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.
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/u1k73a40ltr1qv68mo293dqe9bf1z98q3

Box Pathway: SO-Curriculum → Brand names and Products in Curriculum
Direct Education Materials Updates
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

**Hunger Attack:** [https://drive.google.com/drive/folders/1Q61hTWTELQhwtJhClaTB8CnfBP0uz_K](https://drive.google.com/drive/folders/1Q61hTWTELQhwtJhClaTB8CnfBP0uz_K)

**Eatfit:** [https://drive.google.com/drive/folders/1apRvV7p6-kx4OvxWOLxsPbJivMLx0Ipa](https://drive.google.com/drive/folders/1apRvV7p6-kx4OvxWOLxsPbJivMLx0Ipa)

### AFTER

**Nutrition Facts for Popular Menu Items at Hamburger Restaurant**

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>Servings Size</th>
<th>Calories</th>
<th>Total Fat</th>
<th>% Daily Value</th>
<th>Servings Size</th>
<th>Calories</th>
<th>Total Fat</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Burgers &amp; Sandwiches</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Big Mac</strong></td>
<td>125</td>
<td>210</td>
<td>9</td>
<td>2%</td>
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<td>25</td>
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<tr>
<td><strong>Quarter Pounder with Cheese</strong></td>
<td>150</td>
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<td><strong>Quarter Pounder with Sauce</strong></td>
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We can build any meal we want!
Fast Food Nutrition Facts

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.

Search for restaurant

Arby's
Baskin-Robbins
Blimpie

https://fastfoodnutrition.org/fast-food-meal-calculator
Fast Food Nutrition Facts

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Search for restaurant

- Hamburger Restaurant
- Ice Cream Parlor
- Sandwich Shop

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?
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*California’s CalFresh Healthy Living, with funding from the United States Department of Agriculture’s Supplemental Nutrition Assistance Program – Food Stamp Program, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.*
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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.
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Part 1: Handmade Hoops

BEFORE
Part 1: Handmade Hoops

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......
Questions?