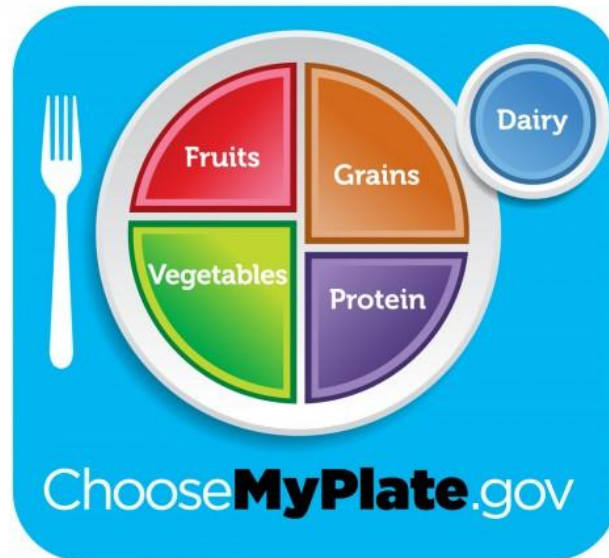


What You Need to Know About The 2010 Dietary Guidelines and MyPlate



Sally Squires, MS

SVP, Director of Health and Wellness Communications

Powell Tate/Weber Shandwick

September 9, 2011

On the Menu Today

- Why the Dietary Guidelines matter
- What's on the new MyPlate
- A look ahead



Powell Tate: Who We Are

POWELL TATE

POWELL TATE BELIEVES IN THE POWER OF ADVOCACY

Whether we're reaching out to opinion leaders on healthcare on climate change issues, middle school students about how to plan for college, or journalists covering a policy debate or a crisis, we focus on engaging and mobilizing advocates who champion our clients' points of view and amplify their messages.

OUR STAFF HAS A DIVERSE SET OF EXPERIENCES AND BACKGROUNDS

We are former White House and federal agency officials, U.S. Congress aides, journalists, political campaign specialists, press secretaries, non-profit and advocacy group staffers, and business, marketing and advertising, and research experts.

OUR PARTNERS

KRC RESEARCH

KRC Research conducts focus groups, online research and quantitative polls to understand your key audiences and also learn the best ways to motivate them.

sawyer miller ADVERTISING

Sawyer Miller Advertising creates powerful, emotionally resonant messages to shape opinion, particularly as part of an integrated communications plan.

CASSIDY & ASSOCIATES YOUR TRUSTED ADVISOR IN WASHINGTON

Founded in 1975, Cassidy & Associates is a premier government relations firm with a solid foundation grounded in our history. But a big part of that history has been our capacity to adapt to the changing environment to help our clients succeed.

Strong Nutrition, Health and Food Policy Experience

▶ **WE SAVOR NUTRITION, PROMOTE HEALTH AND KNOW FOOD.** Not just what people eat, and how they can be healthier, but what ingredients are needed to produce a successful advocacy campaign. Our team includes communications veterans — some with graduate degrees in nutrition — who can digest a complex nutrition issue or food topic and boil it down to effective messages. We know one recipe doesn't fit all. We provide strategic counsel, tackle issues management and crisis communications. We love recruiting partners and our recipe for success is an inline approach that blends the online world with traditional media.

Government agencies, non-profits, trade associations and corporate clients are among our clients in the nutrition, health and food worlds. We closely monitor the nutrition, health and food landscape inside the Beltway and beyond. We follow developments from Capitol Hill to the latest Dietary Guidelines.

 University of Colorado
Denver | Anschutz Medical Campus

 **pork**
checkoff.

 **AMCHP**
ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

 **ASN**
EST. 1928

 **KRAFT**

 got milk?[®]

 TRUE SOURCE HONEY

 Campbell's

 CDC

 Yum!

 USDA

 CMS

 WeightWatchers[®]

just the facts



- ▶ The H1N1 flu has made headlines around the world since April 2009. Initial media reports branded H1N1 as “swine flu,” creating a climate of uncertainty among consumers regarding the safety of America’s pork products. Powell Tate and The National Pork Board mobilized an integrated crisis management campaign to reassure consumers that pork was safe to eat.

To proactively communicate our message, we conducted satellite and radio media tours with third-party experts. To reach consumers via the Internet, we established a microsite, FactsAboutPork.com, and a Twitter handle “[@FactsAboutPork](https://twitter.com/FactsAboutPork),” in addition to reaching out to influential bloggers. Our work reduced the number of pork eaters who said they were less likely to eat pork by 58% in five weeks. Following an initial dip in sales, fresh pork sales increased 6.3% over the prior year.



The Other White Meat.®

defending dairy

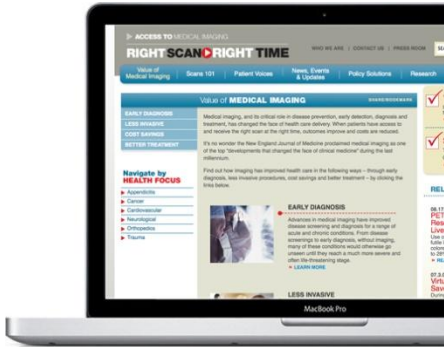


- ▶ Like the poultry industry, the dairy industry faces increasing pressure from animal rights groups and some media in regards to large-scale animal operations. In January 2010, as part of our ongoing issues work with dairy, we helped Dairy Management Inc. and National Milk Producers Federation deal with ramifications of undercover video from PETA and Mercy for Animals.

Industry needed to condemn animal abuse, but also disassociate the industry from such practices by highlighting the legal actions that should be taken in such cases. It needed to defuse media attempts to link animal treatment and product safety, since food safety issues can quickly ignite consumer concern.

Because of the media training and messaging work, we steered ABC producers away from milk safety and prevented the story from spreading on the Internet despite attempts by PETA and MFA to fan the flames.

right scan



Using the umbrella message “The Right Scan at the Right Time Saves Lives and Dollars,” Powell Tate works to demonstrate that all members of the imaging community support policy solutions that help ensure proper utilization of advanced imaging technologies without compromising patient access.

Our staff has a diverse set of experiences and backgrounds in Washington, DC, including:

- White House and federal agencies
- U.S. Congress
- Journalists
- Political, campaign specialists, and press secretaries
- Non-profit and advocacy groups
- Business
- Marketing and advertising
- Research

Our People Know

- Priorities of Congress, the White House and its 15 cabinet departments and related agencies
- The unique political and cultural climate in the nation's capital
- Who are the key decision makers and how to reach them
- How to successfully communicate and demonstrate a company's strength and its offerings
- The value of being prepared to rapidly counter criticism and attacks
- The importance of adhering to complex procurement policies and contracting rules

WEBER SHANDWICK

Advocacy starts here.

We work with the
world's best known brands

McCANN Worldgroup

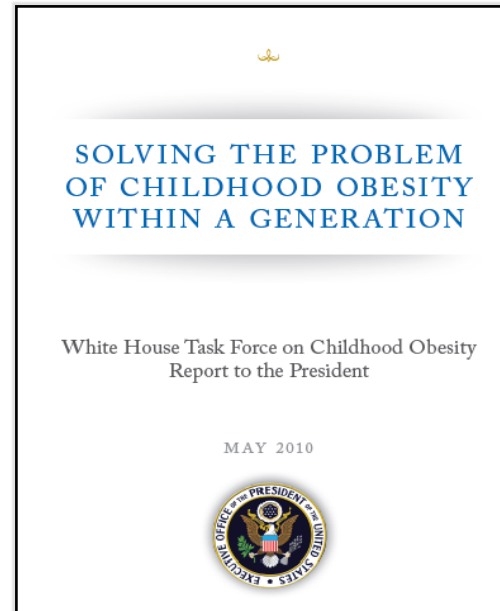


We know Washington





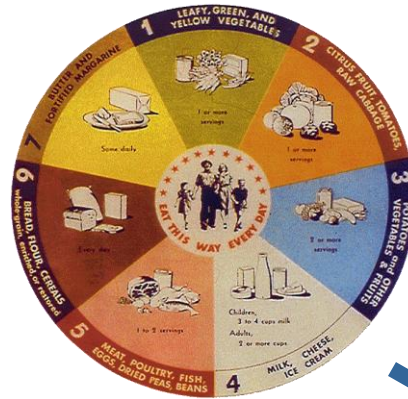
NATIONAL URGENCY TO FIGHT OBESITY



History of US Food Guidance

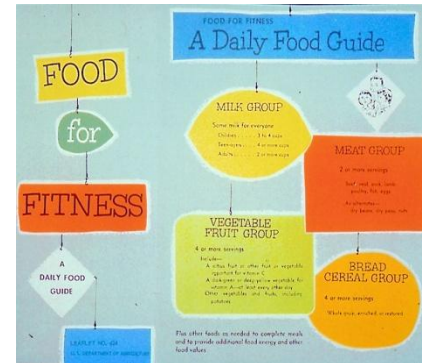
Food for Young Children

1916



1940s

1950s-1960s



1970s



The Process: Congressionally Mandated



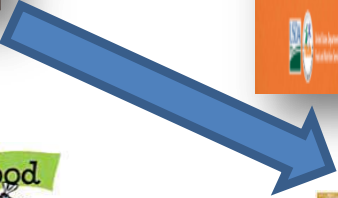
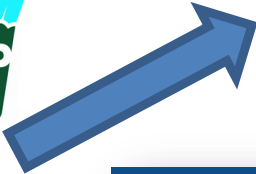
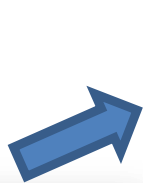
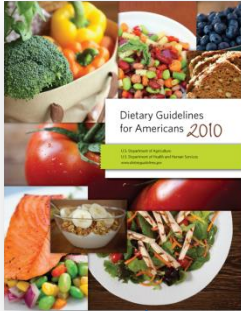
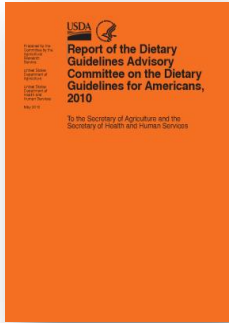
Updated

EVERY



YEARS

Why Do the Dietary Guidelines Matter?

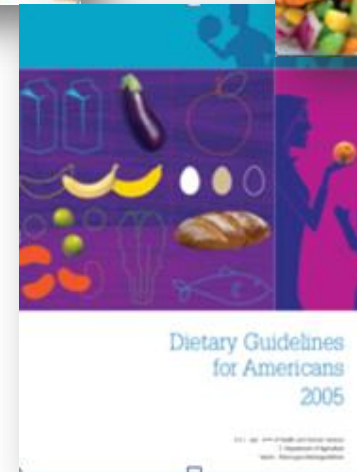
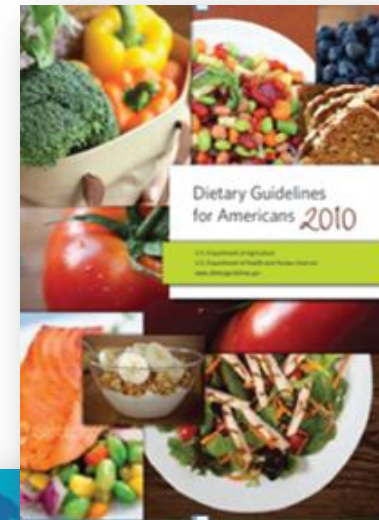
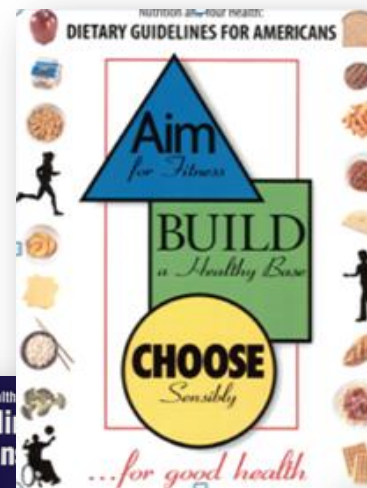
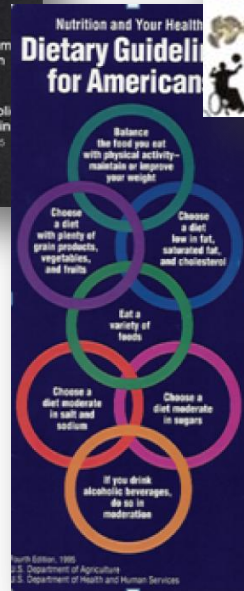


Nutrition Facts	
Serving Size ½ cup (114g)	
Servings Per Container 4	
Amount Per Serving	
Calories 90	Calories from Fat 30
	% Daily Value*
Total Fat 3g	5%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 300mg	13%
Total Carbohydrate 13g	4%
Dietary Fiber 3g	12%
Sugars 3g	
Protein 3g	
Vitamin A 80%	Vitamin C 60%
Calcium 4%	Iron 4%

ALL HEALTHY AMERICANS AGED 2 AND OLDER



30 Years of Dietary Guidance



1995

What's Healthy?

2 of 3 Americans Overweight or Obese



CONFUSION



U.S. Dietary Guidelines

Low Awareness



About 50 % of Americans are aware of the Dietary Guidelines*; just 1 in 10 know what they say*

High Skepticism



1 in 3 Americans have little or no trust in the Dietary Guidelines*

42% are skeptical because 'what's healthy' keeps changing*

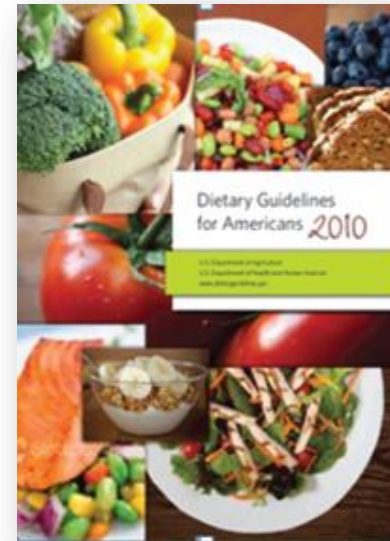
Barriers to Adoption and Use

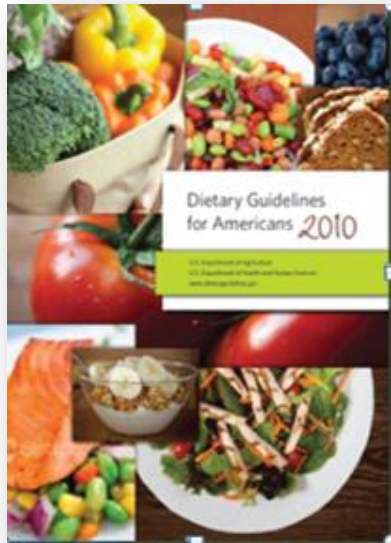


33% call the Dietary Guidelines "complicated"*

Just 18% say the Dietary Guidelines influence their food choices*

January 31, 2011





2010

What's New?

- Eat less
- Balance calories to achieve and sustain a healthy weight
- Focus on nutrient-dense foods and beverages
- Cut solid fats and added sugars from about a third of daily calories to just about 10 percent of calories

Focus on consuming nutrient-dense foods and beverages

“A healthy eating pattern limits intake of sodium, solid fats, added sugars, and refined grains and emphasizes nutrient-dense foods and beverages—vegetables, fruits, whole grains, fat-free or low-fat milk and milk products, seafood, lean meats and poultry, eggs, beans and peas and nuts and seeds.





Key Messages

- Make half your plate fruit and vegetables
- Enjoy your food but eat less
- Avoid oversized portions
- Switch to fat-free or low fat (1%) milk
- Choose foods with lower sodium
- Drink water instead of sugary drinks
- Make half your grains whole grains



Changing Advice

Then

- Eat a variety of foods
- Maintain an _____ weight
 - Ideal, healthy desirable
- Avoid too much fat, saturated fat and cholesterol
- Eat foods with adequate starch and fiber
- Avoid: too much sugar and salt

Now

- Reduce sodium
- Calorie balance over time is key
- Consume less than 10 percent of calories from saturated fatty acids
- Consume less than 300 mg per day of dietary cholesterol
- Whole grains and fiber
- Reduce intake of calories from solid fats and added sugars
- Limit consumption of foods with refined grains, especially those with SoFAS



Reduce Solid Fat



Eat Healthy Fat





**What
Does
the
Public
Think?**

CONVERSATIONS WE'RE WATCHING

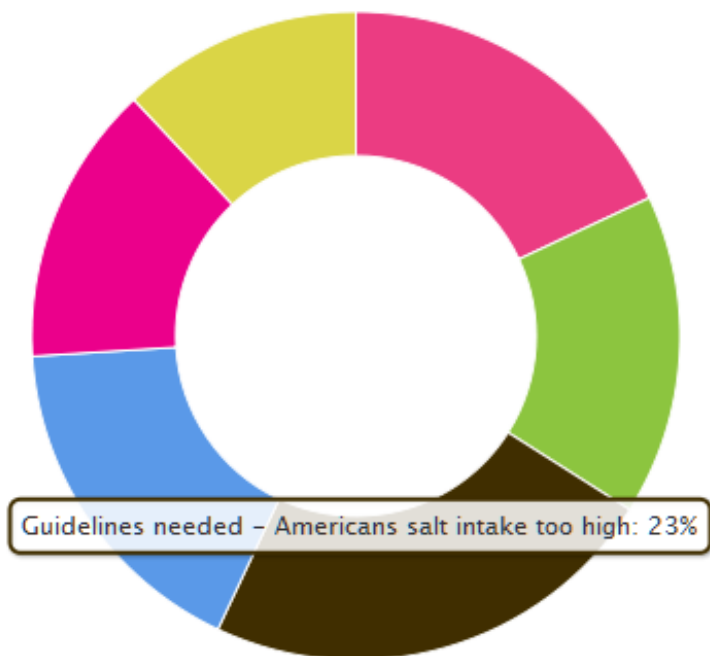
Americans split on new dietary guidelines

1.31.11 - present

The federal government released its long-awaited Dietary Guidelines this week, placing an emphasis on cutting calories, substituting seafood in place of some meat and poultry, making vegetables and fruit half the plate and reducing the intake of foods and beverages with added sugar.

Overall, the feedback on social media sites has been overwhelmingly neutral — only about a third of the total conversations had a strong positive or negative reaction.

Those opposed to the guidelines were divided into two camps: those who say they won't do any good and those who think it was overly influenced by lobbyists.

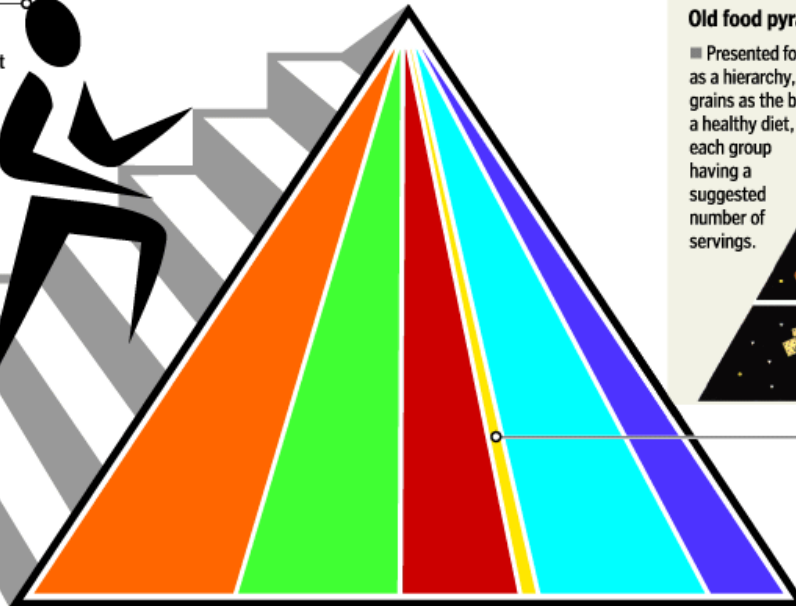
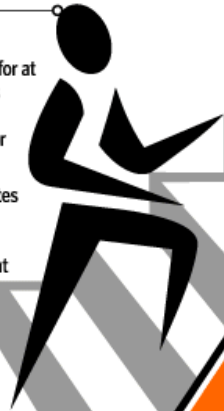


- Don't differ from 2005 guidelines
- Guidelines are meaningless
- Guidelines needed - Americans salt intake too high
- Guidelines needed - Obesity epidemic too large
- Healthy eating is expensive
- Negatively influenced by lobbyists

2005 Pyramid

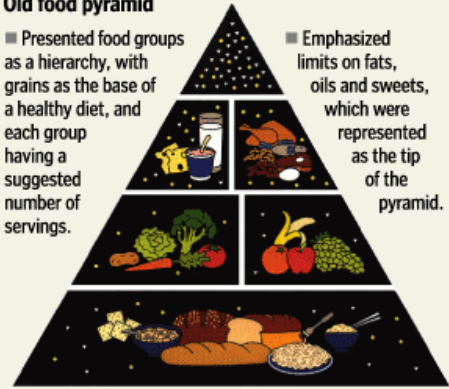
Exercise

- Adults should be physically active for at least 30 minutes most days of the week, children for 60 minutes.
- Sixty to 90 minutes of daily physical activity may be needed to prevent weight gain or sustain weight loss.



Old food pyramid

- Presented food groups as a hierarchy, with grains as the base of a healthy diet, and each group having a suggested number of servings.
- Emphasized limits on fats, oils and sweets, which were represented as the tip of the pyramid.



Oils

- Most fat should be from fish, nuts and vegetable oils.
- Limit solid fats, such as butter, margarine or lard.
- Keep consumption of saturated fats, trans fats and sodium low.
- Choose foods low in added sugar.

CATEGORY	Grains	Vegetables	Fruits	Milk	Meat and beans
RECOMMENDATION	Half of all grains consumed should be whole grains.	Vary the types of vegetables you eat.	Eat a variety of fruits. Go easy on juices.	Eat low-fat or fat-free dairy products.	Eat lean cuts, seafood and beans. Avoid frying.
DAILY AMOUNT	6 oz.	2.5 cups	2 cups	3 cups	5.5 oz.

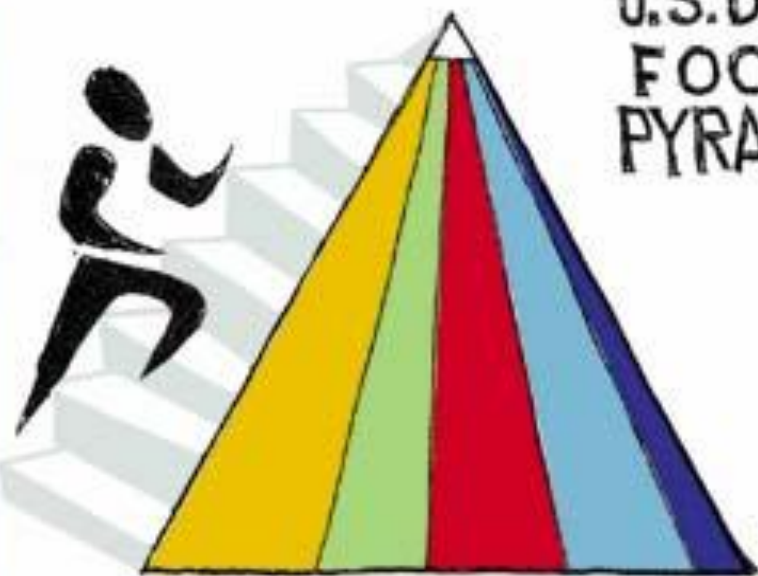
Based on a 2,000 calorie diet.

Recommended nutrient intakes at 12-calorie levels can be found on mypyramid.gov.



I'M CONFUSED. DOES LEVEL RED MEAN SEVERE RISK OF TERRORIST ATTACKS, OR EAT MORE FRUIT?

U.S.D.A.
FOOD
PYRAMID



GRAINS VEGETABLES FRUITS MILK MEAT/BEANS

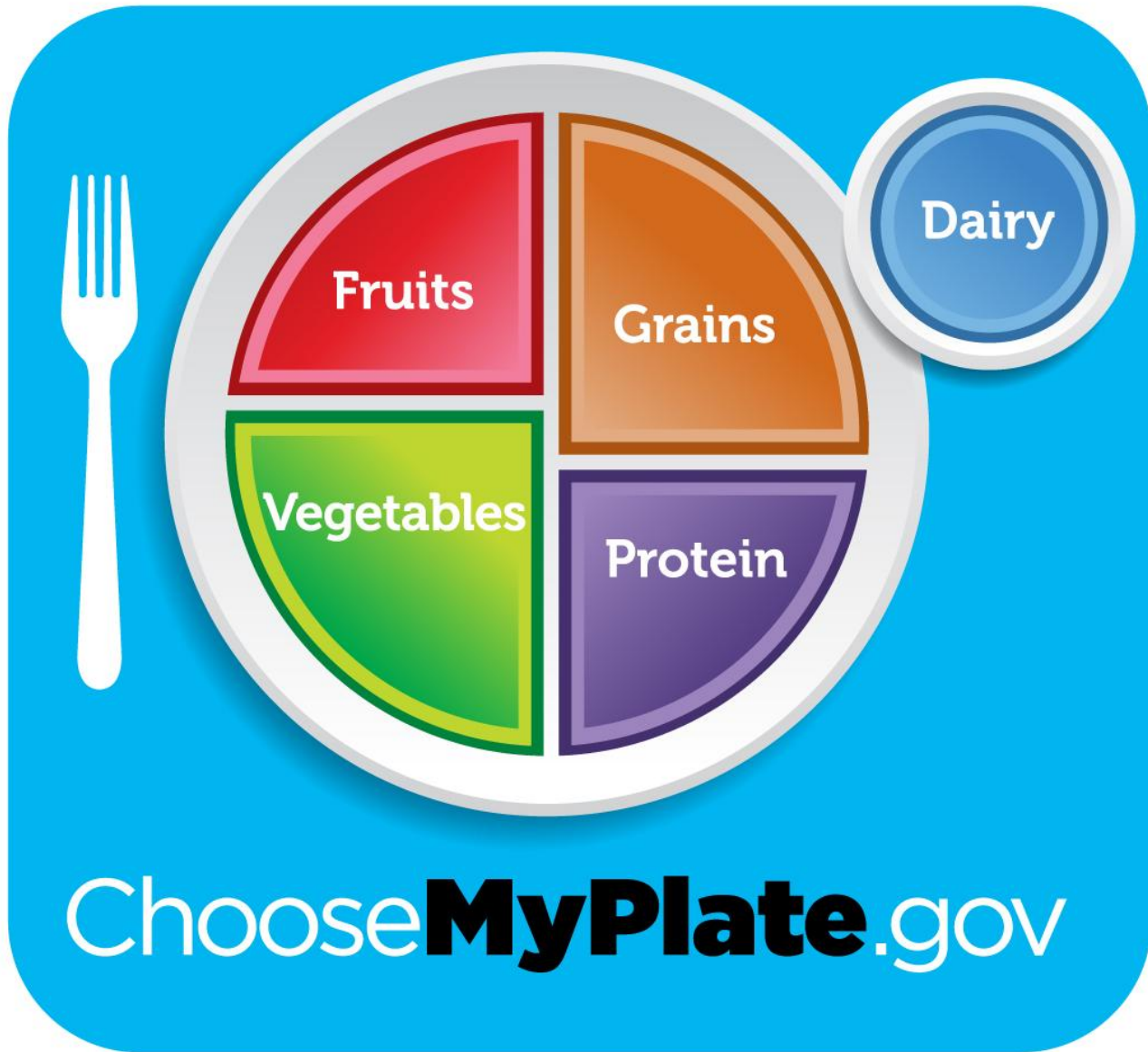


2005 Proposed Icon



- Make half your plate fruit/vegetables
- Dairy
- Grains
- Meat, poultry or fish





Choose **MyPlate**.gov




Look Ahead



OPPORTUNITY



Solutions

NEXT EXIT 

Harnass Variety

Alize Celebrates National Vegetarian Month With Tasting Menu

Chef Andre Rochat showcases palette-pleasing meatless menu to benefit Nevada Cancer Institute



Help Americans Experience the Flavor of Healthy, Mouth-watering Food



Show That Foods Don't Have to Stay in Their Lanes



Pecans. So good. So good for you.



Pecan Recipes

Delicious & Nutritious...

Pecans are traditionally associated with "holiday food." However, pecans have many uses in our everyday diet as well. We've included several of our favorite pecan recipes here for you to enjoy.

Home

Pecans 101

Nutrition in a Nutshell

Recipes

For Health Professionals and Educators

Press Room

For Commercial and Food Service Users

Where to Buy Pecans

Members Only

Appetizers

- > [Buttered Pecan Popcorn](#)
- > [Pecan and Chicken Stuffed Mushrooms](#)
- > [More pecan appetizer recipes >](#)



Salads

- > [Asian Duck Salad with Watercress and Pecans](#)
- > [Asparagus and Roasted Pepper Salad with Toasted Pecans](#)
- > [More pecan salad recipes >](#)



Entrees

- > [Pecan-Crusted Trout](#)
- > [Easy Fettuccine with Smoked Salmon, Peas and Toasted Georgia Pecans](#)
- > [More pecan entree recipes >](#)



Demonstrate How Many Foods Help Replace Salt



Opportunity for More Ethnic Foods



Help Lead Industry Efforts



- **Healthy fat**
- **Protein**
- **Fiber**
- **Reduced sodium**
- **More whole grains**
- **Less added sugar**
- **Functional foods**



Help Reduce Portion Sizes



DEPARTMENT OF HEALTH AND HUMAN SERVICES • NATIONAL INSTITUTES OF HEALTH
National Heart Lung and Blood Institute

Portion Distortion II Interactive Quiz

[Healthy Weight Home](#) [BMI Calculator](#) [Menu Planner](#) [WeCan!](#) [OEt Home](#)

[Previous Question](#) • [Back to Beginning](#) • [Next Question](#)

Chicken Caesar Salad

20 Years Ago	Today
	
390 calories, 1 1/2 cups	??? calories

A chicken Caesar salad had 390 calories 20 years ago. How many calories do you think are in today's chicken Caesar salad??

790 520 650

[Check Your Answer!](#)

Learn More

<http://hp2010.nhlbihin.net/portion/>

DEPARTMENT OF HEALTH AND HUMAN SERVICES • NATIONAL INSTITUTES OF HEALTH

Stay Young at Heart **Portion Distortion** National Heart Lung and Blood Institute

[Healthy Weight Home](#) [BMI Calculator](#) [Menu Planner](#) [WeCan!](#) [OEI Home](#)




Portion Distortion!


Do You Know How Food Portions Have Changed in 20 Years?

Anyone eating on the run or at restaurants has probably noticed that food portions have gotten larger. Some portions are called "super size," while others have simply grown in size and provide enough food for at least two people. With this growth have come increases in waistlines and body weight.

To see if you know how today's portions compare to the portions available 20 years ago, quiz yourself on Portion Distortion I (2003) and Portion Distortion II (2004). You will also learn about the amount of physical activity required to burn off the extra calories provided by today's portions.

We hope you find Portion Distortion insightful and fun. We also hope that next time you eat on the run, you will think twice about the food portions offered to you.

- [Portion Distortion I](#)
 [Download the Portion Distortion I Slide Set](#)
- [Portion Distortion II](#) 
 [Download the Portion Distortion II Slide Set](#)

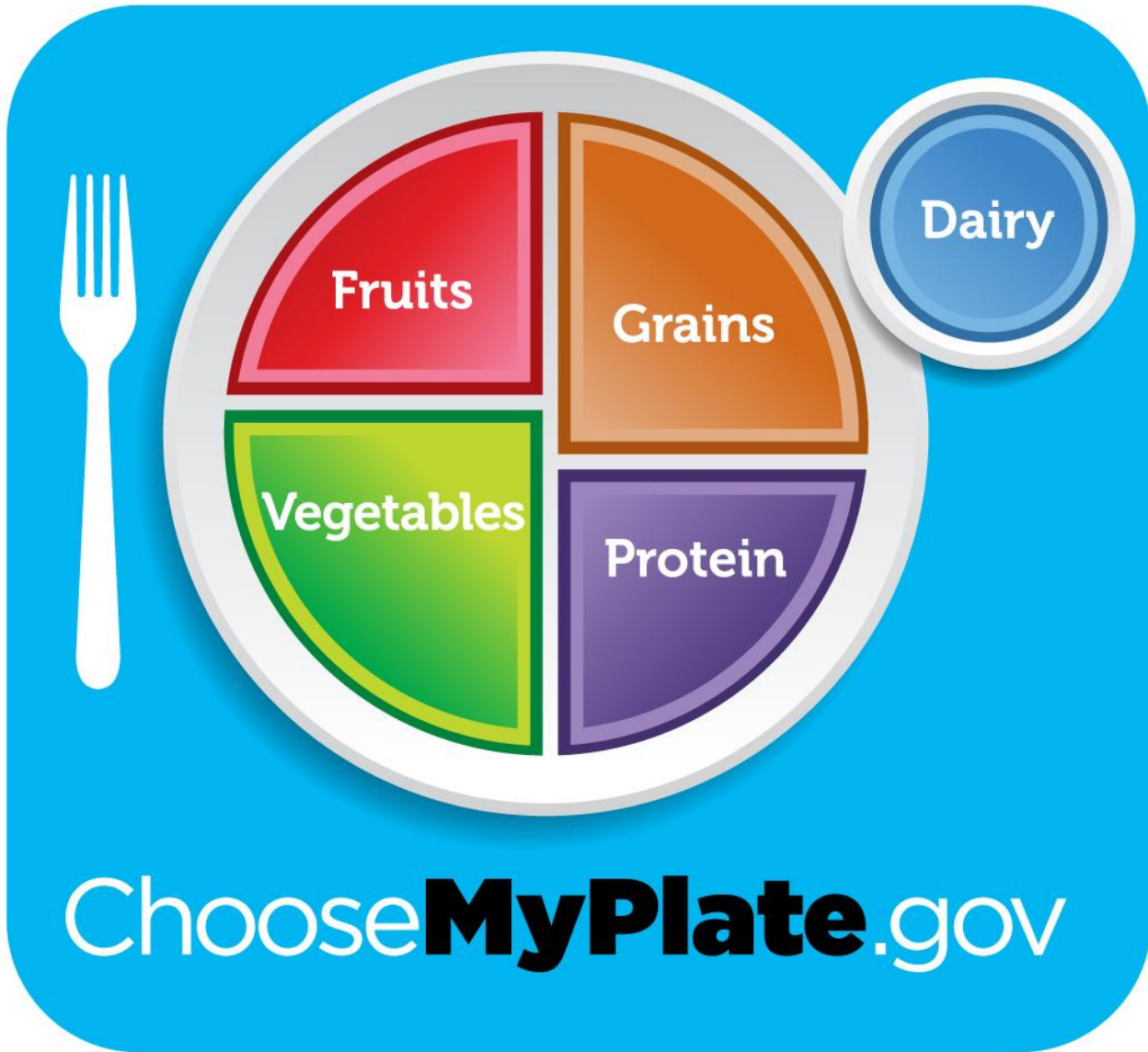
 To learn about the difference between portions and servings, visit [Keep an Eye on Portion Size](#).

[Healthy Weight Home](#) • [BMI Calculator](#) • [Menu Planner](#) • [WeCan!](#)
[OEI Home Page](#) • [NHLBI Home](#) • [NIH Home](#)
[Contact the NHLBI](#) • [Accessibility](#)

DEPARTMENT OF HEALTH AND HUMAN SERVICES NATIONAL INSTITUTES OF HEALTH NATIONAL HEART, LUNG, AND BLOOD INSTITUTE

Role of Chefs in Public Health





Choose **MyPlate**.gov

Help Amplify Messages





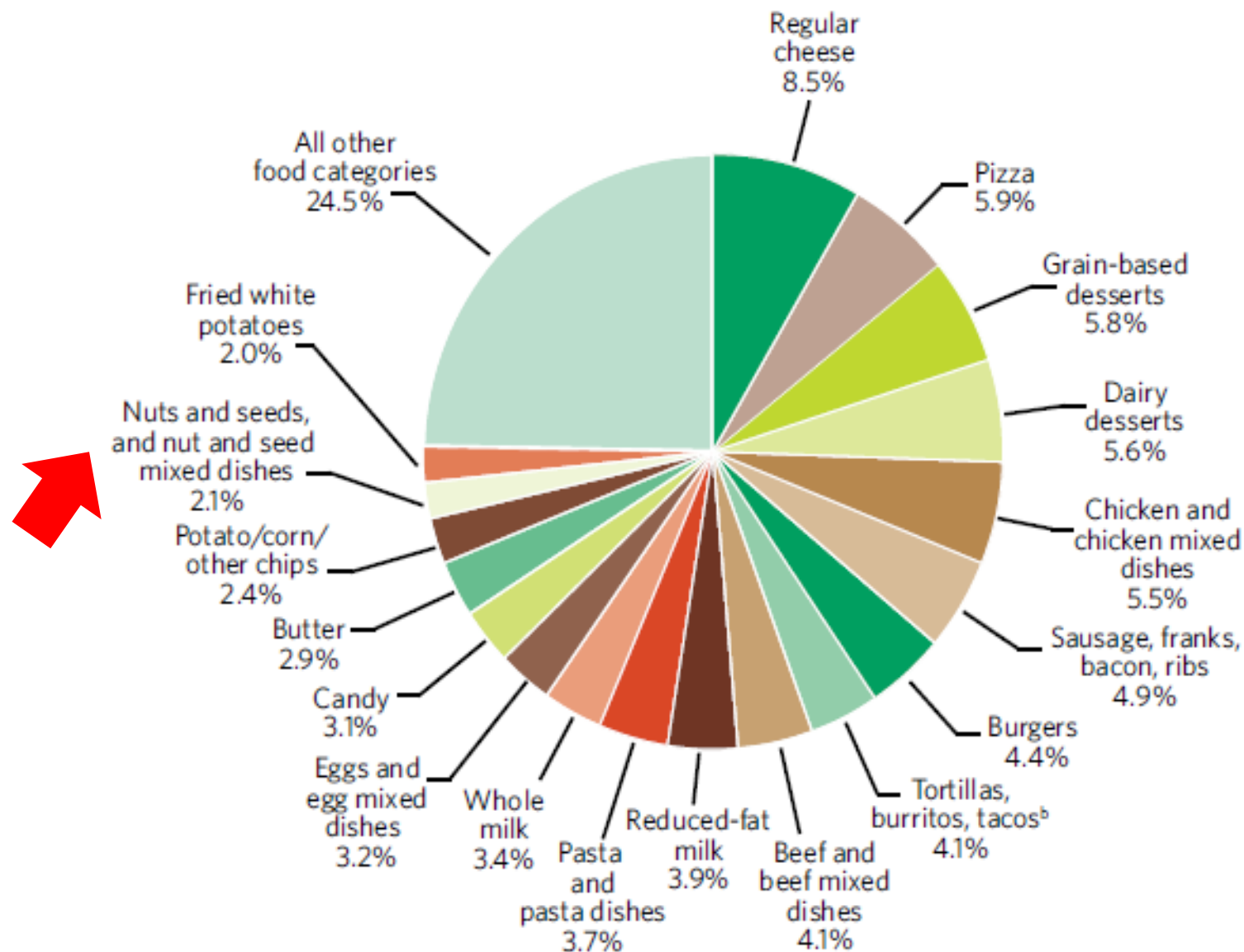
Expect an On-going Process



Challenges



**FIGURE 3-4. Sources of Saturated Fat in the Diets of the U.S. Population
Ages 2 Years and Older, NHANES 2005-2006^a**



What You Offer

Taste

Convenience

Protein

Healthy fat



Before we end...





National Nutrition IQ

A project of the American Society for Nutrition, KRC and Powell Tate



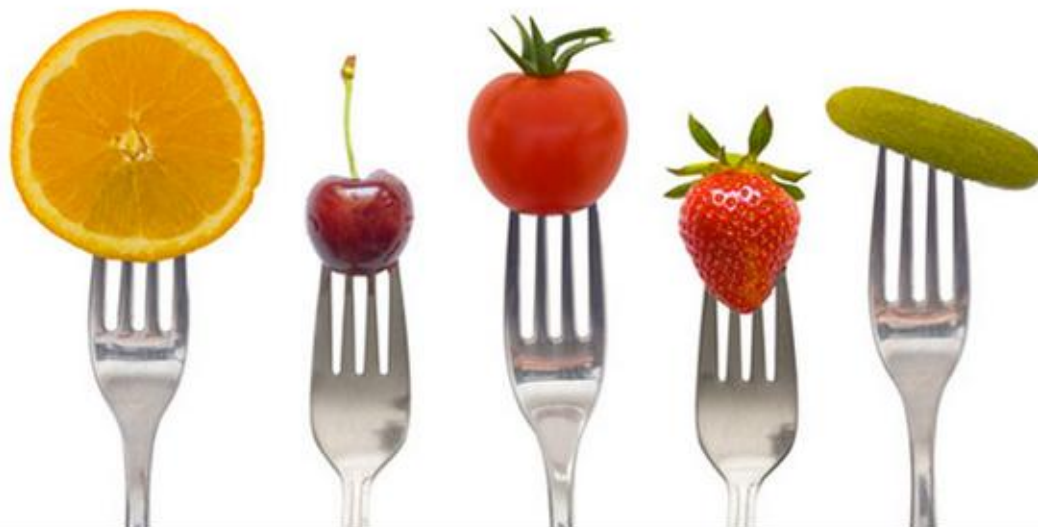
KRC RESEARCH



POWELL TATE

Sally Squires

The latest on nutrition and wellness from the creator of the Lean Plate Club



[Home](#) [About](#) [Contact](#)

Quick Dinner For A Hot Night

Posted on [September 5, 2011](#)

This may be the unofficial start



STAY IN TOUCH

Subscribe to the mailing list.





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ssquires@powelltate.com
www.sallysquires.com



Convenience

Shortfall Nutrients

- CALCIUM

- Vitamin D**

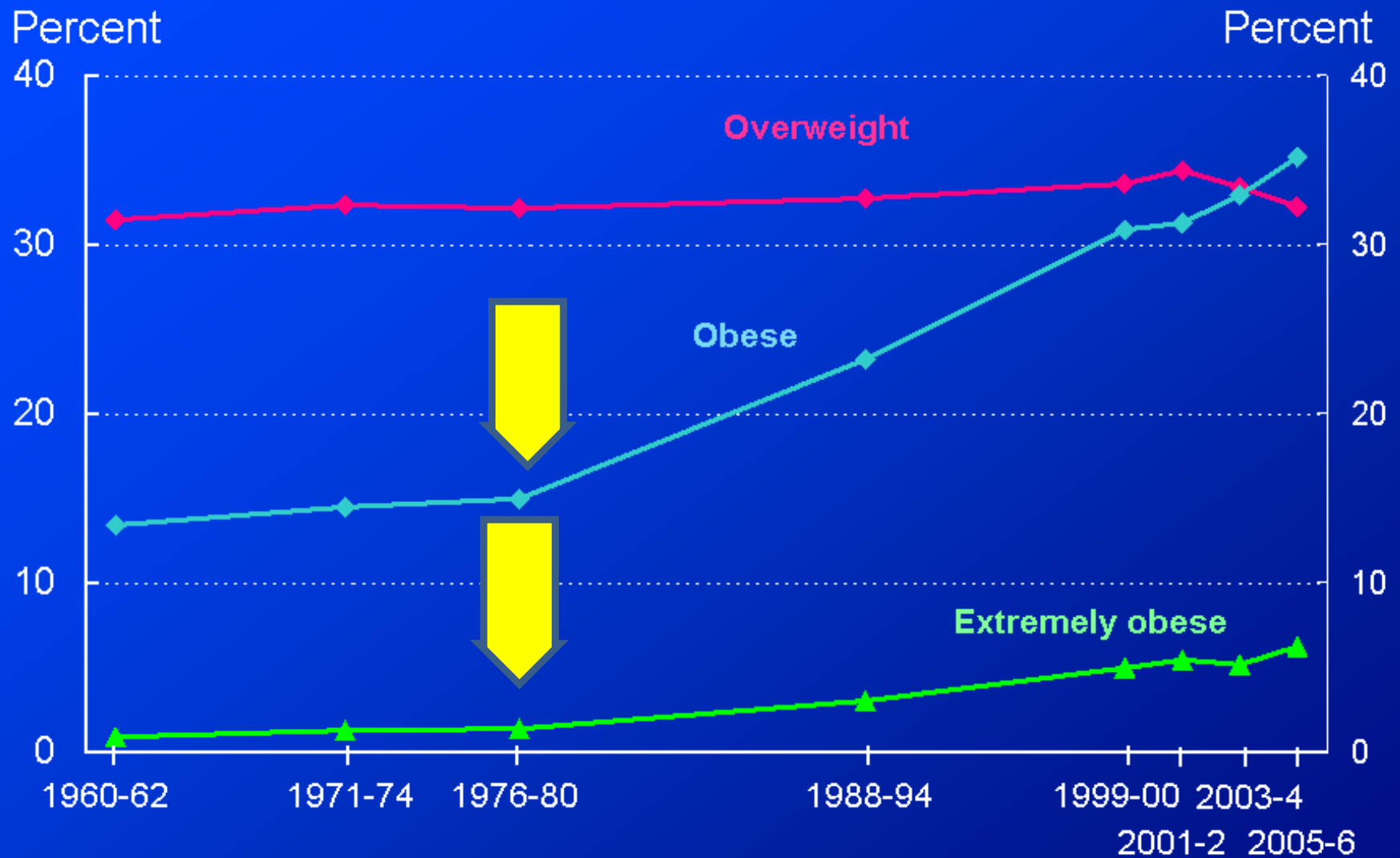
- Protein*



Strong Consumer Interest in Nutrition

- 67% say that diet nutrition and physical activity are “very important” to them personally
- 40% strongly agree with the statement: “*I actively seek information about nutrition and healthy eating*”
- Dietitians, nutritionists, doctors and nurses are ranked as the most credible sources

Figure 2. Trends in overweight, obesity and extreme obesity, ages 20-74 years



Note: Age-adjusted by the direct method to the year 2000 US Bureau of the Census using age groups 20-39, 40-59 and 60-74 years. Pregnant females excluded. Overweight defined as $25 \leq \text{BMI} < 30$; obesity defines as $\text{BMI} \geq 30$; Extreme obesity defines as $\text{BMI} \geq 40$.

Shortfall Nutrients

- CALCIUM

- Vitamin D**

- Protein*

Taste



Convenience





Thank you!

Sally Squires, M.S.

SVP, Director of Health and Wellness
Communications

Powell Tate / Weber Shandwick

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**What
Does
the
Public
Think?**

CONVERSATIONS WE'RE WATCHING

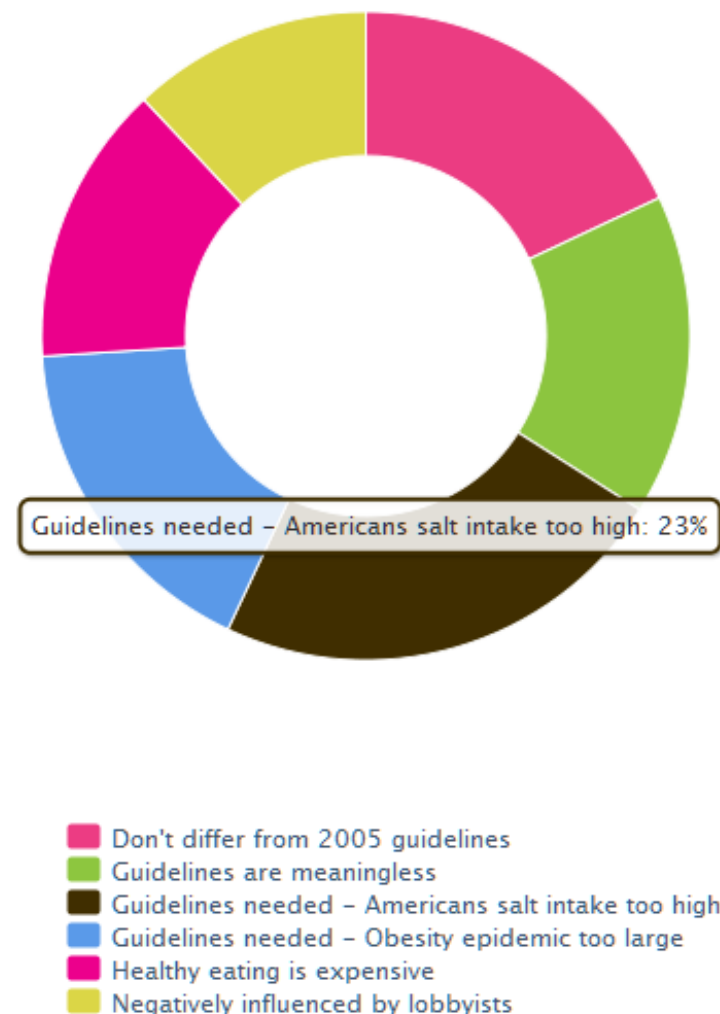
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Those opposed to the guidelines were divided into two camps: those who say they won't do any good and those who think it was overly influenced by lobbyists.



Reduce Solid Fat

Use healthy oils instead of butter

Use butter strategically

- Canola oil, Olive Oil
- Quick breads and muffins
- Cookies and pastries
- Pan sauces
- Mashes
- With bread- oils and veggie and bean based spreads

Misunderstanding

USDA





Changing Advice

Then

- Eat a variety of foods
- Maintain an _____ weight
 - Ideal, healthy desirable
- Avoid too much fat, saturated fat and cholesterol
- Eat foods with adequate starch and fiber
- Avoid: too much sugar and salt

Now

- Reduce sodium
- Calorie balance over time is key
- Consume less than 10 percent of calories from saturated fatty acids
- Consume less than 300 mg per day of dietary cholesterol
- Whole grains and fiber
- Reduce intake of calories from solid fats and added sugars
- Limit consumption of foods with refined grains, especially those with SoFAS

2005 Proposed Icon



- Make half your plate fruit/vegetables
- Dairy
- Grains
- Meat, poultry or fish



Challenges



Food Sources of Solid Fats

FIGURE 3-5. Sources of Solid Fats in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2003-2004^a

