



Promoting Healthy Diets from a Public Health Perspective

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**American Dietetic
Association**

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ADA: a Professional Association

- Monitor environmental trends
- Commission consumer trends
- Philosophy of sound science
- Analyze, publish and disseminate dietetics practice information
- Educate – members and clients
- Advise
- Advocate



20th Century Experience: NUTRITION = ADEQUACY

U.S. can take pride in supporting the efficient production and equitable distribution of abundant, healthful food supplies.

Also:

- \$34 billion annually to poor, children & high-risk groups.
- U.S. consumers pay just 10 percent of disposable income on food.



A Shattered Paradigm...

Reframing our concept of nutrition is the fact that the largest manifestation of malnutrition in the United States is overweight and obesity.

These conditions both coexist with and at times, overshadow hunger as the nation's most significant nutrition problem.

**NUTRITION IS NOT SYNONYMOUS
WITH ADEQUACY.**



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Nutrition Trends

- **By 2010, 120 million Americans – 40 percent of the population – will be diagnosed with chronic disease.**
- **Immigrants will make up nearly half of total population growth in next decade.**
- **Food security will remain an issue, so reliance on food assistance, child nutrition will rise.**
- **Physical activity levels will continue to decline, and caloric consumption will continue to increase, unless steps are taken to reverse the trends.**



Nutrition Trends

- **Obesity is already an epidemic, and will continue to rise, along with heart disease, diabetes, kidney disease, cancer and arthritis. For our profession, it represents a crisis/opportunity.**
- **But for particularly for children, obesity has no upside. Dramatic rises in childhood obesity – and patterns established early in life tend to continue, whether healthful or harmful.**



Source: American Dietetic Association



Nutrition Trends



- Many consumers have no idea of their own nutritional status, weight or diet.
- Many parents have erroneous perceptions of their children's nutritional status – and don't recognize long-term health problems for overweight kids.
- Parents are disengaged from kids eating habits.
- Believe kids will "outgrow."
- Reluctant to help their children because they don't know how.
- **Trend: a generation of children with shorter life expectancy than their parents.**

Source: American Dietetic Association Foundation



Why Address Nutrition in Public Policy?

Improved nutrition is essential for a strong prosperous society.

Obesity is second only to tobacco as preventable cause of death in Americans.

Poor nutrition and sedentary lifestyle threaten national productivity, economic vitality, quality of life.

Rising cost of health care – often born by taxpayers – underscores need for policies that support healthful lifestyles.



Nutrition approaches represent significant opportunities to reduce health care costs and serve the general well being of the population.



Primary prevention promotes health and functionality.

Secondary prevention lessens chronic disease risk and slows disease progression.

Tertiary prevention helps make prescriptions more effective; reduces or eliminates needs for therapies; results in fewer hospitalizations and fewer complications for patients.



U. S. Public Health Nutrition

- **Nutrition Assistance**
- **Nutrition Education**
- **Labeling**
- **Nutrition Research**



U. S. Public Health Nutrition

- **Nutrition Assistance**

 - Eliminating Hunger

 - ✓Greatest Successes

 - ✓Greatest Gains

 - More work will be required...



U.S. Public Health Nutrition

FACT:

7 out of 8 American diets fall into the category of “poor” or “needs improvement” on the Healthy Eating Index.

- *How do we get people to make healthy choices in a sea of abundance?*
- *How do we communicate health risks of poor diets?*

Source: USDA



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U. S. Public Health Nutrition

- **Nutrition Education**

- Integrate best science available into nutrition information.

- ✓ Progress continues

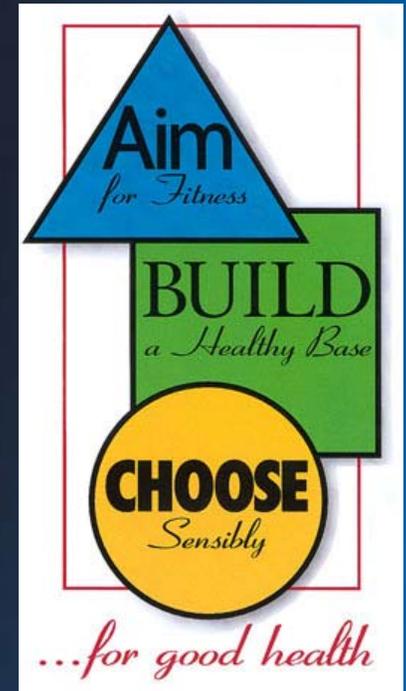
- Dietary Guidelines

- ✓ Public trust is premised on credible recommendations. Use is related to clarity.

- ✓ Focus on food and diet – not specific nutrients.

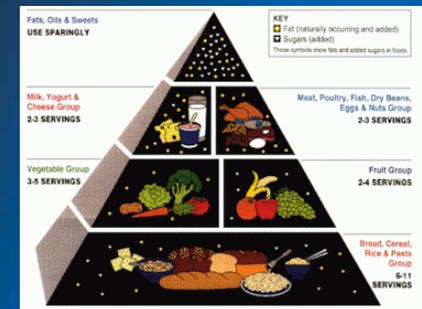
- ✓ “Nutrient density” could clarify.

- ✓ Consumers could choose foods that supply higher amounts of nutrition per unit of energy to achieve nutrient adequacy without exceeding energy requirements.



U. S. Public Health Nutrition

- ✓ Policies support “total diet” approach
 - ✓ Healthy People 2010
 - ✓ Dietary Reference Intakes
 - ✓ Dietary Guidelines for Americans
 - ✓ Food Guide Pyramid



U. S. Public Health Nutrition

• Labeling

– Required for food

- ✓ Portion sizes vs. serving sizes
- ✓ Claims must adhere to scientific evidence in order to present health claims.
- ✓ ADA supports current standard for health claims.
- ✓ ADA supports publicly grading the scientific evidence for claims.

Nutrition Facts	
Serving Size 149g	
Amount Per Serving	
Calories 31	Calories from Fat 4
% Daily Value*	
Total Fat 0g	1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 13mg	1%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	7%
Sugars	
Protein 1g	
Vitamin A	19%
Vitamin C	65%
Calcium	1%
Iron	4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

NutritionData.com



U. S. Public Health Nutrition

- **Federal Program of Nutrition Research**

May be the most important federal policy

- ✓ **Critical breakthroughs – vitamins, minerals, catechins, free radicals...**
- ✓ **Modeling how nutrients work in the body**
- ✓ **Special needs of distinct populations**
- ✓ **Genetics**
- ✓ **Focus on human health and nutrition**
- ✓ **Focus on improving foods**



Strengthen U. S. Nutrition Policy

Four Steps Will Make A Difference

1. Nutrition education should teach and reinforce.

- Grade the science.**
- Teach consumers how to read, analyze, use nutrition information.**
- Outcomes!**



Strengthen U. S. Nutrition Policy

- ✓ **A worthwhile investment.**

Those with greater nutrition knowledge improve their diets. Meal preparers who have greater nutrition knowledge improve their families' meal quality.

Source: USDA



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Strengthen U.S. Nutrition Policy

2. Improve Child Nutrition

- ✓ ***ADA supports local nutrition policies developed in the community to address the nutrition environment.***
- ✓ ***Trained and certified nutrition professionals in roles where food/nutrition decisions are made.***
- ✓ ***Nutrition education and promotion in school nutrition programs.***
- ✓ ***Child nutrition program research to evaluate programs requires funding.***



Strengthen U.S. Nutrition Policy

3. Focus on research

- ***Prevention/treatment of obesity and associated chronic conditions***
- ***Effective nutrition and lifestyle change interventions***
- ***Effective nutrition indicators and outcomes measures***
- ***Access to safe and secure food supplies***
- ***Customer satisfaction***
- ***Outcomes research on nutrition education, nutrition labeling, food assistance***



Strengthen U.S. Nutrition Policies

4. Adequately fund nutrition initiatives

- **IMPACT**
- **Child nutrition**
- **Nutrition monitoring**
- **Nutrition research**
- **Aging**



Strengthen U.S. Nutrition Policies

Deploy resources to nutrition programs on a level commensurate with the scope and impact of the problem, or the opportunity of progress.



Healthy Dietary Choices

- ***It is the position of the American Dietetic Association that all foods can fit in a healthful eating style. ADA strives to communicate healthful eating messages to the public that emphasize the total diet or overall pattern of food eaten, rather than any one food or meal. If consumed in moderation with appropriate portion size and combined with regular physical activity, all foods can fit into a healthful diet."***

**ADA's position statement
on total diet approach to communicating
food and nutrition information**



“All Foods Can Fit”

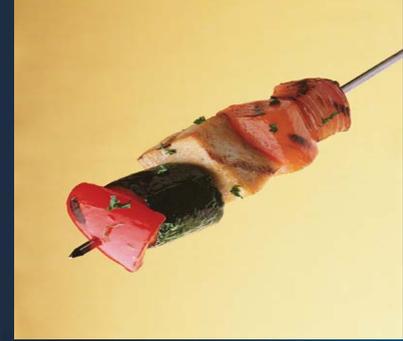
Standing by Our Position

- **Puts ADA at odds with some, including diet book authors**
- **Can frustrate people seeking quick fix or magic bullet**
- **Most healthful eating plans involve balance, moderation, variety, portion control and physical activity – for a lifetime**
- **Approach based on science and facts**



Choices

- **Consumers have options and freedom to make choices.**
- **A policy premised on choice implies that people have the information, knowledge and skills to make informed choices.**
- **If we expect people to take personal responsibility for making healthy choices, we must make sure they are prepared.**



Dietetics Professionals

- **Play a critical role in helping consumers interpret nutrition guidelines and research and to apply them to their lives.**



Educating Consumers

Helping Them Make the Best Choices

- **Dietetics professionals use science-based evidence to promote healthy diets and address public health issues**
- **If the public has the knowledge and information it needs, consumers can make the best choices for themselves and their families**



Join Us in Promoting Policies, Behavior Change, Choices

- **Shared Commitment**
- **Promote nutrition wherever consumers make food choices**
- **Ensure availability of safe, healthy food**
- **Assure access to nutrition professionals for individualized medical nutrition therapy as needed**
- **Work with policy makers**
- **Promote behavior change as a community approach to public health**



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