Framework for Healthful Eating:
The 2010 Dietary Guidelines for Americans, MyPlate, and Consumer Insight

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International Food Information Council Foundation

Mission:
To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.

www.foodinsight.org

“It Is All About Food”
Development of 2010 Dietary Guidelines for Americans (DGA) Policy and Communications

- DGA Committee Report Submitted to Secretaries of USDA & HHS June 15, 2010
- DGA Implemented and Communicated through Federal Programs and the Private Sector/Foundation for Policy Initiatives

Menu Labeling
FOP Labeling
 Ads to Kids
School Meals

Robert C. Post, Center for Nutrition Policy and Promotion, USDA

Recommendations for a Healthier Life

- Balancing Calories to Manage Weight
- Foods and Food Components to Reduce
- Foods and Nutrients to Increase

Building Healthy Eating Patterns
- Changing the Food Environment to Help Americans Make Healthy Choices

Recommendations Based on Evidence: Total Diet Approach: Combining Nutrients, Consuming Foods

- Recommendations
  - 23 key recommendations for the general population and 6 for subpopulation groups
  - Organized to present information in an integrated way
- Two overarching concepts/Three Major Themes
  - Maintain calorie balance over time to achieve and sustain a healthy weight
  - Calories in vs calories expended (physical activity)
  - Focus on consuming nutrient-dense foods and beverages
  - Foods and food components to reduce
  - Foods and nutrients to increase

Robert C. Post, Center for Nutrition Policy and Promotion, USDA
**Key Recommendations from the 2010 Dietary Guidelines for Americans**

- Balance calories with physical activity to manage weight.
- Consume more of certain foods such as fruits, vegetables, whole grains, fat-free and low-fat dairy products, and seafood, with nutrients that often come up short.
- Consume fewer foods with sodium (salt), saturated fats, trans fats, cholesterol, added sugars, and refined grains.
The Reality

"...the nutrition world continues to set rigid and ever-increasing standards for food selection, standards that have been demonstrated to be beyond the reach of consumers. Despite years of emphasis in the Dietary Guidelines and Food Guide Pyramid, only a third of today’s consumers score an average of 70 or above on the 100-point Healthy Eating Index, and only 20% of consumers are able to consume their 5-A-Day of fruits and vegetables."

Sources of Contact with Dietary Guidelines

Three fourths of Americans believe they have seen some information about the Dietary Guidelines for Americans, citing a wide range of sources.

74% of Americans have seen information on the Dietary Guidelines in at least one location

28% of Americans have not been informed on the Dietary Guidelines in any location

Where, if at all, have you seen Dietary Guidelines information?* (Select all that apply) (n=1000)

- On a food or beverage package 27%
- In a TV, newspaper, or magazine story 27%
- At a doctor's office or health clinic 18%
- In a grocery store 15%
- Advertising 8%
- On the MyPyramid website 8%
- At/from a school 7%
- On other products other than a food or beverage 7%
- I have not seen any information 5%

NOTE: Responses <5% not shown

Three fourths of Americans believe they have seen some information about the Dietary Guidelines for Americans, citing a wide range of sources.

*Question added in 2011.

Knowledge of Calories Per Day

As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day?* (Open-end) (n=1000)

When asked to estimate the number of calories that should be consumed in an average day, one-third of Americans are unaware or unable to provide a response. Only one in ten estimate correctly; over half provide a response but estimate incorrectly.

As far as you know, how many calories should a person of your age, weight, height, and physical activity consume per day?* (Open-end) (n=1000)

- Estimated correctly 9%
- Unaware 37%
- Overestimated 27%
- Underestimated 44%
- Responded but estimated incorrectly 10%

54% Responded but estimated incorrectly

*Question asked since 2006. Estimate correctly is determined within a +/- 100 calorie range based on the MyPyramid formula.

Trying to Limit Fats

Among the 71% of Americans trying to limit fat consumption, the majority are focused on saturated fats.

71% of Americans are trying to limit saturated fats

29% of Americans are not trying to limit any type(s) of fat

Which of the following are you trying to limit?* (Select all that apply) (n=1000)

- Saturated fats 56%
- Trans fats 40%
- Polyunsaturated fats 14%
- Monounsaturated fats 17%
- Omega 6 fatty acids 8%
- Omega 3 fatty acids 6%
- None of the above 28%

*Question added in 2011.
Knowledge of Solid Fats

Less than 1% of Americans correctly named the six fats considered to be solid according to the 2010 Dietary Guidelines for Americans; nearly half are not willing to venture a guess.

- Animal fats: 34%
- Saturated fats: 23%
- Trans fats: 17%
- Hydrogenated oils: 11%
- Partially-hydrogenated oils: 9%
- Polyunsaturated fats: 7%
- Vegetable oils: 6%
- Monounsaturated fats: 5%
- Fish oils: 5%
- Omega 3 fatty acids: 5%
- Omega 6 fatty acids: 5%
- Don't know enough to provide an answer: 48%

Which of the following is a solid fat? [Select all that apply] (n=1000)

- 46% (Correct Answer)

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Trying to Limit Carbohydrates and Sugars

Nearly three quarters of Americans are making a change regarding carbohydrates; more than half of Americans say they are trying to limit sugars.

- Trying to limit carbohydrates: 73%
- Trying to limit sugars: 56%
- High fructose corn syrup: 44%
- Refined carbohydrates: 20%
- Complex carbohydrates: 17%
- None of the above: 27%

Which of the following are you trying to limit? * [Select all that apply] (n=1000)

- 73% of Americans are trying to limit some types of carbohydrates
- 27% of Americans are not trying to limit any types of carbohydrates

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Concern with Amount of Sodium

There has been no change since 2010 in Americans’ concern about the amount of sodium in their diet; about half of Americans are concerned.

- Extremely concerned: 18%
- Not at all concerned: 11%
- Not very concerned: 13%
- Somewhat concerned: 35%
- Neither concerned nor unconcerned: 27%

Concern with amount of sodium you, if at all, with the amount of sodium in your diet? * [Select one] (n=1000)

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### Dietary Components

#### Interest in Statements about Sodium

As in 2010, roughly half of all Americans are interested in learning about the various sodium topics.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Somewhat Interested</th>
<th>Extremely Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>The amount of sodium I should be consuming</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>How sodium can negatively impact my health</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Which foods and beverages contribute the most and least amounts of sodium to my overall diet</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>How sodium can benefit my health</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>What types of people should be concerned with sodium intake</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

* *Question added in 2010.*

#### Perceptions of Protein

Two-thirds of Americans believe that protein helps build muscle. When examples were provided, two-thirds of Americans agreed that protein is found in animal sources (60%) and close to half agreed it is found in plant sources (47%), a significant increase from 2010 (28%).

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein helps build muscle</td>
<td>65%</td>
</tr>
<tr>
<td>Protein is found in animal sources (meat, poultry, eggs, seafood, dairy)</td>
<td>60%</td>
</tr>
<tr>
<td>Protein is found in plant sources (legumes, beans &amp; peas, nuts, seeds)</td>
<td>47%</td>
</tr>
<tr>
<td>Protein helps people feel full</td>
<td>39%</td>
</tr>
<tr>
<td>Protein is especially beneficial as people age</td>
<td>39%</td>
</tr>
<tr>
<td>High-protein diets can help with weight loss</td>
<td>34%</td>
</tr>
</tbody>
</table>

88% of Americans agree with at least one statement about protein.

#### Information Sources and Influences

Factors Influencing Purchasing Decision

<table>
<thead>
<tr>
<th>Source</th>
<th>Impact (Top 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>87%</td>
</tr>
<tr>
<td>Price</td>
<td>79%</td>
</tr>
<tr>
<td>Health/Wellness</td>
<td>66%</td>
</tr>
<tr>
<td>Convenience</td>
<td>58%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>53%</td>
</tr>
</tbody>
</table>

How much of an impact do the following have on your decision to buy foods and beverages?

* *Question asked since 2006.*

** Sustainability added in 2011.**

* *Significant increase from 2010.*

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Barriers for Dietary Compliance

- Lack of knowledge and understanding of the dietary recommendations
- Perceived higher cost of more nutritious food
- Access and cost of food
- Culture-based preferences and acculturation and/or gender roles of food in the household
- Other

Designing a New Approach to Help Change Consumer Behavior

- Why a New Food Icon?
  - In 2010, the White House Childhood Obesity Task Force report called for a new generation and simple food icon
  - Consumers want simple nutrition messages and need actionable messages
  - It’s time to grab the public’s attention with a new visual cue

Key Formative Research Findings

- Consumers know the basics about healthy eating, but need extra help around portions and calories
- No one message, tip, or graphic appealed to everyone
- Subjects felt that a “plate” image conveyed a positive message about eating healthfully at mealtimes
June 2, 2011 Launch of MyPlate and 2010 Dietary Guidelines Communications Campaign

New MyPlate Icon Becomes USDA’s Primary Food Group Symbol

What the Icon Is

- It’s a new take on a familiar mealtime symbol
- It’s a cue to help consumers make healthy choices
- It symbolizes a need to build a healthy plate based on the food groups
- The icon will be accompanied by a broader effort to help consumers choose a healthy diet
- Appropriate for any age

MyPlate™ Healthy Eating 10 Tips

http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html
What Foods Are Included in the Dairy Group?

MyPlate™
Dairy Food Group Overview
What’s in the Dairy Group?

http://www.choosemyplate.gov/food-groups/dairy.html

How Much is Needed?

http://www.choosemyplate.gov/food-groups/dairy-amount.html

What Counts as a Cup?

http://www.choosemyplate.gov/food-groups/dairy-counts.html
Factors Considered for Nutrition Promotion and Communicating Messages

- Consumer behavior: receptiveness and stages of change/values/priorities/cultural habits
- Designing actionable, simple, direct, consistent, understandable messages to positively affect behavior – “how-to’s”
- Providing messages in places that reach consumers at the moment they need them, and are “sticky” and sustained
- Using Information Technology – Media – Modes Creatively to Magnify Consistent Messages
- Access to Media/Modes
Consumer Messaging

Over 60 percent of Americans would rather hear positive messages about what to eat, rather than negative messages regarding what NOT to eat.

- Strongly agree: 62%
- Somewhat agree: 36%
- Neither disagree nor agree: 11%
- Somewhat disagree: 4%
- Strongly disagree: 6%

**Due to rounding, chart does not equal 100%.

*Question last asked in survey in 2009.

Strategies for Lifelong Healthful Eating Behaviors

- A coordinated approach that engages all "influencers" as partners in helping Americans make healthful choices
- Flexible eating patterns balanced with physical activity that will engage all consumers
- Use of USDA's multi year communications initiative around the MyPlate icon sets the stage for lifelong healthful eating behaviors.

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