

**MINUTES OF THE NUTRITION COORDINATING COMMITTEE (NCC)  
MEETING, NATIONAL INSTITUTES OF HEALTH (NIH)**

Rockledge 2, Conference Room 9100-9104, Bethesda, MD

May 6, 2010 2:00 – 4:00 PM

**WELCOME**

RADM Van Hubbard, Director, NIH Division of Nutrition Research Coordination (DNRC), convened the meeting at 2:04 PM and welcomed participants. Phone participants included the following: Dr. Sanja Basaric, NIH NHGRI; CAPT Shirley Blakely, FDA; Dr. Heidi Blanck, CDC; Ms. Debra Burrowes, American Academy of Pediatrics; Dr. Katrina Dunn, American Society of Nutrition; Dr. Lisa Gansheroff, NIH NIDDK; Dr. Shirley Gerrior, USDA NIFA; Dr. Judy Hannah, NIH NIA; Mr. Cliff Johnson, CDC NCHS; Dr. Melinda Kelley, NIH NHLBI; Ms. Katie Crumley, American Academy of Pediatrics; Ms. Michele Lawler, HRSA; Dr. Amy Magra, NIH NIDDK; Dr. Elizabeth Maull, NIH NIEHS; Dr. Crystal McDade-Ngutter, NIH DNRC; Ms. Melissa McGowan, NIH NIDDK; Ms. Holly McPeak, OS ODPHP; Ms. Kristen Mizzi, American Academy of Pediatrics; Dr. Linda Nebeling, NIH NCI; and Dr. Pam Starke-Reed, NIH DNRC. The agenda for the meeting is provided as Appendix A, and the list of attendees is provided as Appendix B.

**APPROVAL OF MINUTES FROM THE MARCH 4, 2010 NCC MEETING**

Minutes from the March 4, 2010 NCC meeting had previously been sent to NCC members via email. RADM Hubbard asked if there were any other corrections to the minutes. There were none. Dr. Sharon Ross, National Cancer Institute (NCI), made a motion to approve the minutes, and COL Karl Friedl, Department of Defense (DoD), seconded the motion. The minutes were thus approved and will be posted on the DNRC website, <http://www.dnrc.nih.gov>, along with the minutes from the previous NCC meetings.

**EFFECTIVENESS OF A MENU LABELING REGULATION ON REDUCING  
CALORIES FROM LUNCHTIME PURCHASES AT FAST FOOD CHAINS IN NEW  
YORK CITY**

Ms. Cathy Nonas, Director, Physical Activity and Nutrition Programs, New York City Health Department provided an overview of New York City's calorie-labeling regulation and shared recent data from a study exploring implications of this regulation.

Since the 1960s, expenditures for food eaten outside the home have steadily increased, and approximately 50% of food expenditures are now spent on food away from home. Consumers often underestimate the caloric content of "away-from-home" foods, which gives strong public health rationale for providing calorie labeling at the point-of-purchase so that consumers have appropriate tools to make informed choices. Calorie-labeling

regulation was first approved by the New York City Board of Health in December of 2006 though enforcement was delayed until July 2008 due to litigation. The New York City Health Code Section 81.50 requires food service establishments that hold New York City Health Department permits and have 15 or more locations nationwide to post calorie information prominently on menu boards and menus. The calorie postings are required to be clear and conspicuous at point-of-purchase, which means they must be in close proximity to, and equally as prominent as, the price or menu item name.

In order to assess the impact of the calorie-labeling regulation on average calories per purchase as well as the prevalence of customers who report seeing and using calorie information, researchers at the NYC health department conducted serial, cross-sectional surveys of customers exiting regulated fast-food chains in Spring 2007 (year before enforcement) and in Spring 2009 (year after enforcement). Fast-food chains were selected for this study because major chains accounted for over 1/3 of all restaurant traffic in the NYC-metro area in 2007 and because 1 in 4 Americans report fast food consumption on any given day. A random sample of 275 stores was selected from the top 13 fast-food and coffee chains in NYC. The study was conducted between 12-2 pm for the fast-food establishments and between 2-4 pm at the coffee establishments. Customers received a \$2 Metrocard in exchange for their register receipt and completion of a brief survey. Data from register receipts were matched with nutrition data for each of the 13 chains.

Results of the study indicated that between pre- and post-regulation there was a slight decline in the average calorie value per lunchtime purchase, with variations by chain. A significant decrease in calories was observed at KFC, Au Bon Pain, and McDonald's. Taken together, these 3 chains account for over 40% of all lunch choices. In contrast to having a decline in mean calories, a significant increase in calories was observed at Subway, which may be explained by the fact that there was a tripling in the number of customers who ordered 12-inch sandwiches after promotions for these sandwiches began. However, it is interesting to note that while purchasing patterns changed at Subway, mean calories declined for both 6-inch and 12-inch sandwiches.

The study also indicated that more customers are seeing and using the calorie information. Overall, 56% of fast food purchasers in NYC reported seeing calorie information, and 1 in 6 reported using the information to make lower calorie choices. After controlling for cost and other factors across the 11 fast-food lunchtime establishments in the survey, customers who used calorie information purchased 75 fewer calories.

Please contact Ms. Nonas at [cnonas@health.nyc.gov](mailto:cnonas@health.nyc.gov) with any additional questions.

### **INFLUENCE OF CALORIE LABELING ON FOOD CHOICE: EVIDENCE FROM LOW-INCOME COMMUNITIES IN NYC**

Dr. Brian Elbel, Assistant Professor of Medicine and Health Policy at the New York University School of Medicine and Wagner School of Public Service, also presented results from a recent study examining the impact of the New York City calorie-labeling regulation on food choice. However, his results were slightly different than those reported by Ms. Nonas.

Using similar methodology to that of Ms. Nonas, Dr. Elbel and colleagues collected receipts and survey responses from 1,125 adults and 349 children/adolescents. Dr. Elbel was specifically interested in how labeling influences fast-food choices of individuals in low-income areas so the study was conducted in these areas, including Harlem, South Bronx, and Central Brooklyn. In addition to examining calories purchased before and after labeling regulation began in NYC, control data were collected in Newark, New Jersey, which has a similar “urban” feel and matched target communities. Calorie labeling had not been introduced in NJ. Data were first collected 1 month prior to enforcement of the calorie-labeling regulation and again 1 month after enforcement. Wendy’s, McDonald’s, Burger King, and Kentucky Fried Chicken were the target fast-food establishments.

No significant changes in calories purchased were observed in this study (825 before labeling vs. 846 after labeling). However, there was a marked increase in noticing calorie information in response to labeling (27.7% of participants who saw calorie labeling said that the information influenced their choices). They did not detect any difference in calories purchased between those who indicated using labels and those who did not. They also examined who was noticing and responding to labels, and found that racial and ethnic minorities and males were less likely to indicate that the labels influence them, while those who were more “nutrition inclined” were more likely to indicate that the labels influenced their choice.

More research is needed in order to fully understand the implications of calorie-labeling regulations on purchasing decisions. There were several limitations to the study including the single time period for data collection, a limited geographic region of study, and the inability to account for how much of the order was actually consumed or the amount of food eaten later in the day. In addition, both of the studies presented by Ms.

Nonas and Dr. Elbel were limited to fast-food chains so individuals avoiding these chains were excluded altogether.

Next steps for Dr. Elbel will be to examine price, change in “type” of orders, and geographic/community characteristics within the current data. In addition, future directions will include data collection within a larger cross-section of the population in Philadelphia, which has also introduced calorie-labeling regulation. In addition, a telephone survey will be used to capture substitution behaviors, purchasing patterns in sit-down restaurants, and more expansive data on food choices.

If you have any additional questions about this research, please don't hesitate to contact Dr. Elbel at [Brian.Elbel@nyumc.org](mailto:Brian.Elbel@nyumc.org).

### **REPORTS FROM NCC MEMBERS AND LIASONS**

COL Karl Friedl, DoD, announced a meeting, *Virtual Reality Technologies for Research and Education in Obesity and Diabetes*, that will take place at Pooks Hill Marriott on July 15<sup>th</sup> and 16<sup>th</sup>. It is sponsored by several NIH Institutes as well as the DoD Telemedicine and Advanced Technology Research Center. For more information, please contact Dr. Abby Ershow ([ershowa@nhlbi.nih.gov](mailto:ershowa@nhlbi.nih.gov)).

### **UPDATE FROM THE OFFICE OF DISEASE PREVENTION AND HEALTH PROMOTION (ODPHP)**

Ms. Kathryn McMurry, ODPHP, provided the following update:

#### *Dietary Guidelines for Americans 2010*

- The Dietary Guidelines Advisory Committee (DGAC) charged with making recommendations for the 7th edition of the Dietary Guidelines for America has held 5 of a total 6 meetings.
- The 6th and final meeting will be held via webcast May 12 from 8am-5:30pm via webinar. Details and registration are available at [www.dietaryguidelines.gov](http://www.dietaryguidelines.gov).
- Transcripts, minutes, audio recordings, slides from meetings and public comments are posted at [www.dietaryguidelines.gov](http://www.dietaryguidelines.gov).

- The committee's report is expected in early summer 2010, followed by 30-day agency and public review and comments regarding use of the report as the basis of the 2010 Dietary Guidelines for Americans to be released jointly by HHS and USDA in late fall, 2010. The Nutrition Evidence Library (NEL) process is one of the primary resources for the Committee's deliberations, along with NHANES survey data and USDA Food Pattern modeling. All of the NEL evidence tables and abstracts, as well as NHANES analyses and modeling reports, will be available for public access upon submission of the DGAC report.
- Since 1985, The Departments have relied upon an expert committee's review of the scientific literature as the primary basis for the Federal Dietary Guidelines for Americans. Any departure from its recommendations would need to have a robust scientific and/or public health basis.
- Concurrently, ODPHP has conducted consumer focus groups with individuals with low health literacy to begin to develop communications materials for this audience. We are working closely with USDA/CNPP on their consumer testing, and we anticipate engaging our Federal partners in coordinating development of consumer education materials, targeting release in March 2011.
- If any NCC members have outstanding questions or issues they would like to see addressed regarding the 2010 Dietary Guidelines for Americans, please contact a DNRC staff member who will help to facilitate its discussion during the comment period.

### *Healthy People 2020*

- Revised and new objectives were reviewed and approved by the Federal Interagency Working Group (FIW) in February/ March.
- Work Groups are finalizing proposed objective targets for discussion with the FIW this month prior to Departmental clearance. Where sufficient data, knowledge and expertise exist, the primary approach to setting targets for Healthy People 2020 objectives will apply science- or evidence-based methods, such as modeling and trend projection. Targets set using this type of method should be realistic and achievable.

- Departmental clearance is on track to take place in May/June 2010. The launch is targeted for late fall, 2010.
- General information, proposed objectives, and public comments are available at [www.healthypeople.gov](http://www.healthypeople.gov)

### *ODPHP Staffing*

ODPHP is very pleased to welcome Dr. Paula Trumbo who is joining ODPHP on Detail through October. She will be working 3-4 days per week at ODPHP on the Dietary Guidelines and DRI projects, and 1-2 days per week in her current position at FDA/CFSAN.

### **UPDATE FROM THE NIH OFFICE OF DIETARY SUPPLEMENTS (ODS)**

Dr. Christine Swanson, ODS, provided the following report:

#### *Experimental Biology, American Society for Nutrition (EB ASN) Award Update*

ASN now formally recognizes members for extraordinary volunteer effort on behalf of the Society. This year, Dr. Johanna Dwyer of Tufts University and ODS received the award.

### *ODS Special Seminar*

- Michael Zimmermann, PhD  
Professor, Laboratory for Human Nutrition  
Institute of Food, Nutrition and Health  
Swiss Federal Institute of Technology, Zurich
- Topic: Iodine Nutrition in Pregnancy in Infancy  
Date: Friday May 14<sup>th</sup>, 2010  
Time: 1- 2 PM  
Location: Neuroscience Center, Conference Room C
- Background: ODS staff members have had informal internal discussions about iodine research at NIH. Currently, NIH does not fund any extramural grants related to iodine and nutritional status. The morning of May 14<sup>th</sup>, ODS staff will meet with representatives from various ICs and other federal agencies to discuss whether there is a need for such an initiative. A research initiative would probably be developed at NIH, along with other federal agencies.

### *ODS Dietary Supplement Research Practicum*

Registration is now complete for the week-long practicum, aimed primarily at academic researchers and educators, which will take place from June 14-18, in the Natcher Building.

### *ODS Publication*

- On April 14<sup>th</sup>, the Journal of Nutrition published online a supplement as a result of an NIH sponsored workshop, “*Soy Protein/Isoflavone Research: Challenges in Designing and Evaluating Intervention Studies*,” July 28-29, 2009 (<http://jn.nutrition.org/cgi/content/abstract/jn.110.121830v1>). The supplement will appear in the June issue and be released May 20th.
- The goal of the workshop was to provide guidance for the next generation of soy protein/isoflavone human research. The workshop participants identified methodological issues that may confound study results and interpretation.

**Co-sponsors** included ODS, NCCAM, NCI, DNRC, NIA, NIAMS

**Authors:** Marguerite A. Klein, Richard L. Nahin, Mark J. Messina, Jeanne I. Rader, Lillian U. Thompson, Thomas M. Badger, Johanna T. Dwyer, Young S. Kim, Carol H. Pontzer, Pamela E. Starke-Reed, Connie M. Weaver

### *Analytical Methods and Reference Materials Program*

- The National Institute of Standards and Technology (NIST) completed data analysis and the report for the first round of the NIST/NIH Vitamin D Metabolites Quality Assurance Program.  
<http://www.nist.gov/cstl/analytical/organic/vitdgap.cfm>
- Note to Extramural Program Staff: If you know of NIH grantees or other investigators involved in vitamin D research, please inform them of the following opportunity: There will be a Short Course “*NIST/NIH Quality Assurance Program for 25-Hydroxyvitamin D Measurements*” at the 2010 American Association of Clinical Chemistry (AACC) Annual Meeting and Clinical Lab Expo in Anaheim on July 28<sup>th</sup>

For more information please contact Dr. Betz: [BetzJoe@od.nih.gov](mailto:BetzJoe@od.nih.gov)

## **UPDATE OF DNRC ACTIVITIES**

### *Nutrition Education Subcommittee (NES):*

CAPT Margaret McDowell, DNRC, provided an update on NIH-NCC NES activities.

The NES has received 7 documents to review since January 2010. All of the 2010 requests were submitted by NIH (4 from ODS; 3 from NHLBI). Joint HHS/USDA reviews are pending for 2 documents.

Materials received since the March NCC meetings are under NES review:

- “Deliciously Healthy Family Meals” cookbook (NHLBI)
- DASH Eating Plan website article (NHLBI)

### *HNRIM UPDATE*

The request for HNRIM coding of FY09 nutrition projects was sent out to all ICs earlier this week. Since system redesign work is still underway, the same procedures as last year are being followed. Briefly, this entails using the nutrition project list/spreadsheet from the NIH RePORT website (<http://report.nih.gov/rcdc/categories/>) and assigning one or more codes (at least one) to each project funded by your IC. Please be sure to include ARRA projects, which are listed separately at the RePORT website. Only projects identified as nutrition related by RCDC can be included. Codes for ongoing projects can be carried over, so only new projects need to be coded. A HNRIM coding document was attached to the mailing for your reference. Contact Mr. Jim Krebs-Smith ([Krebsj@mail.nih.gov](mailto:Krebsj@mail.nih.gov)) or Ms. Karen Regan ([regank@mail.nih.gov](mailto:regank@mail.nih.gov)) in the DNRC if you have questions or need assistance.

**ACTION:** Please submit your HNRIM coding no later than **Monday, May 31<sup>st</sup>**.

## **NEXT NCC MEETING**

The next NCC meeting will be June 3, 2010

## **ADJOURNMENT**

The meeting was adjourned at 3:54 PM

## **LIST OF APPENDICES**

Appendix A: NIH NCC Meeting Agenda for May 6, 2010

Appendix B: NIH NCC Meeting Attendees for May 6, 2010



**APPENDIX A: NIH NUTRITION COORDINATING COMMITTEE MEETING AGENDA**

1. **Welcome**.....Van Hubbard
  2. **Approval of Minutes of the March 4, 2009 meeting**.....Van Hubbard
  3. **Effectiveness of a Menu Labeling Regulation on Reducing  
Calories from Lunchtime Purchases at Fast Food Chains  
in New York City**.....Cathy Nonas
  4. **Influence of Calorie Labeling on Food Choice:  
Evidence from Low-Income Communities in NYC** .....Brian Elbel
  5. **Reports from NCC Members and Liaisons**.....NCC Members
  6. **ODPHP Activities Update**.....Kathryn McMurry
  7. **ODS Activities Update**.....Christine Swanson
  8. **Current DNRC Update of Activities**.....DNRC Staff<sup>1</sup>
    - Nutrition Education Subcommittee Update.....Margaret McDowell
    - International Committee Information..... Pam Starke-Reed/Dan Raiten
    - HNRIM Update..... Jim Krebs-Smith/Karen Regan
- Next Meeting**..... **June 3, 2010**

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<sup>1</sup> Updates will be included in the minutes of the meeting only

## APPENDIX B: NCC MEETING ATTENDEES FOR MAY 6

	<u>Members Present</u>	<u>Members Absent</u>	<u>Alternates Present</u>
<b>Chairperson</b>	V Hubbard		P Starke-Reed
<b><u>NIH MEMBERS</u></b>			
NCI		J Milner	S Ross
NHLBI		J DeJesus	
NIDCR		R Nowjack-Raymer	
NIDDK	C Miles		R Kuczmarski
NINDS		M Mitler	
NIAID		R Sawyer	
NIGMS		S Somers	
NICHHD		G Grave	
NEI		N Kurinij	
NIEHS	E Maul		
NIA	J Hannah		
NIAMS		J McGowan	T Smith
NIDCD		B Wong	
NIMH		M Chavez	
NIDA		G Lin	
NIAAA	R Breslow		
NINR		P Cotton	
NCCAM	L Duffy		
NCMHD		D Tabor	
NCRR	K Arora		
FIC		M Levintova	
NHGRI	S Basaric		
<b><u>NIH LIAISONS</u></b>			
CC	N Sebring		
CIT		J Mahaffey	
CSR	S Kim		
NLM		M Corn	
OBSSR	L Bosco		
ODS		P Coates	
OD/ODP	B Portnoy		
PRCC		M Vogel-Taylor	
<b><u>AGENCY LIAISONS</u></b>			
AHRQ		I Mabry-Hernandez	
CDC/NCCDPHP	H Blanck		
CDC/NCHS	C Johnson		
FDA		K Ellwood	S Blakely
HRSA	M Lawler		
HIS		T Brown	
ODPHP	K McMurry		H McPeak
USDA		K Klurfeld	
DOD	K Friedl		

DNRC: N Bulger, R Fisher, W Johnson-Askew, J Krebs-Smith, C McDade-Ngutter, M McDowell, K Regan

Guests: J Boyington (NHLBI), D Burrowes (American Academy of Pediatrics - AAP), K Dunn (American Society for Nutrition), A Ershow (NHLBI), L Gansheroff (NIDDK), S Gerior (USDA/NIFA), M Horlick (NIDDK), M Kelley (NHLBI), K Crumley (AAP), A Magra (NIDDK), M McGowan (NIDDK), M Miller (NIDDK), M Minnicozzi (NIAID), K Mizzi (AAP), L Nebeling (NCI), C Pratt (NHLBI), P Smith (NIDDK), C Swanson (ODS), P Thomas (ODS), J Weber (American Dietetic Association)