



Session 10

Call to Collaborative Action

Workshop

Workshop: 2 parts

1. Table Talk: Apply Learnings from Milk and Pulse
 - 30 minutes
2. Small Groups: Collaborative Action Areas
 - 60 minutes

1. Table Talk

- Spin Around:
 - Share 1 thing that got your attention from the **dairy** and **pulses** speakers
 - How does this **apply** to whole grains community?
 - 10 minutes
- Share applications via *polleverywhere*



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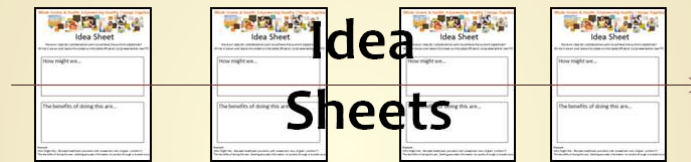


WGS Path to Collaborative Action



Session 4 Networking

- Stories
- Initial Ideas



Session 7 Showcase Graffiti Boards



Session 10 Small Groups

- Collaborative Action Write-Ups

Opportunities for Collaborative Action

- 10 Opportunity Areas
- Each is assigned a work station
- **Self – select** into an opportunity area
 - Ideally, a working group of ~8 people for each
- Outcomes: (40 minutes)
 - Write-up of the collaborative action (template)
 - 10 word *tweet / bumper sticker* phrase to rally this community around the action
- Share tweets

Workgroup Outcomes

1



Whole Grains & Health: Empowering Healthy Change Together
Whole Grains Summit 2015

COLLABORATIVE CALL TO ACTION

OPPORTUNITY NAME:

OPPORTUNITY DESCRIPTION:

DESCRIPTION / MOTIVATION

State a project objective(s) to frame collaborative work against this opportunity:

OBJECTIVE

What would the deliverables of the project be?

DELIVERABLE

To be successful, we would need active participation by (describe types of SMEs, organizations...)

CRITICAL
PARTICIPANTS

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

BENEFICIARIES /
FUNDING

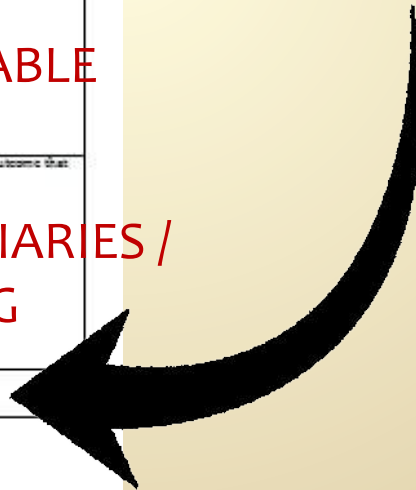
A tweet to rally support and energize resources against this project is:

2

TWEET



*that rallies the
WG community
around the action*



1

Clarify confusion / provide clear communication to the public

- What are whole grains
- Benefits of whole grains being experienced

2

Replicate / Scale Up efforts for community impact

- Public health, scientists, supply chain work together with community
- Learn from Baltimore, New Ulm

3

Make WG the easy choice in away-from-home settings

Consider:

Inconsistency school, at home, away-
from-home

4

Organize a cross-sector perspective on the evidence supporting WG consumption

Consider:

Epi and intervention

Biological and emotional?

5

Solidify research base for health benefits of WGs

Overarching objective(s)
Methodology Innovation

6

Conduct original research to understand barriers to WG

On-shelf (retail, other channels?)
Consumption (consumers)

7

**Standardize a global
recommendation for WG
consumption**

8

Make WG products tastier and cheaper

Inclusive of factors 'field to fork'

9

Organize the grains community for aligned action

Leadership

Infrastructure

Roles / Multiple orgs

10

**Create a mechanism for
the WG community to stay
connected continually**

Share/expand on successes

Latest publications

Continual education

- 1. Unified effort to clarify confusion / provide clear communication to the public (what are whole grains, benefits already being experienced)**
- 2. Replicate / Scale Up efforts for community impact (Baltimore, New Ulm)**
- 3. Make WG the easy choice in away-from-home settings**
- 4. Organize a cross-sector perspective on the evidence supporting WG consumption**
- 5. Solidify research base for health benefits of WGs**
- 6. Conduct original marketplace research to understand barriers to WG (on-shelf and consumption)**
- 7. Standardize a global recommendation for WG consumption**
- 8. Make WG products tastier and cheaper**
- 9. Organize the grains community for aligned action (leadership, structure,...)**
- 10. Create a mechanism for the WG community to stay connected continually**

Report Back

- Name of Opportunity
- Tweet (Bumper Sticker slogan)



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Workshop Close

- Leave Collaborative Action planning sheets on tables
 - Will be Included with Summit summary
- Grains for Health Foundation will coordinate key next step