

WEBINAR

# Lessons from the Pandemic

## Staying Strong with Family Meals



PRODUCE FOR®  
BETTER HEALTH  
FOUNDATION



# Moderator

**Wendy Reinhardt Kapsak, MS, RDN**

**President & CEO**

**Produce for Better Health Foundation**

# Our Purpose

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The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping people live happier, healthier lives by eating more fruits and vegetables in all their glorious forms every day.



# Our Movement

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where PBH's **Have A Plant®** movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.



# Housekeeping

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**1 CPEU available through  
the Commission on Dietetic  
Registration (CDR)**

**You will receive a link to  
the certificate of  
attendance, the webinar  
recording and PDF of the  
presentation!**

**Type your questions into  
the Question box at the  
bottom of your Control  
Panel at any time during  
the webinar.**



**have a  
plant<sup>®</sup>**  
fruitsandveggies.org



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FOUNDATION



WEBINAR

# Lessons from the Pandemic

## Staying Strong with Family Meals

Tuesday, August 11 @ 2 pm ET



Presented by  
**Krystal Register, MS, RDN, LDN**  
and **David Fikes**

# Introductions

Krystal Register, MS,  
RDN, LDN

- Director of Health and Well-being at FMI – The Food Industry Association

David Fikes

- Executive Director of the FMI Foundation





# Lessons from the Pandemic: Staying Strong with Family Meals



# MORE MATTERS AT THE TABLE AND ON YOUR PLATE





# What is National Family Meals Month?

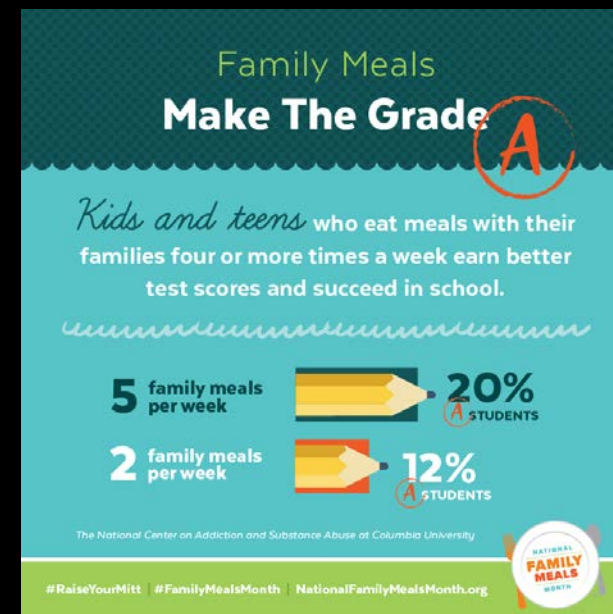


Each September, our country celebrates National Family Meals Month™ -- a nationwide event designed to support families in enjoying more meals together using items purchased at the grocery store and, as a result, reap the many health and social benefits of doing so.

The aim is simple: pledge to have one more meal together, at home, per week. What is less simple, we know, is the practical aspect of making this happen. That's where we come in. You bring the desire and we bring the support.

This educational program is designed for **you** and brought to you by the FMI Foundation, an organization whose mission is to support food retail through research and education on important topics including food safety, nutrition, and health, in partnership with our dedicated retailer, supplier, and community partners.





*Join the Movement!*SHARE WITH FRIENDS  
#FAMILYMEALSMOVEMENT[About](#) [Meals Matter](#) [Partners](#) [COVID-19 Tips](#) [Spotlight](#) [Get Social](#)

### Why Family Meals Matter?

Researchers, health experts, popular media, and communities across America are joining the movement to commit to one more meal at home per week every September for **#FamilyMealsMovement**! Most compellingly, families like yours are joining in and seeing the benefits. In fact, more than 8 in 10 of those seeing the National Family Meals Month™ campaign say that it is important and, better yet, are taking action to making family meals happen!

#### The data on why family meals matter is positively overwhelming.

Studies show again and again the significant, measurable scientific proof about the positive, lifelong benefits of family meals. Family meals nourish the spirit, brain and health of all family members.

- Regular family meals are linked to higher grades and self-esteem and delayed sexual activity.
- Children who grow up sharing family meals are more likely to exhibit prosocial behavior as adults, such as sharing, fairness and respect.
- With each additional family meal shared each week, adolescents are less likely to show symptoms of violence, depression and suicide, less likely to use or abuse drugs or run away, and less likely to engage in risky behavior or delinquent acts.





**Shannon Robson, PhD, MPH, RD**





The diagram features two large, stylized arrows pointing towards each other. The left arrow is light blue and contains the text 'Systematic Review'. The right arrow is lime green and contains the text 'Meta-Analysis'. The background is a dark blue gradient with a faint, large watermark of a circular seal. The seal contains the text 'NATIONAL FAMILY MEAL MONTH' and a trademark symbol 'TM'.

**Systematic  
Review**

**Meta-  
Analysis**

# **Journal of Nutrition Education and Behavior**



**Society for  
Nutrition Education  
and Behavior**

# Family Functioning as an Outcome

- **1,982** publications identified
- **83** selected for full article review
- **12** articles met the all study inclusion criteria and were selected for systematic review

## ARTICLE IN PRESS

### Systematic Review

#### Family Meal Frequency, Diet, and Family Functioning: A Systematic Review With Meta-analyses

Shannon M. Robson, PhD, MPH, RD<sup>1</sup>; Mary Beth McCullough, PhD<sup>2</sup>;  
Samantha Rex, MS<sup>3</sup>; Marcus R. Munafo, PhD<sup>4</sup>; Gemma Taylor, PhD<sup>4</sup>

##### ABSTRACT

**Objective:** To examine the direction and magnitude of the relation between family meal frequency and dietary and family functioning outcomes in children (aged 2–18 years).

**Design:** Systematic literature review with meta-analysis.

**Methods:** Independent electronic searches, 1 for each outcome of interest, were conducted across 5 databases: PubMed, Cumulative Index to Nursing and Allied Health Literature, Web of Science, Scopus, and PsycINFO. Studies were included if they were peer-reviewed and published in English in the US through December 2018.

**Main Outcome Measures:** Diet and family functioning.

**Results:** Dietary outcomes showed some evidence of a positive association between family meal frequency and fruits, vegetables, fruits and vegetables, sugar-sweetened beverages, and the Healthy Eating Index. There was less clear evidence of this relation in snacks, fast food, and desserts. A positive association was found between family meal frequency or dinner family meal frequency and family functioning outcomes. All studies included had cross-sectional and longitudinal study designs.

**Conclusions and Implications:** There is some evidence to show a positive relation between family meal frequency and dietary outcomes. There is stronger evidence for the relation with family functioning outcomes. Most articles included in the systematic reviews were excluded from meta-analysis owing to inadequate data and high methodological diversity across exposure and outcome variables.

**Key Words:** family meal frequency, diet outcomes, family functioning, dinner family meal, eating behavior (*J Nutr Educ Behav* 2019;000:1–12.)

Accepted December 15, 2019.

##### INTRODUCTION

Family meals have been identified as a key factor in the home environment to promote positive health behaviors in children and adolescents. Family meals have been positively associated with healthy eating behaviors,<sup>1,2</sup> improved dietary quality,<sup>3</sup> psychosocial outcomes,<sup>4–6</sup> and reduced engagement in high-risk behaviors.<sup>7–9</sup> Because of these relations, family meals are hypothesized to play a protective role for children and are often recommended for

health promotion.<sup>10–12</sup> The Expert Committee recommendations regarding the prevention, assessment, and treatment of child and adolescent overweight and obesity<sup>12</sup> specifically encouraged family meals in which the parent and child eat together, as a target behavior for obesity prevention.

Because of the presence of food at family meals, outcomes naturally have often focused on dietary intake or nutrition-related outcomes. Results of a systematic review examining the

influence of family meals on dietary intake in adolescents suggested that family meals may improve dietary intake and quality, but cautioned about the complexity of today's families (such as family structures, living arrangements, and employment demands) and the need to include mediating and confounding factors.<sup>13</sup>

The first study to use meta-analytic methods to examine the association between family meal frequency ( $\geq 3$  meals/wk to  $< 3$  meals/wk) and nutrition health outcomes found that there was a 20% reduction of odds of eating unhealthy foods and 24% increased odds of eating healthy foods in children and adolescents when families shared  $\geq 3$  meals/wk.<sup>1</sup> The definitions used to define a family meal varied across studies. Besides the study by Hammons and Fiese<sup>1</sup> that reported unhealthy and healthy eating, a meta-analysis has not been conducted to understand the association between family meal fre-

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<sup>2</sup>Psychology Department, Suffolk University, Boston, MA

<sup>3</sup>School of Psychological Science, University of Bristol, Bristol, United Kingdom

<sup>4</sup>Department of Psychology, University of Bath, Bath, United Kingdom

**Conflict of Interest Disclosure:** The authors have not stated any conflicts of interest.

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# Dietary Outcomes

- **1,241** publications identified
- **87** selected for full article review
- **31** articles met the all study inclusion criteria and were selected for systematic review



# Family Meals Increase Fruit and Vegetable Consumption

**MORE FAMILY MEALS =  
MORE FRUITS & VEGGIES**



The most comprehensive study to date proves that **fruit and vegetable consumption increases** with the frequency of family meals.



Source: Journal of Nutrition Education and Behavior – January 2020

Join the Movement • #FamilyMealsMovement



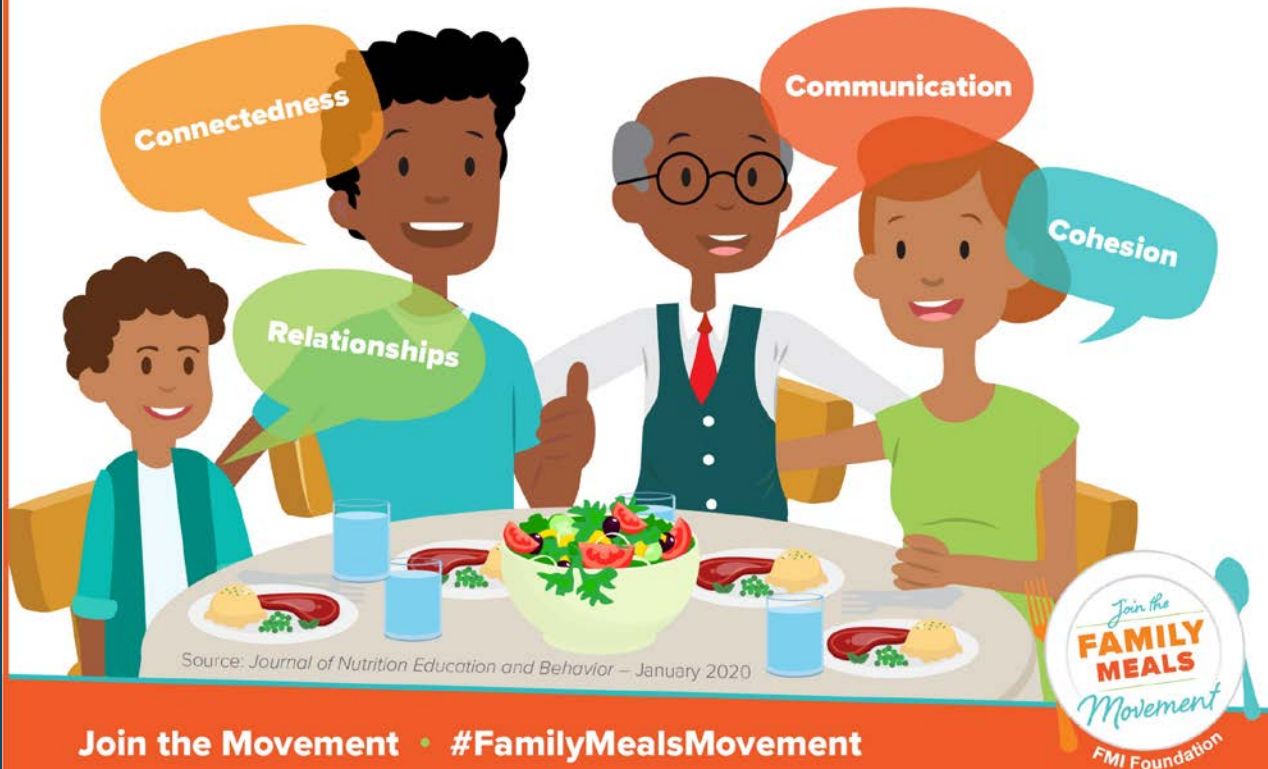


FAMILIES WHO SIT DOWN  
TO EAT DINNER TOGETHER  
TEND TO EAT MORE  
**FRUITS AND  
VEGETABLES.**



# FAMILY MEALS MAKE FAMILIES STRONGER

The most comprehensive study to date proves that **family dynamics improve with the frequency of family meals.**



Join the Movement • #FamilyMealsMovement

# Family Meals Improve Family Functioning



# Family Functioning

A faint, stylized silhouette of a family consisting of two adults and two children, holding hands, is centered in the background of the slide.

**Connectedness**

**Communication**

**Expressiveness**

**Problem  
Solving**

# “Month” Achievements Since 2015 = CHANGE



Pre-COVID



AWARENESS  
CHANGE



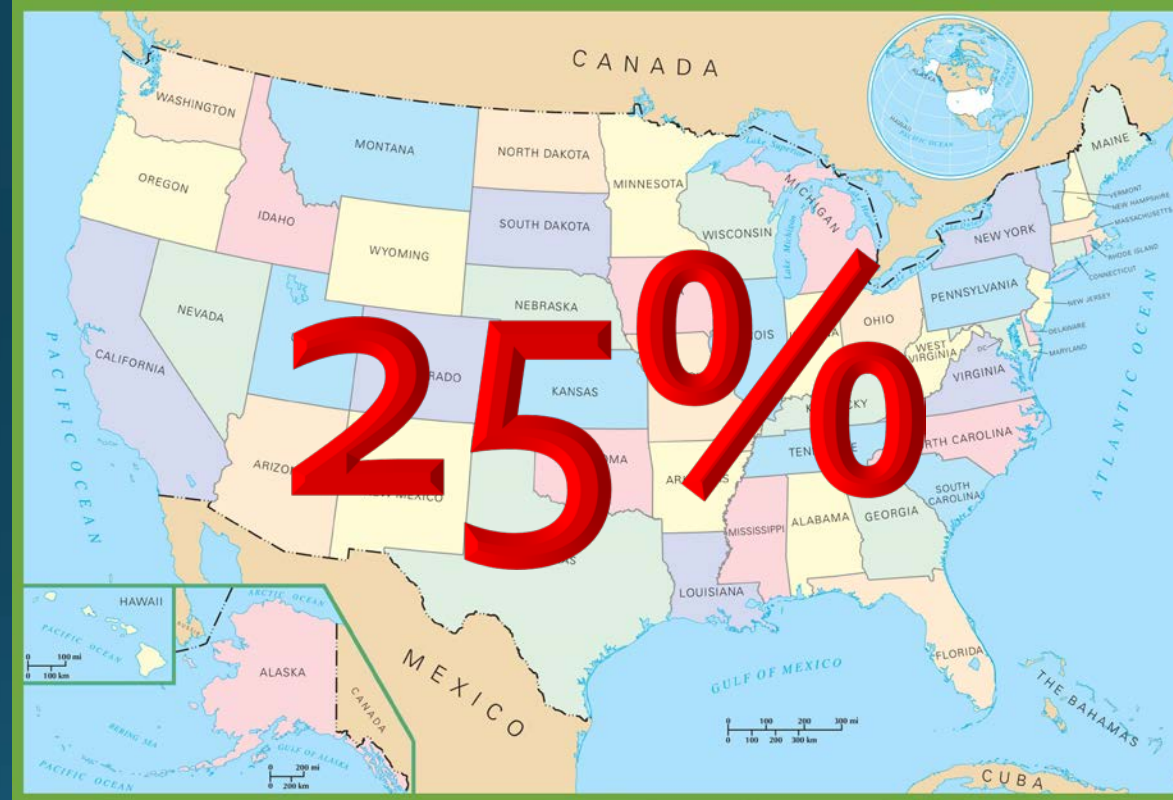
ATTITUDE  
CHANGE



BEHAVIOR  
CHANGE

# “Month” Awareness

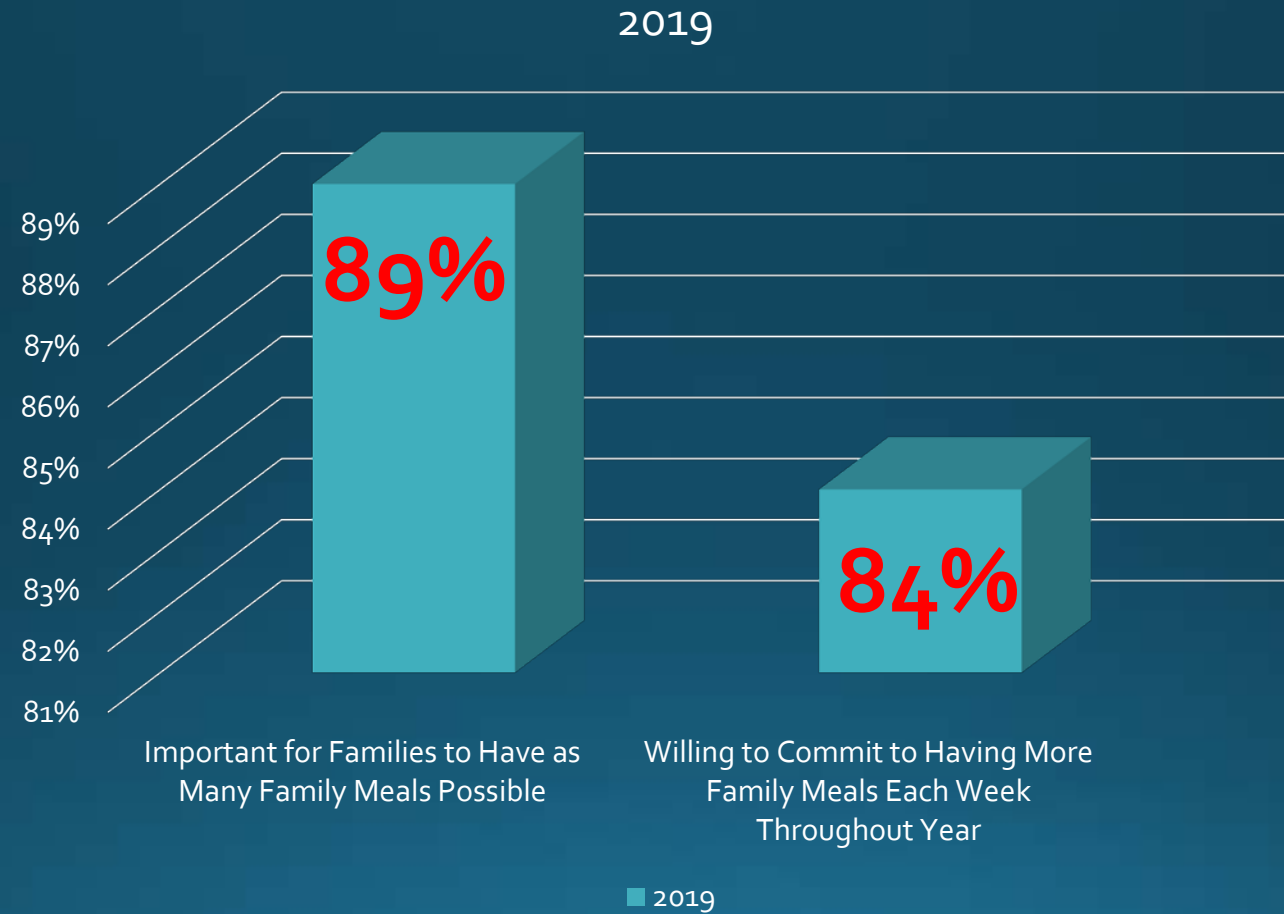
Pre-COVID





# Attitudes

Pre-COVID



# Behavior Change Among Consumers

Pre-COVID





Then COVID-19 Happened



# Home Cooking in America **2020**



**Special Report Based on  
U.S. Grocery Shopper Trends 2020**



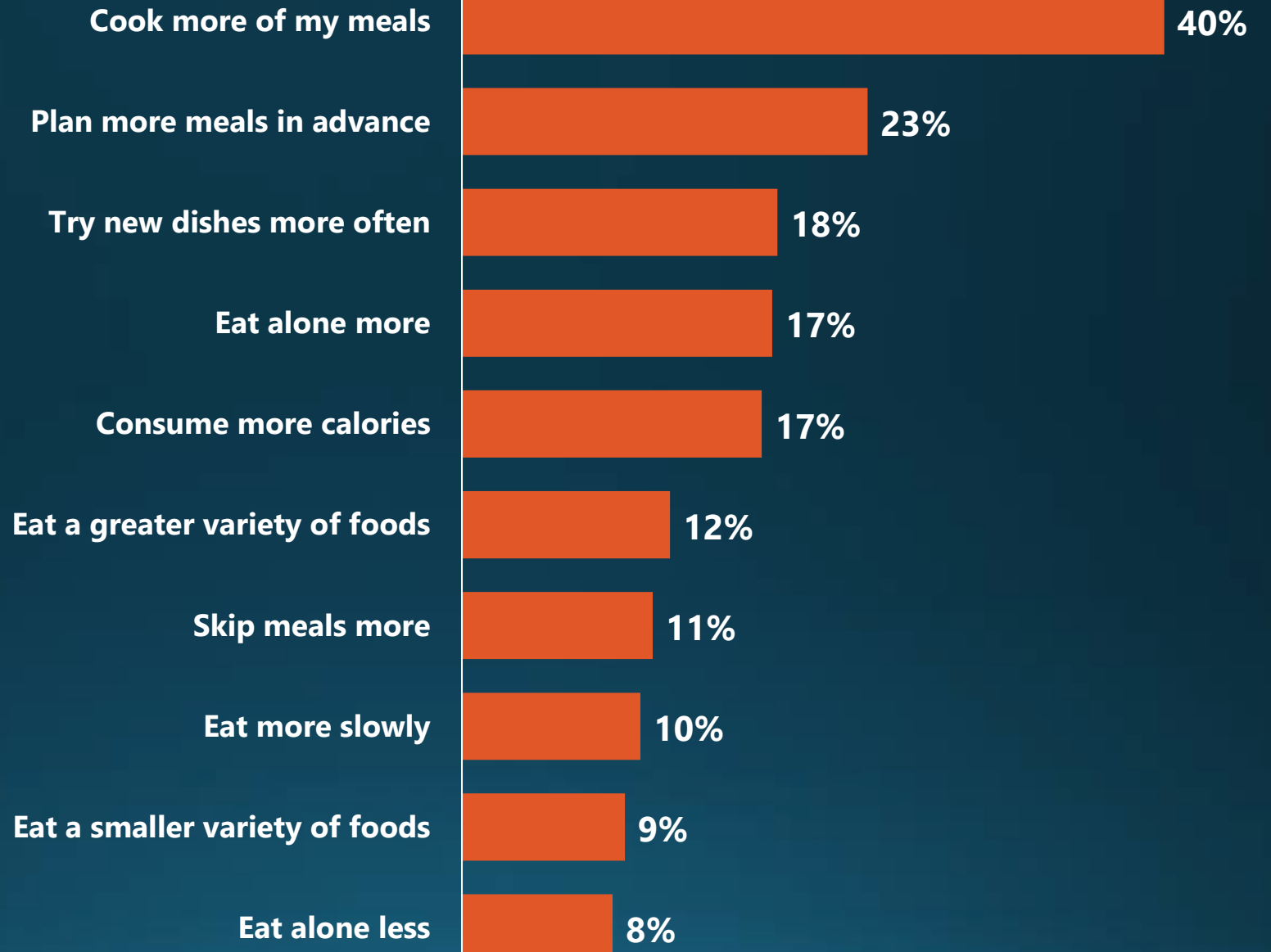
# Cooking Is Hot!

# 40% Now Cooking More





# Changes to Eating Habits During COVID-19



# When Restaurants Were Beyond Reach, Americans Chose to Cook



Cutting

Chopping

Toasting

Boiling

Baking



Younger  
Consumers  
Learned The  
Most Food  
Tricks





# Do We Still Need a Family Meals Campaign?

YES


# Stay Strong with Family Meals





## 2020 Family Meals Messaging

# STAY STRONG With Family Meals



**KEY MESSAGE #1**  
Family meals have  
always been one of the  
best healthy practices.

**KEY MESSAGE #2**  
Family meals  
keep us connected.

**KEY MESSAGE #3**  
Family meals are the  
foundation for a  
healthy nation.



Family Meals  
Have Always  
Been One of  
the Best  
Healthy  
Practices







Family Meals Keep Us Connected





Family Meals  
are the  
Foundation for  
a Healthy  
Nation

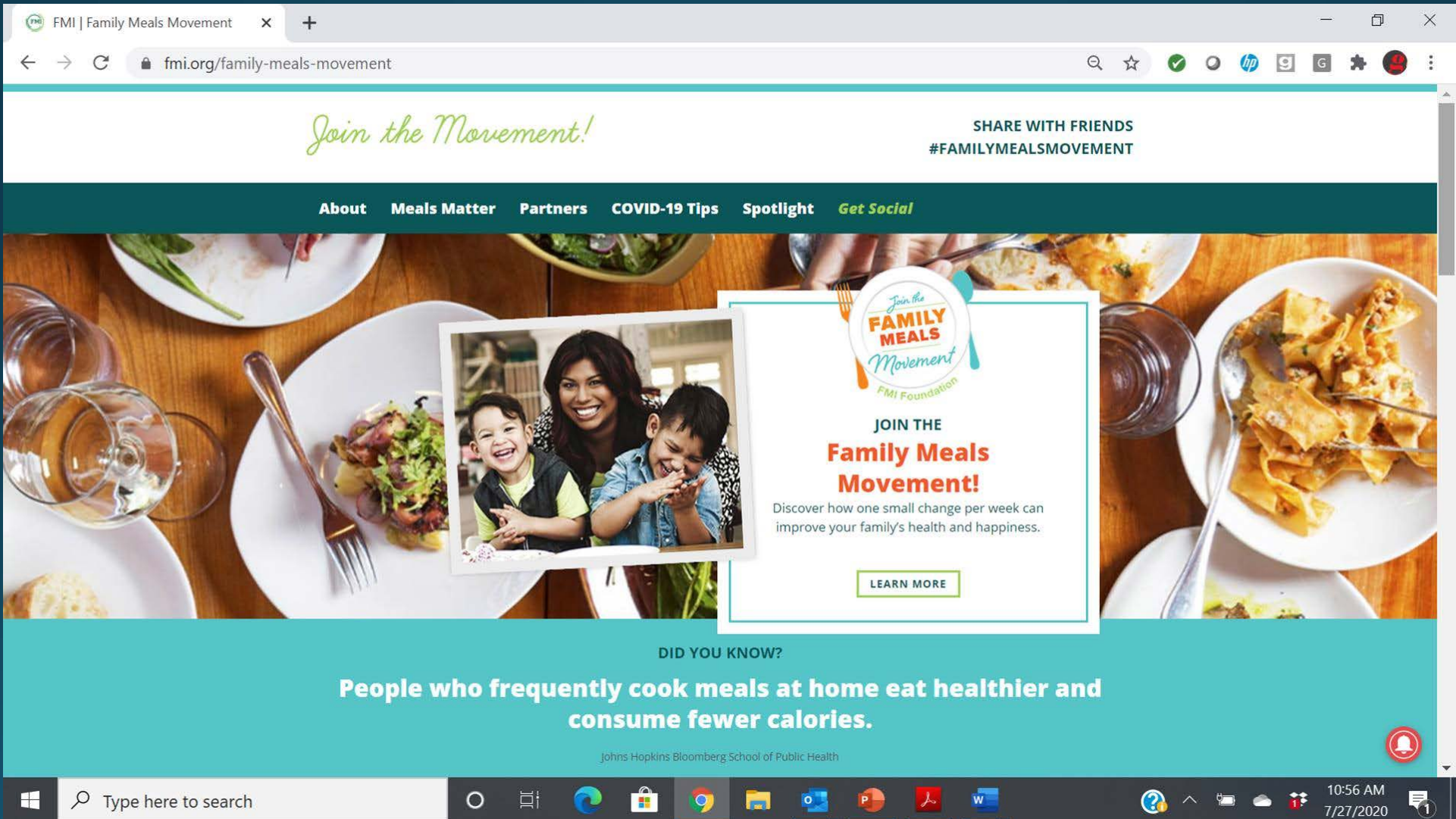


**This sounds great!**

**How can I promote more family  
meals?**



# Consumer Website



# Industry/Collaborator Website



The screenshot shows a web browser window with the address bar displaying `fmi.org/family-meals/toolkits/toolkit`. The website has a white header with a navigation menu containing links for **TOOLKITS**, **OUR MISSION**, **PARTNERS**, **AWARDS**, and **NEWS**. A prominent orange button labeled **JOIN THE MOVEMENT** is located on the right side of the header. The main content area features the **Family Meals Toolkits** title and a descriptive paragraph: "This toolkit is designed to inspire, and demonstrate how you can implement National Family Meals Month™ this September. Please select the version of the toolkit that is right for you." Below this, five toolkit cards are displayed in a row: **Community Collaborator Toolkit**, **Food Manufacturer Toolkit**, **Food Retailer Toolkit** (highlighted with a red border and a downward arrow), **State Resolution Toolkit**, and **Best Practices Guide**. Each card includes a thumbnail image and the text "National Family Meals Month™". The **Food Retailer Toolkit** card is expanded below the row, showing a detailed description: "The retailer National Family Meals Month toolkit has customizable resources, ideas, social media posts, logos and more to help food retailers make family meals a priority." followed by a **LEARN MORE** link. The browser's taskbar at the bottom shows the Windows logo, a search bar, and various application icons. The system clock indicates the time is 11:05 AM on 7/27/2020.

FMI | Family Meals Toolkit

fmi.org/family-meals/toolkits/toolkit

TOOLKITS OUR MISSION PARTNERS AWARDS NEWS JOIN THE MOVEMENT

## Family Meals Toolkits

This toolkit is designed to inspire, and demonstrate how you can implement National Family Meals Month™ this September. Please select the version of the toolkit that is right for you.

**Community Collaborator Toolkit**  
National Family Meals Month™  
Join the Movement to Make Family Meals at Home Essential  
COMMUNITY COLLABORATORS TOOLKIT

**Food Manufacturer Toolkit**  
National Family Meals Month™  
Join the Movement to Make Family Meals at Home Essential  
MANUFACTURER TOOLKIT

**Food Retailer Toolkit**  
National Family Meals Month™  
Join the Movement to Make Family Meals at Home Essential  
RETAILER TOOLKIT

**State Resolution Toolkit**  
Family Meals Month™  
Join the Movement to Make Family Meals at Home Essential  
State Resolution Toolkit

**Best Practices Guide**  
Inspiring a Movement  
RAISE YOUR MITT TO COMMIT IN 2018

### Food Retailer Toolkit

The retailer National Family Meals Month toolkit has customizable resources, ideas, social media posts, logos and more to help food retailers make family meals a priority. [LEARN MORE](#)



# Infographics



Bring Fun - Aug 2018



Bring Fun with Outline - Aug 2018



Chillax - August 2018



Chillax with Outline - August 2018



Experts Agree - Aug 2018



Experts Agree with Outline - Aug 2018



Get Conversation Started - Aug 2018



Get Conversation Started with Outline - Aug 2018



Improve Communication - Aug 2018



Improve Communication with Outline - Aug 2018



Improve Eating Habits & Nutrition - Aug 2018



Improve Eating Habits & Nutrition with Outline - Aug 2018



FMI | Graphics


fmi.org/family-meals/toolkits/graphics

TOOLKITS OUR MISSION PARTNERS AWARDS NEWS JOIN THE MOVEMENT


## Graphics

Family Meals Movement and National Family Meals Month™ logos are adaptable for use across every category and in every department. Consider using them to promote meal-related products.


### National Family Meals Month™ Logos



PNG | JPG | EPS




PNG | JPG | EPS




PNG | JPG | EPS

### Family Meals Movement Logo




PNG | JPG | EPS


### Raise Your Mitt Logos



PNG | JPG | EPS



PNG | JPG | EPS



PNG | JPG | EPS

# Graphics/ Logos





# Q&A



# Join the Movement



Show your support by taking and sharing the Have A Plant<sup>®</sup> pledge at [fruitsandveggies.org](https://fruitsandveggies.org). While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant



@fruitsandveggies



@fruits\_veggies



@fruitsandveggies



Produce for Better Health Foundation



**SEPTEMBER IS NATIONAL  
FRUITS & VEGGIES  
MONTH** #HAVEAPLANTPLEDGE  
#HAVEAPLANT #NFVM2020

September is National Fruits & Veggies Month and this year we're celebrating Have A Plant<sup>®</sup> Nation alongside National Family Meals Month<sup>™</sup>! Take a moment to celebrate how we can enjoy more fruits and vegetables during the month of September and beyond to support your health and happiness!

<https://fruitsandveggies.org/nfvm-toolkit/>





WEBINAR | Tuesday, August 25, 2pm EST

# Drink Your Fruits & Veggies

## Telling the Truth About 100% Juice

Presented by Dr. Mario Ferruzzi and Diane Welland, MS, RD



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Visit [fruitsandveggies.org/expert-professionals/webinars](https://fruitsandveggies.org/expert-professionals/webinars) for an on-demand library of PBH's past webinars.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.





# THANK YOU