



Promoting a Healthier Lifestyle

through the Food Stamp Program



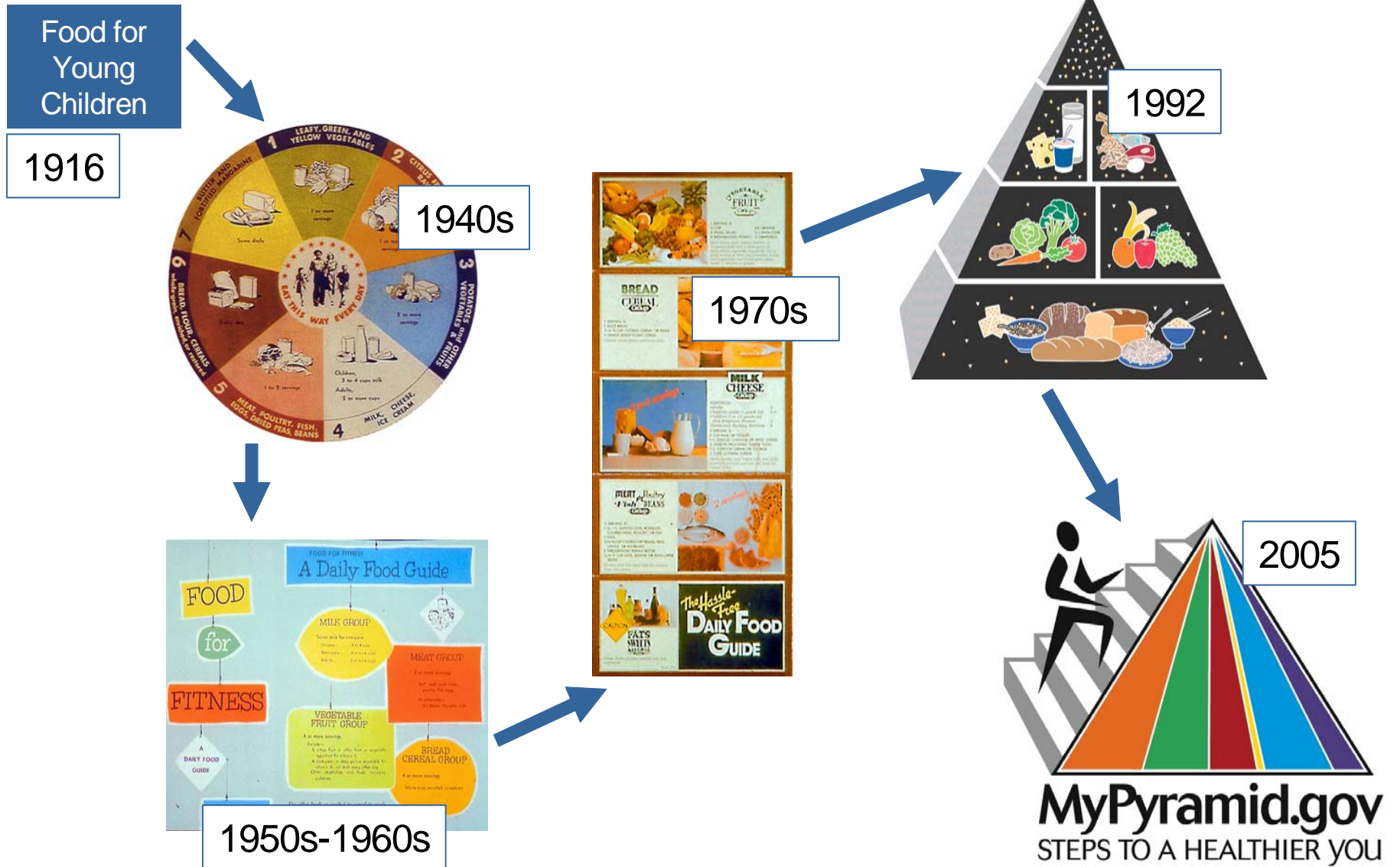
Overview of Presentation

- **What's it all about? Dietary Guidelines and MyPyramid**
- **DGAs, MyPyramid and FNS Programs**
- **Health Status of Low Income Americans**
- **Nutrition Education in FNS Programs**
- **Cross-program Initiatives-Moving Forward!**

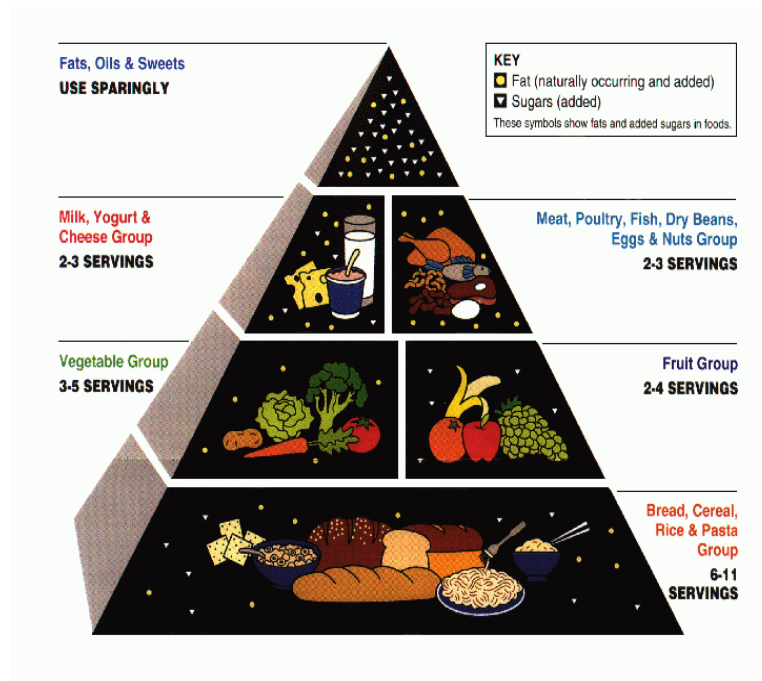




History of USDA's Food Guidance



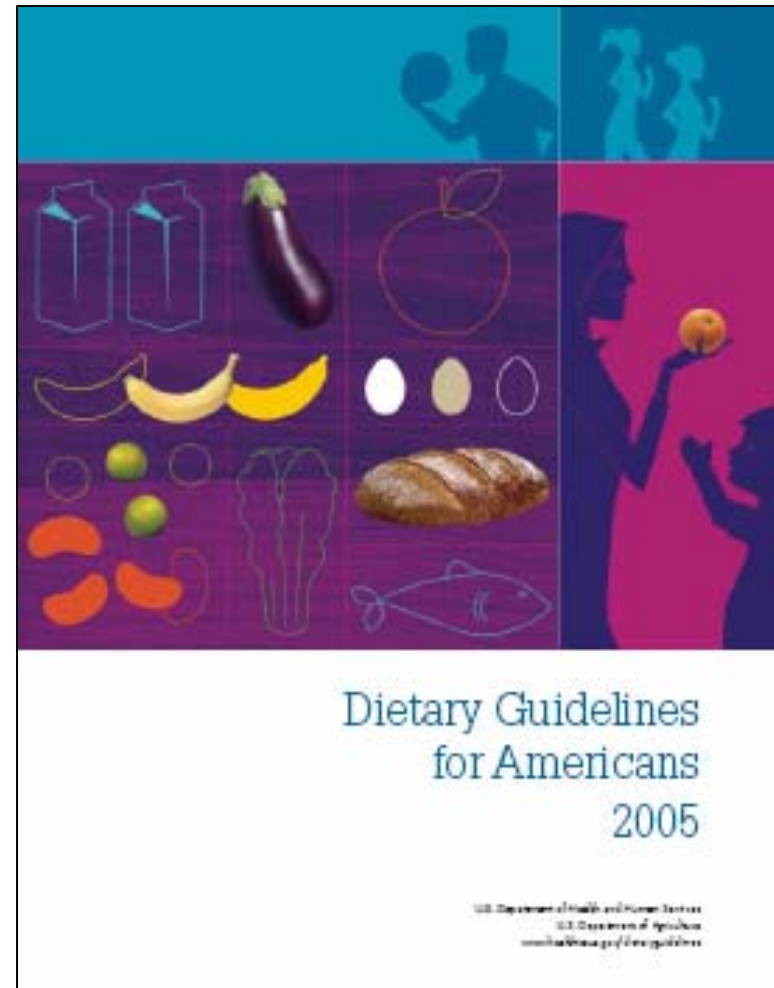
1992 Food Guide Pyramid



2005 MyPyramid and Dietary Guidelines



MyPyramid.gov
STEPS TO A HEALTHIER YOU



Servings

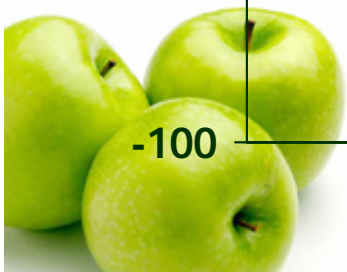
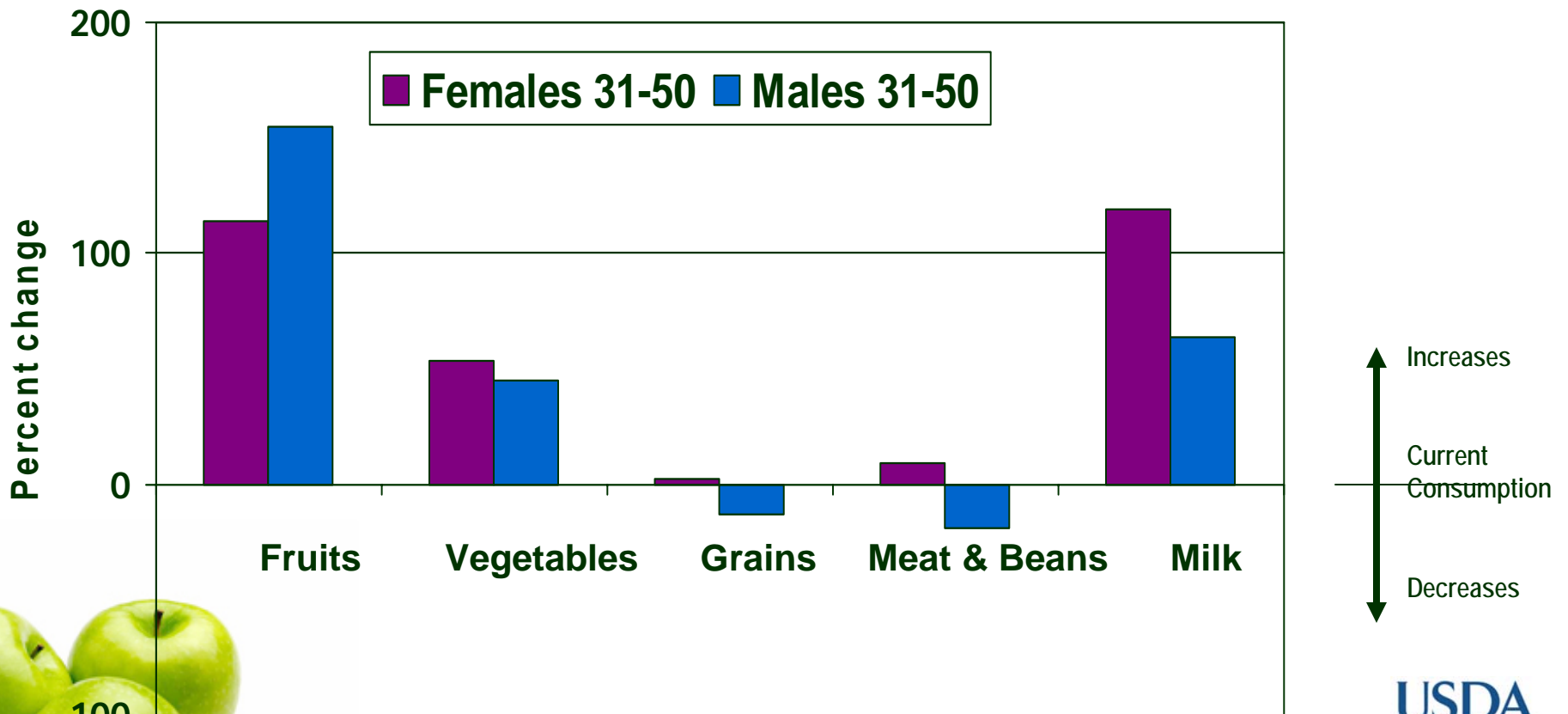


Daily Amounts
in cups or ounces



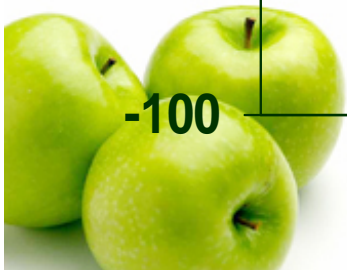
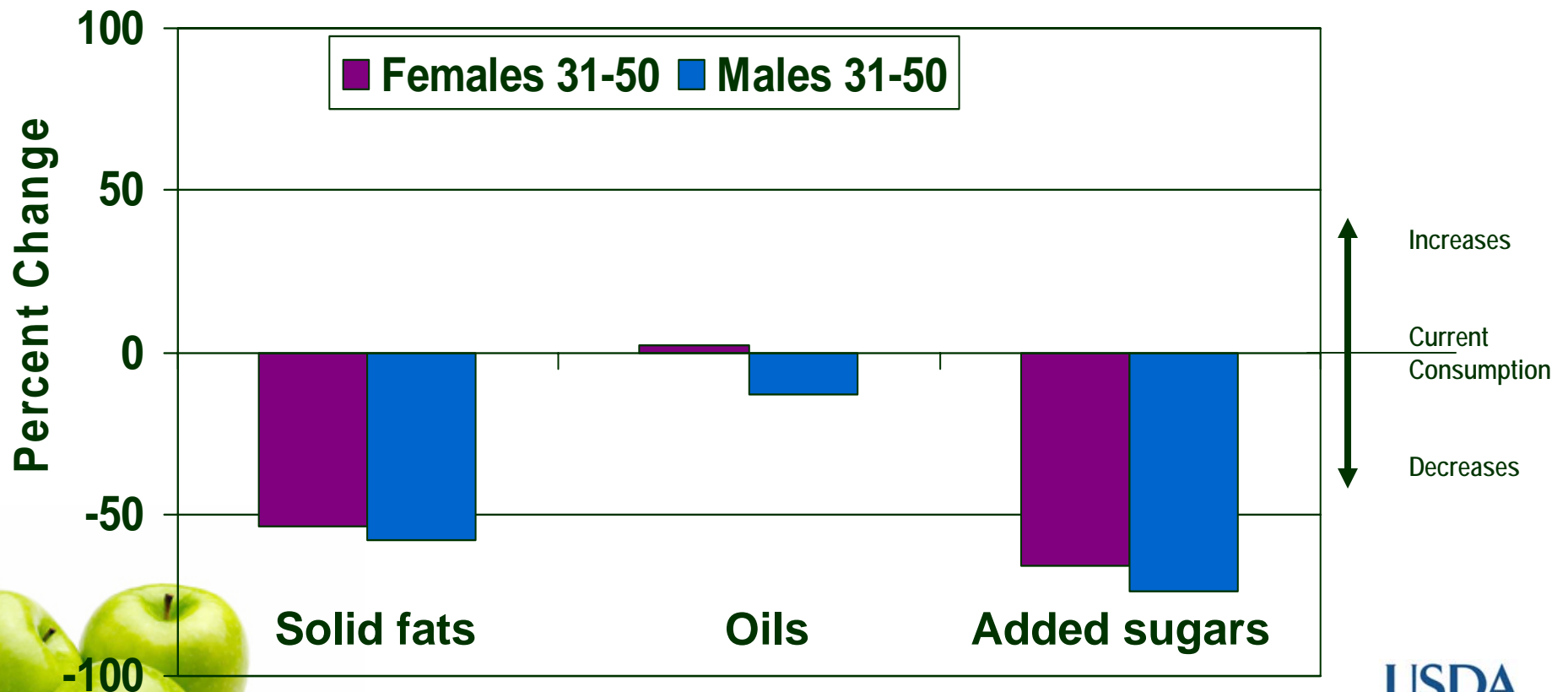
MyPyramid Recommendations Compared to Consumption

Bars show percent change needed in consumption to meet recommendations



Fats, Oils & Added Sugars Allowances Compared to Consumption

Bars show percent change needed in consumption to meet recommendations



For many 31-50 year olds

- Women-- eat more fruits, vegetables, low-fat or fat-free milk
- Men --eat more fruits, vegetables, low fat or fat-free milk; less grains and protein foods
- Both groups-- less solid fats and added sugars



Message: *Proportionality*

In the Dietary Guidelines:

- Adopt a balanced eating pattern.
 - Sufficient amount of fruits and vegetables,
 - 3 or more ounce equivalents of whole-grain products per day
 - 3 cup equivalents per day of fat-free or low-fat milk or milk products.

In MyPyramid graphic:

- Differing widths of the color bands suggest about how much food should be eaten from each group.



Message: *Moderation*

In the Dietary Guidelines:

- Look for foods low in saturated fats and *trans* fats.
- Choose meat, poultry, dry beans, and milk products that are lean, low-fat, or fat-free.
- Choose and prepare foods and beverages with little added sugars or calorie sweeteners.

In MyPyramid graphic:

- Eat nutrient-dense forms of foods.



Message: *Physical Activity*

In the Dietary Guidelines:

- Regular physical activity & reduce sedentary activities

In MyPyramid graphic:

- Physical activity as part of everyday healthy living.



MyPyramid Tracker

A tool for those desiring a more advanced analysis of their food intake and physical activity

www.mypyramid.gov



Caloric Intake and Expenditure Summary

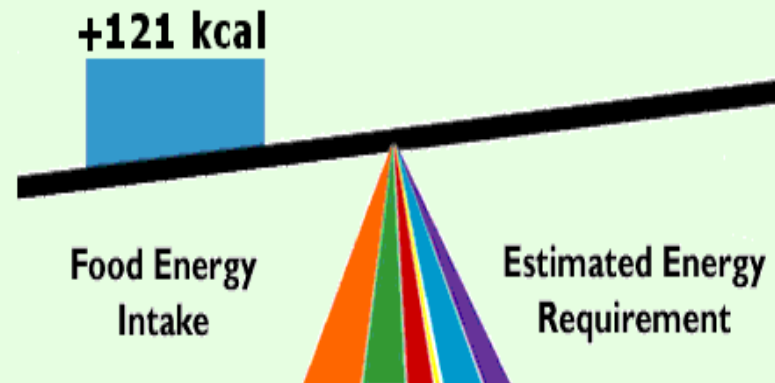
Click directly on the numbers in the table for more detailed information.

Total Food Energy Intake	2376
Percent of Estimated Energy Requirement	105%

Estimated Energy Requirement (EER)	2255
Percent of Calories Expended from Physical Activity	10%

Your reported food energy intake is higher than your Estimated Energy Requirement for the day. An increase of 100 to 200 calories per day over time may result in some gradual weight gain.

**If you consume 100 calories more a day than you need, you could gain about 10 pounds per year. At 200 calories more a day, this will double the weight gained to 20 pounds per year.



[View Nutrient Intake Results](#)

[View Physical Activity Results](#)

[Back](#)

Implementation

- Implementation is the challenge ahead.
- Health/education professionals are vital for success.
- It will be an ongoing process.
- Working together, we can help Americans to be healthier.



Influence of Dietary Guidance on FNS Programs

- Thrifty Food Plan
- WIC Food Package
- Child Nutrition Meal Patterns
- Nutrition Education



Nutrition Standards Governing FNS Programs

- FSP: Raise nutrition levels of low-income households; benefit levels are based on the cost of USDA's Thrifty Food Plan, a low-cost nutritious diet for a family of four persons
- WIC: Foods that promote the health of the population served...as indicated by relevant nutrition science, public health concerns, and cultural eating patterns
- Child Nutrition: Meet 1/3 of the RDAs, and are consistent with goals of the DGA



Food Stamp Benefits: Specific Questions

- How should the foods in the Thrifty Food Plan be altered?
 - Represents a healthy low-cost model diet, yet realistic for consumers (acceptability, cost, and access)
 - Chosen foods need to form a solid basis for determining Food Stamp Program benefits and monitoring retail food costs
 - How should nutrient recommendations be prioritized for inclusion in the TFP?
 - What if not all nutrient recommendations can be met?



WIC Food Packages: Specific Questions

- What should be provided in the WIC food packages? IOM recommended more variety in packages, I as increased value for exclusively breastfeeding women.
- Recommendations from the IOM include:

Add:

- fruits and vegetables
- whole grain products (breads, grains, whole grain cereals)
- baby foods (fruits, vegetables, meats)

Reduce quantities of

- juice
- eggs
- milk



- **Revise** quantities of infant formula



Child Nutrition Meals: Current Standards

- **Nutrients in meals (averaged over a school week) must meet regulatory standards**
 - 1/3 of RDA for protein, calcium, iron, vitamin A and vitamin C at lunch; 1/4 of RDA for these nutrients at breakfast
 - Appropriate calorie level for age/grade groups
 - 30% of calories from total fat
 - Less than 10% of calories from saturated fat
 - Reduce sodium and cholesterol
 - Increase dietary fiber



Child Nutrition Meals: Specific Questions

- How should calorie levels be determined? (per age vs. per activity level)
- Should a maximum level be set for sodium? For *trans* fats?
- Should a minimum level be set for fiber?
- Which nutrients should be regulated?



The 2006-2007 Horizon

- **Publication of Proposed Rule regarding WIC food package changes**
- **Publication of revised Thrifty Food Plan market basket (FSP)**
- **Publication of Proposed Rule regarding implementation of 2005 DGA in NSLP and SBP**



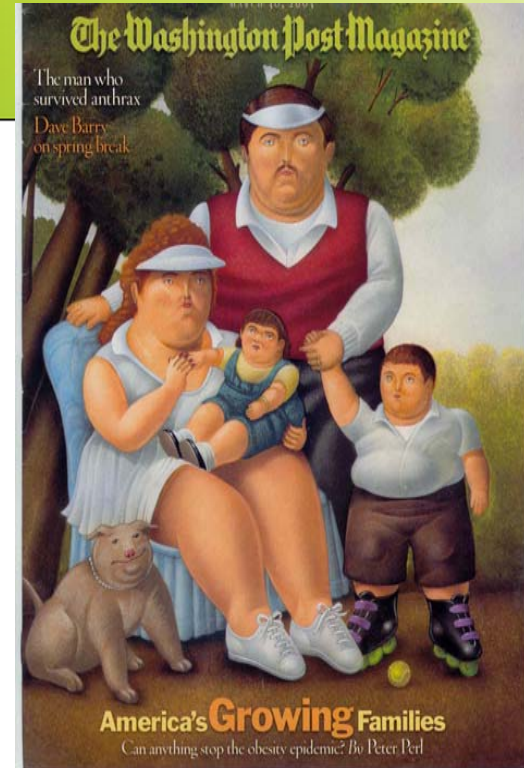
Bottom Line...

- The implementation of 2005 DGAs into FNS programs brings forward many questions/issues for which there are not always clear answers.
- Any change to a program is accompanied by positive and negative implications that must be weighed against one another.
- The decisions that we make ultimately affect 1 in 5 people in the U.S.



Health Status of Americans

- Almost, 65% of adults aged 20-74 are overweight or obese
- Overweight, obesity, and physical inactivity are major risk factors for diabetes, cardiovascular disease and cancer.



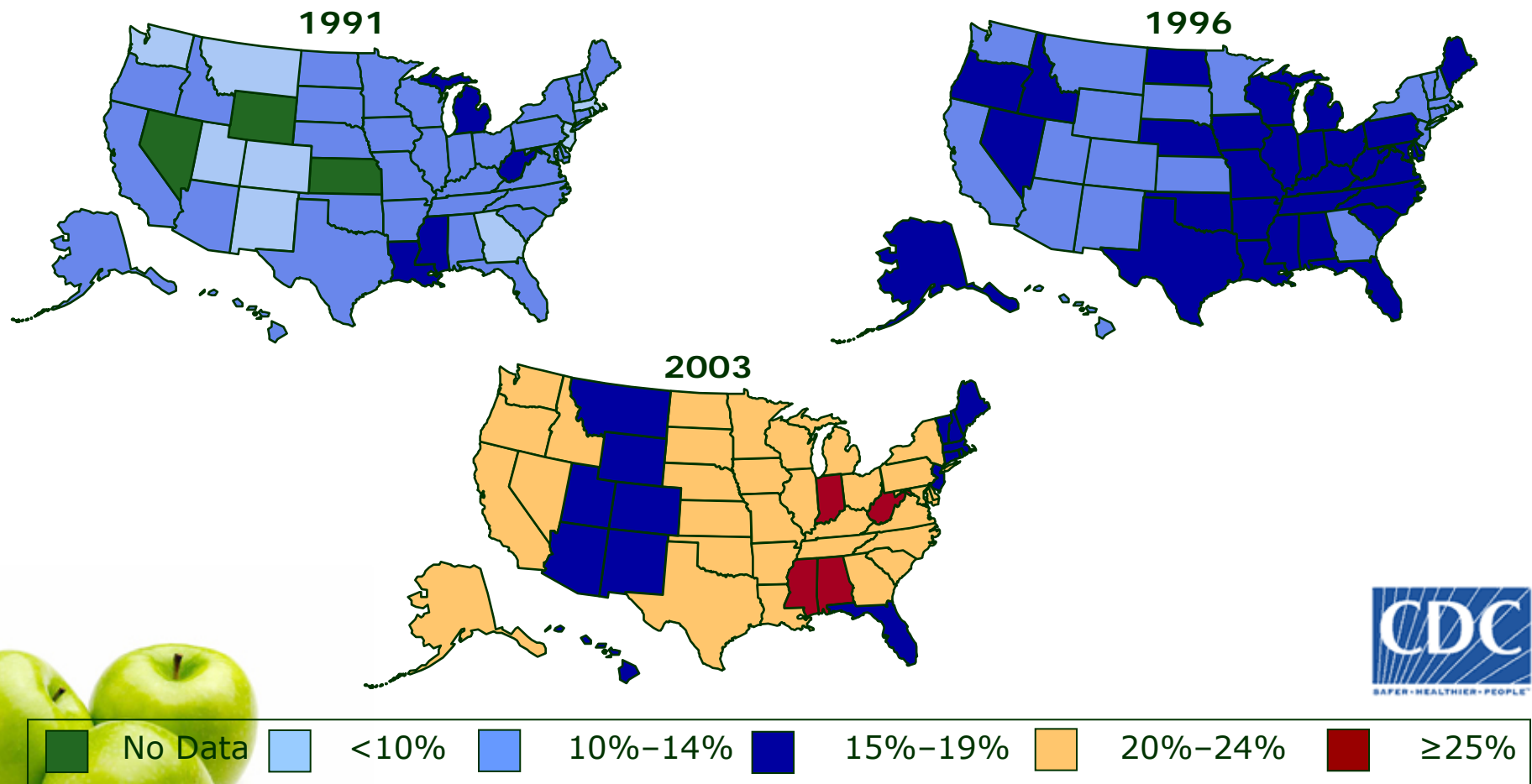
How Big is the Problem?



Obesity* Trends Among U.S. Adults

BRFSS, 1991, 1996 and 2003

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5'4" person)



Source: Mokdad A H, et al. *JAMA* 1999;282:16, 2001;286:10, 2003; 289.1.

What Does the Data Tell Us?

- Six in 10 Americans or 65% are Overweight or Obese
 - 31% of Americans are obese (5% extremely obese)
 - 28% of men are obese
 - 33% of women are obese

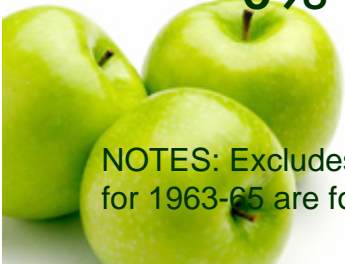
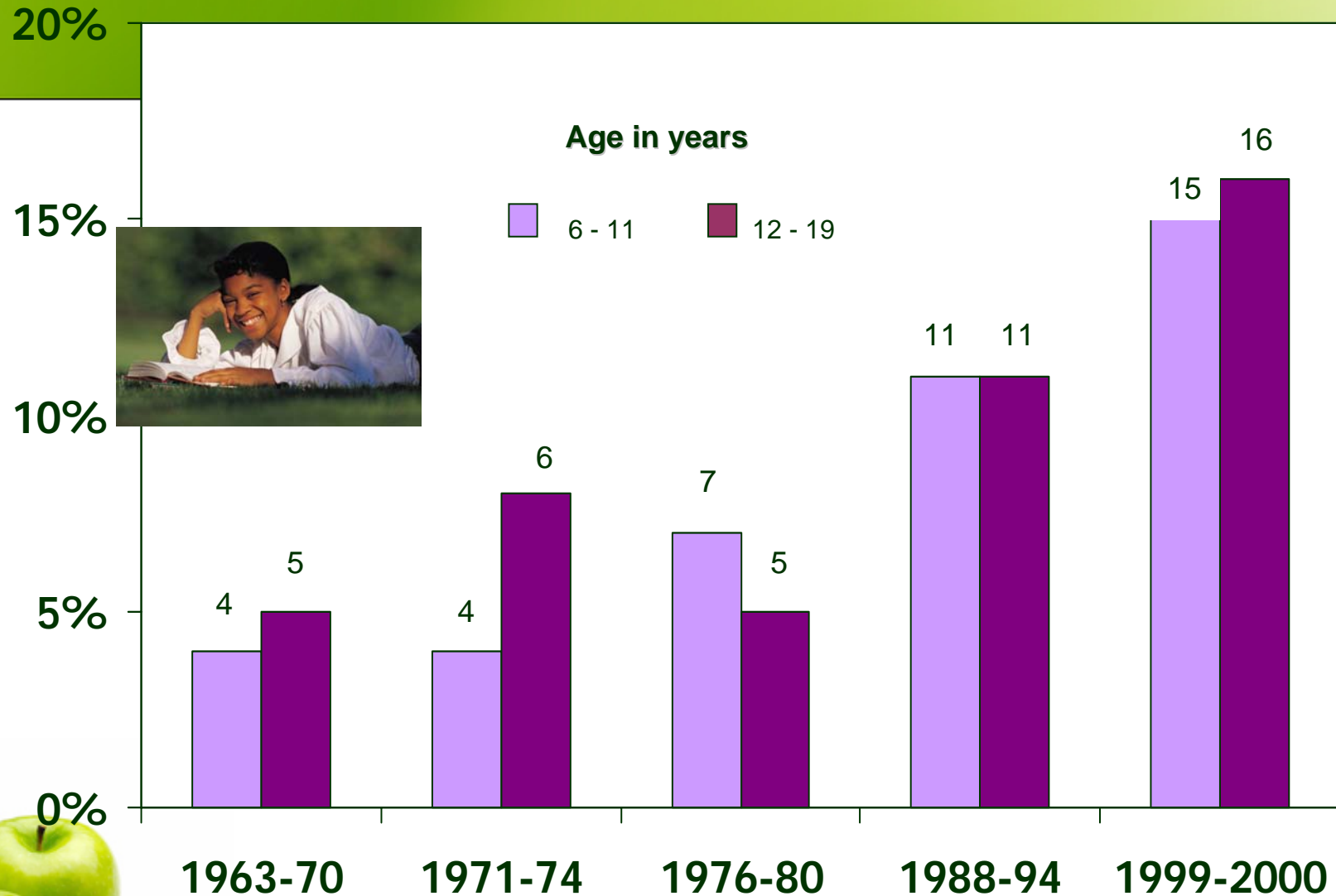


Source: National Centers for Health Statistics, 1999-2000 National Health & Nutrition Examination Survey, JAMA, 10-02

**But overweight isn't just
an adult problem...**



Prevalence of Overweight in 6-19 Year Olds



NOTES: Excludes pregnant women starting with 1971-74. Pregnancy status not available for 1963-65 and 1966-70. Data for 1963-65 are for children 6-11 years of age; data for 1966-70 are for adolescents 12-17 years of age, not 12-19 years.

...and minority kids are bigger

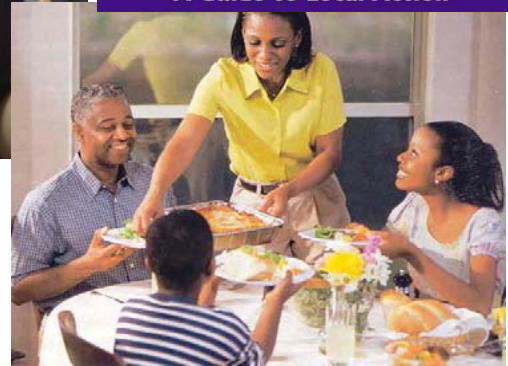
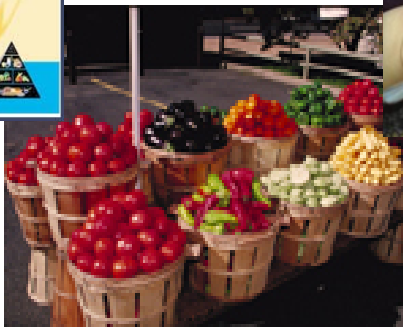
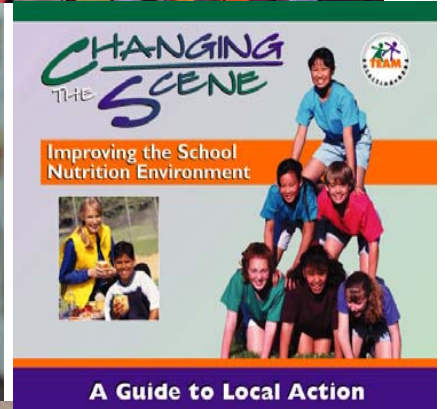


Age Group	2-5	6-11	12-19
Ethnic Group	Percent Overweight		
Blacks	8%	20%	24%
Whites	10%	12%	13%
Mexican	11%	24%	24%

Source: 1999-2000 Data National Center HS

Nutrition Education

Loving  Support
makes breastfeeding work



Program Based Nutrition Education

- **WIC Nutrition Services**
- **Breastfeeding Peer Counseling & FIT WIC**
- **HealthierUS School Challenge**
- **School Wellness Policy**
- **Fruit and Vegetable Program**
- **FSNE**



Principle Number Four

- Food Stamp Nutrition Education uses science-based, behaviorally-focused interventions and can maximize its national impact by concentrating on a small set of key outcomes.



Key Behavioral Outcomes

- Eat fruits & vegetables, whole grains, and fat-free or low-fat milk or milk products every day.
- Be physically active every day as part of a healthy lifestyle.
- Balance calorie intake from food and beverages with calories expended.



Emerging NE Products

- Designed to help women with children overcome their barriers to healthy nutrition as outlined in the Dietary Guidelines for Americans

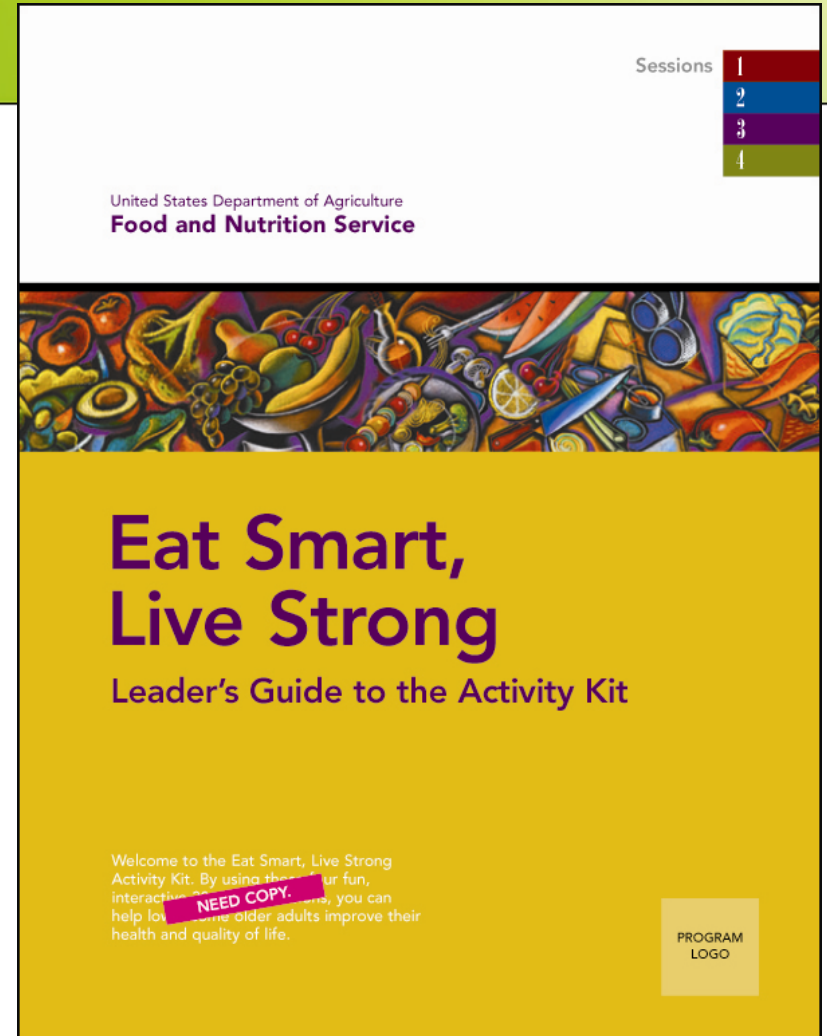


Loving Your **Family**
Feeding Their Future
Nutrition Education Through The Food Stamp Program



Emerging NE Products

- ✓ Low-income adults (60-74)
- ✓ Physical Activity
- ✓ Fruits/Vegetables





MyPyramid

Eat Right. Exercise Have Fun.

For Kids

MyPyramid For Kids
Eat Right. Exercise Have Fun.
MyPyramid.gov

The graphic features a large, colorful pyramid with five sections: Grains (orange), Vegetables (green), Fruits (red), Milk (blue), and Meat & Beans (purple). The pyramid is set against a background of a green field and a blue sky with clouds. Various cartoon children are engaged in different activities around the pyramid: a girl in a wheelchair playing basketball, a boy on a skateboard, a girl with a dog, a boy on a bicycle, a girl doing a handstand, a boy playing baseball, a girl playing tennis, and a group of children having a picnic. At the base of the pyramid, there are illustrations of various food items corresponding to each food group: bread, rice, and pasta for Grains; leafy greens, carrots, and tomatoes for Vegetables; apples, grapes, and oranges for Fruits; milk, cheese, and yogurt for Milk; and chicken, fish, and beans for Meat & Beans.

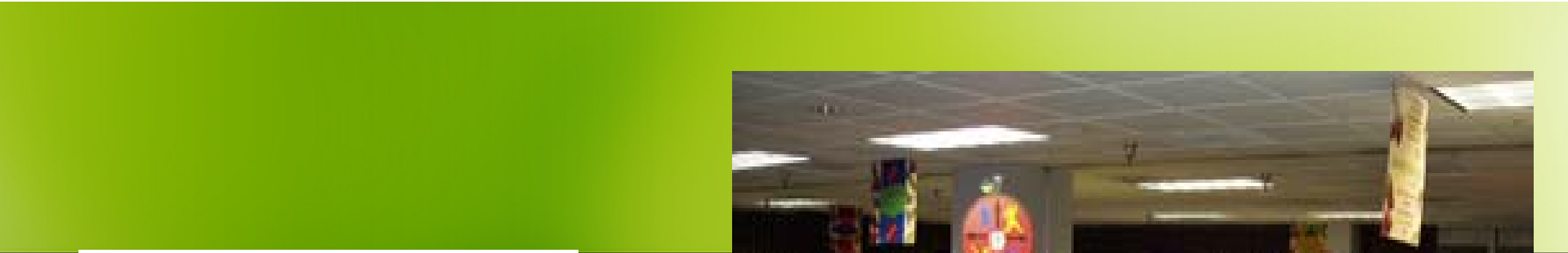
Grains Make half your grains whole	Vegetables Vary your veggies	Fruits Focus on fruits	Milk Get your calcium-rich foods	Meat & Beans Go lean with protein
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Oils Oils are not a food group, but you need some for good health. Get your oils from fish, nuts, and liquid oils such as corn oil, soybean oil, and canola oil.

★ Find your balance between food and fun ★ Fats and sugars – know your limits

MyPyramid.gov
U.S. Department of Agriculture
Food and Nutrition Service
September 2005
Plan 363
USDA is an equal opportunity provider of all programs.
USDA
TEAM
National Center for Education and the Arts





FNCS Employees

ESPH Worksite Wellness

Program



Cross-FNS Programs



Kansas Family Nutrition Program



ON THE MYPYRAMID.GOV HOME PAGE, ENTER YOUR AGE, SEX, ACTIVITY LEVEL AND CLICK "SUBMIT". A PERSONALIZED PLAN FOR YOUR CALORIE LEVEL, AND HOW MUCH TO EAT FROM THE VARIOUS FOOD GROUPS WILL APPEAR.

Grains ¹	6 ounces	tips
Vegetables ²	2.5 cups	tips
Fruits	1.5 cups	tips
Milk	3 cups	tips
Meat & Beans	5 ounces	tips

WHEN YOU SEE THE FOOD GROUP TO LEARN MORE ABOUT IT, CLICK ON THE "TIPS" LINK. THERE ARE VARIOUS WAYS TO INCLUDE EACH FOOD GROUP IN YOUR DIET.

Kansas FNP presents....

Put the "MY" in mypyramid.gov

1 Click on "My Pyramid" button.

2 Enter your age, sex, and activity level.

3 Click on "Submit" button.

4 Review your personalized plan.

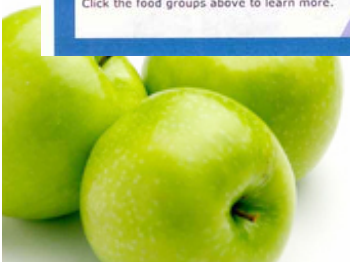
Join the Power Panther for a quick and easy tour of the new Food Pyramid website!

Click on "Tips and Resources"

YOU WILL FIND TIPS TO HELP COUNT CALORIES, SAMPLE DISHES IN YOUR DIET, VARIAN DIETS, SAMPLE MENU!

Take a minute to explore!

THE MYPYRAMID WEBSITE CONTAINS A WEALTH OF NUTRITION AND PHYSICAL ACTIVITY INFORMATION. SURF THE SITE AND SEE WHAT YOU CAN FIND!



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Cross-FNS Programs



Promising Interventions: Adopt-a-Food Stamp Office

- Links Arizona Nutrition Network partners with a Food Stamp office in their area
- Partners visit “adopted” offices each month



- Goal: A “nutrition-saturated” office environment



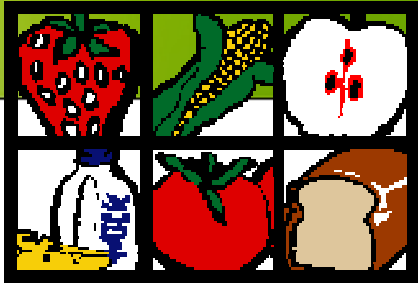
Promising Interventions: DINE for LIFE

- Offered in low-income Durham County public schools
- Provides classroom nutrition and fitness lessons and taste-testing
- Includes school-wide promotional campaigns
- Provides fact sheets, recipes, and newsletters for parents/caregivers



Promising Interventions: CookShop

Eat Smart New York!



ESNY

- Teaches low-income children in New York City about growing, cooking, & enjoying healthy foods.

- Integrates nutrition concepts into science, art, math, health, and other classes.
- Includes “Vegetable of the Month” – to teach FSP parents how to purchase, store, cook, & enjoy fresh vegetables.



Ad Council

- Developing a print/broadcast media campaign of healthy eating and physical activity messages
- Sponsored jointly by FNS and CNPP
- Target audience – women and children, emphasis on low-income



As We Succeed...

- A more targeted, integrated, and effective approach to nutrition education can:
 - Reduce prevalence of overweight and obesity
 - Lower the risks of chronic diseases
 - Reduce health care costs
- Ultimately, we hope to achieve the kind of success in improving diets that the FSP has already achieved in fighting food insecurity and hunger.



Success!



Healthier Americans !

Any Questions?

