

Nutrition Policy Update: What Does the Future Hold?

Leading the Way in Public Health
Nutrition and Physical Activity:
Blazing New Trails

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The nonprofit publisher of
Nutrition Action Healthletter

www.cspinet.org/nutritionpolicy

Progress on Addressing Obesity



USDA School Meal Regulations

- Set maximum calorie targets
- Increase fruits and vegetables
- Make grains whole grain
- Milk must be low or no fat
- Use only trans-free products
- Limit sodium to 740 mg (HS)

Increase Resources for Healthy School Meals

- Set reasonable prices for paid meals
 - Paid meal: \$1.50 (average price paid by student) + \$0.26 (USDA reimbursement) = \$1.76
 - USDA reimbursement for free meal: \$2.72

Increase Resources for Healthy School Meals

- CNR requires schools to gradually close funding gap
- States and localities can close gap more quickly

School Meal Financing

- Reducing overhead charges = more money for healthy food
- Schools charge food service for electricity, wages, health insurance, janitorial services
- Math or science department not charged
- USDA providing guidance on indirect cost

School Meal Financing

- States and local school districts address
- Change school food pricing
- Lower price of healthier options
- Increase price of less healthful options
- Increase cost of a la carte to encourage meals

Food Sold Outside of School Meals

- Vending
- School stores
- Fundraisers
- A la carte



Fundraisers in Schools

- Covered if on campus during school day
- Undermine healthy eating, education, parents
- Common items:
 - Candy
 - Baked goods
 - Soda



www.cspinet.org/schoolfundraising.pdf



Strengthen Local School Wellness Policies

- Technical assistance/training
- Implementation plans
- Periodically assess implementation of policies and update as needed
- Make wellness policies and implementation plans public
- Community engagement

Remove Junk-food Marketing from Schools

- Don't market, sell, or give away low nutrition foods/brands:
 - Sales
 - School fundraisers
 - Placing logos, spokes-characters, etc. on vending machines, in books and curricula, or other school property



Remove Junk-food Marketing from Schools

- Educational incentive programs
- Supplies for labels/proof of purchase programs on Channel One
- Free samples or coupons



State and Local Nutrition Standards

- Affect eating habits of many
 - 17 million people work for state/local government
 - More eat on government property and through government programs
- Positive modeling

State and Local Nutrition Standards

- Demonstrate state/local commitment to healthy eating
- Responsible use of government dollars
- Spur product reformulation

State and Local Nutrition Standards

- Adopt nutrition policies for:
 - Parks and recreation, child care, correctional facilities, public hospitals, senior centers, shelters
 - Cafeterias, vending machines, company events, conferences, meetings

State and Local Nutrition Standards

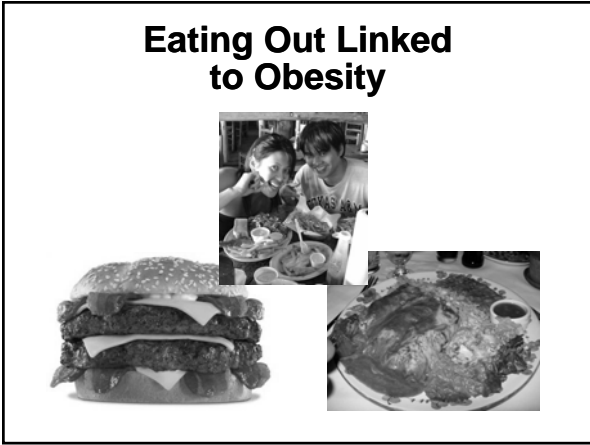
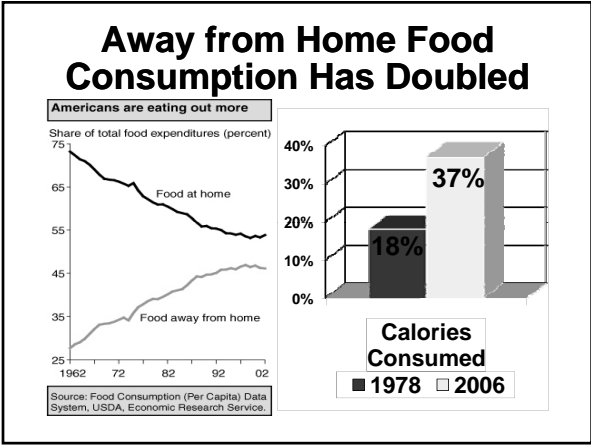
- Provide healthy options
 - Incentives and pricing
- Provide nutrition information in cafeterias
- Initiatives to educate, motivate and provide social support

National Menu Labeling

- **Only chains**
 - **≥ 20 outlets**
- **Calories on menus, menu boards, food tags, buffets, vending**
- **Other nutrition information on brochures, posters, etc.**

National Menu Labeling

- **Standard menu items**
 - **Not custom orders, specials**
- **National uniformity**
- **Cities and states require on city/state property, hospitals, smaller chains**



Improve Menus

- **Reformulate existing items**
 - **Calories, saturated fat, trans, sodium**
 - **Leaner meats, lower fat dairy**
- **Add whole grains**
- **Add more fruits and vegetables with interesting recipes**
- **Add new healthy entrees**

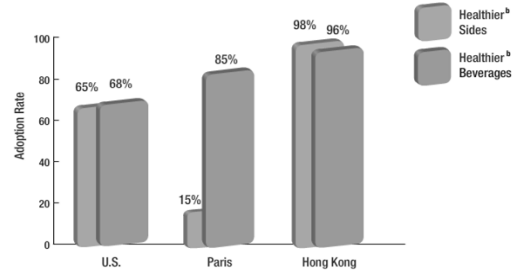


Healthier Default Kids' Meal



Healthy Default Options on Disney's Children's Menus

Chart 6: Adoption Rates for Children's Meals at our Parks and Resorts*



Toy Giveaways with Children's Meals

- People stick with default
 - Studies on organ donation, health care, retirement savings
 - High acceptability of beneficial defaults
- Eating out provides 1/3 of children's calories

Toy Giveaways with Children's Meals

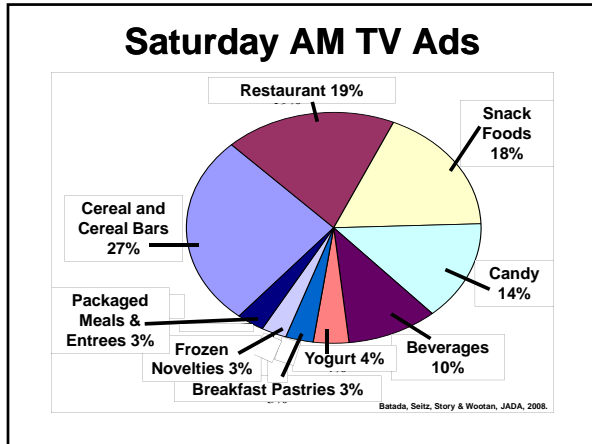
- Studies link eating out with obesity and higher calorie intakes
 - Children eat almost twice as many calories from restaurant meal than typical meal from home

Food Marketing is Effective

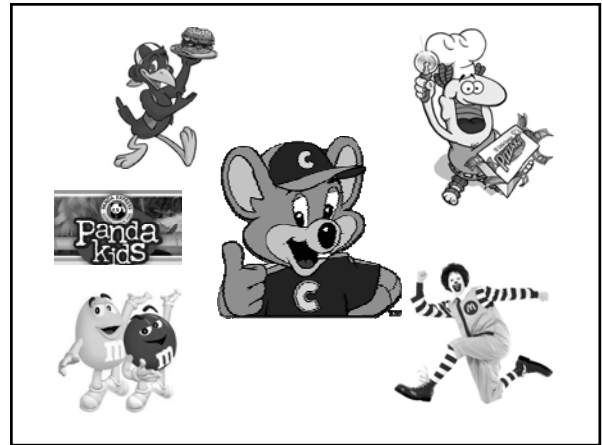
- Studies show marketing gets children's attention and affects food choices, food preferences, purchase requests, diets and health
 - Watching TV linked to obesity

Food Marketing is Effective

- Kids misled by and do not understand advertising
- Companies know marketing works
 - \$2 billion a year
- Parents know marketing works



- ### TV Food Ads Viewed per Year
- 4,400 2-7 year olds
 - 7,600 8-12 year olds
 - 6,000 13-17 year olds



- ### On-package Marketing
- Premiums, toy giveaways
 - Company characters
 - Licensed characters
 - Contests
 - Games
 - Website promotions
-





Marketing via Cell Phones

- Mobile games, ring-tone and wallpaper giveaways, text-in trivia contests and sweepstakes

Two promotional images. The left one features Starburst candy with the text 'MORE JUICE MORE BURST' and 'Starburst'. The right one shows a hand holding a cell phone with the text 'Already GOT A WINNING MESSAGE On Your CELL?' and 'CLAIM YOUR PRIZE'. Below it, smaller text says 'Want to play on your phone? Find out how! Update your phone!!'.

Marketing via Cell Phones

- 36% of 10-11 yr olds their own cell phones
 - Up from 20% in 2005
- 49% of kids age 6-11 use cell phones for playing games



Children's Food and Beverage Advertising Initiative

- Current participants include:
 - Burger King
 - Cadbury Adams
 - Campbell Soup Company
 - Coca-Cola Company

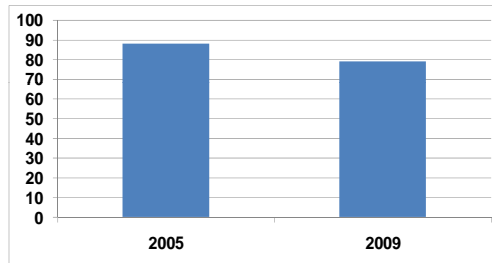
Children's Food and Beverage Advertising Initiative

- ConAgra Foods
- Dannon
- General Mills
- Hershey
- Kellogg

Children's Food and Beverage Advertising Initiative

- Post Foods
- Sara Lee Corporation
- Unilever United States

TV Ads on Nickelodeon for Foods of Poor Nutritional Quality

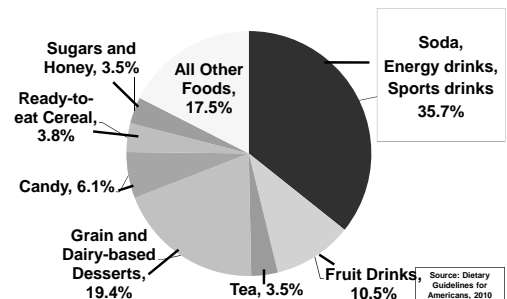


Interagency Working Group on Food Marketed to Children

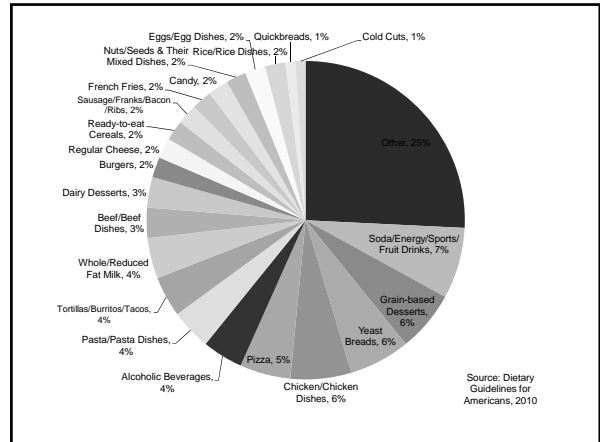
- Develop nutrition standards
- Identify marketing approaches
- Define kid-targeted marketing



Sources of Added Sugars in Americans' Diets



Top Sources of Calories in Americans' Diets



SNAP Education

- \$375 million a year
- Constraints on targeting, messaging, approaches
 - No negative messages (disparagement)
- CNR restructuring of SNAP
- Urge USDA to improve guidance



Soft Drinks and SNAP (Food Stamps)

- 43 million Americans on SNAP
- \$4 billion of carbonated soft drinks through SNAP
- Appropriate use of government funds?
- Discriminatory?
- Affect on program participation?

Soft Drinks and SNAP (Food Stamps)

- Industry opposition
 - Logistics for grocers
 - Already exclude many grocery items
- Pilot tests would determine:
 - Effectiveness
 - Impact on participation

Soft Drink Taxes

- Current funding for nutrition and physical activity is inadequate
- >25 states have soft drink taxes
 - Some state soda taxes are earmarked

Soft Drink Taxes

- 1¢/12 oz. soft drink = \$1.5 billion per year nationally
 - MO: 2 cent tax could raise \$58 M/yr
- Taxes to reduce intake
 - 10% tax = 8% decreased intake
 - MO: 10% tax = \$118 M/yr

Nutrition Policy

Eating well and being physically active takes more than just willpower. We need programs and policies that make healthy food more available, that disclose the calorie content of restaurant foods, and that teach people how to make healthy eating easier. There are existing nutrition policies and programs, like nutrition facts labels on packaged foods, nutrition standards for school lunches, and regulation of food additives. But more needs to be done to help people who want to eat well and prevent diet-related disease.

Nutrition Policy

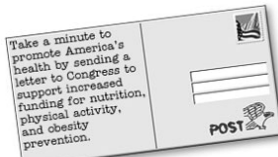
- Why nutrition policy is important
- Policies and programs to promote nutrition and physical activity
- Get involved
 - Find out what you can do
- Find out more on why it's hard to eat well and be active in America today

Nutrition Policy

- The National Alliance for Nutrition and Activity
- Learn more about how to eat well
 - www.cspinet.org/nutritionpolicy



Public policy can make it easier for Americans to eat well and be active



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