Dietary Guidelines For Americans, 2005

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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-
- *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

- Policymakers, health professionals
- DGAC report, public comments
- Dietary recommendations for chronic disease prevention
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
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
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
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
Food Groups To Encourage

• Consume sufficient amounts 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
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
Fats

• Consume less than 10 % of calories from saturated fatty acids, less than 300 mg/day of cholesterol and keep \textit{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 \textit{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 (~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.
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
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.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Description</th>
<th>Ages</th>
<th>Location</th>
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<tr>
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<td>x</td>
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<td>45-64</td>
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<td>Male</td>
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<td></td>
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</tbody>
</table>

Total # of Groups = 8

4
4

*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

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Consume a variety of foods within and among the basic food groups while staying within energy needs.</th>
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<tbody>
<tr>
<td>Treatment 1</td>
<td>Consume a variety of nutrient dense foods within and among the basic food groups while staying within energy needs.</td>
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<tr>
<td>Treatment 2</td>
<td>Enjoy a variety of foods packed with nutrients in amounts right for you – just don’t overdo it.</td>
</tr>
<tr>
<td>Treatment 3</td>
<td>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.</td>
</tr>
</tbody>
</table>
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
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 - 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