An Advocacy Approach to Federal Nutrition Guidance and Implementation

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Presentation Outline

• 2005 Dietary Guidelines
• Implementation challenge & environment
• Advocacy opportunity
• Public perception Guidelines/MyPyramid
• Conclusicion
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

Females 31-50  Males 31-50

Percent change

Fruits  Vegetables  Grains  Meat & Beans  Milk

-100  0  100  200  300  400
Vegetable Recommendations Compared with Consumption

<table>
<thead>
<tr>
<th>Category</th>
<th>Females 31-50</th>
<th>Males 31-50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark green</td>
<td>200</td>
<td>300</td>
</tr>
<tr>
<td>Orange</td>
<td>100</td>
<td>200</td>
</tr>
<tr>
<td>Legumes</td>
<td>300</td>
<td>400</td>
</tr>
<tr>
<td>Starchy</td>
<td>-100</td>
<td>-50</td>
</tr>
<tr>
<td>Other</td>
<td>-50</td>
<td>-100</td>
</tr>
</tbody>
</table>
Fat, Oil & Added Sugars Allowances Compared with Consumption

-100  -50  0  50  100
Percent Change

Females 31-50  Males 31-50

Solid fats  Oils  Added sugars
A person should be very cautious in serving foods with . . .

Percent of Respondents that Completely Agree with the Statement:

Source: National Eating Trends® Nutrition Survey
Food Selection: What’s Important?

% Saying “Very Important”

- Taste: 89%
- Nutrition: 71%
- Product Safety: 71%
- Price: 69%

Source: FMI Trends, 2000
Dieting Trends...
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

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

- **1916**: Food for Young Children
- **1940s**: 
- **1950s-1960s**: 
- **1970s**: 
- **1992**: 
- **2005**: MyPyramid.gov

Steps to a Healthier You
MyPyramid Introduction

USDA’s new Food Guidance System

April 19, 2005
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)
Hey, this is my food pyramid, go get your own!

Des Moines Register, April 21, 2005
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.

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

### MyPyramid Worksheet

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

<table>
<thead>
<tr>
<th>Write In Your Choices for Today</th>
<th>Food Group</th>
<th>Tip</th>
<th>Goal</th>
<th>List each food choice in its food group</th>
<th>Estimate Your Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Make at least half your grains whole grains</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6 ounce equivalents (1 ounce equivalent is about 1 slice bread, 1 cup dry cereal, or ½ cup rice or pasta)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2 ½ cups Subgroups: Dark Green, Orange, Starchy, Dry Beans and Peas</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>2 cups</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3 cups (1 ½ ounces cheese = 1 cup milk)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>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)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>At least 30 minutes of moderate to vigorous activity a day, 10 minutes or more at a time.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Total Food Energy Intake</th>
<th>2376</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Estimated Energy Requirement</td>
<td>105%</td>
</tr>
<tr>
<td>Estimated Energy Requirement (EER)</td>
<td>2255</td>
</tr>
<tr>
<td>Percent of Calories Expended from Physical Activity</td>
<td>10%</td>
</tr>
</tbody>
</table>

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
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?

Source: NPD Online, USDA Dietary Guidelines Awareness Check
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?*

![Graph showing awareness of MyPyramid](image)

Source: NPD Online, USDA Dietary Guidelines Awareness Check
Most Americans are open to the idea of guidelines . . . 6 out of 10 of adults feel the government should issue recommendations.

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

- Males: 59%
- Females: 59%

No Opinion: 26%
Should Not: 16%
Should: 59%

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

- Males: 62%
- Females: 57%

No Opinion: 24%
Should Not: 17%
Should: 59%

Source: NPD Online, USDA Dietary Guidelines Awareness Check, May 2005
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?

Males 26%
Females 39%

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?

Males 35%
Females 33%

Source: NPD Online, USDA Dietary Guidelines Awareness Check, May 2005; among those who are aware
“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
Advocacy

**Education:** science-based, confidence & credibility

**Evaluation:** consumer research driven

**Interactive tools:** personalize and empower
Web-based and traditional nutrition guidance tools empower consumers to take control of their diet and physical activity.