



International Food Information Council Foundation

Mission:

To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.

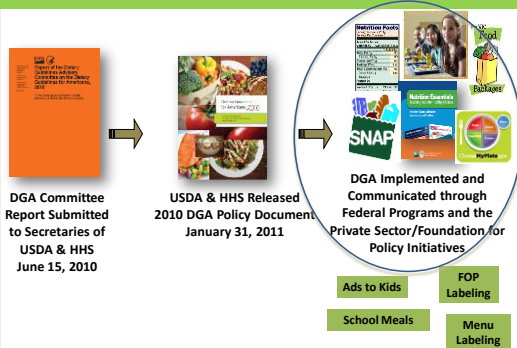
www.foodinsight.org



“It Is All About Food”



Development of 2010 Dietary Guidelines for Americans (DGA) Policy and Communications



Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Recommendations for a Healthier Life

- Balancing Calories to Manage Weight
 - Foods and Food Components to Reduce
 - Foods and Nutrients to Increase
- 
- Building Healthy Eating Patterns
 - Changing the Food Environment to Help Americans Make Healthy Choices

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Recommendations Based on Evidence Total Diet Approach: Combining Nutrients, Consuming Foods

- Recommendations
 - 23 key recommendations for the general population and 6 for subpopulation groups
 - Organized to present information in an integrated way
- Two overarching concepts/Three Major Themes
 - *Maintain calorie balance over time to achieve and sustain a healthy weight*
 - Calories in vs calories expended (physical activity)
 - *Focus on consuming nutrient-dense foods and beverages*
 - Foods and food components to reduce
 - Foods and nutrients to increase



Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Dietary Guidelines for Americans 2010

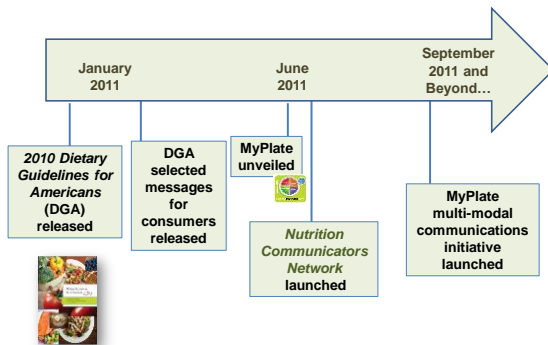
Balance Calories, Stay within Needs, and Focus on Consuming Nutrient-Dense Foods and Beverages

- **Increase** intake of
 - Vegetables and fruits
 - Whole grains
 - Fat-free and low-fat dairy products
 - Seafood
- **Flexibility in eating patterns**, choose foods for nutrients, but stay within calorie needs
- **Reduce** intake of foods and beverages high in calories from solid fats and added sugars, and sodium
 - Replace with nutrient-dense foods and beverages

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Dietary Guidelines for Americans 2010

New Dietary Guidelines Translate into Action



Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Key Recommendations from the 2010 Dietary Guidelines for Americans

- Balance calories with physical activity to manage weight.
- Consume more of certain foods such as fruits, vegetables, whole grains, fat-free and low-fat dairy products, and seafood, with nutrients that often come up short.
- Consume fewer foods with sodium (salt), saturated fats, *trans* fats, cholesterol, added sugars, and refined grains.

The Reality

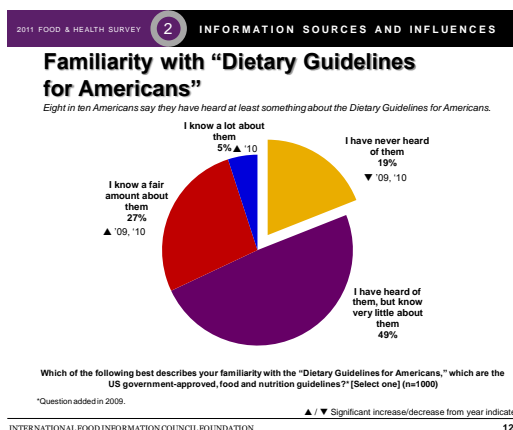
“.....the nutrition world continues to set rigid and ever-increasing standards for food selection, standards that have been demonstrated to be beyond the reach of consumers. Despite years of emphasis in the Dietary Guidelines and Food Guide Pyramid, only a third of today’s consumers score an average of 70 or above on the 100-point Healthy Eating Index, and only 20% of consumers are able to consume their 5-A-Day of fruits and vegetables.”

Nurtriwatch, “History of the Dietary Guidelines for Americans-Development of the Guidelines.”



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Sources of Contact with Dietary Guidelines

Three fourths of Americans believe they have seen some information about the Dietary Guidelines for Americans, citing a wide range of sources.



Where, if at all, have you seen Dietary Guidelines information?*[Select all that apply] (n=1000)

NOTE: Responses <5% not shown

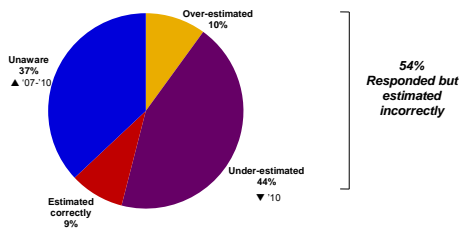
*Question added in 2011.

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Knowledge of Calories Per Day

When asked to estimate the number of calories that should be consumed in an average day, one-third of Americans are unaware or unable to provide a response. Only one in ten estimate correctly; over half provide a response but estimate incorrectly.



As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day?*[Open-ended] (n=1000)

*Question asked since 2006. Estimate correctly is determined within a +/- 100 calorie range based on the MyPyramid formula.

** Modification in 2008 to 2010: "And physical activity" was added to the question. Definitions of physical activity levels were provided.

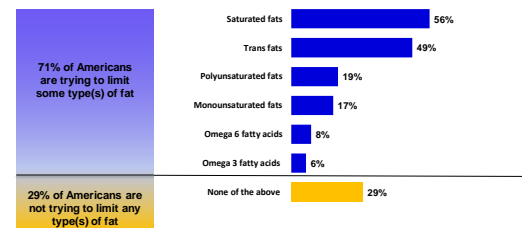
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Trying to Limit Fats

Among the 71% of Americans trying to limit fat consumption, the majority are focused on saturated fats.



Which of the following are you trying to limit?*[Select all that apply] (n=1000)

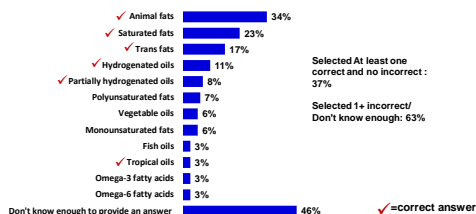
*Question added in 2011.

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Knowledge of Solid Fats

Less than 1% of Americans correctly named the six fats considered to be solid according to the 2010 Dietary Guidelines for Americans; nearly half are not willing to venture a guess.

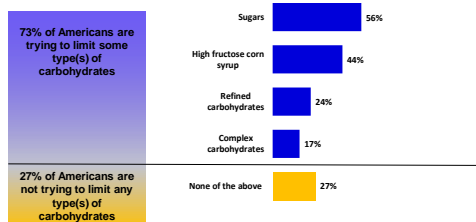


Which of the following is a solid fat? [Select all that apply] (n=1000)

*Question added in 2011.

Trying to Limit Carbohydrates and Sugars

Nearly three-quarters of Americans are making a change regarding carbohydrates. More than half of Americans say they are trying to limit sugars.

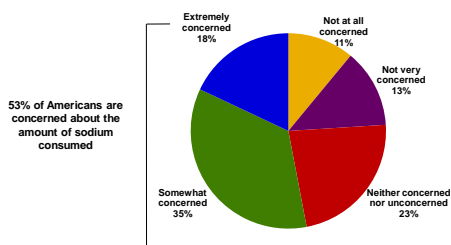


Which of the following are you trying to limit? [Select all that apply] (n=1000)

*Question changed in 2011.

Concern with Amount of Sodium

There has been no change since 2010 in Americans' concern about the amount of sodium in their diet; about half of Americans are concerned.

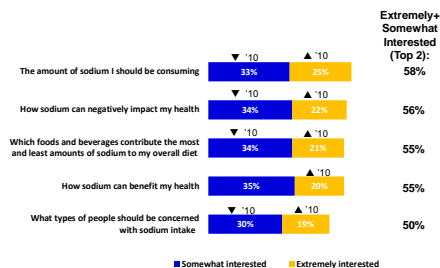


How concerned are you, if at all, with the amount of sodium in your diet? [Select one] (n=1000)

*Question added in 2010.

Interest in Statements about Sodium

As in 2010, roughly half of all Americans are interested in learning about the various sodium topics.



How interested, if at all, would you be in learning about the following topics? [Select one] (n=1000)

*Question added in 2010.

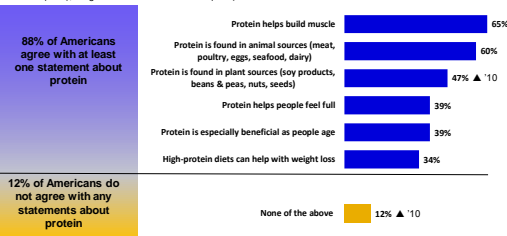
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Perceptions of Protein

Two-thirds of Americans believe that protein helps build muscle. When examples were provided, two-thirds of Americans agreed that protein is found in animal sources (60%) and close to half agreed it is found in plant sources (47%), a significant increase from 2010 (28%).*



As far as you know, which of the following statements, if any, accurately describe protein? [Select all that apply] (n=1000)

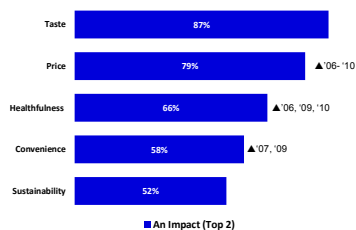
*Response wording changed in 2011 to include examples.

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Factors Influencing Purchasing Decision

Taste continues to be the main driver of purchasing foods and beverages, but price continues to rise as a significant factor, followed by healthfulness and convenience. Sustainability, added in 2011, is important to about half of Americans.



How much of an impact do the following have on your decision to buy foods and beverages? [Scale: 1= "No impact at all" 5= "A great impact"] (n=1000)

*Question asked since 2006.

**Sustainability added in 2011.

▲ / ▼ Significant increase/decrease from year indicated.

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Barriers for Dietary Compliance

- Lack of knowledge and understanding of the dietary recommendations
- Perceived higher cost of more nutritious food
- Access and cost of food
- Culture-based preferences and acculturation and/or gender roles of food in the household
- Other



Designing a New Approach to Help Change Consumer Behavior

- Why a New Food Icon?
- In 2010, the White House Childhood Obesity Task Force report called for a new generation and simple food icon
- Consumers want simple nutrition messages and need actionable messages
- It's time to grab the public's attention with a new visual cue

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Key Formative Research Findings

- Consumers know the basics about healthy eating, but need extra help around portions and calories
- No one message, tip, or graphic appealed to everyone
- Subjects felt that a "plate" image conveyed a positive message about eating healthfully at mealtimes

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

June 2, 2011 Launch of MyPlate and 2010 Dietary Guidelines Communications Campaign



New MyPlate Icon
Becomes
USDA's Primary Food
Group Symbol



Robert C. Post, Center for Nutrition Policy and Promotion, USDA

What the Icon Is



- It's a new take on a familiar mealtime symbol
- It's a cue to help consumers make healthy choices
- It symbolizes a need to build a healthy plate based on the food groups
- The icon will be accompanied by a broader effort to *help* consumers choose a healthy diet
- Appropriate for any age

Dietary Guidelines
for Americans 2010

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Printable Materials & Ordering

MyPlate™ Healthy Eating 10 Tips

<http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html>



<http://www.choosemyplate.gov/food-groups/dairy.html>

<http://www.choosemyplate.gov/food-groups/dairy-amount.html>

<http://www.choosemyplate.gov/food-groups/dairy-counts.html>

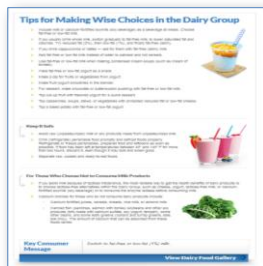


<http://www.choosemyplate.gov/food-groups/dairy-why.html>





<http://www.choosemyplate.gov/food-groups/dairy-tips.html>



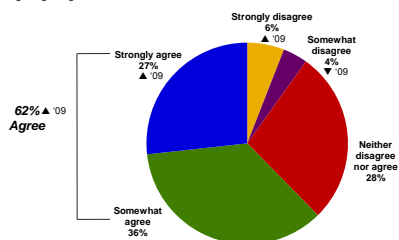
Factors Considered for Nutrition Promotion and Communicating Messages

- Consumer behavior: receptiveness and stages of change/values/priorities/cultural habits
- Designing actionable, simple, direct, consistent, understandable messages to positively affect behavior – “how-to’s”
- Providing messages in places that reach consumers at the moment they need them, and are “sticky” and sustained
- Using Information Technology – Media – Modes Creatively to Magnify Consistent Messages
- Access to Media/Modes

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Consumer Messaging

Over 60 percent of Americans would rather hear positive messages about what to eat, rather than negative messages regarding what not to eat.



To what extent do you agree or disagree with the following statements regarding food and health information? I am more interested in hearing about what TO eat, rather than what NOT to eat.* [Select one] (n=1000)

*Question last asked in survey in 2008.

**Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

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Strategies for Lifelong Healthful Eating Behaviors

- A coordinated approach that engages all “influencers” as partners in helping Americans make healthful choices
- Flexible eating patterns balanced with physical activity that will engage all consumers
- Use of USDA’s multi year communications initiative around the MyPlate icon sets the stage for lifelong healthful eating behaviors.



For more information, please contact:

Marianne Smith Edge
Senior Vice President, Nutrition & Food Safety
smithedge@ific.org

International Food Information Council (IFIC) and IFIC Foundation
1100 Connecticut Avenue, NW
Suite 430
Washington, DC 20036
Phone: 202-296-6540

For the full research reports, please visit:
www.foodinsight.org

