The Changing Nutrition Affairs Environment: Key Issues for Dietary Guidance

Dr. Robert C. Post
Chief Science Officer, FoodMinds, LLC
(Former Acting Executive Director/Associate Executive Director Center for Nutrition Policy and Promotion, USDA)

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www.foodminds.com
Outline

- A Changed Perspective – Public to Private Sector
- Overview of Dietary Guidelines - Process and Promotion
- Issues Surrounding the Dietary Guidelines in the Nutrition Affairs Environment
- Ideas for Enhancing Communications
Who we are

- A Consulting and Communications Company
- Specializing in food, beverage, nutrition, health and wellness
Our Approach

- Transforming Environments
- Creating Opportunities
- Shaping Attitudes
- Shaping Policy
- Building Alliances
- Navigating Issues
- Changing Perception
- Raising Awareness
- Trending New Ground
Clients Served
New!

Changes to the food label are coming that could impact your bottom line. Are you prepared?

How can your company leverage these changes and gain a competitive advantage?

**The Opportunity**
The Food and Drug Administration (FDA) will announce changes to the current nutrition label that will incorporate the most recent nutrition and public health research and improve how nutrition information is presented to consumers. It may impact how current claims on past are made and will include adjustments to reflect current nutrient recommendations. A clear understanding of what the new changes are, how your company can leverage those changes, as well as how your current label will be impacted is necessary to stay ahead of the competition and comply quickly.

**How can Food Label Compass Help?**
Food Label Compass brings together three leading food and nutrition companies to offer a suite of services to help food and beverage companies, commodities and associations navigate the prepared changes to food labeling.

**What does Food Label Compass Offer?**
- **Nutrition Analysis:** Identifying potential changes to Reference Amounts Customarily Consumed (RACCs) and assessing impact of potential changes to Daily Values (DV) and thus nutrition claim criteria that may affect your products.
- **Strategy:** Providing strategic counsel on positioning and planning of new nutrition labels for your product portfolio and overall brand messaging.
- **Regulatory Consulting:** Identifying and validating claim opportunities and providing regulatory guidance and clearance for labeling your products.
Development of Dietary Guidelines Policy and Communications

Phase 1

DGAC Charter

Phase 2

DGAC Public Meetings: Review of Science

DGAC Report Submitted to Secretaries of USDA & HHS

Phase 3

USDA & HHS Develop Policy Document

Phase 4

DG’s Implemented through Federal Programs
REFERENCE MATERIALS

Percentiles and Standard Errors of Usual Intake from Food and Beverages 2007-2010 [PDF - 739KB]

Usual Intakes from Food and Beverages 2007-2010 Compared To Dietary Reference Intakes [PDF - 962KB]
The Dietary Guidelines for Americans encourage Americans to focus on eating a healthful diet—one that focuses on foods and beverages that help achieve and maintain a healthy weight, promote health, and prevent disease. Recommendations from the Dietary Guidelines are intended for Americans ages 2 years and over, including those at increased risk of chronic disease, and provide the basis for federal food and nutrition policy and education initiatives.

The first edition of the Dietary Guidelines for Americans was released in 1980. As mandated in Section 301 of the National Nutrition Monitoring and Related Research Act of 1990 (7 U.S.C. 5341), the Dietary Guidelines for Americans is reviewed, updated, and published every 5 years in a joint effort between the U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA).

Beginning with the 1985 edition, HHS and USDA have appointed a Dietary Guidelines Advisory Committee (DGAC) consisting of nationally recognized experts in the field of nutrition and health. The charge to the Committee is to review the scientific and medical knowledge current at the time. Based on their review of the literature, the Committee prepares a report for the Secretaries that provides recommendations for the next edition of the Dietary Guidelines.

HHS’s Office of Disease Prevention and Health Promotion has the administrative leadership for the 2015 edition and is strongly supported by USDA’s Center for Nutrition Policy and Promotion in Committee and process management, and evidence analysis functions. The Departments jointly review the Committee’s recommendations and develop and publish the revised Dietary Guidelines for Americans policy document.

The tentative timeline for the development and publication of the 2015 Dietary Guidelines for Americans is provided below. The site www.DietaryGuidelines.gov will serve as the web platform for all materials related to the 2015 revision process, including announcements, archived webcasts of the public meetings, and submitting/viewing public comments. Information will also be published in the Federal Register.

Fall 2012/Winter 2013
- HHS and USDA solicited nominations for the DGAC

Spring/Summer 2013
- DGAC were appointed
- Request for public comments initiated
- Work Groups established to identify topic areas
- DGAC held its first public meeting on June 13-14, 2013

Fall 2013/Winter 2014
- Subcommittees established to begin reviews of current scientific evidence
- DGAC holds second public meeting on January 13-14, 2014, which includes public oral testimony

Spring/Summer/Fall 2014
- DGAC holds subsequent public meetings
- DGAC reviews current scientific evidence

Fall 2014/Winter 2015
- DGAC issues report to the Secretaries of HHS and USDA
- DGAC report published and made available to public for comment

Winter/Spring/Summer 2015
- HHS and USDA consider DGAC’s scientific recommendations and public and agency comments
- Departments prepare the Dietary Guidelines for Americans policy document

Fall 2015
- HHS and USDA jointly publish and release the 8th edition of the Dietary Guidelines for Americans
Topic Selection and Work Group/Subcommittee Formation Framework

2015 DGAC

Work Group 1
Environmental Determinants of Food, Diet, and Health

Work Group 2
Dietary Patterns and Quality and Optimization through Lifestyle Behavior Change

Work Group 3
Foods, Beverages, and Nutrients and Their Impact on Health Outcomes

Science Review Subcommittee
Collective set of prioritized questions

Subcommittee 1
Food and Nutrient Intakes, and Health: Current Status and Trends

Subcommittee 2
Dietary Patterns, Foods and Nutrients, and Health Outcomes

Subcommittee 3
Diet and Physical Activity Behavior Change

Subcommittee 4
Food and Physical Activity Environments

Subcommittee 5
Food Sustainability and Safety
2010: Hallmark Advances in Access to and Evaluation of Nutrition Evidence

- Webcast Technology
- USDA's Nutrition Evidence Library
- Food Pattern Modeling
- Dietary Intake Analyses (e.g., consumption trends/calorie intake by groups)

Other Systematic Reviews/Reports
- Physical Activity Guidelines
- DRIs and other IOM Reports
- Federal Reports
- Others

2015 DGAC Report

Public Comments
The DGA: 1980 to Present

Method for Reviewing the Evidence

- DGAC’s collective knowledge of nutrition
- Search and review of the scientific literature
- Inauguration of USDA’s NEL; robust systematic approach to evaluate the science

1980-1995
- Consumers, policy officials, nutritionists and nutrition educators

2000
- Health professionals, nutrition educators, nutritionists, policy makers

2005

2010

2015

New for 2015

Evidence Mapping Pre-Step

Audience
How will the 2015 DGAC Answer Questions?

- USDA Nutrition Evidence Library: For example, what are the benefits in relationship to the risks of seafood consumption?
- Systematic Reviews/Reports: Physical Activity Guidelines, DRIs or other IOM Reports, Others
- Food Pattern Modeling: For example, can nutrient needs be met if seafood intake was increased to 8 oz per week?
- Data Analyses: For example, what nutrients are underconsumed or overconsumed by the general population?

Report of the 2015 Dietary Guidelines Advisory Committee
Development of Birth to 24 Months ("B-24") Dietary Guidance

**Phase I**
- **Topics are selected and research needs are identified:** Four expert work groups, convened by HHS and USDA, identify topics, systematic review questions, and research and/or data needs for informing the future development of guidance for the B-24 population *(Oct 2012 – May 2013)*

**Phase II**
- **Evidence is gathered and synthesized:** USDA's Nutrition Evidence Library convenes Technical Expert Collaboratives (TECs) to conduct systematic reviews; USDA and HHS perform data analyses; public comments are requested *(Dec 2014 – Jan 2017)*

**Phase III**
- **Guidance is developed:** A Federal group of experts develops guidance using reports from the TECs, data analyses, and other evidence-based reports, taking into consideration public and Federal Agency comments *(Jan 2017 – Jan 2018)*

**Phase IV**
- **Guidance is considered for the 2020 DGA:** The guidance developed in Phase III is provided to the 2020 Dietary Guidelines Advisory Committee (DGAC) for their use in incorporating this age group into the 2020 DGAC Report; the Report is used as the scientific basis for the 2020 DGA *(2018-2020)*
The Food and Nutrition Policy Environment

- Nutrition has never been more visible
  - Diet-related chronic illness trends
  - Healthcare costs; continued productivity concerns
- Consumers: wants, needs, demands
- Food industry: marketing to meet demands
- Media trends: polarizing views
- Active Legislative/Executive branch interests
- Federal agencies: active regulatory and policy agendas attempt to balance consumer wellbeing and free market
The Food Environment: Many Factors Influence Decisions

FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions

Adapted from Story M et al., Annu Rev Public Health 2008;29:253-272
1. Food and Nutrient Intake, and Health: Current Status and Trends

- Fruits and vegetables
- Nutrient of concern
- Refined grains – Whole Grains
- Gluten
- Seafood
- Cooking methods
- Beverages
- Protein foods
- Sodium/potassium
2. Dietary Patterns, Foods and Nutrients, and Health Outcomes

- Patterns and public health outcomes
- Plant vs animal
- Proportion of Populations That Follow Patterns
- Protein contributions
- Beverages in patterns
3. Diet and Physical Activity Behavior Change

- Motivators/facilitator/barriers to consumer dietary and lifestyle behavior change
- Models and behavior change strategies and interventions
- Family and environmental factors, e.g., meals, screen time, sleep time, acculturation
- Food/menu label use
- Social networking, media
- Food assistance
- What’s working?
4. Food and Physical Activity Environments

Impact on health outcomes and interventions:

- Physical food environment, e.g., schools, retail, child care, worksite, etc.
- Social food environment, e.g., family, home
- Macro food environment, e.g., food marketing, nutrition labeling
5. Food Sustainability and Safety

- Relation between foods and long-term sustainability; ag and production methods
- Guidelines, dietary patterns, and food security – animal vs plant-based
- Best practices for certain environments to improve eating behaviors, e.g., schools
- Research gaps
- Food safety risks for populations, caffeine, gluten; interventions
Issues That Complicate the Nutrition Landscape

- GMOs – Does Desire-to-Know Trump Science?
- Sustainability – What Does It Mean?
- Food Insecurity, Access and Food Deserts –
- Calories Confusion – What Will Menus Add?
- Nutrigenomics - Are We Ready for Individualized Dietary Guidance?
- The Microbiome
Key Issues for Policy Makers: Practicable Policy Should Drive DGAC 2015 Agenda

- Consumer behavior change
- Changing the food environment (e.g., food marketing, cooking literacy, health literacy) – “how tos”
- Reaching consumers where decisions are made
- Energy balance
- Dietary patterns - food groups, nutrients
- Portions
- Calories
- Fats vs oils – MUFAS/PUFAS
- Targeted populations: schools, food assistance
- Food labeling
- Lifespan/life-stages (maternal health, pregnant women)
- Targeted age segments (birth to 24 months, kids, adolescents, older adults)
- Subpopulations with chronic illness
- Food insecurity
Communicating Across the Nutrition Landscape

MyPlate on My Budget

The MyPlate Game

MyPlate Pop Quiz
1. Chicken breast is a source of __________.
2. __________ are a great source of fiber.
3. __________ are a source of protein.
4. __________ are a source of vitamins and minerals.
5. __________ are a source of carbohydrates.

Rate This Plate
- __________
- __________

Eat Smart To Play Hard

Fruits
- __________
- __________

Grains
- __________
- __________

Protein
- __________
- __________

Dairy
- __________
- __________

Vegetables
- __________
- __________
Communicating Across the Nutrition Landscape – Steps Beyond MyPlate

- Enhance behavior change communication to promote positive health outcomes
- Expand public-private sector partnerships beyond the norm
- Sponsor community mobilization
- Promote interpersonal communication and counseling
- Employ social marketing in strategies
- Initiate research to assess impact of MyPlate messages and tools (SuperTracker) on behavior
foodminds
1001 Connecticut Ave., Suite 1225
Washington, DC  20006
Contact: Erin DeSimone (edesimone@foodminds.com)
Dr. Robert C. Post  (rpost@foodminds.com)
Chief Science Officer
FoodMinds, LLC
1001 Connecticut Ave., NW Suite 1225
Washington, DC  20006