

Strategies for Healthy Eating



CENTER FOR
Science IN THE
Public Interest

*The nonprofit publisher of
Nutrition Action Healthletter*

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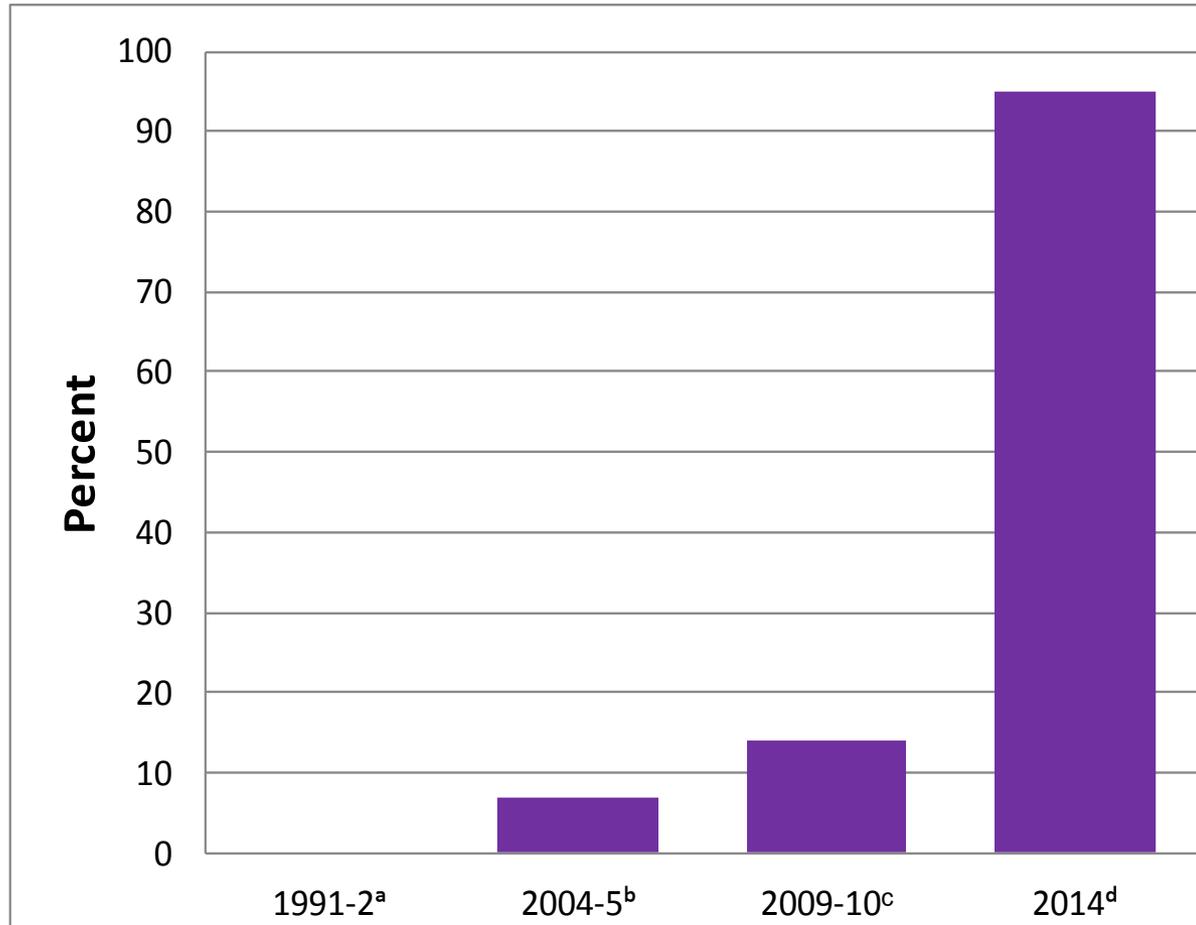
www.cspinet.org/nutritionpolicy

Food sold outside of school meals:

- Vending
- A la carte
- School stores
- Fundraisers

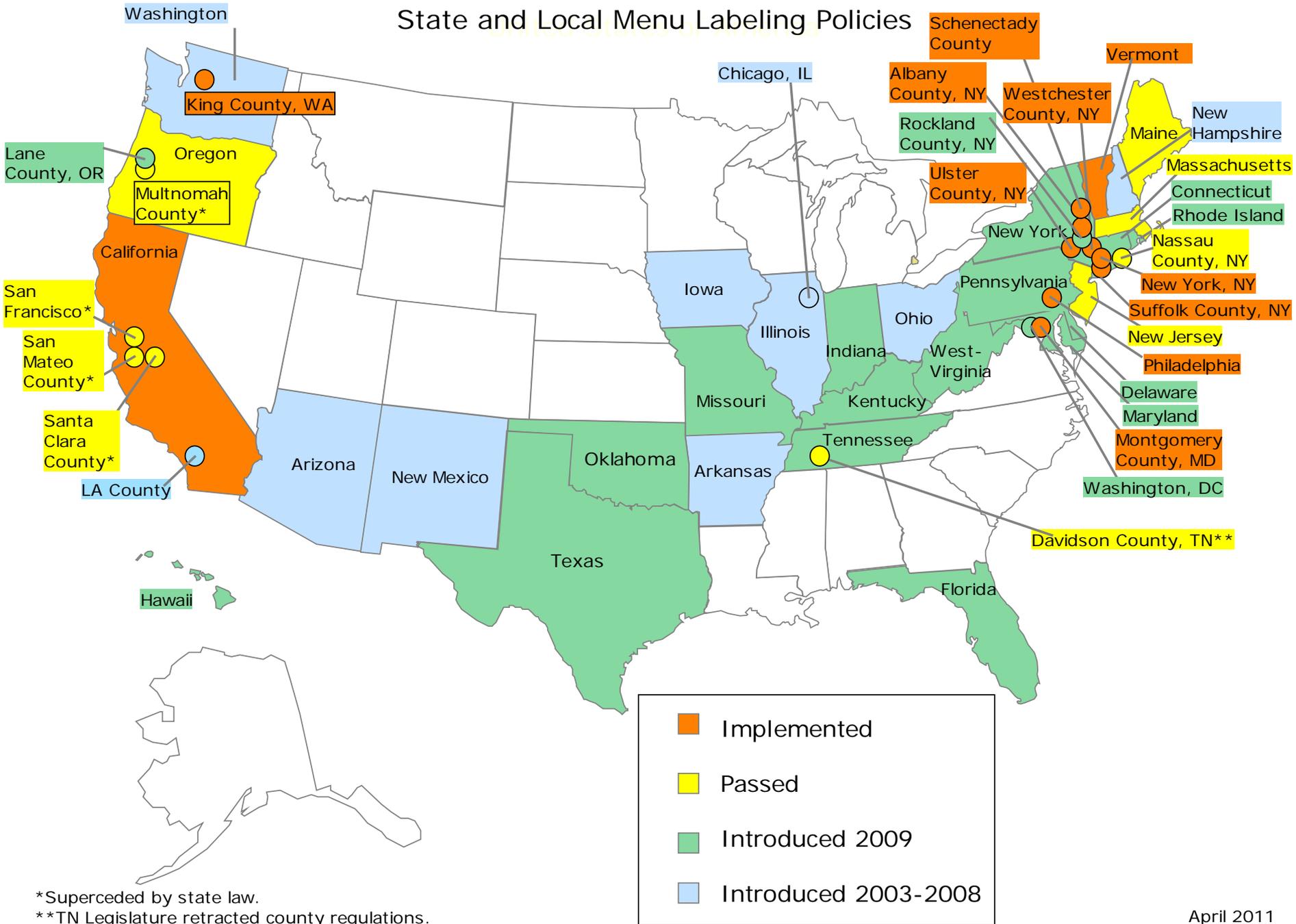


Schools Meeting School Lunch Standards



- a. School Nutrition Dietary Assessment Study (SNDA)
- b. SNDA II
- c. SNDA IV
- d. USDA 6-cent certification data for school districts

State and Local Menu Labeling Policies



*Superseded by state law.

**TN Legislature retracted county regulations.

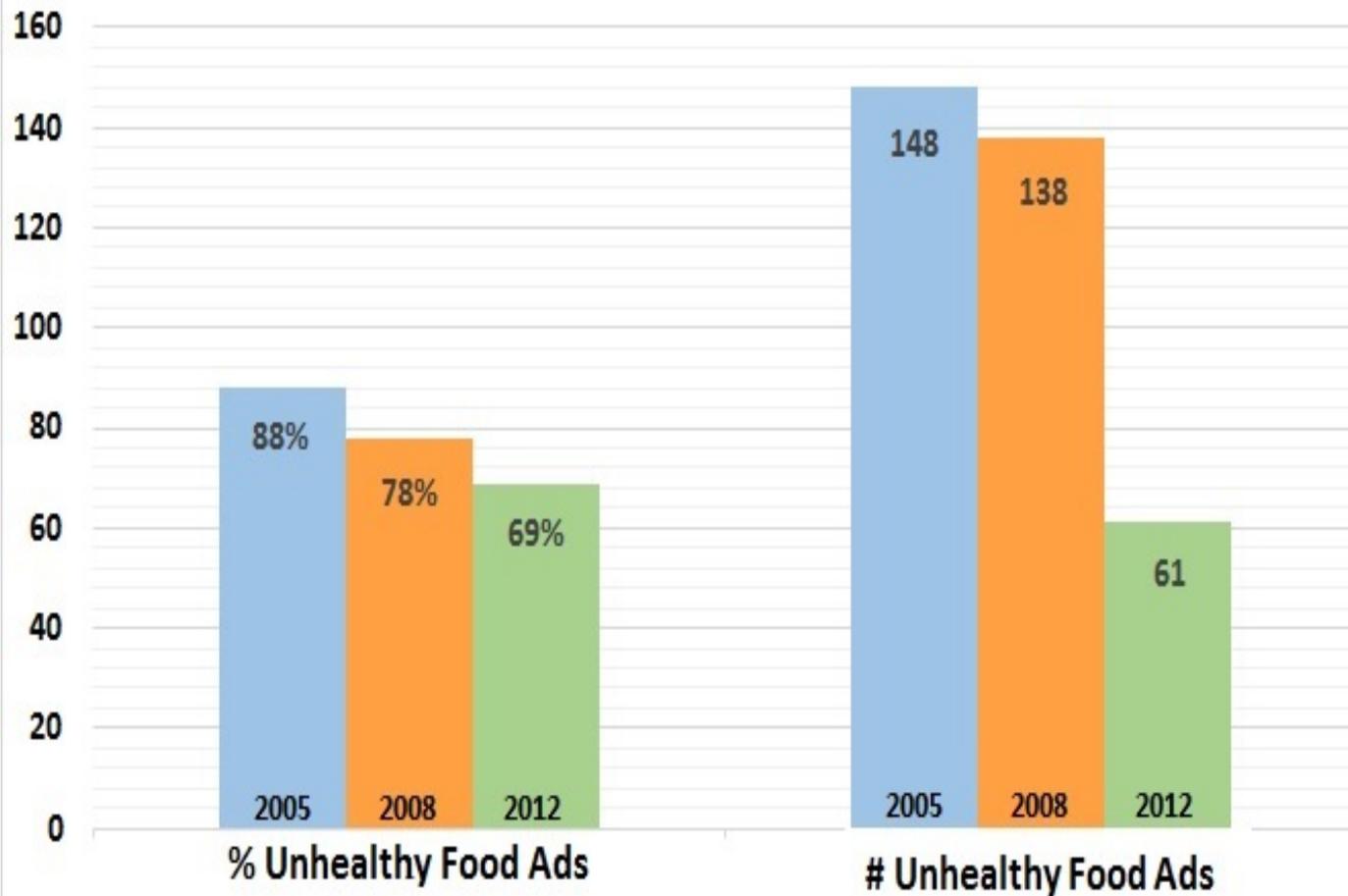
■	Implemented
■	Passed
■	Introduced 2009
■	Introduced 2003-2008



SHARE
if you
agree:

**SODA shouldn't
be the default
drink for kids.**

Unhealthy Food Ads on Nickelodeon





Food choice affected by many factors:

- culture
- habit
- price
- convenience
- marketing
- availability
- information
- nutrition/health

Nutrition Facts

Serving Size 1/2 of recipe 312g (471 g)
Servings per container 2

Amount Per Serving	
Calories 441	Calories from Fat 35
% Daily Value*	
Total Fat 4g	6%
Saturated Fat 1g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 86mg	4%
Total Carbohydrate 102g	34%
Dietary Fiber 13g	53%
Sugars 41g	
Protein 10g	
Vitamin A 11%	Vitamin C 40%
Calcium 55%	Iron 24%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

©www.NutritionData.com



THE GULP SCALE





- Food everywhere
- Marketing-induced hunger

People make different choices depending on what is available

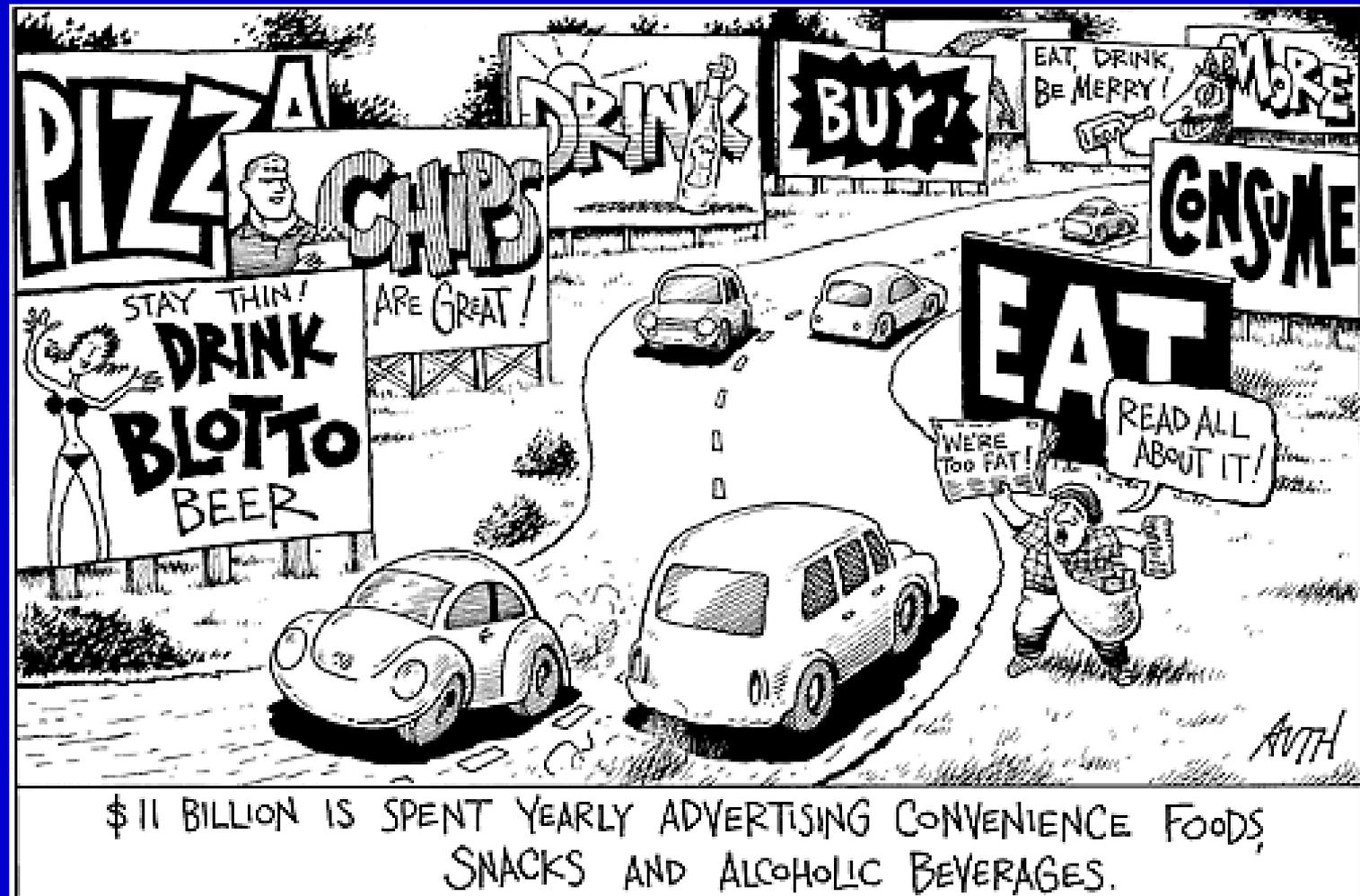


1955 Coke Ad 16 oz. serves 3



Now, 20 oz.
is for 1

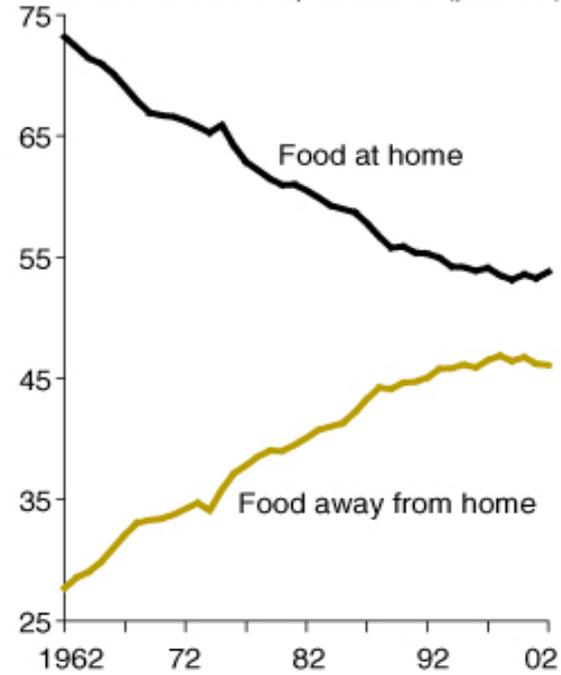
Food industry advertising 2012: \$33 billion



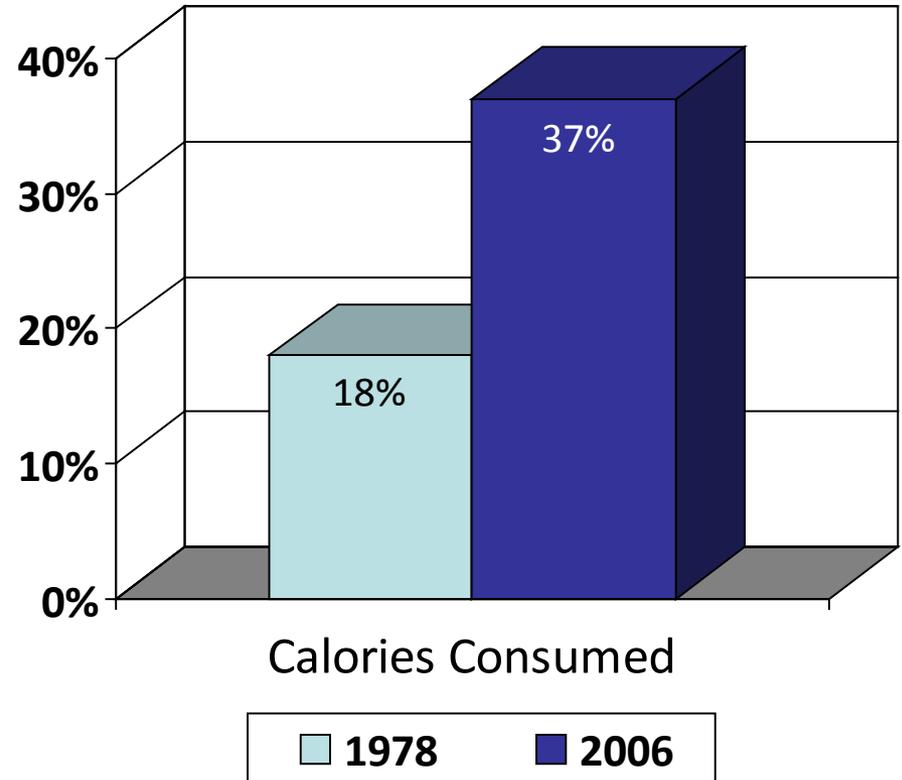
Away-from-Home Food Consumption Has Doubled

Americans are eating out more

Share of total food expenditures (percent)



Source: Food Consumption (Per Capita) Data System, USDA, Economic Research Service.



National Menu Labeling

- Chains; ≥ 20 outlets
- Calories on menus, menu boards, food tags, buffets, vending
- Other nutrition info on brochures, posters, etc.
- Standard menu items - not custom orders, specials
- National uniformity
- Implementation date: December 1, 2016
- Cities and states can require on city/state property, hospitals, smaller chains



Item	Calories	Price	Item	Calories	Price
Yogurt Parfait	426	2.99	Fruit Salad	216	2.69
Così Break Bar	463	2.19	Orange Juice	137	1.99
Kids Menu					
SANDWICHES SERVED WITH COSÌ CHIPS OR BABY CARROTS					
Turkey Sandwich	289	4.39	Shirley Temple	240	1.49
Tuna Sandwich	333	4.39	Milk	192	1.69
Cheese Pizza <small>serves two</small>	769	6.59	Chocolate Milk	260	1.99
Pepperoni Pizza <small>serves two</small>	911	7.19	Hot Chocolate	436	2.99
Goopy Grilled Cheese	357	3.69	S'mores <small>for two</small>	751	7.79
Peanut Butter & Jelly	560	3.79			



Does menu labeling affect food choices?

Lit review at www.menulabeling.org

- NYC - 15% use menu labeling, reduce fast-food lunch by 100 calories
- Starbucks study:
 - Ave=6% decrease in calories per transaction
 - People buying more calories: 26% decrease
 - Similar change in all chains (est 25% of calories from chains) = 30 calorie/person/day decrease population-wide
 - Obesity due to 100 calorie/day
- Also reformulation



Policy Can Make a Difference: Trans Fat

Policy

- Trans fat labeling since 2006
- NYC, CA, Philadelphia, Baltimore, Cleveland, et al restricted trans fat in restaurants
- Litigation

Evidence of Public Health Success

- Reformulation: 75% less trans fat in food supply
 - When reformulating, companies generally substitute healthier ingredients
- Consumption decreased from 4.6 g per person/day to 1.3 g from late 1990s to 2010
- Trans fat in blood decreased 58% between 2000 to 2009
- Ave total cholesterol decreased from 206 mg/dL to 196 from 1988 to 2010 (even in people not on medication)

Nutrition Facts			
Serving Size 1 Bar (60g)			
Servings Per Container 6			
Amount Per Serving			
Calories 160	Calories from Fat 70		
% Daily Value*			
Total Fat 8g			12%
Saturated Fat 5g			25%
Trans Fat 0g			
Cholesterol 5mg			2%
Sodium 45mg			2%
Total Carbohydrate 21g			7%
Dietary Fiber 3g			12%
Sugars 15g			
Protein 3g			
Vitamin A 4%	•	Vitamin C 0%	
Calcium 10%	•	Iron 0%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Menu labeling: Reformulation



- California Pizza Kitchen's "Lite Adventures"
- Cheesecake Factory's "SkinnyLicious Menu"
- Au Bon Pain's "Portions & Snacks"
- Denny's "Fit Fare"
- Daily Grill's "Simply 600"
- IHOP's "Simple and Fit"



1,270 to 620 cals

Children's meals



- Eating out provides 1/4 of children's calories
- Restaurant marketing to kids
- Studies link eating out with obesity and higher caloric intakes
- Restaurant children's meals high in calories, salt, fats



- 2012: 97% of kids' meals unhealthy
- 2008: 99% of kids' meals unhealthy
- Kid's Meal Policies
 - Introduced: MD, HI, NY
 - Passed: Santa Clara County (CA), San Francisco

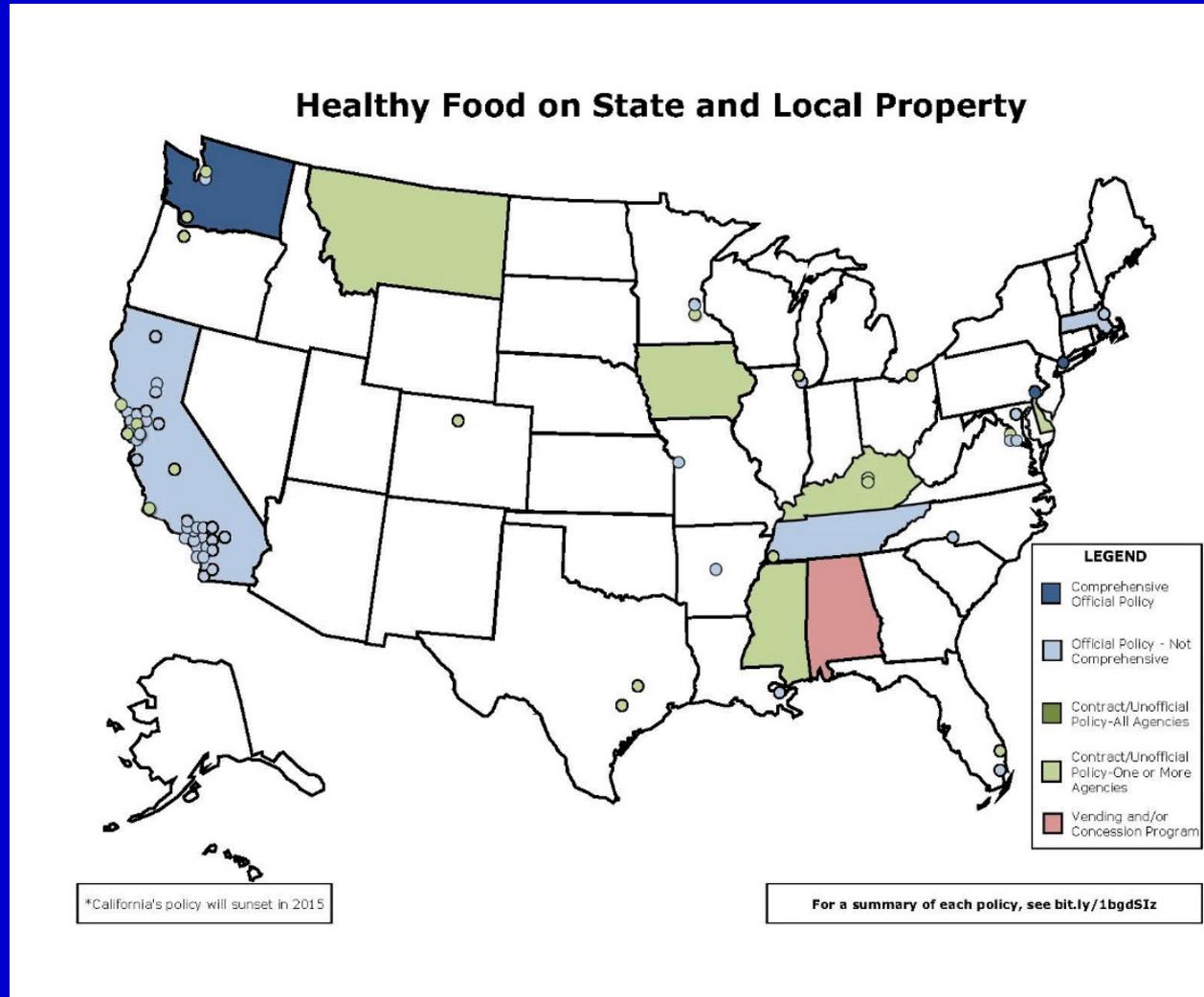
Worksites

- Adults spend day at work
- Eat - lunch, snacks (vending), meetings
- Important for addressing:
 - high healthcare costs
 - disability
 - absenteeism

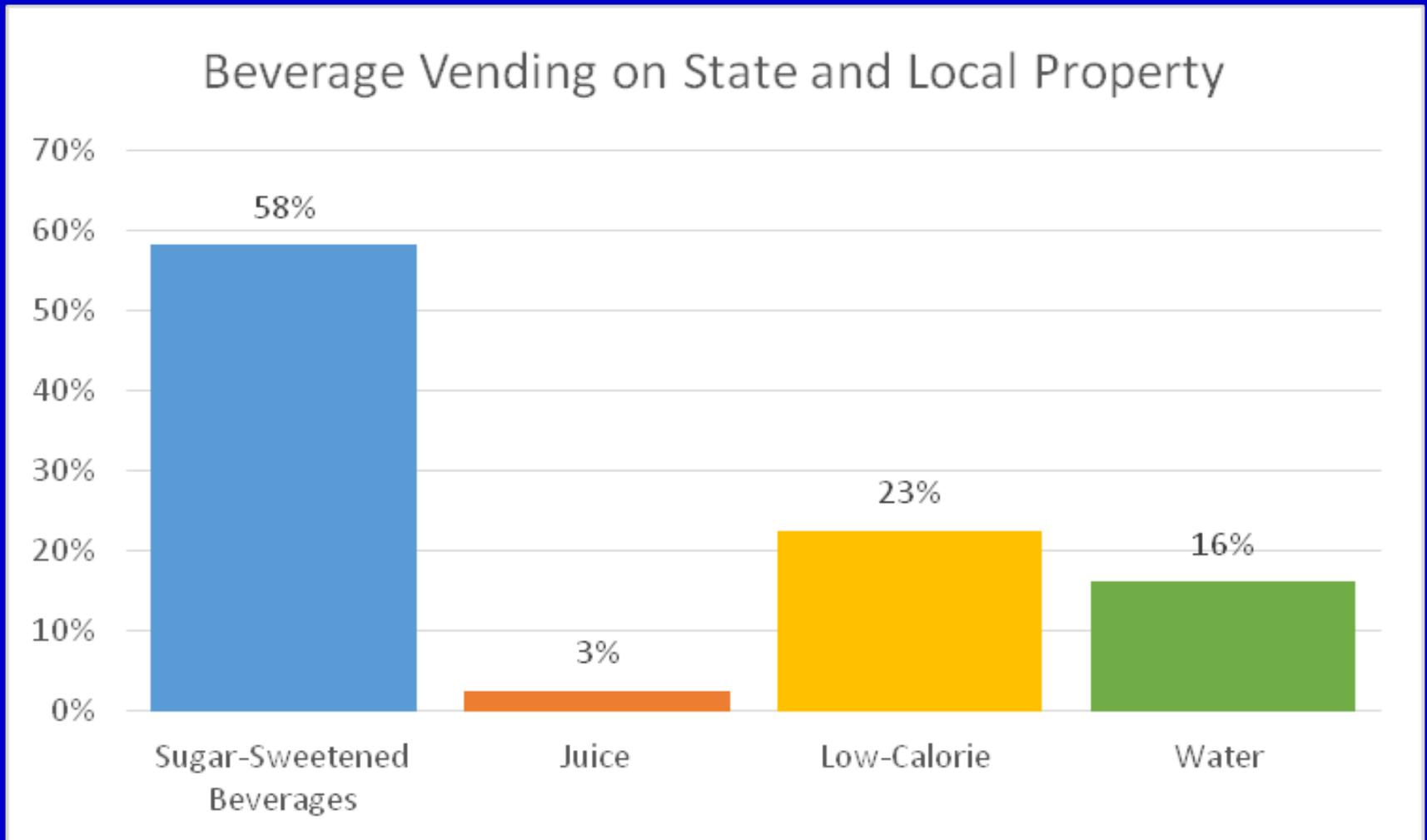


Food Service Guidelines (Procurement) Growing Movement

- Procurement, plus:
 - pricing
 - marketing
 - placement
 - menu labeling



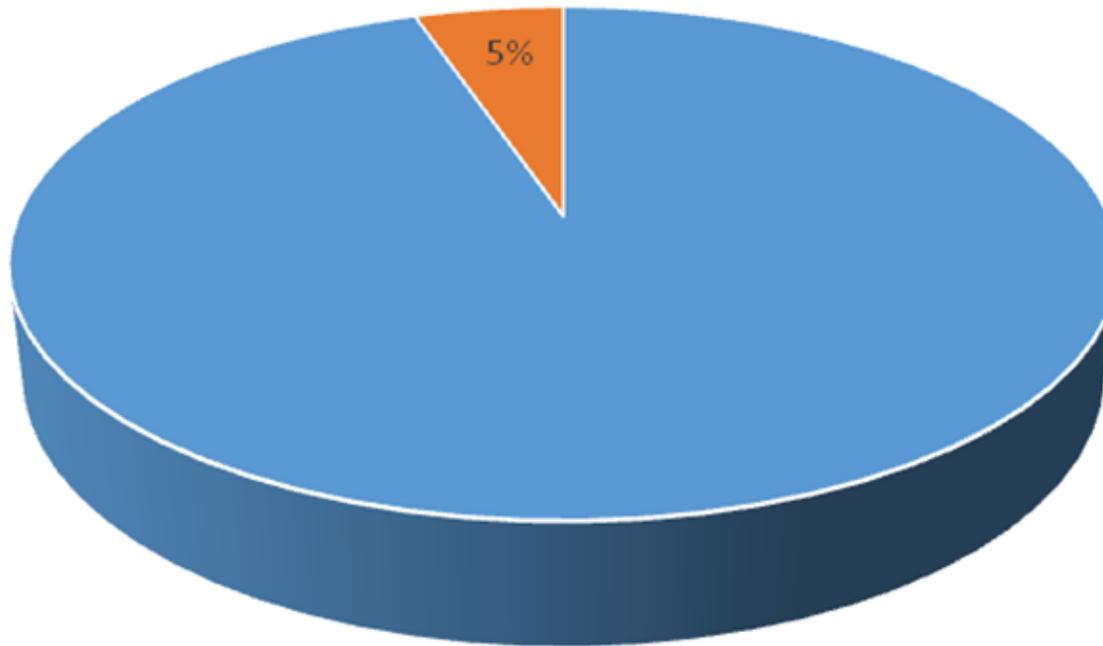
Vending on Public Property



cspinet.org/vendingcontradictions.pdf

Vending on Public Property

5% of Vended Foods on State and Local Property Are Healthy Options



Healthy Food Choices in Public Places

State and Local Nutrition Guidelines



- Send right message, don't undermine obesity efforts
- Appropriate use of government funds
- Support health of employees, visitors, program participants, institutionalized people
- Drive demand for healthier products, spur reformulation
- Little controversy or cost

Healthy Food Choices in Public Places

A low or no cost approach

- High level interest in healthier snacks
 - 74% trying to eat healthier
 - 65% eating specific foods to lose weight
 - 61% eating to manage specific health condition
- Healthier snack sales growth outpacing traditional snacks 4 to 1
- Cities and states implementing policies without losing money
 - Missouri Department of Health and Senior Services
 - Chicago Parks District
 - Baldwin Park, California
 - Rady Children's Hospital, San Diego, California

<http://www.cspinet.org/nutritionpolicy/foodstandards.html>

Phased-in vs. Statewide Policy

Stepwise implementation (start with one agency and expand)

- Delaware: state parks
- Palm Beach County, FL: DoH
- Portland, OR: parks and rec

Implement policy in all government agencies at once

- City-wide vending: Los Angeles, San Francisco, Chula Vista County, Contra Costa County
- NYC for food served through programs, childcare, corrections

Provide policy as a model to other workplaces (Seattle/King County)



For More Information

The screenshot shows the website for the Center for Science in the Public Interest. The header includes the organization's logo, name, and tagline "Transforming the American diet". A search bar is located in the top right. A green navigation bar contains links for "About Us", "Food Day", "Nutrition", "Food Safety", "More!", and "Contact". The main content area features the article title "Healthier Food Choices For Public Places" with a "Print | Share" link. Below the title is a sub-headline "Food and Nutrition Guidelines for Government, Worksites, Hospitals & Organizations" and a photograph of a woman in a white uniform serving a man in a suit. To the right of the main content is a sidebar with sections: "About Us" (listing links like "Nutrition Home", "School Foods", etc.), "Donate to CSPI" (with a "Donate to CSPI Now" button), "Nutrition Action" (with a "Subscribe Now" button), and "In Recent Issues" (with a "Cover Story" link). The left sidebar contains three sections: "Fact Sheets/Background" (listing various fact sheets and webinars), "Model Policies" (listing model bills and agreements), and "National, State, and Local Policy" (listing examples of policies and case studies).

- Model standards
- Fact Sheets
 - General
 - Randolph-Sheppard
 - Financial Impact
- Toolkits
- Promotional/educational signs and materials
- Model legislation

<http://www.cspinet.org/nutritionpolicy/foodstandards.html>

Healthy Meetings

- National Alliance for Nutrition and Activity Healthy Meeting Toolkit
- Healthy Meeting Pledge
- www.healthymeeting.org



CURRENT LABEL

Nutrition Facts			
Serving Size 2/3 cup (55g)			
Servings Per Container About 8			
Amount Per Serving			
Calories 230	Calories from Fat 40		
	% Daily Value*		
Total Fat 8g			12%
Saturated Fat 1g			5%
<i>Trans</i> Fat 0g			
Cholesterol 0mg			0%
Sodium 160mg			7%
Total Carbohydrate 37g			12%
Dietary Fiber 4g			16%
Sugars 1g			
Protein 3g			
Vitamin A			10%
Vitamin C			8%
Calcium			20%
Iron			45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

PROPOSED LABEL

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
Calories	230
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	<i>Trans</i> Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg
* Footnote on Daily Values (DV) and calories reference to be inserted here.	

ALTERNATE LABEL

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
Calories	230
% Daily Value*	
QUICK FACTS:	
12%	Total Fat 8g
12%	Total Carbs 37g
	Sugars 1g
	Protein 3g
AVOID TOO MUCH:	
5%	Saturated Fat 1g
	<i>Trans</i> Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
	Added Sugars 0g
GET ENOUGH:	
14%	Fiber 4g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg
* Footnote on Daily Values (DV) and calorie reference to be inserted here.	

Proposed changes:

- bolder calories
- revised some serving sizes
- new "added sugars" line
- improved fiber definition
- remove clutter: "Calories from Fat" & nutrient table
- replace vitamins A and C with potassium, vitamin D

Still to do:

- added sugars Daily Value
- lower sodium DV
- front of package labeling
- clearer ingredient labels

**cspinet.org/
actnow**



**www.cspinet.org/nutritionpolicy
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