

From: Hussain, Tasneem

Sent: 2/28/2013 10:15:55 AM

To: TTAB EFiling

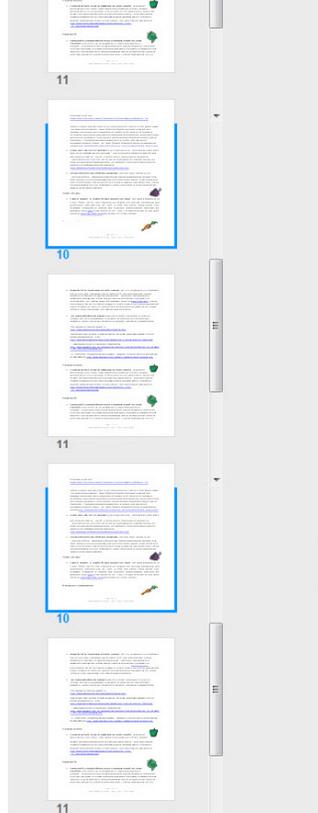
CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85455577 - STRATEGIC
SNACKING - 020589.0200 - Request for Reconsideration Denied - Return to TTAB -
Message 3 of 5

Attachment Information:

Count: 8

Files: iowa-09.jpg, iowa-10.jpg, iowa-11.jpg, iowa-12.jpg, iowa-13.jpg, iowa-14.jpg,
iowa-15.jpg, iowa-16.jpg



Franciscan Healthcare to implement the *Eat Better & Move More* program at the Cedar Falls Senior Center. *Eat Better & Move More* is a research-based disease prevention and health promotion program aimed at helping older adults achieve nutrition and physical activity success as well as showing them good nutrition is for everyone. This program shows that both a more nutritious and active lifestyle are only a few steps away.

The nine participants were very receptive and responsive to this holistic approach to health. The range of activity level among participants was quite large; some were able to walk five miles a day while others were happy to walk one mile. Everyone saw improvements well above their goals and felt a sense of pride in achieving these goals. A great feeling of team camaraderie was created when the group discussed their challenges and successes. The support of others is what helped make achieving goals fun and easy.

All of the participants, at one time or another, commented they learned more about nutrition than they thought possible and that they really appreciated the way to program was set up for success. Additionally, a participant said, "I really needed a program like this, and it may seem silly but it has made me feel better. I like seeing at the end of the day how much I have accomplished." "Programs like this are very needed and helpful; it just shows that we can achieve goals by taking a few extra steps a day".

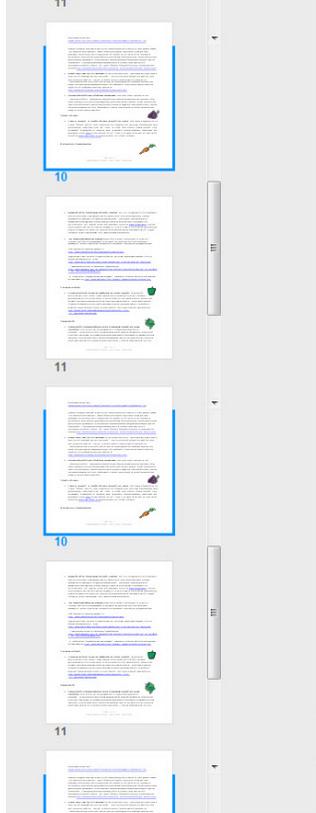
This group of participants enjoyed the program so much, they have asked to participate in the second session.

Program Outcomes

- The increase in range for number of steps walked: 12%-85%.

- The average increase in steps was 50%.
- The participants increased walking from 5.5 blocks each day to over 21.
- They went from a feeling of not receiving adequate physical activity to a feeling of getting enough and making improvements in health.
- The program helped them to eat more fruits, vegetables, calcium-rich foods, and fiber.

Note: AAAs can identify OAA III D funds to support health promotion programs such as Eat Better & Move More.



Partnering with the Food Bank: Elderly Nutrition Box Program

Project information provided by Sally Myers, HVAAA

In a partnership with the Northeast Iowa Food Bank and with the help of an Altria Grant, a 15 meal food box is delivered to 510 home delivered meal clients throughout Hawkeye Valley Area Agency on Aging's (AAA) ten counties. The population targeted is rural older adults who are at risk of malnutrition, on a fixed income, and who may have transportation difficulties. These boxes are an example of services that assist older adults to remain independent and in their own home.

The food bank orders the food, arranges for the volunteers to pack boxes and delivers the boxes to senior centers. The senior centers find the volunteers to deliver the boxes to the homes.

The benefits of this program are many. The older adults have additional food which allows them to free up their dollars for other things thereby helping them to maintain their nutrition status, be independent and remain in their own home. The box program helps alleviate food insecurity which has been identified as a problem in the Hawkeye Valley area.

The food boxes are delivered in the late afternoon so Hawkeye Valley AAA has been able to tap into a whole new group of volunteers to deliver them. These include youth church groups, Boy Scouts, Girl Scouts, 4 H groups, parents and their children, service organizations, and some are delivered by the same meal delivery folks who deliver the noon meal. There are volunteers for both the food bank and Hawkeye Valley that volunteer only for this project.

Every year a survey is done and the food box program receives a lot of praise. The boxes include non-perishable foods, staples (every other month as every month was too much), baked goods, and fresh produce when available. Also included is nutrition education which is printed nutrition information.

This program is in its third year with the support of an ongoing Altria Grant. Because of its success, Hawkeye Valley AAA is seeking funding through United Way to continue this program.

Note: Counties served by Northeast Iowa Food Bank that are in Elderbridge AAA and Scenic AAA also receive food boxes.

RESOURCES

Nutrition Program Management



- **Nutrition Service Providers Guide: Parts 1 & 2 of the Dietary Guidelines for Americans.** This document explains how to implement the Dietary Guidelines for Americans at a local provider level. The content has been approved by the ODPHP in the Office of the Assistant Secretary for Health. These are posted on the website of Florida International University at http://nutritionandaging.fiu.edu/DRI_and_DGs/nutrition_service_providers_guide.asp

Health Promotion



- **Dietary Guidelines for Americans: Additional Resources** are new and now available at http://nutritionandaging.fiu.edu/DRI_and_DGs/dg_resources.asp
 - Dietary Guidelines for Americans 2005 Older American Brochure: *Getting older. Living Healthier. Feeling Better.*
 - Older Adult Health Fact Sheets. There are eight fact sheets highlighting sections of the Dietary Guidelines.
- **NIA offers new Spanish-language website.** Making health information available to minority elders is a vital part of NIA's outreach to older adults. The older population in the United States is becoming more racially and ethnically diverse. According to the U.S. Census Bureau, the number of older Hispanic adults in the United States is expected to increase from 6 percent in 2003 to 11 percent by 2030.

Accurate, up-to-date information on health issues affecting Hispanic seniors is now available online in Spanish from the National Institute on Aging (NIA), part of the National Institutes of Health. The user-friendly website has information on a wide range of health topics, including diseases such as Alzheimer's, cancer and diabetes. Helpful tips on choosing a doctor and maintaining a healthy lifestyle also are available at www.nia.nih.gov/Espanol.

- **Medicare Preventive Services:** The Centers for Medicare & Medicaid Services (CMS) has updated its *Quick Reference Information: Medicare Preventive Services* chart. The two-page document lists the various preventive services Medicare covers, who is eligible, beneficiary copayments, and necessary codes. Access the document at



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http://www.cms.hhs.gov/MLNProducts/downloads/MPS_QuickReferenceChart_1.pdf. Note that Medical Nutrition Therapy (nutrition counseling by a registered dietitian) is one of the services.

- **Used Equipment Referral Service:** Assistive Technology equipment can be located at www.iowacompass.org and look on the purple column for "Used Equipment. Information can also be accessed by calling 800-779-2001.
- **Tasty, Healthy Recipes:** Individuals visiting food pantries are seeking simple healthy recipes that use many of the food items they receive in their pantry bags. The goal of this resource, Tasty Healthy Recipes, is to have a simple tool available which may aid in improving the quality of the diets of the guests of emergency food service providers or individuals benefiting from government food and nutrition programs. This resource contains basic recipes and simple tips on eating well. Food provided and consumed in a healthy way can be the foundation of better health. The Tasty Healthy Recipes resource is available by visiting http://www.worldhungeryear.org/comm_conn/images/Recipe_booklet.pdf
- **Know your risk for eye disease:** More than half of all Americans will have some form of eye disease as they get older – one out of three people by age 65, and one of two by age 80. And yet, a recent survey found that the majority of Americans do not think they are at risk for developing eye disease and do not know the risk factors associated with the diseases. Learn more about different types of eye diseases and risk factors at <http://www.geteyesmart.org/eyesmart/know/index.cfm>.
- **Seniors Benefit from Strategic Snacking.** The May 2007 Journal of the American Dietetic Association reported that regular snacking may actually help older adults fill the nutritional gap that often comes with aging. Older adults who have unintentionally lost weight or have a loss of appetite can benefit from eating nutritious snacks like fruit, vegetables, yogurt, and a slice of whole grain bread, toast or whole grain crackers.

Health Literacy

- **Plain & Simple: A health literacy project for Iowa:** The Iowa Department of Public Health (IDPH) has resources for helping you develop educational and



Public Health (IDPH) has resources for helping you develop educational and promotional materials that are easy to read and clearly communicate your message. Examples of original and improved communication materials are provided. Click [here](#) to go directly to the *Plain & Simple* Web site or visit IDPH online at www.idph.state.ia.us and search for "health literacy".

Emergency Preparedness



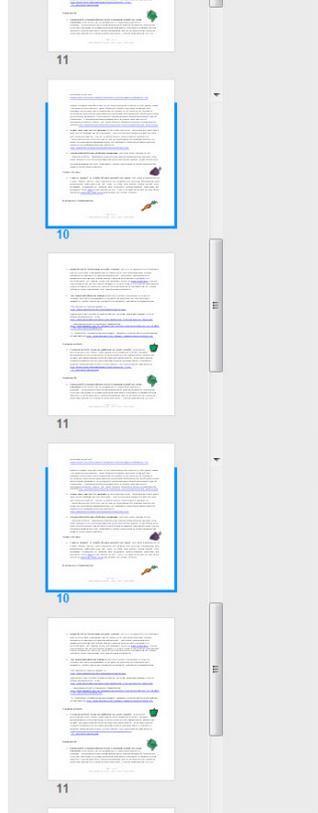
- **Department of Homeland Security Videos:** The U.S. Department of Homeland Security's Ready Campaign has released three new demonstration videos designed to highlight the specific steps older Americans, individuals with disabilities and special needs, and pet owners should take to prepare for emergencies. The videos, which are available online at www.ready.gov, remind individuals to get an emergency supply kit, make a family emergency plan and be informed about the different types of emergencies while considering the unique needs of these individuals, their families and caregivers.
- **The Administration on Aging** continues to share information to help our network do everything possible to prepare for potential emergencies and disasters. These reports are designed to advance emergency preparedness:

HHS Pandemic Planning Update IV
<http://www.pandemicflu.gov/plan/panflureport4.html>

Improving Health System Preparedness for Terrorism and Mass Casualty Events
Recommendations for Action
http://www.ama-assn.org/ama1/pub/upload/mm/415/final_summit_report.pdf

A Pharmacist's Guide to Pandemic Preparedness
<http://www.sphanet.org/AM/Template.cfm?Section=Home&CONTENTID=8219&TEMPLATE=/CM/ContentDisplay.cfm>

AoA Emergency Preparedness and Disaster Assistance Webinar Series materials can be accessed at http://www.aoa.gov/PROF/disaster_assist/webinar/webinar.htm



Physical Activity



- **Physical activity recommendations for Older Adults:** To promote and maintain their health, older adults need moderate-intensity aerobic physical activity for a minimum of 30 minutes on five days a week, as well as muscle-strengthening activities at least two days a week. This report issues recommendations on the types and amounts of physical activity needed to improve and maintain health in older adults. The report can be accessed at http://www.healthyagingprograms.org/resources/ACSM-AHA_physical_activity.pdf

Food Safety



- **Food Safety Considerations When Choosing Assisted Living Facilities:** New check list for prospective tenants and families to consider. This brochure and informational sheet was developed by Iowa State University as a part of a grant providing food safety education to assisted living facilities. It could also serve as an educational tool for all food service workers. Materials (document numbers 2038 and 2038A) can be accessed at the ISU

Extension Store site
<https://www.extension.iastate.edu/store/ListItems.aspx?CategoryID=44>

- **Safety First!** Food safety that is... the four basic rules are clean, separate, cook and chill.

Clean hands, food contact surfaces, and fruits and vegetables. Do not wash or rinse meats and poultry. (Washing raw meat and poultry can spread bacteria.)

Separate raw, cooked and ready-to-eat foods when shopping, preparing or storing foods. This prevents cross contamination from one food to another.

Cook foods to a safe temperature in order to kill microorganisms. Use a food thermometer or an instant read thermometer to be sure.



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Chill. Refrigerate perishable foods promptly and thaw foods in the refrigerator, not on the counter. Your refrigerator should hold 40 degrees F and your freezer 0 degrees F. Use refrigerator and freezer thermometers to be sure.

For food safety questions visit : Ask Karen - FSIS' virtual representative can answer your questions 24 hours a day, 7 days a week at www.fsis.usda.gov/Food_Safety_Education/Ask_Karen/index.asp#Question.

Did You Know?

- The Administration on Aging (AoA) Gateway has information about the new provisions of the Older Americans Act (OAA) at <http://www.aoa.gov/oa2006/>.

**Pick a Better Snack
On the Go – With Carrots!**



Nature shows its beauty in the fall with the leaves turning brilliant colors. Did you know that carrots used to come in every color but orange, including yellow, red, black, white and mostly purple? Purple carrots with a yellow flesh were first grown in Afghanistan in the 7th century. We have the Dutch to thank for developing today's bright orange carrot that gives us carotene to help our vision. Carrots are packed with vitamins A and C, and they're also free of fat, saturated fat and cholesterol. Plus they're low in calories and sodium.

Picking out good carrots is easy – look for carrots that are firm, smooth, evenly shaped and have a bright orange color. Leave the flabby, crooked and cracked carrots behind. When you get them home, snap off the greens (if they have any), rinse and scrub (peeling is optional) each carrot with cold water, and pop them in your refrigerator. You can even buy baby carrots already packaged in snack sizes! They'll be ready to go when you are!

The screenshot displays a Google Docs viewer interface. On the left side, there is a vertical table of contents with page numbers 10 and 11. The main content area on the right shows a document with several paragraphs of text. The text is mostly illegible due to blurring, but some bolded words and phrases are visible, such as "Introduction", "Background", "Methods", "Results", and "Conclusions". The document appears to be a report or a research paper related to nutrition and healthy aging.