

What are the Dietary Guidelines?

- Federal nutrition policy established jointly by USDA & HHS
- For use in Federal nutrition programs, nutrition education materials, and a basis for research
- Updated every 5 years
- Provide science-based advice for ages 2 and over to help promote health & prevent chronic disease
- Ensure that messages and materials are consistent through-out the Federal government and that government speaks with "one voice"

Overview of the History Prior to the 1970s, public health nutrition was primarily concerned with preventing nutrient deficiencies. -- As deficiencies became less common, there was a growing recognition of diseases related to dietary excesses. In 1977, U.S. Senate Select Committee on Nutrition and Human Needs issued Dietary Goals for the United States.

-- Goals were the focus of controversy among some nutritionists and others concerned with food, nutrition, and health.

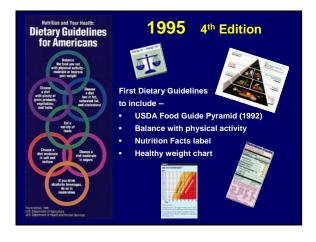
Overview of the History Dietary Guidelines 1st Issued in 1980 Mandated in 1990 by Public Law 101-445: National Nutrition Monitoring and Related Research Act of 1990 Title III of the law requires the Secretaries of USDA and HHS to publish the Dietary Guidelines for Americans at least every 5 years

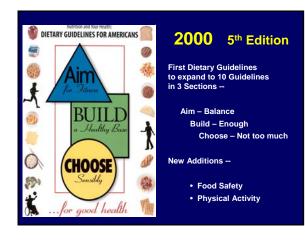
Must contain nutritional and dietary information for the general public Must be based on the preponderance of current scientific and medical knowledge – evidence-based

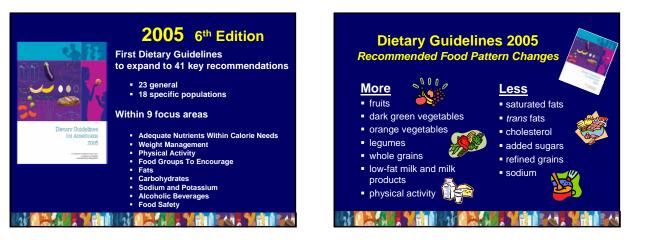
 Will be considered in developing the 7th edition of the Dietary Guidelines for Americans policy document

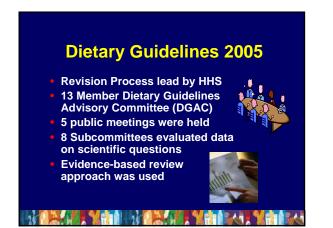
Dietary Guidelines for Americans 1980 - 2005













New for 2005 A Dietary Guidelines policy guide and a separate brochure to target consumers 69 Major effort for using evidence-based science Use of 2000 calorie reference diet (Label, Pyramid) Use of servings changed to cups and ounces Energy balance was theme and use of BMI Formative consumer research for messaging was completed (Focus groups and Web survey)



How are Revisions to the **Dietary Guidelines Made?**

- Appointment of Dietary Guidelines Advisory Committee (DGAC) by USDA and HHS
- Hold 4-5 Public Meetings (open public process) Accept Public Comments throughout deliberation
- period
- Advisory Report of recommendations presented to Secretary's of USDA and HHS Joint development of Policy and Consumer
- materials
- USDA and HHS jointly publish Guidelines and Consumer Brochure

2010 Dietary Guidelines

- MOU created between USDA and HHS
- 6/08 Charter to operate the Committee signed
- DGAC nominations and selections made

- 1st Meeting now in progress
- The rest will be History.....





- Test and retest materials with target audience input
- Build strategic alliances
- Make healthier choices available
- Help media & industry to see the win-win

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