

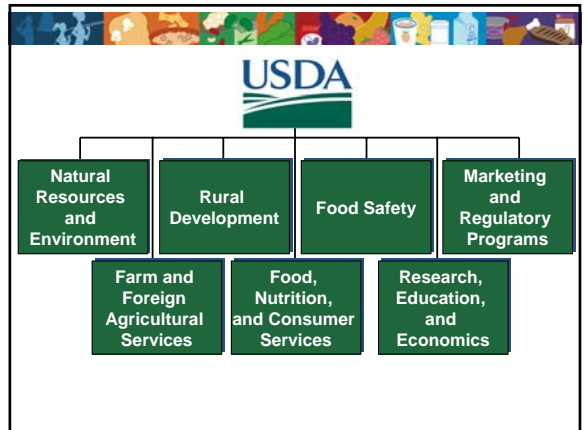


Putting the Dietary Guidelines into Action

Brian Wansink
Executive Director
Center for Nutrition Policy and Promotion
United States Department of Agriculture

Food and Nutrition Service Programs

Implementing the *Dietary Guidelines*

SNAP (formerly Food Stamps)	➔	Policies on Benefit Levels
School Meals Programs	➔	Nutrition Standards and Meal Pattern Requirements
WIC Program	➔	Composition of the Food Packages
Commodity Programs	➔	Food Specifications
ALL Programs	➔	Nutrition Education Efforts

SNAP

(Formerly the Food Stamp Program)

More than 28 million people each month receive benefits from SNAP.

- Maximum food stamp allotments set using the revised Thrifty Food Plan, based on the 2005 *Dietary Guidelines*

SNAP

New Educational Materials

Loving Your Family Feeding Their Future

- A comprehensive nutrition education intervention program
- Communicates messages from the 2005 *Dietary Guidelines* and MyPyramid
- Motivates low-income Moms with limited literacy skills to improve eating and physical activity behaviors
- Materials in English and Spanish
- Over 4.5 million individual pieces ordered

School Meals Programs

Over 30 million school children receive meals through the school meals programs each school day


- School meals must meet *Guidelines* recommendations.
- IOM contract—aligning meal patterns and nutrition standards with the 2005 *Guidelines*.

School Meals Programs

Educational materials


Fact Sheets for Menu Planners

- Practical tips on
 - sodium, cholesterol and trans fats
 - fruits, vegetables, whole grains, dry beans
- Helps schools move toward the 2005 *Dietary Guidelines*



HealthierUS School Challenge

- Encourage schools to provide more nutritious meals and opportunities for physical activity
- Awards for schools meeting rigorous criteria based on *Dietary Guidelines*



WIC

Over 8 million low-income pregnant, post-partum and breastfeeding women, infants, and children receive WIC food packages each month

- WIC food packages – aligned with the 2005 *Dietary Guidelines*— rule issued in December 2007
- Participants receive nutritious foods, nutrition counseling, and referrals to health and other social services




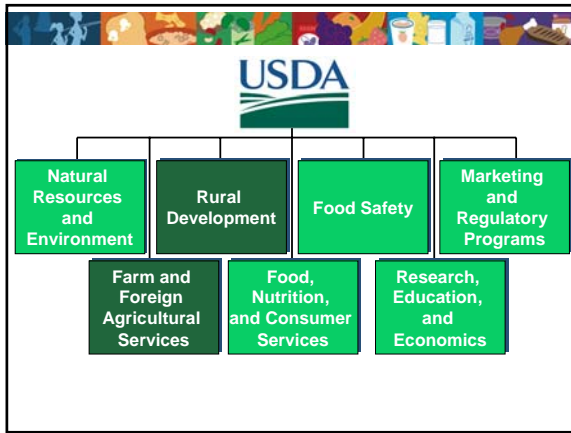


USDA Foods

Commodity Food Distribution Programs

Commodity distribution and other nutrition assistance to low-income families, emergency feeding programs, Indian Reservations, and the elderly.

- Farm Bill enabled USDA to increase fruit, vegetable and whole grain purchases.
- Complements on-going efforts to bring USDA Foods into alignment with the *Dietary Guidelines*





Cooperative State Research, Education, and Extension Service

Provides national leadership for community-based nutrition education programs and sponsors nutrition-related research

Dietary Guidelines are used at CSREES for:

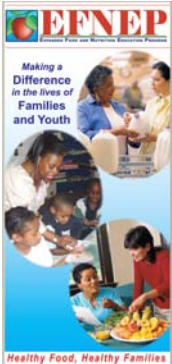
- Strategic Planning
- Creating Research Grant Opportunities
- Delivering Educational Messages
- Evaluating Program Effectiveness



Expanded Food and Nutrition Education Program


Dietary Guidelines are the foundation of EFNEP's educational programming

- Operates in 50 states and 6 US territories
- Reaches over ½ million low-income families and youth each year
- Education focuses on
 - dietary recommendations
 - nutrition practices
 - food resource management skills
 - food safety practices



Economic Research Service

Measures food consumption data against the Dietary Guidelines as the standard for a healthy diet



Dietary Guidelines used as a standard of comparison for:

- ERS Food Availability Data System
- Analyses using food consumption survey data

Figure 3
2005 less-adjusted food availability data compared with 2005 Dietary Guidelines' recommendations for a 2,000-calorie diet (cups per night per day)

Category	2005 ERS Less-Adjusted Food Availability Data	Dietary Guidelines Recommendations
Dark green	0.2	0.4
Orange	0.5	0.5
Legumes	0.1	0.4
Starchy	1.4	0.8
Other	0.8	0.9
Total	3.0	2.5

Note: Other vegetables include artichokes, asparagus, snap beans, broccoli, tomatoes, etc.
Source: USDA, ERS Food Availability (The Daily Data System)

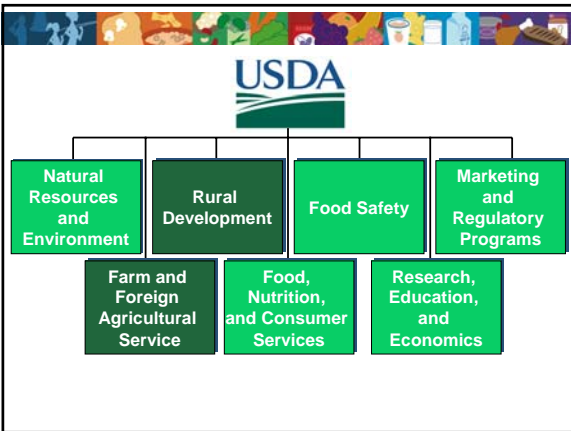
Agricultural Research Service

Define the role of food and components in optimizing health by conducting high priority research.



National Program in Human Nutrition

- "What We Eat in America"—Monitors the extent of adherence by the American public to the Dietary Guidelines

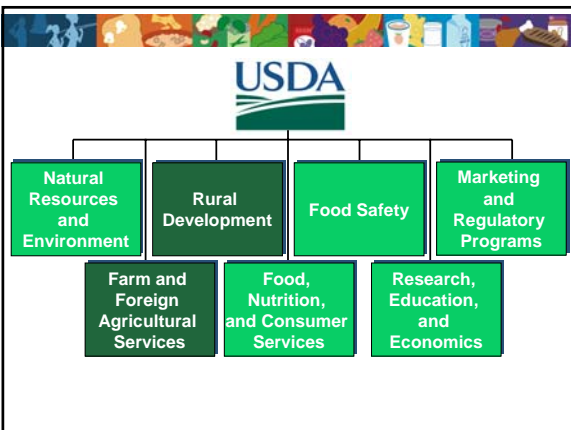
Agricultural Marketing Service

Administers programs to facilitate efficient, fair marketing of U.S. agricultural products.



Dietary Guidelines used to guide decisions on:

- Purchasing products for the Federal nutrition assistance programs.
- Setting specifications for products purchased.
- Overseeing commodity board research and promotion programs

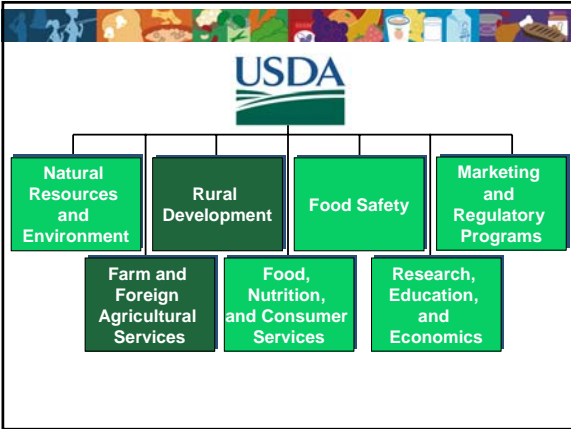


Food Safety and Inspection Service

Educating consumers about the importance of safe food handling and how to reduce the risks associated with foodborne illness.

Implementing the Dietary Guidelines' food safety recommendations through its many food safety education programs and campaigns.





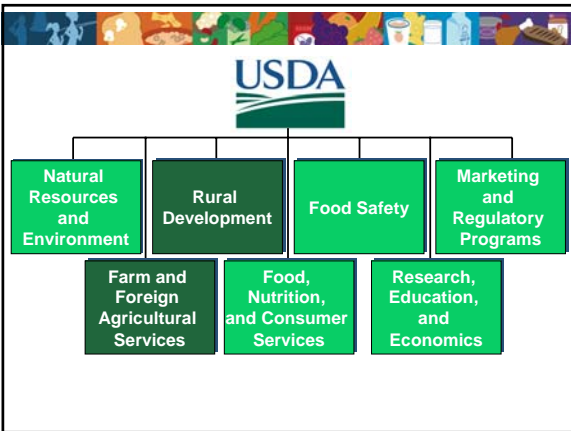
U.S. Forest Service

Kids in the Woods Program



Implements the *Dietary Guidelines* by engaging children of all ages in nature-based activities to enrich their lives and promote health through outdoor experiences





Center for Nutrition Policy and Promotion

Food Plans

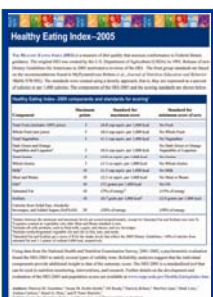
- Thrifty Food Plan--types and quantities of foods to obtain a nutritious diet at a minimal cost.
- Nutritional basis for the Food Plans
 - Dietary Reference Intakes
 - 2005 *Dietary Guidelines for Americans*
 - MyPyramid food intake recommendations



Center for Nutrition Policy and Promotion

Healthy Eating Index

- Designed to measure compliance of diets with the 2005 *Dietary Guidelines for Americans*
- Used to monitor the diet quality of the U.S. population and the low-income subpopulation.



Center for Nutrition Policy and Promotion

MyPyramid Food Guidance System

- Major implementation tool for the 2005 *Dietary Guidelines for Americans*
- Based on the *Guidelines* and the Dietary Reference Intakes
- Provides messages that consumers can more easily understand and put into practice
- Interactive tools and materials translate guidance into the kinds and amounts of food to eat each day.



MyPyramid's Reach



- Over 5.7 billion hits on website
- 3.5 million registered users on Tracker
- 750,000 page views per day on Menu Planner




MyPyramid Tools & Materials

- Interactive tools
 - Tracker, Menu Planner, Blast-Off Game
- Sections for:
 - Pregnant and breastfeeding women
 - Parents of preschoolers
- Print materials
- Information for Professionals
- Project M.O.M.*





Where People Make Food Decisions

Where they PURCHASE food	Where they PREPARE food	<ul style="list-style-type: none"> • How can we connect with people in all of these places? • We can partner with Information Multipliers
Where they WORK	Where they PLAY	

Partnering with MyPyramid