



Label Lesson Video

Companion Discussion Guide

This guide provides optional discussion questions and group activities that you can use with the video. There are several natural points in the video where you can pause the video and have a group discussion. You can choose which pauses, questions, and activities make sense for your group and time frame.

Pause the video at minute 4:25 on the slide titled “Step-by-Step Process to Read Nutrition Labels with a Focus on Heart Health”

- How often do you read nutrition labels? Do you find them helpful?
- What are some of the barriers to regularly reading nutrition labels?

Pause the video at minute 18:07 on the slide titled “Examples”

- What information did you find surprising?
- What information did you find helpful?
- How do you think you could incorporate parts or all of this approach into your daily life?
- How do you think you might use it while shopping? Cooking? Choosing snacks?

Pause the video at minute 26:16 on the slide titled “Health Claims and Front of Package Labeling”

- **Possible group activity:** Work through additional examples individually or in small groups and discuss findings
 - Bring in some real-life examples of foods and beverages (or their packaging) and distribute to participants along with printed copies of the accompanying “Guide to Reading Nutrition Labels” for participants to use as a reference.
 - If you cannot bring in examples, you can photocopy or print out nutrition labels (these can be found online on many grocery store websites).

- Participants can spend about 5 minutes working through the steps outlined in the guide.
- Have the group come back together to share and discuss their findings.
- Ideas for examples include:
 - A variety of popular foods from different categories
 - A selection of foods from a single category, for example:
 - Drinks (water, soda, energy drink, regular milk, flavored milk, juice, coffee drink)
 - Canned soups
 - Granola and protein bars
 - Common snack foods (candy, chips, etc.) that you would see in a vending machine or grocery store check-out line
 - Frozen dinners
- For products that are high in sugar, like beverages, it can be interesting to bring in a canister of sugar and a set of teaspoons and have people measure out the number of teaspoons of sugar in a product into a small plastic bag. This provides a clear visual of how much added sugar is in a product.

At the end of the video

- What do you think about the FDA's new proposed front of package labeling? Do you think it will make it easier for you and others to make informed, healthy choices?
- How do you think it compares to the labeling approaches taken by other countries?
- What changes to nutrition labels would make it easier for you and other consumers to make healthy choices?

General tips for facilitating discussion:

- **Encourage all voices.** Create a welcoming, encouraging environment. Gently invite, but don't force, quiet members to join the conversation.
- **Acknowledge contributions.** Thank participants for sharing their thoughts and experiences and highlight valuable insights.
- **Ask follow-up questions as needed.** If participants offer short answers, consider following up by asking "Why do you think that is?" or "Tell me more" to dig deeper.
- **Gently steer the conversation back to the topic if it gets off track.**