



CFHL, UC Guidance: Use of Products and Brand Names in Curriculum

Use of Branded Materials: 2021 SNAP-Ed Guidance Update

If a State or implementing agency chooses to use an **evidence-based curriculum** or validated evaluation tool that includes brand name products as illustrations, the agency must *blur or otherwise obscure brand names and clearly identifiable logos*.

FY 2022

Supplemental Nutrition Assistance Program Education
(SNAP-Ed) Plan Guidance



Food and Nutrition Service

USDA is an equal opportunity provider, employer, and lender.

Supplemental Nutrition Assistance Program Education



CFHL, UC Interpretation



- Relates to nutrition education and promotion materials
- Applies to materials CFHL, UC staff provides
- Does not apply to materials that participants bring to class
- Includes mascots and characters

CFHL, UC Guidance

- **Restaurant Nutrition Information:** use SO provided generic menus with nutrition information
- **Coupons:** CFHL, UC staff will not provide coupons for use during lessons
- **Food Packages:** obscure all logos and brand names



CFHL, UC Guidance: Branded Materials Use

CFHL, UC Guidance: Use of Products and Brand Names in Curriculum

<https://ucdavis.box.com/s/u1k73a40ltr1qv68mo293dqebf1z98q3>

Box Pathway: SO-Curriculum → Brand names and Products in Curriculum

Direct Education Materials Updates



This material was funded by USDA's Supplemental Nutrition Program - SNAP, known in California as CalFresh (formerly food stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.

Direct Education Materials Updates

- In-person and virtual direct education materials now updated
- Available in Google drive and Box
 - Make sure to download updated versions!

Guidelines in Practice.....

Curriculum materials

- Handouts
- Restaurant nutrition information
- Grocery store flyers

BEFORE

McDonald's USA Nutrition Facts for Popular Menu Items

We provide a nutrition analysis of our menu items to help you balance your McDonald's meal with other foods you eat. Our goal is to provide you with the information you need to make sensible decisions about balance, variety and moderation in your diet.

Nutrition Facts	Serving Size	Calories	Calories from Fat	Total Fat (g)	% Daily Value**	Saturated Fat (g)	% Daily Value**	Trans Fat (g)	Cholesterol (mg)	% Daily Value**	Sodium (mg)	% Daily Value**	Carbohydrates (g)	% Daily Value**	Dietary Fiber (g)	% Daily Value**	Sugars (g)	Protein (g)	% DAILY VALUE			
																			Vitamin A	Vitamin C	Calcium	Iron
Burgers & Sandwiches																						
Big Mac	7.6 oz (215 g)	550	280	29	45	10	51	1	75	25	970	40	46	15	3	13	9	25	4	2	25	25
Quarter Pounder® with Cheese+	7.1 oz (202 g)	520	240	26	41	12	61	1.5	95	31	1100	46	41	14	3	11	10	30	10	2	30	25
Quarter Pounder Bacon Habanero Ranch+	8.3 oz (236 g)	610	280	31	48	13	64	1.5	105	35	1180	49	46	15	3	14	10	37	8	20	25	30
Quarter Pounder Bacon & Cheese+	8 oz (227 g)	600	260	29	45	13	63	1.5	105	34	1440	60	48	16	3	12	12	37	6	15	25	30
Quarter Pounder Deluxe+	8.6 oz (244 g)	540	250	27	42	11	54	1.5	85	28	960	40	45	15	3	13	9	29	10	8	25	30
Double Quarter Pounder with Cheese++	10 oz (283 g)	750	380	43	66	19	96	2.5	160	53	1280	53	42	14	3	11	10	48	10	2	30	35
Hamburger	3.5 oz (100 g)	250	80	9	13	3.5	16	0.5	25	9	480	20	31	10	2	6	6	12	2	2	10	15
Cheeseburger	4 oz (114 g)	300	110	12	19	6	28	0.5	40	14	680	29	33	11	2	7	7	15	6	2	20	15
BBQ Ranch Burger	4.1 oz (116 g)	350	140	16	24	6	30	0.5	45	15	680	28	37	12	3	11	7	16	4	0	20	15
Grilled Onion Cheddar	4.1 oz (115 g)	310	120	13	21	6	30	0.5	40	14	660	27	33	11	2	8	7	15	2	0	20	15

AFTER

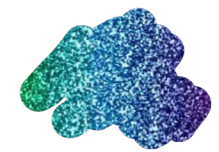
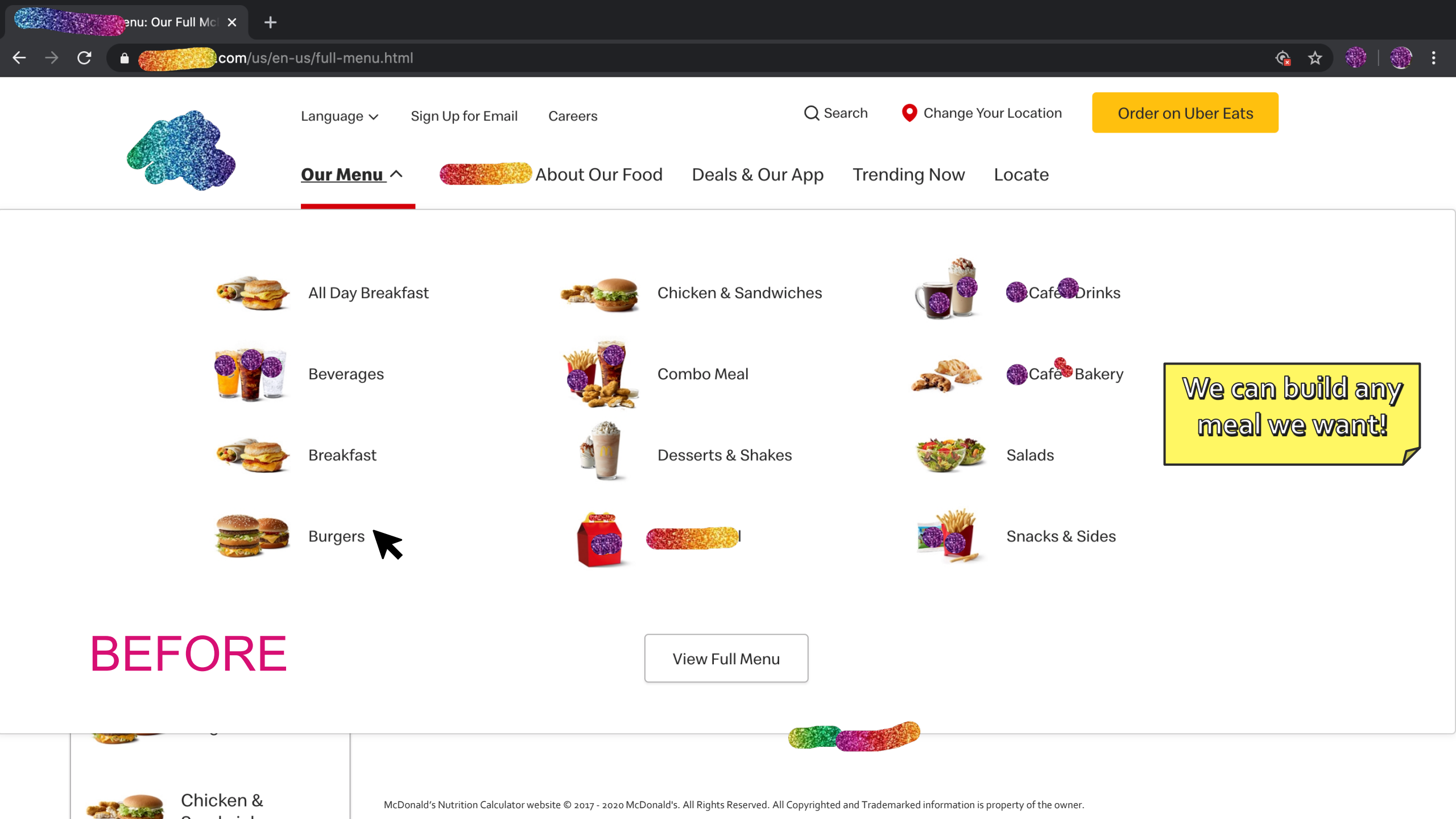
Nutrition Facts for Popular Menu Items at Hamburger Restaurant

We provide a nutrition analysis of our menu items to help you balance your meal with other foods you eat. Our goal is to provide you with the information you need to make sensible decisions about balance, variety and moderation in your diet.

Nutrition Facts	Serving Size	Calories	Calories from Fat	Total Fat (g)	% Daily Value**	Saturated Fat (g)	% Daily Value**	Trans Fat (g)	Cholesterol (mg)	% Daily Value**	Sodium (mg)	% Daily Value**	Carbohydrates (g)	% Daily Value**	Dietary Fiber (g)	% Daily Value**	Sugars (g)	Protein (g)	% DAILY VALUE			
																			Vitamin A	Vitamin C	Calcium	Iron
																			Burgers & Sandwiches			
Supreme Burger	7.6 oz (215 g)	550	260	29	45	10	51	1	75	25	970	40	46	15	3	13	9	25	4	2	25	25
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Eatfit: <https://drive.google.com/drive/folders/1apRvV7p6-kx4OVxWOIxsPbJivMLx0lpa>

Hunger Attack: https://drive.google.com/drive/folders/1Q61hTWTELQhwtJhClisTB8CnfBP0uz_K



Language ▾

Sign Up for Email

Careers

Q Search

📍 Change Your Location

Order on Uber Eats

Our Menu ^



About Our Food

Deals & Our App

Trending Now

Locate



All Day Breakfast



Chicken & Sandwiches



Cafe Drinks



Beverages



Combo Meal



Cafe Bakery



Breakfast



Desserts & Shakes



Salads



Burgers



Snacks & Sides

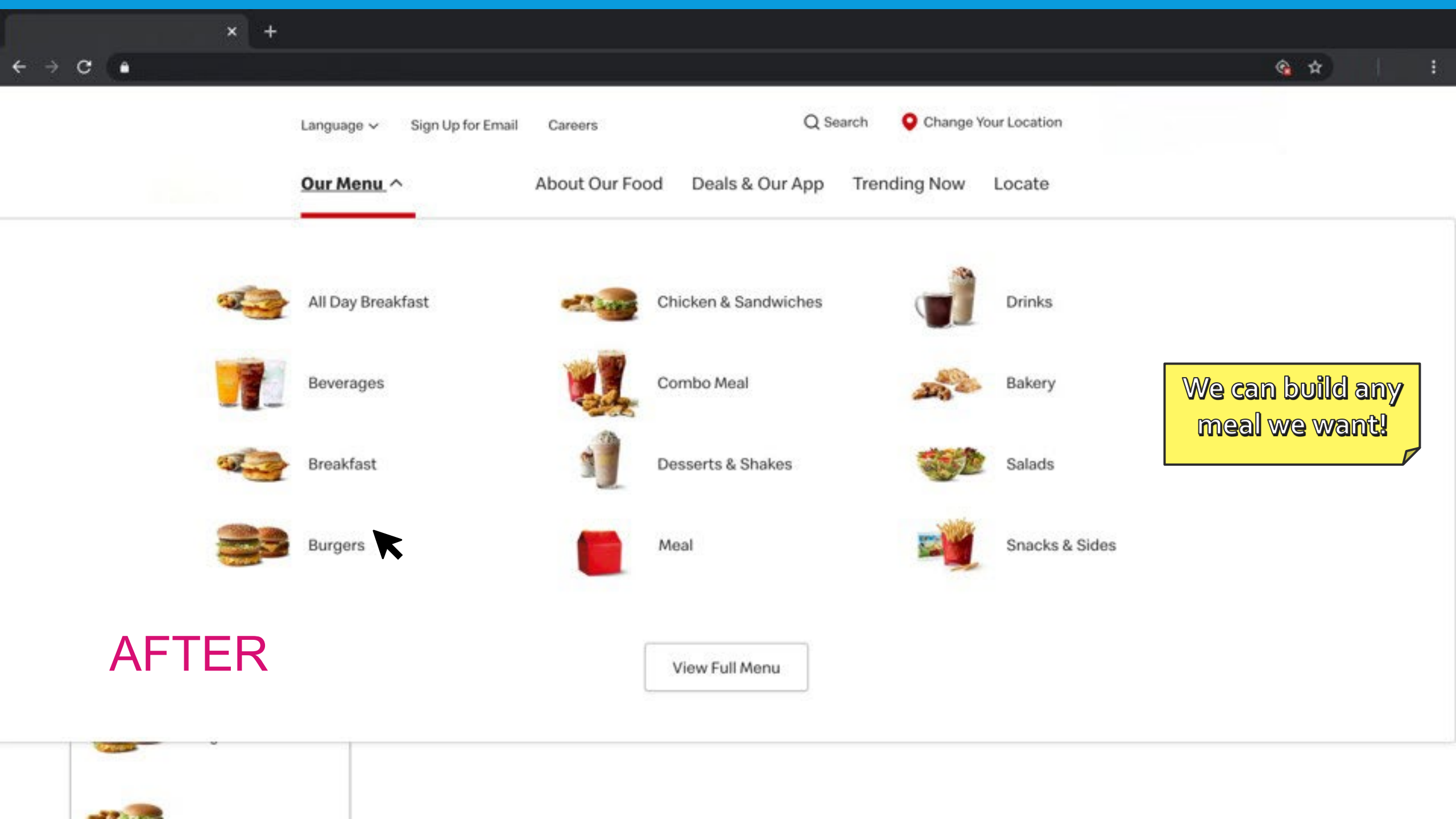
We can build any meal we want!

View Full Menu

BEFORE



Chicken & Sandwiches



Language ▾

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Careers

Search

Change Your Location

Our Menu ^

About Our Food

Deals & Our App

Trending Now

Locate



All Day Breakfast



Chicken & Sandwiches



Drinks



Beverages



Combo Meal



Bakery



Breakfast



Desserts & Shakes



Salads



Burgers



Meal




Snacks & Sides


We can build any meal we want!

View Full Menu

AFTER

Fast Food Nutrition Facts


**FAST FOOD
NUTRITION**


[HOME](#)
[RESTAURANTS](#)
[NUTRITION CALCULATOR](#)
[NEWS](#)
[LESSON PLANS](#)


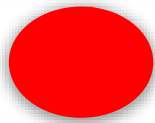
Restaurants

- Arby's
- Baskin-Robbins
- Blimpie
- Boston Market
- Buffalo Wild Wings
- Burger King
- Carl's Jr


Fast Food Nutrition Calculator

Our Fast food nutrition calculator can help you figure out the nutrition facts for an entire meal. To begin, select a fast food restaurant from the list below.






Arby's



Baskin-Robbins





Blimpie

BEFORE

<https://fastfoodnutrition.org/fast-food-meal-calculator>

Fast Food Nutrition Facts


**FAST FOOD
NUTRITION**


[HOME](#)
[RESTAURANTS](#)
[NUTRITION CALCULATOR](#)
[NEWS](#)
[LESSON PLANS](#)



Restaurants

- Hamburger Restaurant
- Ice Cream Parlor
- Sandwich Shop


Fast Food Nutrition Calculator

Our Fast food nutrition calculator can help you figure out the nutrition facts for an entire meal. To begin, select a fast food restaurant from the list below.






Hamburger Restaurant



Ice Cream Parlor



Sandwich Shop

AFTER

<https://fastfoodnutrition.org/fast-food-meal-calculator>

Write Your Family Dinner Menu

Instructions: Prepare a shopping list and your family dinner menu by following the steps below.

Step 1: Review the foods you have at home

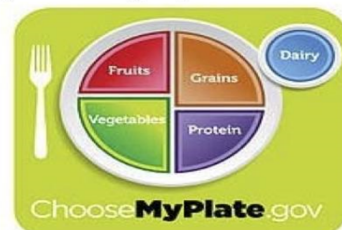
Tortillas	Onions
Tomato Sauce	Low-Fat Cheese
Oranges	Chicken Broth



Step 2: Create a shopping list by choosing foods from the store advertisement to complete a meal

Step 3: Now write your dinner menu

Step 4: Compare the foods in your menu to the MyPlate food groups.



Are all food groups included? Are fruits and vegetables included in the meal?

UNIVERSITY OF CALIFORNIA
calFresh Nutrition Education

This material was produced by the University of California UC CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.

W:\FSNEP\Drop\01.1 CURRICULA\CURRICULA\Curricula Print file\Adult Curricula\PSSC\PSSC 2017-2018\Lesson 1

Last Revised: August 2018

The collage includes several advertisements from Hornbacher's, dated Monday, May 27 through Tuesday, June 2, 2020. The ads are organized into sections: **Grocery Values**, **Dairy & Frozen**, **Fruits & Vegetables**, **Meat & Seafood**, and **Deli & Bakery**. Each section features various food items with their respective prices and promotional offers. For example, in the Grocery Values section, there are deals on Driscoll's Blueberries (2 for \$5), various brands of pasta, and cleaning supplies. The Dairy & Frozen section shows prices for milk, cheese, and frozen pizzas. Fruits & Vegetables includes deals on apples, grapes, and various vegetables. Meat & Seafood features prices for chicken, beef, and seafood. Deli & Bakery includes sandwiches, bread, and pastries.

BEFORE



California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.

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AFTER

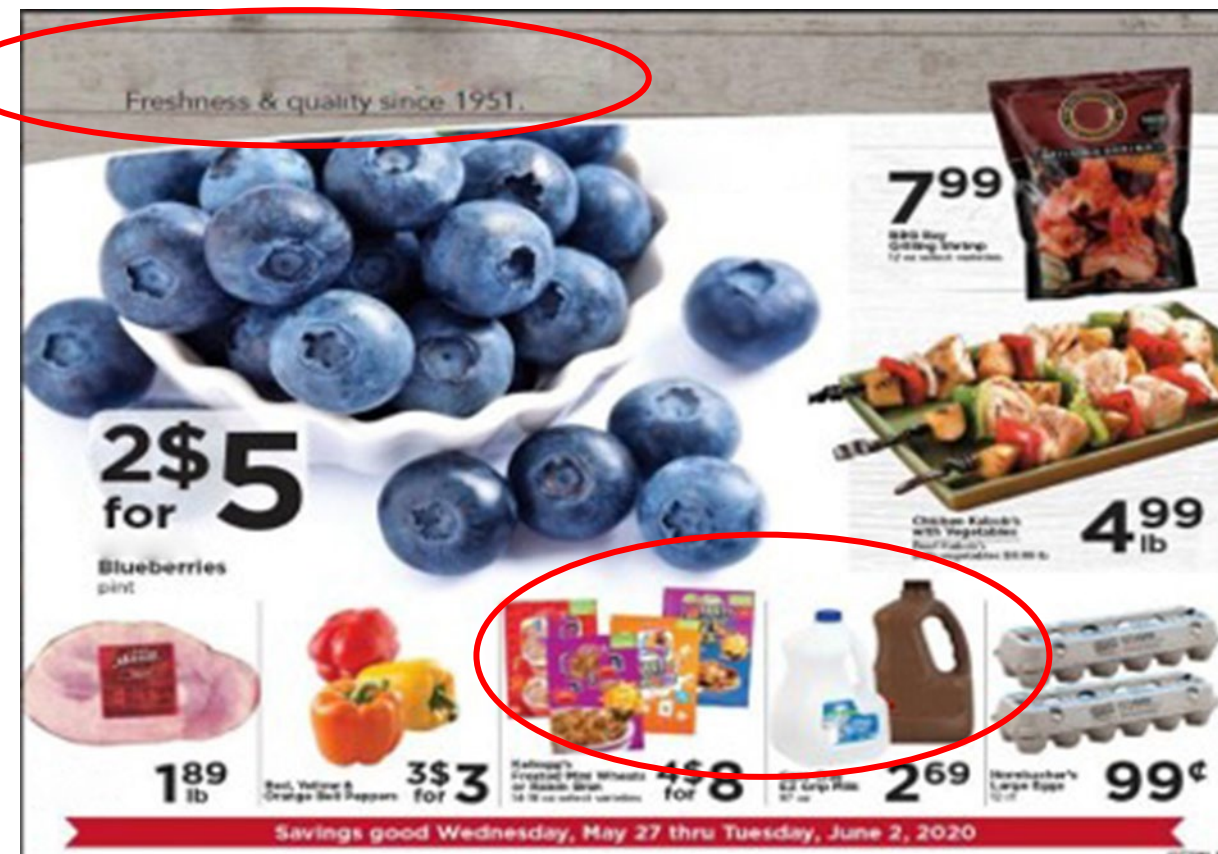
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BEFORE

AFTER



Guidelines in Practice.....

Virtual education materials

- Slides
- Videos

For cost savings:

2. **Buy store brands if the unit price is lower**
They may cost less than national brand.



BEFORE

For cost savings:

2. **Buy store brands if the unit price is lower**
They may cost less than national brand.



AFTER



BEFORE

AFTER





BEFORE





AFTER



Guidelines in Practice.....

Food packages

- Lesson activities - such as label reading
 - Remove or cover brand names and logos
- Recipe demos
 - Remove or cover brand names and logos
 - Turn products so brand names and logos are not visible
 - Transfer package contents into container

Note: This does not apply to packages participants bring to class



Guidelines in Practice.....

Handouts from commercial sources – such as a food company

- Do not use – check with State Office with questions

Promotional flyers – No brand names or images allowed!

What about.....



ParentingPatch [CC BY-SA 3.0](#) via Wikimedia Commons



JamieS93, [CC BY-SA 3.0](#), via Wikimedia Commons



Questions?

