

# Supporting Healthy Eating through Nutrition Policy



Nutrition Facts	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



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Public Interest

The nonprofit publisher of  
Nutrition Action Healthletter

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[www.cspinet.org/nutritionpolicy](http://www.cspinet.org/nutritionpolicy)

# There is no neutral



- ubiquity of food & sugary drinks
- what's available
- food formulations
- package/portion size
- price, what's on sale
- ads and marketing
- placement in stores/on menus



# Unconscious, automatic food behavior



# Defaults

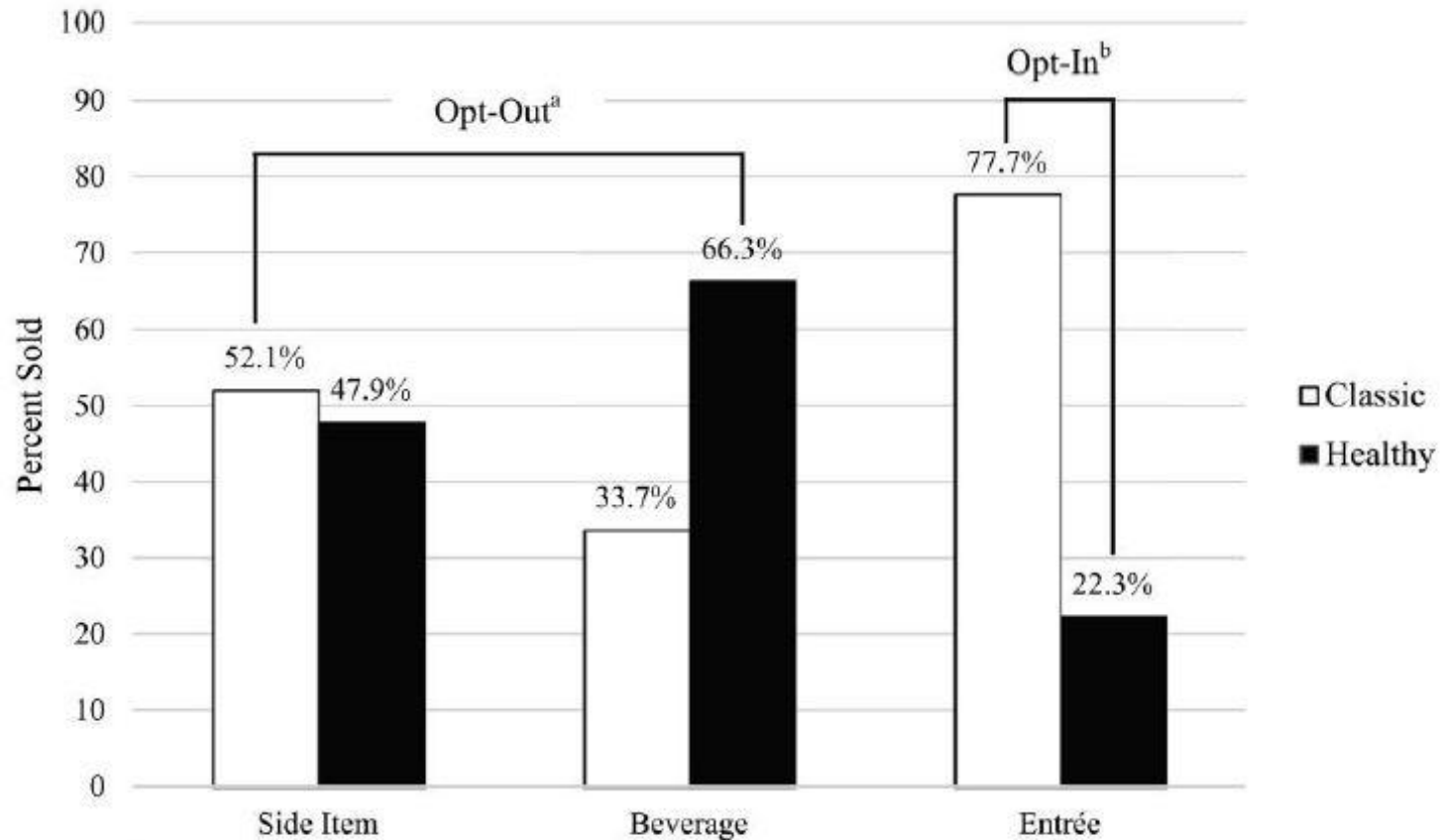
- de·fault (di fáwlt) n. A choice automatically made by someone else
- People stick with defaults
- Beneficial defaults acceptable
- There's no neutral—beneficial v harmful defaults
- Default portions sizes and packaging, food formulations, pairings



# Defaults: formulations



# Healthy Defaults at Disney World



<sup>a</sup> Menu items requiring individuals to actively *opt out* of the healthy default.

<sup>b</sup> Menu items requiring individuals to actively *opt in* to the healthy item.

Figure 1. Percent of healthy and classic kids' menu items sold at all Walt Disney World restaurants.

Source: Using Healthy Defaults in Walt Disney World Restaurants to Improve Nutritional Choices, Peters, et al. (2016)

# Which of the top 50 chain restaurant offer sugary beverages on their kids' menu in 2016?

These kids' menus are free from sugary beverages:



These kids' menus offer sugary beverages:





# Children's meals



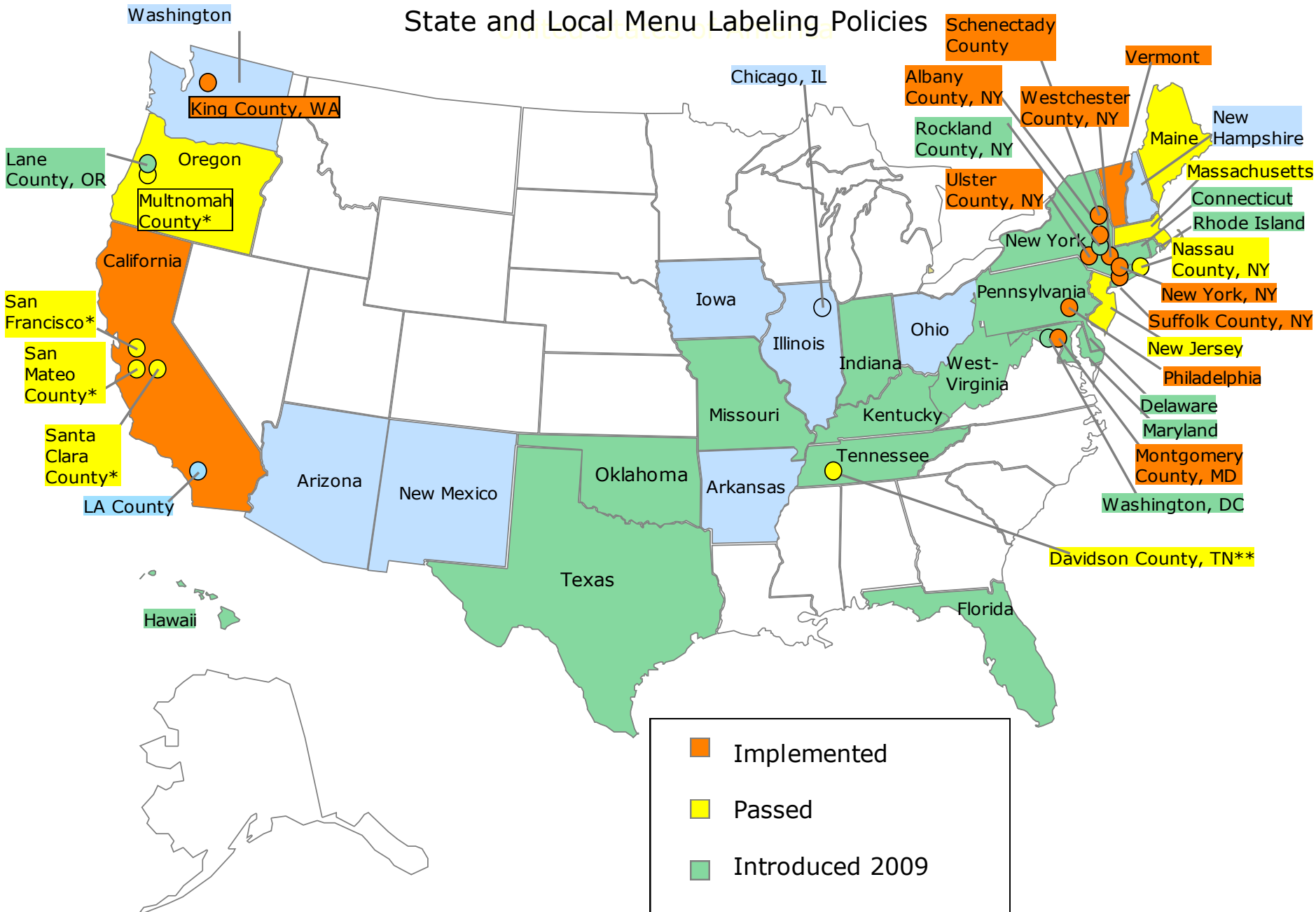
- Eating out = 1/4 of children's calories
- Restaurant marketing to kids
- Studies link eating out with obesity and higher caloric intakes; children's meals high in calories, salt, fats
  - 2012: 97% of kids' meals unhealthy
  - 2008: 99% of kids' meals unhealthy
- McDonald's, Wendy's, Burger King, Dairy Queen, Applebee's, Jack in the Box dropped sugary drinks from kids' menu
- Kid's Meal Policies





# State and Local Menu Labeling Policies

UNITED STATES OF AMERICA



\*Superseded by state law.

\*\*TN Legislature retracted county regulations.

# Menu Labeling

- Chains;  $\geq 20$  outlets
- Calories on menus, menu boards, food tags, buffets, vending
- Other nutrition info on brochures, posters, etc.
- May 5, 2017
- 30 cal/person/day = effect on ordering
- 40 cal/entrée = effect on reformulation
- Awareness campaign:
  - Education
  - Reformulation

tomato / onions / roasted red pepper additional toppings: + .50					
		Calories	Price	Calories	Price
	Strawberry	Dried Fruit			
* Yogurt Parfait	426	581	2.99	* Fruit Salad	216 2.69
Cosi Break Bar		463	2.19	Orange Juice	137 1.99
<h1>Kids Menu</h1>					
SANDWICHES SERVED WITH COSI 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
Gooey Grilled Cheese	357	3.69	S'mores <small>for two</small>	751	7.79
Peanut Butter & Jelly	560	3.79			



# Common Sense Nutrition Disclosure Act

- HR 772/S 261
- Opposed by public health groups
- Deny customers calorie information
- Industry-determined serving sizes
- Weaken enforcement/consumer protection
- Bill passed House, not Senate

SIGNATURE SIDES				
	REG CAL	LG CAL		
RED BEANS & RICE	230	680		
COLE SLAW	220	570		
CAJUN FRIES	260	770	REG	\$2.39
MASHED POTATOES	110	450		
GREEN BEANS	40	120	LG	\$4.29
CAJUN RICE	170	450		
ONION RINGS	280	560		
CORN ON THE COB	190	380		
BISCUITS				
(1)	\$ .89	260 CAL	(6)	\$4.99 1560 CAL
			(12)	\$7.99 3120 CAL





# Changes:

- new “added sugars” line
- added sugars Daily Value
- bolder calories
- remove clutter: “Calories from Fat” & nutrient table
- vitamins A & C voluntary
- Potassium & vitamin D required
- improved fiber definition
- some serving sizes revised

## Nutrition Facts

Serving Size 2/3 cup (55g)  
Servings Per Container About 8

### Amount Per Serving

**Calories** 230      Calories from Fat 72

% Daily Value\*

**Total Fat** 8g      **12%**

Saturated Fat 1g      **5%**

*Trans* 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

## Nutrition Facts

8 servings per container

**Serving size**      **2/3 cup (55g)**

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Calcium 260mg      20%

Iron 8mg      45%

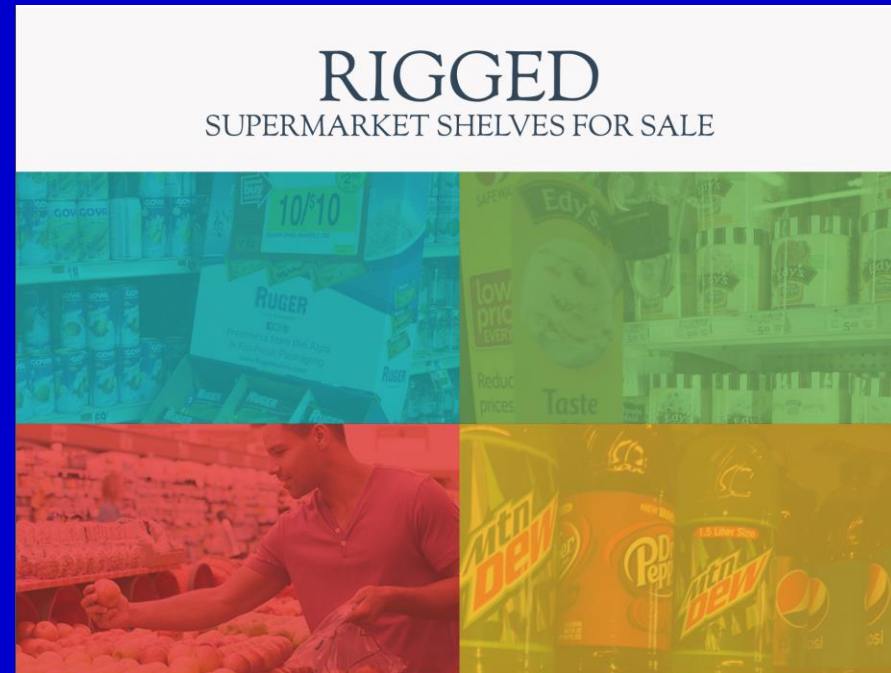
Potassium 235mg      **6%**

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# Retail prompts to buy

## economic drivers v. health considerations

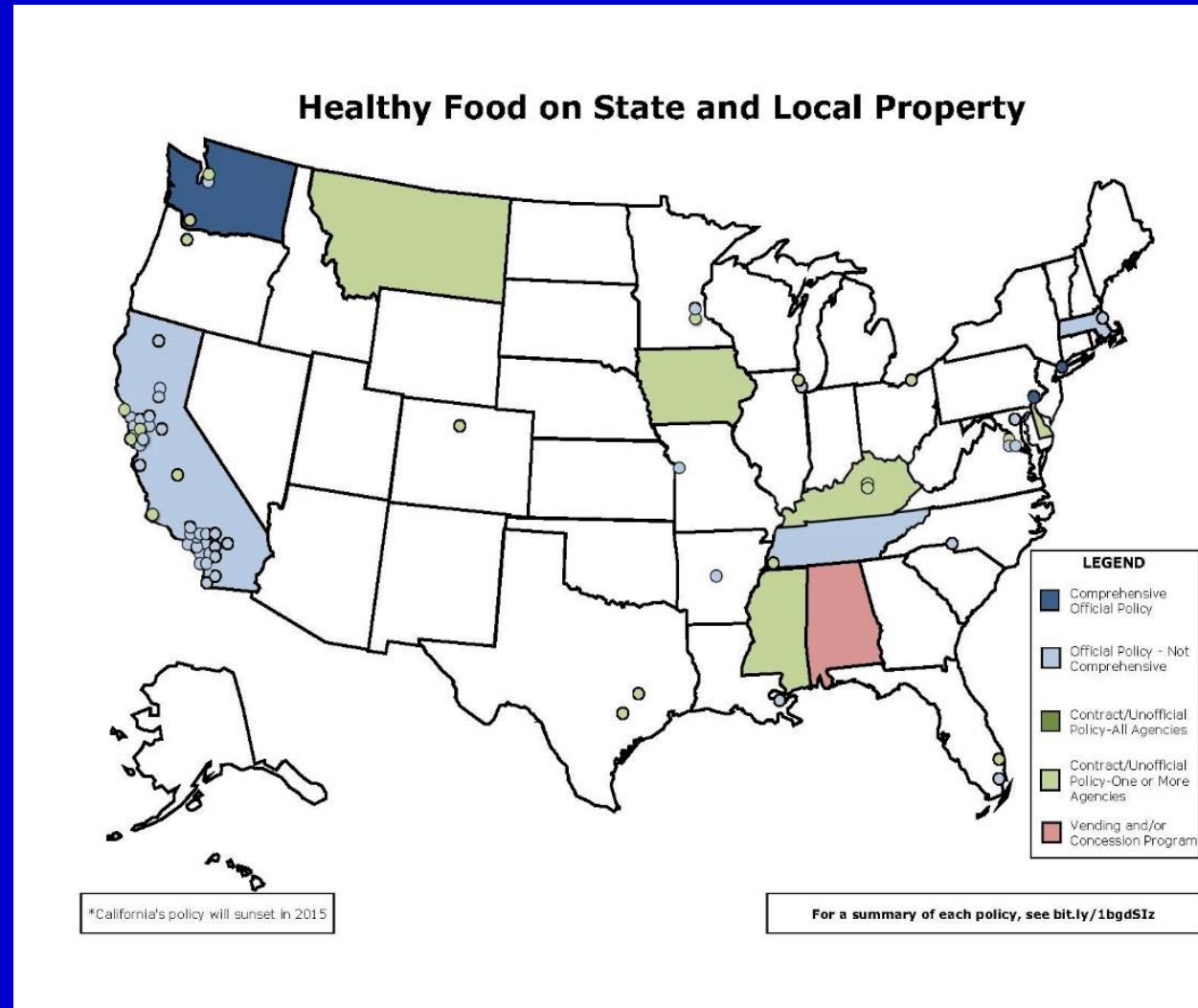
- Product availability, placement, shelf space
  - Store layout
  - Pricing, couponing, sales
  - Food pairings
  - Displays
  - In-store promotions
- 
- ✓ Voluntary action by retailers, manufacturers
  - ✓ Local ordinances
  - ✓ Checkout



Full report free online:  
[cspinet.org/rigged](http://cspinet.org/rigged)

# Food Service Guidelines (Procurement) Growing Movement

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





# Where Foods/Beverages are Sold or Served

## Settings

Federal, state, local governments  
Worksites  
Hospitals  
Assisted-living communities  
Institutionalized populations  
Community-based organizations  
(including faith-based)  
Colleges and universities  
Child care  
School systems



## Venues



# 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

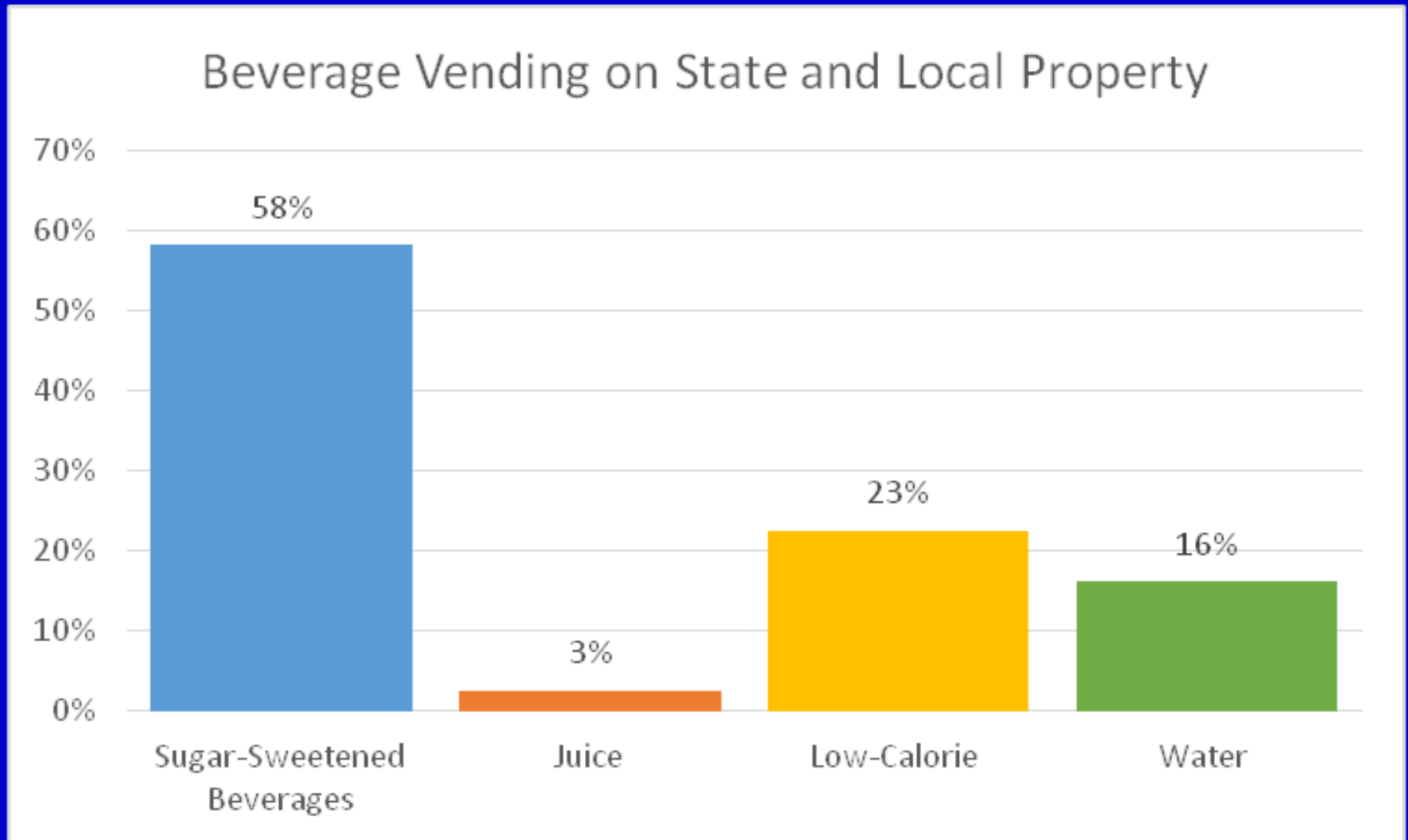
Implement policy in all government agencies at once

- 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)



# Vending on Public Property

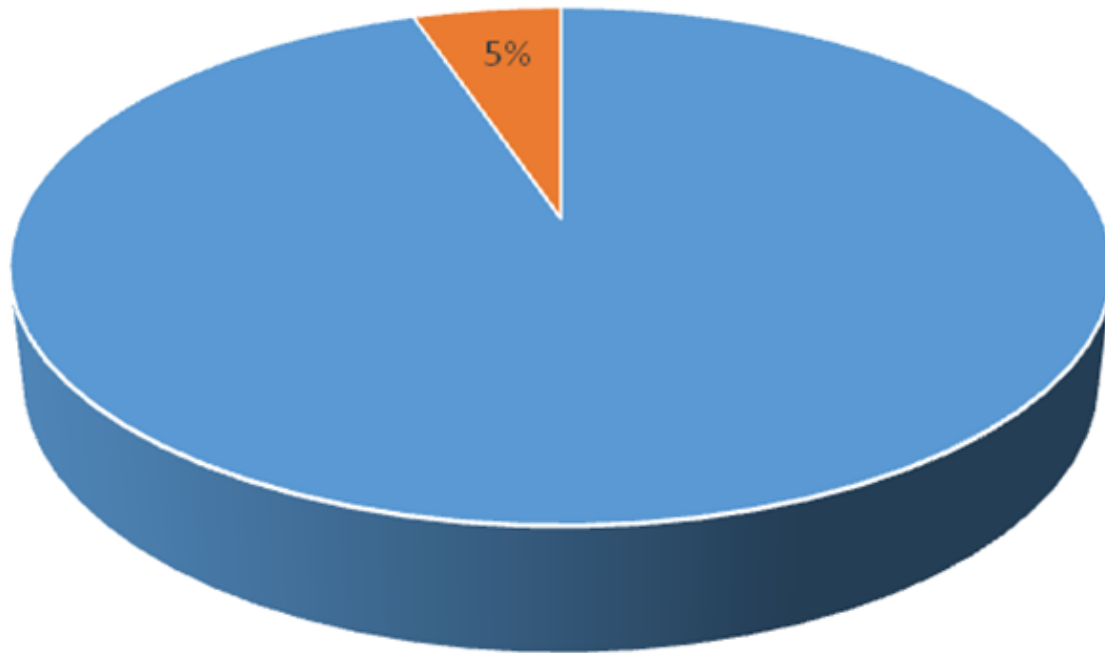


[cspinet.org/vendingcontradictions.pdf](http://cspinet.org/vendingcontradictions.pdf)



# Vending on Public Property

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




[cspinet.org/vendingcontradictions.pdf](http://cspinet.org/vendingcontradictions.pdf)

# Healthy Meetings

- National Alliance for Nutrition and Activity  
Healthy Meeting Toolkit
- Healthy Meeting Pledge
- [www.healthymeeting.org](http://www.healthymeeting.org)



# For More Information



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Transforming  
the American diet


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## Healthier Food Choices For Public Places

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Food and Nutrition Guidelines for Government, Worksites,  
Hospitals & Organizations



### Fact Sheets/Background

- Fact Sheet: Reasons to Offer Healthier Options at Public Facilities
- Fact Sheet: Healthier Food Choices for Public Places
- Fact Sheet: Financial Implications of Healthy Vending
- PHLC and AHA/ASA Fact Sheet: Healthy Vending and the Randolph Sheppard Act
- NPLAN's Background: Understanding Healthy Procurement: Using Government's Purchasing Power to Increase Access to Healthy Food
- Model Fact Sheet: Healthy Vending Legislation
- PHLC Fact Sheet: Healthy Choices in Hospitals
- Webinar: Healthy Vending and Working with Blind Vendors

### Model Policies

- Model Bill: The Healthy Government Properties Act
- NANA Model Food and Beverage Vending Machine Standards
- Beverage and Snack Options that Meet the NANA Standards
- Model Bill: Healthy Vending on Government Property
- ChangeLab Solutions' Model Vending Agreement

### National, State, and Local Policy

- Examples of National, State and Local Food Procurement Policies
- Case Study Report: The HHS Hubert H. Humphrey Building Cafeteria Experience
- Healthy Vending Guide by Nemours Health & Prevention Services
- Guidelines for Healthy Meetings: New York State Department of Health

### About Us

IN THIS SECTION

- [Nutrition Home »](#)
- [School Foods »](#)
- [Healthy School Snacks »](#)
- [Menu Labeling »](#)
- [Food Marketing to Kids »](#)
- [National Alliance for Nutrition and Activity »](#)
- [Take Action »](#)

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Cover Story: Mediterranean Mix-Up

Special Feature: Antibiotic Resistance

Brand-Name Rating: Coffee Quake

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

<http://bit.ly/CSPI-FSG>

# 2010 Child Nutrition Reauthorization

- Healthy, Hunger-Free Kids Act, S. 3307
- School lunch, breakfast, CACFP, WIC, summer foods, after-school suppers
- \$4.5 B (2010) v. \$487 M (2004)
- Improve access, funding and nutritional quality of school foods





# Food sold outside of school meals:

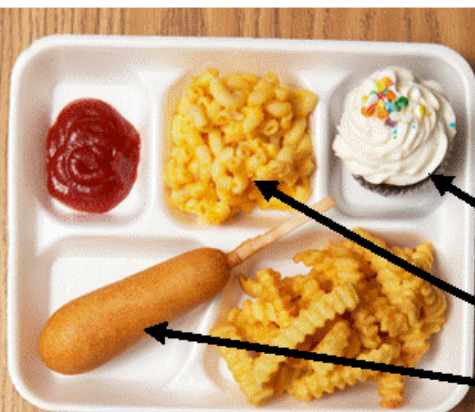
- Vending
- A la carte
- School stores
- Fundraisers



# USDA School Meal Regs

The School Day Just Got Healthier!

Before



Under the new nutrition standards,  
school lunches have:

Less unhealthy fat

Less salt

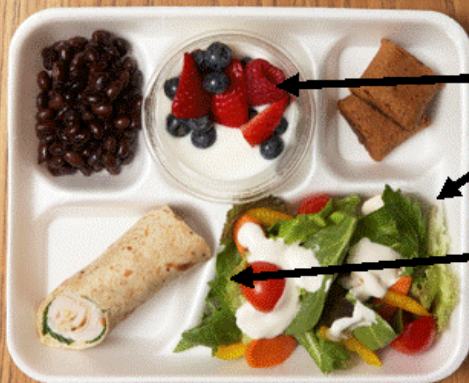
Fewer calories

Low and non fat dairy

Double fruits and veggies

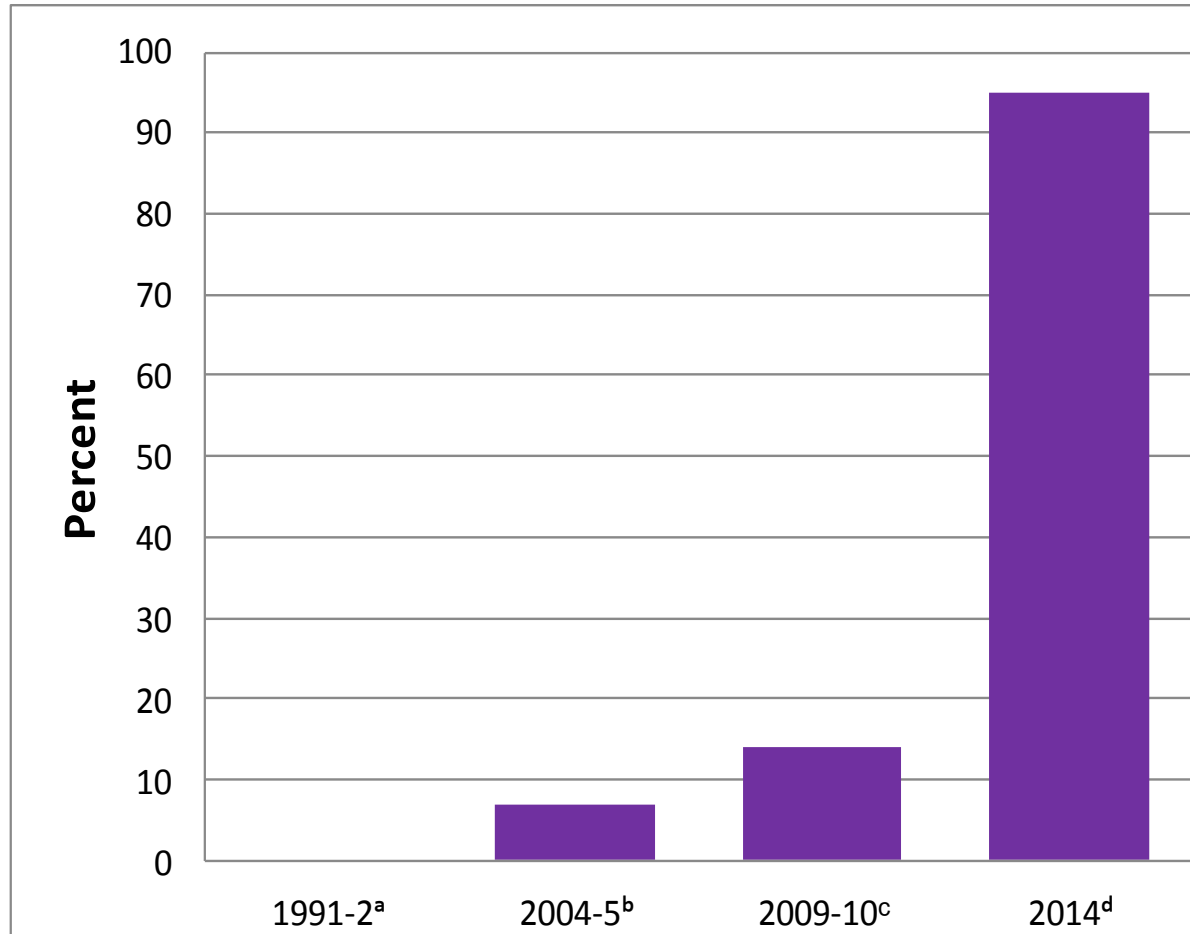
More whole grains

After



visit [www.schoolfoods.org/back2school](http://www.schoolfoods.org/back2school) for more information.

# Schools Meeting School Lunch Standards



a. School Nutrition Dietary Assessment Study (SNDA)

b. SNDA II

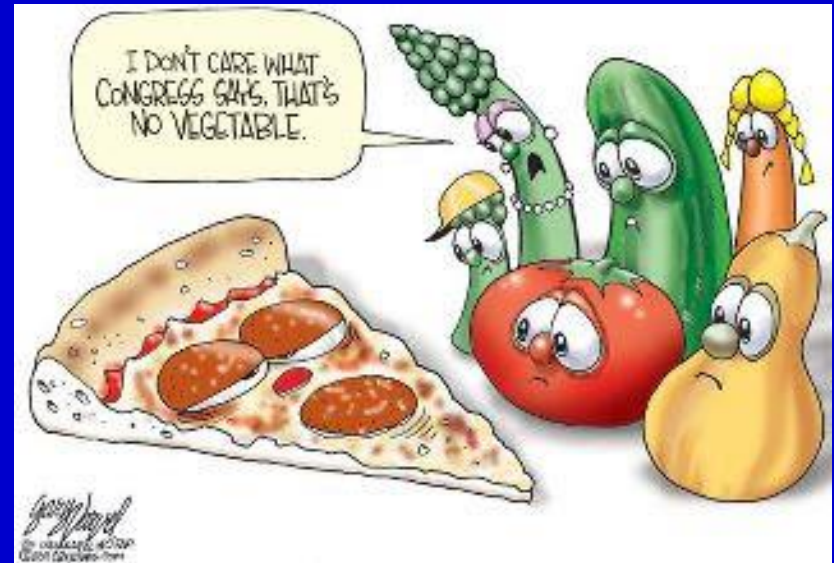
c. SNDA IV

d. USDA 6-cent certification data for school districts



# Threats to school nutrition

- Policy riders on spending bills
- CNR delayed
- House Freedom Caucus hit list
- Conservative lobbyists
- Administrative action
  - TA, technical assistance, guidance, enforcement



St. Louis Post-Dispatch



# Food Marketing Is Effective

- Companies know marketing works: \$2 billion/year
- Studies show marketing gets children's attention & affects food choices, food preferences, purchase requests, diets & health
  - Watching TV linked to obesity
- Kids misled by and don't understand advertising
- Parents know marketing works

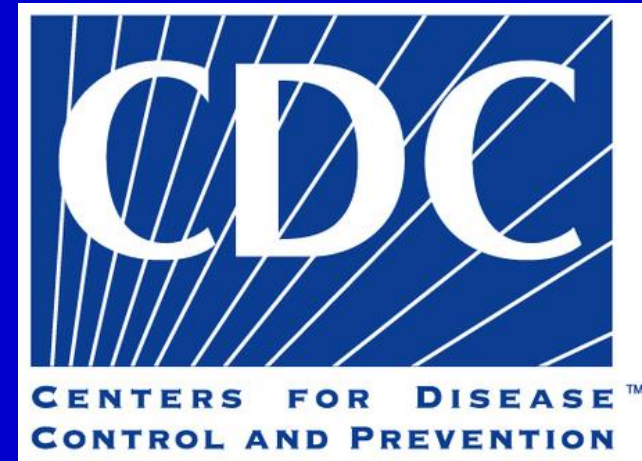


# Marketing undermines parents and affects what others feed children



# Interagency Working Group on Food Marketed to Children

- Develop nutrition stds
- Identify marketing approaches
- Define kid-targeted marketing







# Children's Food and Beverage Advertising Initiative

## 18 Participating Companies

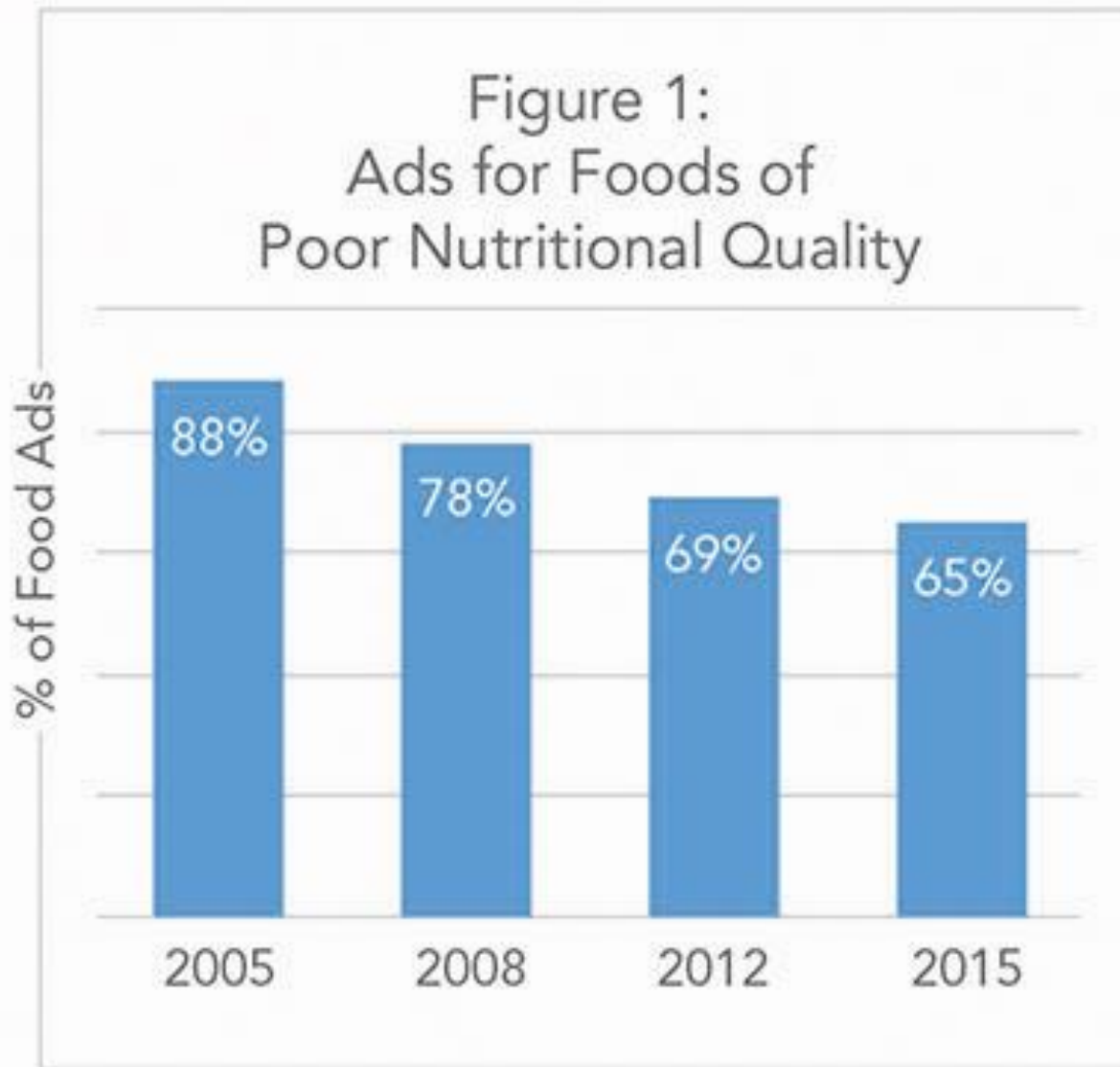
12 use nutrition criteria  
for child-directed ads

6 pledge no  
child-directed ads





# Nickelodeon Food Ads



# Strengthen self-regulation

- All companies need to have marketing policy
  - Entertainment companies
- Strengthen nutrition standards
- Cover all marketing
  - In-school, on-package, in-store, toy give-aways, kids' menus
- Strong definition of kid-targeted marketing

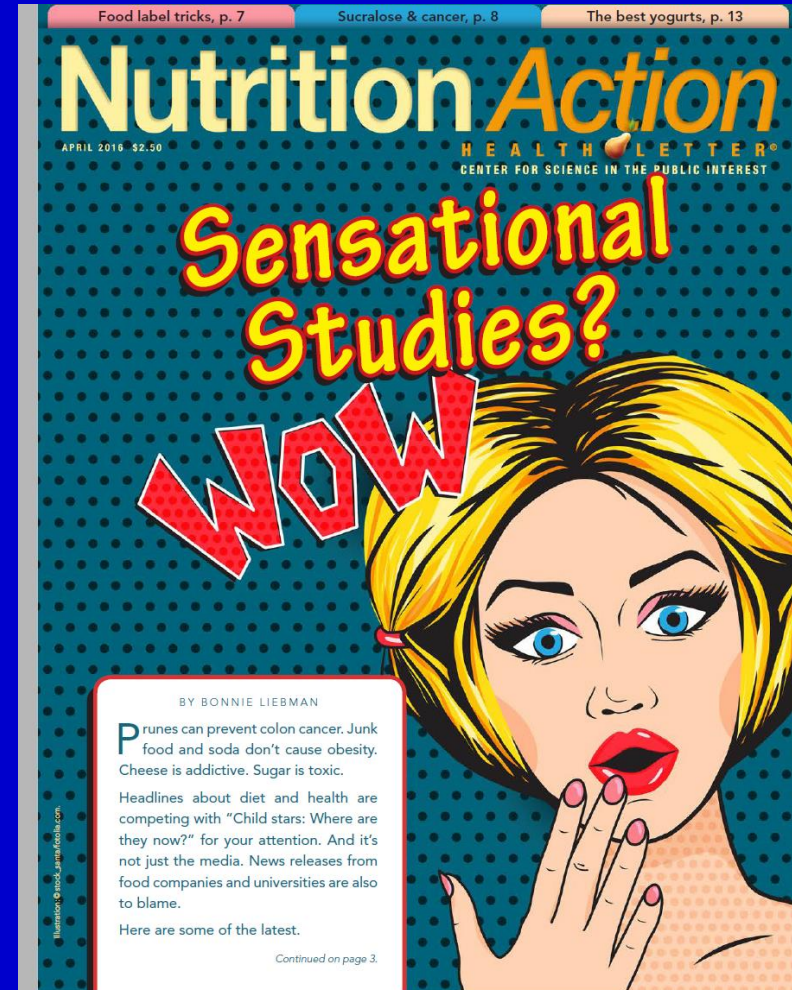


# Soft drink taxes

- Current funding for nutrition and physical activity is inadequate
- 35 states tax soft drinks
  - Some state soda taxes are earmarked
- 1¢/oz. soft drink = \$13 billion/yr nationally
  - Reduce intake by 15%
  - Decrease medical costs by \$1.7B/yr
  - Reduce diabetes, heart attacks, strokes, premature deaths

# Center for Science in the Public Interest

- 40 year history (since 1971)
- Mission:
  - Make it easier to eat healthfully
  - Prevent/mitigate diet and obesity related diseases
- Educate the public
  - Nutrition Action Healthletter
  - Press
  - Books
  - Reports
- National, state and local policy





# Misinformation Overload

**No Caffeine**

Red Wine is good for the heart

Wine has no health benefits

**Refined/Unrefined**

Olive Oil is bad cooked at high heat

**Can't Eat  
Kale Raw**  
Eat raw Kale  
Tots of

Don't Mix  
this food  
with that  
food

Don't Drink Water while eating a meal

**Fat Makes you Fat**

**NO GMO'S!**

GMO's are safe

**Fights**

**Fat**

DON'T DRINK COWS MILK

MILK IS GOOD FOR YOUR BONES

**No DAIRY**

**Eggs are Eggcellent for you**  
BECOME A VEGAN

**Eggs have too  
much cholesterol**

Is It Healthy?

Olive Oil is bad cooked at high heat

Caffeine boosts your metabolism

Vegetable Oils have an unhealthy ratio of fats

**Vegetable Oils are Healthy for you**

**Animal Fat  
causes Heart  
Disease**

**Coffee is good**

**No Wheat or Gluten**

Gluten Free Products have no nutrients

**There is no such thing as  
Gluten Free**

Sugar is Poison

**Don't Use the  
Microwave**

**NO CARBS**

**Stay Away from Saturated Fats!**



	1980	1985	1990	1995	2000	2005	2010	2015
<b>Fruits &amp; Vegetables</b> 	Eat a variety of foods, including fruits and vegetables		Eat 2-4 servings of fruit and 3-5 servings of vegetables daily			Eat 2 cups of fruit and 2½ cups of vegetables daily		
<b>Grains</b> 	Eat a variety of foods, including whole-grain and enriched breads, cereals, and grain products		Eat 6+ servings of breads, cereals, rice, and pasta per day. Have several servings of whole-grain breads and cereals daily. One serving is about ½ cup of cooked pasta or rice, 1 slice of bread, or 1 oz of dry cereal			Eat 6 servings (6 oz-eq) of breads, cereals, rice, and pasta per day. At least half of the servings should be whole grains		
<b>Protein Foods</b> 	To avoid too much fat, saturated fat, and cholesterol, choose lean meat, fish, poultry, dry beans, and peas as protein sources		Eat about 6 oz of meats, poultry, fish, dry beans and peas, eggs, and nuts per day. Trim fat from meat	Eat about 6 oz of fish, shellfish, lean poultry, other lean meats, beans, or nuts daily. Limit intake of high-fat processed meats		Eat 5.5 oz of protein foods, including lean meats, poultry, fish, eggs, nuts, or dry beans daily		Teen boys and men should eat less of meat, poultry, and eggs
<b>Saturated Fat</b> 	Avoid too much saturated fat		Choose a diet low in saturated fat			Consume <10% of calories from saturated fatty acids Replace with mono- and polyunsaturated fatty acids		
<b>Cholesterol</b> 	Avoid too much cholesterol		Choose a diet low in cholesterol			Consume <300 mg of cholesterol per day		Eat as little as possible
<b>Sodium</b> 	Avoid too much sodium		Choose a diet low in sodium		Choose and prepare foods with less salt	Consume <2,300 mg of sodium per day <1,500 mg for people with increased risk		
<b>Added Sugars</b> 	Avoid too much sugar		Choose a diet moderate in sugars			Choose and prepare foods and beverages with little added sugars or caloric sweeteners	Reduce intake of added sugars	Consume <10% of calories from added sugars

- Nature of journalism—they cover news
- Diet book authors want to sell books
- Food industry marketing, deceptive labeling and ads, funding biased research
- Generated confusion threatens:
  - the public's health
  - nutrition policy

# Nutrition Confusion



NewsWest9.com

Health

## Could a low-salt diet hurt your health?

Updated: Tuesday, May 24th 2016, 4:11 pm EDT

By Dennis Thompson  
HealthDay Reporter

(HealthDay News) -- A controversial new study contends that a low-salt diet could be dangerous for your heart health.

Restricting dietary salt to below 3,000 milligrams a day appears to increase the risk for heart disease similar to that of high blood pressure patients who eat too much salt, said lead researcher Andrew Mente.

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