



1,000
DAYS



1,000 Days partnered with the Centers for Disease Control and Prevention (CDC) and Healthy Eating Research (HER) to translate the latest nutrition evidence into practical resource for parents.



THE PROBLEM

Too Many Infants & Toddlers Are Not Getting a Healthy Diet



More than half of infants are introduced solid foods too soon



Fewer than half of children eat a vegetable on any given day



15% of children are iron deficient



99% of babies consume more sugar than recommended on a given day



More than half of mothers say they receive mixed messages about what to feed their young kids



The Reality of Raising a Healthy Kid in Today's World

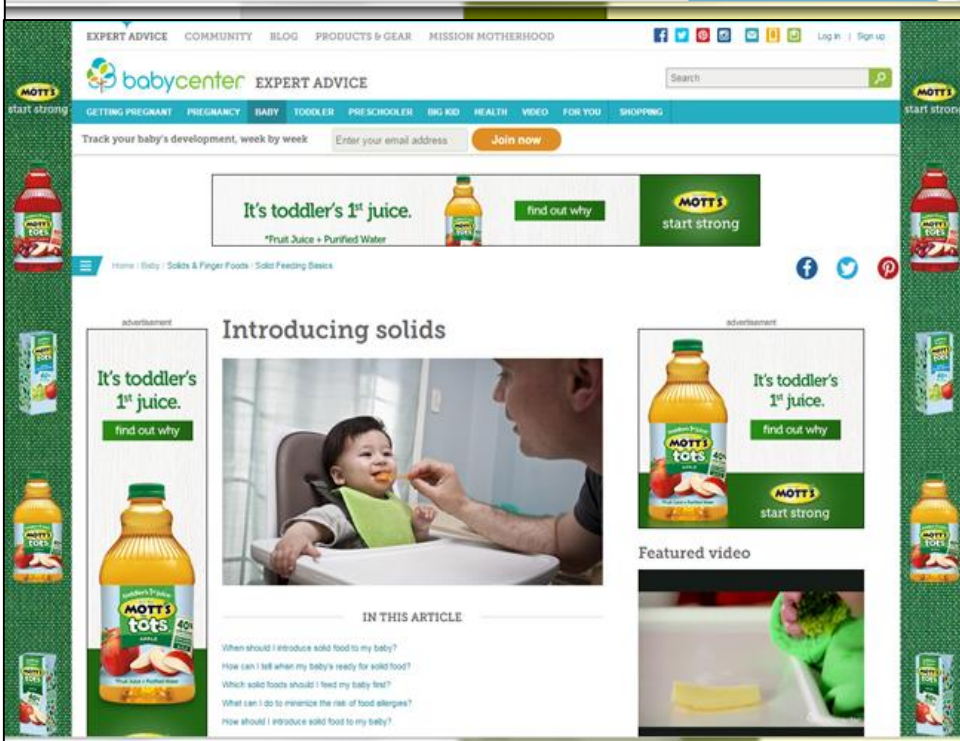
New moms get a lot of (varied) baby advice. Although people usually mean well, not all of it is based on fact - especially when it comes to nutrition.

There is no **consistent or unbiased** source of information that parents can turn to for information on **what, when, and how to feed their children.**



The Current Content Landscape

- **Not Accessible:** Do I need a PhD to understand this? Where is the nutrition information hidden amongst all of the other parenting topics & advertisements?
- **Not Consistent:** First you said that, now you say this?
- **Not Focused on HOW:** I hear what you're saying, but HOW do I do that?!
- **Not Visual:** Can you show me, not tell me?





According to Moms

"Google will tell you one thing, and another thing, and another."- Marissa, Mother of a 5-month-old

"Today a different doctor told me I have to give her grape juice, that it is good. And in the previous talks they always tell me that all juices are not good."- Cristina, Mother of a 10-month-old

"My doctor was saying feed them when they're hungry, and then WIC was saying do it every 2-3 hours, and wake them up."- Brandi, Mother of a 4-month-old



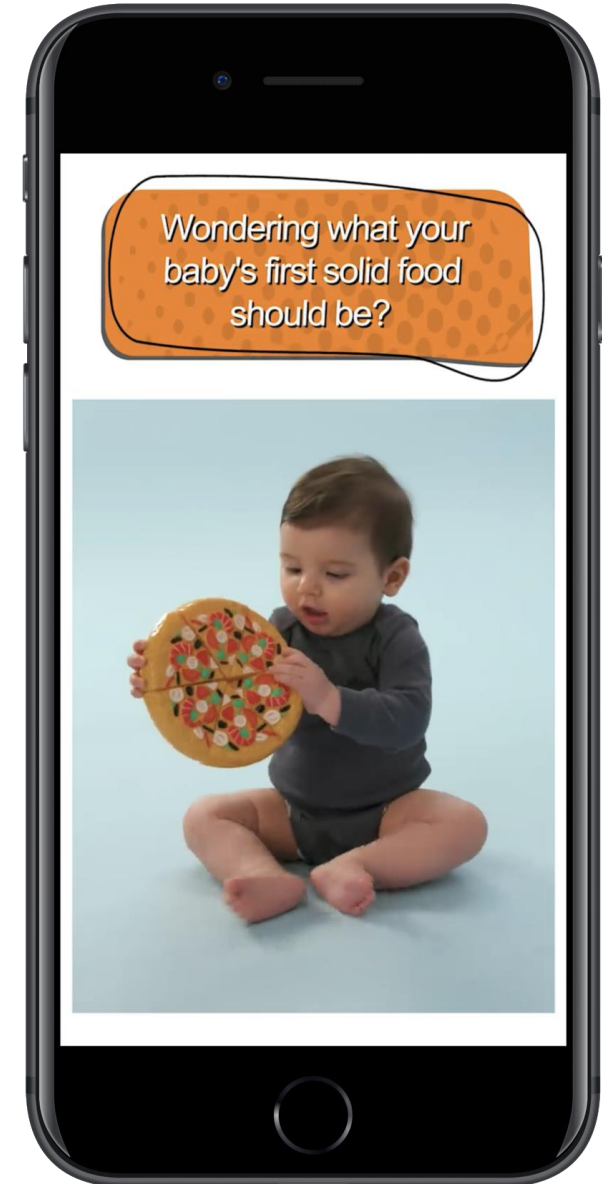
Our Vision

To surround parents with evidence-based nutrition information so that parents confidently feed their kids and that children have the essential nutrients to grow, learn and thrive

OUR PILOT

Translating the Evidence into Practical and Compelling Videos

We started with a series of 12 bite-sized videos around one of the top questions we hear from parents: how to introduce solid foods.



Does your baby want what you're eating?

NOM
NOM
NOM



TOPICS

Introducing Solid Foods

- Is my baby ready to start eating foods?
- What is a good first food?
- What to expect when introducing first foods
- How much should I feed my baby?
- What should my baby drink?
- How to win mealtime
- What should my baby eat in the first year?
- What foods should my baby avoid?

Cooking Videos

- How to cook baby's first meat
- How to cook sweet potato
- "No cook" first foods
- How to cook broccoli



IRON
is important for
his growing body...

Our Approach

1

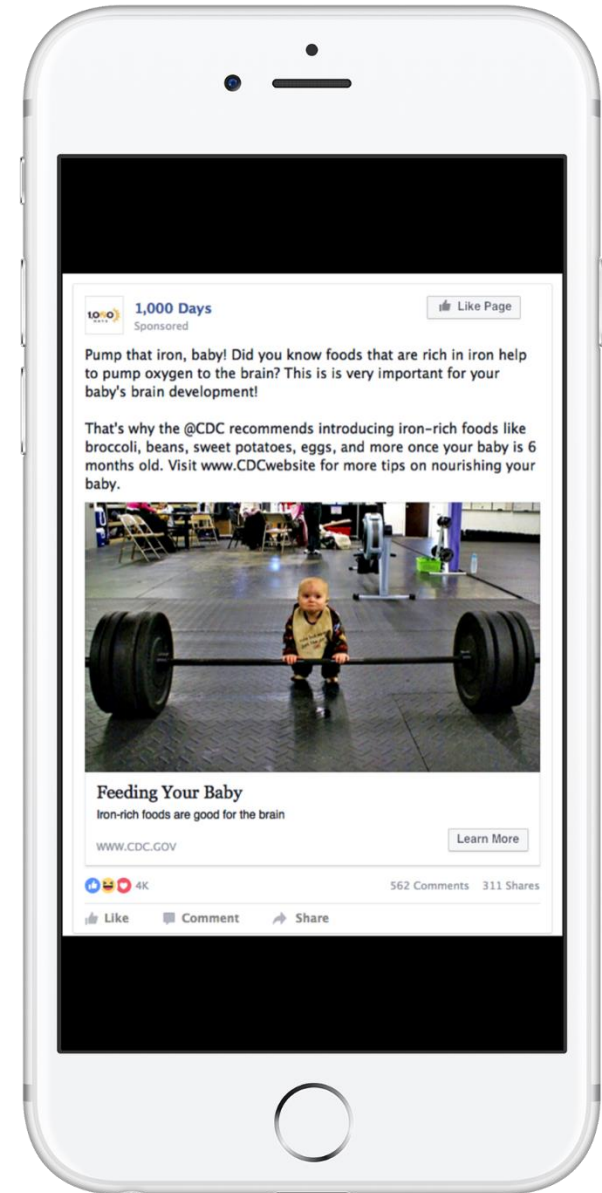
Translated the evidence-based & expert-approved nutrition information

2

Packaged the information into compelling content that is also practical for parents and caregivers

3

Promoted the content to target audiences and through channels where parents seek information



1 **Translated** the evidence-based & expert-approved nutrition information on infant and toddler feeding

We gathered the evidence-based nutrition information from the leading organizations and worked with experts from the CDC and Healthy Eating Research (HER)



2 **Packaged** it into compelling content that is also practical for today's moms

The content was developed specifically for our target audience of Millennial Moms

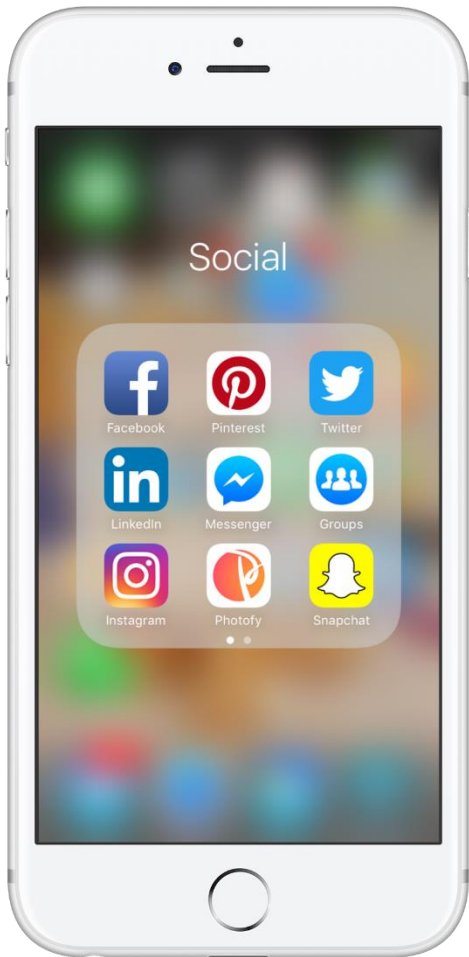
The videos are:

- Optimized for Social Media
- Culturally Appropriate
- Accessible



3

Promoted the content to target audiences and through social media



- **Moms are on Social Media:** Millennial moms spend an average of 17.4 hours/week on social media.
- **Share With Others:** Millennials have driven massive growth on social media with food and baby-related “how-to” content shared most heavily.
- **Instant Feedback:** Social media allows us to gain real-time feedback and audience insights via reactions and comments. This allows us to quickly test and iterate messages and content.

Our Results

3.62M+

People
Reached

1.15M+

Video
Views

1M+

Shares,
Comments &
Reactions

"The videos are adorable and informative. They identify things that are important for a little one and how to ensure that they are healthy!"

— Cadera, Mom

"You hit it on the head with the signs of when your baby should start solid foods and what to feed them. You did a good job. I liked the fact that you also said some days are different so keep trying."

— Steffilynn, Mom



Looking Ahead

**What are your
go-to quick and
easy first foods?**

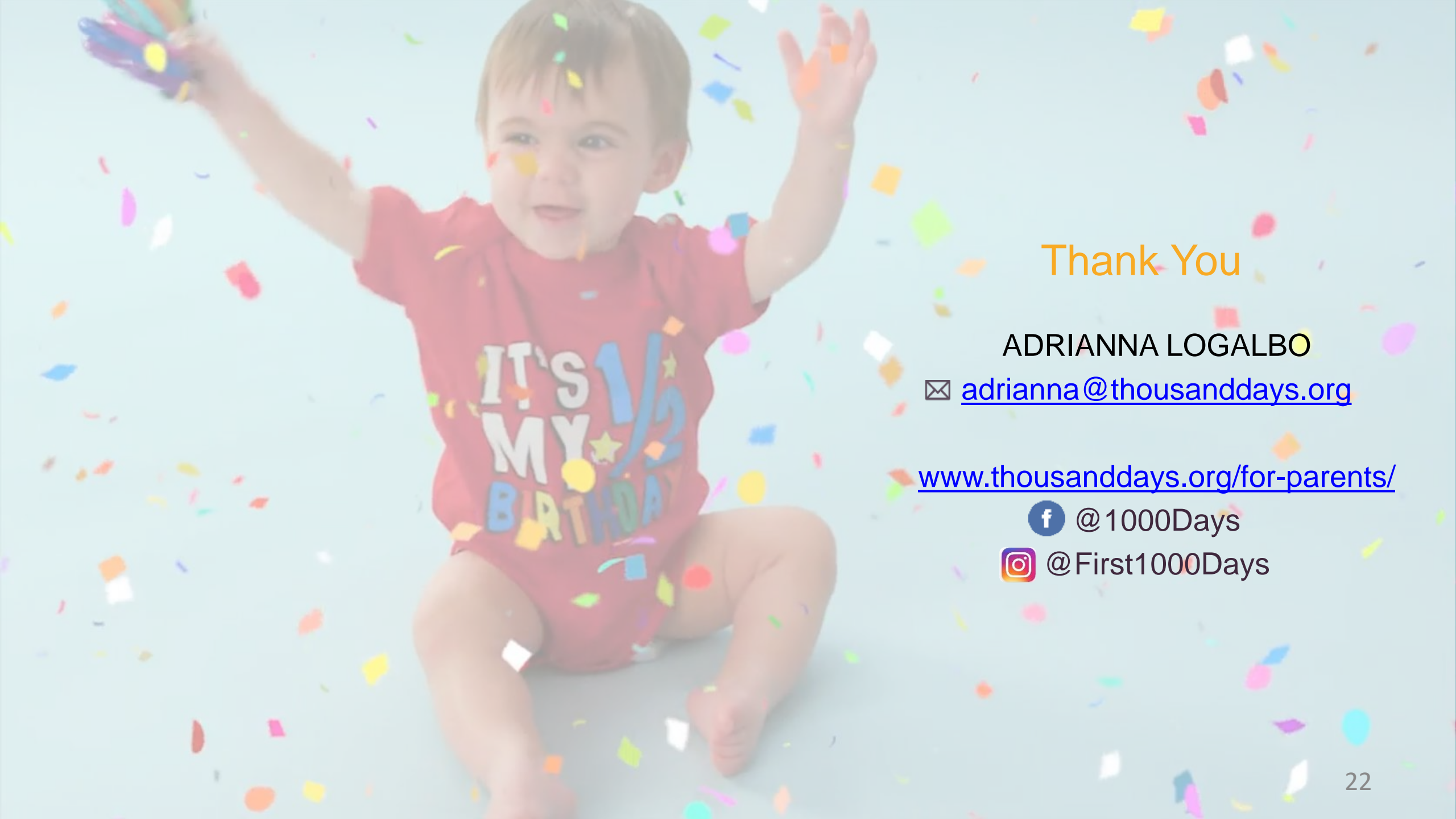


- Develop Additional Content Types
- Reach New Audiences
- Expand Distribution Channels
- Build a Resource Library

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Thank You

ADRIANNA LOGALBO

✉ adrianna@thousanddays.org

www.thousanddays.org/for-parents/

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