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U.S. Department of Agriculture
Agricultural Outlook Forum 2005
February 25, 2005

**IMPLEMENTING THE DIETARY GUIDELINES THROUGH
GOVERNMENT PROGRAMS**

Joan M.G. Lyon
Dietary Guidelines for Americans

Implementing the Dietary Guidelines through Government Programs

Joan M.G. Lyon, Nutritionist
Center For Nutrition Policy and Promotion
U.S. Department of Agriculture

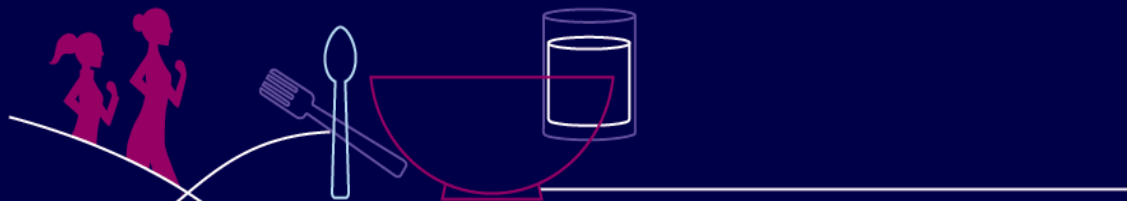
February 24, 2005



DIETARY GUIDELINES FOR AMERICANS, 2005

Implementing the Dietary Guidelines Through Government Programs

- The Challenge – Americans' Current Intake
- Strategies for Tackling the Challenge
 - Communication
 - Education
 - Interpretation and Translation
- Projected Program Implementation



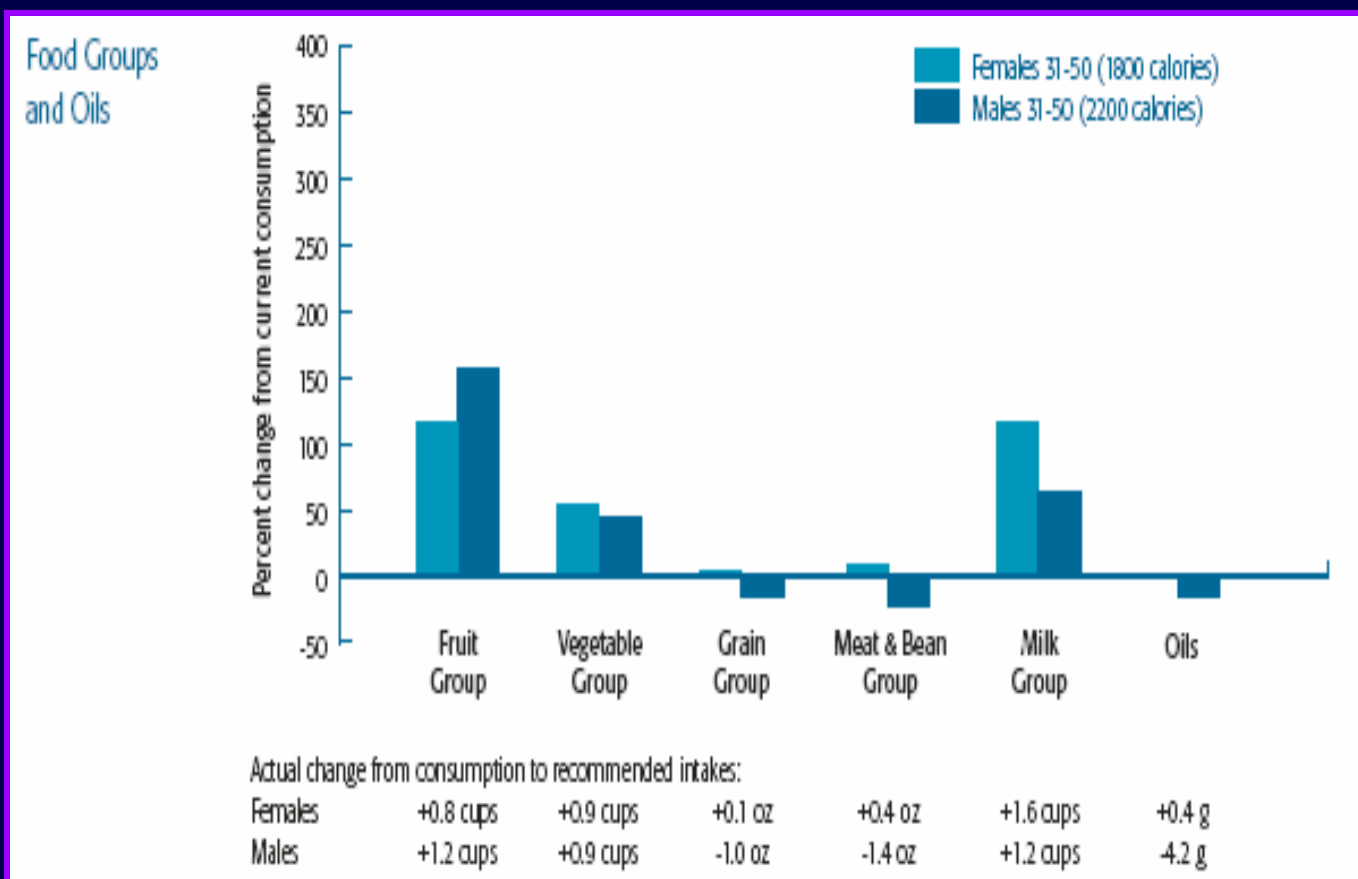
DIETARY GUIDELINES FOR AMERICANS, 2005

The Challenge: Americans' Current Intake



DIETARY GUIDELINES FOR AMERICANS, 2005

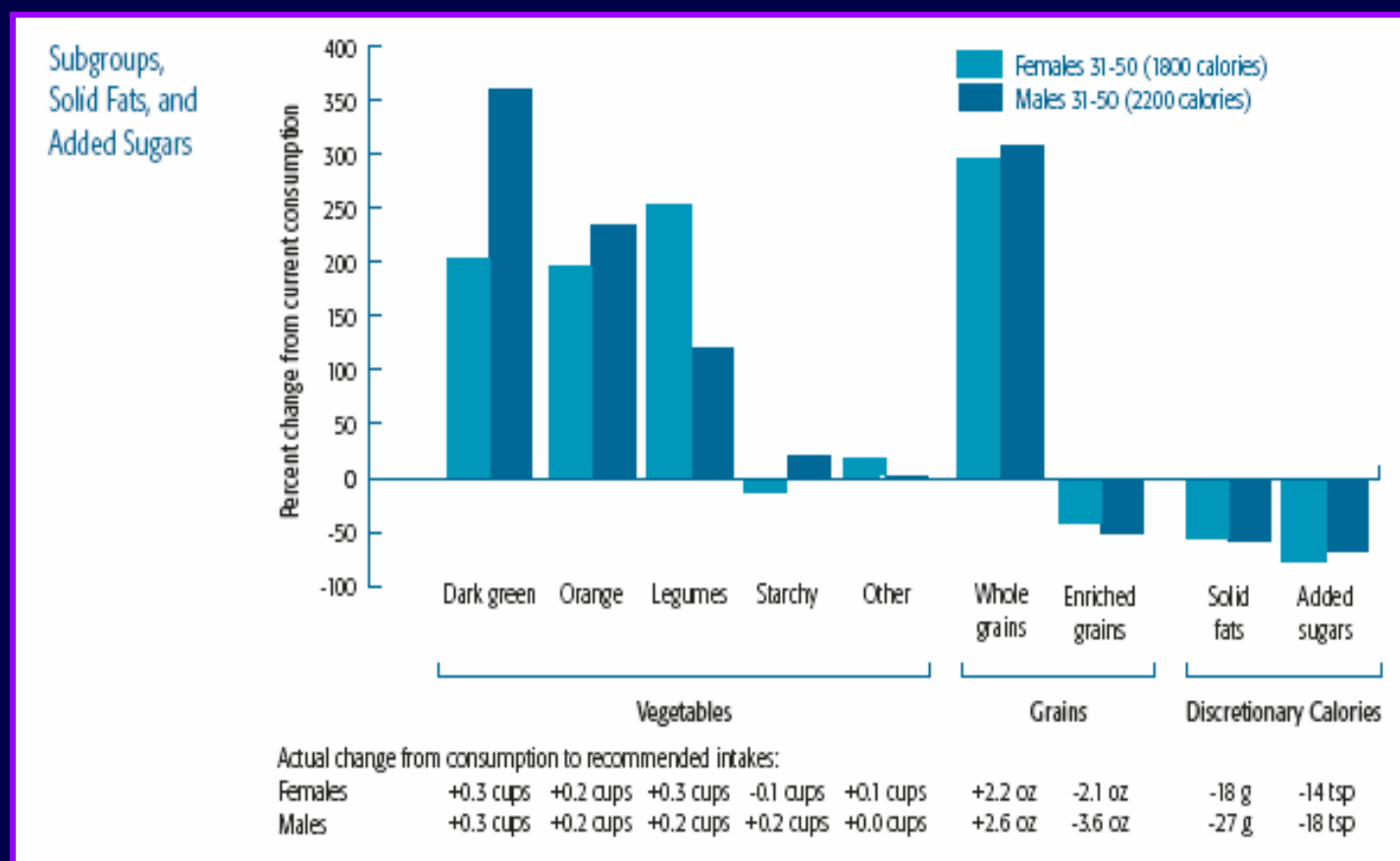
Changes Needed to Meet Recommended Intakes



^a USDA Food Guide in comparison to National Health and Nutrition Examination Survey 2001-2002 consumption data.

^b Increases in amounts of some food groups are offset by decreases in amounts of solid fats (i.e., saturated and trans fats) and added sugars so that total calorie intake is at the recommended level.

Changes Needed to Meet Recommended Intakes (cont.)



^a USDA Food Guide in comparison to National Health and Nutrition Examination Survey 2001-2002 consumption data.

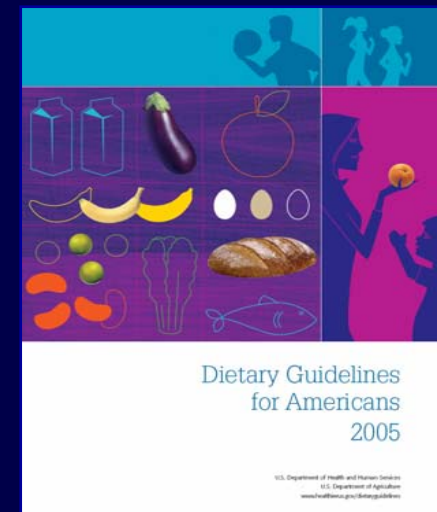
^b Increases in amounts of some food groups are offset by decreases in amounts of solid fats (i.e., saturated and trans fats) and added sugars so that total calorie intake is at the recommended level.

The Dietary Guidelines for Americans

- Provide dietary advice for consumers
- Set policy for food assistance and nutrition programs
- Establish overarching goals for
 - ▲ National health objectives, nutrition monitoring, and research
- Set framework for standards in
 - ▲ Food labeling/ fortification, food product development



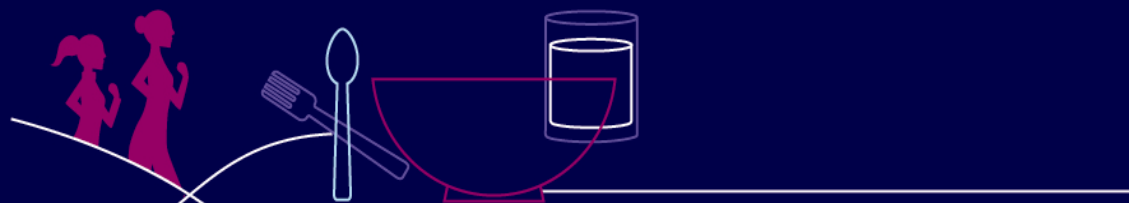
DIETARY GUIDELINES FOR AMERICANS, 2005



How We Operationalize the *Guidelines*

Interpret - Communicate - Educate - Translate

- Education programs and materials
 - Professionals and information multipliers
 - Consumers
- Federal nutrition assistance programs
- Partner to create a positive environment for consumers

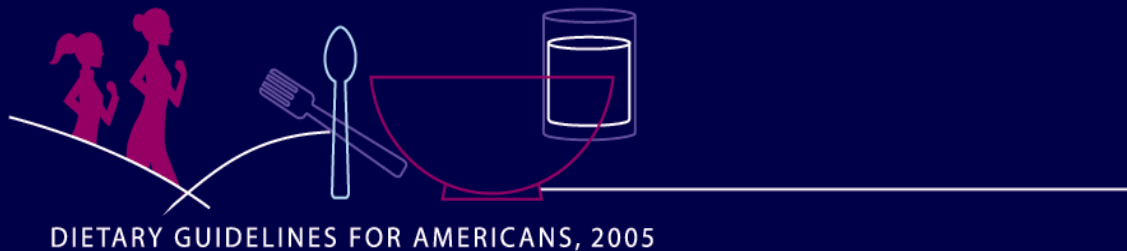


DIETARY GUIDELINES FOR AMERICANS, 2005



Professional Resources

- Dietary Guidelines for Americans, 2005
- Science Base: Report of the 2005 Dietary Guidelines Advisory Committee, Aug 2004
- Resources Under Development
 - Dietary Guidelines Toolkit
 - Dietary Guidelines On-line Course



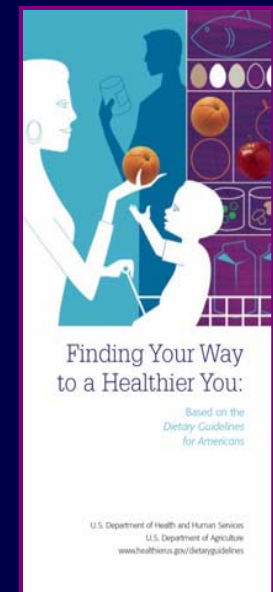
Dietary Guidelines Brochure:

Finding Your Way to a Healthier You

- Consumer publication provides practical advice in non-technical language.
- Messages tested with focus groups
- Highlights keys for a healthier lifestyle.
 - Making smart choices from every food group.
 - Finding one's balance between food and physical activity.
 - Getting the most nutrition from one's calories.



DIETARY GUIDELINES FOR AMERICANS, 2005



Finding Your Way to a Healthier You: Motivational Slogans

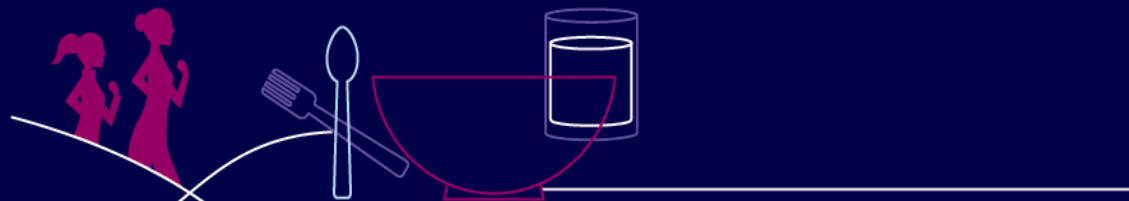
- Focus on fruits.
- Vary your veggies.
- Get your calcium-rich foods.
- Make half your grains whole.
- Go lean with protein.



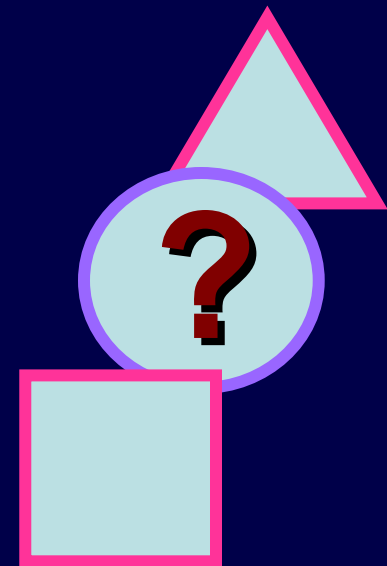
DIETARY GUIDELINES FOR AMERICANS, 2005

USDA Food Guidance System

- Based upon the USDA Food Guide
 - Dietary Guidelines for Americans, 2005 (Appendixes A-2 and A-3, pg. 53-55)
 - Suggested intake patterns at 12 calories levels
- Education messages
 - Focus group tested
 - Mirror Dietary Guidelines



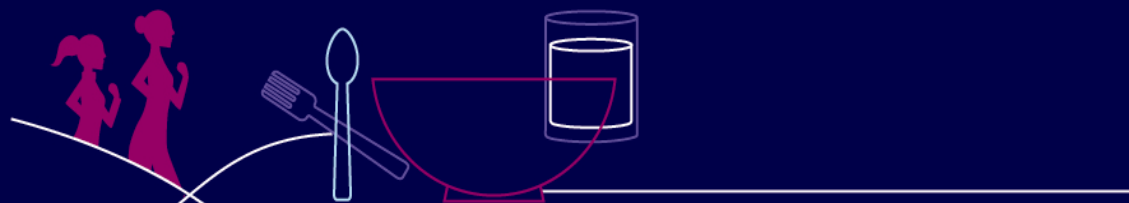
DIETARY GUIDELINES FOR AMERICANS, 2005



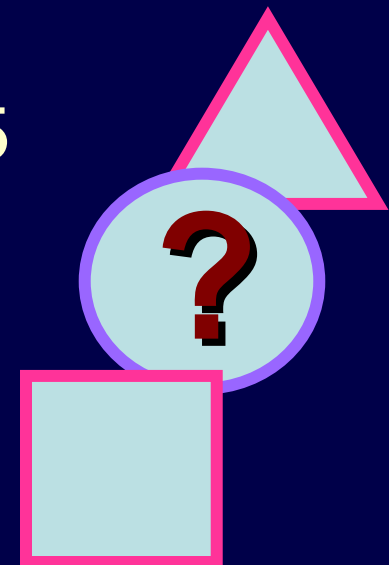
USDA Food Guidance System

Components include

- Graphic icon with motivational slogan
 - Core education framework for professionals
 - Print materials
 - Interactive web site
- Projected release -- Spring 2005



DIETARY GUIDELINES FOR AMERICANS, 2005



Interactive Healthy Eating Index and Physical Activity Tool (IHEI)

- Online dietary assessment tool
 - Diet quality
 - Related nutrition messages
 - Links to nutrient information
- Updated release -- Spring 2005
 - New HEI scoring system -- Fall 2005



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Nutrition Facts Panel

- IOM study (Use of DRIs on label)
- FDA review
- Rulemaking process in the future

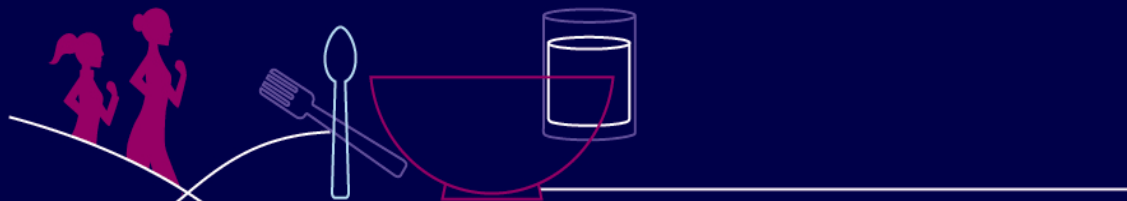
Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Values*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Potassium 700mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%



DIETARY GUIDELINES FOR AMERICANS, 2005

Food Stamp Program

- Thrifty Food Plan
 - Review and update the market basket of foods used to determine household benefit level (2005)
 - Cost of living adjustment
 - Projected release -- Fall 2006



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Child Nutrition Programs

- Review the DG and identify meal pattern and nutrition standard changes.
- Rulemaking process with public comment
- Projected phase in -- FY 2007



DIETARY GUIDELINES FOR AMERICANS, 2005



Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

- IOM contracted to review WIC food packages
 - Preliminary report - August 2004
 - Final report expected - Spring 2005
- Rulemaking process
 - Initiate - Late 2005
 - Finalize rule to update food packages - Late 2006



DIETARY GUIDELINES FOR AMERICANS, 2005



Changing the Environment

- Agriculture
- Food technology and production
- Consumer Marketplace
- Community infrastructure and transportation systems



Monitor and Assess America's Health

- National health objectives
- Nutrition monitoring programs
- Nutrition assessment programs



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Invest in the Future...

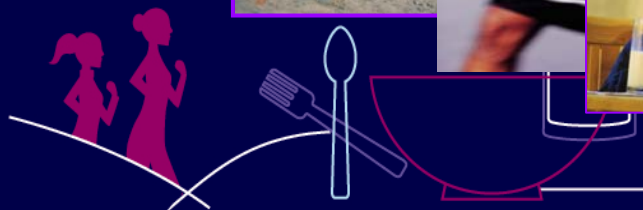
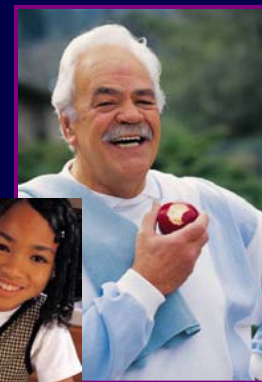
- Partner with USDA/HHS
- Bridge the nutrition knowledge gaps
- Motivate behavior change
- Improve access to healthy food choices and opportunities for physical activity



Operationalize the *Guidelines*...

To help Americans enjoy
longer healthier lives.

www.cnpp.usda.gov/dietaryguidelines



DIETARY GUIDELINES FOR AMERICANS, 2005