


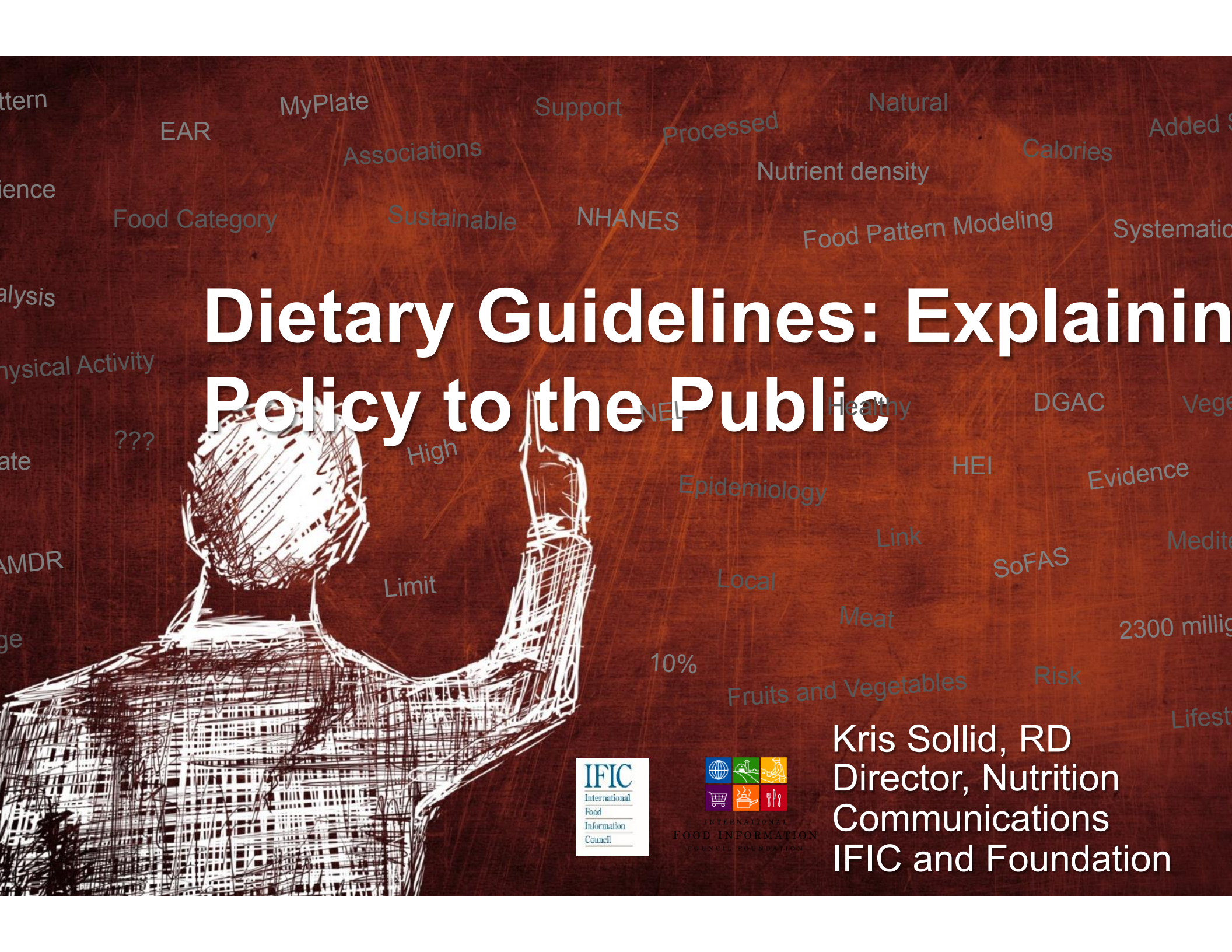


# Dietary Guidelines: Explaining Policy to the Public




Kris Sollid, RD  
Director, Nutrition Communications  
IFIC and Foundation






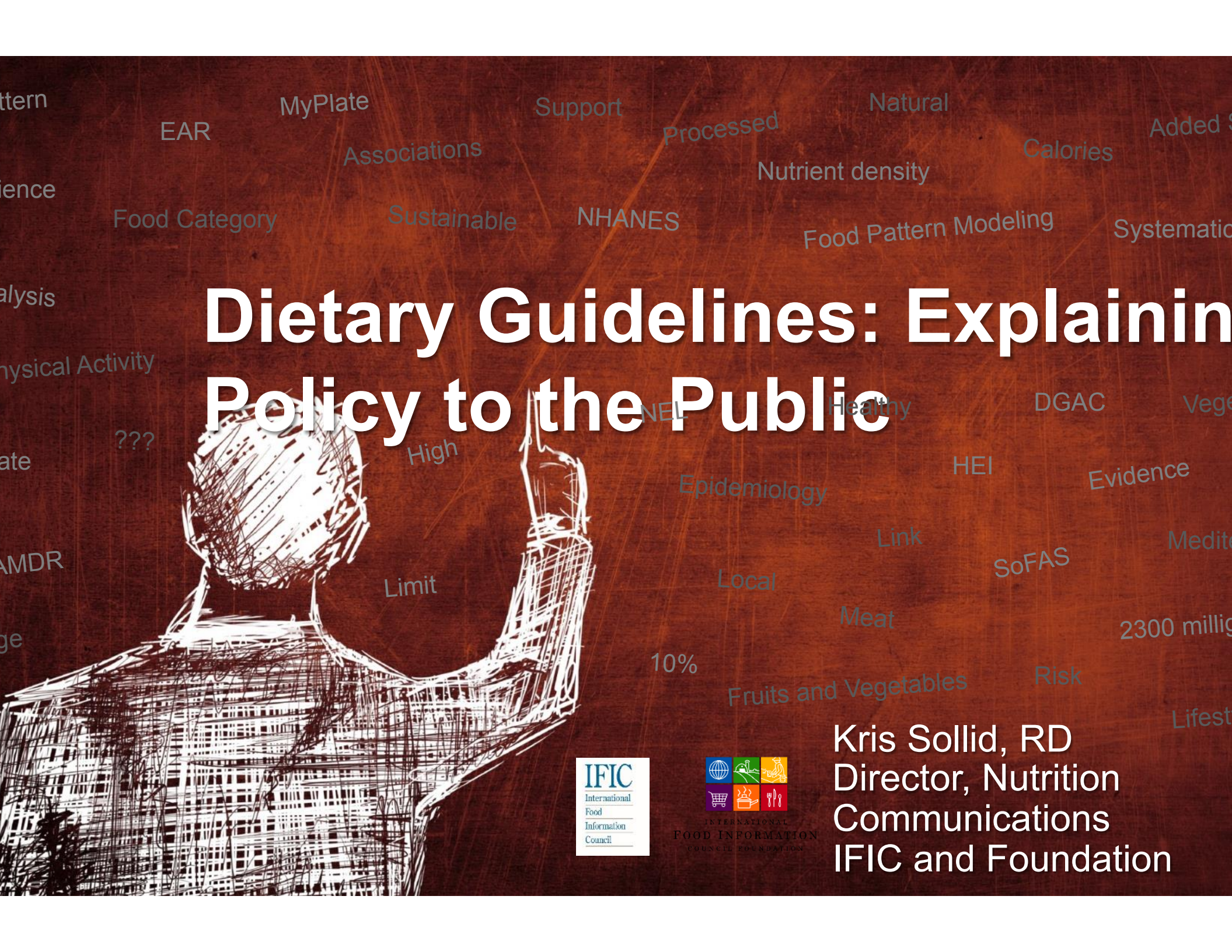
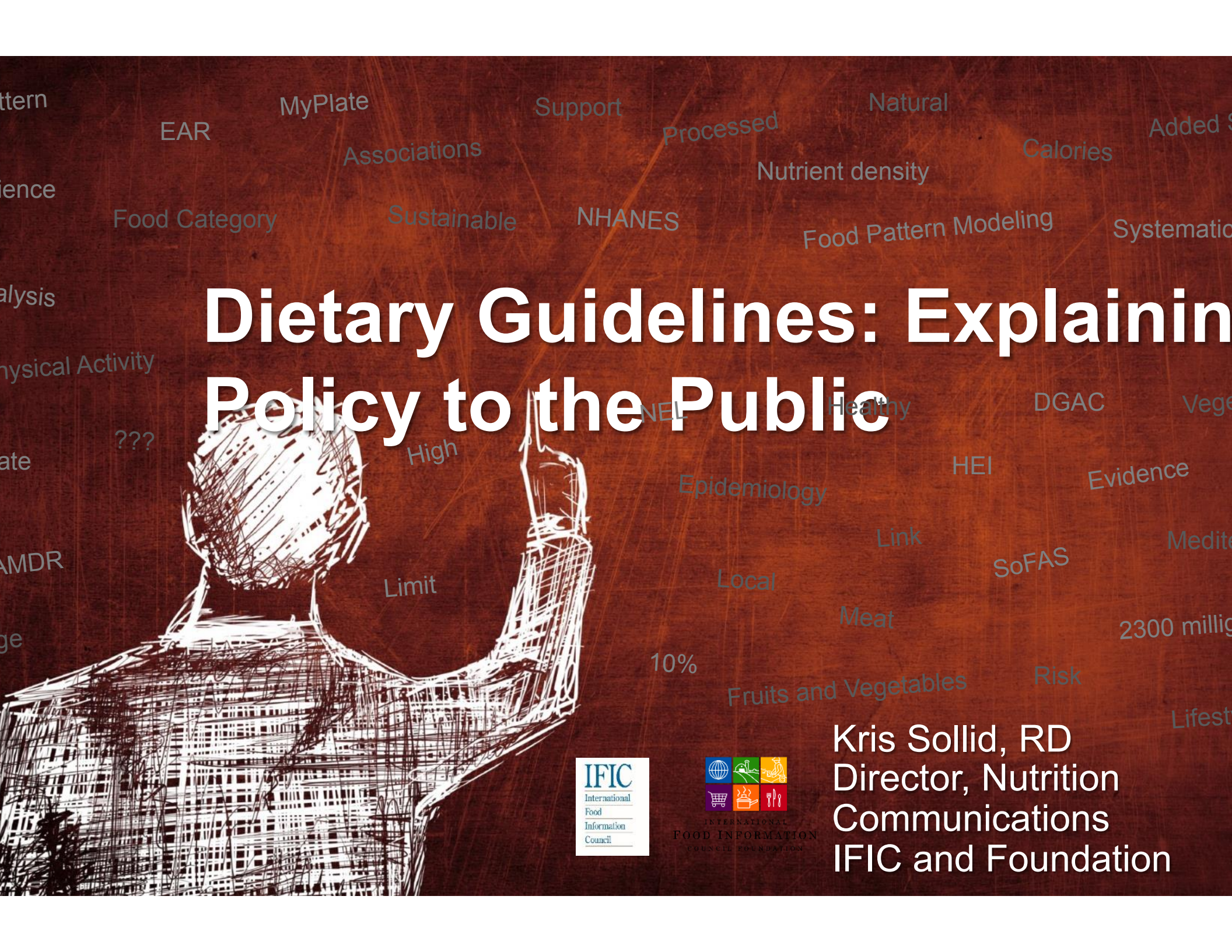


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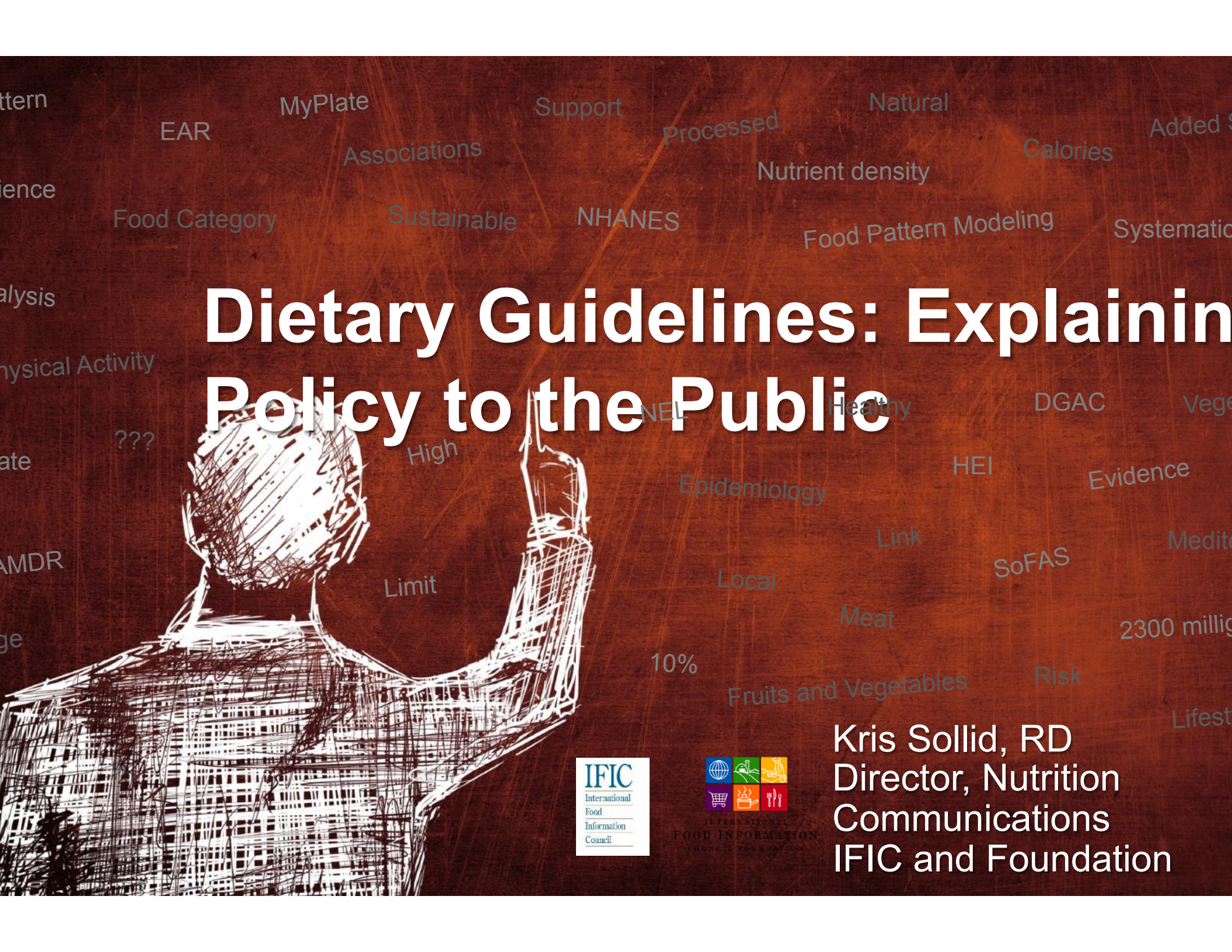


# Dietary Guidelines: Explaining Policy to the Public

Kris Sollid, RD  
Director, Nutrition Communications  
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**IFIC**  
International Food Information Council

**INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION**



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# SCLOSURES



## **IFIC**

*To communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, journalists, government officials and others providing information to consumers.*



## **IFIC FOUNDATION**

*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

\*Significant government grants (e.g., USDA, FDA) also help us carry out our work

# DISCLOSURES

## IFIC and Foundation is...

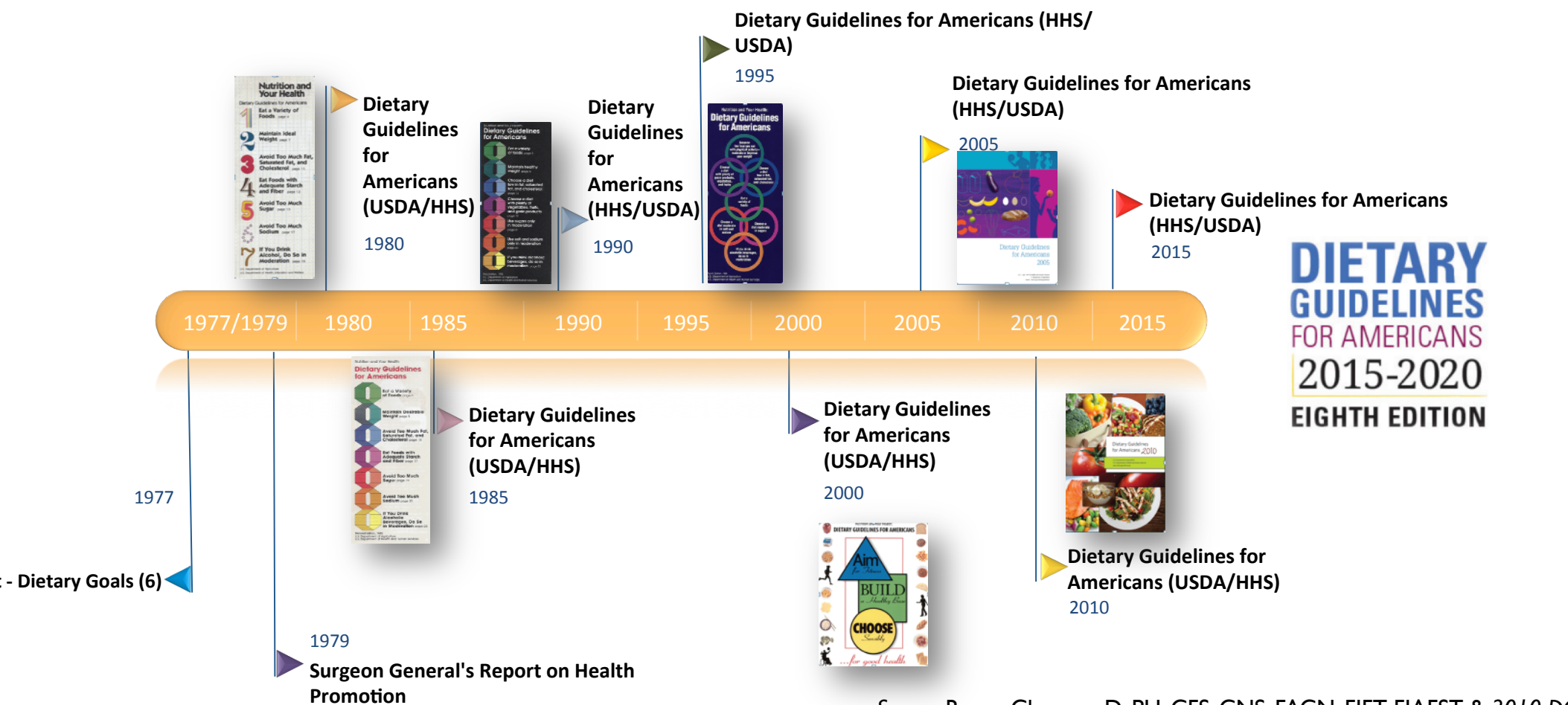
- a National Strategic Partner with USDA/CNPP on Dietary Guidelines messaging
- Nonpartisan

## IFIC and Foundation does not...

- speak for, or represent, any company, industry, product or brand
- endorse any political party, elected official, or candidate for elective office, nor provide contributions to political campaigns, hold fundraisers, or have a Political Action Committee (PAC)
- lobby or advocate for legislation or regulations
- endorse products or accept advertising

ON A PERSONAL NOTE: FRIENDS, EX CO-WORKERS AND CURRENT COLLEAGUES HAVE BEEN INVOLVED WITH THE DIETARY GUIDELINES

# DIETARY GUIDELINES TIMELINE



Source: Roger Clemens, DrPH, CFS, CNS, FACN, FIFT, FIAFST & 2010 DO



# DIETARY GUIDELINES HEADLINES

## Dietary Guidelines for Americans: The Good, and the Ugly

pm ET | Updated Jan 29, 2016



## Republicans push back against proposed dietary guidelines

By CLARE JALONICK and LAURAN NEERGAARD  
January 7, 2015 6:13 PM

## Policy makers question effectiveness of dietary guidelines

By CLARE JALONICK  
January 7, 2015 4:13 PM

## Cholesterol no longer a concern: US experts



By Kerry Sheridan  
February 19, 2015 3:55 PM

THE BLOG

## Expert Dietary Guidance: Gasoline on a Fire?

🕒 02/04/2016 05:48 pm ET | Updated Feb 04, 2016

## New U.S. diet rule gets mixed response on social media



REUTERS

By Gina Cherelus  
January 8, 2016 6:16 PM

NUTRITION

New Report  
Asserts Major Issues  
With the 2015 U.S.  
Dietary Guidelines

NUTRITION

Sustainability M  
Dropped as Con  
Questions Polar  
2015 Dietary  
Guidelines

Why the new, proposed U.  
dietary guidelines are prov  
controversy and ire

COMMENTARY by Dan Mitchell, contributor

OCTOBER 7, 2015, 7:00 AM EST

## How strong is the science behind the U.S. Dietary Guidelines?

By Carina Storrs, Special to CNN

🕒 Updated 3:42 PM ET, Thu October 29, 2015



NOV 2, 2015 @ 09:04 AM 926 VIEWS

Will 2015 Dietary Guidelines For Americans Further The  
Demonization Of Caffeine?



# IFIC FOUNDATION FOOD & HEALTH SURVEY

DECADE OF DATA



WHAT'S YOUR  
**HEALTH**  
WORTH?



D & HEALTH SURVEY 2015





consistent with previous years, more than half of Americans rate their own health as excellent or very

Health

How would you describe your own health in general?

■ 2015

■ 2014

■ 2013

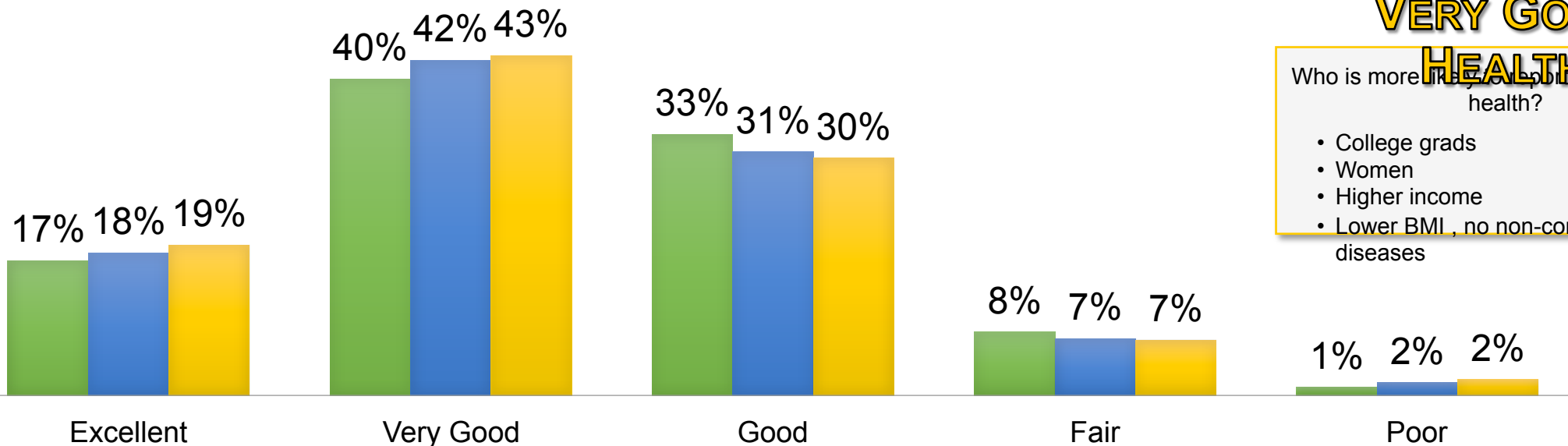
57%

ARE IN EXCELLENT  
VERY GOOD

HEALTH

Who is more likely to report being in good health?

- College grads
- Women
- Higher income
- Lower BMI, no non-communicable diseases



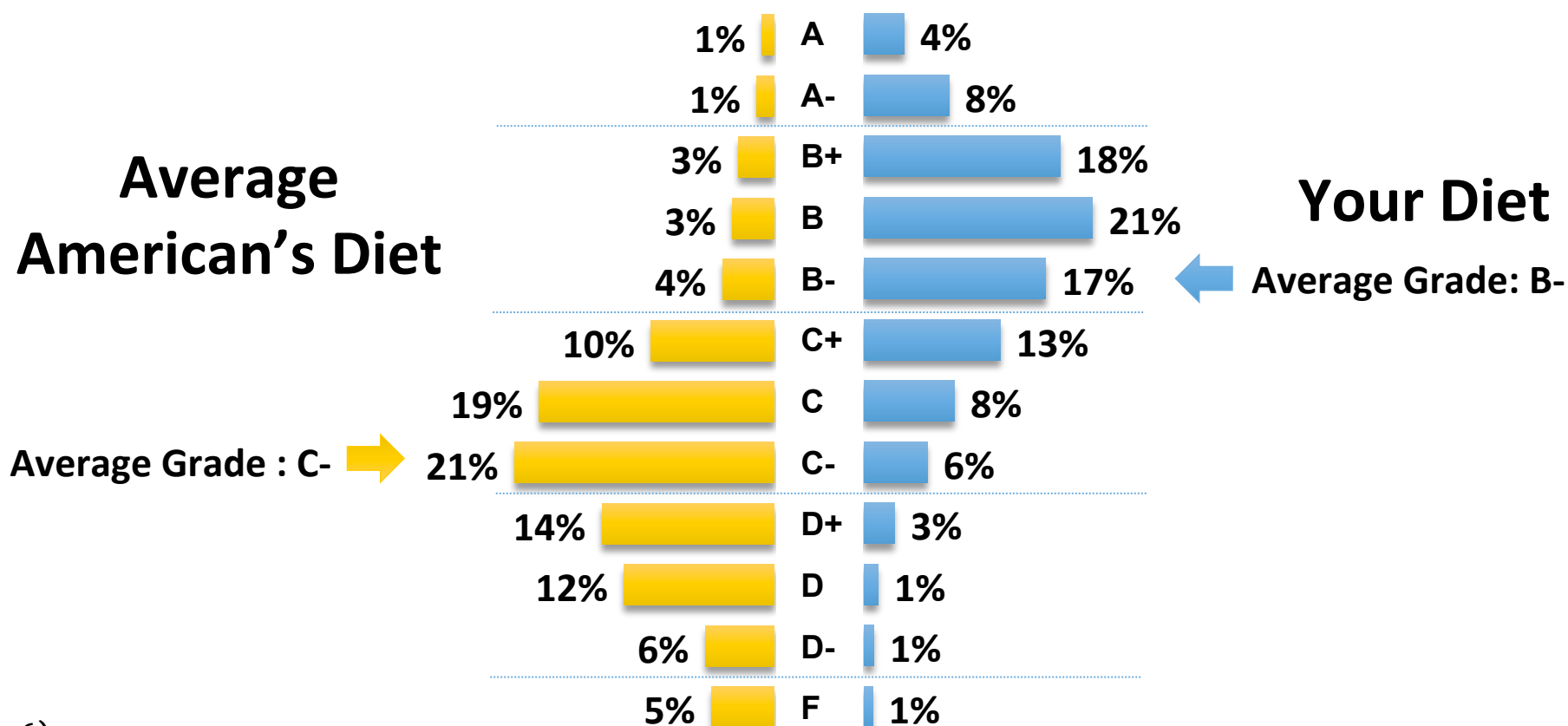
2014 n=1,005; 2013 n=1,006

# Consumers tend to rate their own diet as a full grade better than the average American's.

Overall, how would you grade your diet in terms of healthfulness?

All things considered, how would you grade the healthfulness of the average American's diet?

("A" is the highest grade and "F" is the lowest)



(n=1,006)

# Only 2 in 3 recognize the MyPlate graphic More than 4 in 10 report knowing something about it

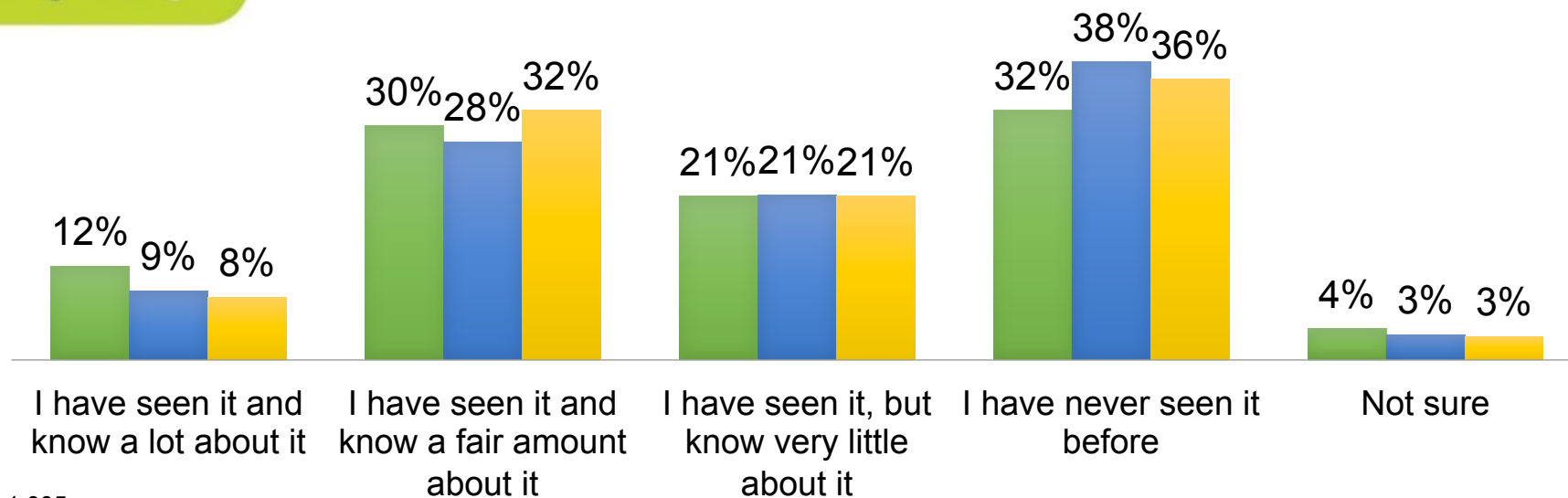


How familiar are you, if at all, with the following graphic?

2015

2014

2013



**42%**  
**KNOW SOMETHING ABOUT MYPLATE GRAPHIC**

Gender	
Men	38%
Women	52%
Parents	
Yes	52%
No	38%

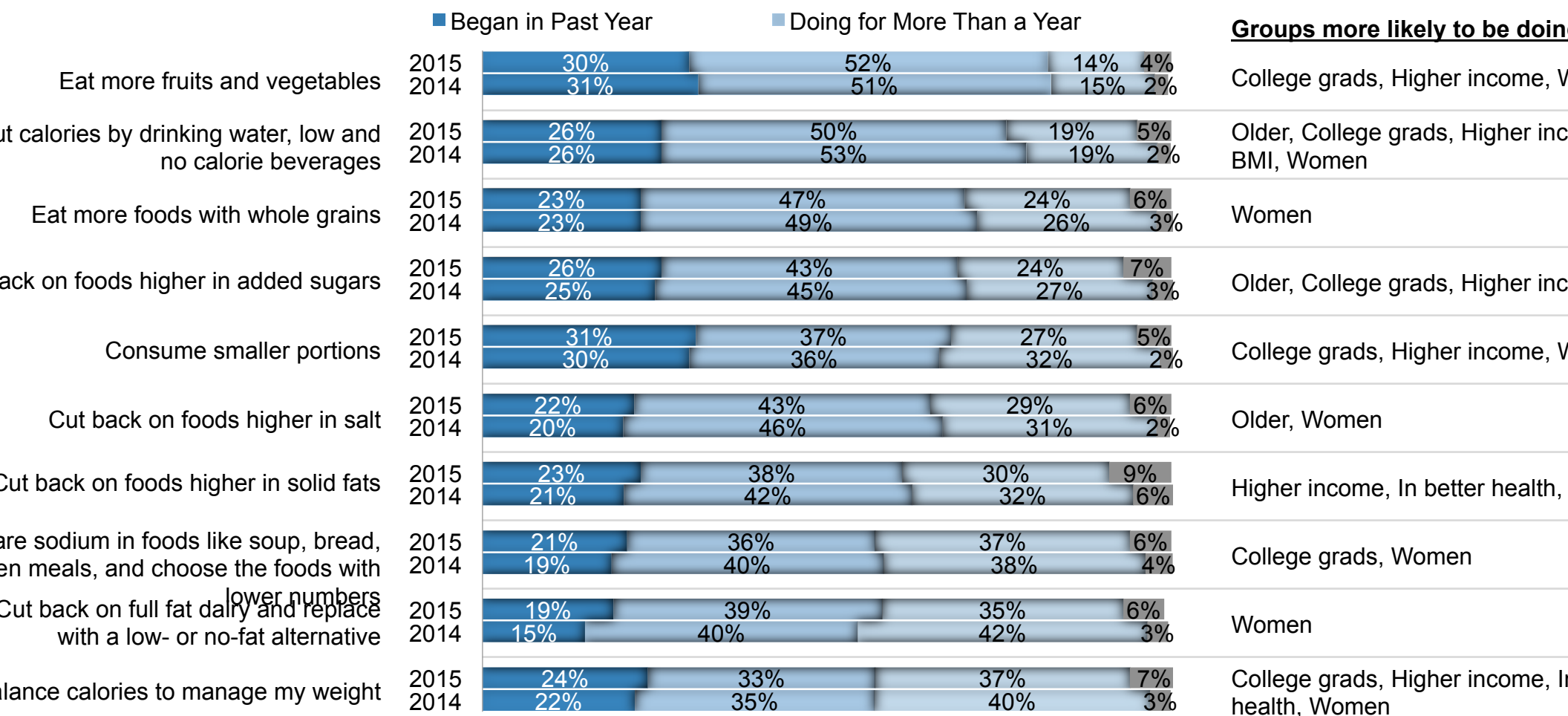
2014 n=1,005

Significant (.95 level) differences vs. 2014



# Specific actions taken up from MyPlate messaging consistent with 2014

Over the past year, which of the following, if any, have you made an effort to do?

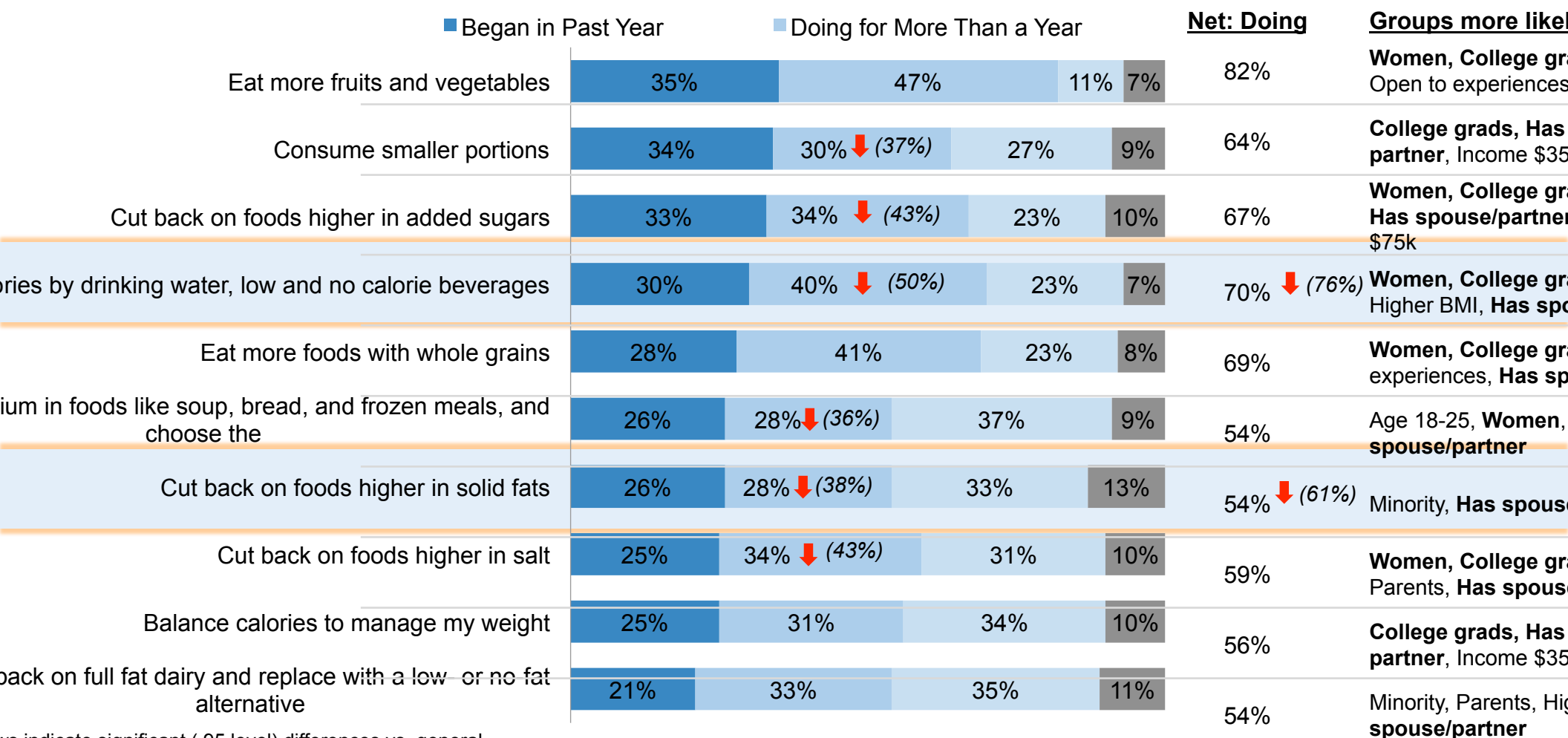


2014 n=1,005; Arrows indicate significant (.95 level) differences vs.

# Millennials are adopting healthful habits such as eating smaller portions and cutting back on sugars and fats.



Over the past year, which of the following, if any, have you made an effort to do?

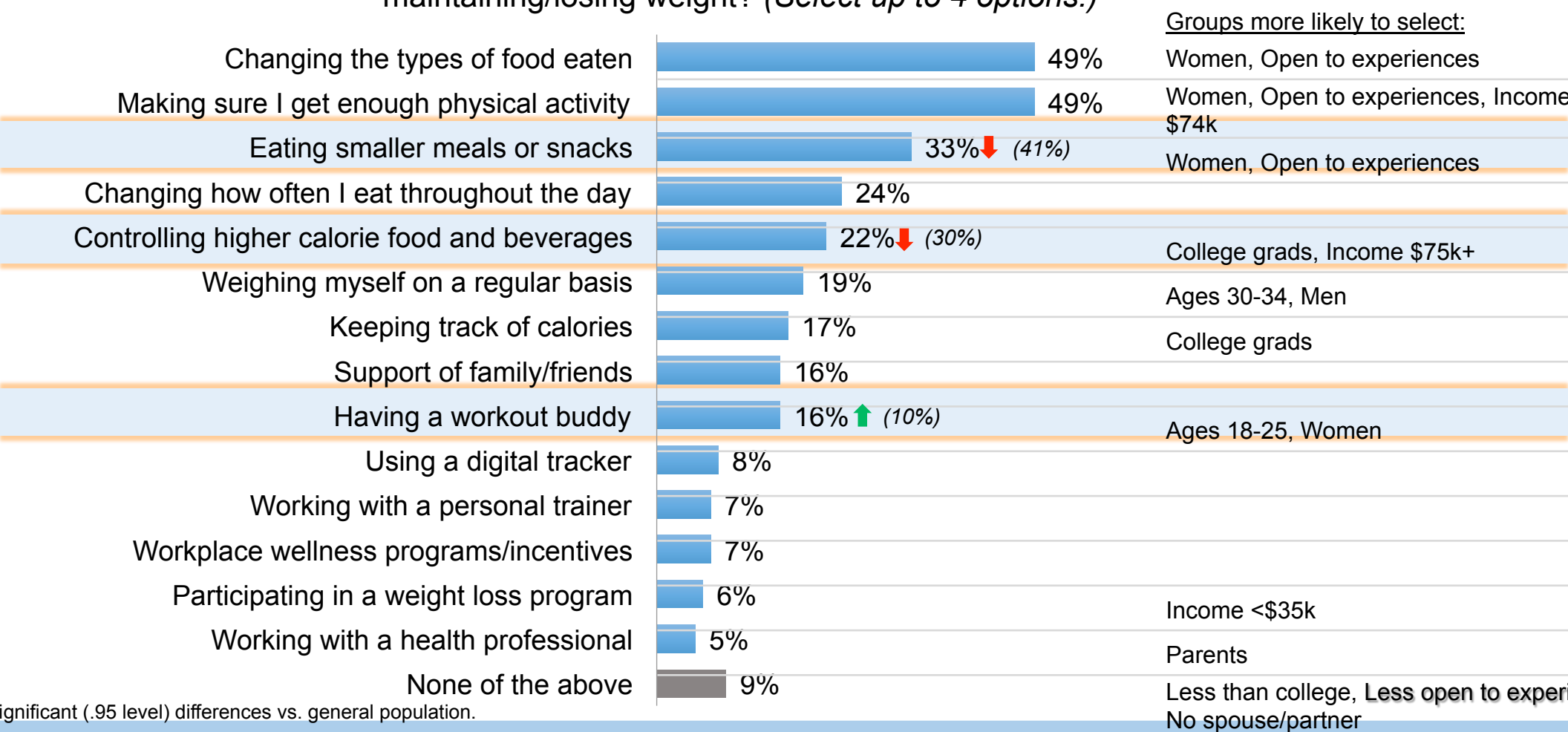


↓ indicates significant (.95 level) differences vs. general population

of food and physical activity are important for weight, yet fewer  
**nials** are watching portion sizes or higher calorie foods/  
 ages.



Which of the following would contribute/has contributed the most to your success in  
 maintaining/losing weight? *(Select up to 4 options.)*

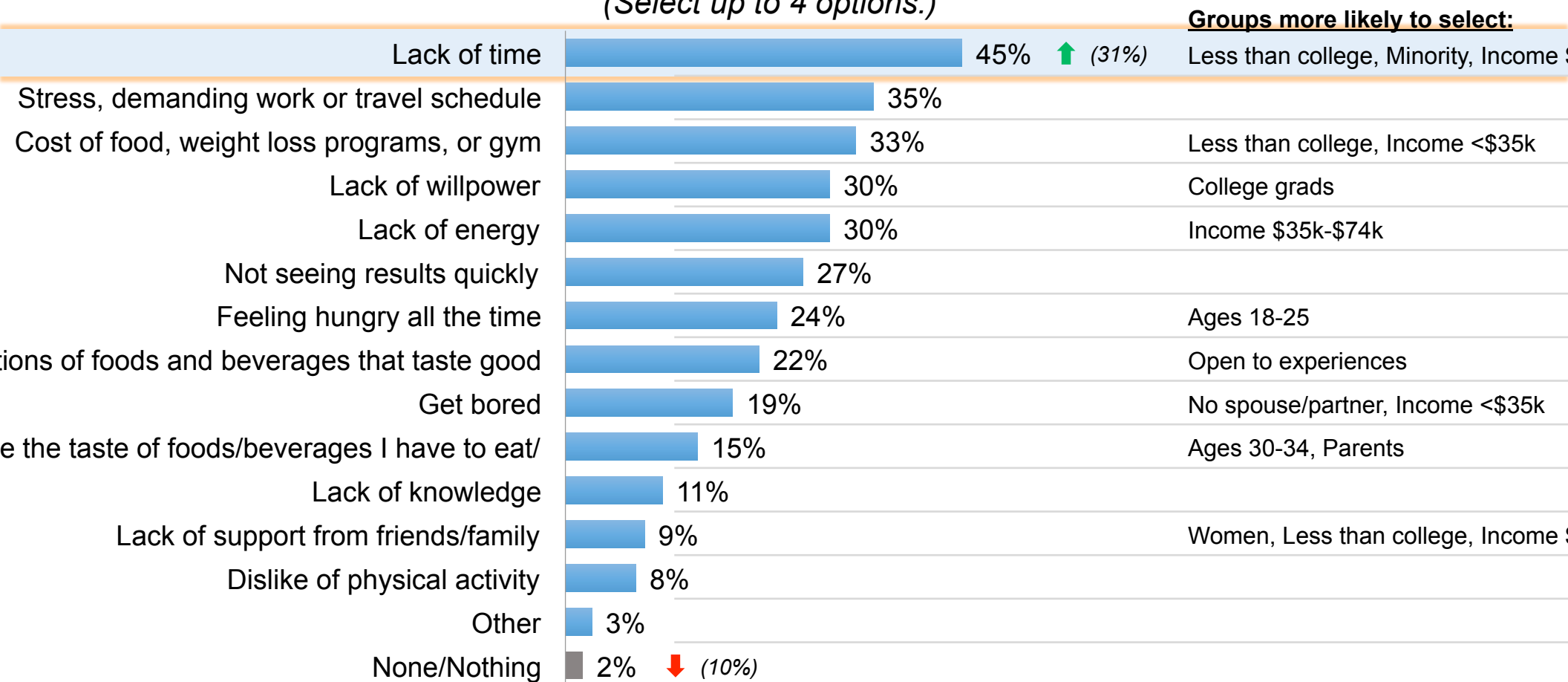




# of time, stress and work are major barriers to g or maintaining weight for **Millennials**.



In an effort to lose/maintain weight, which of the following prevents you from staying on track?  
(Select up to 4 options.)



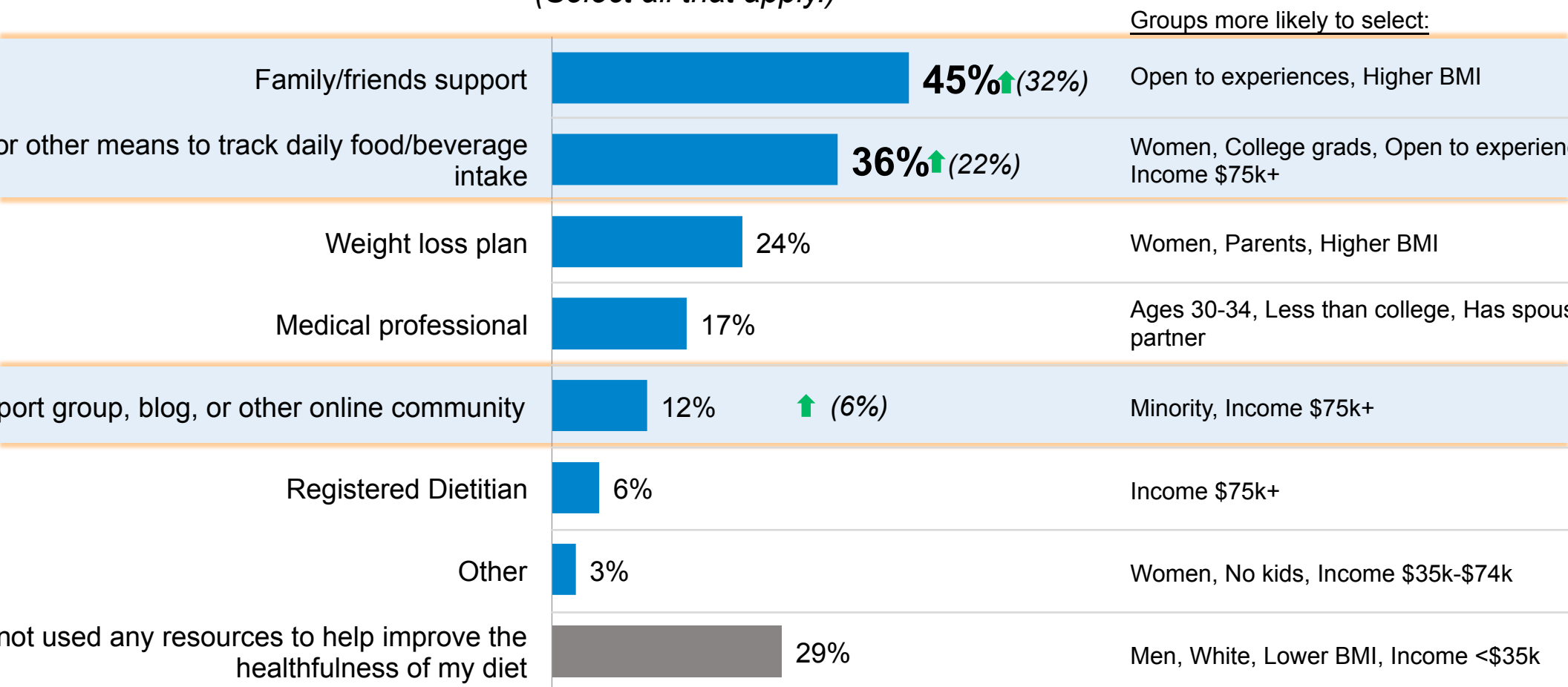
to lose/maintain weight (Split Sample B) n=121

Significant (.95 level) differences vs. general population.

**nnials** are turning to family/friends, apps or online communities to improve their diets.



Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet?  
(Select all that apply.)



Significant (.95 level) differences vs. general population.

# Personal healthcare professionals are most trusted for info on the types of foods we should be eating.

Health

Which of these sources would you *trust the most* to provide accurate information about the following is

(Select up to 3)

Types of food you should be eating

Groups more likely to select:

Higher BMI

70%

Your personal healthcare professional

Men

34%

A friend or family member

College grads

**26%**

US government agencies

24%

A food expert on TV

Younger

24%

Health, food and nutrition bloggers

18%

Farmer

7%

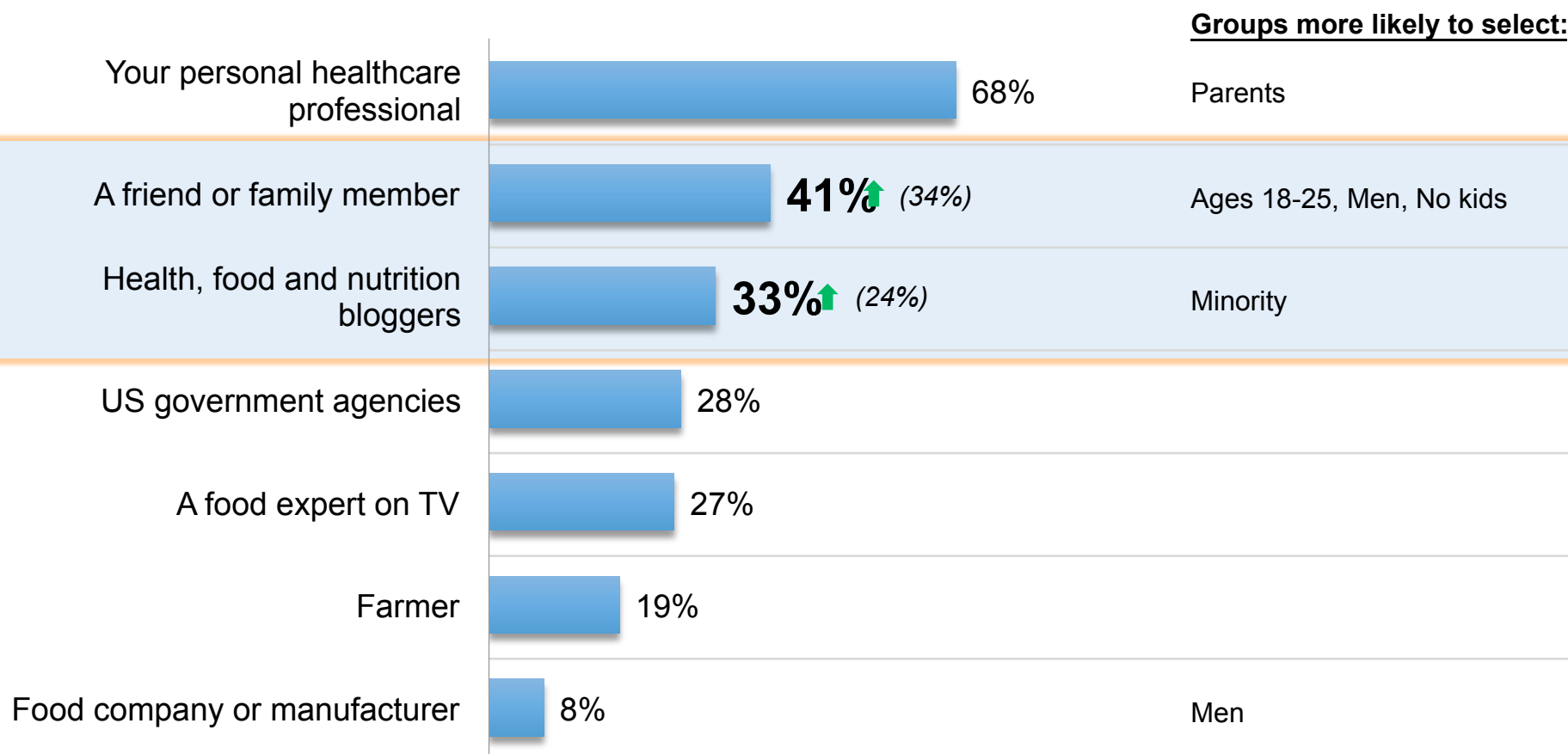
Food company or manufacturer



**nnials** trust a variety of sources for accurate nutrition information, especially HCPs, friends and family, and **ers**.



Which one of these sources would you *trust the most* to provide accurate information about the types of food you should be eating? (Please select up to 3.)



Significant (.95 level) differences vs. general population.

A man in a dark suit and purple tie is pointing his right index finger towards a digital interface. The interface is composed of several glowing, semi-transparent icons arranged in a grid-like fashion. These icons include a smartphone, a desktop monitor, a Wi-Fi signal, a telephone handset, a bar chart, a speech bubble, and a musical note. The background is dark and slightly blurred, emphasizing the man and the digital elements.

*Communication Challenges*

# SUGARS: OLD TOPIC, NEW RECOMMENDATION

## 2015-2020 DGA

### 10% of calories from Added Sugars

- \_\_\_\_\_ , we get 13-17% of our calories from added sugars
- No mention of the 2015 DGAC support for Added Sugars labeling

### The Caveat

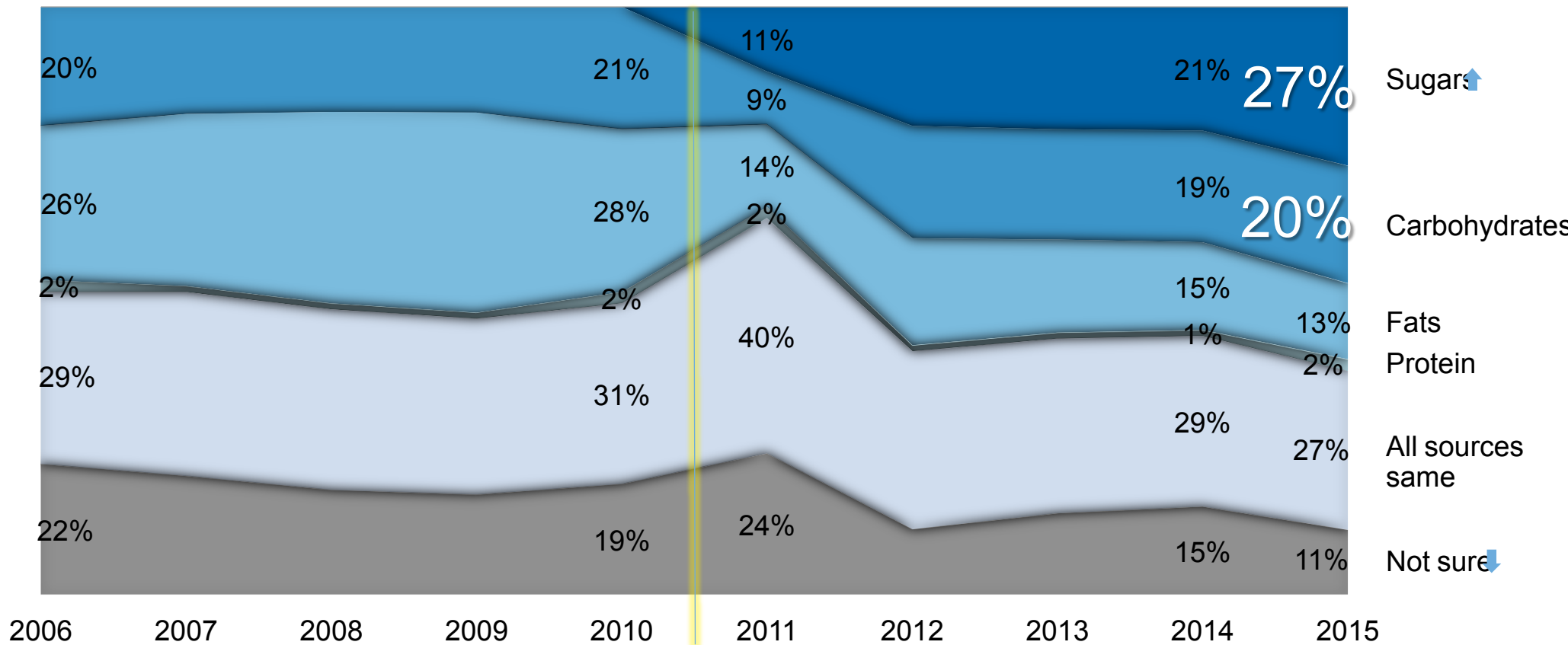
The 2015-2020 DGA [notes](#) that this recommendation “is a target based on food pattern modeling and observational data on intakes of calories from added sugars that demonstrate the public health need to limit calories from added sugars to meet food group and nutrient needs within calorie limits. The limit on calories from added sugars is not a Tolerable Upper Intake Level (UL) set by the Institute of Medicine (IOM).”

The 10% recommendation is not based on cause and negative health effects research.

The 10% level of intake is thought to give consumers sufficient room in their diet to include key nutrients while keeping overall calorie intake at appropriate levels.

# Only half of Americans believe that calories from sugars and carbohydrates are most likely to cause weight gain

What source of calories are the most likely to cause weight gain?



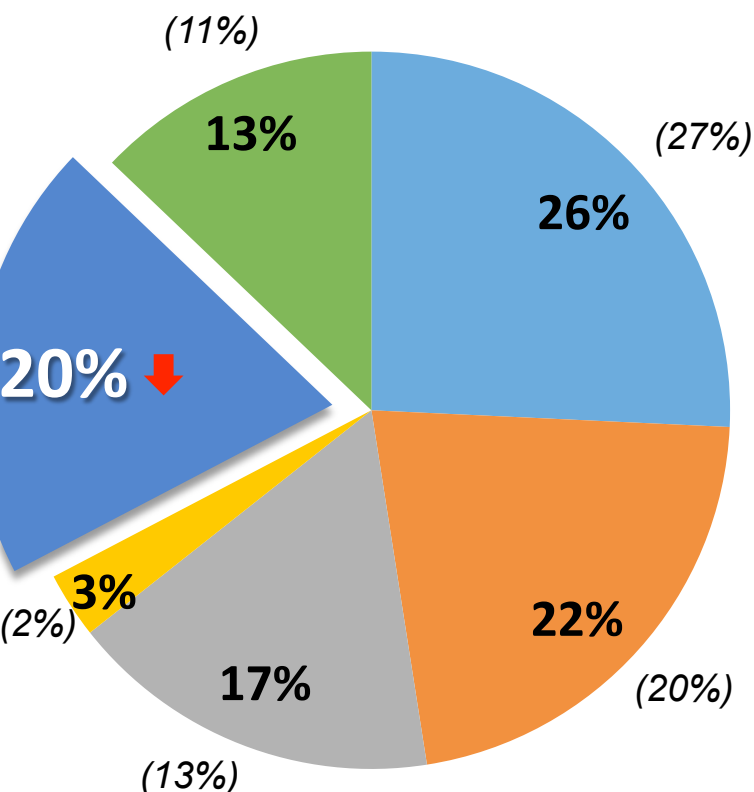
Significant (.95 level) differences vs. 2014



# 20% of Millennials believe that all sources of calories influence weight gain equally.



What source of calories are the most likely to cause weight gain?



Sugars

Carbs

Fats

Protein

All sources are the same

Not sure

## Groups more likely to select:

Open to experiences

Ages 18-25, Lower BMI

Men, Less open to experiences,  
Higher BMI

Ages 26-29

Men, Less than college, No kids, No  
spouse/partner, Income <\$35k

Significant (.95 level) differences vs. general population.

## DIETARY FAT: OLD TOPIC, SIMILAR ADVICE

### 2015-2020 DGA:

#### 20-35% of calories from Total Fat

- Emphasizes type of fatty acid (i.e. replace saturated with MUFA/PUFA)

**Limit saturated fat intake to less than 10% of total calories.**

**No recommendation to limit cholesterol**

*adequate evidence is not available for a quantitative limit for dietary cholesterol specific to the Dietary Guidelines.”*

## MEATS: OLD TOPIC, SIMILAR ADVICE

### 2015-2020 DGA

*Strong evidence from mostly prospective cohort studies but also randomized controlled trials has shown that eating patterns that include lower intake of meats as well as processed meats and processed poultry are associated with reduced risk of CVD in adults.”*

*The recommendation for the meats, poultry, and eggs subgroup in the Healthy U.S.-Style Eating Pattern at the 2,000-calorie level is 26 ounce-equivalents per week. **This is the same as** the amount that was in the primary USDA Food Patterns of **the 2010 Dietary Guidelines.**”*

#### **Important note:**

*Average intakes of meats, poultry, and eggs for **teen boys and adult men are above recommendations** in the Healthy U.S.-Style Eating*

## EFFECTIVELY REACHING THE PUBLIC



The way that people want to receive information has changed

- *The “Fax” and “just the facts” no longer work*



Watch for social media trends. Make messages relevant and worth “social currency”

- *People want to appear rich with information...and “share” the wealth*



Integrate science-based messages into interesting stories

- *People love a good story. The science and the messages themselves aren’t that interesting*

Communication methods will differ based on the audience

- *Get creative about the “location” of education*

# THANK YOU



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