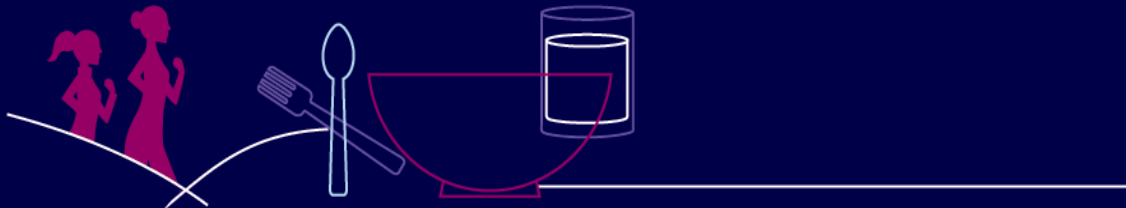


The Dietary Guidelines for Americans, 2005...and A Healthier You

Federal Depository Library Conference
October 18, 2005

Penelope S. Royall, P.T., M.S.W. CAPT, USPHS
Deputy Assistant Secretary for Health
(Disease Prevention and Health Promotion)
U.S. Department of Health and Human Services

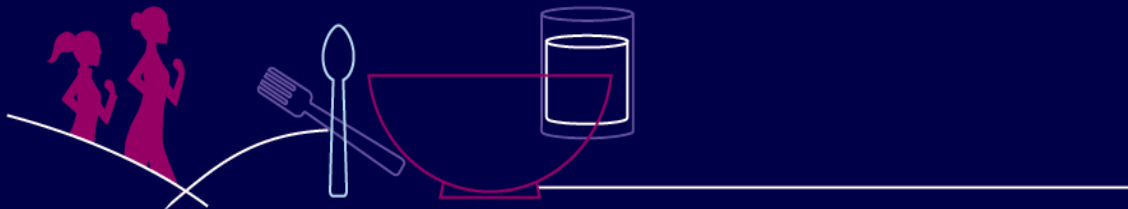


DIETARY GUIDELINES FOR AMERICANS, 2005



Presentation will cover...

- Who is ODPHP?
- *Dietary Guidelines for Americans*
- Consumer Research and Products
- “A Healthier You”...coming soon!

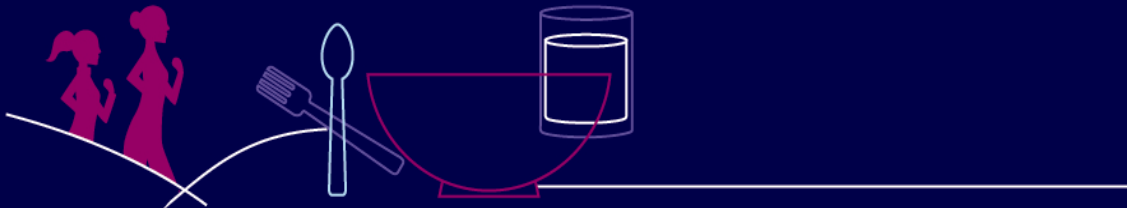


ODPHP

OFFICE OF
DISEASE
PREVENTION AND
HEALTH
PROMOTION



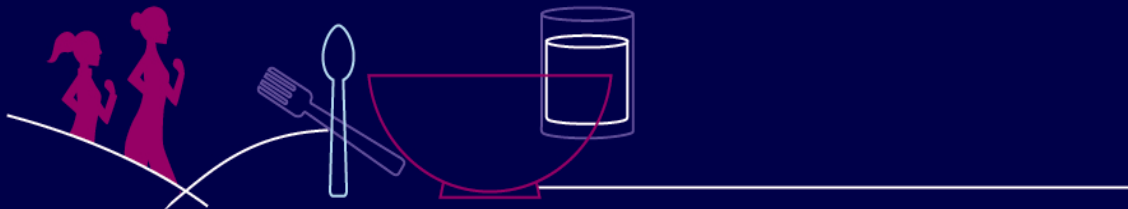
Mission: Provide *leadership, coordination, and policy development* for disease prevention and health promotion for the Department of Health and Human Services



DIETARY GUIDELINES FOR AMERICANS, 2005

ODPHP Authorizing Legislation

- **Title XVII – Public Health Act**
 - A. Coordinate disease prevention and health promotion activities, preventive health services, and health information and education within HHS
 - B. Coordinate such activities in the private sector
 - C. Establish a national health information clearinghouse
 - D. Support projects, conduct research and disseminate information
- **Title III - National Nutrition Monitoring Act**
 - A. The Secretaries of HHS and USDA shall publish *Dietary Guidelines for Americans* every 5 years
 - B. *Dietary Guidelines for Americans* shall serve as the basis of Federal nutrition policy and provide advice to consumers about food choices that promote health and decrease the risk of chronic disease.



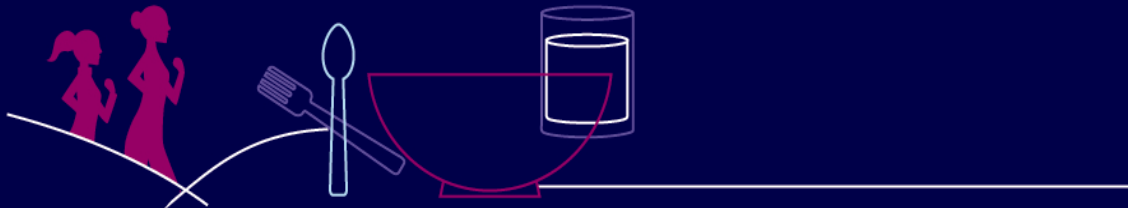
DIETARY GUIDELINES FOR AMERICANS, 2005

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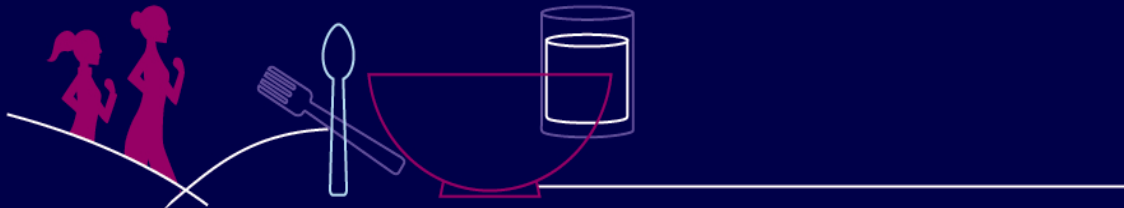
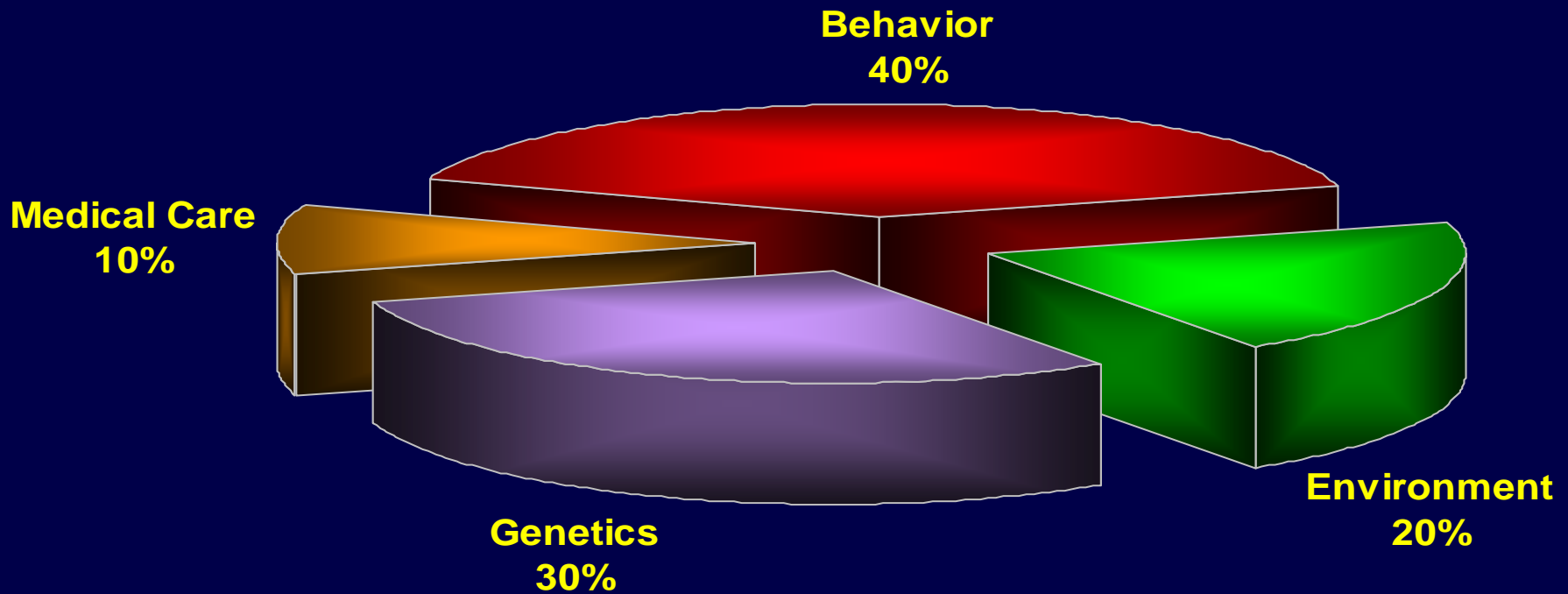


Need for Focus on Prevention

- **40% of deaths caused by modifiable behaviors**
- **Chronic diseases account for 75% of the \$1.4 trillion spent on healthcare**
- **Chronic diseases account for 2/3 of years lost due to premature death**
- **Greater ROI from prevention than treatment**



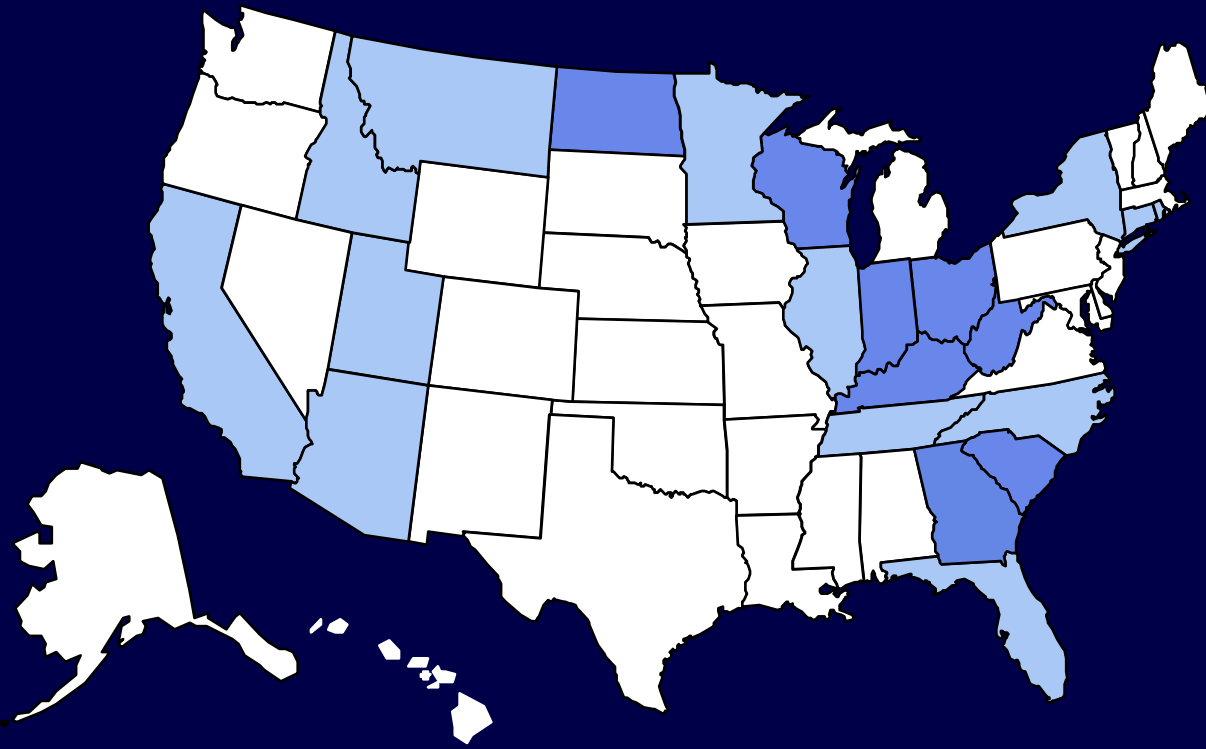
Factors Contributing to Early Mortality



Obesity Trends* Among U.S. Adults

BRFSS, 1985

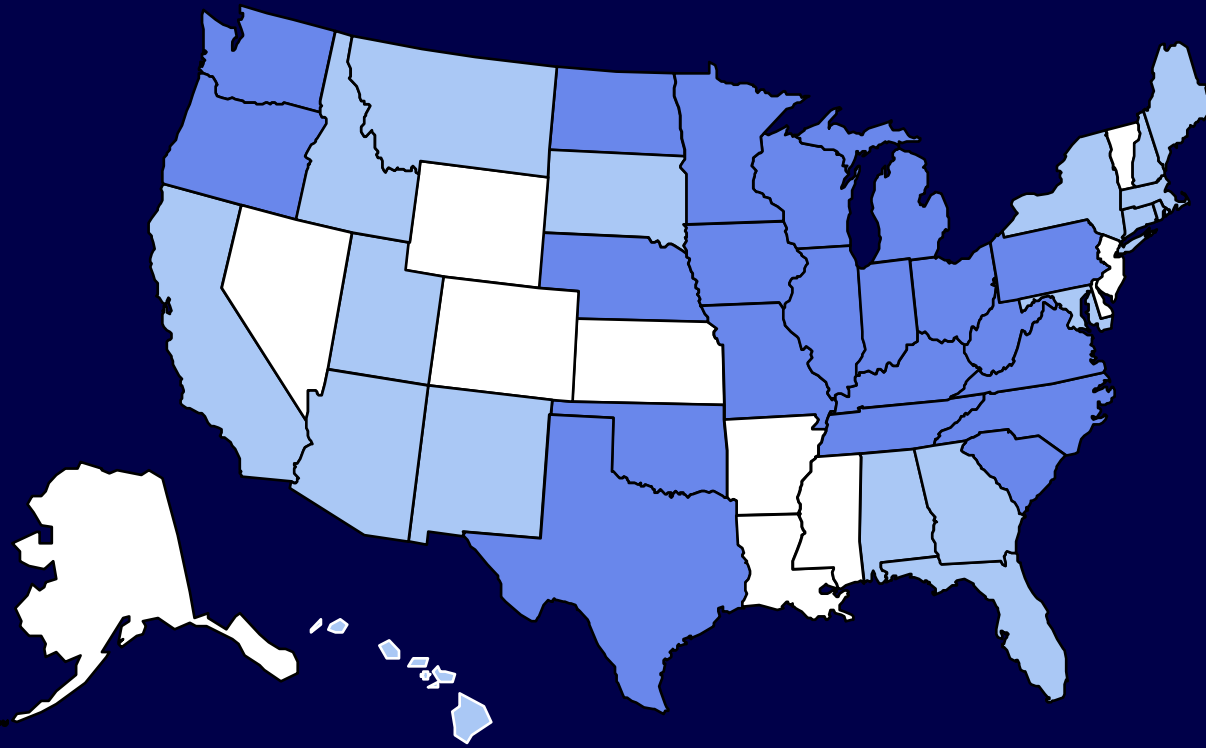
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5'4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1989

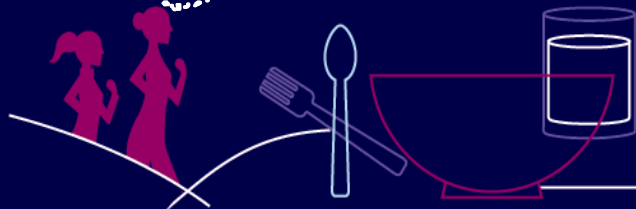
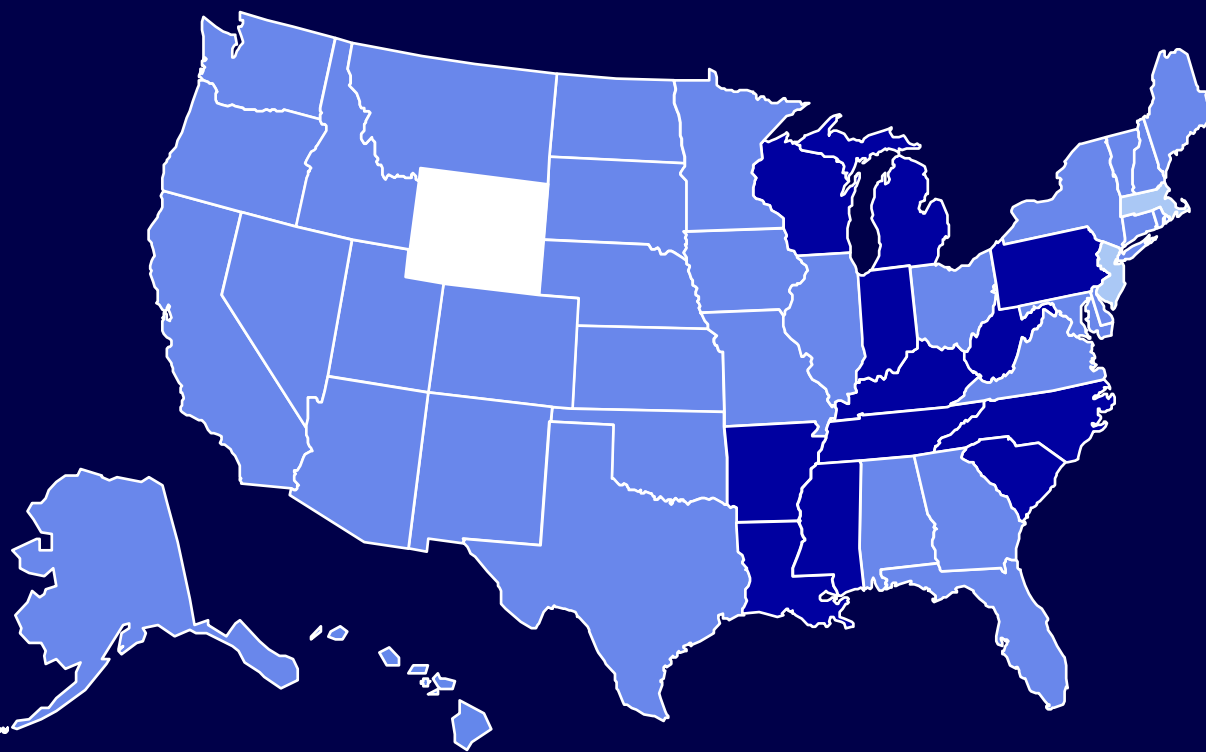
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5'4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1993

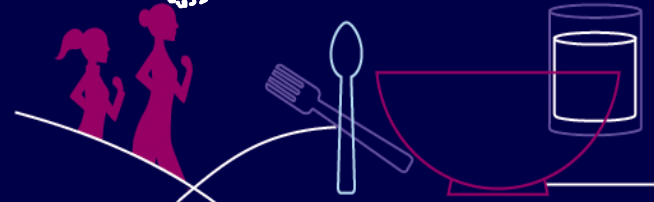
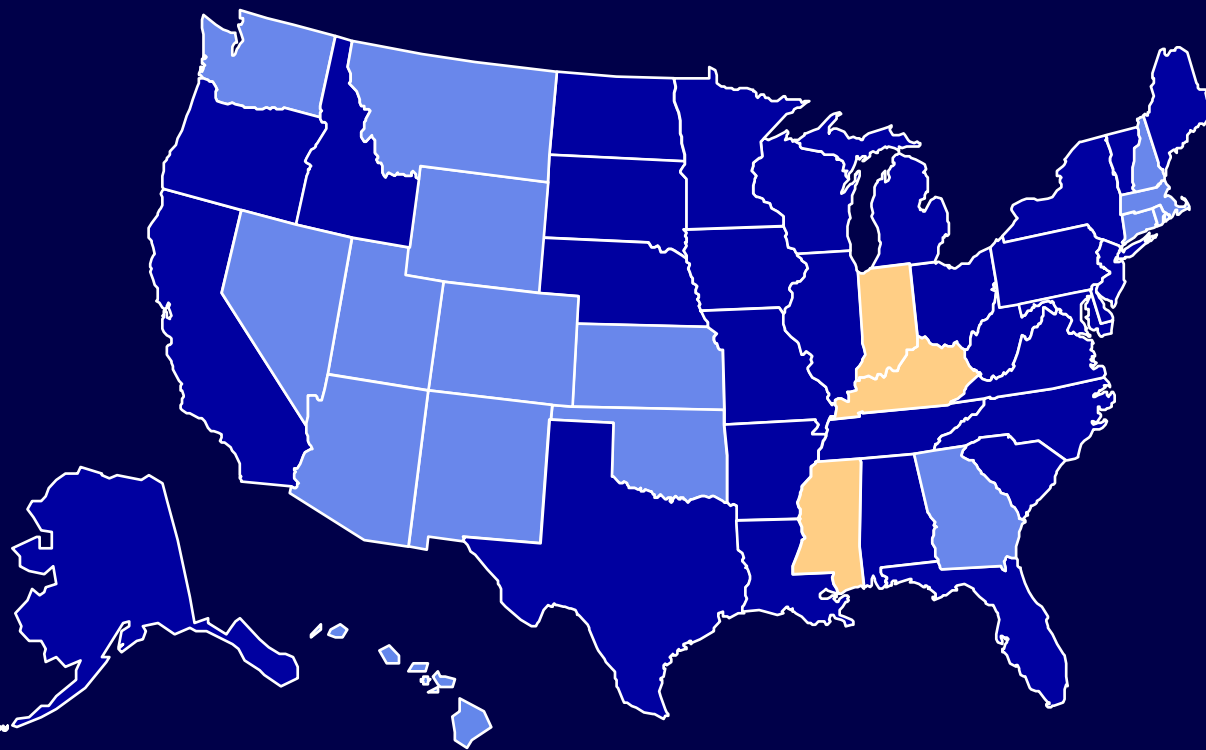
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5'4" woman)



Obesity Trends* Among U.S. Adults

BRFSS, 1997

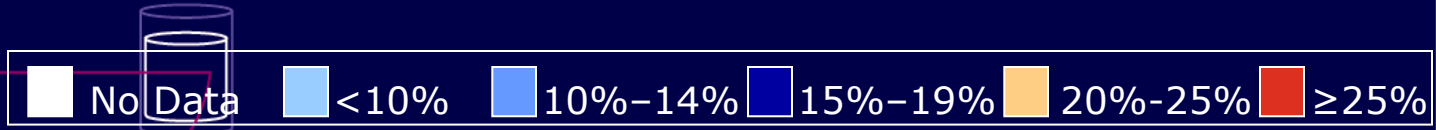
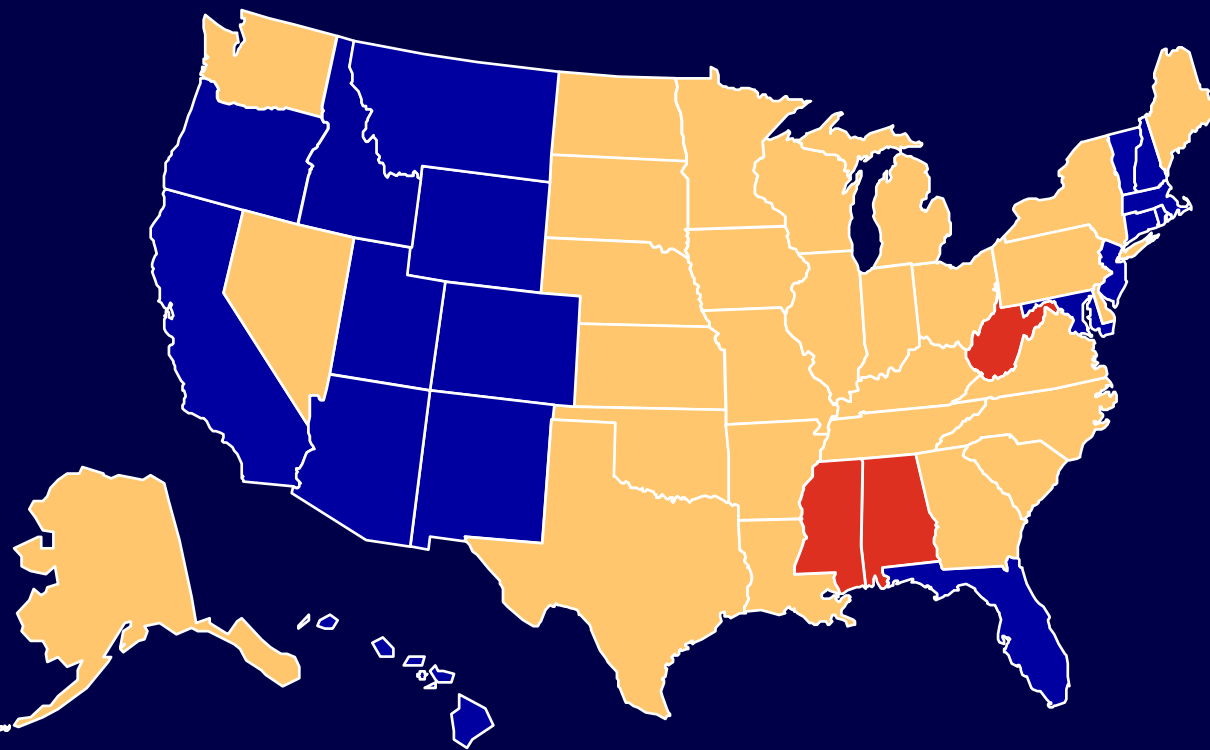
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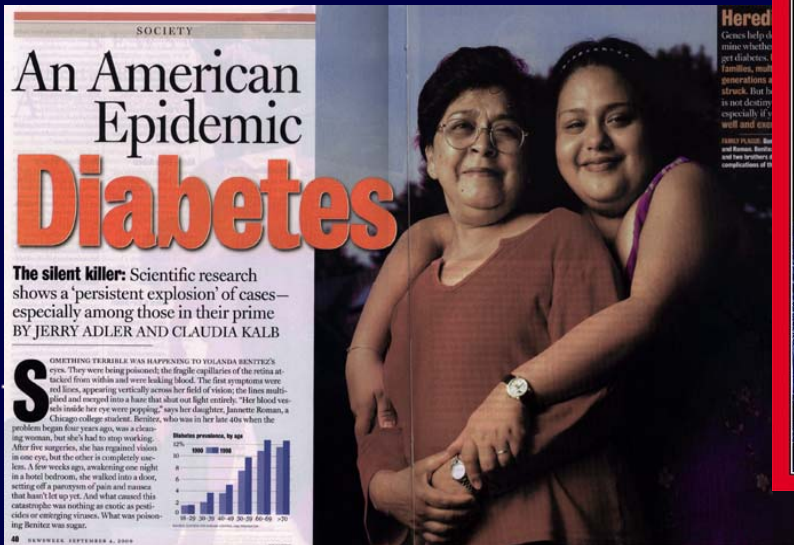
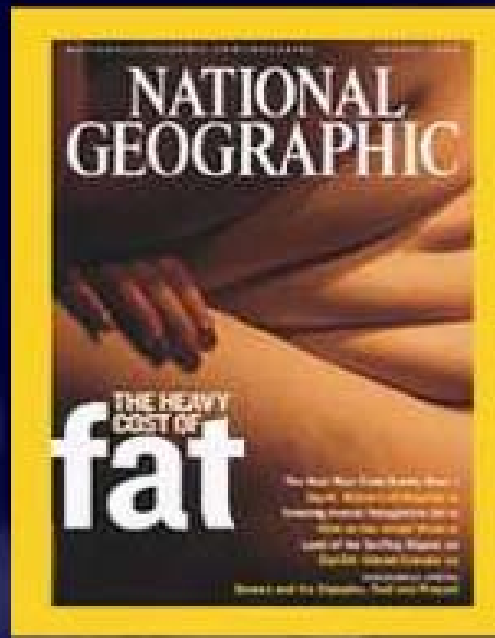


Obesity Trends* Among U.S. Adults

BRFSS, 2002

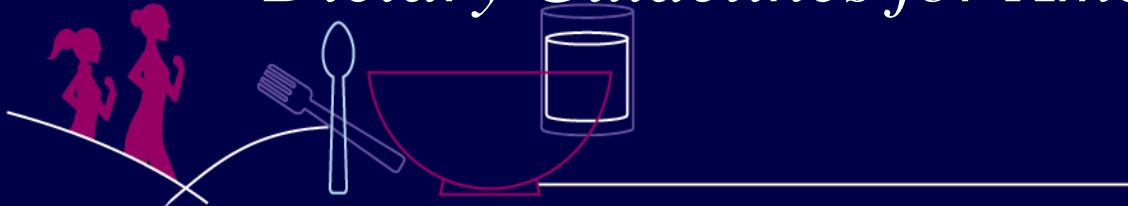
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5'4" woman)





ODPHP Sentinel Activities

- Prevention Framework
 - *HealthierUS*
 - *Healthy People*
- Prevention Communication
 - *National Health Information Center*
- Prevention Science
 - *Prevention Scholarship*
 - *Dietary Guidelines for Americans*



DIETARY GUIDELINES FOR AMERICANS, 2005

OFFICE OF
DISEASE
PREVENTION AND
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PROMOTION



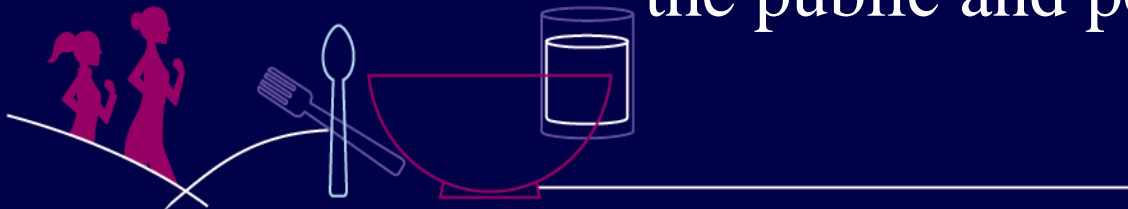
HealthierUS

The President's Health and Fitness Initiative to prevent disease, disability and death and help Americans lead longer, better and healthier lives

- Be physically active
- Eat a nutritious diet
- Get preventive screenings
- Make healthy choices

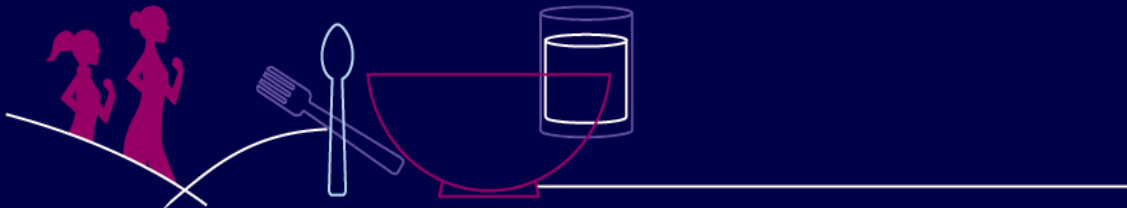


The Department's blueprint providing science-based prevention practices for the public and policy makers



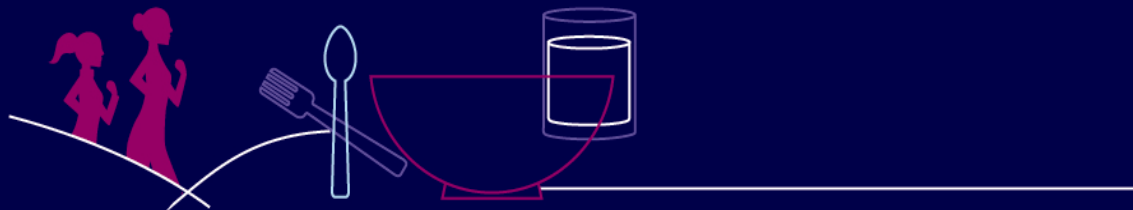
Healthy People 2010

- A comprehensive set of national ten-year health objectives
- The product of a collaborative process
- Designed to measure progress over time
- A framework for public health priorities and actions



National Health Information Center

- A health information referral service in Spanish and English
- Connects health professionals and consumers with organizations best able to provide health information
- Uses a database that contains descriptions of health-related organizations
- Produces annual directories:
 - Federal Health Information Centers and Clearinghouses
 - National Health Observances, and
 - Toll-free Numbers for Health Information

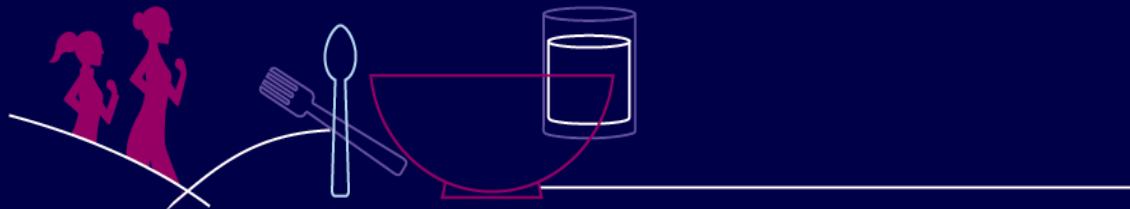


DIETARY GUIDELINES FOR AMERICANS, 2005



Prevention Scholarship

- Provides opportunities for professional growth and development in both prevention policy and medical education [e.g., The Luther Terry Fellowship]
- Educates and trains Preventive Medicine Residents, medical students, emerging leaders, and public health interns
- Advances prevention science by undertaking select analytic projects



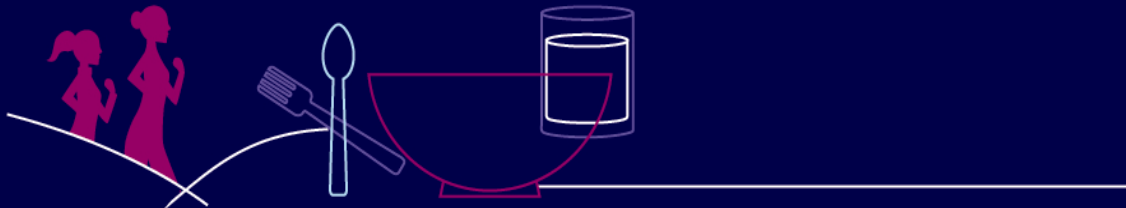
DIETARY GUIDELINES FOR AMERICANS, 2005



Dietary Guidelines for Americans

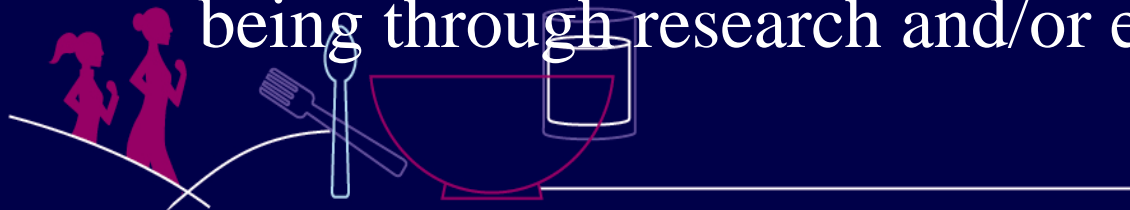
What are they?

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



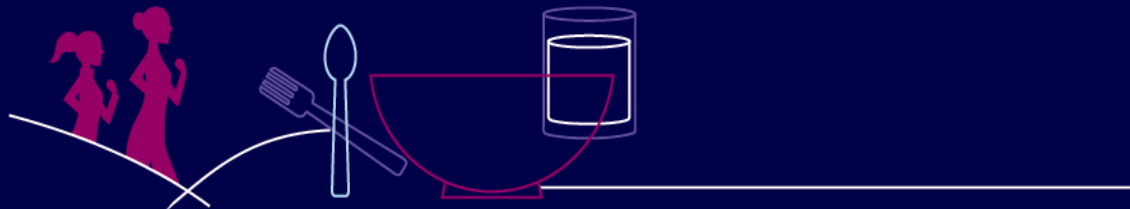
Forming the “Committee”

- Followed Federal Advisory Committee Act (FACA) Rules
- *Federal Register* notice published on May 15, 2003
- Areas of expertise: cardiovascular disease, cancer, pediatrics, epidemiology, general medicine, overweight and obesity, physical activity, public health, nutrition, biochemistry and physiology, nutrient bioavailability, nutrition education, food safety and technology.
- Demonstrated interest in the public’s health and well-being through research and/or educational endeavors



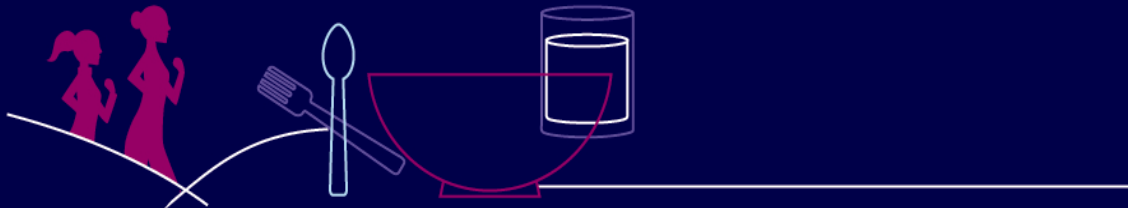
Charge to the 2005 Dietary Guidelines Advisory Committee

- Produce an advisory report for the Secretaries of HHS and USDA that makes nutritional and dietary recommendations for the *2005 Dietary Guidelines for Americans*
- Base the report on the preponderance of current scientific and medical knowledge.
- Single, time-limited task—Committee disbands when report is submitted to the Secretaries.

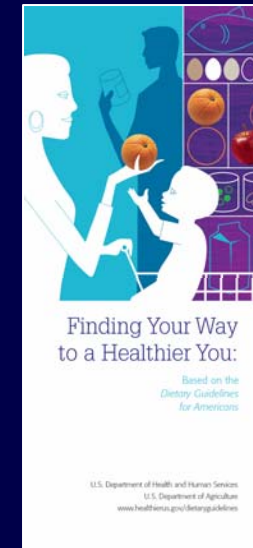
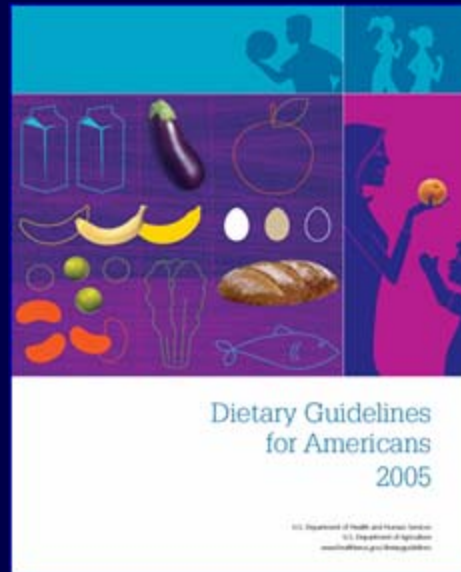
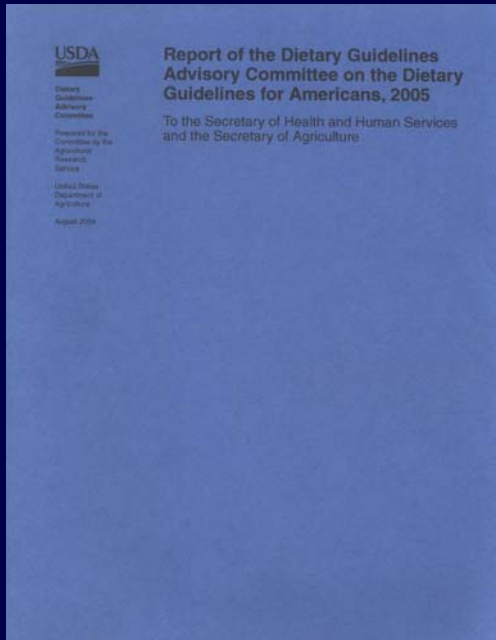


2005 Process Overview

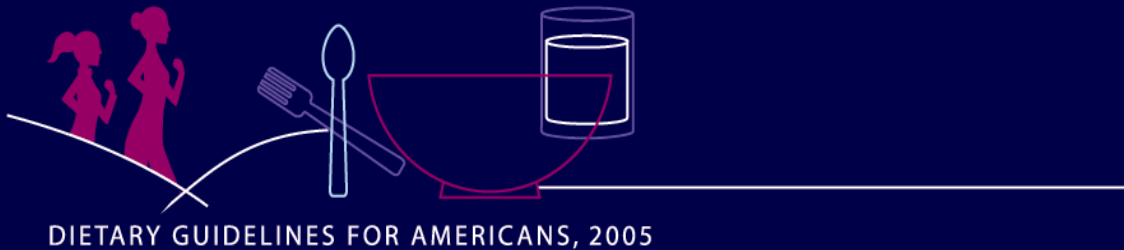
- Five public meetings
- Systematic review of peer-reviewed scientific and medical literature
- Written public comments solicited and reviewed
- Oral public comments solicited and presented
- Experts invited to present at public meetings and consulted during subcommittee conference calls
- Committee deliberations during public meetings



The Challenge

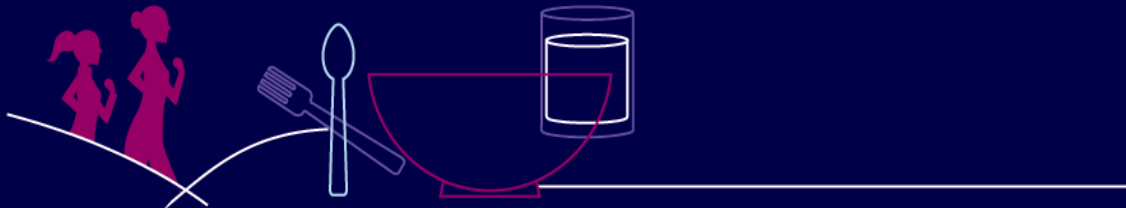


From the Science...to Policy...to the Public...to “Me”



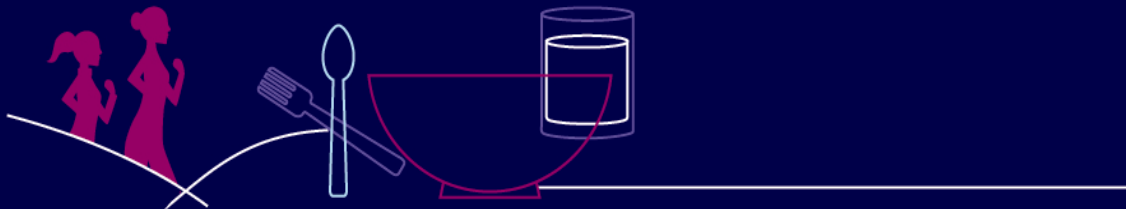
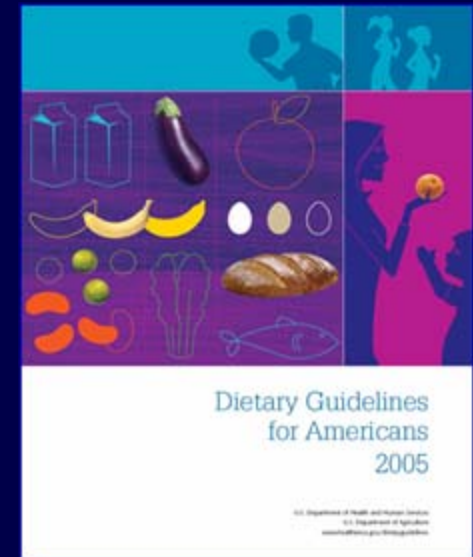
Dietary Guidelines for Americans, 2005

- Target audience: policy makers, health professionals
- 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



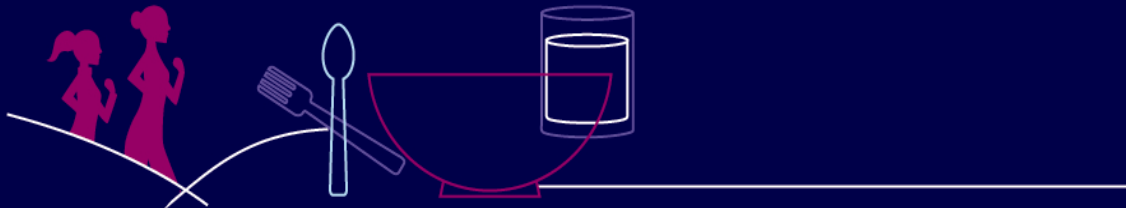
New for 2005

- Policy and consumer separate
- More recommendations
- More specificity in policy
- 2000 calorie reference diet
- Cups and ounces rather than servings
- Consumer research for messaging
- New ways to get the message out



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

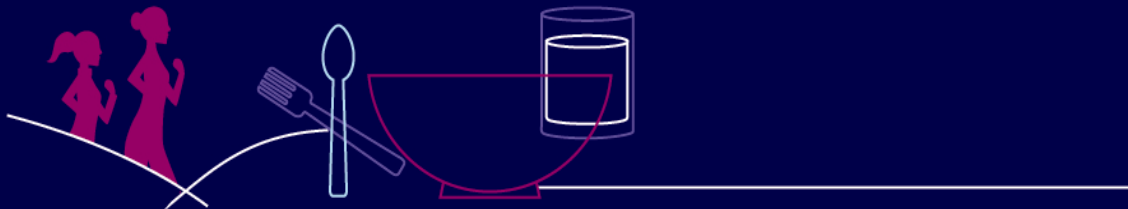


Research Methodology

- **Focus Groups**

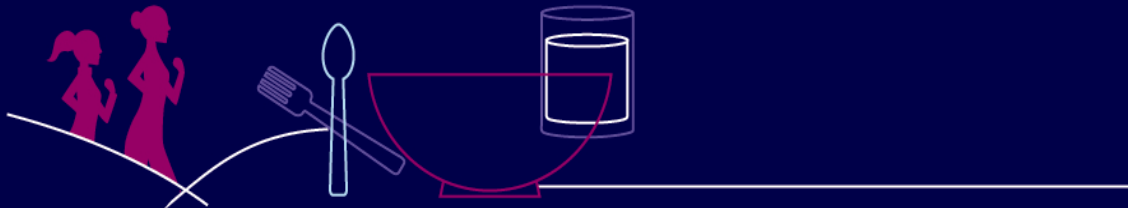
- Primary target audiences for the *Dietary Guidelines for Americans*:

- 24-64 year-old healthy weight or overweight men and women (not obese)
 - Interested in healthy eating
 - No chronic disease

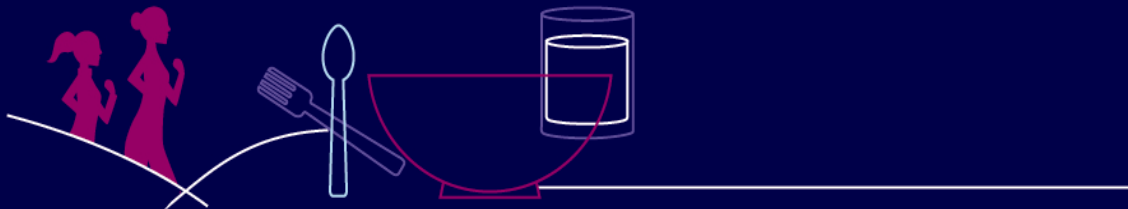


Focus Groups

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

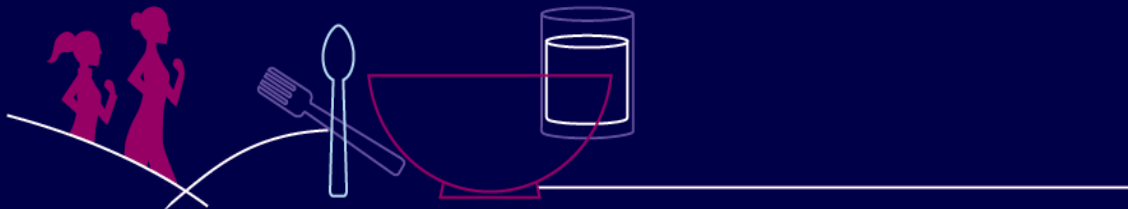


Key Findings



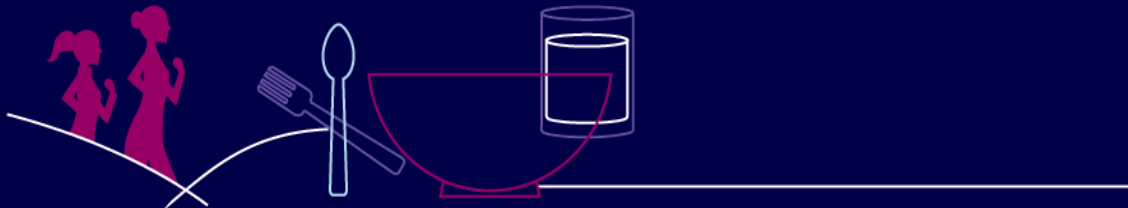
Health Information

- **Most Common Sources:**
 - Doctors
 - Word of mouth (e.g., friends, colleagues, family)
- **Lesser extent:**
 - Internet (WebMD, browsers/search)
 - Books/Magazines
- Government a ‘trusted source’ for nutrition information – (HHS for Health!)
- Conflicting information
- Frustrated with finding “correct” information



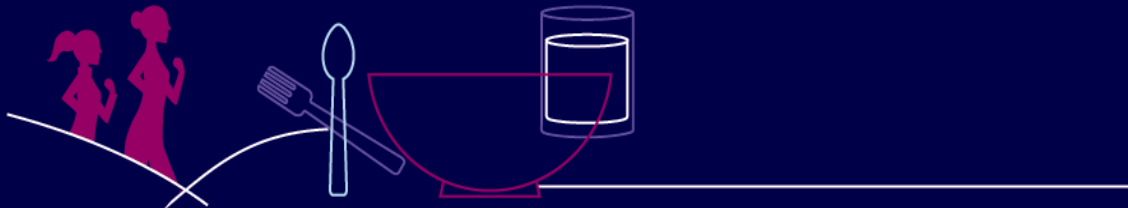
DGAC Key Statements

- 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



Focus Group Findings

- Familiarity with messages or words did not equate to comprehension.
- Put the information in context/give enough information
- Be inclusive/make it about the individual
- Avoid overly worded or phrases that sounded too “market-y.”



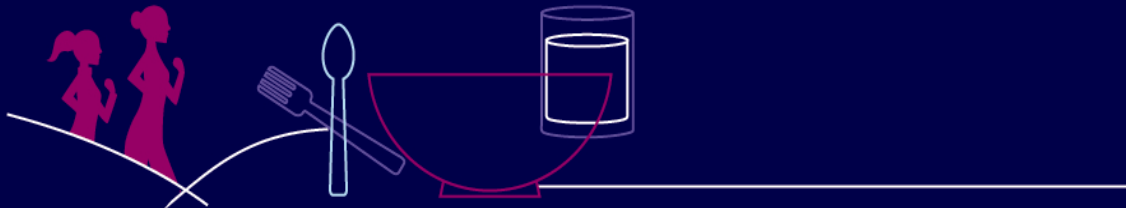
Thematic Statements - “Motivators”

- *My health is my future*
- *A better me*
- *It’s all about balance*
- *It’s not a program. It’s a lifestyle*



Consumer Research Application

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



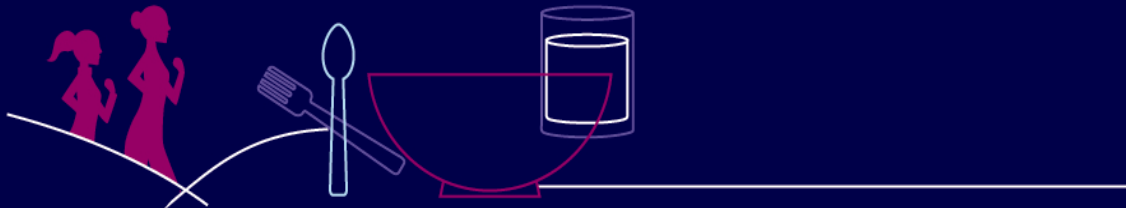
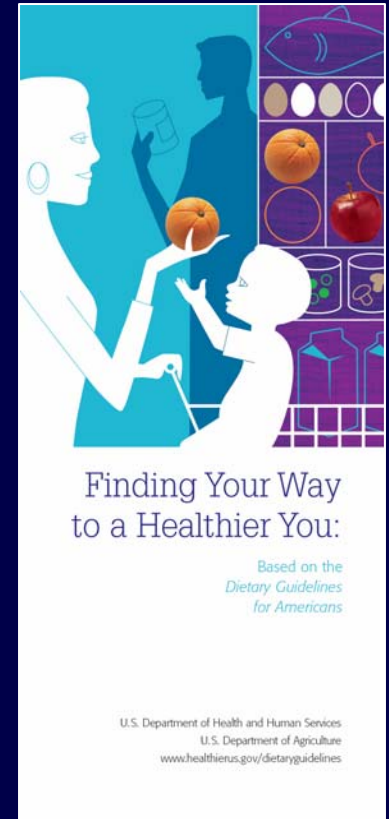
Finding Your Way to a Healthier You

Web TV Testing of Consumer Brochure

210 adults age 18+ (reflective of US Census)

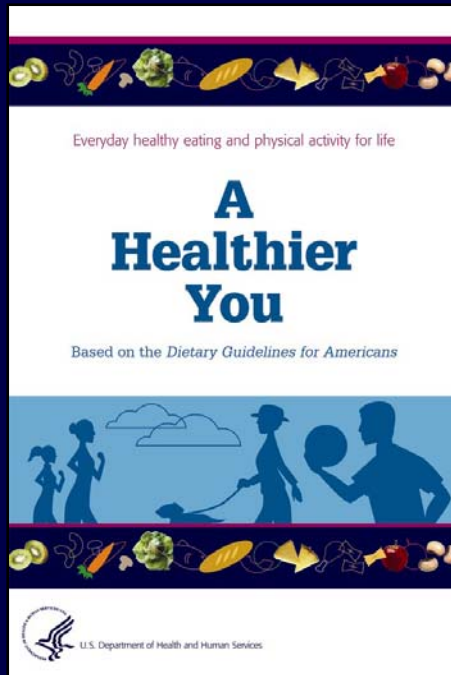
Pretest for likeability and comprehension
Feel better today. Stay healthy for tomorrow.

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

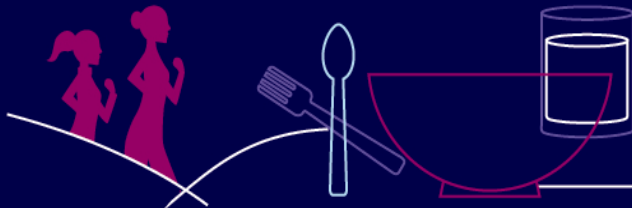


A Healthier You:

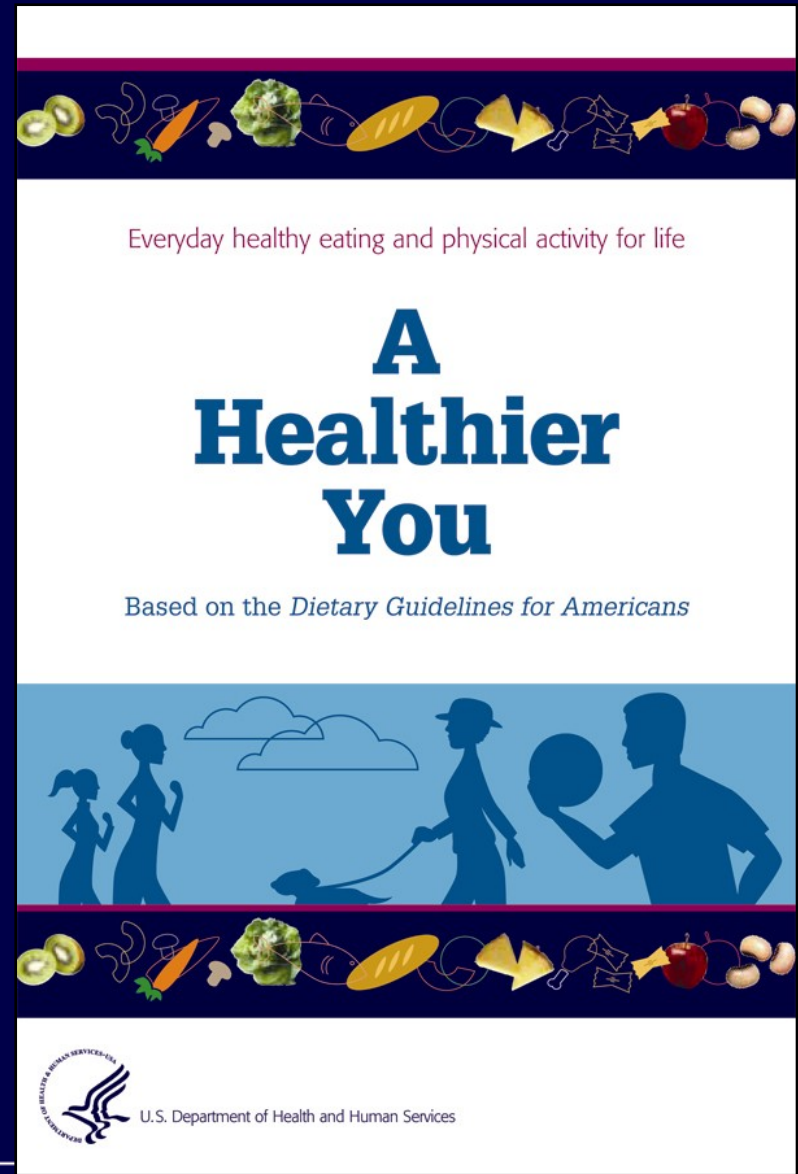
Based on the Dietary Guidelines for Americans



- Consumer-friendly book that 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.



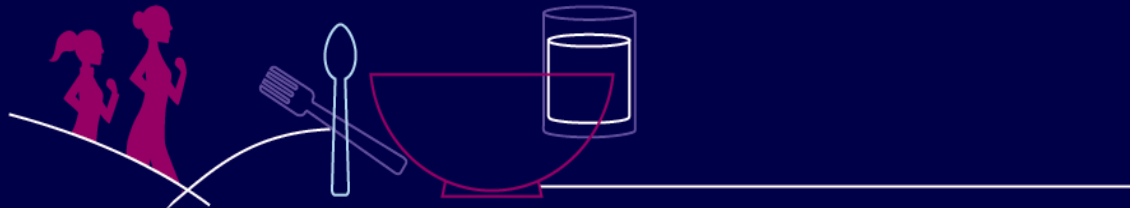
Coming November 2005...



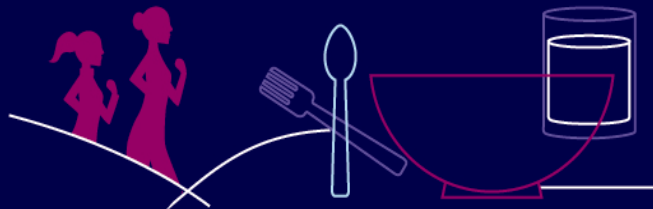
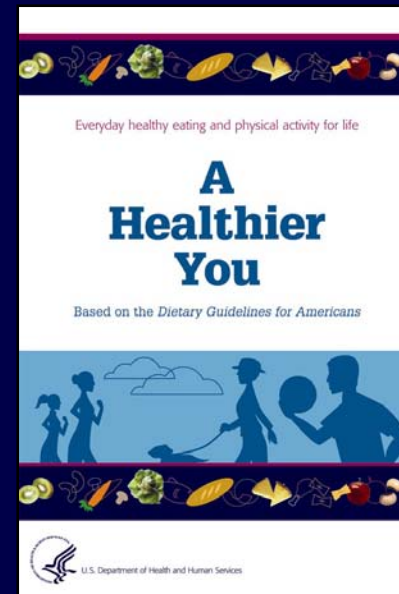
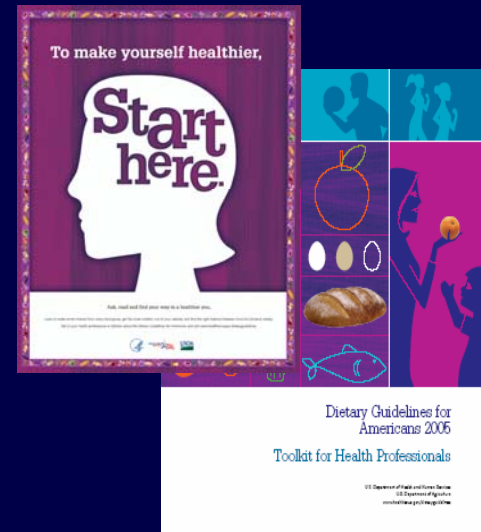
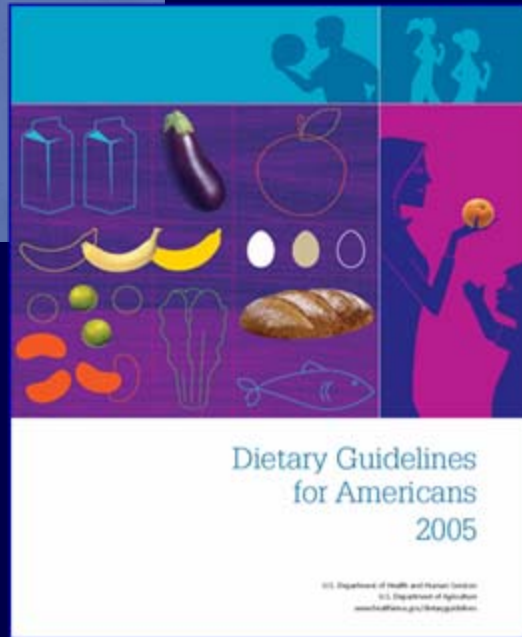
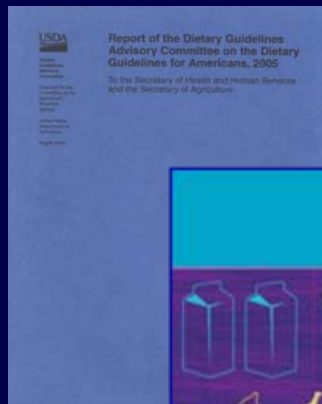
DIETARY GUIDELINES FOR AMERICANS, 2005

Dietary Guidelines - Roll Out

- Package the Research Findings
- Health Intermediary Toolkit
- Specific population research and product development – *2005-06 (funds permitting)*
 - Aging Americans
 - Hispanics
 - Native Americans
 - African-Americans
 - Health Literacy
 - Head Start
- Outreach through strategic alliances – *On-going*



www.healthierus.gov/dietaryguidelines



DIETARY GUIDELINES FOR AMERICANS, 2005