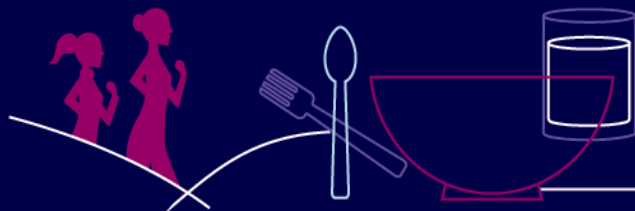


# *Dietary Guidelines For Americans, 2005*

Kimberly F. Stitzel, MS, RD  
Nutrition Advisor  
Department of Health and Human Services

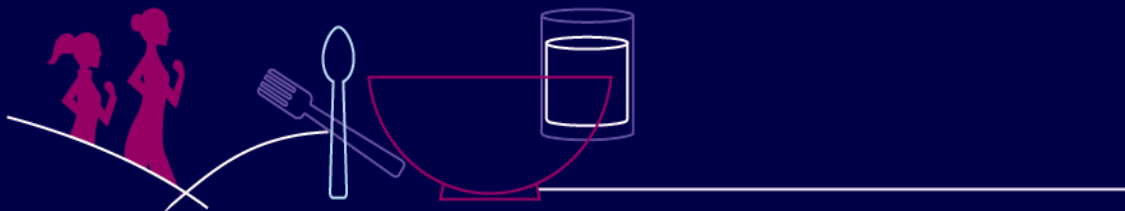


DIETARY GUIDELINES FOR AMERICANS, 2005



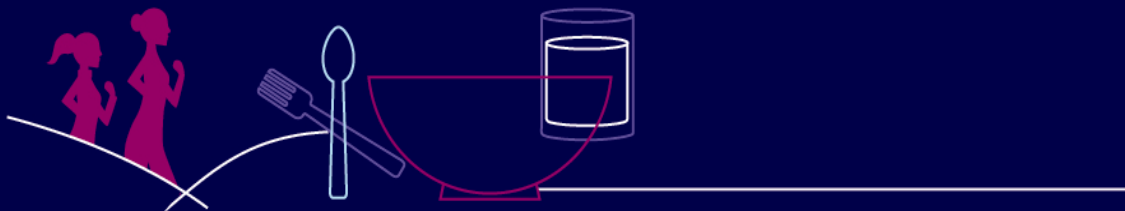
# Overview

- Dietary Guidelines process
- Overview of focus areas and recommendations
- *Finding Your Way to a Healthier You*



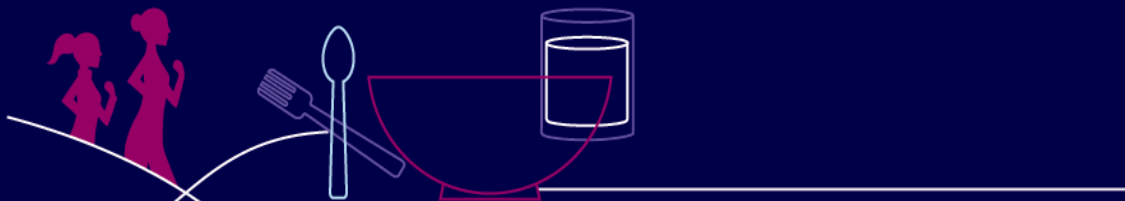
# What are the *Dietary Guidelines*?

- Science-based advice for ages 2+  
Promote health, prevent chronic disease
- Federal nutrition policy/programs
- HHS/USDA – Legislated for every 5 yrs.

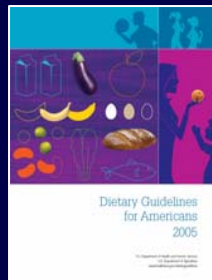
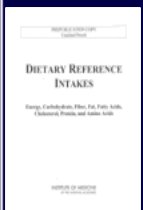


# Components of the *Guidelines*

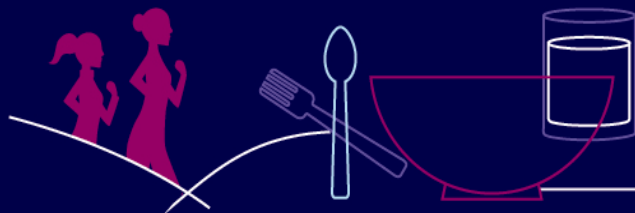
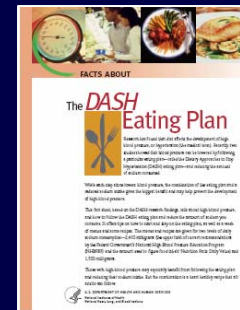
- Report of the DGAC on the Dietary Guidelines for Americans, 2005-  
[www.health.gov/dietaryguidelines/dga2005/](http://www.health.gov/dietaryguidelines/dga2005/)
- *Dietary Guidelines for Americans, 2005*
- *Finding Your Way to a Healthier You: Based on the Dietary Guidelines for Americans*
- Implementation Tools
  - DASH eating plan
  - Food Label
  - USDA Food Guidance System
  - Toolkit for nutrition professionals
- [www.healthierus.gov/dietaryguidelines](http://www.healthierus.gov/dietaryguidelines)



DIETARY GUIDELINES FOR AMERICANS, 2005



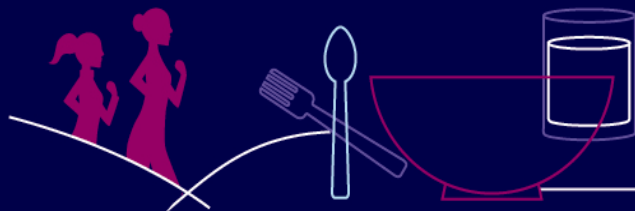
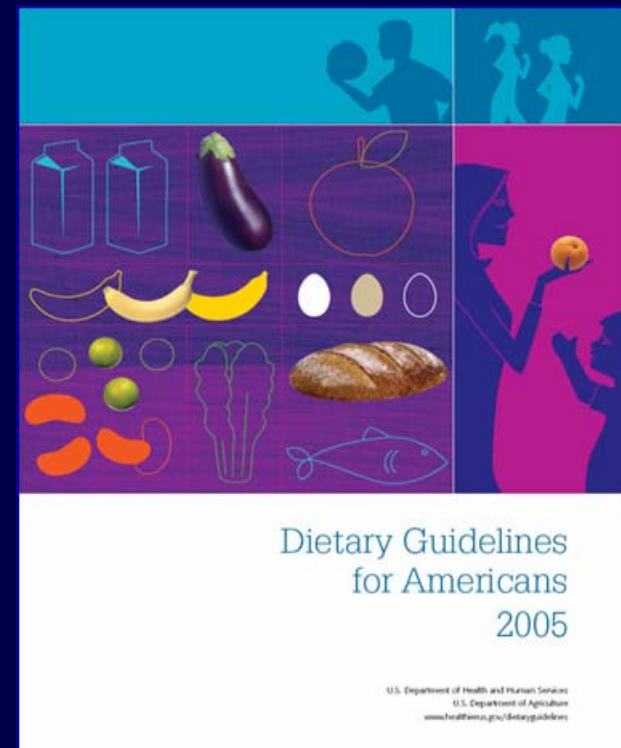
Nutrition Facts	
Serving Size 1/2 cup (118g)	
Amount Per Serving	
<b>Calories 10</b>	<b>Calories from Fat 0</b>
<b>Total Fat 1g</b>	2% Daily Value*
<b>Total Cholesterol 0mg</b>	0% Daily Value*
<b>Total Carbohydrate 15g</b>	3% Daily Value*
<b>Dietary Fiber 0g</b>	0% Daily Value*
<b>Protein 1g</b>	2% Daily Value*
<b>% Daily Value*</b>	<b>Amount Per Serving</b>
<b>Total Fat 1g</b>	2% Daily Value*
<b>Total Cholesterol 0mg</b>	0% Daily Value*
<b>Total Carbohydrate 15g</b>	3% Daily Value*
<b>Dietary Fiber 0g</b>	0% Daily Value*
<b>Protein 1g</b>	2% Daily Value*



# DIETARY GUIDELINES FOR AMERICANS, 2005

# *Dietary Guidelines for Americans, 2005*

- Policymakers, health professionals
- DGAC report, public comments
- Dietary recommendations for chronic disease prevention



DIETARY GUIDELINES FOR AMERICANS, 2005

# *Dietary Guidelines for Americans, 2005*

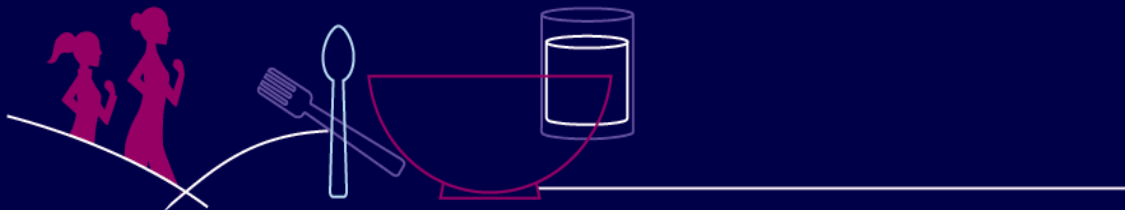
23 general recommendations

18 specific population recommendations

(e.g. older Americans, children, African Americans)

9 focus areas:

- Adequate Nutrients Within Calorie Needs
- Weight Management
- Physical Activity
- Food Groups To Encourage
- Fats
- Carbohydrates
- Sodium and Potassium
- Alcoholic Beverages
- Food Safety

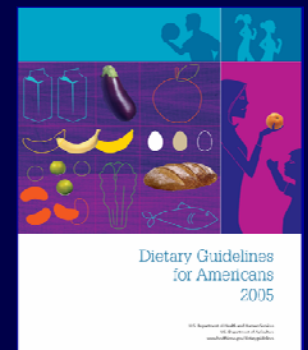


# Nine Focus Areas

- Adequate Nutrients Within Calorie Needs
- Weight Management
- Physical Activity
- Food Groups To Encourage
- Fats
- Carbohydrates
- Sodium and Potassium
- Alcoholic Beverages
- Food Safety



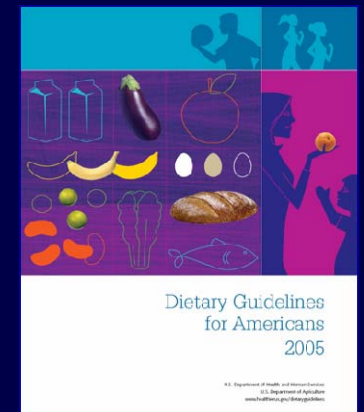
DIETARY GUIDELINES FOR AMERICANS, 2005





# New for 2005

- Policy and consumer separate
- More recommendations
- More specificity in policy
- 2000 calorie reference diet
- Cups and ounces rather than servings
- Consumer research for messaging

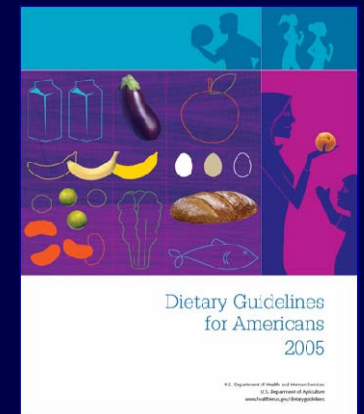


# Adequate Nutrients Within Calorie Needs

- Consume a variety of nutrient-dense foods and beverages within and among the basic food groups while choosing foods that limit intake of saturated and *trans* fat, cholesterol, added sugars, salt, and alcohol
- DASH and FGS examples of healthy eating patterns

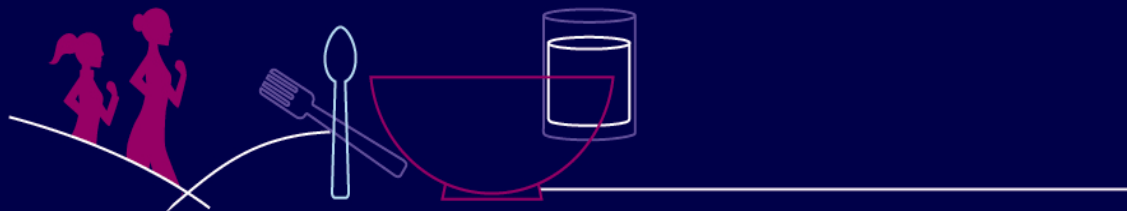


DIETARY GUIDELINES FOR AMERICANS, 2005



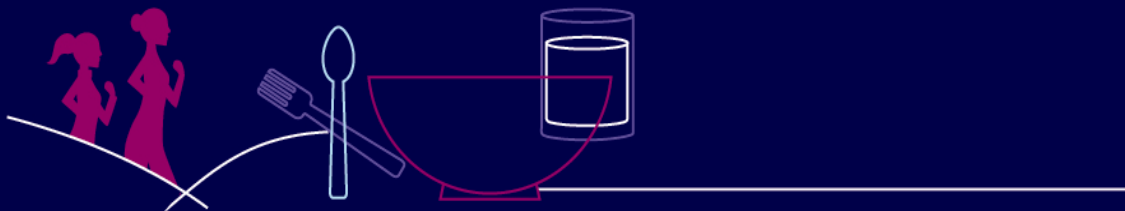
# New for 2005

- Specific, detailed eating patterns  
DASH/USDA Food Guide
- 2000 calorie example
- Specific recommendations for:
  - people over 50, women who may become pregnant and those in first trimester, older adults, dark skinned people, and people exposed to insufficient UVB radiation



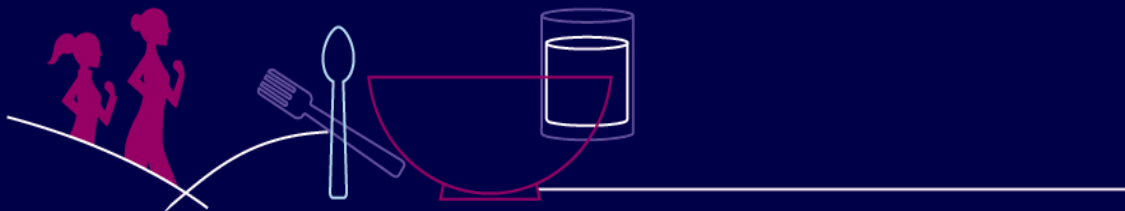
# Physical Activity

- Engage in regular physical activity and reduce sedentary activities to promote health, psychological well-being, and a health body weight
- Achieve physical fitness by including cardiovascular conditioning, stretching, and resistance exercises.
- Children and adolescents – At least 60 minutes on most, preferably all, days of the week.



# New for 2005

- Specificity of recommendations
  - At least 30 minutes to reduce risk of chronic disease
  - Up to 60 minutes of moderate to vigorous physical activity may be needed to prevent gradual weight gain that occurs over time
  - 60 to 90 minutes of moderate-intensity physical activity to sustain weight loss
- Recommendations for specific populations

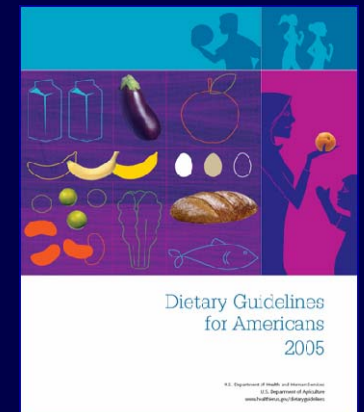


# Weight Management

- To maintain body weight in a healthy range, balance calories from foods and beverages with calories expended.
- To prevent gradual weight gain over time, make small decreases in food and beverage calories and increase physical activity

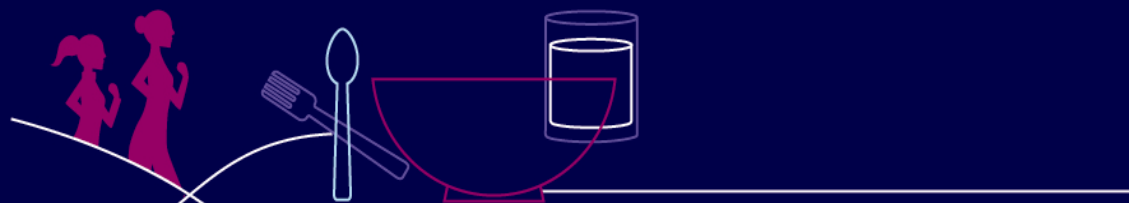


DIETARY GUIDELINES FOR AMERICANS, 2005

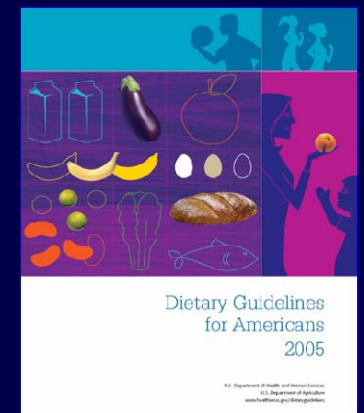


# New for 2005

- For weight maintenance after loss- 60 to 90-minutes of moderate-intensity PA per day to sustain weight loss
- Specific recommendations for:
  - Those who need to lose weight, overweight children, pregnant women, breastfeeding women, overweight adults and overweight children with chronic diseases and/or on medication

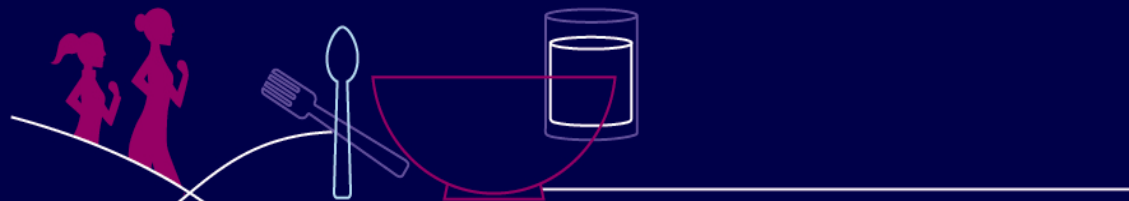


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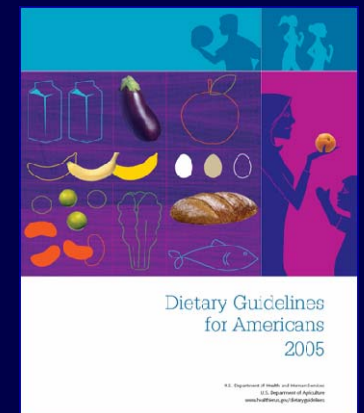


# Food Groups To Encourage

- Consume sufficient amts. of fruits & vegetables while staying within energy needs
  - For 2000 calories: 2 cups of fruit, 2½ cups of vegetables
- Choose a variety of fruits and vegetables
- Consume 3 oz. equivalents of whole grains daily—at least half whole grains (rest enriched)
- Consume 3 cups per day of fat-free or low-fat milk or equivalent milk products



DIETARY GUIDELINES FOR AMERICANS, 2005



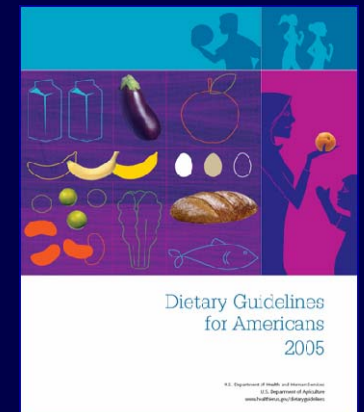


# New for 2005

- Focus on cups instead of servings
- Increase in amount from dairy group (3 cups)
- Specific number recommended for whole grains
- Foods groups identified with disease prevention
- Specific recommendations for children and adolescents
  - At least half the grains should be whole grains
  - Children 2 to 8 years should consume 2 cups fat-free or low-fat milk or equivalent milk products

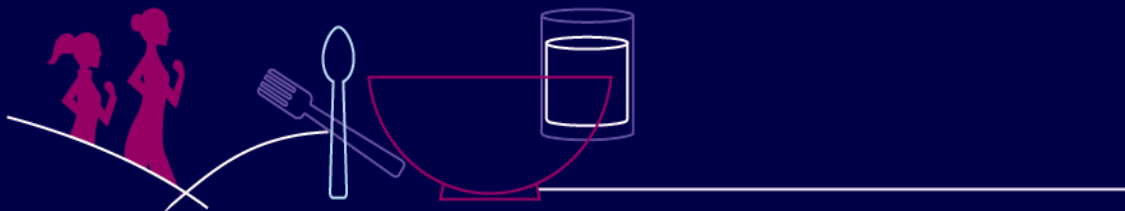


DIETARY GUIDELINES FOR AMERICANS, 2005



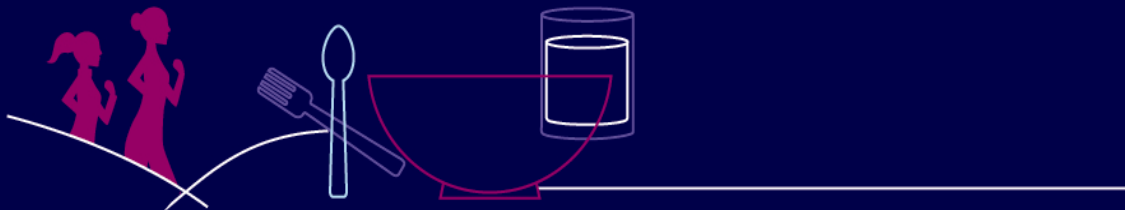
# Fats

- Consume less than 10 % of calories from saturated fatty acids, less than 300 mg/day of cholesterol and keep *trans* fatty acids as low as possible
- Total fat between 20 to 35 % with most fats from sources of PUFAs and MUFAs, such as fish, nuts, and vegetable oils
- Select and prepare meat, poultry, dry beans, and milk or milk products that are lean, low-fat, or fat-free
- Limit intake of fats and oils high in saturated and/or *trans* fatty acids



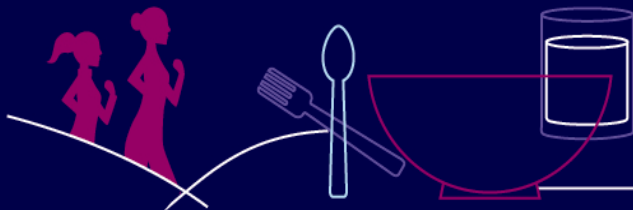
## New for 2005

- Focus on reducing *trans* and sat
- Increase emphasis on MUFAs and PUFAs
- Increase in range of total fat 20-35% (DRIs)
- Specific recommendations for children and adolescents
  - Total fat between 30-35 % calories (2 to 3 yo)
  - Total fat between 25-35% calories (4 to 18 yo) with most fats coming from PUFAs and MUFAs such as fish, nuts and vegetable oils



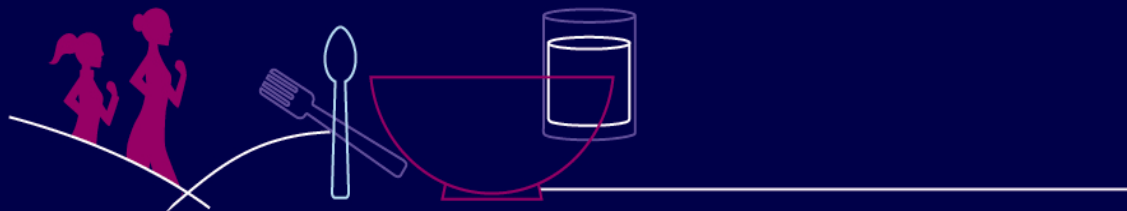
# Carbohydrates

- Choose fiber-rich fruits, vegetables, and whole grains
- Choose and prepare foods and beverages with little added sugars or caloric sweeteners, such as amounts suggested by the DASH eating plan and FGS
- Consume sugar- and starch-containing foods and beverages less frequently to reduce caries



# New for 2005

- Focus on fiber
- Examples of food patterns with quantifications of maximum added sugars for healthful diet

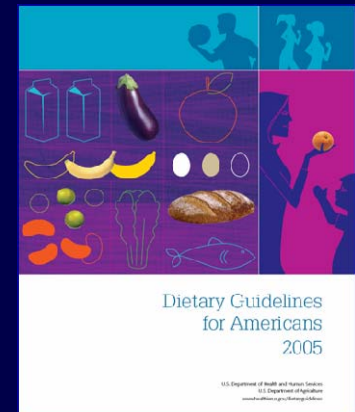


# Sodium and Potassium

- Consume  $< 2,300$  mg ( $\sim 1$  tsp. salt) of sodium per day
- Choose and prepare foods with little salt. At the same time, consume potassium-rich foods, such as fruits and vegetables.

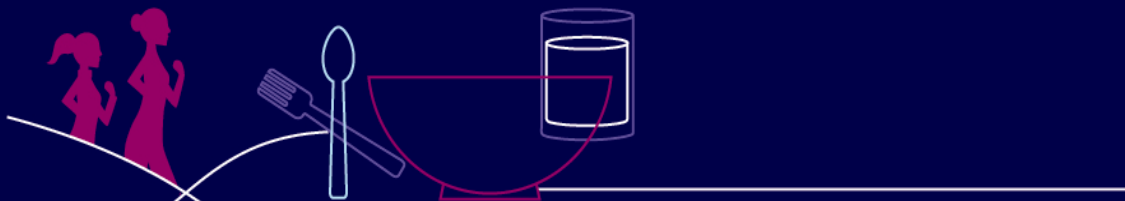


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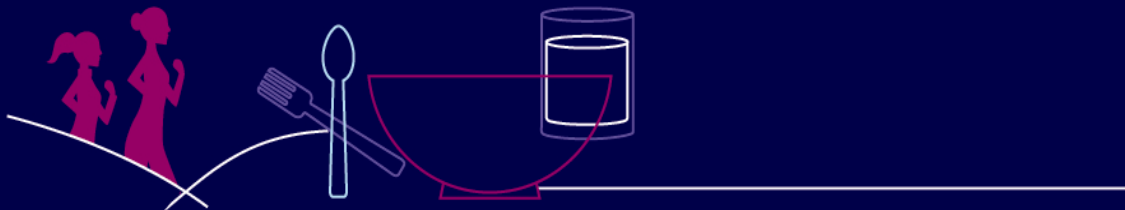
## New for 2005

- Specific recommendations for individuals with hypertension, blacks, and middle-aged and older adults
  - Aim to consume no more than 1,500 mg of sodium per day, and meet the potassium recommendation (4,700 mg) with food.



# Alcoholic Beverages

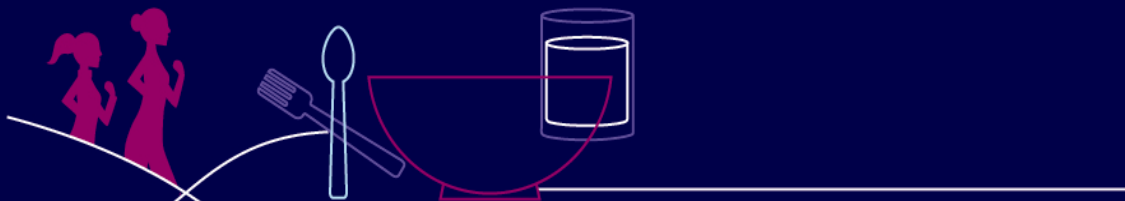
- Those who choose to drink alcoholic beverages should do so sensibly and in moderation – defined as the consumption of up to one drink per day for women and up to two drinks per day for men.
- Alcoholic beverages should not be consumed by some individuals
- Alcoholic beverages should be avoided by individuals engaging in activities that require attention, skill, or coordination



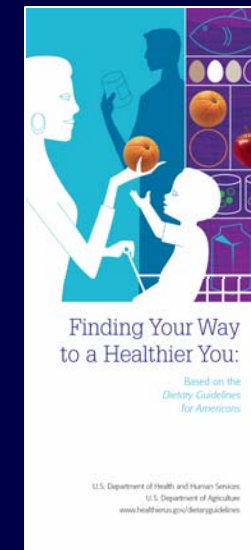
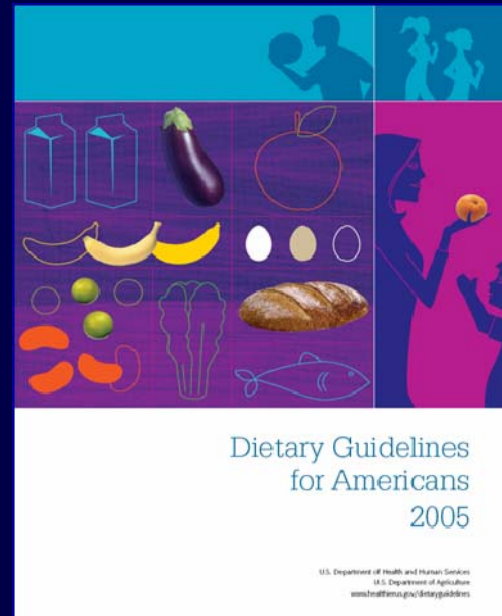
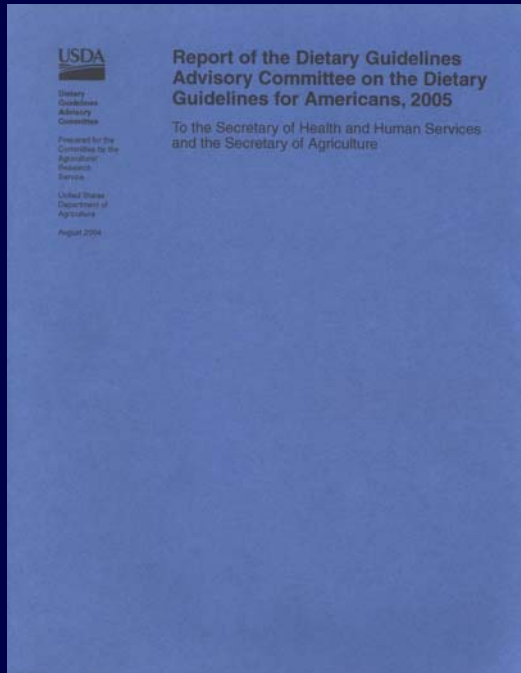


# Food Safety

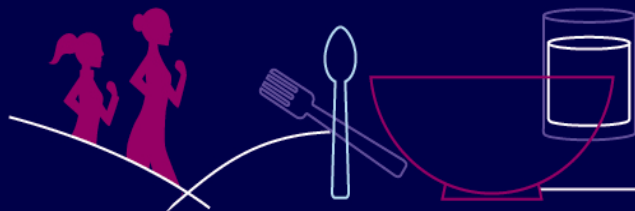
- To avoid microbial foodborne illness:
  - Clean hands, food contact surfaces, and fruits and vegetables. Meat and poultry should not be washed or rinsed.
  - Separate foods
  - Cook foods to safe temperature
  - Chill perishable foods promptly.
  - Avoid unpasteurized milk, raw eggs, raw or undercooked meat and poultry, unpasteurized juices, and raw sprouts.



# The Challenge



From the Science...to Policy...to the Public...to “Me”

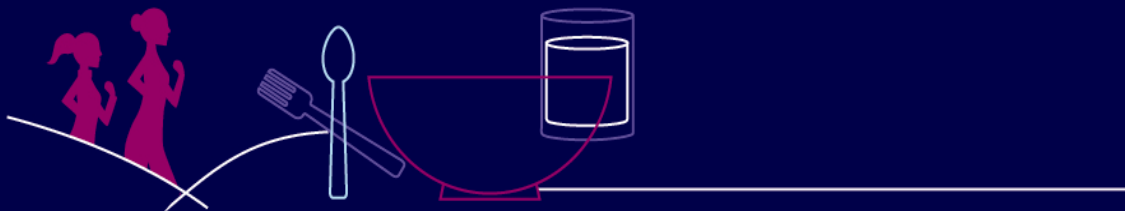


DIETARY GUIDELINES FOR AMERICANS, 2005

# Objective

## Effectively Communicate the 2005 *Dietary Guidelines for Americans*...

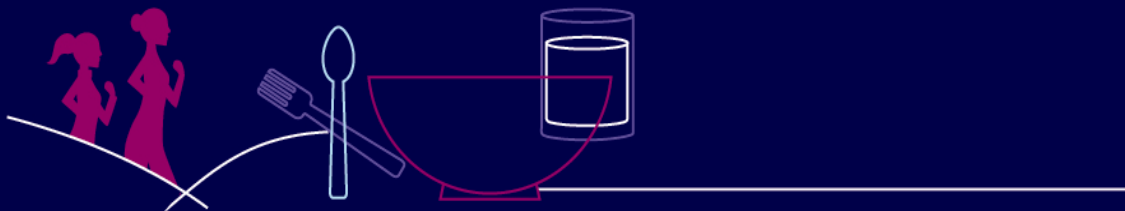
- Create messages that inspire individuals to seek more information about healthy eating and physical activity
- Communicate scientifically accurate concepts



DIETARY GUIDELINES FOR AMERICANS, 2005

# Research Methodology

- Focus Groups
  - Primary target audiences for the *Dietary Guidelines for Americans*
    - 24-64-year-old healthy weight or overweight men and women (not obese)
    - Interest in healthy eating
    - No chronic disease.
- Web TV Testing



# Segment Stratification

- Participants stratified by age, gender, and BMI score\*
- Mix of ethnicity, education levels, marital statuses, and household incomes.

Gender	Description	Ages	Location	
			Baltimore	Chicago
Female	Healthy/Overweight	24-44	x	x
		45-64	x	x
Male	Healthy/Overweight	24-44	x	x
		45-64	x	x
Total # of Groups = 8			4	4

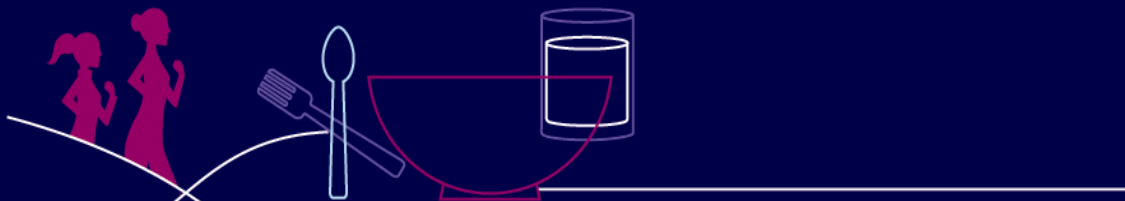


DIETARY GUIDELINES FOR AMERICANS, 2005

\*BMI: Self reported height/weight by participant then calculated by recruiter: healthy weight BMI =19-24.9; overweight BMI = 25.0-29.9.

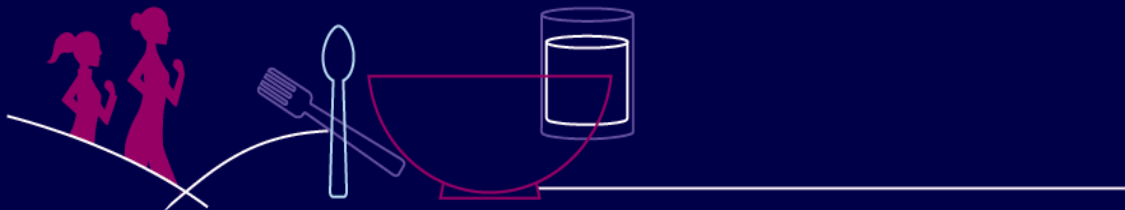
# Focus Groups

- Explored information sources that conveyed healthy eating messages and the degree to which respondents trusted those sources.
- Reviewed a number of thematic statements to determine which would most likely inspire respondents to search for more information about how to “be healthy.”
- Focused on how effectively specific words and statements conveyed potential Dietary *Guidelines* recommendations (overall clarity and word choice/connotation).



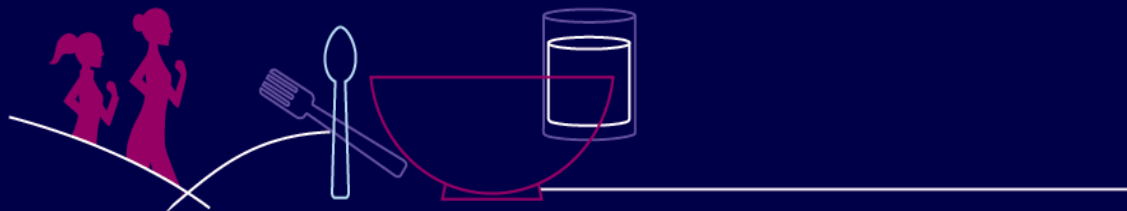
# Thematic Statements - “Motivators”

- ***My health is my future*** – Consumers connect with the theme’s emphasis on the importance of staying healthy for themselves, their families, *and* their future.
- ***A better me*** – Consumers like the positive outcomes associated with the message and the ease with which they could connect the message to their personal experience.
- ***It’s all about balance*** – This captures the need for individuals to identify what behaviors are right for them, given their body type and lifestyle.
- ***It’s not a program. It’s a lifestyle*** – This reiterates the need to make healthy lifestyle changes, rather than following an overly prescriptive, or trendy, diet.



# DGAC Key Messages

- 1) Consume a variety of foods within and among the basic food groups while staying within energy needs
- 2) Control calorie intake to manage body weight
- 3) Be physical active
- 4) Increase daily intake of fruits and vegetables, whole grains, and non-fat or low-fat milk and milk products
- 5) Choose fats wisely for good health
- 6) Choose carbohydrates wisely for good health
- 7) Choose and prepare foods with little salt
- 8) Moderate alcohol intake, if alcoholic beverages are consumed
- 9) Keep food safe to eat





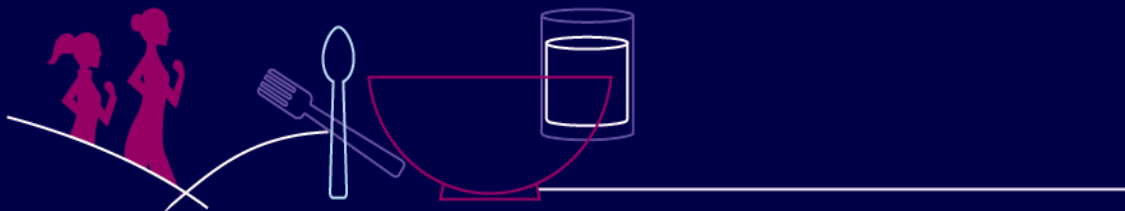
# Variety of Foods

<b>Recommendation</b>	Consume a variety of foods within and among the basic food groups while staying within energy needs.
<b>Treatment 1</b>	Consume a variety of nutrient dense foods within and among the basic food groups while staying within energy needs.
<b>Treatment 2</b>	Enjoy a variety of foods packed with nutrients in amounts right for you – just don't overdo it.
<b>Treatment 3</b>	<b>Eat a variety of healthy foods from all the basic food groups daily, choosing most often those foods which are low in calories, but high in essential nutrients.</b>



# Consumer Research Application

- Motivation is essential.
- Trust of source is important.
- The more and individual knows, the more choices they have.
- Keep it simple, but true to the science.

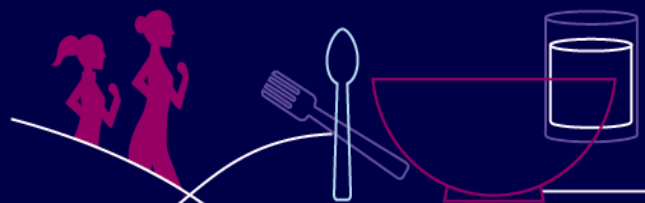


# *Finding Your Way to a Healthier You:* Based on the *Dietary Guidelines for Americans*

Feel better today.

Stay healthy for tomorrow.

- Make smart choices from every food group
- Find your balance between food and physical activity
- Get the most nutrition out of your calories

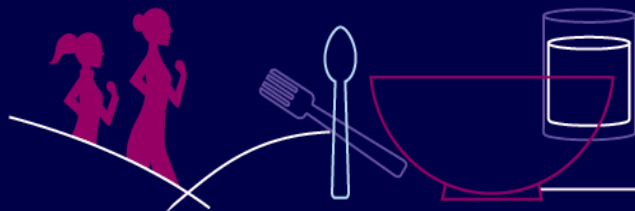


DIETARY GUIDELINES FOR AMERICANS, 2005

# Consumer brochure



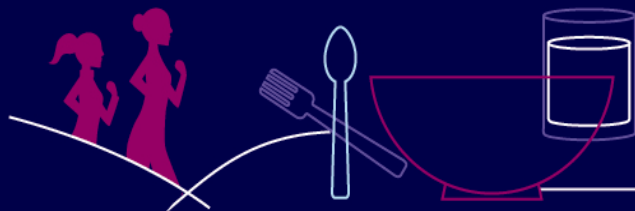
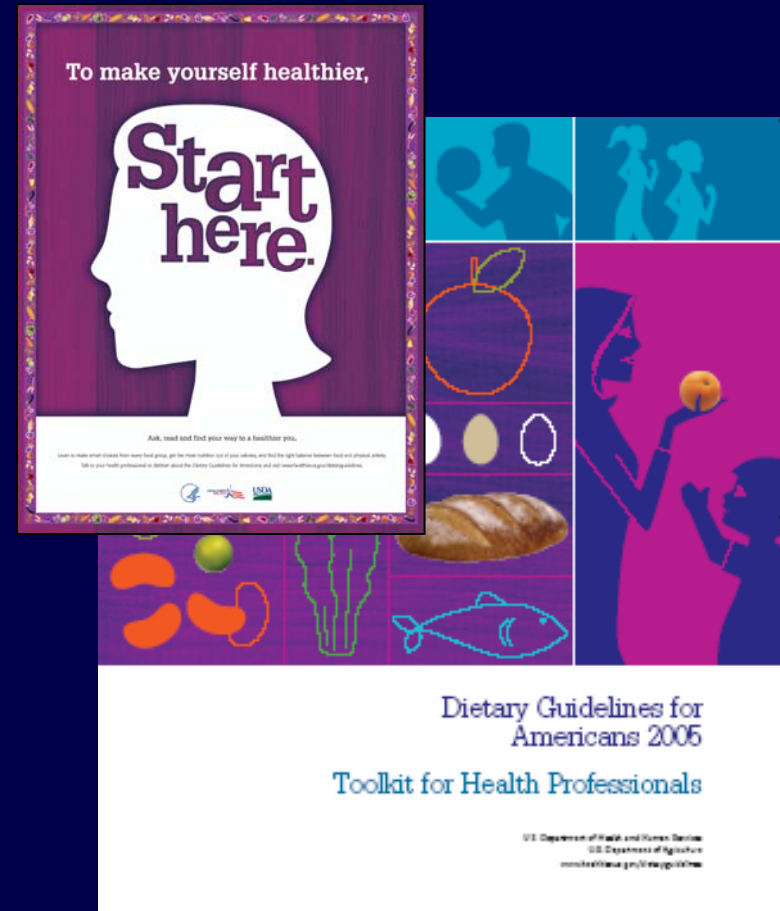
- Web tested to ensure clarity and meaning to consumers
- Understandability



DIETARY GUIDELINES FOR AMERICANS, 2005

# Toolkit for Health Professionals

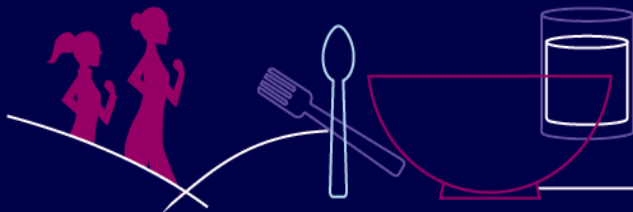
- In Partnership with ADA
- To increase nutrition professional's knowledge and application of the *Dietary Guidelines for Americans*
  - Ambassadors of the *Dietary Guidelines*
  - A primary resource



DIETARY GUIDELINES FOR AMERICANS, 2005

# Toolkit for Health Professionals

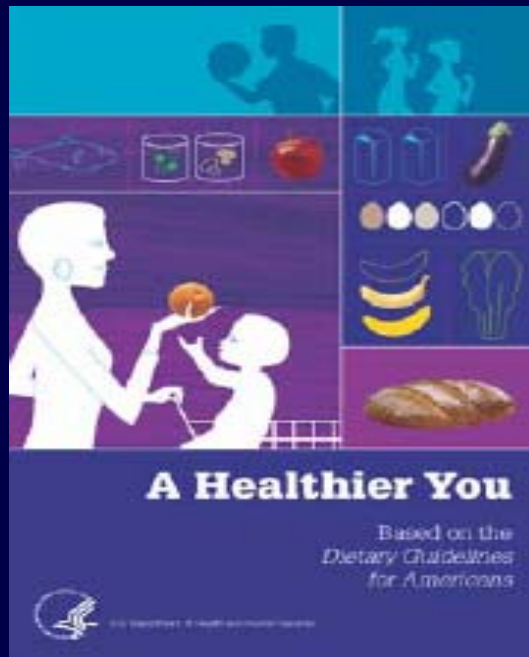
- Background
- Communicating the Guidelines
- Fact Sheets
- Qs and As
- Presentations
- DASH eating plan
- Working Together
- MyPyramid
- Food Label
- Meal Planning
- Tips
- Spanish Materials



# *A Healthier You*

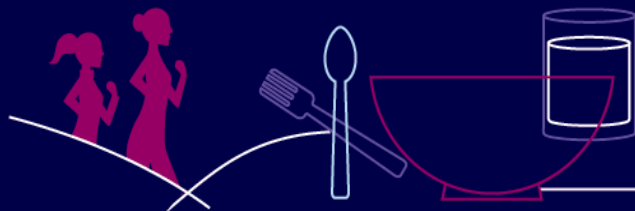
## Based on the Dietary Guidelines

Coming November 2005



- Consumer-friendly book that's widely available (e.g., bookstores, online)
- Brings together Federal Government nutrition science, expertise and assets
- Grounded in the *Dietary Guidelines for Americans*
- Helps you make smart choices about healthy eating and physical activity
- Focuses on a healthy lifestyle
  - May reduce your risk of getting chronic diseases
  - Increase chances for a longer, better life.
- Includes Food Label, DASH Diet and MyPyramid, tips and recipes

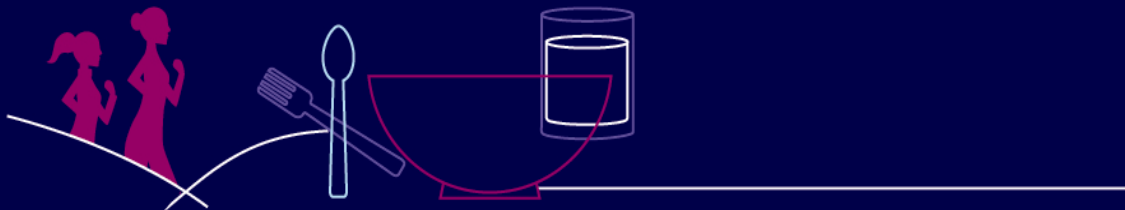
**There is nothing like it!** To place your order, visit: <http://bookstore.gpo.gov> or call **GPO** at **1-866-512-1800**



DIETARY GUIDELINES FOR AMERICANS, 2005

# Dietary Guidelines - Roll Out

- Package the Research Findings
- Health Intermediary Toolkit
- Specific population research and product development – *2005 (funds permitting)*
  - Hispanics
  - Aging Americans
  - Native Americans
  - African-Americans
  - Health Literacy
  - Head Start
- Outreach through strategic alliances – *On-going*





# [www.healthierus.gov/dietaryguidelines](http://www.healthierus.gov/dietaryguidelines)

