Michael F. Jacobson, Ph.D.

2. What are the top priorities for nutrition research to reduce obesity in children? MORE STUDIES ON SOFT DRINKS AND OBESITY; COMPARE KIDS EATING LARGELY VEGETARIAN DIETS TO KIDS EATING MORE TYPICAL DIETS; CONDUCT INTERVENTION STUDIES EMPHASIZING LOW-FAT FOODS, WHOLE GRAINS, ETC. CONDUCT AND DETERMINE THE EFFECTIVENESS OF MASS-MEDIA CAMPAIGNS TO PROMOTE MORE HEALTHFUL DIETS (LOW-FAT/FAT-FREE MILK, MORE FRUITS AND VEGETABLES, SWITCH TO WHOLE GRAINS, ETC.).

4. Are there changes needed to food labeling that could result in the development of healthier, lower calorie foods by industry and the selection of healthier, lower calorie foods by consumers? LABELS OF CERTAIN PRODUCTS SHOULD LIST THE TOTAL NUMBER OF CALORIES PER PACKAGE (IF THE PACKAGE CONTAINS, SAY, 1-5 SERVINGS) OR PER HALF PACKAGE (IF THE PACKAGE CONTAINS 6-10 SERVINGS).

6. Based on the scientific evidence available today, what are the most important things that FDA could do that would make a significant difference in efforts to address the problem of overweight and obesity? THE MOST IMPORTANT THING WOULD BE TO EXTEND NUTRITION LABELING BY CALLING FOR LEGISLATION THAT WOULD REQUIRE CHAIN RESTAURANTS TO LIST CALORIES ON MENU BOARDS (AND CALORIES, FAT, AND SODIUM ON PRINTED MENUS). THE FDA SHOULD CONSIDER DEVELOPING CRITERIA FOR GOOD/HEALTHY FOODS AND THEN CREATE A SYMBOL THAT COMPANIES COULD PRINT ON PRODUCTS THAT QUALIFY. THE SWEDISH GOVERNMENT HAS DONE THAT, AND THE SYMBOL IS WIDELY USED ON ELIGIBLE PRODUCTS.

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