Building Bridges: Actions to Promote Oral Health and Reduce Childhood Obesity

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Disclosure and Presentation Support

The author has no financial or conflicts of interest to disclose

This presentation was supported by a grant from the Robert Wood Johnson Foundation
### People Can’t Eat What’s Not Available

![People Can’t Eat What’s Not Available](image_url)
People make different choices depending on what is available.
Food Environment vs. Choice

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

... Margaret Mead
USDA School Meal Regulations

Food Sold Outside Of School Meals

- Vending
- A la carte
- School stores
- Fundraisers
Achieve & Sustain Healthy School Food Environments

Compliance
- Accountability System
  - USDA develop new accountability approach
- Transparency
  - Work to obtain strong final rule
    - USDA State Implementation Plans
  - Work with state child nutrition programs, advocacy and policy makers

Nutrition Standards
- School Breakfast & Lunch
  - Regulations finalized
  - Implementation
- Competitive Foods
  - Work to obtain strong final rule
    - Implementation

Training, Technical Assistance & Support
- USDA, NNSA, Team Nutrition
- Professional Standards for Food Service
  - Work to obtain strong final rule
- State Child Nutrition Program
- School Nutrition Association
- Non-Profit Organizations
- Alliance for a Healthier Generation
- State & Local Groups
- Engage parents
- Engage and educate students

Healthy School Foods
- Breakfast & Lunch
- Competitive Foods
  - Vending, a la carte, school’s stores, fundraising, etc.

Local Wellness Policies
- USDA rule
  - Work to obtain strong final rule
  - Implementation
- State Child Nutrition Program
  - Support of district policies
  - Implement policies in every school

Equipment/Infrastructure
- Increase/Identify funding

USDA Foods (Commodities)
- Continue to work with USDA to improve nutritional quality
  - Help states and districts choose and use commodities healthfully and wisely financially
  - Food service product labeling study
  - Database of product specifications

HealthierUS School Challenge
- Get more schools certified

Finances
- Additional 6-cent reimbursement
  - Help schools qualify
- Paid Meal Pricing
  - Competitive Foods Pricing
  - Indirect Costs

![Bar Chart: Schools Meeting School Lunch Standards](chart.png)

- Bar Chart Details:
  - 1991-2^a: School Nutrition Dietary Assessment Study (SNDA)
  - 2004-5^b: USDA
  - 2009-10^c: USDA
  - 2014^d: USDA 6-cent certification data for school districts

a. School Nutrition Dietary Assessment Study (SNDA)
b. SNDA

c. USDA

d. USDA 6-cent certification data for school districts
Policy Can Make a Difference: Trans Fat

Trans Fat Labeling Since 2006

* NYC, CA, Philadelphia, Baltimore, Cleveland, et al, restricted trans fat in restaurants
* Litigation

Evidence of Public Health Success

* Reformulation: 80% less trans fat in food supply
  * When reformulating, companies generally substitute healthier ingredients
* Consumption decreased from 4.6 g/person/day to 1.3 g from late 1990s to 2010
* Trans fat in blood decreased 58% between 2000 to 2009
* Ave total cholesterol decreased from 206 mg/dL to 196 from 1988 to 2010 (even in people not on medication)

Changes

* New “added sugars” line
* Added sugars Daily Value
* Bolder calories
* Remove clutter: “Calories from Fat” & nutrient table
* Vitamins A & C voluntary
* Potassium & vitamin D required
* Improved fiber definition
* Some serving sizes revised
Away-from-Home Food Consumption Has Doubled

Food-at-home and away-from-home expenditures in the United States, 1960-2014


State and Local Menu Labeling Policies

*Superceded by state law.
**TN Legislature retracted county regulations.

April 2011
National Menu Labeling

* Chains; ≥20 outlets
* Calories on menus, menu boards, food tags, buffets, vending
* Other nutrition info on brochures, posters, etc.
* Standard menu items – not custom orders, specials
* National uniformity
* Implementation date: May 5, 2017
* Cities and states can require on city/state property, hospitals, smaller chains

Vending Labeling

* Labeling required by Affordable Care Act
* For vendors with ≥20 machines
* Required December 2016
Does Menu Labeling Affect Food Choices?
Lit review at www.menulabeling.org

- NYC – 15% use menu labeling, reduce fast-food lunch by 100 calories
- Starbucks study:
  - Ave=6% decrease in calories per transaction
  - Similar change in all chains (est 25% of calories from chains) = 30 cal/person/day decrease population-wide
  - Obesity due to 100 calorie/day
- Also reformulation

Restaurant Children's Meals

<table>
<thead>
<tr>
<th>Meals that Exceed Limits for...</th>
<th>2008 (%)</th>
<th>2012 (%)</th>
<th>% Change</th>
</tr>
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<tbody>
<tr>
<td>Calories</td>
<td>93</td>
<td>86</td>
<td>-8</td>
</tr>
<tr>
<td>Sodium</td>
<td>85</td>
<td>66</td>
<td>-22</td>
</tr>
<tr>
<td>Total Fat</td>
<td>46</td>
<td>46</td>
<td>none</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>46</td>
<td>55</td>
<td>+20</td>
</tr>
<tr>
<td>Percent of meals that do not meet nutrition standards</td>
<td>99</td>
<td>97</td>
<td>-2</td>
</tr>
</tbody>
</table>
Restaurant Children’s Meals

Kids’ Meal Policies
* Passed: Santa Clara County, San Francisco, Davis, Stockton (CA)
* Introduced: MD, HI, NYC, NYS

Children’s Food and Beverage Advertising Initiative
18 Participating Companies

12 use nutrition criteria for child-directed ads
6 pledge no child-directed ads
Nickelodeon Food Ads

Ads for Foods of Poor Nutritional Quality

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Food Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>88%</td>
</tr>
<tr>
<td>2008</td>
<td>78%</td>
</tr>
<tr>
<td>2012</td>
<td>69%</td>
</tr>
<tr>
<td>2015</td>
<td>65%</td>
</tr>
</tbody>
</table>

Remove Junk-Food Marketing from Schools

* USDA local wellness policies
* State law/regulation
* Local wellness policy
* Local school board policy
* Company voluntary action
* State or local school marketing assessment study
Food Service Guidelines (Procurement) Growing Movement

Healthy Food on State and Local Property

Procurement, plus:
* pricing
* marketing
* placement
* menu labeling

Where Foods/Beverages are Sold or Served

**Settings**
* Federal, state, local governments
* Worksites
* Hospitals
* Assisted-living communities
* Institutionalized populations
* Community-based organizations (including faith-based)
* Colleges and universities
* Child care
* School systems

**Venues**
- Cafeterias
- Snack Bars
- Vending
- Cafeteria
- Meetings
- Conferences
Healthy Meetings

- National Alliance for Nutrition and Activity Healthy Meeting Toolkit
- Healthy Meeting Pledge
- www.healthymeeting.org
Current funding for nutrition and physical activity is inadequate

35 states tax soft drinks
- Some state soda taxes are earmarked

1¢/oz. soft drink = $13 billion/year nationally
- Reduce intake by 15%
- Decrease medical costs by $1.7 billion/year
- Reduce diabetes, heart attacks, strokes, premature deaths