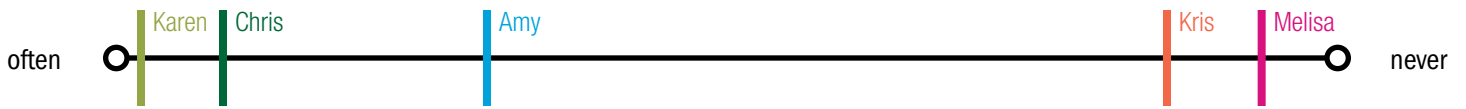
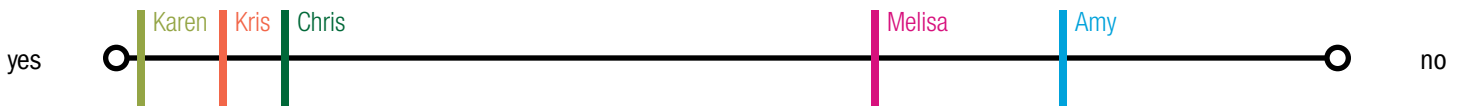


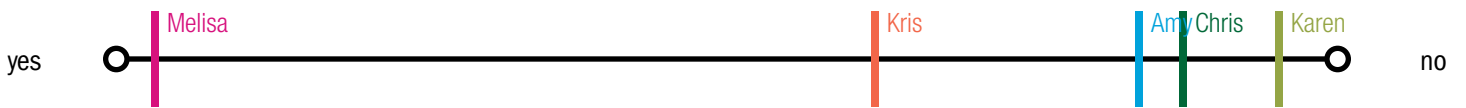
### Eats Fast Food



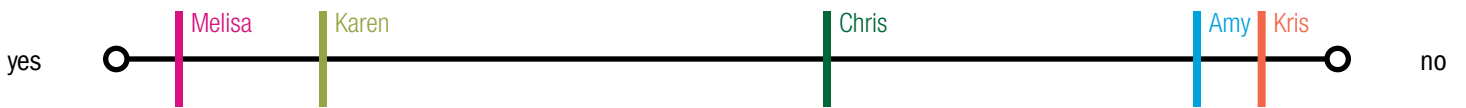
### Budget Concerns



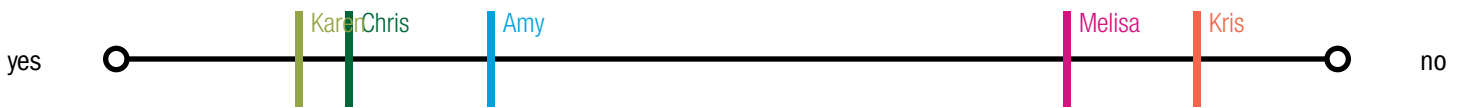
### Enjoys Cooking



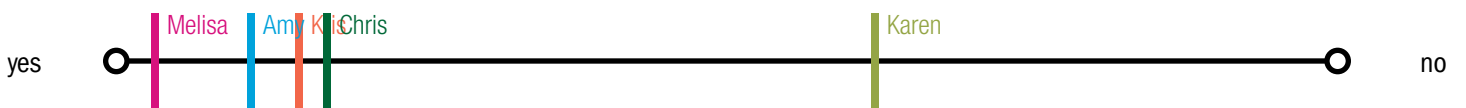
### Concerned about childhood obesity



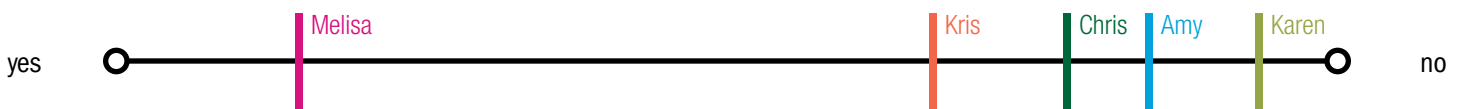
### Struggles with own personal nutrition



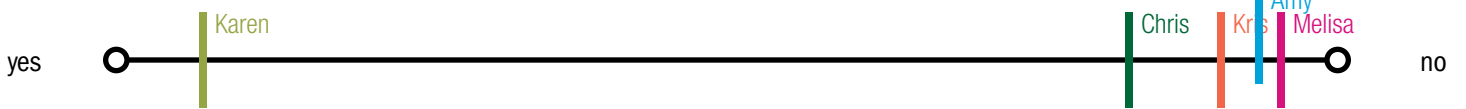
### Family eats together



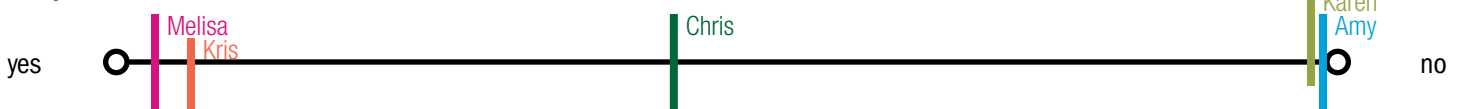
### Family eats a broad range of foods in all food groups



### Food allergies present in family



### Stay at Home mom





## “The Busy Working Mom”

**Location:** Feasterville, PA

**Profession:** High School Science Teacher

**Age:** 30

### Nutrition Goals

- Learn how to cook a few simple homemade meals
- Feed the kids “balanced” meals
- Watch serving sizes
- Try to make meal planning a priority

### Needs:

- Easy to follow instruction
- Support from friends and family
- Tips to help alleviate rush decisions

*“I don’t want the girls to end up having weight problems. I’m more addicted to junk foods, but I’m trying to instill healthier habits with them—no soda, less junk”*

Chris is a mother of 4-year-old twin girls, and teaches middle school science in the suburbs of Philadelphia, PA. She attends graduate school part-time on the weekends, and works a part-time job waitressing in the evenings. Her husband works in beverage sales. Their workday begins early with a 6am wake-up, and a quick breakfast of cereal, toast, or bagels on the run. The girls go to preschool while mom and dad report to their jobs.

Chris works hard and is concerned about her eating habits, she doesn’t want to be a part of the trend of obesity in her family. Her daughters are thin, but she knows how unhealthy eating habits can creep up on you when you get older. She is frustrated by her limited time to spend with her family before bedtime, the cost of groceries when she zips thru the aisles to shop before dinner, and her disdain for the task of cooking, which she finds tedious and unrewarding. In an effort to manage her own weight, she uses applications on her iPhone such as Livestrong to calculate her calories, but doesn’t track for long periods at a time due to the time involved in remembering to write everything she eats. Instead, she has made more of an effort to exercise, prepare simple meals that include less fat and smaller portions from the main “food groups”—a protein, a side of grains such as rice or pasta, and a fruit or a vegetable.

Because her husband Brian often works in the evenings, Chris takes on most of the responsibility for shopping and meal preparation for the family, while Brian often eats out. On average, the family eats at fast food restaurants 2-3 times a week, attempting to order “healthier” items from the selections. She wants to instill better eating habits with her children, and claims “I don’t want them to end up having weight problems, so no soda, less junk. Growing up, we ate lots of junk and soda, and now we are addicted. Now that I’m older its harder to change, I want my girls to learn the better habits earlier. I need to be more STRICT, to ensure healthier choices later in life.”



**M**elisa is the mother of two boys, ages 5 and 1, and works part-time from home as a graphic designer. She loves being home with her small boys, and sometimes misses the financial security of a full time job, but is happy to tighten her budget so she can raise her sons without daycare. With nutrition as a high priority for her growing boys and herself, Melisa spends time each Saturday planning meals for the upcoming week, by pulling recipes from cookbooks, and makes a grocery list. She is an avid user of grocery coupons and enjoys the savings despite the time it takes to clip the coupons from the newspaper and download them online.

Melisa worries about the high sugar content in foods marketed for kids, such as juices and cereals, and believes that these things that could lead to weight issues in the future. She is frustrated that the cost of healthy, fresh foods is so high, but has increased her grocery budget while sacrificing in other areas to ensure fresh, unprocessed food items in her family's diet. To save time, the crock pot is highly utilized for meals that last a few days. She tries to find quick & easy recipes to have on hand that she knows the kids will enjoy, and sticks to her weekly schedule of meals and lists to ensure she has the ingredients on hand for everything she has planned—but with one very picky eater, meals don't always go as planned.

She worries about other families in her circle, who don't have the time to make better food choices, and believes that discipline is a big problem leading to childhood obesity. She argues that fast food is not the problem... fast food is a treat, for every once in a long while, not every day. She is vigilant and expects all mothers should be this way, not by blaming institutions, but by looking at yourself and making the tough choices for yourself and for your kids. Every morning, she sees other educated parents drop kids off at school with Dunkin Donuts, or a plate of eggs, bacon, and potatoes. She is teased by other parents as the "young mom who brings the healthy snacks," but she doesn't mind that at all.

## "Healthy Family on a Budget"

**Location:** Milleville, NJ

**Profession:** Freelance Designer

**Age:** 33

### Nutrition Goals

- Stay away from HFCS and other unnatural ingredients
- Introduce kids to a variety of healthy foods
- Be more active as a family

### Needs:

- Help managing her food budget
- Healthier fast food options, a once-in-a-while treat
- Ways to track which nutrients may be lacking in their diets

*"I wish there was a way to make the school stop giving my kids awful food. Until then, I'll pack their lunches at home."*