Putting the Dietary Guidelines into Action

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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

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.

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.
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

Healthy Eating Index
- 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

- How can we connect with people in all of these places?
- We can partner with Information Multipliers

Partnering with MyPyramid