

Guiding Stars & Let's Go! Public-Private Partners for Healthy Communities

Weight of the Nation Conference
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Faculty

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Guiding Stars Nutrition Navigation

- *Nutritious choices made simple* - easy to use tool for consumers
- All edible products rated – over 60,000 products and growing every day
- Highlights foods with higher nutritional density, yet does not “police” less nutritious food choices

Guiding Stars Nutrition Navigation

- Developed by Scientific Advisory Panel
- Proprietary algorithm is grounded in evidenced-based science and recommendations of authoritative bodies (FDA, USDA, WHO)



Evidence-Based Algorithm

(patent pending)

The formula *credits* a product's score for:

vitamins,
minerals,
dietary fiber,
whole grains



100 kcal

The formula *debts* a product's score for:

trans fat,
saturated fat,
cholesterol,
added sodium,
added sugars

The resulting score represents a *weighted total*

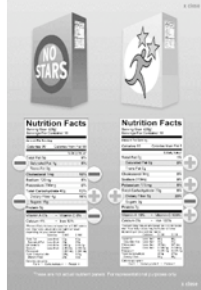
Guiding Stars is Accurate

- Guiding Stars uses product data that is accurate, up-to-date and available to shoppers
- Packaged product data is collected from the Nutrition Facts label and ingredients panel



Guiding Stars is Accurate

- Fresh product data is obtained from the USDA National Nutrient Database
- No other database is as current, comprehensive and accurate
- Displayed on shelf-tags, scale labels and signs in stores



Guiding Stars in the Marketplace



- Started in 2006, now used in over 1,450 supermarkets from Maine to Florida

Guiding Stars in the Marketplace



- Launched the nation's first school nutritional navigation system in Maine School Administrative District 75

Guiding Stars in the Marketplace



- Adopted at Bates College and UNH in 2009
- Licensing to retailers, manufacturers & food service providers

Hannaford Supermarkets Inspiring Healthy Choices

- 26 p-t RDs covering 34 stores; plus corporate dietitian and pool RD
- In store classes and tours – reached 9,000 consumers



Hannaford Supermarkets Inspiring Healthy Choices

- Outreach efforts – local health care providers, schools and other groups - - reached 42,000 in 2008
- Web tool powered by Guiding Stars -- www.my.hannaford.com





Consistent Messaging

5210

Every Day!

- 5** or more servings of fruits & vegetables
- 2** hours or less recreational screen time
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

5210 Goes To School

LET'S GO! Eat right. Be active. Get healthy. www.lets-go.org

- 43 schools (10 Districts)
- 17,857 students
- School Nutrition Directors actively involved
- Toolkits, mini-grants, forums, training, and policy recommendations

