

## HO 2.1: HEED Goals Assessment

### Appendix D

# HEED Goals Assessment

## Balance Calories

Do you know how many calories your body needs each day?\*

0 points	3 points	5 points	Score
I have no idea	I think I know but I'm not certain	I know the number of calories I should eat each day.	_____

How often do you . . .

Read food labels to see how many calories are in foods?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Track your daily caloric intake by writing down what you eat or by keeping track in your head?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 days per week	4–5 days per week	6–7 days per week	_____

Adjust how much you eat based on the amount of physical activity or exercise you get each day?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

> continued

## HO 2.1: HEED Goals Assessment

### > Balance Calories *(continued)*

Make an effort to manage your portion sizes?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Choose low-calorie foods and beverages when available?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat when you are not hungry?

0 points	1 point	3 points	5 points	Score
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Weigh yourself?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per month	1–5 times per week	6 or more times per week	_____

Balance Calories Score (total) \_\_\_\_\_ out of 40

\*Get an estimate of your daily calorie needs at [www.choosemyplate.gov](http://www.choosemyplate.gov). Click on "Online Tools" and select MyPlate Daily Checklist to get your recommended calorie level. Also, a simple browser search of "daily calorie needs" will show you many calorie calculator options.

## Increase Fruits and Vegetables

How often do you . . .

Eat at least 1 cup\* of citrus fruit (e.g., orange, grapefruit, lemon, or lime) per day?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6–7 times per week	_____

Eat at least 1 cup\* of dark green, deep orange, yellow, or red fruits or vegetables per day?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6–7 times per week	_____

Choose fruits or vegetables as a snack instead of choosing a typical snack food?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat a fruit or vegetable at each meal?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

> *continued*

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Try new ways to prepare, eat, or order fruits and vegetables?

0 points	1 point	3 points	5 points	Score
Rarely or never	1 time per month	2 times per month	3 or more times per month	_____

Select fruits or vegetables as side dishes when eating out?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–2 times per month	3–4 times per month	5 or more times per month	_____

\*1 cup = 1 medium to large piece of fruit; 1 cup (170 g) chopped raw, cooked, frozen, or canned fruit or vegetables; 1/2 cup (70 g) dried fruit; 2 cups (55 g) leafy raw vegetables; 1 cup (8 fluid oz, 240 ml) 100% fruit or vegetable juice

Increase Fruits and Vegetables Score (total) \_\_\_\_\_ out of 30

## Increase Whole Grains

How often do you . . .

Eat at least 3 ounces\* of whole-grain foods per day?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6–7 times per week	_____

Eat ready-to-eat or hot cereal that's whole-grain?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat whole-wheat bread or rolls for sandwiches, toast, or at meals?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat whole-grain pasta, brown rice, or other whole-grain side dishes?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat popcorn or whole-grain snacks?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat whole-grain foods that you haven't tried before (e.g., barley, quinoa, amaranth, farro)?

0 points	1 point	3 points	5 points	Score
Rarely or never	1 time per month	2 times per month	3 or more times per month	_____

\*1 ounce = 1 slice of bread; one 6-inch tortilla; 1/4 to 1/3 large bagel or muffin; 1 ounce (30 g) or about 1 cup ready-to-eat cereal; 1/2 cup cooked cereal (120 g), pasta (70 g), or rice (80 g); 3 cups popcorn

Increase Whole Grains Score (total) \_\_\_\_\_ out of 30

> *continued*

## HO 2.1: HEED Goals Assessment

### Increase Dairy and Dairy Alternatives

How often do you . . .

Drink milk or calcium-fortified dairy alternatives (such as soy milk)?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–6 times per week	1 time per day (7 times per week)	2 or more times per day	_____

Eat yogurt or calcium-fortified dairy alternatives (such as soy yogurt)?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–6 times per week	1 time per day (7 times per week)	2 or more times per day	_____

Eat cubed, sliced, or shredded natural or processed cheese or calcium-fortified dairy alternatives (such as soy cheese)?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat soft cheeses such as cottage cheese or ricotta cheese?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Eat calcium-fortified foods or drinks such as orange juice, cereal, tofu, bread, or pasta?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Increase Dairy and Dairy Alternatives Score (total) \_\_\_\_\_ out of 25

### Decrease Unhealthy Fats

Do you . . .

Use butter, margarine, or oils when cooking or as spreads?

0 points	3 points	5 points	Score
Usually choose butter, stick (hard) margarine, shortening, animal fat, or lard	Usually choose whipped or light (reduced-fat) butter or regular tub (soft) margarine	Usually choose liquid margarine, vegetable oils, or reduced-fat tub (soft) margarine	_____

Use salad dressing or mayonnaise?

0 points	3 points	5 points	Score
Usually choose regular option	Usually choose low-fat option	Usually choose nonfat option or make my own with healthy vegetable oils	_____

> *continued*

## HO 2.1: HEED Goals Assessment

Eat beef, pork, lamb, or veal? (Give yourself 5 points if you rarely or never eat beef, pork, lamb, or veal.)

0 points	3 points	5 points	Score
Rarely choose lean cuts or lean ground* beef, and rarely remove excess fat before cooking or eating	Sometimes choose lean or extra-lean cuts or lean ground* beef, and sometimes remove excess fat before cooking or eating	Usually choose lean or extra-lean cuts or lean ground* beef, and usually remove excess fat before cooking or eating	_____

Eat turkey, chicken, or other poultry? (Give yourself 5 points if you rarely or never eat any type of poultry.)

0 points	3 points	5 points	Score
Usually choose fried poultry cooked with skin (and you eat the skin) or regular ground* poultry	Sometimes choose baked, broiled, or grilled poultry; poultry cooked with skin (but you don't eat the skin) or lean ground* poultry	Usually choose baked, broiled, or grilled poultry; poultry cooked and eaten without skin; or lean ground* poultry	_____

Eat fish, shellfish, or seafood?

0 points	3 points	5 points	Score
Usually choose fried fish; do not eat fish, shellfish, or seafood	Sometimes choose fried fish	Usually choose baked, broiled, or grilled fish	_____

Eat cheese?

0 points	3 points	5 points	Score
Usually choose regular option	Sometimes choose low-fat option	Usually choose nonfat or low-fat option	_____

Choose the light or low-fat version of foods and sauces when available?

0 points	1 point	3 points	5 points	Score
Rarely or never	1–3 times per week	4–5 times per week	6 or more times per week	_____

Use the following preparation methods?

0 points	3 points	5 points	Score
Usually fry or sauté	Sometimes bake, broil, steam, or grill	Usually bake, broil, steam, or grill	_____

\*Also referred to as minced in some countries.

> *continued*

## HO 2.1: HEED Goals Assessment

### Decrease Added Sugars

How often do you . . .

Drink beverages (soda, fruitades, fruit punch, sports drinks, energy drinks, coffees, teas) that are sweetened with sugar, corn syrup, or honey?

0 points	1 point	3 points	5 points	Score
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Add sugar, brown sugar, syrup, honey, or sugar-based mixes to your drinks or foods?

0 points	1 point	3 points	5 points	Score
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Eat cakes, cookies, pies, doughnuts, muffins, chocolate, or candy?

0 points	1 point	3 points	5 points	Score
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Eat sweetened cereals, bagels, and breads?

0 points	1 point	3 points	5 points	Score
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Eat canned or frozen fruit with sugar, light syrup, or heavy syrup?

0 points	1 point	3 points	5 points	Score
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Decrease Unhealthy Fats and Added Sugars Score (total) \_\_\_\_\_ out of 65

### Decrease Sodium and Salt

How often do you . . .

Cook using fresh, canned, or frozen vegetables with no added salt?

0 points	1 point	3 points	5 points	Score
Rarely or never per week	1–3 times per week	4–5 times per week	6 or more times	_____

Choose no-salt, low-sodium, or reduced-sodium packaged ingredients when cooking?

0 points	1 point	3 points	5 points	Score
Rarely or never per week	1–3 times per week	4–5 times per week	6 or more times	_____

Ask for dressings, sauces, and gravies "on the side" when eating out?

0 points	1 point	3 points	5 points	Score
Rarely or never per week	1–3 times per week	4–5 times per week	6 or more times	_____

> *continued*

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Eat processed or cured cold cuts or lunch meats, sausages, or hot dogs?				
<b>0 points</b>	<b>1 point</b>	<b>3 points</b>	<b>5 points</b>	<b>Score</b>
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Eat pizza, chicken or pasta dishes with sauces, fast food burgers, or soup?				
<b>0 points</b>	<b>1 point</b>	<b>3 points</b>	<b>5 points</b>	<b>Score</b>
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Eat bread, rolls, flour tortillas, potato and corn chips, and other salty snack foods?				
6 or more times per week	4–5 times per week	1–3 times per week	Rarely or never	_____

Decrease Sodium and Salt Score (total) \_\_\_\_\_ out of 30

## Healthy Eating Every Day Score

Now that you've evaluated the different parts of your diet, transfer your total scores for each goal area to the space provided. Add all of your scores to get your grand total.

Balance calories	_____ out of 40
Increase fruits and vegetables	_____ out of 30
Increase whole grains	_____ out of 30
Increase dairy and dairy alternatives	_____ out of 25
Decrease unhealthy fats and added sugars	_____ out of 65
Decrease sodium and salt	_____ out of 30
<b>Grand total</b>	<b>_____ out of 220</b>

## What Your Score Means

165–220	Excellent! You're making many healthy food choices. Still, you may need to improve a little in some areas. Did you score much lower in any of the six goal areas compared to the others? If so, look to see what it would take to increase your score in that area. Did you score a 0, 1, or 3 on any of the questions? If so, those are specific areas you can work on in HEED.
115–164	You're on the right track, but you could do better. Review the different food habits within each goal area and pick four to six that you will be willing to work on in HEED. Think about what it would take for you to earn all fives within each goal area. The skills you'll learn in the HEED program will help you achieve these goals.
65–114	Congratulate yourself for making some healthy food choices. But to get the full benefits of healthy eating, you'll need to improve your eating habits. HEED can help. Take a look at the two goal areas in which you scored the lowest. These may be good places to start changing your diet.
Less than 65	Roll up your shirtsleeves. Your diet needs a lot of work and may be putting you at an increased risk of health problems. Don't try to change everything at once. HEED will show you many tips and strategies for improving the quality of your diet. Pick one or two goal areas to start with. You'll have plenty of time to work on other areas later.