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**

TWEET that rallies the WG community around the action

### Collaborative Call to Action

**Opportunity Name:**

**Description / Motivation:**
- What is the opportunity? (describe in detail)
- Why is this opportunity important?
- What is the deliverable?

<table>
<thead>
<tr>
<th>Objective</th>
<th>Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Participants</td>
<td>Beneficiaries / Funding</td>
</tr>
</tbody>
</table>

A tweet to rally support and resources against the project is:
1

Clarify confusion / provide clear communication to the public

- What are whole grains
- Benefits of whole grains being experienced
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
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’
Organize the grains community for aligned action

Leadership
Infrastructure
Roles / Multiple orgs
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