were designed to supplement the way your organization already promotes health and wellness solutions online, in print, and through established marketing and social media channels.

Will other community health organizations in our network participate in Family Meals Month™ in September? With a goal to bring national awareness to the benefits of family meals and remind families of the support they have in making family meals a regular possibility, multiple health organizations are present at the table as an extension of the mealtime solution. FMI invites organizations in your network to join together in September in celebration of Family Meals Month™. By collaborating across your community, with your unique voice, relationships, and niche, communicating a shared message, the public can cut through the clutter and bring mealtime back to the family table.

How can we participate? FMI has you covered. All Community Collaborator Toolkit assets, while flexible, are robust enough to function as a standalone Family Meals Month™ promotion in September. Check out [“Best Practices and Excellence in Family Meals Month”](#) for additional inspiration and examples.

References:

- i. 2014 FGI Research commissioned by The Monday Campaign
- ii. The Hartman Group
- iii. Meier, A. & Musick, K., Variation in Associations between Family Dinners and Adolescent Well-Being, *Journal of Marriage & Family*, 2014.; Hammonds, A.J. & Fiese, B.A., Is Frequency of Shared Meals Related to Nutritional Health of Adolescents? *Pediatrics* 2011
- iv. Jerica M. Berge, PhD, MPH, LMFT, CFLE, and colleagues from the University of Minnesota and Columbia University
- v. Study conducted by Johns Hopkins Bloomberg School of Public Health, 2014

STEP 7: Be Recognized and Celebrate!

Momentum continues to grow among food industry members around the Family Meals Movement and companies are committing their support to Family Meals Month! Is your company present in the dialogue?

Featuring: 2017 Gold Plate Winners



The Gold Plate Awards highlight outstanding programs that have implemented to encourage families to share more meals, together at home, more often. We also honor the contributions companies are making to help raise consumer awareness of the many benefits of family meals.



Skogen's Festival Food: Festival Family Meals

Retailer Category A (1-99 stores)

Skogen's Festival Foods – Festival Foods successfully created a comprehensive omnichannel campaign to promote National Family Meals Month through their \$10 Meals program. Their 360-degree approach involved meeting guests, associates and consumers in the stores where they shop, on social media, via traditional media as well as during presentations in the community. Festival Foods collaborated with industry partners to spread the family meals message including the American Heart Association; Fruits & Veggies – More Matters; area celebrities from The Better Half (a lifestyle TV show hosted by wives of Green Bay Packers players); a statewide radio show Wilde & Tausch on ESPN; and with local WFRV-TV's morning talk show. Grocery store tours were offered throughout the month in partnership with healthcare systems, community groups and universities. The campaign produced measurable results, including 418 guests redeeming a family meals month offer from their mobile text club over the course of two days.

Spartan Nash

Retailer Category B (100-199 stores)

SpartanNash celebrated family meals across their with a comprehensive and creative omnichannel experience. They used print advertisements, online blog content, social media content and the National Family Meals Month logo on produce sign inserts. In-store, store associates offered families seen shopping together oven mitts, cans of Our Family soup, and a flier about Family Meals Month. Community outreach included food demos, cooking classes and a health fair in partnership with the YMCA, healthcare store tours and state grant funded partner events. In-store associates were invited to participate in a video about their favorite family meals moments and corporate-level employees received Family Meals Month information through the employee health and wellness program. The SpartanNash campaign reached over 5 million people through social networks and various ads.

Kroger's

Retailer Category C (200+ stores)

Kroger's National Family Meals Month campaign reached over 1 million shoppers through a mixture of omnichannel engagements. Their campaign had a strong focus on their registered dietitians (RDs) and Little Clinic solutions and included a Twitter Chat with Little Clinic RDs; a Facebook Live education series by Little Clinic RDs; in-clinic education by clinicians and pharmacists utilizing a Family Meals Month educational brochure; a live TV broadcast with an RD highlighting Kroger's offerings for nutritious and timely family meals; in-store nutrition outreach; free RD personal shopping services; and an "Inspired Gathering" page on Kroger.com featuring numerous Family Meals Month recipes, family meal conversation starters, clean-up tips and educational resources (i.e., teaching kids to set the table).



Associated Wholesale Grocers

Wholesaler Category

Associated Wholesale Grocers' (AWG) campaign included collaboration between all AWG brands (Best Choice, Clearly Organic, Superior Selections, and Always Save), which published educational content on all brands' social media pages and websites. All brands fully adopted the Family Meals Month theme for September, changing website sliders, social media profile pictures, and cover photos to display Family Meals Month messaging. All AWG retailers were informed of the campaign and encouraged to share materials with their consumers. Internally, employees were educated on the benefits of family meals with announcements on company TVs.

The Campbell Soup Company

Food Manufacturer Category

The Campbell Soup Company's Helping Families Eat Together program included a partnership with a national food retail chain, employee engagement and saw sales increase on promoted products. In addition to using omnichannel tactics, Campbell produced a heartwarming digital ad featuring one of their product lines and the importance of eating together. Collaboration with a national retailer and the Retail Dietitians Business Alliance provided solutions to common barriers of eating meals together. Internally, Campbell's Global Nutrition team and Consumer Test Kitchens partnered to promote Family Meals Month and reached 10,000 employees across the company with weekly nutritious recipes and family meal solutions. Most impressively, over 130,000 coupons and handouts distributed with the Family Meals Month logo and Pace Salsa mealtime recipe inspiration resulted in a 4 percent increase in Pace Salsa sales.

The American Heart Association

Allied Group Category

The American Heart Association's Healthy For Good™: Eat Smart and Add Color campaign sought to help people make simple, healthy decisions while creating sustainable habits. Campaign communications like a Healthy For Good e-newsletter pointed to a custom landing page with family meal resources. Consumers were encouraged to create their own "Recipe Box" online to start saving healthy meals for National Family Meals Month. The campaign leveraged multiple national and local American Heart Association social media channels and digital networks to spread the Family Meals Month message, reaching approximately 1 million consumers.

2017 Gold Plate Honorable Mentions

Baesler's Market - Make Meal Time Family Time (with Help from Baesler's)

Coborn's, Inc. - Coborn's Celebrates Family Meals Month

Hannaford Supermarkets - Time-Saving Meals from Your Hannaford Dietitian/Good Ideas for Busy Families

Tops Friendly Markets - #FamilyMealsMonth

Hy-Vee, Inc. - Hy-Vee, Inc.'s National Family Meals Month Campaign

W. Lee Flowers and Co., Inc. - IGA Raise Your Mitt to Commit Family Photo Contest

The Coca-Cola Company - The Coca-Cola Family Meals Program

Community Collaborator Excellence

In addition to these Gold Plate Winners, the following are some examples of programming excellence involving community collaboration:

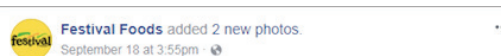


American Heart Association's Healthy For Good: Eat Smart and Add Color campaign used Family Meals Month™ messaging on several of their social media pages including Healthy For Good, Empowered to Serve, Power to End Stroke, and Go Red for Women, encouraging consumers to visit the Family Meals Month™ landing page on the American Heart Association (AHA) website to explore resources and healthy recipes. AHA also published an E-Newsletter article discussing Family Meals Month™ with a link to their landing page, and posted the article on the Eat Smart and Add Color sections of their Healthy For Good website.

FAMILY MEALS MONTH PROMOTED AT COMMUNITY EVENTS — ROYALS GIRLS NIGHT OUT



Hy-Vee Inc.'s Family Meals Month™ campaign involved significant collaboration and outreach with partners at both the national and community level. They reached out to more than 40 of their manufacturing vendors, including Frito-Lay, Kraft, Pepsi, Coca-Cola, Unilever and Kimberly Clark. They also contacted all congressional and governors' offices in their eight-state region, and engaged more than 50 of the largest school districts to ask for assistance in promoting their Family Meals Month™ messaging and #HyVeeFamilyMeals social media campaign. Hy-Vee's 228 dietitians also targeted local schools, mom groups, PTOs, church groups, as well as businesses in their respective areas with newsletter articles about Family Meals Month™ and participated in local events. Hy-Vee's campaign also included a large donation to Meals from the Heartland (a nonprofit dedicated to feeding the hungry), and a partnership with actor Mark Wahlberg to share his thoughts on the importance of family meals through Hy-Vee's social media outlets.



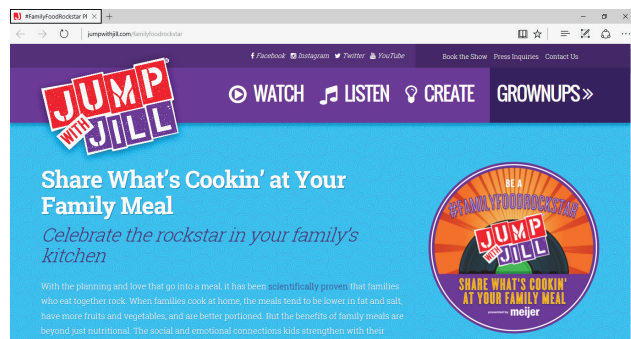
Exciting news: The women of The Better Half, including Heaven Daniels M. Ed and Monica Goode, are helping us showcase easy meal options delicious enough for their Packers player husbands and easy enough for #FestivalFamilyMeals. Details: <http://festvl.com/2jDB9VP>



Skogen's Festival Foods partnered with a wide variety of national and local vendors to extend the reach of the Festival Family Meals: \$10 Meals program. These included Unilever, Dole, Musselman's, Florida's Natural and Kretschmar, and were designed share ideas to make family meals more attainable utilizing these products. They also collaborated with community groups, including United Way's weight management initiative, and cast from The Better Half lifestyle TV show to promote Family Meals Month™ and provide simple and relatable solutions to achieve more family meals at home each week.

Unilever's "Make Meals That Do Good" campaign set out to help more than 1 billion people around the world take action to improve their health and well-being. They did this in large part by collaborating with partners and communities across the nation. Their partnership with the New York City mayor's office and a network of NGO's improved access to fresh food and nutrition education throughout low-income communities. Their partnerships with retailers Wakefern, HEB, and Safeway provided store-level programs highlighting a sustainable nutrition vision with recipes that gave consumers new ways to use Unilever products.

Price Chopper Supermarkets' Family Mealtimes Matter campaign has utilized their long-standing partnership with Cornell Cooperative Extension/Eat Smart New York and the Times Union news organization to promote healthy eating. In 2016, they expanded their collaboration with both New York state partners to target SNAP participants, as well as include new regions and publishing channels. In 2017, their overall theme "Family Meals Matter" continued, with a special focus on plant-based proteins featuring a partnership with Pulses.org Half Cub Habit.



Meijer, Inc. built beyond their family social media activation with the Jump with Jill program, and took their distribution into schools in coordination with the Jump with Jill Live Tour. Jump with Jill created a customized recipe card featuring the campaign and a Produce for Kids recipe and distributed them to 10,000 students across three states.



Big Y Foods, Inc. worked with The Big E New England State Fair on an exhibit to highlight the origins of food and how it impacts the family meal table, using interactive displays and videos. The goal was to educate people about the process and importance of local farms and food suppliers and how their products impact our meal choices. Big Y Foods utilized social media to promote the exhibit, as well as to encourage followers to electronically submit photos demonstrating how their family enjoys family meals at the dinner table for a chance to win Big Y gift cards.

Tops Friendly Markets' #FamilyMealsMonth campaign featured a partnership with Smithfield to produce a community-focused "Raise Your Mitt to Commit" video featured on Tops' Facebook page. With every Facebook engagement ("Share") of the video, Tops provided one meal to a local Food Bank. Partners included Food Bank of WNY, Food Bank of Central New York, and Foodlink.