

Dietary Guidelines for Americans 2010

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What are the *Dietary Guidelines for Americans?*

- Nutrition advice based on the strongest science
- Promote health/ reduce chronic disease risk
- Americans ages 2+
- Foods first/ supplements only as needed
- Basis for all government nutrition messages (by law)
- USDA and HHS update every 5 years
- *Physical Activity Guidelines for Americans--
Complementary*



Government Programs Based on Dietary Guidelines

- School Lunch and Breakfast USDA
- Meals for Older Adults HHS
- Food Labeling FDA and USDA
- WIC Food Packages USDA
- Food Stamp Benefits (SNAP) USDA
- Healthy People 2020 Objectives HHS

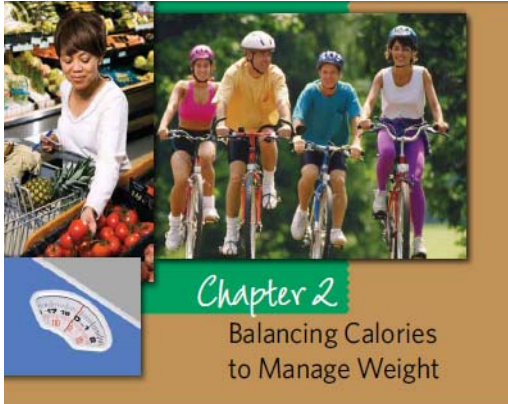


Dietary Guidelines for Americans, 2010

Overarching Concepts

- Maintain calorie balance over time to achieve and sustain a healthy weight.
- Focus on consuming nutrient-dense foods and beverages.





Balancing Calories to Manage Weight

- Prevent/ reduce overweight and obesity
- Control total calorie intake to manage body weight.
- Increase physical activity/ decrease inactivity
- Maintain calorie balance during each stage of life

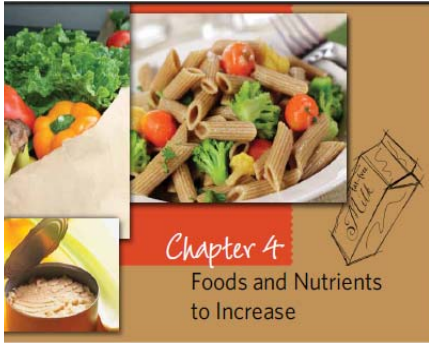




Foods and Food Components to Reduce

- Sodium
- Saturated Fat
- Trans Fat
- Cholesterol
- Solid Fats and Added Sugars (Calories)
- Refined Grains
- Alcohol (Moderation)

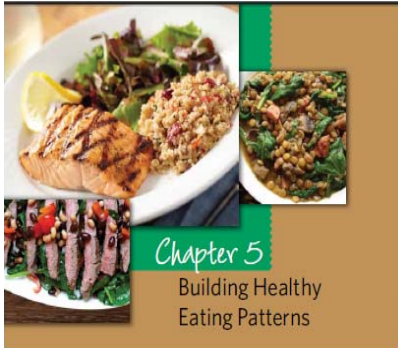




Foods and Nutrients to Increase *Within Calorie Needs*

- Vegetables and fruits
- Vegetable variety
- Whole grains
- Dairy products (fat-free or low-fat)
- Variety of protein foods
- Seafood
- Protein foods lower in solid fats/ calories
- Oils instead of solid fats
- Potassium, Fiber, Calcium, Vitamin D (from foods)





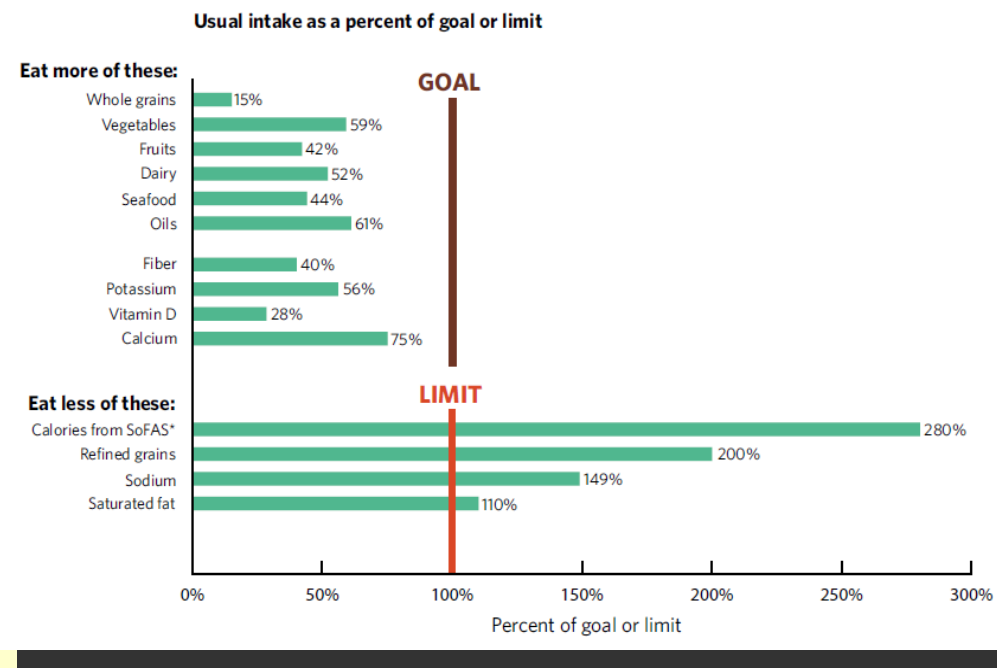
Building Healthy Eating Patterns

- Integrates all recommendations
- Meet nutrient needs/ right calorie level
- All foods and beverages count
- Keep food safe



Current US Intakes Vs. Goals

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?





Helping Americans Make Healthy Choices

- Current environment promotes eating too many calories and discourages physical activity.
- Everyone has a role in the movement to make America healthy.



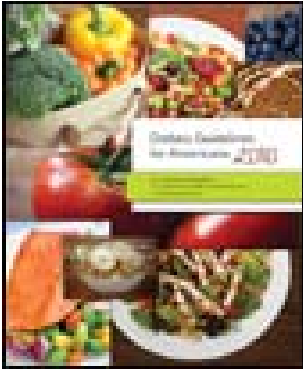


President's Active Lifestyle Award

New Nutrition Component

- Weekly Healthy Eating Goals
- Based on Dietary Guidelines
- Achievable/ Educational
- Online/ Print
- Team: PCFSN, ODPHP, USDA
- Launch: October 2011





Dietary Guidelines 2010

Preview of Consumer Messages

- *Enjoy your food, but eat less.*
- *Avoid oversized portions.*
- *Make half your plate fruits and vegetables.*
- *Switch to fat-free or low-fat (1%) milk.*
- *Compare sodium in foods like soup, breads, and frozen meals—and choose the foods with lower numbers.*
- *Drink water instead of sugary drinks.*

Coming soon—new consumer graphic





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www.healthfinder.gov

www.dietaryguidelines.gov

www.health.gov/dietaryguidelines

