



Making Nutrition Inspirational, Fun and Exciting Across all Generations

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BONDING in Thirty Seconds or Less ...

Open-Ended Questions and Rhetorical Questions

People will pay more attention to things they think of rather than what you put forth. Questions which require a response act as a form of audience participation. Rhetorical questions get people to think about the answer in their own minds. You focus their attention without engaging in the give-and-take of a true question and answer session.

Startling Statement or Statistic

Complete brevity with a degree of shock. Be careful not to use too many at once, since people only remember one or two at a time.

Joke

The best time to use a joke is when it fits in with your topic just beautifully, is entirely appropriate, and you can tell it well.

A Personal Experience / Story

Starting with a relevant story about you establishes empathy and rapport. It also confirms your qualifications to help them.

Comparison/Visual Aid

A vivid comparison can capture their attention quickly and provide the overview of what you are about to teach them. "You're in the store, turkey hot dogs or beef? How's a person to decide?"

Reference to an Occasion or Event

Reference holidays that have an impact on people's food choices. Christmas, Halloween, etc., make for good opportunities to enlist humor or establish common ground.

Quotation

The hard-earned wisdom of renowned sources hanging on your wall, can focus their attention quickly.

Source: "Power Speak" by Dorothy Leeds

The Recipe for Effective Education is . . .

<p>1/3 Information</p> <p>Always include lots of “meat and potatoes,” just be sure the meat’s not liver and the potatoes aren’t cold ... and you’re not cramming it down their throats!</p> <p>People can only remember so much. What are your 3 main points? Use the other 2/3 mediums to really paint a memorable picture so that they are more apt to act on what you say.</p>	<p>Your Ideas:</p>
<p>1/3 Entertainment</p> <p>Have fun with everyone! Grandparents to kids LOVE to Laugh!</p> <p><u>Why Use Humor?</u></p> <ol style="list-style-type: none"> 1. Gets their _____ 2. Relieves _____ 3. Maintains _____ 4. Improves _____ <p><u>How to Use Humor?</u></p> <ol style="list-style-type: none"> 1. Cartoons on handouts / overheads 2. Poking fun at yourself (not others) as opportunities arise 3. Humorous stories 4. Tasteful and appropriate jokes 	
<p>1/3 Motivation</p> <p>Present thought-provoking statistics that make them think about nutrition differently (see resource list).</p> <p>Find out what motivates them:</p> <ul style="list-style-type: none"> • Grandparents and adults: Blood pressure, cholesterol, weight, arthritis? • Teenagers: Want to be quick and high stamina for sports? Want to have a clear complexion? • Younger kids: 100% motivated by FUN, video games, YouTube channels and having more friends, • All ages: Tastes GOOD, is easy, and saves money. 	

Ideas for Eye-Popping Visuals

<p>Sugar 4 grams of sugar = 1 tsp of sugar.</p> <p>1 liter bottle of soda (29 tsp. for cola, 31 tsp. for Mountain Dew)</p> <p>1 can of soda a day for a year = 75 cups of sugar = giant water cooler bottle full! (One liter a day is 3 times this!)</p>	<p>Your Ideas:</p>
<p>Fat 4 grams of fat = 1 tsp of shortening.</p> <p>For Burger and Fries donut or chips.</p> <p>Smarter choices 3 times a week saves 25 cups of fat from going through your body!</p>	
<p>Fiber 24-foot long Gastro-intestinal tract (use rope).</p> <p>Display a bowl of wheat bran to show the amount of fiber added in a years time from one improved daily habit</p> <p>Calculate using Wheat Bran (every $\frac{1}{4}$ cup = 7 grams of fiber).</p>	

Use Personal Stories to “Drive Your Points Home”

<p>FINDING YOUR STORIES (funny and/or emotion-provoking)</p> <p>Think back to when:</p> <ul style="list-style-type: none"> • You struggled with your own weight, or eating disorder • You were a kid – things you learned about nutrition <p>Be aware, everyday of humorous happenings (or emotion-provoking):</p> <ul style="list-style-type: none"> • At the grocery store • At the dinner table (if you have kids, you should be accruing at least one good story a day!) • While counseling a client • While teaching a class • While working <p>Jot down your stories on index cards and file them under appropriate headings.</p>	<p>Your Ideas:</p>
<p>GROOMING YOUR STORIES</p> <p>Casually tell the stories while with friends. See how they go over. Improve and embellish. Remember the pacing you use helps magnify certain points and draw out the humor.</p>	
<p>APPLYING YOUR STORIES</p> <p>When preparing a counseling session or presentation, look through your file for just the right stories to accompany your points. Attach them to the points they illustrate. Pace them throughout your presentation.</p>	

Small group Interaction / Participation Ideas

- 1. Ask questions:**
How many of you _____?
Reply with, "...about half of you" OR "most of you" OR "not very many of you" ... so it seems purposeful.
- 2. Say it with me:** "The whiter the bread, the quicker you're dead."
"Eat it today, wear it tomorrow."
"Knowledge is power and we have choices."
- 3. Play Nutrition Deal or No Deal ...** (True=Deal/False=No Deal)
Most enthusiastic wins a prize.
- 4. Place an unusual vegetable in the middle of each table** (of 4 or so) and ask them as a team to come up with as many preparation & seasoning ideas as they can.
- 5. Have "give-aways"**
 - Have a grab bag of goodies to reward people who've shared.
 - Place a sticker on handouts or under chairs.
 - Throw raisins into the crowd.
 - Ask: "Anyone who exercised at least 1 time this week, stand up."
"If you exercised 2 times or more, stay standing? 3 times? 4 times?"
"Who included a session of resistance exercise?"
(GIVE PRIZES TO THOSE STILL STANDING)
- 6. New food taste challenge:** Example: Apples....Ask the group: "Who likes apples?"(most people do). Then ask, "Who here doesn't like apples?" (Select one of those people to come up)

Ask them when's the last time they had an apple. (if it's been years, point out that their taste buds may have changed).

Next ask what kind was it? They probably won't have a clue) Explain that there are MANY different tasting varieties of apples.

Provide them with a clear bag that contains one each different variety of apples. (Braeburn, Granny Smith, Pink Lady, Macintosh, Fuji, etc.) Ask them to share with their family or classroom. (or do right now!) by slicing each, posting a sign for the name for each, and taking votes who likes which kind the best to least.

This is a GREAT family or class activity! And really helps make a variety of important "taste" points!

FINAL STEP: Call them to Action

1. Provide them with a “TAKE ACTION” summary. Challenge them to Decide Right Now...What’s it going to be?
2. Ask them to write 1 goal from today’s session with 2 action steps
3. Lead them in taking a pledge (everyone stands)

Summary Points ...

1. NEVER be boring!
2. ALWAYS have fun!
3. Observe other educators, formulate your own unique style
4. Invest in yourself. YOU are your most valuable asset!
5. Practice what you preach – be a role model

Recommended Resources ...

Attention-Getting Facts and Examples ...

- Center for Science in the Public Interest (CSPI) “Nutrition Action Health Letter” (\$24/yr). 1875 Conn. Ave., N.W., Ste 300, Washington, DC 20009. (www.cspinet.org)
- Physicians Committee for Responsible Medicine, “Good Medicine” newsletter. (\$20/yr). (202) 686-2210.
- “Environmental Nutrition” \$30/yr. (800) 829-5384
- Tufts University Diet & Nutrition Letter \$20/yr. (800) 274-7581.
- **Choices for a Healthy Heart** by Joe Piscatella, as well as his other books.

Speaking Skills ...

- **PowerSpeak** by Dorothy Leeds
- **The Quick and Easy Way to Effective Speaking** by Dale Carnegie
- I highly recommend Attending a Dale Carnegie course or Joining Toastmasters

How to Pursue a Career in Speaking ...

- **Speak and Grow Rich** by Dottie Walters
- The website for the National Speakers Association (www.nsaspeaker.org)
- Attending your state chapter meetings of National Speakers Association

“Who you are speaks so loudly, I cannot hear what you say.”

—Ralph Waldo Emerson