



An Advocacy Approach to Federal Nutrition Guidance and Implementation

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Executive Director

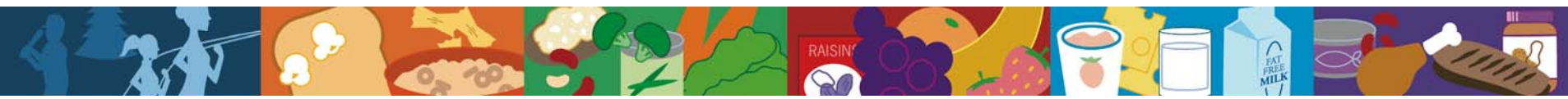
Center for Nutrition Policy and Promotion



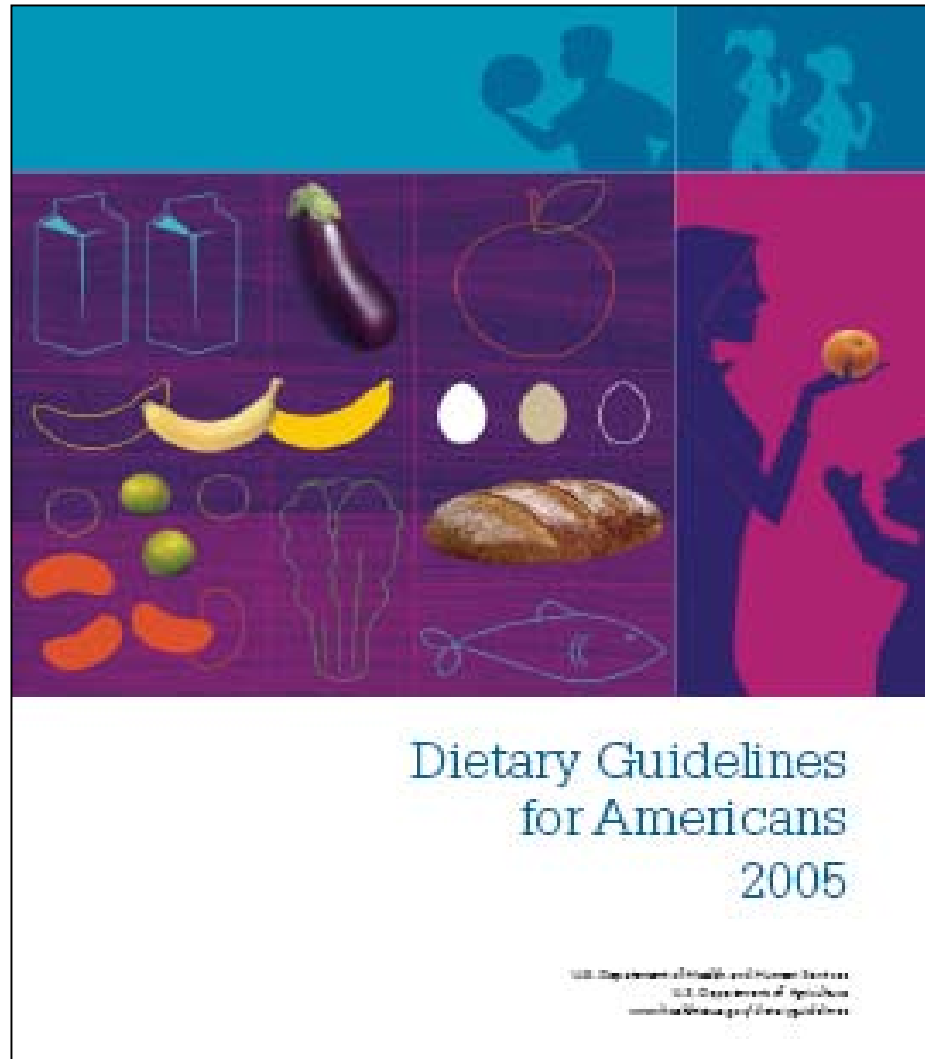


Presentation Outline

- 2005 Dietary Guidelines
- Implementation challenge & environment
- Advocacy opportunity
- Public perception Guidelines/MyPyramid
- Conclusion



2005 Dietary Guidelines—Federal Policy



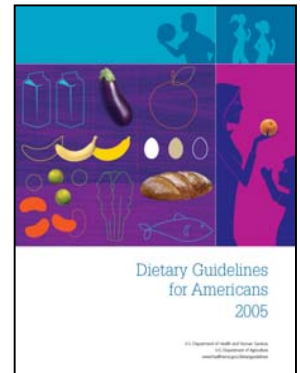


What changes are needed to meet the 2005 Dietary Guidelines?



Dietary Guidelines

Summary of Recommended Food Pattern Changes



More

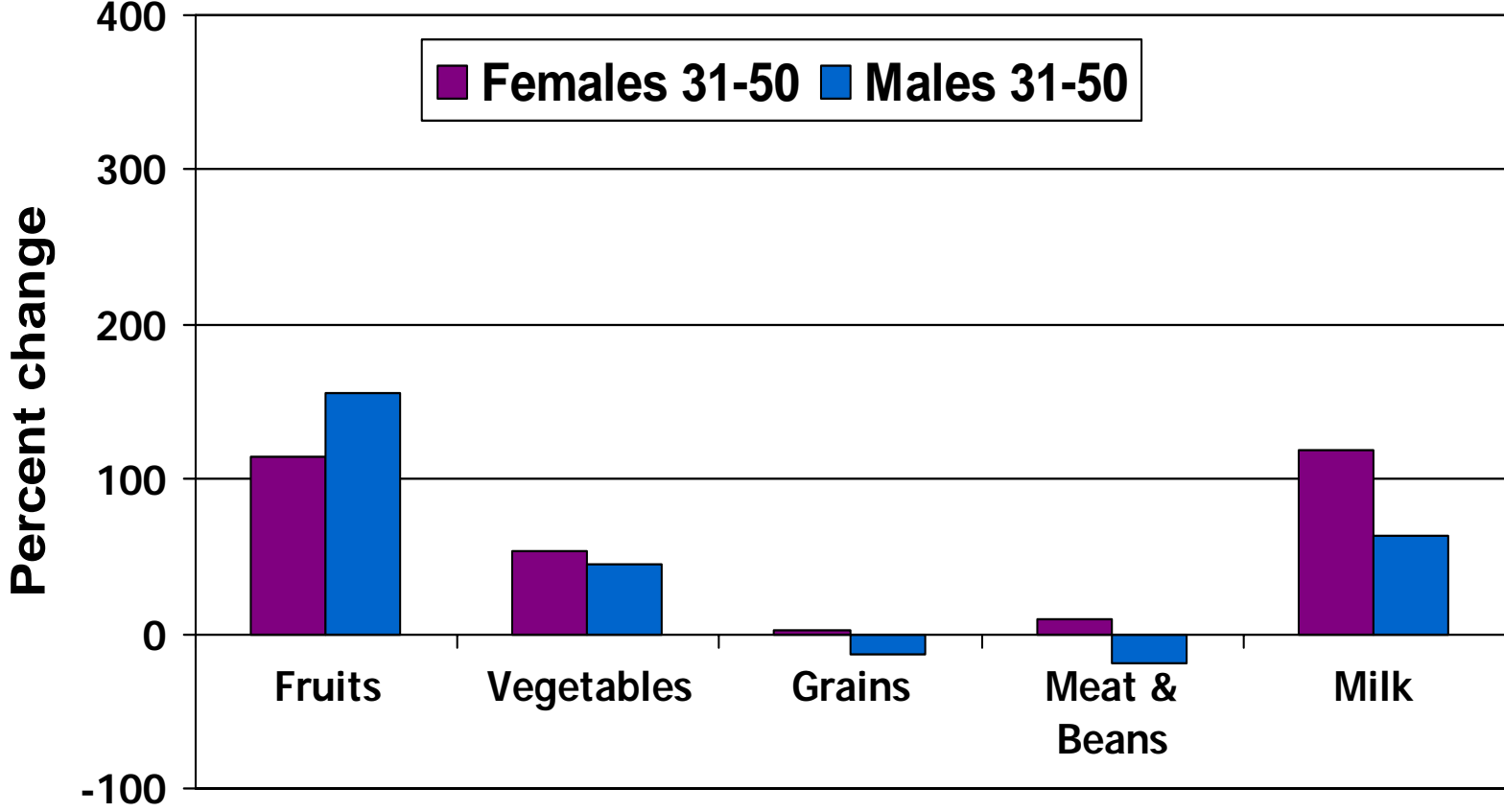
- fruits
- dark green vegetables
- orange vegetables
- legumes
- whole grains
- low-fat milk and milk products
- physical activity

Less

- saturated fats
 - *trans* fats
 - cholesterol
 - added sugars
 - refined grains
 - sodium
- 

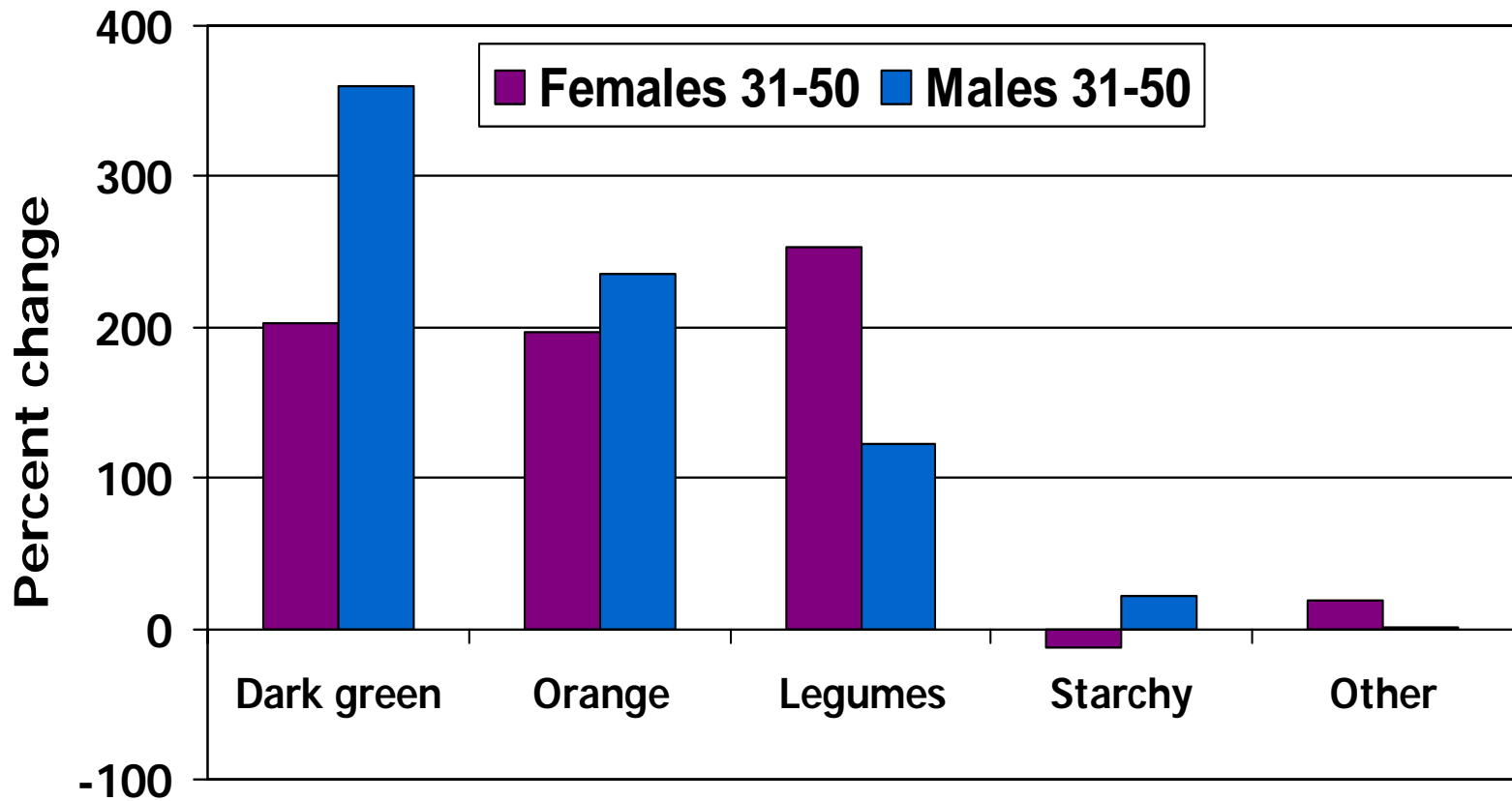


Food Group Recommendations Compared with Consumption



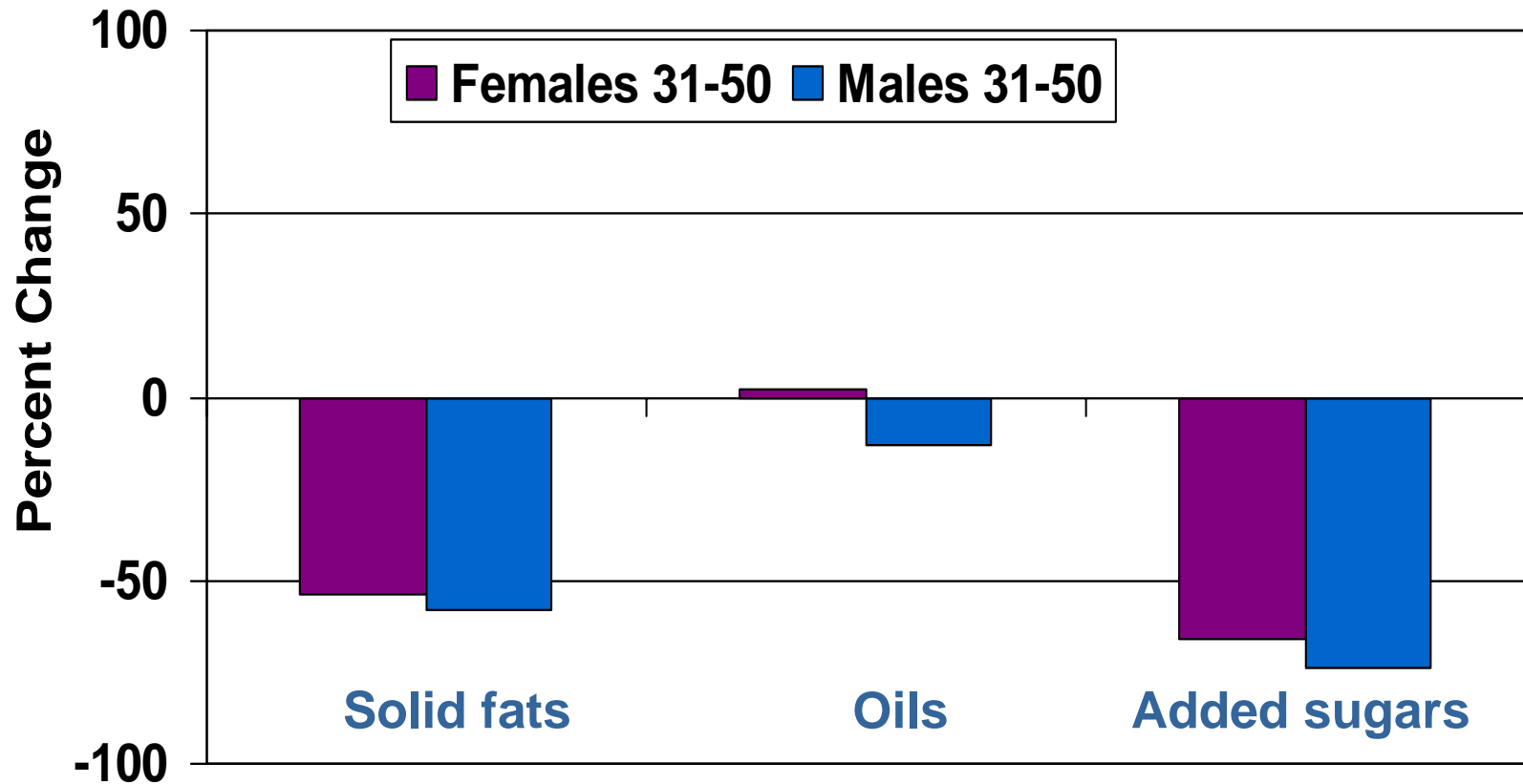


Vegetable Recommendations Compared with Consumption





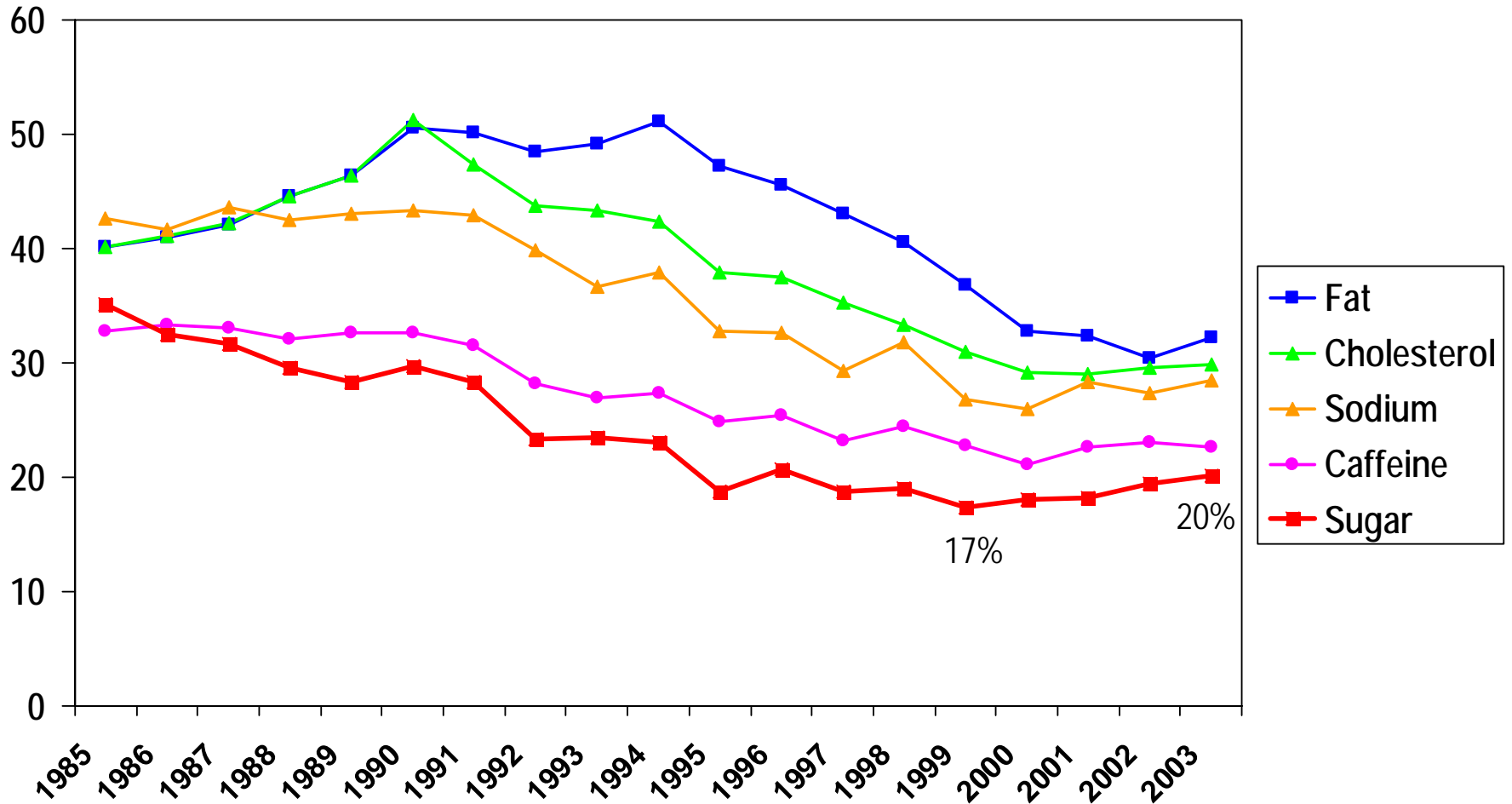
Fat, Oil & Added Sugars Allowances Compared with Consumption





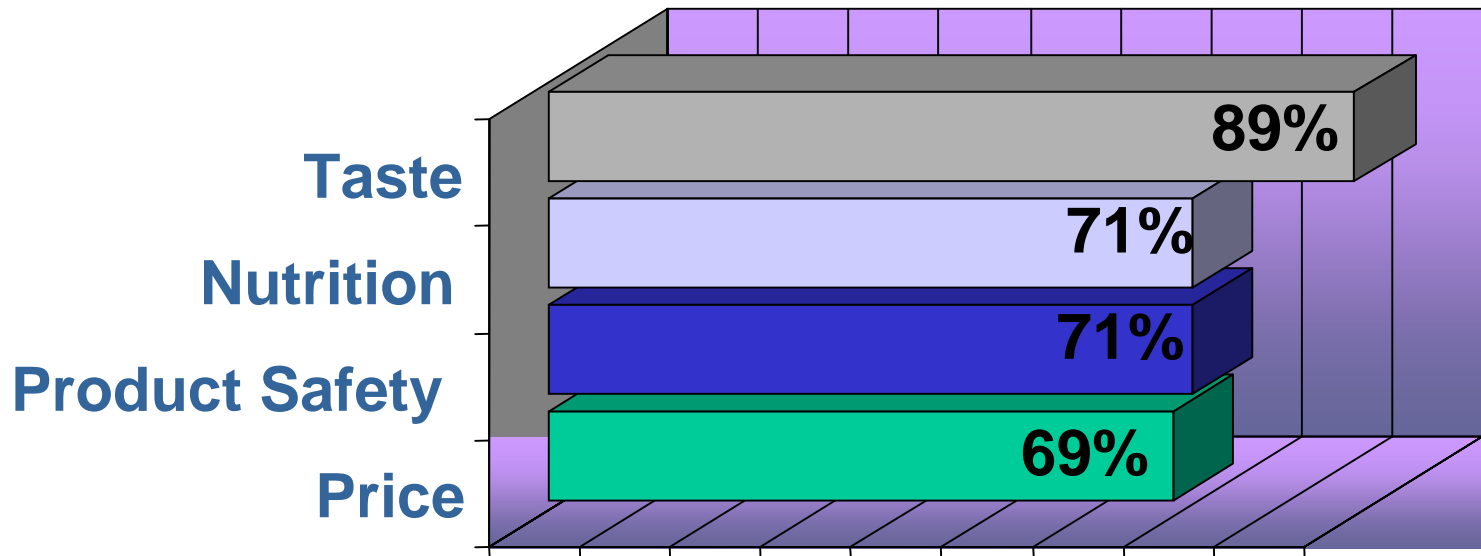
A person should be very cautious in serving foods with . . .

Percent of Respondents that **Completely Agree** with the Statement:





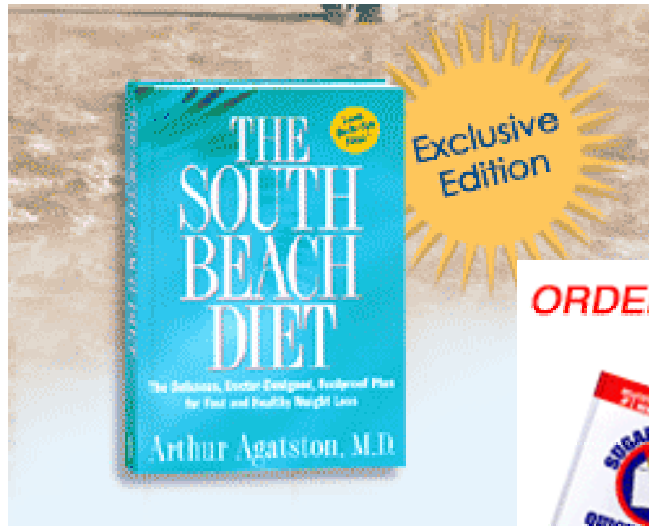
Food Selection: What's Important?



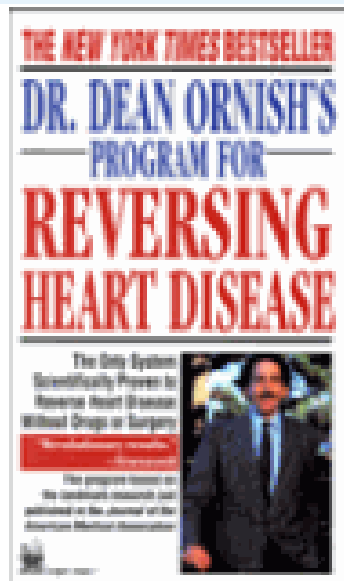
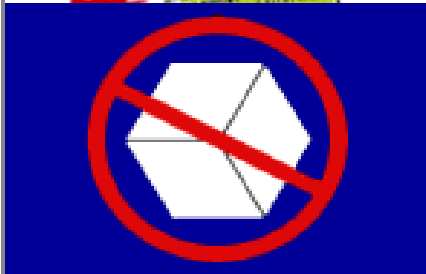
% Saying "Very Important"



Dieting Trends...



ORDER NOW!

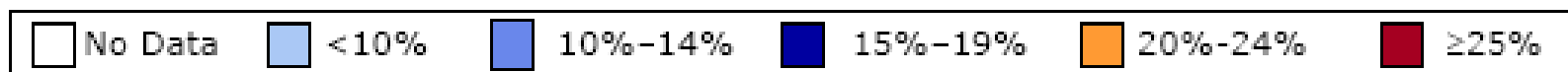
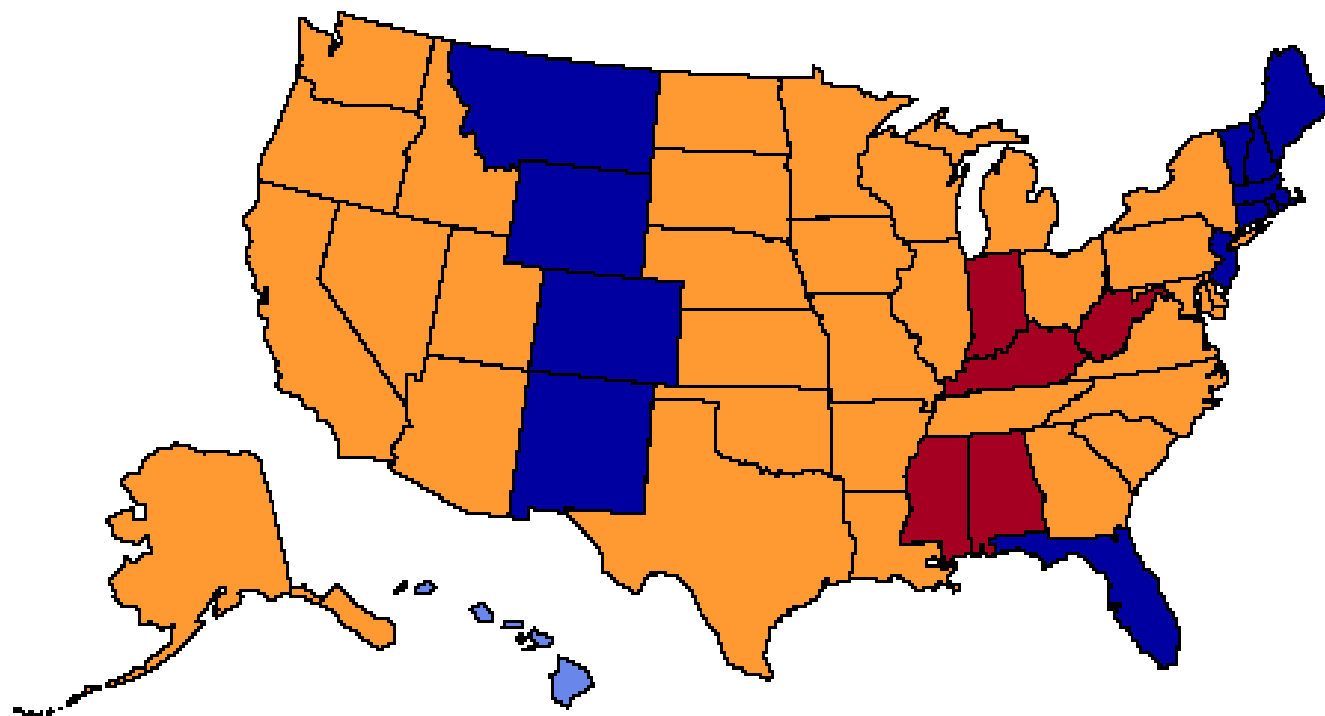




Obesity* Trends Among U.S. Adults

BRFSS, 2003

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5'4" woman)



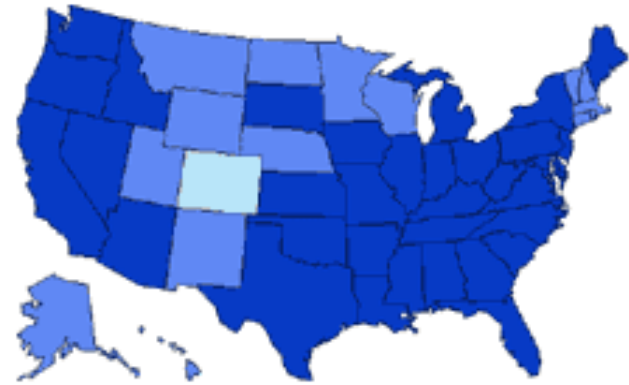
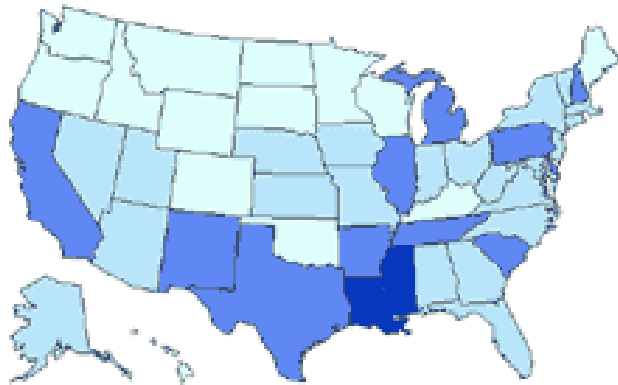
Source: Behavioral Risk Factor Surveillance System, CDC





State-specific Estimates of Diagnosed Diabetes Among Adults

Age-Standardized Prevalence of Diagnosed Diabetes per 100 Adult Population, by State, United States, 1994 and 2003



< 4% 4–4.9% 5–5.9% 6+ %



USDA Policy Implementation of the Dietary Guidelines

- Nutrition education
- Food assistance programs
- Food purchasing programs
- Food composition and consumption data
- Food supply monitoring and analysis
- Food labeling regulation



Nutrition Assistance Programs

- WIC Nutrition Package
- School Lunch Program
 - School Meal Patterns
 - Healthier U.S. Schools Challenge
- Food Stamp Program—Thrifty Food Plan



Advocacy Opportunity

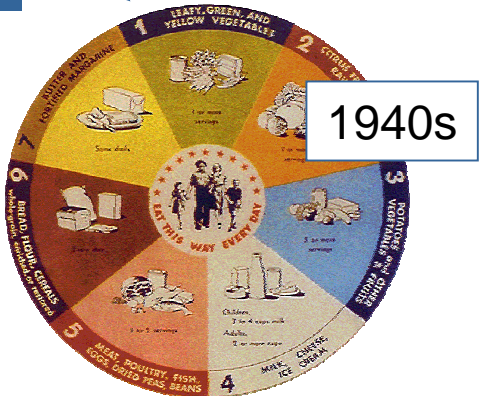
Implementation for Betterment of Life



History of USDA's Food Guidance

Food for Young Children

1916



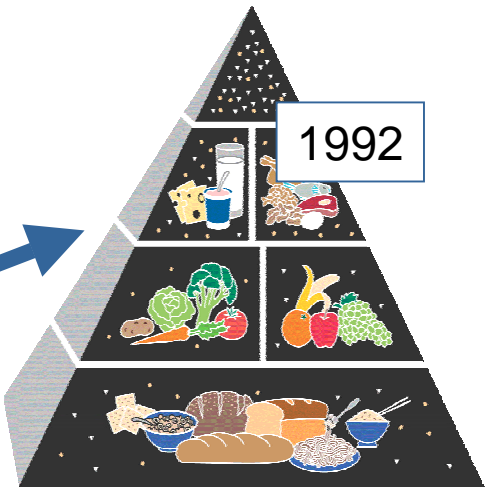
1940s



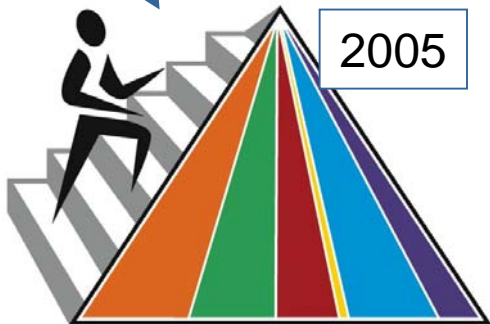
1950s-1960s



1970s



1992



2005

MyPyramid.gov
STEPS TO A HEALTHIER YOU



MyPyramid Introduction

USDA's new Food Guidance System

April 19, 2005



MyPyramid.gov
STEPS TO A HEALTHIER YOU



Systems Approach for Communications

To Include:

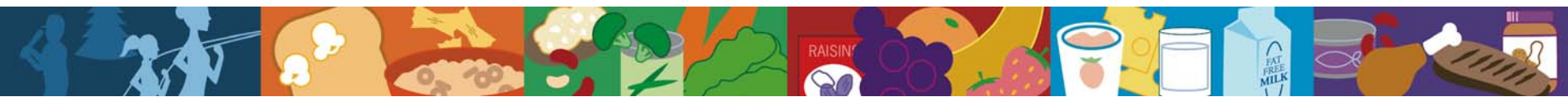
- Graphic symbol and slogan
- Education framework/Consumer messages
- Interactive guidance tools—personalized





Logo and Messaging Development





New Symbol and Slogan

- Deliberately simple—intended to be motivational
- Remind consumers to eat healthy and exercise
- Encourage them to go to the website for more information



Graphic Concepts Tested

Focus Groups

Pyramid-Based



Pyramid-Influenced



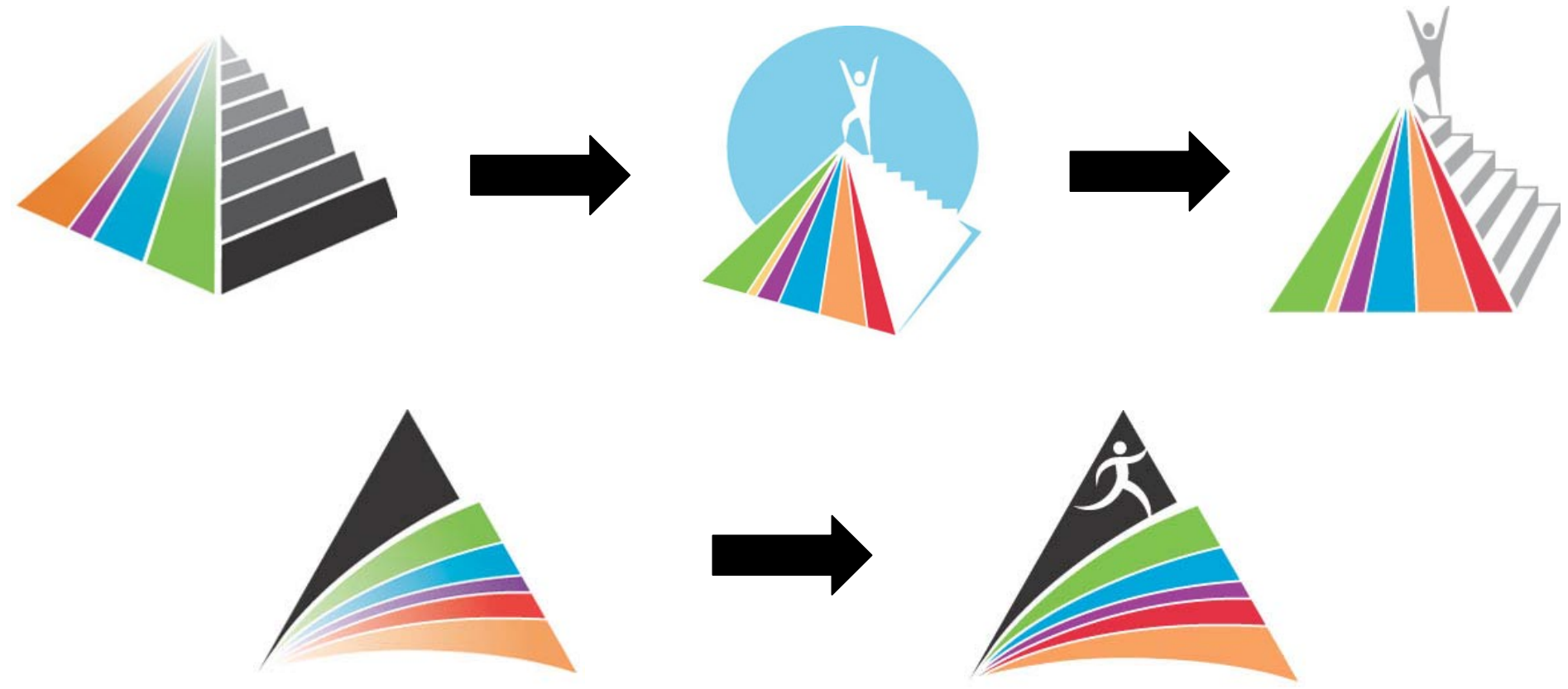
Non-Pyramidal





Graphic Concepts Tested

Focus Groups (continued)





Des Moines Register, April 21, 2005



Search MyPyramid.gov

Subjects

- My Pyramid Plan
- Inside the Pyramid
- Tips & Resources
- Dietary Guidelines
- For Professionals
- Related Links
- My Pyramid Tracker

Steps to a Healthier You



One size doesn't fit all. MyPyramid Plan can help you choose the foods and amounts that are right for you. For a quick estimate of what and how much you need to eat, enter your age, sex, and activity level in the MyPyramid Plan box.

For a detailed assessment of your food intake and physical activity level, click on MyPyramid Tracker.

Use the advice "Inside MyPyramid" to help you

- Make smart choices from every food group,
- Find your balance between food and physical activity, and
- Get the most nutrition out of your calories.

Spotlights



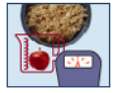
Tour MyPyramid
Take a tour of the new pyramid in this animated feature.



Mini-Poster Download
View and download the MyPyramid mini-poster to learn the basics about eating healthy and physical activity. [PDF - You will need the free [Adobe Acrobat Reader plug-in](#) to view and print the above PDF file.]



Inside The Pyramid
Explore the pyramid to learn about the food groups and to see how much physical activity you should be getting.



Tips & Resources
Learn how to make MyPyramid work for you. Find a wealth of ideas that can help you get started toward a healthy diet. There are tips for each food group, physical activity, eating out, a sample menu, and more...

My Pyramid Plan

Age: **Sex:**

Physical Activity:
Amount of moderate or vigorous activity (such as brisk walking, jogging, biking, aerobics, or yard work) you do in addition to your normal daily routine, most days.

My Pyramid Tracker
[Go here](#) for an in-depth assessment of your diet quality and physical activity status.

Tip of the Week
Father's Day is around the corner. Keep the meat you grill lean by choosing such things as round steaks, pork tenderloin, extra lean ground beef for hamburgers, and skinless chicken parts.







For Professionals
Resources and information for use in developing education materials and to assist in understanding Federal food guidance.

www.MyPyramid.gov



MyPyramid Worksheet

Check how you did today and set a goal to aim for tomorrow

Write in Your Choices for Today	Food Group	Tip	Goal	List each food choice in its food group*	Estimate Your Total
_____	GRAINS 	Make at least half your grains whole grains	6 ounce equivalents (1 ounce equivalent is about 1 slice bread, 1 cup dry cereal, or ½ cup rice or pasta)	_____	_____ ounce equivalents
_____	VEGETABLES 	Try to have vegetables from several subgroups each day	2 ½ cups Subgroups: Dark Green, Orange, Starchy, Dry Beans and Peas, Other Veggies	_____	_____ cups
_____	FRUITS 	Make most choices fruit, not juice	2 cups	_____	_____ cups
_____	MILK 	Choose fat-free or low fat most often	3 cups (1 ½ ounces cheese = 1 cup milk)	_____	_____ cups
_____	MEAT & BEANS 	Choose lean meat and poultry. Vary your choices—more fish, beans, peas, nuts, and seeds	5 ½ ounce equivalents (1 ounce equivalent is 1 ounce meat, poultry or fish, 1 T. peanut butter, ½ ounce nuts, ¼ cup dry beans or peas)	_____	_____ ounce equivalents
_____	PHYSICAL ACTIVITY 	Build more physical activity into your daily routine at home and work.	At least 30 minutes of moderate to vigorous activity a day, 10 minutes or more at a time.	_____	_____ minutes

*Some foods don't fit into any group. These "extras" may be mainly fat or sugar—limit your intake of these.

How did you do today? Great So-So Not so Great

My food goal for tomorrow is: _____

My activity goal for tomorrow is: _____



Caloric Intake and Expenditure Summary

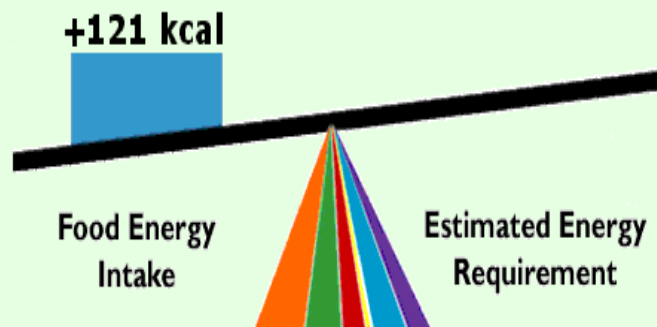
Click directly on the numbers in the table for more detailed information.

Total Food Energy Intake	2376
Percent of Estimated Energy Requirement	105%

Estimated Energy Requirement (EER)	2255
Percent of Calories Expended from Physical Activity	10%

Your reported food energy intake is higher than your Estimated Energy Requirement for the day. An increase of 100 to 200 calories per day over time may result in some gradual weight gain.

**If you consume 100 calories more a day than you need, you could gain about 10 pounds per year. At 200 calories more a day, this will double the weight gained to 20 pounds per year.



[View Nutrient Intake Results](#)

[View Physical Activity Results](#)

[Back](#)

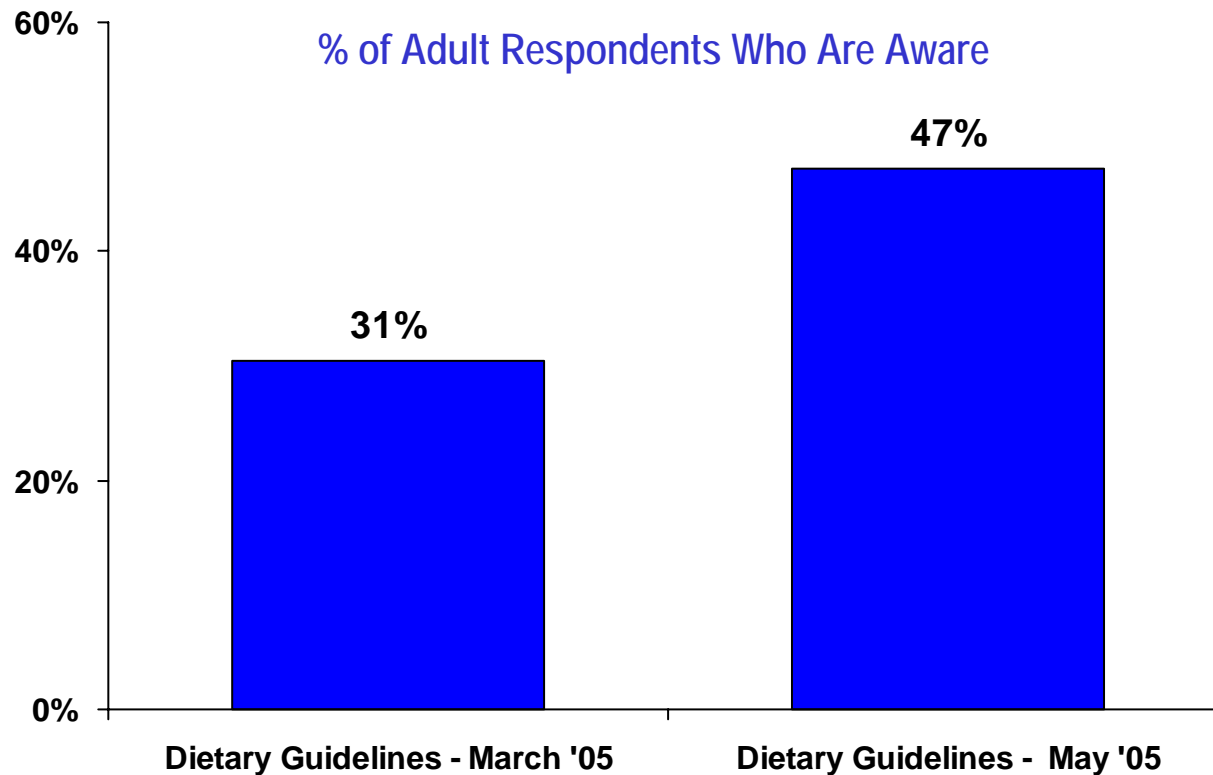


Public Awareness and Perception of the Guidelines/MyPyramid



Almost half of all adults are aware of the new USDA Guidelines as of May '05 ... up from just 30% in March.

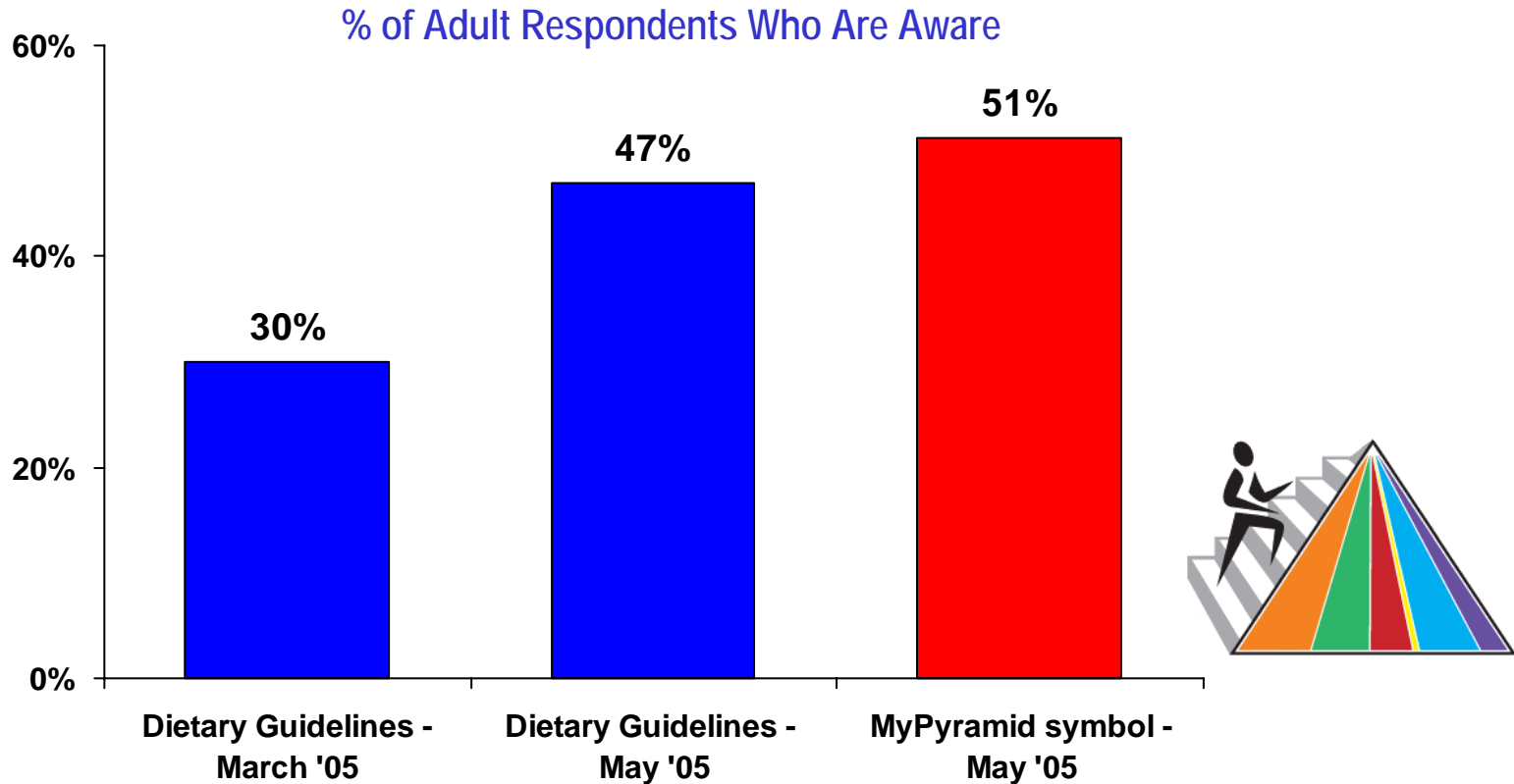
Have you seen or heard of the United States Government's New 2005 Dietary Guidelines for Americans, released in January 2005 by the USDA?





Recognition of the MyPyramid symbol is even greater...

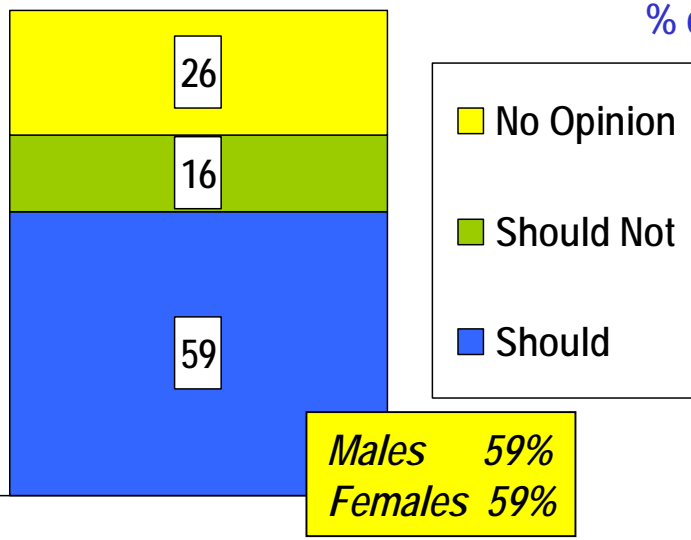
Have you seen or heard of the new MyPyramid, shown below, released in April 2005 by the USDA?





Most Americans are open to the idea of guidelines . . . 6 out of 10 of adults feel the government should issue recommendations.

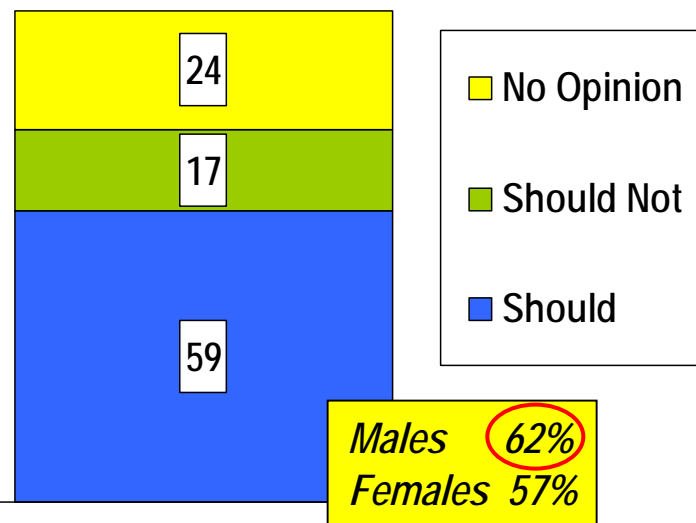
% of Adult Respondents



The U.S. Government should or should not issue recommendations on eating guidelines for Americans?

May '05

The U.S. Government should or should not issue recommendations for exercise/physical activity for Americans?



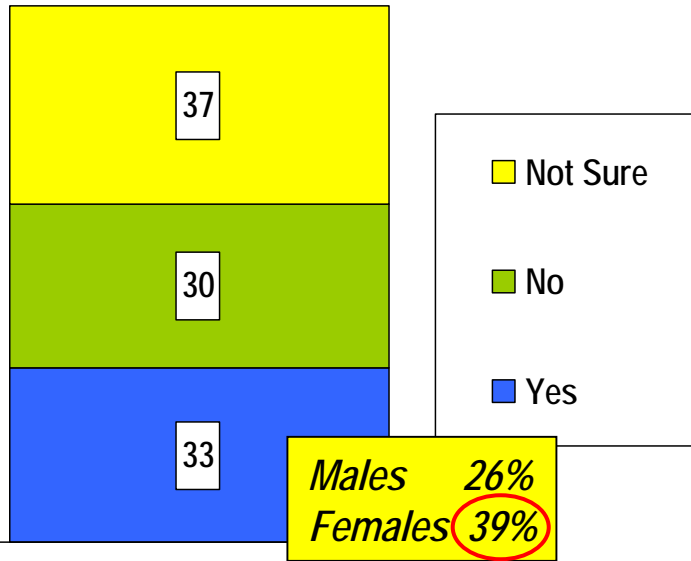
May '05



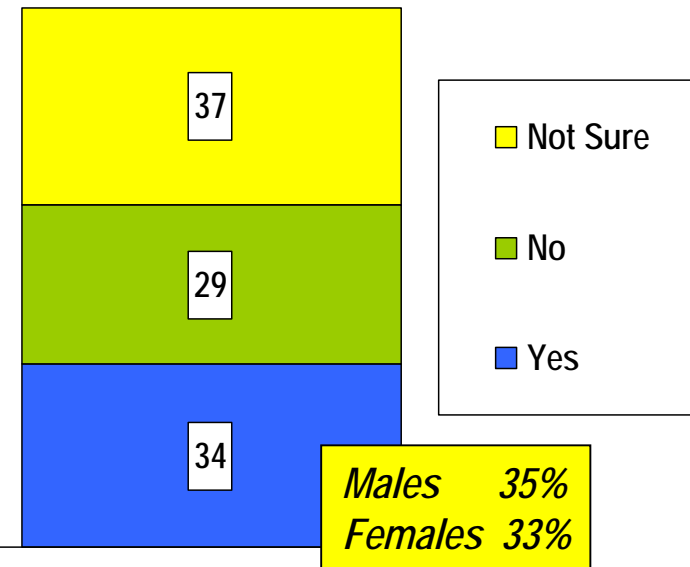
One-third of all adults feel that the guidelines for eating and exercise behavior are realistic goals . . . 30% disagree and the others are unsure.

% of Adult Respondents

In your opinion, do you think the New 2005 Dietary Guidelines are realistic goals for your day-to-day eating behavior?



In your opinion, do you think the New 2005 Dietary Guidelines on how often and how long you should exercise are realistic goals for your day-to-day behavior?





“ForeSee”

Online consumer evaluation

Has the information on this site prompted you to take any action regarding your health?

Yes 66.3%

No 33.7%

Which of the following best describes the reason for your current visit to our website?

#1—To change my diet/eat healthier ~20%



Feedback—Behavioral Changes

“I am using [MyPyramid] daily to manage my diet and monitor my nutrition.”

“I am trying to eat better and exercise more. Your tips are helping me.”

“I’ve been using MyPyramid for 2 weeks now and have already lost 3 pounds.”



Feedback—Behavioral Intentions

“I’ve printed the worksheets and plan on printing them daily to serve as my food diary!”

“[My 12-year-old daughter and I] have made a pact to get into shape together and we think your website is terrific. We each got our own pyramid and weight loss tips.”

“...the exercise tracker is very motivational. I just put my walking shoes next to the front door & plan to trot out tonight after work.”

MyPyramid.gov Popularity

- Over 1.5 billion hits on website, stable at 20 million per week
- One million individuals registered on Tracker
- Most used “.gov” website in history (excluding IRS)
- Top 10 diet/health story 2005





Traditional Partners

- Print material-
 - 725,000 Adult materials
 - 60,000 Kids materials
 - 1,000 Spanish packets
- Expanded Food & Nutrition Education Program (EFNEP)
- Food Stamp Education
- Society for Nutrition Education Website



MyPyramid ^{For Kids}

Eat Right. Exercise Have Fun.
MyPyramid.gov

Grains
Make half your grains whole

Vegetables
Vary your veggies

Fruits
Focus on fruits

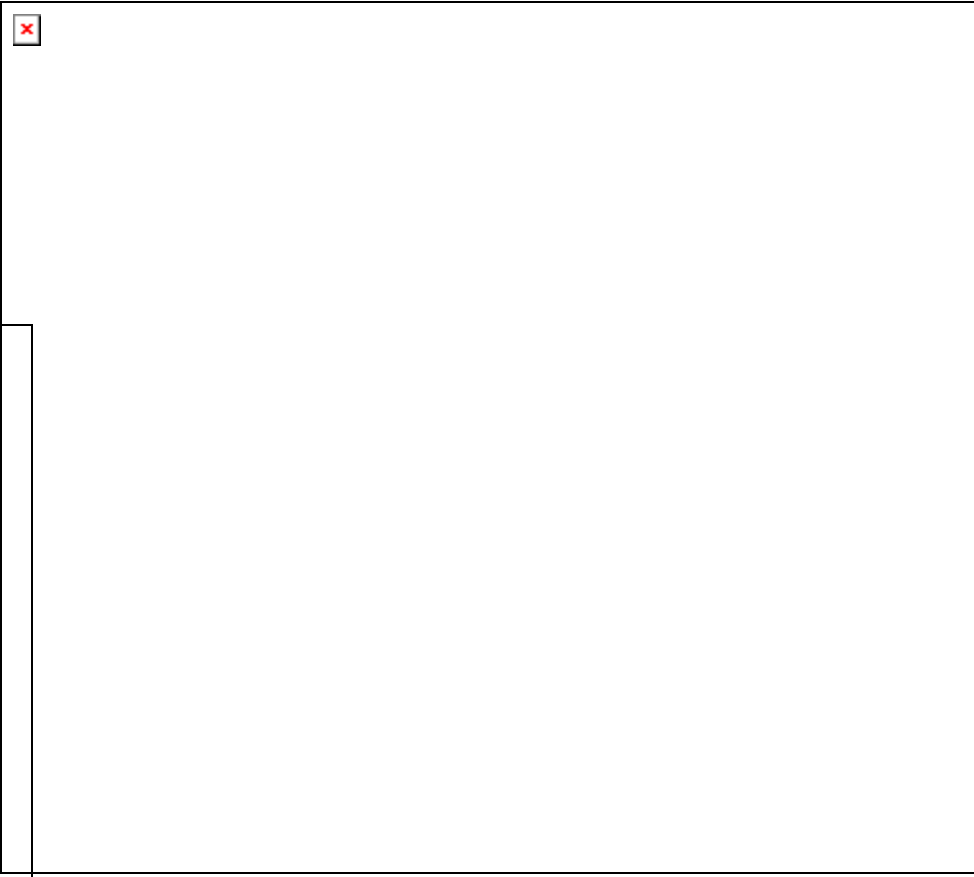
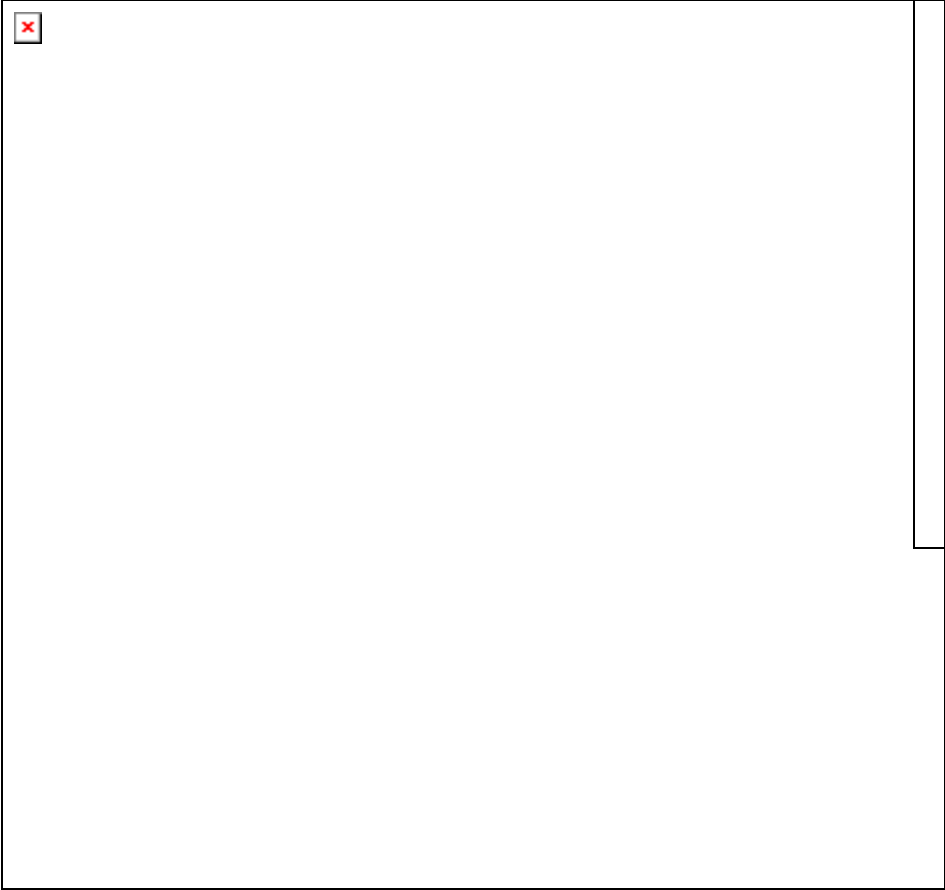
Milk
Get your calcium-rich foods

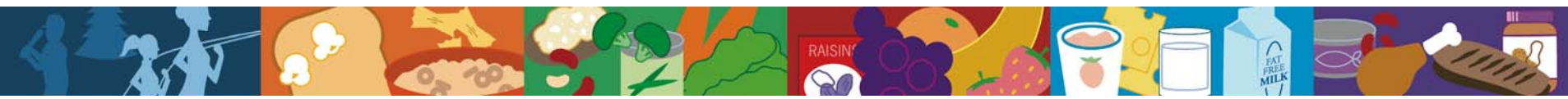
Meat & Beans
Go lean with protein

Oils Oils are not a food group, but you need some for good health. Get your oils from fish, nuts, and liquid oils such as corn oil, soybean oil, and canola oil.

★ Find your balance between food and fun ★ Fats and sugars — know your limits





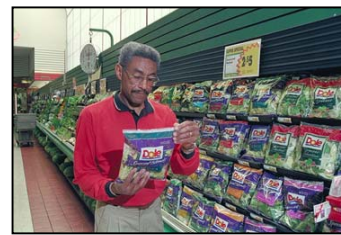


Advocacy

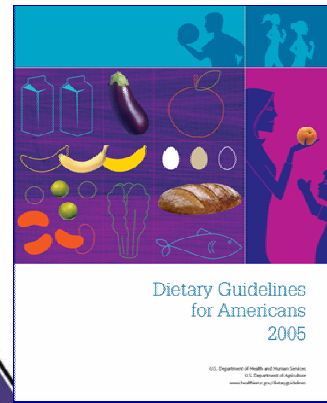
Education: science-based, confidence & credibility

Evaluation: consumer research driven

Interactive tools: personalize and empower



MyPyramid.gov
STEPS TO A HEALTHIER YOU



Web-based and traditional nutrition guidance tools empower consumers to take control of their diet and physical activity



*Improving the Nutrition
and Well-Being of American*

Center for Nutrition Policy and Promotion

CNPP

www.cnpp.usda.gov

www.MyPyramid.gov



MyPyramid.gov
STEPS TO A HEALTHIER YOU